

Export Outreach Program under Niryat Bandhu Scheme

Purba Bardhaman, West Bengal; 8th March 2021



Mr. Utpal Acharya, Jt. DGFT, O/o Addl. DGFT, Kolkata joined the seminar virtually. The session was addressed by Mr. Gautam Poddar, Assistant Director, MSME - DI, Kolkata; Mr. Avijit Kar, General Manager, District Industries Centre, Burdwan; Smt. Mousumi Guha, Assistant Director, O/o DC (Handicrafts); Mr. Snighnendu K Shaw, Managing Director, M/s Glaxy Exports & EPCH member exporter from Burdwan District; Ms. Firdous Afrin Azhar from EPCH

An export awareness programme under Niryat Bandhu Scheme of Director General of Foreign Trade was organised by EPCH in City Tower, Burdwan District of West Bengal on 8th March, 2021. Mr. Utpal Acharya, Jt. DGFT, O/o Addl. DGFT, Kolkata joined the seminar virtually. This was addressed by Mr. Gautam Poddar, Assistant Director, MSME - DI, Kolkata; Mr. Avijit Kar, General Manager, District Industries Centre, Burdwan; Smt. Mousumi Guha, Assistant Director, O/o DC (Handicrafts); Mr. Snighnendu K Shaw, Managing Director, M/s Glaxy Exports & EPCH member exporter from Burdwan District; Ms. Firdous Afrin Azhar, Regional Officer, EPCH.

Ms. Firdous Afrin from EPCH initiated the program with a presentation on Entering Export Market and services provided by EPCH to the handicrafts fraternity with special reference to trade fairs organised to promote and increase exports of handicrafts.

Mr. Utpal Acharya, Joint DGFT, O/o Addl. DGFT, Kolkata briefed the participants on how to start export business and about the salient features of Foreign Trade Policy. He provided details of export procedures and various export promotion schemes such as EPCG, TMA, MEIS, SEIS run under the Foreign Trade Policy. He explained the procedure for obtaining Import Export Code and also highlighted the export potential from Burdwan. He also informed the District Export Hub and informed that the action plan has to be prepared by DICs with inputs from the committee for implementation of the initiative of DGFT.

Mr. Gautam Poddar, Assistant Director, MSME - DI and Mr. A Sinha Roy, General Manager, District Industries Centre, Howrah gave an overview of export of handicrafts from Howrah and emphasised on the need for strengthening infrastructure to

increase exports from the region. They elaborated on the schemes which MSM exporters can take benefit of such as, SFURTI Cluster Development Scheme, Marketing scheme, etc. He shared details of facilities and schemes available to encourage export from the region and urged the artisans to make use of available opportunities and start exporting their products.. They also emphasised on improving quality of products to suit international markets as well as participate in domestic and international trade fairs to promote export. The dignitaries concluded by advising the artisans to contact EPCH regarding help in this regard.

Mr. Subhajit Das, Assistant Director (Handicrafts Section), O/o DIC, Burdwan explained the schemes and programmes implemented by DIC in facilitating growth of MSME. He urged the artisans to make use of the opportunities and start exporting their products for earning better livelihood.

Mr. Avijit Kar, General Manager, District Industries Centre, Burdwan virtually gave an overview of export from Burdwan and emphasised on the need for strengthening the infrastructure to increase exports from the region.

Smt. Mousumi Guha, Assistant Director, O/o Development Commissioner (Handicrafts) gave an

overview on the presence of handicrafts industry in Burdwan and presented on the schemes available for exporters to explore international market. During the discussion, she requested to maintain quality, to form exportable packaging units in Burdwan as per schemes available.

Mr. Snigdendu Kr. Shaw, one of the prominent Dokra handicrafts exporters from Burdwan explained his journey as an exporter, to the budding exporters. He explained the process to become exporters and motivated the artisans and entrepreneurs from different industries to export. He emphasised on maintaining the quality of the product, design as per the existing trends and colour, packaging, pricing. He gave few examples to explain the how he gets the buyers and ways to deal with the foreign buyers for bulk orders. He urged the entrepreneurs to form units for timely supply of products to the buyers.

Over 65 entrepreneurs and artisans attended the session and addressed their queries to the dignitaries. Some pointed out the infrastructural issues they are facing. Some highlighted that they are not being considered for financial help for growth of MSME by banks and lengthy documentation process to form cluster or units. ■

Smt. Mousumi Guha, Assistant Director, O/o DC (Handicrafts) addressing the participants

