

# **West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing**

## **Details (West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing)**

"Support for Digital Marketing" is a sub-scheme under "West Bengal Artisans Financial Benefit Scheme", launched by the Micro, Small & Medium Enterprise and Textiles Department, Government of West Bengal on 7th March, 2024, and it shall remain in force for a period of five years. The objective of the scheme is to provide access to digital markets and e-commerce, which will create sustainable business opportunities for the artisans.

## **Objectives (West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing)**

- The objective of the scheme is to provide access to digital markets and e-commerce, which will create sustainable business opportunities for the artisans.

## **Important Features (West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing)**

- "Support for Digital Marketing" is a sub scheme under "West Bengal Artisans Financial Benefit Scheme", launched by the Micro, Small & Medium Enterprise and Textiles Department, Government of West Bengal on 7th March, 2024, and it shall remain in force for a period of five years.

## **Benefits (West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing)**

- Individual Artist: ■2000/
- Industrial Cooperative Society: ■10,000/
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## **Eligibility (West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing)**

- The applicant should be an artisan or belong to any group of artisans of any industrial cooperative society. The age of the applicant should be between 18
- 60 years. Applicant should be engaged in traditional Craft/trade with hand tools/equipment/ small machines. Applicant should be enlisted in the State Portal for artisans & weavers. Applicant should be an Indian citizen permanent resident of West Bengal for the past 10 years.

## **Application Process (West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing)**

- Applications by individual artisans or by the Cooperative Societies of the artisans are to be submitted at BDO's office for rural areas, at SDO's office for Municipality areas and at the Municipal Corporation Office for the urban areas, as the case may be.
- Contact Us: Office Addresses and Contact Details (District Wise).
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## **Documents Required (West Bengal Artisans Financial Benefit Scheme: Support for Digital Marketing)**

- Proof of enrolment in the State portal for artisans & weavers. Registration certificate (For industrial cooperative society). Invoices/Bills in case of various compounds under digital marketing.

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