



EXPORT FACILITATION CENTRE WEST BENGAL



(AN INITIATIVE OF WBIDC IN COLLABORATION WITH IIFT)

HALF DAY EXPORT AWARENESS CAMP

8TH AUGUST, 2023

IN

CALCUTTA CLUB LIMITED, KOLKATA

BY

FOSMI (FEDERATION OF SMALL & MEDIUM INDUSTRIES)

POST PROGRAM REPORT

By,

**INDIAN INSTITUTE OF
FOREIGN TRADE
KOLKATA CAMPUS**

FOSMI (FEDERATION OF SMALL & MEDIUM INDUSTRIES)

INTRODUCTION

FOSMI (FEDERATION OF SMALL & MEDIUM INDUSTRIES) was formed in 1952 with a vision of not only help lead the State of West Bengal to rapid industrialization, but also mitigate the problem of unemployment.

Over the years, FOSMI has established itself as a nodal point between the MSME sector and the government. Its views on policy matters are regularly sought by various government bodies. Its suggestions are also sought at the State and Central levels at pre-budget discussions.

Today, FOSMI is the largest organisation in this part of the country representing the needs of micro, small and medium enterprises, with a membership of over 1,200 entrepreneurs.

SERVICES OF FOSMI

FOSMI's range of services include consultancy on a wide range of subjects ranging from preparation of bankable project reports to start a business through to marketing, export, Central Excise, Service Tax, VAT Factories Ad, Labor Laws etc. at free of cost.

FOSMI is a platform to focus and highlight problems of its members to concerned authorities. It also acts as a bridge between the member and the concerned authority to help provide a remedy to their problems.

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
08.08.2023	3:30 pm – 5:45 pm

Venue: Calcutta Club Ltd., Kolkata.

PROGRAM INAUGURATION & CONDUCTION

Mr. Biswanath Bhattacharya, President of FOSMI, gave a brief address to open the session. He extended a warm welcome to everyone in attendance, including Mr. Amit Sengupta (Secretary, FOSMI), Dr. K.R.Rangarajan (Head, IIFT Kolkata), Ms. Sumana Das (EFC Co-ordinator), as well as the participants.

Dr. K.R.Rangarajan emphasized on the Promotional, Policy & Development of Export of Product & Services. He gave an inference of how Vietnam got benefited from the export guidance of I.I.F.T. He also gave a brief of how Bangladesh grown as an exporter country in the world.

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.

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

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 40 nos.

The names are mentioned in Annexure I.

ANNEXURE I – List of Participants in FOSMI Camp at Calcutta Club Ltd.

SL NO.	NAME
1	SUDIP BOSE
2	ANJAN GOSWAMI
3	S N AGARWAL
4	KALYANBRATA CHATTARAJ
5	SAMIR KR. GHOSH
6	DR. DIAPANKAR SEN
7	GAGAN JAJODIA
8	SAMIR KUMAR DAS
9	APU SAMANTA
10	SUBRATA GANGULY
11	ARITRA GHOSH
12	ABHIJIT DUTTA
13	ARIJEET JHAWAR
14	SANDEEP PODDER
15	GURVINDER SIL
16	G S CHOUDHARY
17	DEBABRATA PANDA
18	PARTHA SARATHI CHAKRABORTY
19	T. K. CHATTERJEE
20	K S AISHWARYA
21	SAHELI PODDER
22	A SENAPATI
23	JAGMOHAN BHATTAR
24	AMIT MANDAL
25	SAUVIK SABUI
26	SWAPAN NASKAR
27	PIYUSH CHOWDHARY
28	DEEPESH CHOWDHARY
29	SANJAY CHOWDHURY
30	SUPRIYO GHOSH
31	KAMAL PAUL
32	AMIT KUMAR BASU
33	TARUN SEN
34	SRIJAN DATTA
35	S.DATTA
36	AVIJIT SETT
37	SUBIR RAY
38	BABUL SANTRA
39	VIPUL AGRAWAL
40	SAURABH JAYASWAL

**SOME PHOTOGRAPHS OF THE EXPORT AWARENESS CAMP
BY FOSMI**





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