



EXPORT FACILITATION CENTRE WEST BENGAL

(AN INITIATIVE OF GOVT. OF WEST BENGAL IN COLLABORATION WITH IIFT)

HALF DAY EXPORT AWARENESS CAMP

12TH JANUARY, 2024

IN

MAGRAHAT SILVER FILIGREE CLUSTER DEV. INDUSTRIAL COOP. SOCIETY LTD.

POST PROGRAM REPORT

By,

**INDIAN INSTITUTE OF FOREIGN
TRADEKOLKATACAMPUS**

MAGRAHAT SILVER FILIGREE CLUSTER

INTRODUCTION

MAGRAHAT SILVER FILIGREE CLUSTER DEV. INDUSTRIAL COOP. SOCIETY

LTD. is a MSME Cluster, located at Vill - Gopinathpur, PO: Moukhali, PS – Magrahat, South 24 Parganas – 743610, is a community development block that forms an administrative division in Diamond Harbour subdivision of South 24 Parganas district in West Bengal. The Cluster has around 40 Units with employee strength of around 500.

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

A BRIEF ABOUT FILIGREE

Filigree comes from the Latin word 'Filum' meaning 'Thread', and 'Granum' meaning 'Seed'. Filigree is the art of twisting and making intricate, detailed jewelry metalwork with threads. Filigree generally involves gold or silver thread-work. Silver filigree craft is a beautiful presentation that is ecstatic by looks and fragile to handle. The craftsman recreates images from the world around him.

Filigree is also called filigrann or filigrene and the method also involves the use of tiny beads apart from threads to make beautiful silver craft. A silver filigree craft is prepared by twisting the silver wires and moulding them into different shapes, from preparing the threads to filling beads in them and then finally giving them shapes is a long and strenuous work. Even the simplest filigree product is an intricate one and can involve a group of four to five people.

EXPORT POTENTIAL OF SILVER FILIGREE

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	826,466	1,188,230	1,979,404	2,122,107	3,086,384
Hong Kong, China	333,457	671,017	1,537,953	1,500,701	2,506,721
United States of America	322,003	321,376	274,346	400,114	352,465
United Kingdom	56,714	53,781	42,648	69,183	63,797
Germany	16,660	15,502	15,884	25,953	24,646
Spain	4,993	7,268	5,665	13,146	17,568
United Arab Emirates	14,687	31,751	26,069	10,495	14,011
Thailand	11,444	9,975	6,770	14,826	12,753
Australia	10,558	12,506	11,161	14,046	12,234
Italy	10,260	10,563	7,352	8,713	12,020
Canada	8,050	8,845	7,308	9,165	11,052

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
12.01.2024	11:30 am - 1.45 pm

Venue: Magrahat Silver Filigree Cluster, Vill - Gopinathpur, PO: Moukhali, PS – Magrahat, South 24 Parganas.

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 Dr. Nibedita Basu & Ms. Ritwika Chakraborty, 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. Dr. Nibedita Basu & Ms. Ritwika Chakraborty then explained the process of export in brief – step by step.

Then Mr. Raktim Mitra & Dr. Nibedita Basu & Ms. Ritwika Chakraborty 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. Dr. Nibedita Basu recommended a vote of gratitude at the session's end.

PARTICIPATION

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

The names are mentioned in Annexure I.

ANNEXURE I – List of Participants in Magrahat Silver Filigree Cluster

SL NO.	NAME
1	ARNAB MONDAL
2	ASHOK MONDAL
3	SURAPIT NASKAR
4	GOPAL BARIK
5	GIRISH KAR
6	UTTAM HALDER
7	SORAB SHEK
8	DHRUBADEB SIKDAR
9	TAPAS MONDAL
10	TAPAN SARKAR
11	ABUL KAREM LASKAR
12	MINTU MONDAL
13	DIPENDU MONDAL
14	NIMAI PRAMANIK
15	SARKAR GAYAN
16	AHAMED REJU SK
17	SUKUMAR HALDER
18	ASHIS HALDER
19	BHOBOSINDHU BISWAS
20	DILIP BARICK
21	RAKESH MONDAL
22	SK SOMM RAJU
23	PRADIP MONDAL
24	MAHANTA KAR
25	AMIT DAS
26	DIPANKAR DAS
27	BAPPA MONDAL
28	AJOY DENNE
29	SUKUMAR KAR
30	SRIMANTA KAR
31	GLIYAS NASKAR
32	DILIP KUMAR MAJHI
33	GOPINATH BISWAS
34	RAMESH MONDAL

SOME PHOTOGRAPHS OF THE EXPORT AWARENESS CAMPS

Magrahat Silver Filigree Cluster

