



EXPORT FACILITATION CENTRE WEST BENGAL



(AN INITIATIVE OF WBIDC IN COLLABORATION WITH IIFT)

HALF DAY EXPORT AWARENESS CAMP

20TH SEPTEMBER, 2023

IN

SEMINAR HALL, HOWRAH SARAT SADAN

BY

**FASII ER (FEDERATION OF ASSOCIATIONS OF SMALL
INDUSTRIES OF INDIA)**

POST PROGRAM REPORT

By,

INDIAN INSTITUTE OF

FOREIGN TRADE

KOLKATA CAMPUS

FASII ER (FEDERATION OF ASSOCIATION OF SMALL INDUSTRIES OF INDIA) – EASTERN REGION

INTRODUCTION

FASII ER (FEDERATION OF ASSOCIATION OF SMALL INDUSTRIES OF INDIA) – EASTERN REGION was born after the visit of the Ford Foundation Team to India in 1953 which emphasized the need for a national apex body for micro, small, village, cottage and rural industries.

FASII was ushered into existence in the year 1959 under the sponsorship of the Government of India and at the instance of Pandit Jawahar Lal Nehru and Shri Manubai Shah, Former Union Industries Minister. Padamshree Late A.R. Bhat, a Gandhian, was instrumental in the very edifice of FASII. FASII Building was inaugurated by Late Dr. S. Radhakrishnan in the year 1963.

The Federation comprises, predominantly, associations of micro and small enterprises as members with their membership ranging from a few hundreds to thousands. The entire spectrum of micro and small enterprises - spinning, chemicals, plastics, agro, food-processing, textile, engineering, electronics, electricals, handlooms, handicrafts, etc. - is covered by FASII. A good number of individual members also occupy the rolls of FASII Membership.

SERVICES OF FOSMI

SERVICES

- (a) Conferences, Seminars, Workshops & Conventions
- (b) Liaison with policy makers
- (c) Analysis & interpretation of Government-policies
- (d) Pre-Budget Memorandum
- (e) FASII Bulletin for Small Industry
- (f) Taking up the member's difficulties with the concerned Departments / Organizations for redressal.

ACHIEVEMENTS:

- (a) Reservation of products for exclusive manufacture in the micro and small enterprises sector
- (b) Reservation of products for exclusive purchase from the micro and small enterprise sector
- (c) Establishment of SIDBI
- (d) Equal disbursement of scarce raw materials, term loan and working capital to micro and small enterprises
- (e) Separate Ministry for the Sector
- (f) Separate Act for the Sector
- (g) Establishment of Credit Guarantee Fund Trust for micro and small enterprises
- (h) Concession for micro and small enterprises on the excise and other taxation fronts
- (i) Minimizing the grip of inspector raj on all fronts
- (j) Helped the Government to formulate schemes on Credit, Marketing, Pollution Control, Technology Up gradation, Exports, Women Entrepreneurs, Ancillaries, Industrial Estates, Quality & Standards, etc.

COURSE FOCUS AND COVERAGE

Key Deliverables in the Export Awareness Camp:

1. A Brief about the Export Facilitation Centre – its functioning & objectives.
2. A Brief about the Export Potentiality of the product.
3. Educating them about the export procedures step by step.
4. Giving ideas about the probable destination countries for the product.
5. Registering them with EFC Silpasathi on spot and guide them about using the portal
6. A small demo of how to apply for IEC online.
7. Assisting / solving other related queries about export.

PROGRAM DATE, TIME & VENUE

Date	Time
20.09.2023	10 A.M. – 1.30 P.M.

Venue: Seminar Hall, Sarat Sadan, Howrah.

PROGRAM INAUGURATION & CONDUCTION

Mr. Debduitta Bandopadhyay, Regional Hony. Jt. Secretary, of FASII, gave a brief address to open the session. He extended a warm welcome to everyone in attendance, including Dr. K. Rangarajan (Head, IIFT Kolkata), Ms. Sumana Das (EFC Co-ordinator), IDO Domjur, Marketing Manager (DIC Howrah Office), as well as the participants.

Dr. K. Rangarajan emphasized on the Promotional, Policy & Development of Export of Product & Services. He stated the importance of having an own identity of the organization so as to participate in the foreign trade, as well as avail the benefits of the different Govt. schemes and incentives for exports.

Dr. K. Rangarajan, IIFT, Kolkata Chapter Head has elaborately described the need of Product Selection and product specification and the needed quality that varies from Country to Country.

He emphasized on the research of one's product in the foreign market – about the products demand & the quality aspect of the product that the overseas people look forward to citing an example of the liking of Japanese men in terms of formal footwear's i.e. Japanese people like leather shoes with a heel.

He also suggested that the demand of a particular product depends on the food habit, socio-cultural aspects & the climatic conditions prevailing in that particular country. Accordingly the product needs to be modified.

Also he emphasized on the pricing of one's product in the foreign market & importance of product differentiation.

He also informed about the new initiative taken by the Government to boost the export in the form of delivery up to 35 KGS by India Post to the worldwide buyers.

Ms. Sumana Das, EFC Co ordinator has deliberated on IEC registration and other formalities for Export. Ms. Sumana Das then briefed them about the EFC Portal:

- How to register in the EFC Portal & also raise query
- The Step by Step Process to Export
- District Wise Potential Product & Markets
- Tariff & Non-Tariff Barriers
- Certification Agencies
- Upcoming Research on District & Country Profiles

Following the event, there was a networking session which included conversation between the attendees and the in-person Interns of EFC.

PARTICIPATION

The total number of participants for the awareness camp was 32.

The names are mentioned in Annexure I.

ANNEXURE I – List of Participants in FASII ER Camp at Sarat Sadan, Howrah.

SL NO.	NAME
1	S K AYAZ
2	RAJIV PATODIA
3	SUVASHIS MONDAL
4	SANJAY CHOWDHURY
5	BISWAJIT PALUI
6	ARITRA GHOSH
7	DEBABRATA KARAR
8	SWAPAN MONDAL
9	SUMAN MONDAL
10	SUDIPTA SARKAR
11	S DAS
12	SASANK MAITY
13	RAMKRISHNA BANERJEE
14	NIRMALENDU GHOSH
15	SUSHOVAN CHAKRABORTY
16	BANIPRADA KARAR
17	BANIPRADA KARAR
18	DABASISH DEBNATH
19	RAHUL HALDER
20	ROHAN CHATTERJEE
21	SATISH JAISWAL
22	PRABIR MITRA
23	SHARBANI SHARMA
24	SAPTARSHI KAR
25	SOUMITRA MONDAL
26	PRITAM SARKAR
27	ARUN KUMAR DAS
28	TUSHAR KANTI KAR
29	P K SARKAR
30	BELLAL HUSSAIN THANDER
31	SUMAN ALI MOLLA
32	M/S. TRANSELECTRICALS

**SOME PHOTOGRAPHS OF THE EXPORT AWARENESS CAMP
BY FASII ER**





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