

Government of West Bengal
Department of Higher Education
Bikash Bhawan (6th Floor), Bidhannagar,
Kolkata-700091

Memo No- 296 /EH/RUSA-23/21

Date: 25 / 11 / 2024

To

1. The Commissioner, Kolkata Municipal Corporation
2. The District Magistrate (All)

Sub: Preparatory activities to be taken for successful delivery of identified services under the West Bengal Student Credit Card Scheme during the MSME Month scheduled from 2nd-20th December, 2024.

Madam/Sir,

As you are already aware, the State Government has announced that MSME Month Campaign will be held from 2nd to 20th December, 2024. The schedule of the programme and list of identified citizen-centric services under which services will be delivered at local level camps to be organized under the campaign have also been shared with the districts from the end of the Nodal Department for MSME Month campaign. However, the broad contours of the Campaign, as informed by the MSME Dept are given below :-

- Camps will be organized in all Blocks (covering all GPs & Municipalities), Municipal Corporations & KMC Boroughs from 2nd to 20th December 2024.
- The Camps will be held six days a week, from Monday to Saturday, excluding Sunday & other Government holidays.
- For KMC Area, the Camps will be held Borough-wise.
- For Municipalities, the Camps will be held adjacent to the Block Camps.
- For the Municipal Corporations, the Camps will be held at the respective Borough Offices.

The West Bengal Student Credit Card Scheme, launched by the Department of Higher Education has been included in the list of services to be delivered during the campaign. The SOP for the SCC Scheme in the context of the MSME Month campaign has already been developed and shared. In continuation of the letters earlier issued by the State Government, the list of components of the SCC scheme that will be addressed during campaign and arrangements to be made for successful organizing of camps are delineated below-

A. Components of SCC scheme to be included in the campaign-

1. Disseminating information/answering queries on WBSCC scheme
2. Distribution of Hand outs and list of documents to be required for application
3. On spot online application for WBSCC
4. Display of IEC materials

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For circulation in
C.K. Mahavidyalaya
25/11/2024
Teacher-in-charge
Bajkul Milani Mahavidyalaya
P.O.- Kismat Bajkul
Dist.- Purba Medinipur

5. Registering grievances

B. Manning at camps-

Each camp will be manned by

1. 3(three) Siksha Bandhus(from SI office)
2. 2(two) Data Entry Operators with good IT knowledge (to be outsourced if not available from Govt. set up)
3. 1(one) menial staff(to be arranged locally)

C. Minimum infrastructure requirement

1. 2(two) tables and 5(five) chairs for use by persons manning the camp
2. 2(two) Desktop PC, 2(two) printers&2(two) scanners
3. High speed internet connectivity
4. Required office stationeries

D. Training of manpower to be deployed at camps and the supervisory staff

The training will be done in a cascading manner. The Department will train selected MTs (@10 persons from each district. These MTs will be selected from the DIs of Schools and other officers who have already been trained on different aspects of SCC scheme and the scheme's web portal. This training will be conducted through VC within 25-11-2024.

For KMC area the list of MTs will be shared by the DI of Schools (Primary) & DEO, SSM, Kolkata.

The MTs will in turn train the AIs & SIs to be deployed, Siksha Bandhus, Academic Supervisors of SSK/MSK programme, MDM officials, DEOs and other staffs to be deputed during the campaign. The training module is to include broad aspects of SCC scheme, actionable points relating to the scheme in the context of the Duare Sarkar campaign, process of online application in the web portal and the daily reporting in DS portal and to the Higher Education Department.

The KMC/district level trainings shall be completed by 30.11.2024.

E. Actionable points-

1. KMC/Districts shall share the schedule of camp arrangements for the entire campaign as soon as it is drawn up within the time frame from 18.11.24 to 28.11.24.
2. The list of 10(ten) MTs shall be shared by 22.11.24.
3. The manpower for the camps to be finalized [for KMC area, to be done in consultation with DI of Schools(P) & DEO, Kolkata]
4. Expert DEOs are to be mobilized locally from existing govt. set up as far as practicable for manning at camps. In case of shortage, to be hired locally after imparting adequate training. Contingent menials are also to be arranged at the level of BDOs.
For KMC area, arrangements are to be done by KMC authorities,
The unit cost for casual hiring of DEOs for the entire campaign period shall be as per rate approved by the Finance Department.

5. Logistic infrastructure including computer, peripherals and internet connectivity to be required at camps to be mobilized in advance.

For KMC area, arrangements are to be done by KMC authorities/DI(SE).

6. Block, district and MC level supervisory team to be planned as suggested.
7. Training up to camp level manpower to be completed by 30.11.2024.

8. Daily reporting to be done in DS portal as well as to the HED as required.

Districts are to ensure perfect coordination between offices of DEOs, DIs of Schools (Both Primary and Secondary), ULBs, BDOs and SI of Schools for successful completion of the campaign.

The Higher Education Department will supply templates of IEC materials to be displayed at Camps (to be used as banners, hoardings, standees etc.), handout/leaflet and the DCF to KMC/Districts well in advance for multiplying requisite no. of copies and distributing to the lowest level camp organizers.

Thanking you.

Yours faithfully,



Principal Secretary
Department of Higher Education

Memo No. 296/4(1) /EH/RUSA-23/21

Date:- 25/ 11 /2024

Copy forwarded for information and taking necessary action to:

1. The State Project Director, PBSSM
2. The Commissioner, School Education
3. The Project Director, Cooked Mid-day Meal Programme,
4. District Inspector of Schools (Primary/Secondary), all Districts



Senior Special Secretary
Higher Education Department