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CASE STUDY: e distribution of coal , implementation of MSME module for WBMDTCL

About client:	The West Bengal Mineral Development and Trading Corporation Limited (WBMDTC Ltd), is a wholly owned Govt. of West Bengal Undertaking under Commerce & Industries department , and was incorporated in the year 1973. It is engaged in the field of mining and trading of minerals in the state of West Bengal.
Mandate:	The State Government nominates an agency who distributes coal to MSME's . There is a Fuel Supply Agreement between CIL and the state nodal agency. WBMDTC has been appointed in FY' 14 to distribute coal within the state to MSME's.
Objective:	To develop a robust online system for e distribution of coal which would address the problems of offline distribution namely <ol style="list-style-type: none">1) Lack of transparency2) High cycle time for reconciliation , delivery orders, lifting report, issuance of invoices3) Lack of MIS reporting4) High volume of documentation5) Highly erroneous data due to manual processing
Strategy adopted:	The coaljunction team worked closely with the WBMDTC officials to identify the requirements. After consultation with WBMDCL officials the entire process was captured, the 'as is' and 'to be' documentation was prepared. the buyers were consulted while making the new process to identify buyer pain points such as: <ul style="list-style-type: none">• They earlier had to physically go to offices to see order value and for documentation.• The lifting period which is actually the time between the issuance of the DO and the lifting was short and inconvenient for the buyer. End to end online PSMS system was designed and implemented. Demand vs offer mismatch allocation which was offline, was manipulated. The e distribution policy was formulated in discussion with WBMDCL. Under this the allocations were made online.

	<p>Key Achievements:</p>	<ul style="list-style-type: none"> ✓ Increased Transparency Allocation of coal is now done online without manual intervention. ✓ Reduced documentation Earlier all the documents had to be submitted in hard copy, now all records are maintained online. Even the consumer documents like lifting records, delivery order are maintained online. ✓ Reduced manpower requirement Earlier 17 people use to do the job which 2 people are now doing (reduced manpower requirement) ✓ Higher consumer satisfaction With all documents online, the buyers need not travel physically to the offices for documentation. ✓ Availability MIS Reports Automated reports are generated for WBMDTC <p>coaljunction implemented the MSME module in July 2013. More than 52,000 tonnes have been allocated through e- distribution to more than 200 consumers till now.</p>
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