Government of West Bengal
Department of Backward Classes Welfare
'Administrative Building', DJ - 04, Sector - II, Salt Lake City, Kolkata - 700 091

Memo No: 1602-BCW **Date:** 29/07/2026

From: **Secretary**
Backward Classes Welfare department
To: **District Magistrates (All, Ex Darjeeling/ Kalimpong)**

Sub: **Rebranding of bicycle distribution scheme among students of Class IX as "সারথি" (SARATHI) and resumption of distribution**

This is to inform you that as per decision taken by the competent authority in the Government of West Bengal the scheme for universal bicycle distribution among students of Class IX in West Bengal would henceforth be known as "**সারথি**" (SARATHI) scheme in all official communication.

Further the logo as well as the colour scheme pattern of the cycles have been changed as per design enclosed herewith.

The following action points may kindly be followed for resuming distribution of the bicycles among the student beneficiaries:

1) Distribution of existing fitted as well as unfitted bicycles of Phase XII delivered in February 2026 would start immediately after replacement of the erstwhile logo by the new SARATHI logo on both front basket and rear mud guard. The new logo would be provided by the manufacturers and fitted on top of the existing logo by the fitters for existing undelivered and unfitted bicycles lying with the districts. Necessary instructions have already been issued upon the cycle manufacturers to make available sufficient number of fitters for the purpose.
2) Additionally, all fitted but undelivered cycles would be thoroughly checked by the fitters deployed before delivery to students to ensure that the cycles are properly functional.
3) For fresh consignments to be delivered by the agencies, all modifications of colour and logo would be incorporated from factory itself.
4) You are requested to verify the number of fitted but undelivered and unfitted category of cycles of Phase XI and Phase XII and also ensure that all delivered bicycles were properly accounted for in the Sarathi portal for maintaining proper account of bicycles
5) As the distribution of all bicycles have to be completed before Puja vacations, necessary verification of assembly locations and distribution points may be identified in advance to cater to the increased supply of CKD parts by the cycle manufacturers in the coming two months.

Secretary,
Backward Classes Welfare Department

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Copy for information to:

1) MD, WB SC ST OBC Dev & Fin Corporation.
2) District Nodal Officer, Sarathi Scheme (All districts, ex Darjeeling/ Kalimpong)

Secretary, 28/7
Backward Classes Welfare Department