

ANNUAL ADMINISTRATIVE REPORT 2021-2022

West Bengal Handicrafts Development Corporation Limited

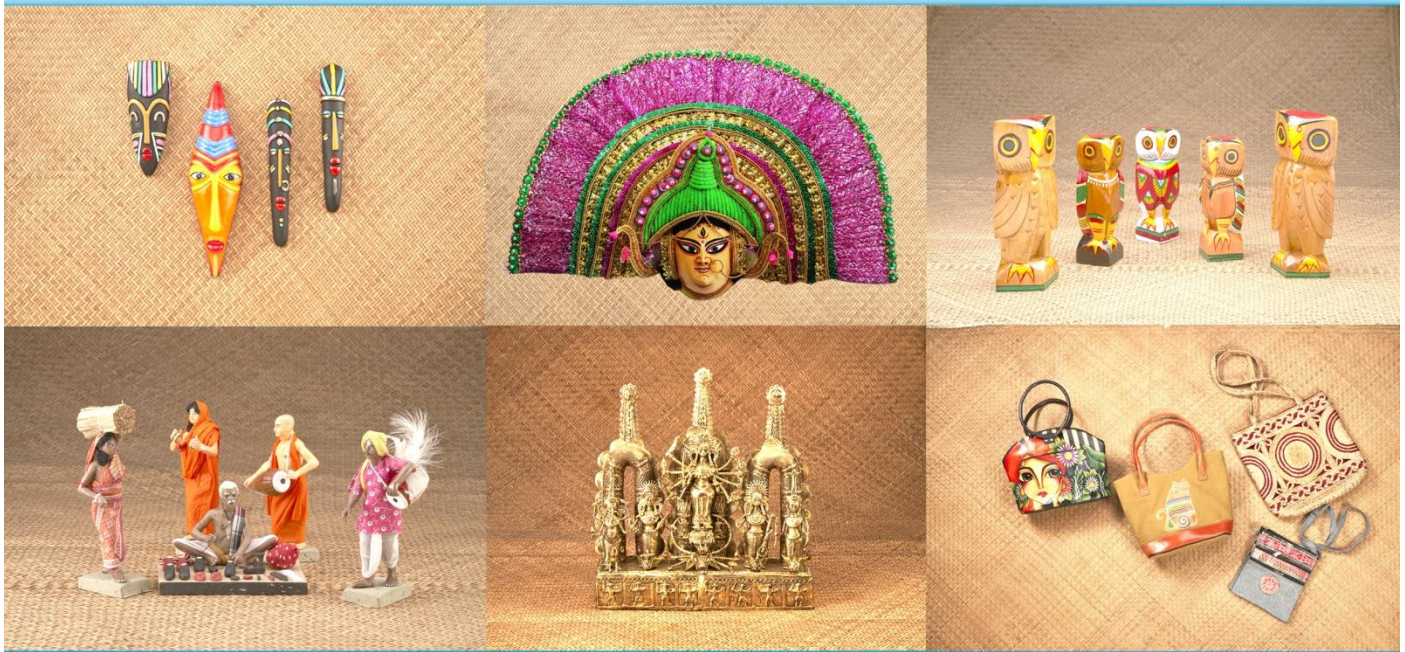


MANJUSHA



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	91
Salary Cost & Employee benefit Cost	Rs. 4.05 crore
Establishment Cost	Rs. 1.00 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.

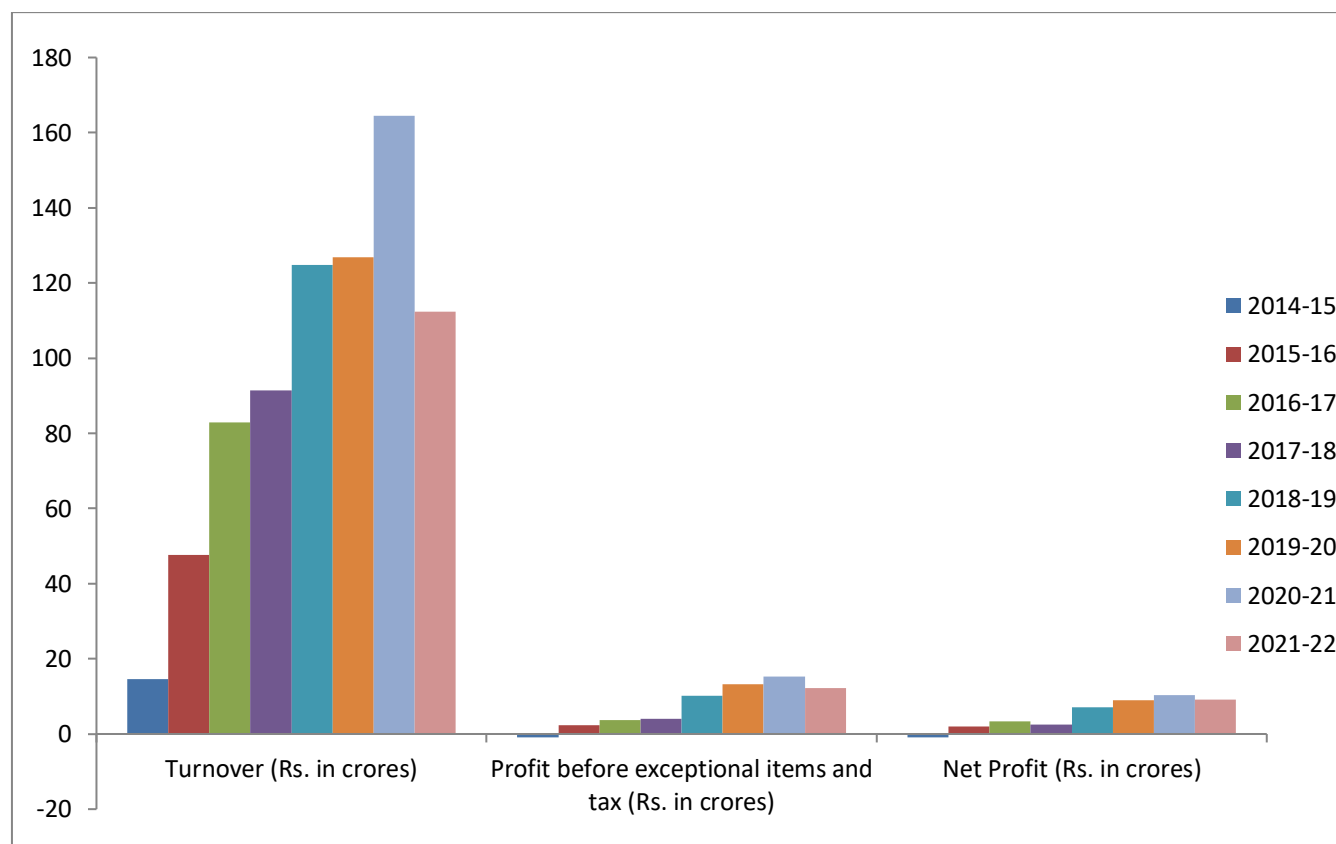
The Company being an undertaking of the Government of West Bengal has directors comprising of Chairman, Managing Director and others as appointed by the Government.

FINANCIALS:

- ❖ MANJUSHA could achieve a **turnover of Rs. 112.37 crores** in the financial year 2021-22 and in the last financial year i.e. in FY 2020-21 it was Rs. 164.50 crores.
- ❖ The **net profit** for the financial year 2021-22 was to the tune of **Rs 9.12 crores** and in the last financial year i.e. in FY 2020-21 it was Rs. 10.34 crores.
- ❖ The Board abstained from recommending any dividend for the FY 2021-22 to strengthen the financial position of the company.

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

(Rs. in crores)								
Particulars	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
TURNOVER	14.55	47.56	82.97	91.38	124.73	126.84	164.50	112.37
PROFIT before exceptional items and tax	-0.96	2.32	3.78	4.02	10.12	13.21	15.30	12.16
NET PROFIT	-0.96	1.99	3.39	2.48	7.04	8.95	10.34	9.12



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 2021-22.

CSR:

- ❖ MANJUSHA spent Rs. 26,00,000/- as Corporate Social Responsibility for the year by contributing towards the Disaster management, including relief, rehabilitation and reconstruction activities.

FEW YEARS BACK IN 2014:

- ❖ MANJUSHA was a loss making Corporation since its inception.
- ❖ The accumulated loss took upto 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.
- ❖ World Bank, Tata Memorial, Major Hotel chains have become our regular buyers apart from different Government & Non Government office.
- ❖ 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 2021-22 is:-

Sl. No.	Name of Emporium	2021-22 (Rs.)		
		Handicraft Sales	Handloom Sales	Total Sales
1.	Asansol	5,94,938.66	28,39,594.12	34,34,532.78
2.	Baharampur	6,63,057.79	17,82,767.83	24,45,825.62
3.	Balurghat*	4,32,012.51	7,36,746.83	11,68,759.34
4.	Bansdroni	19,06,989.21	42,63,691.98	61,70,681.19
5.	Bardhaman	7,38,261.80	37,27,169.00	44,65,430.80
6.	Behala*	5,17,325.94	11,92,836.02	17,10,161.96
7.	Bolpur	5,87,746.31	41,30,183.88	47,17,930.19
8.	Dhakuria	14,79,331.66	12,00,496.84	26,79,828.50
9.	Durgapur	15,51,292.20	42,12,766.65	57,64,058.85
10.	Haldia	7,21,415.49	33,80,191.96	41,01,607.45
11.	Lake Market	12,42,720.25	13,35,690.74	25,78,410.99
12.	Barasat	7,39,312.77	12,82,906.20	20,22,218.97
13.	Maldah	2,36,900.38	13,17,868.88	15,54,769.26
14.	Manicktala	29,33,925.42	31,88,812.78	61,22,738.20
15.	New Delhi	1,99,877.31	5,26,505.24	7,26,382.55
16.	Raiganj	8,26,556.58	30,78,497.02	39,05,053.60
17.	Salt Lake	50,31,665.93	79,79,707.35	1,30,11,373.28
18.	Suri	4,43,250.39	18,50,923.40	22,94,173.79
TOTAL				6,88,73,937.32
Miscellaneous				1,39,995.52
Online sales				38,333.00
Grand Total				6,90,52,265.84

**Opened during the year 2021-22*

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 could obtain order by competing with private entrepreneurs also.

The department wise list showing business amount in 2021-22 is appended below:

Sl. No.	Department	Amount of Business (Rs.)
1.	Central Correctional Home	45,55,601.00
2.	Department of Agriculture & Marketing (Sufal Bangla)	47,37,923.00
3.	Directorate of Disaster Management	26,56,45,277.00
4.	District Rural Development Cell	48,81,825.00
5.	Health & Family Welfare	25,98,05,977.00
6.	West Bengal Home Guard	90,19,501.00
7.	ICDS Projects	1,19,55,678.00
8.	Kolkata Police	1,53,15,834.00
9.	Mid Day Meal	28,25,21,534.00
10.	Minority Affairs and Madrasah Education	93,788.00
11.	South Bengal State Transport Corporation	4,61,848.00
12.	West Bengal Police	1,54,488,317.00
13.	Zilla Parishad, Murshidabad, Paschim Medinipur, Birbhum South 24 PGS	1,09,55,739.00
14.	Anganwari Saree	1,00,13,600.00
15.	Paschimanchal Unnayan	10,28,349.00
16.	Different Home of W.B Under CCI & SSA	35,15,100.00
17.	West Bengal Text Book Corporation	62,38,218.00
18.	Disaster Management (Kalimpong)	7,21,639.00
19.	Bulk Supply through Emporia	87,41,198.00
Total		1,05,46,96,946.00

COLLABORATIONS:

- ❖ Agreement through MOU with SRLM was entered by which we procure and market the best products of AANANDADHARA 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 2022-23:

- ❖ We have targeted a turnover of Rs. 170 crores;
- ❖ Raise the per sq. ft. retail sale from Rs. 21.88/- 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

