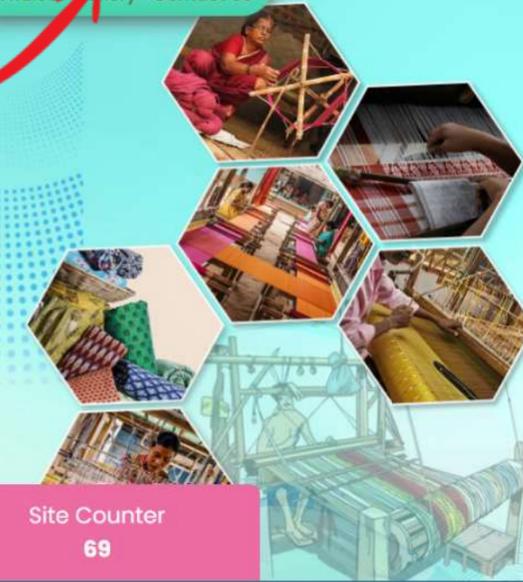


MARKETING INCENTIVE SCHEME

Directorate of Textiles (Handloom etc.)
Government of West Bengal



Services
0

Registered Users
2

Approved Application
0

Site Counter
69

MSME&T State Approved Industrial Park-Extended

**SHRI CHANDRANATH SINHA**
Hon'ble Minister-In-Charge
MSME&T Department
Hemanta Bhawan, B.B.D.Bag
(E)

**SHRI TAJMUL HOSSAIN**
Hon'ble Minister-of-State
MSME&T Department
Hemanta Bhawan, B.B.D.Bag
(E)

**SHRI RAJESH PANDEY, IAS**
Principal Secretary
MSME&T Department
Sikha Sadan, Camac Street

**SHRI UDAYKUMAR SWAROOP, IAS**
Director of MSME&T
New Secretariat Building,
Kolkata

LATEST POSTS
Test Post

MARKETING INCENTIVE

The Marketing Incentive Scheme supports West Bengal's handloom sector by promoting sales, improving competitiveness, and boosting productivity. Jointly funded by the Government of India and Government of West Bengal (50:50), the scheme offers 10% incentive on average sales turnover to eligible Handloom agencies for up to 3 years. This helps Handloom cooperatives to upgrade infrastructure, attract customers, and grow sustainably.

- MI is given to Handloom agencies for preparing conditions conducive to marketing of Handloom products.
- The Handloom agencies are to use this amount towards activities that attract consumers in order to gear up overall selling of Handloom goods.
- MI is given for maximum 3 years during the scheme period of 5 years.
- The selling done through barter system by Handloom agencies is to be excluded.



Directorate of Textiles
Department of Micro, Small & Medium Enterprises & Textiles,
New Secretariat Building, 7th Floor, Block A,
1, Kiran Sankar Roy Road, Kolkata 700 001.

In the Home page there are two button : **Registration** and **Login**. After click on Registration button the user need to insert the details such as Name, Mobile, Email, Registration Number, Agency Name, Username, Password etc in the registration form.

Welcome to
**MARKETING
INCENTIVE
SCHEME**
Directorate of Textiles

KEEP YOUR DATA SAFE

[Back to HOME](#)

Registration

- Let's create your account

First Name*
Jyoti

Last Name*
Bag

Email*
jyotibag9@gmail.com

Contact Number*
8167028450

Purba Medinipur

Khejuri-I (Block)

Registration No*
183AFDTEST

Registration Date*
16-02-1995

Agency Name*
Test Agency

Username*
jyotitestuser

Password*

Confirm Password*

REGISTER

Already have an account? [Login!](#)

After submission of registration details, an OTP is sent for verification on the submitted email and mobile. Once OTP is verified, the user is successfully registered

The image shows a web interface for the Marketing Incentive Scheme. On the left, there is a header with the logo of the Directorate of Textiles, the text "Welcome to MARKETING INCENTIVE SCHEME Directorate of Textiles", a blue button that says "KEEP YOUR DATA SAFE", and a link "Back to HOME". The main content area on the right is titled "OTP Verification" and contains a message "OTP sent to your email.", an empty input field, a field with "Enter OTP" and the value "999999", a green "Verify OTP" button, and a link "Didn't receive OTP? Resend". The background features a stylized map of India and a decorative geometric pattern.

MARKETING INCENTIVE SCHEME

Directorate of Textiles (Handloom etc.)
Government of West Bengal

Services 0	Registered Users 2	Approved Application 0	Site Counter 69
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MSME&T State Approved Industrial Park-Extended

**SHRI CHANDRANATH SINHA**
Hon'ble Minister-In-Charge
MSME&T Department
Hemanta Bhawan, B.B.D.Bag
(E)

**SHRI TAJMUL HOSSAIN**
Hon'ble Minister-of-State
MSME&T Department
Hemanta Bhawan, B.B.D.Bag
(E)

**SHRI RAJESH PANDEY, IAS**
Principal Secretary
MSME&T Department
Silkha Sadan, Camac Street

**SHRI UDAYKUMAR SWAROOP, IAS**
Director of MSME&T
New Secretariat Building,
Kolkata

LATEST POSTS
▶ Test Post

MARKETING INCENTIVE

The Marketing Incentive Scheme supports West Bengal's handloom sector by promoting sales, improving competitiveness, and boosting productivity. Jointly funded by the Government of India and Government of West Bengal (50:50), the scheme offers 10% incentive on average sales turnover to eligible Handloom agencies for up to 3 years. This helps Handloom cooperatives to upgrade infrastructure, attract customers, and grow sustainably.

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- The selling done through barter system by Handloom agencies is to be excluded.



Directorate of Textiles
Department of Micro, Small & Medium Enterprises & Textiles,
New Secretariat Building, 7th Floor, Block A,
1, Kiran Sankar Roy Road, Kolkata 700 001.

The user can log In using Username & Password. Based on role (Beneficiary or Official), the system redirects to the respective dashboard.

Welcome to
**MARKETING
INCENTIVE
SCHEME**
Directorate of Textiles

KEEP YOUR DATA SAFE

[Back to HOME](#)

Login to
- Marketing Incentive

Enter your name
jgapp

Enter Password

T80UKL

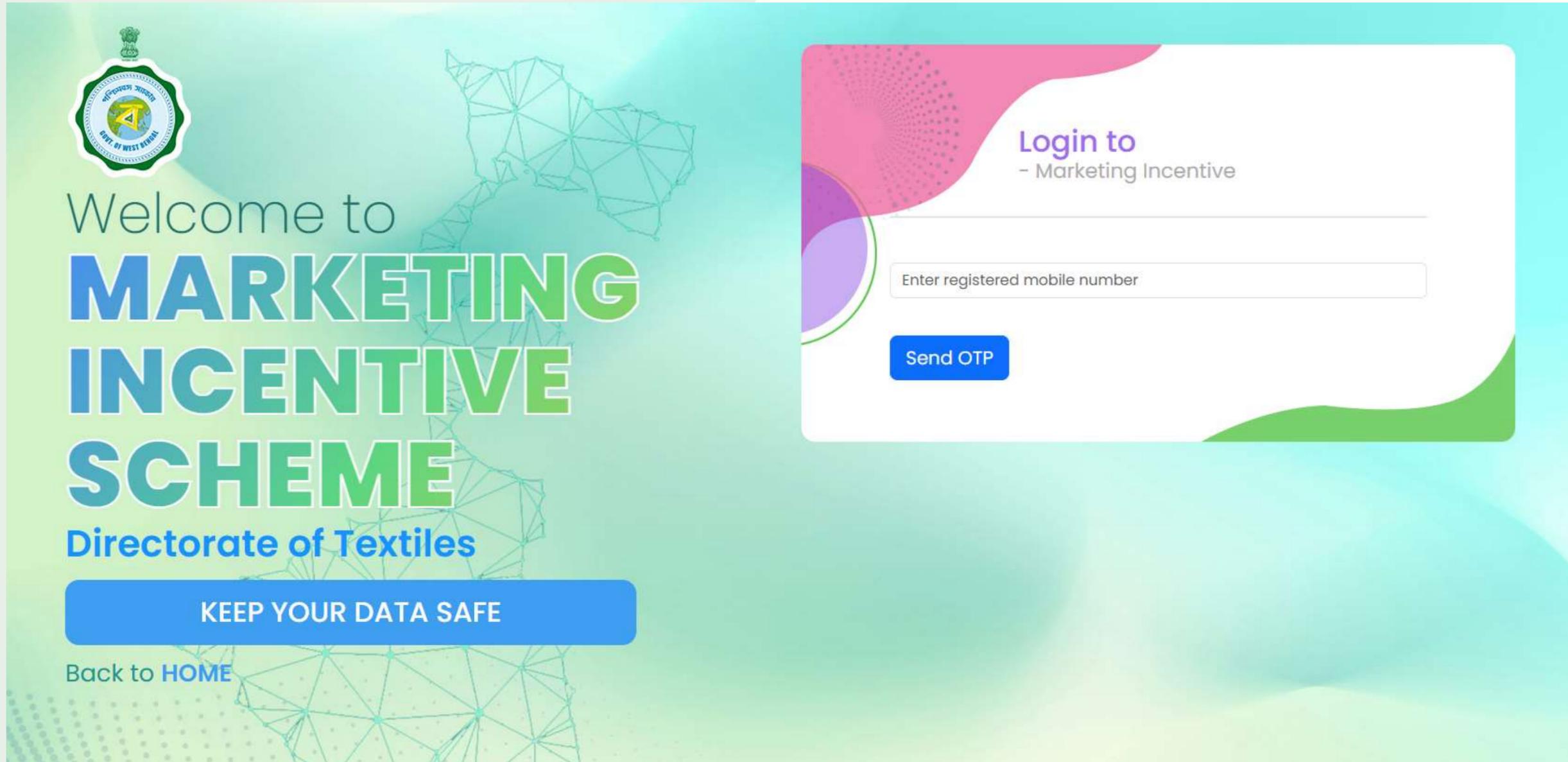
Enter Captcha Code

LOGIN

[Forgot Password?](#) [OTP Login](#)

Don't have an account? [Register!](#)

The user can also log in via otp verification.



The image shows a digital interface for the Marketing Incentive Scheme. On the left, there is a header with the Government of West Bengal logo and the text "Welcome to MARKETING INCENTIVE SCHEME Directorate of Textiles". Below this is a blue button that says "KEEP YOUR DATA SAFE" and a link "Back to HOME". On the right, there is a white login form with the title "Login to - Marketing Incentive". The form contains a text input field labeled "Enter registered mobile number" and a blue button labeled "Send OTP". The background features a green and blue color scheme with a network-like pattern.

Logo of the Government of West Bengal, Directorate of Textiles

Welcome to
MARKETING INCENTIVE SCHEME
Directorate of Textiles

KEEP YOUR DATA SAFE

[Back to HOME](#)

Login to
- Marketing Incentive

Enter registered mobile number

Send OTP

Beneficiary Dashboard: In beneficiary dashboard user can see the Profile Details section and Claim Summary section. Here if user don't have any claim then click on Raise New Claim button and apply for new claim.

In claim form user have to submit all details and click create. Then first step of a claim raise has submitted.

The screenshot displays a web dashboard for the Marketing Incentive program. On the left, a sidebar contains the program logo and navigation links: Dashboard, Claim List, Incentive Form, Application Status, Reset Password, and Logout. The main content area is titled 'Dashboard' and includes a breadcrumb 'Home / Dashboard'. A user profile box on the right shows the name 'Jyoti Bag' and email 'jyotibag9@gmail.com'. The central 'CLAIM SUMMARY' section displays 'Total Claims Submitted: 0' and 'Status of Last Claim: NO CLAIMS YET'. A blue 'Raise New Claim' button is present, with a red arrow pointing to it from below.

Claim Submission: The user fills in claim details and clicks Create. This completes Step 1 of claim submission.



Marketing Incentive
Director Of Textiles
Government of West Bengal

- Dashboard
- Claim List
- Incentive Form**
- Application Status
- Reset Password
- Logout

Dashboard

Home / Incentive Form

Jyoti Bag
jyotibag9@gmail.com

Marketing Incentive Form

1. Name of the state Type of Agency * 2. Claim for the year *

3. Registration No of the Agency/Society * 4. Registration Date of the Agency/Society * 5. Name of the Agency/Society *

6. Address of the Agency/Society *

7. District * 8. Block / Municipality / Corporation *

9. No. of Weavers covered by the Agency/Society *

Category	Men	Women	Transgender	Total
General	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
SC	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
ST	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
OBC	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Minority	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Others	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

10. Sales turnover for the preceding three years *
(Calculated based on the GST bills (Yarn purchase & sales bills/invoices) complying all the GST laws and it's also excluding sales to Apex Societies, Federations, Corporation, Government Departments agencies, Sales to handloom agencies/sales under barter system and sales computed for the purpose of claiming assistance under similar kind of incentive/rebate under any other scheme of the central Govt.)

Year	Fabrics	Made_ups	Garments	Others	Total
------	---------	----------	----------	--------	-------

11. Average sales turnover of last three years

12. Marketing Incentive eligible @10%

13. States share @5%

14. Central Government share @5%

Certified that our organization is a registered users of HLM/IHB labels in the products. It is also certified that the figures for MI have been calculated in accordance with the clause given above.

Create

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The user is redirected to the Claim List to view all claims and their status. Here user need to Download the Application PDF, sign & stamp it, then upload in Upload Document. Once uploaded, the claim is considered successfully submitted. The application is then routed to the Development Officer (DO).



Marketing Incentive
Director Of Textiles
Government of West Bengal

Dashboard
Home / Incentive List

Jyoti Bag
jyotibag9@gmail.com

Claim List

Agency details saved successfully!

Raise New Claim

State	Agency Name	Claim Year	Total Sales	Current Status	Actions
West Bengal	Test Agency	2023-2024	22918740	INCOMPLETE	Edit Upload Document Download PDF Application <p>✦ Download the application PDF, sign it with stamp, then upload it in the Upload Document section. ✦</p>

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Designed & Developed by **NIC**

This is the Upload document section

Marketing Incentive
Director Of Textiles
Government of West Bengal

Dashboard
Claim List
Incentive Form
Application Status
Reset Password
Logout

Dashboard
Home / Upload Documents

Upload Marketing Files

Upload Audit Report for 2022-2023:
Choose File No file chosen
Audit Report for 2022-2023 should be within 2048 KB

Upload Audit Report for 2021-2022:
Choose File No file chosen
Audit Report for 2021-2022 should be within 2048 KB

Upload Audit Report for 2020-2021:
Choose File No file chosen
Audit Report for 2020-2021 should be within 2048 KB

Upload GST compliance document for 2022-2023:
Choose File No file chosen
GST compliance document for 2022-2023 should be within 2048 KB

Upload GST compliance document for 2021-2022:
Choose File No file chosen
GST compliance document for 2021-2022 should be within 2048 KB

Upload GST compliance document for 2020-2021:
Choose File No file chosen
GST compliance document for 2020-2021 should be within 2048 KB

Upload Society Handloom-Mark Registration:
Choose File No file chosen
Society Handloom-Mark Registration should be within 300 KB

Upload Registration Certificate:
Choose File No file chosen
Registration Certificate should be within 2048 KB

Upload Signed Application Form:
Choose File No file chosen
Signed Application Form should be within 300 KB

Submit

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After document upload, the application is finally submitted and routed to the respected DO.

Marketing Incentive
Director Of Textiles
Government of West Bengal

Dashboard

Claim List

Incentive Form

Application Status

Reset Password

Logout

Dashboard

Home / Incentive List

Jyoti Bag
jyotibag9@gmail.com

Claim List

Documents uploaded and status updated successfully!

Raise New Claim

State	Agency Name	Claim Year	Total Sales	Current Status	Actions
West Bengal	Test Agency	2023-2024	22918740	SUBMITTED	Edit Document Uploaded

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In Beneficiary end the returned application will show as BACK FOR CORRECTION . In the action if 'Update Registration Details' then user needs to update the registration details first then resubmit the application by uploading the rectified B8 form. In the action if 'Edit' then user need to correct the application form then need to upload rectified B8 form. The remarks given by the Do can be seen by hovering on Current Status section.

The screenshot displays a web dashboard for the Marketing Incentive program. The left sidebar contains navigation options: Dashboard, Claim List, Incentive Form, Application Status, Reset Password, and Logout. The main content area shows the 'Claim List' with a 'Raise New Claim' button and a table of claims. The table has the following data:

State	Agency Name	Claim Year	Total Sales	Current Status	Actions
West Bengal	Test Agency	2021-2022	0	APPROVED (BACKLOG)	Edit, Document Uploaded
West Bengal	Test Agency	2023-2024	22918740	BACK FOR CORRECTION	Update Registration Details

A red arrow points to the 'BACK FOR CORRECTION' status and the 'Update Registration Details' action button in the second row of the table.

On click Update Registration Details this page will visible. Here beneficiary can update the details as needed.

The screenshot shows a web dashboard for the Marketing Incentive program. On the left is a sidebar with the logo of the Director of Textiles, Government of West Bengal, and a menu with options: Dashboard, Claim List, Incentive Form, Application Status, Reset Password, and Logout. The main content area is titled 'Dashboard' and shows a 'Backlog data' box with registration details. Below this is a form titled 'Update Registration Number and Agency Name' with three input fields: 'Registration No of the Agency/Society' (containing '183AFDTEST'), 'Registration Date' (containing '16-02-1995'), and 'Name of the Agency/Society' (containing 'Test Agency'). A large green 'Update' button is at the bottom of the form, with a red arrow pointing to it. The top right corner shows the user's name 'Jyoti Bag' and email 'jyotibag9@gmail.com'. The footer contains copyright information and the NIC logo.

Marketing Incentive
Director Of Textiles
Government of West Bengal

Dashboard
Home / Untitled

Jyoti Bag
jyotibag9@gmail.com

Backlog data :
Registration Number : 17 Cal. Of 1.10.1954, Agency name : West Bengal State Handloom Weavers' Co-operative Society Ltd. (Tantuja), claim year : 2021-2022

Update Registration Number and Agency Name

Registration No of the Agency/Society
183AFDTEST

Registration Date
16-02-1995

Name of the Agency/Society
Test Agency

Update

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After correction the details (Registration Details or Application Details by clicking edit) beneficiary need to click Upload Document to upload the required document (if need to change) with Rectified B8

Marketing Incentive
Director Of Textiles
Government of West Bengal

Dashboard
Claim List
Incentive Form
Application Status
Reset Password
Logout

Dashboard
Home / Incentive List

Jyoti Bag
jyotibag9@gmail.com

Claim List

User details updated successfully!

Raise New Claim

State	Agency Name	Claim Year	Total Sales	Current Status	Actions
West Bengal	West Bengal State Handloom Weavers' Co-operative Society Ltd. (Tantuja)	2021-2022	0	APPROVED (BACKLOG)	Edit Document Uploaded
West Bengal	West Bengal State Handloom Weavers' Co-operative Society Ltd. (Tantuja)	2023-2024	22918740	BACK FOR CORRECTION	Edit Upload Document Download PDF Application ✦ Download the application PDF, sign it with stamp, then upload it in the Upload Document section. ✦

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Designed & Developed by NIC

Beneficiary need to upload the required document (if need to change or asked by officials) with Rectified B8 (mandatory).

Marketing Incentive
Director Of Textiles
Government of West Bengal

Dashboard
Home / Upload Documents

Upload Marketing Files

Upload Audit Report for 2022-2023:
Choose File No file chosen
Audit Report for 2022-2023 should be within 2048 KB
Current file: PDF

Upload Audit Report for 2021-2022:
Choose File No file chosen
Audit Report for 2021-2022 should be within 2048 KB
Current file: PDF

Upload Audit Report for 2020-2021:
Choose File No file chosen
Audit Report for 2020-2021 should be within 2048 KB
Current file: PDF

Upload GST compliance document for 2022-2023:
Choose File No file chosen
GST compliance document for 2022-2023 should be within 2048 KB
Current file: PDF

Upload GST compliance document for 2021-2022:
Choose File No file chosen
GST compliance document for 2021-2022 should be within 2048 KB
Current file: PDF

Upload GST compliance document for 2020-2021:
Choose File No file chosen
GST compliance document for 2020-2021 should be within 2048 KB
Current file: PDF

Upload Society Handloom-Mark Registration:
Choose File No file chosen
Society Handloom-Mark Registration should be within 300 KB
Current file: PDF

Upload Registration Certificate:
Choose File No file chosen
Registration Certificate should be within 2048 KB
Current file: PDF

Upload Rectified B8 Form:
Choose File No file chosen
Rectified B8 Form should be within 300 KB
Current file: PDF

Submit

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