



**Post Programme Report On
Export Awareness Camp
At
Synergy and Business Facilitation
Conclave 2024 - 25
North 24 Parganas
7th 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	North 24 Parganas	Biswa Bangla Convention Centre, New Town, Rajarhat	07.01.2025	10:00 AM – 04:00 PM

A Brief about North 24 Parganas District

The North 24-Parganas district is made up of five subdivisions: Barasat, Barrackpore, Bongaon, Bashirhat, and Bidhannagar. Barasat serves as the district's administrative centre. The district is bordered to the north by Nadia district, to the south by South 24-Parganas, to the east by Bangladesh, and to the west by Kolkata, the Hooghly district, and the Hooghly River.

The district of North 24-Parganas shares an approximately 230-kilometer eastern international boundary with Bangladesh. With an area of 4034 square kilometres and a population of 8934286 according to the 2001 Census, the district has the greatest density of any district in the state, with 2182 people per square kilometre. The district is located between latitudes 23°15'2" N and 22°11'6" N and east longitudes 98°5' E and 88°20' E longitude.

The backbone of North 24 Parganas' economy is agriculture. The primary occupations of people include farming, fishing, and other agricultural pursuits. Agricultural landholdings are typically around 3.2 Bighas in size. Although North 24 Parganas is one of West Bengal's most economically developed districts, the southern part of the district—the Sundarbans area—has persistent poverty.

Jute, coconuts, potatoes, wheat, and rapeseed are the main crops grown in this district. One of the essential components for the efficient expansion of agriculture is fertiliser, which is provided by the district government. A portion of North 24 Parganas's populace makes their living in the industrial sector. This district is home to Kolkata's hub for information technology.

Table below shows the potential products of North 24 Parganas

District	Potential Products
North 24 Parganas	Leather, Jute, Engineering Goods, Food & Beverages

Export Trend from North 24 Parganas District for the Financial Year 2023 - 24

District	ITCHS Code	Item Description	Sum of Value (INR)
24 Parganas North	3061720	VANNAMEI SHRIMP (LITOPENAEUS VANNAMEI)	4529197550
	3061740	BLACK TIGER SHRIMP (PENAEUS MONODON)	1261085921
	5010010	HUMAN HAIR,UNWORKED; WHETHR OR NOT WASHD OR SCOURD	2299409000
	23023000	BRAN SHARPS AND OTHR RESIDUES OF WHEAT	4707704327
	42022220	HAND BAGS/SHOPPING BAGS OF COTTON	3326880365
	42022230	JUTE HAND BAGS/SHOPPING BAGS.	1612957553
	42032910	GLOVES FOR USE IN INDUSTRY	1556121435
	73071120	SG IRON CAST FITTINGS	2537608395
	86069900	OTHR RLWAY/TRMWAY GOODS VANS,NT SLF-PRPLD	1416354397

	87042200	G.V.W. >5 TONS BT<=20 TONNES	1735746141
24 Paraganas North Total			41788130927

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 North 24 Parganas district
- 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 and presided over by Shri Chandranath Sinha, Minister-in-Charge, MSME & Textiles Department, Govt. of West Bengal.

The event saw the presence of Sri Sobhandeb Chattopadhyay, Minister-in-Charge for Agriculture, Govt. of West Bengal; Sri Rathin Ghosh, Minister-in-Charge for Food and Supplies, Govt. of West Bengal; Janab Tajmul Hossain, Minister-of-State, MSME & Textiles and Minority Affairs & Madrasa Education; Smt. Chandrima Bhattacharya, Minister of State for Finance (Independent Charge), Health and Family Welfare, Land and Land Reforms, Refugee and Rehabilitation of the Govt. of West Bengal; Shri Rajesh Pandey, IAS, Principal Secretary, MSME and Textiles; Shri Sharad Kumar Dwivedi, IAS, District Magistrate of North 24 Parganas, Sri Tapas Chatterjee, MLA of Rajarhat Newtown, 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 North 24 Parganas district 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 North 24 Parganas 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	Bikash Kumar
2	Arijit Barai
3	Basudeb Halder
4	Arpan Ray
5	Mihir Dey
6	Prateek Sancheti
7	Sudhangshu Roy
8	Debasis Mitra
9	Nirupam Mitra
10	Soumyadeep Banik/Barik
11	Somnath Chowdhury
12	Anupa Bud
13	Suvo Sadhukhan
14	B. Sahu
15	Sudipta Sankar
16	Pritam Chowdhury
17	Ajitesh Halder
18	Mithun Dutta
19	Pran Krishna Dutta
20	Suchismita Roy

Some Photographs from the Event

