



EXPORT FACILITATION CENTRE WEST BENGAL



(AN INITIATIVE OF WBIDC IN COLLABORATION WITH IIFT)

HALF DAY EXPORT AWARENESS CAMP

26TH JULY TO 28TH JULY, 2023

IN

BALARAMPUR SHELLAC CLUSTER ON 26TH JULY 2023

G.M. DIC OFFICE, PURULIA ON 27TH JULY 2023 &

**KASHIPUR BRASS AND BELL METAL CLUSTER ON 28TH
JULY 2023**

POST PROGRAM REPORT

By,

**INDIAN INSTITUTE OF
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CAMPUS**

BALARAMPUR SHELLAC CLUSTER ON 26TH JULY 2023

INTRODUCTION

BALARAMPUR SHELLAC CLUSTER SILPA SAMABAY SAMITY (L) is a MSME Cluster under the Cluster Sector of 'CHEMICAL PRODUCT OTHER THAN PLASTIC' & is located at Balarampur, which is a census town in the Balarampur CD Block in Purulia Sadar Subdivision of the Purulia District. The Cluster has around 40 Units with employee strength of around 500.

The Camp at Balarampur has been attended by both Large & Small Unit Holders.

A BRIEF ABOUT SHELLAC

Shellac is a resin secreted by the female lac bug on trees in the forests of India and Thailand. Chemically, it is mainly composed of aleuritic acid, jalaric acid, shellolic acid, and other natural waxes.

It is processed and sold as dry flakes and dissolved in alcohol to make liquid shellac, which is used as a brush-on colorant, food glaze and wood finish.

Shellac functions as a tough natural primer, sanding sealant, tannin-blocker, odour-blocker, stain, and high-gloss varnish. Shellac was once used in electrical applications as it possesses good insulation qualities and seals out moisture. Phonograph and 78 rpm gramophone records were made of shellac until they were replaced by vinyl long-playing records from 1948 onwards.

The number of lac bugs required to produce 1 kilogram (2.2 lb) of shellac has variously been estimated between 50,000 and 300,000. The root word lakh is a unit in the Indian numbering system for 100,000 and presumably refers to the huge numbers of insects that swarm on host trees, up to 150 per square inch (23/cm²).

Liquid shellac has a limited shelf life (about 1 year), so is sold in dry form for dissolution before use.

USES OF SHELLAC

It is the central element of the traditional "French polish" method of finishing furniture, fine string instruments, and pianos.

Shellac, being edible, is used as a glazing agent on pills and sweets, in the form of pharmaceutical glaze (or, "confectioner's glaze").

Shellac is used as a 'wax' coating on citrus fruit to prolong its shelf/storage life. It is also used to replace the natural wax of the apple, which is removed during the cleaning process. When used for this purpose, it has the food additive E number E904.

Shellac is an odour and stain blocker and so is used as the base of "*all-purpose*" primers. Shellac-based primers are an effective sealant to control odours associated with fire damage.

Shellac has traditionally been used as a dye for cotton, especially, silk cloth in Thailand. It yields a range of warm colors from pale yellow through to dark orange-reds and dark ochre.

Shellac as wood finish is natural and non-toxic in its pure form. A finish made of shellac is UV-resistant. For water-resistance and durability, it does not keep up with synthetic finishing products.

Because it is compatible with most other finishes, shellac is also used as a barrier or primer coat on wood to prevent the bleeding of resin or pigments into the final finish, or to prevent wood stain from blotching.

EXPORT POTENTIAL OF SHELLAC

Purulia district produces 90% of the LAC that is produced in the whole of West Bengal state. About 70,000 workers are employed in the LAC industry. Both small and large scale LAC entities have been set up, with around 23 large LAC producing units.

Also it has been found that this product is being exported from India. Following are the export data from Trade Map since 2018 onwards: (Unit: US Dollar thousand)

Importers	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
World	1,552	1,738	1,924	1,672	1,761
United States of America	554	895	930	846	484
Egypt	204	234	234	160	441
Canada	10	119	116	95	198
Japan	90	94	83		178
Nigeria	18	8	26	101	77

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
26.07.2023	11:15 am - 1.45 pm

Venue: Balarampur Shellac Cluster, Balarampur, Barabhum, Purulia.

PROGRAM INAUGURATION & CONDUCTION

Mr. Raktim Mitra, EFC-Intern, gave a brief address to open the session. He extended a warm welcome to everyone in attendance, including the IIFT Intern Ms. Tina Maunder, as well as the participants. In his remarks to the audience, he emphasized the importance of export & how they would be benefited if they start exporting & a brief about the EFC Cell – its functioning & objectives.

Ms. Tina Majumder then explained the process of export in brief – step by step.

Then Mr. Raktim Mitra addressed the Q & A Session of the audience present over there. In his remarks to the audience, he emphasized the importance of obtaining a full export oriented workshop camp (a one / two day session) in order to develop the knowledge of export, how to search for buyers in International Market, the challenges & how to overcome that in order to help them grow their businesses and forge ties with their customers abroad. Also Mr. Raktim Mitra briefed them about the process of how to apply for such Workshops through MSME.

Mr. Raktim Mitra then gave a brief about how to apply IEC online and the documents needed for that.

Ms. Tina Majumder then briefed them about the process of registering on EFC Silpa Sathi portal & how to raise query on the portal.

Ms. Tina Majumder recommended a vote of gratitude at the session's end. Following the event, there was a group photo shoot and tea break, 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 nos.

The names are mentioned in Annexure I.

G.M. DIC OFFICE, PURULIA ON 27TH JULY 2023

INTRODUCTION

The Camp at Purulia was attended by Entrepreneurs of varied industries, from Agri Producing Entrepreneurs to Mushroom Cultivation Entrepreneurs to Small & Medium Scale Industrialists.

COURSE FOCUS AND COVERAGE

Key Deliverables in the Export Awareness Camp:

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

PROGRAM DATE, TIME & VENUE

Date	Time
27.07.2023	11:45 am - 2.15 pm

Venue: G.M. DIC Office, Purulia.

PROGRAM INAUGURATION & CONDUCTION

Mr. Raktim Mitra, EFC-Intern, gave a brief address to open the session. He extended a warm welcome to everyone in attendance, including the IIFT Intern Ms. Tina Maunder, as well as the participants. In his remarks to the audience, he emphasized the importance of export & how they would be benefited if they start exporting & a brief about the EFC Cell – its functioning & objectives.

Ms. Tina Majumder then explained the process of export in brief – step by step.

Then Mr. Raktim Mitra addressed the Q & A Session of the audience present over there. In his remarks to the audience, he gave an idea of how to search for buyers in International

Market, the challenges & how to overcome that in order to help them grow their businesses and forge ties with their customers abroad.

Mr. Raktim Mitra then gave a brief about how to apply IEC online and the documents needed for that.

Ms. Tina Majumder then briefed them about the process of registering on EFC Silpa Sathi portal & how to raise query on the portal.

Ms. Tina Majumder recommended a vote of gratitude at the session's end. Following the event, there was a group photo shoot and tea break, which included conversation between the attendees and the in-person Interns of EFC.

PARTICIPATION

The total number of participants for the awareness camp was 34 nos.

KASHIPUR BRASS AND BELL METAL CLUSTER ON 28TH JULY

INTRODUCTION

KASHIPUR BRASS AND BELL METAL CLUSTER is a MSME Cluster under the Cluster Sector of ‘BASIC METAL & ALLOY INDUSTRIES’ & is located at Kashipur, which is a village in the Kashipur CD Block in the Raghunathpur Subdivision of the Purulia District. The Cluster has around 150 Units with employee strength of around 1500.

The Camp at Balarampur has been attended by both Large & Small Unit Holders.

A BRIEF ABOUT BRASS & BELL METAL

Bell metal known as “Kansa” is a form of bronze with lower content of copper. It has been traditionally used for making of bell, bowls, plates etc. Brass which is known as pitala is a substitutional alloy of copper and zink used for making of different crafts items such as water container, plates used for worshipping purpose, Singhasana , idols etc.

The item range incorporates cooking utensils like plates, bowls, glass tumblers, gong bells, small chimes, lamp stands and so forth.

These products are manufactured in the traditional process of heating and beating. Every brass and bellmetal utensil with its shape and metal composition has got its own characteristic.

EXPORT POTENTIAL OF BRASS & BELL METAL

It has been found that this product is being exported from India. Following are the export data from Trade Map since 2018 onwards: (Unit: US Dollar thousand)

Unit : US Dollar thousand

Importers	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
World	117,720	92,532	90,279	99,034	85,611
United States of America	31,813	27,439	37,089	37,445	27,922
United Arab Emirates	9,366	5,116	4,686	6,334	5,347
Germany	3,636	2,411	1,891	3,253	4,557
Canada	2,644	2,995	2,730	3,448	4,339
United Kingdom	7,215	5,450	5,296	4,150	3,823

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
28.07.2023	11:30 am - 3.15 pm

Venue: Kashipur Brass & Bell Metal Cluster, Kashipur, Purulia.

PROGRAM INAUGURATION & CONDUCTION

Mr. Raktim Mitra, EFC-Intern, gave a brief address to open the session. He extended a warm welcome to everyone in attendance, including the IIFT Intern Ms. Tina Maunder, as well as the participants. In his remarks to the audience, he emphasized the importance of export & how they would be benefited if they start exporting & a brief about the EFC Cell – its functioning & objectives.

Ms. Tina Majumder then explained the process of export in brief – step by step.

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Mr. Raktim Mitra then gave a brief about how to apply IEC online and the documents needed for that.

Ms. Tina Majumder then briefed them about the process of registering on EFC Silpa Sathi portal & how to raise query on the portal.

Ms. Tina Majumder recommended a vote of gratitude at the session's end. Following the event, there was a group photo shoot and tea break, which included conversation between the attendees and the in-person Interns of EFC.

PARTICIPATION

The total number of participants for the awareness camp was 82 nos.

CONCLUSION

These Export Awareness Camps as conducted by IIFT appear to be quite helpful to participants in that they can understand about the demand of their products in the international market & that they can sell their product at a much higher rate compared to the rate what they are getting today, which will be a great boost to their household economy. These Awareness Camps were most helpful to them in terms of understanding the export markets for their products. In addition to the topics already addressed by IIFT, Participants were further encouraged to participate for a Two Days Workshop on Export Management Program which they are eagerly awaiting to participate to learn and enter into the world of International Trade.

ANNEXURE I – List of Participants in Balarampur Shellac Cluster

SL NO.	NAME
1	RANJIT MAJHI
2	RAKESH MAJHI
3	SHYAMAL KUMAR
4	MUKESH MAJHI
5	MD HARISH MURTUZA
6	HARU CHANDRA CHANDRA
7	PRAKASH MAJHI
8	MOTILAL KUMAR
9	MANOJ KUMAR
10	AYODHYA PRASAD SAW
11	PAWAN KUMAR SAW
12	JOYDAB HALDER
13	RAMESH BHAGAT
14	DIPAK KUMAR JAISWAL
15	DOMAN KUMAR SHOW
16	DIPAK KR GUPTA
17	ASISH KUMAR SAW
18	NIYAZ AHMED
19	GANESH KUMAR
20	MAYANK KR SAW
21	BHOLA PRASAD SAW
22	SANATAN DUTTA
23	BABLU BANERJEE
24	DEBASISH KUNDU
25	DURBALAL SHAW
26	BABAI HALDER
27	BABLU HALDER
28	SANJAY KUMAR
29	AJOY DATTA
30	SHANKAR DEY
31	MAJHI DEY
32	MONSARAM PAL

ANNEXURE II – List of Participants in Purulia D.I.C.

SL NO.	NAME
1	TARAPADA KAR
2	BABUDAS TUDU
3	SAYANI MURMU
4	ANITA SAREN
5	BELARANI MAHATO
6	BARKARAM TUDU
7	BHOLANATH MAHATO
8	RAJESH KUMAR
9	AMARESH MAHATO
10	RADHANATH GORAIN
11	AJIT KUMAR SARAWGI
12	LAKHINATH HEMBRAM
13	SABITA MAHATO
14	SUDEEP MAHATO
15	SIMATI SINGH
16	ANIMESH SINGHA DEB
17	HARINARAYAN JALAN
18	KABITA SINGH
19	PALASHI KALINDI
20	NUPUR GOSWAMI
21	FUDUN DOM
22	KARUNA KALINDI
23	SOVARANI KALINDI
24	RAMESH KUMAR NARSARIA
25	REKHA DEVI AGARWAL
26	ANNAPURNA ROY
27	BISWAJIT ROY
28	AMIR ALI ANSARY
29	PAWAN KUMAR HETAMSARIA
30	PAWAN KEDIA
31	TIRTHA KARMAKAR
32	CHANCHAL DARIPA
33	SANDIPAN BANERJEE
34	INDRAJIT MAHATA

ANNEXURE III – List of Participants in Kashipur Brass & Bell Metal Cluster

SL NO.	NAME
1	BABLU KARMAKAR
2	SWAPAN KARMAKAR
3	SHYAMAL KARMAKAR
4	SANJIB KARMAKAR
5	DURGADAS KARMAKAR
6	CHANDAN KARMAKAR
7	NITAI KARMAKAR
8	NANDALAL KARMAKAR
9	NIKHIL KARMAKAR
10	GIRIDHARI KARMAKAR
11	CHINMAY KARMAKAR
12	RAKHAL KARMAKAR
13	SANAT KARMAKAR
14	ASIM KARMAKAR
15	BIPLAB KARMAKAR
16	ANATH BANDHU KARMAKAR
17	MITHUN KARMAKAR
18	UTTAM KARMAKAR
19	SHYAMAPADA KARMAKAR
20	JIBAN KARMAKAR
21	ASIT KARMAKAR
22	TARINI KARMAKAR
23	KARTIK KARMAKAR
24	BANAMALI KARMAKAR
25	SAJAL KARMAKAR
26	MANGAL KARMAKAR
27	BIBEK KARMAKAR
28	SUSHANTA KARMAKAR
29	NABAKUMAR KARMAKAR
30	BAPI KARMAKAR
31	LALCHAND KARMAKAR
32	BACHCHU KARMAKAR
33	BHAIRAB KARMAKAR
34	BHOLANATH KARMAKAR
35	JUDHISHTHIR KARMAKAR
36	DIPAK KARMAKAR
37	AJAY KARMAKAR
38	BIBEKANANDA KARMAKAR
39	KAJAL KARMAKAR
40	BHAGBAT KARMAKAR

41	BIKASH KARMAKAR
42	MEGHNATH KARMAKAR
43	BIBEK KARMAKAR
44	KARTICK KARMAKAR
45	CHANCHAL KARMAKAR
46	NIRMAL KARMAKAR
47	BIJAY KARMAKAR
48	BRINDABAN KARMAKAR
49	MILAN KARMAKAR
50	SRIKANTA KARMAKAR
51	KRIPASINDHU KARMAKAR
52	ANANDA KARMAKAR
53	SANJOY KARMAKAR
54	LAKSHMAN KARMAKAR
55	SANJOY KARMAKAR
56	KAJAL KARMAKAR
57	BAGAL KARMAKAR
58	DHANANJOY KARMAKAR
59	GANESH KARMAKAR
60	INDRAJIT KARMAKAR
61	SAMAR KARMAKAR
62	BHAIRAB KARMAKAR
63	BAMAPADA KARMAKAR
64	SANJAY KARMAKAR
65	METHAR KARMAKAR
66	DEEP KARMAKAR
67	DINABANDHU KARMAKAR
68	JHANTU KARMAKAR
69	PANCHANAN KARMAKAR
70	RAJIB KARMAKAR
71	SANATAN KARMAKAR
72	SUDIP KARMAKAR
73	MALAY KARMAKAR
74	SAJAL KARMAKAR
75	UJJWAL KARMAKAR
76	MANSA RAM KARMAKAR
77	MRITYUNJAY KARMAKAR
78	PARTHA KARMAKAR
79	ANANDA KARMAKAR
80	NAYAN KARMAKAR
81	JHUMA KARMAKAR
82	DILIP CHAND

SOME PHOTOGRAPHS OF THE EXPORT AWARENESS CAMPS

Balarampur Shellac Cluster





Purulia D.I.C.





Kashipur Brass & Bell Metal Cluster


