



SWAS

Service With A Smile

Mobile App-based help desk and enquiry handling system in the MSME sector

One of the challenges that an average entrepreneur faces is to access an appropriate office in the government to follow up on pending or delayed statutory clearances and incentives.

The Department of MSME and Textiles, Government of West Bengal has now taken an initiative to provide a mobile app that offers a help-desk and enquiry handling system. The system is a digital gateway for micro, small and medium enterprises to reach the office concerned of the Department with their queries or concerns on statutory compliances and incentives.

HOW TO USE THE APP

- The app can be downloaded on any Android smart phone (it will soon be available on other platforms also)
- After logging in, the user is presented with a screen where the problem or query can be typed
- If the answer is in the database of the FAQs, the answer will immediately be shown on the screen
- If not, it will let the user create a 'help desk' or 'enquiry' ticket, depending upon whether the user is trying to get some information, or has difficulty in getting a job done
- This will be recorded with a date and time stamp and automatically sent to the respective District Industries Centre (DIC) for resolution
- If the DIC concerned does not resolve it in a given time frame, it will be escalated to a designated senior officer in the Directorate for resolution without delay
- All 'help desk' and 'enquiry' issues can be tracked

The app will give entrepreneurs one medium to lodge their questions and/or concerns and help the Department to identify areas that need improvement on a continuous basis