



Post Programme Report On Export Awareness Camp

At

Synergy and Business Facilitation Conclave 2024 - 25

Paschim Medinipur, Purba Medinipur and
Jhargram

20th 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 Medinipur, Purba Medinipur and Jhargram	Sahid Pradyot Smriti Sadan, Medinipur Town	20.12.2024	10:00 AM – 04:00 PM

A Brief about Purba and Paschim Medinipur Districts

After gaining independence, undivided Midnapore, which made up over 16% of West Bengal's total territory, was one of the state's largest districts. The former Midnapore district was divided into Paschim Midnapore and Purba Midnapore on January 1st, 2002 to facilitate improved management and a fair allocation of development's benefits.

At present, each district has its own administrative network and separate developmental plans to encourage the best possible use of the resources at hand.

The Purba Midnapore district is located between 22°05'10"N and 21°36'35" latitude, and 88°12'40"E and 86°33'50"E longitudes . It is bordered to the west and north by Paschim Midnapore, to the east by Howrah, and to the south-east by South 24-Parganas.

The Paschim Midnapore district is located in the southwestern part of West Bengal. The districts of Mayurbhanj and Balasore in Orissa to the south and East Singhbhum (Jamshedpur) in Jharkhand to the west enclose it. The district of Bankura is located to its north, and Purba Midnapore is to its east. The district headquarter is in Midnapore, and is situated between latitudes 22° 57' 10"N and 21° 36' N in the south and longitudes 80° 12' 4"E and 86° 33' 55"E in the west.

Concentration of Handicraft Activities in Purba Medinipur

- Horn Craft - Kolaghat
- Pata Chitra - Chandipur, Nandakumar,
- Sea Shell – Ramnagar I & II, Patashpur I
- Mat & Mat Diversified Products – Ramnagar I, Egra I & II, Patashpur I
- Brass & Bell Metal – Ramnagar I, Mahisadal, Patashpur II, Egra I
- Diversified Jute Products – Ramnagar II, Nandakumar, Kolaghat, Shahid Matangini
- Cane & Bamboo Products - Chandipur, Nandakumar, Kolaghat, Shahid Matangini
- Sola Craft - Tamluk, Kolaghat
- Pottery/Terracotta - Panskura, Tamluk, Sahid Matangini, Nandakumar
- Wood Craft - Tamluk
- Zari work- Sutahta, Mahishadal, Haldia, Nandakumar

The economy of the district is largely based on agriculture. Rice, wheat, maize, barley, oil seed, pulses, jute, potato etc. are some of the core agricultural crops of the district.

Engineering, chemicals and handloom weaving are the main contributors in the district's economy.

Paschim Medinipur district cultivates mango, guava, paddy, mulberry, lemon, cashew, banana etc.

A Brief about Jhargram District

Jhargram was created on April 4, 2017 as the 23rd district of West Bengal, after it split off from Paschim Medinipur. It was once one of the districts of West Medinipur's four subdivisions. It is famous for its forests. It is a popular place for travelers who enjoy woods. This region is appealing because of its historic temples, royal palaces, and folk music.

The district of Jhargram is located in West Bengal's southwest portion. It is bordered to the north by the Bankura district, to the west by Purulia district and Jharkhand State, to the south by Orissa state, and to the east by Paschim Medinipur district. Jhargram serves as the district headquarter. It is 40 kms away from Midnapore town, the previous district Headquarter and 165 kms away from Kolkata, the state capital. Jhargram district covers an area of 3037.64 Sq. kms. Out of which 268249 hectare is agricultural land and 59497 hectare is under forest coverage.

The main sources of economy of this district are business and cultivation.

Table below shows the potential products of Medinipur and Jhargram

District	Potential Products
Paschim (West) Medinipur	Rice, readymade garments, steel furniture
Purba (East) Medinipur	Rice, fruits and vegetables, packaged drinking water, wood carvings, cashew nuts
Jhargram	Wooden products, sabai grass products, bamboo products

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

District	ITCHS Code	Item Description	Sum of Value (INR)
Medinipur East	3061720	VANNAMEI SHRIMP (LITOPENAEUS VANNAMEI)	8146419419
	17019990	OTHR REFND SUGAR INCLUDNG CENTRIFUGAL SUGR	7122630405
	27101290	OTHER	8768811217
	27101951	GRADE LV	7118767797
	29012400	UNSTRD BUTS-1 3-DIENE AND ISOPRENE	5113228681
	29022000	BENZENE	8124057685
	29091920	METHYL TERTIARY BUTYL ETHER (MTBE)	4295067597
	39076190	OTHER PRIMARY FORM	5169027709
	67030010	HUMAN HAIR DRESSED OR OTHERWISE WORKED	23718139439
	85072000	OTHER LEAD-ACID ACCUMULATORS	7607522984
Medinipur East Total			103133918444
Medinipur West	5010010	HUMAN HAIR,UNWORKED; WHETHR OR NOT WASHD OR SCOURD	2152221406
	10063010	RICE PARBOILED	419186384
	26011210	AGGLOMERATED IRON ORE PELLETS	10956783554
	34023100	LINEAR ALKYL BENZENESULPHONIC ACIDS AND THEIR SALTS (ANIONIC ORGANIC SURFACE ACTIVE AGENTS, W/N PUT UP FOR RETAIL SALE)	3946151610
	67030010	HUMAN HAIR DRESSED OR OTHERWISE WORKED	753683972

	72023000	FERRO-SILICO-MANGANESE	2548191743
	73030030	SPUN PIPE	1100484928
	84295200	MCHNRY WTH A 360 DGR. RVLVNG SUPR-STRCTR	1084380723
	85142000	INDCTN/DIELCTRC FURNACES AND OVENS	439279192
	87083000	MOUNTED BRAKE LININGS	467206828
Medinipur West Total			27085135489

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

District	ITCHS Code	Item Description	Sum of Value (INR)
Jhargram	23099090	OTHER PREPARATIONS OF ANIMAL FEEDING	420410
Jhargram	25061020	QUARTZ, POWDER	866795
Jhargram	25249021	FIBRE RAW BEATEN OR WASHED OR GRADED TO LENGTH CHRYSOTILE	46918372
Jhargram	27111990	OTHER	8417478
Jhargram	28332290	OTHER ALUMINIUM SULPHATE	62000
Jhargram	38160000	REFRACTORY CEMENTS-MORTARS- CONCRETES AND SIMILAR COMPOSITION INCLUDING DOLOMITE RMMING MIX,OTHR THN PRDCTS OF HDG NO.3801	331737
Jhargram	72022100	FERRO-SILICON CONTNG>55% OF SILICON	8249945
Jhargram	72023000	FERRO-SILICO-MANGANESE	493148627
Jhargram	72024100	FERRO-CHROMIUM CARBON CONTNG>4% BY WT	365242774
Jhargram	72031000	FERS PRDCT OBTND BY DRCT RDCTN OF IRON ORE	309961667
Jhargram Total			1233625165

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 Purba and Paschim Medinipur and Jhargram districts
- 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 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 Rajesh Pandey, IAS, Principal Secretary, MSME and Textiles; Shri Khursheed Ali Qadri, IAS, District Magistrate of Paschim Medinipur; Shri Purnendu Kumar Maji, WBCS(Exe), District Magistrate of Purba Medinipur, Shri Sunil Agarwala, WBCS(Exe), District Magistrate of Jhargram, and other key dignitaries.

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 Purba Medinipur, Paschim Medinipur and Jhargram districts 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 Purba and Paschim Medinipur and Jhargram 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	Mirza Gaffar Ali
2	Sarit Shekhar Banerjee
3	Kamaluddin Chowdhury
4	Soumyadip Ghosh
5	Somnath Pandey
6	Suraj Sinha
7	Debjyoti S.
8	Sauranshu Mathur
9	SK Abul Hazzak
10	Snehendu Bikash
11	Suraj Shaw
12	Narayan Ch.
13	Asis Santra
14	K. Maiti
15	Sanju Mondal
16	Renaj Roy
17	Pradyot Samanta
18	Akash Shaw

Some Photographs from the Event

