



**Post Programme Report On
Export Awareness Camp**

At

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

Hooghly

3rd January 2025

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	Hooghly	Rabindra Bhawan, Chinsurah, Hooghly	03.01.2025	10:00 AM – 04:00 PM

A Brief about Hooghly District

The district is roughly 15 kilometers from Kolkata and is located on the Hooghly River's bank. Thus, the district benefits from being close to the Hooghly River and the Kolkata Metropolitan area. The district's headquarters are located in Hooghly-Chinsurah (Chunchura). Arambagh, Chandannagar, Srirampore, and Chinsurah Sadar are the four subdivisions. The district is 31.49 square kilometers in size. Nadia to the east, Burdwan to the north, Bankura to the west, and Paschim Midnapore to the south encircle the district.

One of West Bengal's most economically advanced districts is Hooghly. It is the state's primary center for jute trading, jute industry, and jute cultivation. The Hooghly River's banks are lined with jute mills in Tribeni, Bhadreswar, Champdani, and Sreerampur. Both industrial and agricultural activities are pursued by the local population. There are other industrial complexes, such as the Hindustan Motors facility in Uttarpara, which is one of the biggest auto manufacturing facilities in India.

Along the Hooghly River, numerous large and medium-sized industries have been established. In addition, numerous MSEs have been established throughout the district and along the Hooghly River's bank. Agriculture occupies the remaining portion of the district. Both agricultural and industrial activities are practiced by the populace.

Currently, some closed large-scale units have reopened, and global corporations are expressing interest in establishing industries in the district. Consequently, the district's industry is expanding rapidly.

Table below shows the potential products/services of Hooghly

District	Potential Products/Services
Hooghly	Agriculture & Food Processing, Jute

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

District	ITCHS Code	Item_Desc	Sum of Value (INR)
Hooghly	19053100	SWEET BISCUITS	1185586258
	28030010	CARBON BLACKS	4841452562
	42022220	HAND BAGS/SHOPPING BAGS OF COTTON	984770234
	42022230	JUTE HAND BAGS/SHOPPING BAGS.	888109911
	51071030	WORSTED WEAVING YARN	2311683355
	53101013	HESSIAN CLOTH CNTNG 100% BY WT OF JUTE.	859126349
	63051040	JUTE SACKING BAGS	1842127111
	73030030	SPUN PIPE	7364014237
	73089090	OTHER STRUCTURE AND PARTS OF STRUCTURES OF IRON AND STEEL(EXCL FLOATING STRUCTURES)	724457975
	85462019	PORCELAIN DISCS AND STRINGS >= 6.6	1595105718

		KV	
Hooghly Total	40892889926		

Course Focus and Coverage

Key Deliverables at the Export Helpdesk:

- A Brief about the State Export Facilitation Centre – its functioning and objectives
- A Brief about the Export trend of Hooghly district
- Brief explanation on the export procedures
- Giving ideas about the probable destination countries for the product
- Assisting/solving other export related queries

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 Sri Becharam Manna, HMoS (Independent Charge), Agricultural Marketing and HoS, Panchayat & Rural Development Department and presided over by Shri Chandranath Sinha, Minister-in-Charge, MSME & Textiles Department, Govt. of West Bengal.

The event was graced by Sri Ranjan Dhara, Sabhadhipati, Hooghly Zilla Parishad, Sri RamChakraborty, Mayor, Chandannagar Municipal Corporation, MLAs of Dhaniakhali and Champdani, Sahakari Sabhadhipai, Hooghly Zilla Parishad and Chairman of Hooghly-Chinsurah, Arambag, Uttarpara and Bansberia Municipalities.

From Govt. side Shri Rajesh Pandey, IAS, Principal Secretary, MSME and Textiles; Sri Uday Swaroop, IAS, Director, MSME; Shri Nikhil Nirmal, IAS, MD, WBSIDCL; Smt. Mukta Arya, IAS, Hooghly; Sri Amit P Javalgi, CP, Chandannagore Police Commissionerate; Addl. Director, Textiles; Jt. Secretary,

MSMET; ADMs of the district; MD, Sreerampore Spinning Mill; and other high-level State and district level officers of different Government Departments besides officials from different banks took part in the conclave.

Following the registration process which started at 10 AM, the programme began at around 11:30 AM. After the inauguration session, the selected entrepreneurs of Hooghly district were handed over the certificates, statutory clearances or approvals, bank sanctions etc.

Shri Rajesh Pandey, the Principal Secretary of MSME & Textiles Department made 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 Hooghly 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	Nikhil Majumder
2	Aparajoy CH Bose
3	A. G. Maity
4	Sandipan Deb Mallick
5	Debdas Ghosh
6	Kh. Md. Namuddi
7	Rabindranath Sadhukhan
8	Debanjan Chakraborty

Some Photographs from the Camp

