

ANNUAL ADMINISTRATIVE REPORT

2024-2025

West Bengal Handicrafts Development Corporation Limited



MANJUsha



Government of West Bengal Undertaking

Celebrating Craftsmanship of Bengal



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WEST BENGAL HANDICRAFTS DEVELOPMENT CORPORATION LIMITED (MANJUSHA)

Legal Status	Established in 1976 under the Companies Act, 1956 under direct control of the Department of MSME.
Authorized Share Capital	Rs. 50.00 Crores
Paid up Share Capital	Rs. 46.60 Crores
Principal Activity	Marketing of handicrafts and handloom products produced by artisans & SSI units of West Bengal through MANJUSHA showrooms/ digital platforms/ Bulk Supply.
Number of Emporium	19
Sanctioned employee strength	251
Employee strength in the year	96
Salary Cost & Employee benefit Cost	Rs. 4.02 crore
Establishment Cost	Rs. 1 crore

The Company in its strong pledge to aloft the traditional heritage of around 5 lakh artisan community of the State is nurturing their basic craftsmanship without deviating from heritage by promoting and marketing the handicrafts and handloom products produced by them through its showrooms and bulk supply.

MANJUSHA believes each artisan is an artist and each form of art has its own vitality. Apart from providing them a commercial platform, MANJUSHA works relentlessly for their capacity building, quality control, financial linkage and technological improvement. Through exposure at the national and international forums the artisans come in direct contact with the original patrons of handicrafts.

MANJUSHA markets and promotes the aforesaid products through its various Emporia across the State and is into the business of bulk supply to different government departments as well as to some major private houses and craft traders. Artisans, SHGs and the SSI units of the state are our principal vendors.

MANJUSHA is also selling their products online through Flipkart and Amazon and providing exposure in national and international fairs, exhibition etc.

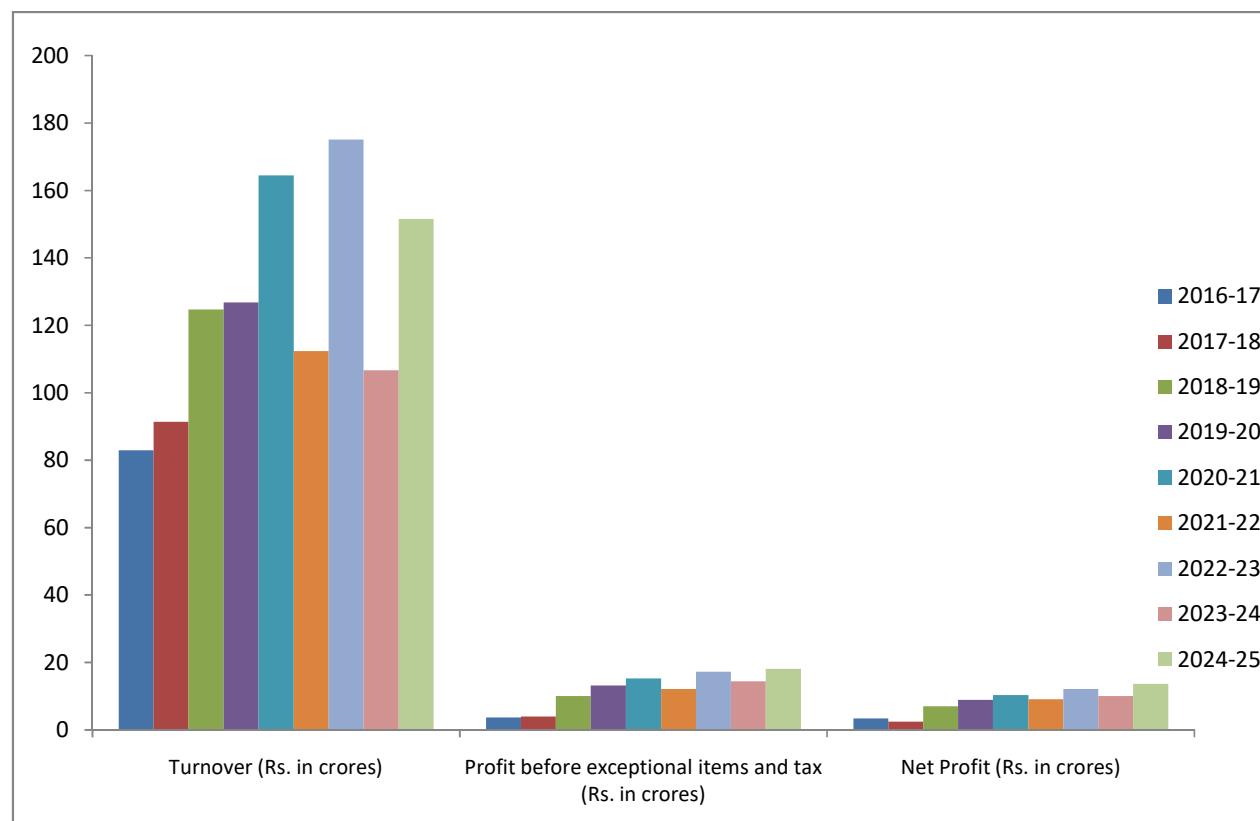
The Company being an undertaking of the Government of West Bengal has directors comprising of Chairman, Managing Director and others as appointed by the Government.

FINANCIALS:

- ❖ MANJUSHA achieved a **turnover of Rs. 151.60 crores** in the financial year 2024-25 and in the last financial year i.e. in FY 2023-24 it was Rs. 106.72 crores.
- ❖ The **net profit** for the financial year 2024-25 is **Rs 13.64 crores** and in the last financial year i.e. in FY 2023-24 it was **Rs 10.12 crores**.

The financial trend over the past few years is furnished as follows:

Particulars	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	(Rs. in crores)
Turnover	82.97	91.38	124.73	126.84	164.50	112.37	175.11	106.72	151.60	
Profit before exceptional items and tax	3.78	4.02	10.12	13.21	15.30	12.16	16.99	14.52	18.17	
Net Profit	3.39	2.48	7.04	8.95	10.34	9.12	11.97	10.12	13.64	



The Company has not taken any financial assistance from the government (in the form of grants, share capital etc.) since 2018-19.

AUDIT & COMPLIANCES:

- ❖ MANJUSHA has been compliant with all legal formalities with respect to each statutory authority.
- ❖ Not a single audit para by the Hon'ble C&AG is outstanding till 2024-25.

CSR:

- ❖ MANJUSHA spent Rs. 29,04,336.00/- as Corporate Social Responsibility for the year by contributing towards the Rural Development Projects.

FEW YEARS BACK IN 2014:

- ❖ MANJUSHA was a loss making Corporation since its inception.
- ❖ The accumulated loss took up to Rs. 27.82 crores till 2014-15.
- ❖ The salary was paid irregularly and gratuity was unpaid since 2010.
- ❖ Complicated court cases existed.
- ❖ Procurement was done through the Middle man system.
- ❖ Condition of emporia was poor and there was customer repulsion.
- ❖ There was inefficiency in store and accounts management.
- ❖ Delay in payment. Huge manpower and managerial cost.
- ❖ Unjustified & violent trade union activities.
- ❖ In 2006, PWC suggested that we should close.

MEASURES TAKEN:

- ❖ Procuring directly from Artisans, Self Help Group & SSI Unit and abolishing the Middle Man system;
- ❖ Direct camp procurements were organized at different Artisan villages and artisans were paid on spot through RTGS/NEFT.
- ❖ Experts analyzed the quality, production and the cost of every item was fixed. Artisans were also made part of such expert team.
- ❖ Showrooms were renovated to make customer friendly with modern look.
- ❖ Optimal use of man power and cost curtailment.
- ❖ Introduction of computerized accounting and store management.
- ❖ Ensuring production and supply timeline.
- ❖ Intensive quality check.

These initiatives coupled with strict monitoring and supervision turned a loss making company into a profit making organization with the same public sector man power.

RETAIL IS NOT ENOUGH:

- ❖ We adapted aggressive policies to obtain BULK ORDERS.
- ❖ We religiously take part in all Government/Non Government tenders with our competitive rates & quality.
- ❖ We approach our buyers directly instead of waiting for the buyers to come.

PERFORMANCE:

Presently MANJUSHA is operating through the following Emporia and their performance for the year 2024-25 is:-

Sl. No.	Name of Emporium	2024-25 (Rs.)		
		Handicraft Sales	Handloom Sales	Total Sales
1.	Asansol	25,90,359.14	19,81,595.30	45,71,954.44
2.	Baharampur	17,82,836.98	20,09,995.55	37,92,832.53
3.	Balurghat	30,19,418.38	26,95,142.79	57,14,561.17
4.	Bankura	11,08,316.68	7,53,796.86	18,62,113.54
5.	Bansdroni	61,11,563.18	33,97,480.79	95,09,043.97
6.	Bardhaman	22,87,079.34	27,43,408.57	50,30,487.91
7.	Behala	12,93,481.14	9,50,896.54	22,44,377.68
8.	Bolpur	18,77,479.80	47,74,797.05	66,52,276.85
9.	Dhakuria	92,22,066.07	34,09,158.25	1,26,31,224.32
10.	Durgapur	57,94,543.63	30,80,732.66	88,75,276.29
11.	Haldia	37,59,284.12	26,68,179.44	64,27,463.56
12.	Lake Market	42,08,987.77	13,81,557.62	55,90,545.39
13.	Madhyamgram	26,07,916.32	24,65,514.23	50,73,430.55
14.	Malda	13,29,267.42	16,83,141.79	30,12,409.21
15.	Manicktala	65,15,980.79	31,86,908.27	97,02,889.06
16.	New Delhi	13,12,544.08	10,05,573.86	23,18,117.94
17.	Raiganj	24,35,764.24	24,22,109.83	48,57,874.07
18.	Salt Lake	1,98,41,888.95	73,00,998.26	2,71,42,887.21
19.	Suri	19,62,068.56	40,32,523.56	59,94,592.12
TOTAL				13,10,04,357.81
Online sales				2,940.26
Grand Total				13,10,07,298.07

MANJUSHA is providing different items to various Government Departments/Directorate/ Offices as per their requirement. The orders are obtained mostly through participating in the process of competitive e-tender through approval of quality samples and offering best rates and service.

In some cases, MANJUSHA obtains order by competing with private entrepreneurs also.

The department wise list showing business amount in 2024-25 is appended below:

Sl. No.	Department	Amount of Business (Rs.)
1.	Health & Family Welfare	28,99,61,069.00
2.	Central Correctional Home	58,93,100.00
3.	Directorate of Disaster Management	49,92,89,665.76
4.	School Education Department	32,23,57,167.00
5.	Minority Affairs and Madrasah Education	4,62,09,699.00
6.	West Bengal National Volunteer Force (WBNVF)	1,37,43,978.00
7.	West Bengal Civic Police	18,70,23,249.00
8.	Kolkata Police	25,01,431.00
9.	ICDS Projects	18,79,274.00
10.	Department of Agricultural Marketing (Sufal Bangla)	14,64,842.00
11.	Different Home of W.B under CCI & SSA	32,51,441.00
12.	Mid Day Meal	11,01,19,521.80
13.	Kolkata Municipal Corporation	37,64,656.00
14.	Rajpur Sonarpur Municipality	1,39,920.00
15.	West Bengal Home Guard	39,90,160.00
16.	WB Pollution Control Board	1,48,75,435.00
17.	Maulana Abul Kalam Azad University of Technology (MAKAUT)	1,85,686.00
18.	WB Commission For Protection of Child Rights	14,98,681.00
19.	Panchayat & Rural Development Department	5,26,330.00
20.	Tourism Development Corporation Ltd	20,02,947.00
21.	Youth Services & Sports	15,33,400.00
22.	West Bengal State Agricultural Marketing Board	35,34,507.00
23.	Emporium Wholesale	58,57,192.00
24.	Handicrafts & Handloom	13,10,07,298.07
	Total	165,26,10,650.00

COLLABORATIONS:

- ❖ Agreement through MOU with SRLM was entered by which we procure and market the best products of ANANDADHARA SHGs.
- ❖ We collaborated with many Sanitary-Pad producing Self Help Groups and procure from them directly for hospital supply and school awareness programme.
- ❖ We collaborated with Rural Crafts Hub for obtaining different handicraft items from the budding artisans.

TARGET FOR 2025-26:

- ❖ We have targeted a turnover of Rs. 200 crores;
- ❖ Raise the per sq. ft. retail sale from Rs. 35.07/- to Rs. 50.00/-;
- ❖ Planning to open two emporia during the year;
- ❖ We have planned extensive capacity building for our artisans on designing and packaging.

AWARDS:

- ❖ IMAGES RETAIL AWARD - 2017 from Indian Retail Forum for Best Turnaround Story competing with Pantaloons, Pizza Hut and Raymond.
- ❖ SKOCH AWARD OF EXCELLENCE – under Blue Economy Category – 2017.
- ❖ SKOCH GOLD AWARD for Turnaround of MANJUSHA in 2018.
- ❖ SKOCH GOLD AWARD for MANJUSHA in 2022.
- ❖ 9th PSU AWARD from Governance Now for Resilient Growth (Turnaround) in 2022



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