



**Post Programme Report On
Export Awareness Camp**

At

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

Howrah

15th 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	Howrah	Sarat Sadan, Howrah	15.01.2025	10:00 AM – 04:00 PM

A Brief about Howrah District

Since railways began operating from Howrah in 1854, the district of Howrah has gained its importance. With a total area of 1467 square kilometers, the District, which falls under the Presidency Division, is ranked ninth in the state. The region is home to a large industrial population. The district has an impressive industrial history that is crucial to the state's and the nation's overall economies. The Howrah Bridge, also known as Rabindra Setu, connects Howrah City, which is significantly older than Kolkata, to another setu, Vidyasagar Setu, which has been recently added.

The district is composed of a flat alluvial plain that is bounded to the east by the Hooghly River and to the west by the Rupnarayan, which is intersected by the Damodar. The district's main rivers include the Damodar and its two branches, the Kausiki and Rupnarayan, the Saraswati, and the Bhagirathi and its tributary.

Howrah, which is often referred to as the Sheffield of the East, is a center for engineering, particularly in the field of light engineering. Howrah was "chiefly inhabited by shipbuilders" according to Bishop Reginald Heber's 1823 description. Small engineering enterprises can be found all across Howrah, but especially in the vicinity of Belilios Road and Howrah station. However, in the 21st century, these companies are getting fewer and fewer. The Liluah area is home to numerous foundries.

Howrah is home to the oldest production facility of Burn Standard Company, a significant player in the heavy engineering sector. One of the biggest forging companies in India, Ramkrishna Forgings, operates a plant in Liluah, Howrah.

Shalimar Paints, which opened in Howrah in 1902, was the first major paint manufacturing facility in South East Asia. One of Tarsons Products' main production facilities is located in Howrah. When the larger jute-producing region was divided into East Pakistan (now Bangladesh) in 1947, the jute industry suffered. The expansion of the steel sector resulted in a decrease in demand for foundry services.

Modern small-scale enterprises that produced autonomous industrial or consumer goods did not arise at the same time as Punjab, particularly Ludhiana. As a result, Howrah's industrial environment is completely distinct from that of the other states.

Private enterprises have not yet grown to the point where they can compete on their own in a variety of product markets. Nonetheless, a list of prospective candidate industries has been drawn up that the district's entrepreneurs are seen to be qualified to pursue.

Table below shows the potential products of Howrah

District	Potential Products
Howrah	Engineering & Foundry, Jute, Gem and Jewellery, Forging Industry, textiles

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

District	ITCHS Code	Item Description	Sum of Value (INR)
Howrah	3061720	VANNAMEI SHRIMP (LITOPENAEUS VANNAMEI)	2378186225
	39021000	POLYPROPYLENE	3630670697
	71131911	Of gold, Unstudded	4069138208

	72159090	OTHERS	2910178409
	73082011	TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	6567937816
	73089090	OTHER STRUCTURE AND PARTS OF STRUCTURES OF IRON AND STEEL(EXCL FLOATING STRUCTURES)	3264472077
	73251000	OTHR ARTICLES OF NON-MALLEABLE CAST IRON	5266738860
	73259910	OTHER CAST ARTCLES OF IRON MALLEABLE	7180326517
	73259999	OTHER CAST ARTICLES OF IRON OR STEEL N.E.S	5507567560
	84312090	PARTS OF OTHERS	2510685278
Howrah Total			111088084013

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 Howrah 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 Shri Arup Roy, Minister-in-Charge, Food Processing Industries and Horticulture, Govt. of West Bengal and presided over by Shri Chandranath Sinha, Minister-in-Charge, MSME & Textiles Department, Govt. of West Bengal.

Dr. Manoj Pant, Chief Secretary of the State, was present in the event as special guest.

The event also saw the presence of Janab Tajmul Hossain, Minister-of-State, MSME & Textiles and Minority Affairs & Madrasa Education; Shri Rajesh Pandey, IAS, Principal Secretary, MSME and Textiles; Dr. Sujoy Chakraborty, Chairperson of Board of Administrators, Howrah Municipal Corporation; Dr. (Ms.) P. Deepap Priya, IAS, District Magistrate & Collector, Howrah and other key dignitaries.

Following the registration process which started at 10 AM, the programme began at around 11 AM.

Dr. Manoj pant, State Chief Secretary, mentioned the overall economic and industrial scenario of Bengal, focusing on the MSME sector in Bengal. He highlighted how Howrah is expanding its industrial activity by leveraging the locational advantage, infrastructure, communication network, skilled workforce etc.

Around 26 entrepreneurs of Howrah 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 Howrah 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	Pranab Bhattacharya
2	Debasis Mitra
3	Pinaki Banerjee
4	Md.Afsar Ali
5	Umesh Bamalwa
6	Bishu Kamley
7	Biswajit Das
8	Sumit Kumar Biswas
9	Apurba Biswas

Some Photographs from the Event

