



**Post Programme Report On
Export Awareness Camp**

At

**Synergy and Business Facilitation
Conclave 2024 - 25**

Paschim Bardhaman and Purba Bardhaman

19th December 2024

By

**State Export Facilitation Centre,
MSME&T in collaboration with
IIFT, Kolkata**



Synergy and Business Facilitation Conclave 2024 - 25

The Department of Micro, Small and Medium Enterprises, Govt. of West Bengal held synergy and business facilitation conclaves for the financial year 2024-25 starting from December 7, 2024.

The synergy and business facilitation conclaves are being held to reach out to the MSME entrepreneurs to address their issues and concerns and to promote entrepreneurship culture. In this event, all government departments related to MSMEs, banks/financial institutions, and service providers sit together under one umbrella for one-to-one interaction with the entrepreneurs and for providing customised solutions to their business needs.

The helpdesks of the following departments were arranged in the event.

1. MSME incl. Textile & KVIB	11. Utkarsh Bangla (TET&SD Deptt.)
2. WBSIDC/ WBIDC/ WBIIDC/WBEIDC	12. WRID (SWID)
3. MSME Parastatals (Tantuja, Manjusha etc)	13. FPI & H
4. Land	14. Export
5. Labour	15. Tourism
6. Environment (Pollution)	16. BIS
7. Power	17. Finance Clinic (Banks)
8. Fire & Emergency	18. WBFC
9. UD&MA	19. ECL/CLW/DSP/ISP
10. P&RD	

At the Export Helpdesk, EFC Associate Ms. Ritwika Chakraborty from the State Export Facilitation Centre was present throughout the event to provide facilitation to the entrepreneurs who came up with any export related queries.

Name of the Event	District(s) Covered	Venue	Date	Time
Synergy and Business Facilitation Conclave 2024 - 25	Paschim Bardhaman and Purba Bardhaman	Srijani Auditorium, Durgapur	19.12.2024	10:00 AM – 04:00 PM

A Brief about Bardhaman District

West Bengal's Paschim Bardhaman district is mostly an urban mining and industrial area. Asansol serves as the district's headquarters. It was created as the 23rd district of West Bengal on April 7, 2017, following the division of the former Bardhaman district. Another district, Purba Bardhaman, is located between latitudes 23° 53' N and 22° 56' N and longitudes 88° 25' E and 87° 56' E.

Bardhaman has a rich diverse economy. Here the non-agro-based economy, industry, and agriculture have all prospered to their fullest. Consequently, it is among the affluent districts. With rice as the primary crop, agriculture accounts for 52% of the district's GDP. The district's geographic location has become advantageous for cultivation because of the alluvial soil that the three rivers—the Damodar, Hooghly, and Ajay—brought with them. The primary agricultural product is rice. In the ancillary areas, other goods such as sugarcane, potatoes, jute, and mustard are also grown. Bardhaman is sometimes referred to as "the Granary of West Bengal" because of its high agricultural productivity.

The primary agricultural commodity, rice, is exported to surrounding nations in addition to neighboring states. The Damodar Valley Project, making it one of India's most prosperous regions, has enhanced the district's topographical advantage with a scientific component.

Bardhaman is renowned for its industries as well. The western portion of the district is home to the main industrial belt. The infrastructure and climate of the Asansol and Durgapur subdivision are ideal for the district's thriving industrial environment.

The advantage of establishing industries has come from the availability of coal and iron ore, the two main building blocks of an industrial belt. In addition, the Damodar Valley Project has established hydroelectric power generation, which will supply the hydroelectric electricity needed to sustain post-independence industrialization. Since the post-independence era, the industrial sector of Bardhaman has been a major location for foreign investment due to the high demand for industrial products both domestically and internationally. In order to save domestic plants from incurring high import costs, a substantial supply of raw materials is also maintained.

A number of cottage industries that have developed in the district's interior also contribute to the district's economy. The primary occupations of rustics include iron utensils and cutlery, dairy, gold and silversmithing, clay utensil and pottery production, and other activities that help them meet their daily needs.

Table below shows the potential products of Burdwan

District	Potential Products
Paschim (West) Burdwan (Bardhaman)	Rice, Bardhaman Sitabhog, Bardhaman Mihidana
Purba (East) Burdwan (Bardhaman)	Rice, Bardhaman Sitabhog, Bardhaman Mihidana

Export Trend from Bardhaman District for the Financial Year 2023 - 24

District	ITCHS Code	Item Description	Sum of Exported Value (INR)
Paschim Bardhaman	27111990	OTHER	5655027746

	28030010	CARBON BLACKS	2952552459
	72021100	FERO-MANGANESE,CARBON CONTNG>2% BY WEIGHT	6638595639
	72021900	OTHER FERRO-MANGANESE	4302439079
	72023000	FERRO-SILICO-MANGANESE	11634557945
	72024100	FERRO-CHROMIUM CARBON CONTNG>4% BY WT	4480326779
	72024900	OTHER FERRO-CHROMIUM	6325531160
	72071920	MILD STEEL (M.S.) BILLETS	5718923759
	85171300	Smartphones	1987458448
	85451100	ELECTRODES OF A KIND USED FOR FURNACES	6785740641
Paschim Bardhaman Total			71040548974
Purba Bardhaman	10062000	HUSKED (BROWN) RICE	6765573043

	10063010	RICE PARBOILED	8167962791
	10063090	RICE EXCPT PARBOILED (EXCL BASMATI RICE)	3642267902
	23033000	BREWING OR DISTILLING DREGS AND WASTE	1452217161
	23069090	OTHER OIL CAKE/SOLID RESIDUS	1642514081
	48051900	OTHER FLUTING PAPER	1032569940
	48052400	TESTLINER(RECYCLED LINER BORD) OF WT<=150 G/M2	1331188236
	72021100	FERRO- MANGANESE,CARBON CONTNG>2% BY WEIGHT	857806239
	72023000	FERRO-SILICO- MANGANESE	869389335
	73259999	OTHER CAST ARTICLES OF IRON OR STEEL N.E.S	1805022118
Purba Bardhaman Total			32291703916

Course Focus and Coverage

Key Deliverables in the Export Awareness Session:

- A Brief about the State Export Facilitation Centre – its functioning and objectives
- A Brief about the Export trend of Purba and Paschim Bardhaman districts
- Brief explanation on the export procedures
- Giving ideas about the probable destination countries for the product
- Assisting/solving export related queries from the export helpdesk

Programme Details

Registration of entrepreneurs – 9:30 am to 10:30 am	
Session details	
Session 1 (11 a.m. – 12:30 pm)	Inauguration and handing over Certificate/approvals/ Bank sanctions, etc.
Session 2 (12:30 pm 1: 30 pm)	Presentation session by Departments/ Districts
Session 3 (1:30 pm to 2:30 pm)	Interactive session with officials of Govt. Departments
Break (2:30 pm – 3:15 pm)	
Help Desks: 11 am to 4 pm	

Programme Inauguration and Conduction

The event was inaugurated by Shri Moloy Ghatak, Minister-in-Charge, Law, Judicial and Labour, and presided over by Shri Chandranath Sinha, Minister-in-Charge, MSME & Textiles Department, Govt. of West Bengal.

The event saw the presence of Janab Tajmul Hossain, Minister-of-State, MSME & Textiles and Minority Affairs & Madrasa Education; Shri Pradip Kumar Mazumdar, Minister-in-Charge, Panchayat & Rural Development and Cooperation, Govt. of West Bengal; Shri Rajesh Pandey, IAS, Principal Secretary, MSME and Textiles; Shri Ponnabalam S, IAS, District Magistrate of Paschim Bardhaman; Smt Ayesha Rani A, IAS, District Magistrate of Purba Bardhaman and other key dignitaries.

Following the registration process which started at 10 AM, the programme began at around 11 AM. After the inauguration session, the selected entrepreneurs of Purba and Paschim Bardhaman districts were handed over the certificates, statutory clearances or approvals, bank sanctions etc.

The programme was then followed by the presentation session where Ms. Ritwika Chakraborty, EFC Associate of the State Export Facilitation Centre (SEFC), gave a brief presentation on the export awareness,

export trend of West Bengal, the objectives of SEFC and also quickly touched upon the export procedures. Post presentation, she requested the entrepreneurs to contact the export helpdesk for any export related queries.

At around 1:30 PM, the interactive session began with the Principal Secretary, MSME & Textiles Department making the entrepreneurs aware of the Departmental schemes and programmes for promotion of MSMEs focusing on Bhabishyat Credit Card Scheme, Banglashree Scheme, Modified Textile Incentive Scheme, SAIP Scheme and the newly launched Scheme for financial assistance to the artisans.

He appealed to the entrepreneurs to avail themselves of the benefits of the schemes. EoDB Cell made the entrepreneurs aware of the various regulatory reforms undertaken by the state government to ensure an enabling business environment in the state through power point presentations. The entrepreneurs directly interacted with the officials, raised their queries, and sought clarification and assistance to resolve their issues in setting up new enterprises and expanding existing enterprises. The concerned officials answered all the queries properly and highlighted how the issues would be addressed. However, in some cases of local problems, the Principal Secretary of the MSME and Textile Department instructed the concerned district authorities to resolve the issues within a specific time frame.

The programme came to a close at 2:30 PM. Entrepreneurs from different areas of Bardhaman took part in the event. More than 20 help desks, set up by the major departments, remained functional till 4 PM. The entrepreneurs visited these help desks to receive clarification and assistance about their problems.

ANNEXURE

List of Beneficiaries at the Export Helpdesk

SL No.	Name
1	Ankita Chowdhury
2	S.K. Shaw
3	Balkrishna Agarwal
4	Mouli Sengupta
5	Saikat Mazumder
6	Kanchan Siddiqui
7	Hridayam Giri
8	Arpita Sengupta
9	Kanika Chatterjee
10	Avijit Das
11	Indra Hazra
12	Sanjay Yadav
13	Dulali Bala
14	Soumen Rudra
15	Avirup Rudra
16	Ravi Upadhyay
17	Abhijit De

Some Photographs from the Event

