

Government of West Bengal
Industry, Commerce & Enterprises Department
Commerce Branch
Silpa Sadan
4, Abanindranath Tagore Sarani (Camac Street), Kolkata-16

No. 21 –CI/O/COM/Singly

dated 07.02.2018

NOTIFICATION

Whereas, the State of West Bengal is considering enhancing its role in the domain of export from this country;

Whereas, the State of West Bengal is endeavouring to be a regional economic leader of growth through an export oriented strategy;

Whereas, aiming at the above, the policy for export promotion have been formulated after detailed consultations with the stakeholders and specialist associations like FIEO, IIFT and on analysing the state's exports;

Therefore, a policy named "Export Promotion Policy for the State of West Bengal" has been formulated and adopted by this Government.

By order of the Governor,
Sd/-
Joint Secretary

No. 21 –CI/O/COM/Singly

dated 07.02.2018

Copy forwarded for information for information and necessary action to:

- 1) P.S. to the Chief Secretary to the Government of West Bengal.
- 2) President, FICCI, Federation House, Tansen Marg, New Delhi-110001.
- 3) President, Bengal Chamber of Commerce, Royal Exchange, 6, Netaji Subhas Road, Kolkata-700001.
- 4) Professor & Head, IIFT, Eastern Region, 1583 Madurdaha, Borough 12, Ward 108, Kolkata-700107.
- 5) Additional Director General of Foreign Trade, Kolkata, 4, Esplanade East, Kolkata-700069.
- 6) Chief Commissioner, Calcutta Customs, Customs House, 15/1, Strand Road, Kolkata-700001.
- 7) Commissioner, Falta SEZ, 2nd MSO Buildings (4th Floor), Nizam Palace, 234/4, AJC Bose Road, Kolkata-700020.
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- 9) Professor Saikat Sinha Roy, Associate Professor of Economics and Project Director, Jadavpur University, 188 Raja S.C. Mallick Road, Kolkata-700032.
- 10) Managing Director, WBIDC Ltd.
- 11) Director of Industries, West Bengal.
- 12) Joint Secretary, MSME & T Department, Govt. of West Bengal, 4th Floor, Hemanta Basu Bhavan, 2, Church Lane, 12, BBD Bag, Kolkata-700001
- 13) The Director of Micro, Small & Medium Enterprises, Govt. of West Bengal, New Secretariat Buildings, 1, K.S. Roy Road, Kolkata-700 001.
- 14) OSD to the Hon'ble Minister in Charge, Industry, Commerce & Enterprises Department, Government of West Bengal.
- 15) Senior P.S. to Principal Secretary, Commerce & Industries Department, Government of West Bengal.
- 16) Guard File.
- 17) Office Copy.


Deputy Secretary



**BENGAL
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Export Promotion Policy in Government of West Bengal



West Bengal Industrial Development Corporation Limited







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1 Preamble

1. Historically, West Bengal, has served as an important hub for trade for the entire Indian subcontinent. The state continues to maintain this significant position, due to its strategic location, abundant resource base and significant economic diversity. It serves as the gateway to North East India and South East Asia, gives port access to landlocked states of central India and to independent Himalayan countries of Nepal and Bhutan.
2. West Bengal, India's 4th largest economy, has grown at a CAGR of 15% in last five years,[http://silpasathi.in/home/advantage_bengal] which is higher than the national average.[Figure 1 – annexure I.] At current prices, State GSDP has more than doubled from US\$ 69 billion in 2010-11 to US\$155 billion in 2016-17. This has been made possible with the state's undertaking of a slew of infrastructural and economic reforms, facilitating businesses, attracting leading investors and fostering investments and providing stimulus measures for its industries and service sectors.

With the state on an upward trajectory of economic growth, to accelerate it by exploiting the economic potential of the state to its highest, the state needs to focus on export-driven economic growth. With existing advantages and opportunities, the government of West Bengal is keen to increase its presence in the export market and utilize its huge export potential and taking the West Bengal brand from local to global.

3. Bengal currently contributes 40 per cent of the eastern region's[eastern India comprising West Bengal, Odisha, Bihar, Jharkhand, Chhattisgarh, Assam and the seven North-Eastern states] GDP and has the potential to emerge as business hub of a US \$3 trillion regional economy by 2035.[As per a report by domestic rating agency Smera Ratings] Adoption of the "Look East – Act East" policy by the Government of India, with the emerging strategic presence of India in the Indian Ocean Diplomacy and increased focus on Blue Economy, puts West Bengal in a highly significant position, not only domestically but also internationally. There is focus on infrastructure development to improve regional connectivity through regional agreements like Bangladesh-China-India-Myanmar Economic Corridor (BCIM-EC) and Bangladesh, Bhutan, India and Nepal Motor Vehicle Agreement (BBIN-MVA) and national projects like Sagarmala project, Amritsar-Kolkata Industrial Corridor development project, East Coast Economic Corridor (ECEC). Also, with increasing number of trade agreements with South-east Asian nations, especially ASEAN and regional economic partnerships such as Regional Comprehensive Economic Partnership (RCEP), the state needs to position itself strategically. For this, West Bengal needs a policy to unlock its potential to ensure efficient allocation of its resources to higher productive and competitive trade sectors.

With the aim of taking advantage of the synergies offered by such initiatives for export promotion and regional economic diplomacy, West Bengal aims to emerge as a regional leader and driver of economic growth for eastern India and India.



Thus, the state has created a holistic export promotion policy which focusses on export-led growth through 5 I's – Infrastructure, Institutional Support, Improved policy and regulatory environment, Information Dissemination and Incentives for export.

4. The total exports of West Bengal stood at about US\$ 7.7 billion in 2014-15. West Bengal is the 9th largest exporting state in India (2015) [Annexure I] with a share of about 3% in India's total exports. The key export sectors of the State are Gems and Jewelry, Leather, Agribusiness (Rice, Fruits, etc.), Tea, Chemicals and petrochemicals, Engineering and Textiles.[Details in Annexure I] The IT/ITES sector has witnessed a 169% increase in IT investment and 64% growth in IT exports in last 5 years, establishing itself as another key export sector for the state. There are growing opportunities in the services sector for export with the growing human capital and technological upgradation in the state, to contribute to the global value chain.

2 Vision

To expand the economic growth of West Bengal and unveil it as the regional economic leader of growth by adopting an export-oriented growth.

3 Mission Statement

To increase state's share in all-India exports from around 3% (2015-16) to 6% in medium term (2022-23), and to 15% in long run (2027-30), by enabling investment and infrastructure in export oriented sectors and enhancing the ease of doing exports, leading to higher productivity, higher income and greater employment generation in the state.

4 Objectives

To achieve the Vision and Mission stated above, the following objectives have been set by the Government of West Bengal:

1. To boost exports from the existing focus sectors where West Bengal has competitive advantage through increased market penetration as well as explore new products and markets to diversify and extend the export basket of the state.
2. To enhance ease of doing exports through creation of simple, effective and efficient institutional mechanisms, simplified processes and more efficient organization and coordination of export promotion efforts.
3. Strengthening of export infrastructure such as Inland Container Depots (ICDs), Common Facility Centers, Cold Storage facilities, quality testing labs, rail-road-waterways connectivity to ports, trade facilitation centers, etc. with the help of Public Private Partnership models.

4. Enhance exportability of goods from state by promoting value addition through promotion of R&D, innovation in product-lines, technology upgradation and promotion of domestic and international quality standards and certifications.
5. Creating a better framework for effective and business oriented export promotion programs along with proactive, streamlined and coordinated implementation.
6. Encouraging and motivating sectors/industries which possess export potential through proper guidance, awareness creation and streamlined information dissemination.
7. Skill upgradation and employment creation, with special focus on improving the quality and performance of existing export training institutes and establishing more training programs aligned to cater the export markets.
8. Boosting exports from the labor intensive MSME sector, with special emphasis on Agribusiness, Food Processing, Organic cultivation, Engineered Goods (Iron & Steel) Textiles & Apparel, Leather and Handicrafts, to ensure inclusive and sustainable development in the state.
9. Promoting service exports to utilize the state's large pool of available skilled human capital.

5 Scope of the policy

The policy will be valid for a period of 5 years from the date of notification with a scope for revision after 3 years.

6 Strategy & Measures

In order to achieve the set objectives, the following strategy will be adopted. The state envisages specific measures for focus sectors and measures which are applicable across all sectors to boost the exports.

6.1 Overall strategy and measures

To boost the overall exports and take a leap from local to global along the economic growth trajectory, the state will focus on 5 I's – Infrastructure, Institutional support, Improved policy framework and regulations, Information and Incentives.

6.1.1 Infrastructure Support

- a) The state encourages projects towards development of export infrastructure utilizing funds available under Trade Infrastructure for Exports Scheme (TIES) or any other Central or State funded schemes.
- b) Export related infrastructure and logistics like state-of-art Multi Modal Logistic (MML) parks, Inland Container depots, Container Freight stations, Air Cargo Facilities, Common Facility Centers, warehouses, pack houses, cold storage facilities, Vapour heat treatment (VHT) facilities, Export Product exhibition Centre, Export Oriented Laboratories, Quality Testing Centers and trade facilitation centers.
- c) Ensuring supply and availability of quality power, high speed internet facility and Quality of Land Customs Stations (LCSs).
- d) Improved Port Infrastructure - Government is making efforts to complete the two deep sea ports at Bhor



Sagar and Tajpur. The State shall pursue with Kolkata Port Trust to improve the condition of the existing Kolkata Port and Haldia Port by building additional critical infrastructure and upgradation of existing infrastructure.

- e) Increased connectivity to the ports - The state shall endeavor to improve the conditions of Roadways near the LCS and Marine ports to reduce the cost of transportation, by using the Public Private Partnership (PPP) model wherever suitable to take up required infrastructure renewal and expansion program with a time bound implementation plan.
- f) Improved LCS Infrastructure - The State government shall encourage
 - i. Development of warehouses needed for perishable and non-perishable products near the entry points,
 - ii. Modernization of existing terminals with increased number of entry points and separate lanes for perishable items,
 - iii. Provision of drinking water, toilets, ATMs and medical facilities, construction of shed for vehicles in the parking lots, with the help of local bodies,
 - iv. Local entrepreneurs to set up modern repairing centers for heavy vehicles.
 - v. Upgradation of IT infrastructure to improve the efficiency of Customs office, with appropriate training to the deployed personnel.
- g) Creating towns of export excellence[Annexure II]

The State shall explore the possibility of identifying towns that could be notified as TEE and pursue with DGFT for notification of such Towns, on the basis of their potential for growth in exports. This recognition will maximize their potential, enable them to move higher in the value chain and tap new markets.
- h) Development of Quality management infrastructure – The state government shall endeavor to take the following measures towards stepping up quality and standards of the exports, with the assistance of various private partners, central institutions and departments:
 - i. Upgrading existing export quality through more export research labs, Irradiation Facilities and appointment of Quality Inspection Agencies.
 - ii. Efforts to be made to tie-up with national laboratories like CLRI, CFTRI, etc. to set up testing and certification infrastructure in the State.
 - iii. Emphasis on opening up of accredited Testing Labs closer to business centers / district centers to save time and cost.
 - i) Information dissemination: The government shall make efforts to increase the availability and access of information regarding the existing infrastructure facilities for exporters to increase efficiency. Irradiation Facilities and appointment of Quality Inspection Agencies. Efforts to be made to tie-up with national laboratories like CLRI, CFTRI, etc. to set up testing and certifying infrastructure in the State.

6.1.2 Institutional Support for Export Promotion

a) Energising the West Bengal State Export Promotion Society (WBSEPS) -

- a.1. A working committee could be created to meet at regular intervals to discuss and address various issues and provide suggestions to enhance exports from the state.
- a.2. An empowered committee or the WB Industrial Development Promotion Board under the chairmanship of Chief Secretary of the State will facilitate interdepartmental co-ordination, procedural formulation for export promotion and regular review of progress of various export infrastructure works and export promotion schemes, target based Performance monitoring of state export councils and overall export performance.
- a.3. The society shall endeavor to strengthen linkages with the relevant government departments, export promotion councils, state trade associations, International trade bodies, FIEO (Federation of Indian Exports Organization), ITPO (India Trade Promotion Organization), NCTI (National Centre for Trade Information) and Product Sectoral Associations and proactively establish a streamlined coordination mechanism
- a.4. The society shall endeavor to establish Quality Management Cell to implement the guidelines by Export Inspection Council of India (EIC) and manage promotion of developed quality standards and guidelines at district level.
- a.5. The society shall endeavor to create a Fast track Export Support Desk accessible to chambers and associations and individual to bring issues and seek information.

b) Establish a SINGLE WINDOW Export Promotion Portal –

- b.1. The state government shall endeavor to establish operate a unified, single window export promotion portal with a comprehensive and interactive website, with WBSEPS as the nodal agency or directly under aegis of the Export Commissioner of the State.
- b.2. It is envisioned as a one-stop convergence support service for empowering exporters with access to information on export policies, schemes, procedures, market research data (exporters list, export trends, results of study reports commissioned by government, etc.), information of available export logistics and infrastructure facilities, export promotion programs/events, new government incentives, guidelines on standards and certification, etc.
- b.3. It may also act as a platform for Publicity of Exporters of West Bengal
- b.4. It shall endeavor to provide an interface for exporters and buyers of such exports to approach the government for enquiry, guidance and grievances on policy, procedure and implementation. It shall provide links to the Complaint Resolution System of the Directorate General of Foreign Trade (DGFT) and links to all relevant departments, agencies, councils/trade bodies.



b.5. It shall endeavor to improve transparency, increase access to vital information and create awareness about the state's export promotion efforts and strategies.

c) **Skill Development & Capacity Building**

The state shall explore collaboration with reputed institutions like IIFT and export promotion councils to take the following steps:

- c.1. Training professionals on trade promotion through improving the quality and capacity of export training institutes and encourage design export relevant skill courses.
- c.2. Trainings to exporters to improve production of products as per Sanitary and Phytosanitary standards/export certifications, CODEX Alimentarius standards and FSSAI standards
- c.3. Encourage capacity building initiatives by industry associations and other organizations for prospective exporters through regular research on Market identification, Product design, product identification, international tastes and preferences.

6.1.3 Policy Framework

- a) The state government through the export policy framework aims to simply, standardize and harmonize the standards and processes related to exports in the state.
- b) The state shall endeavor to streamline and liberalize existing state regulatory framework for exports, through steps towards:
 - b.1. Providing various permissions / clearances / registrations from different State Government Departments / Agencies to the exporters under "Silpa Sathi"- State's Single Window Services for Business, by giving link to central portals like SWIFT - Single Window Interface for Facilitating Trade, wherever applicable.
 - b.2. Reduction of paperwork through reduction in number of forms/applications and online submissions for exporters
 - b.3. Creation of a single and unified submission of returns through the single window portal
- c) The state shall endeavor to create standard guidelines on transportation and transaction charges and provision of real time data on such charges, fees, duties (customs, etc.) through the portal
- d) The state shall endeavor to strengthen its legal framework to develop fast tract grievance redressal mechanism of the exporters.
- e) The state shall endeavor to take initiatives to promote Value Addition in exports of Goods from West Bengal.

6.1.4 Information dissemination

Information is key for Exports – Market information, country specific studies, certification required by US, Japan and other advanced economies for organic and other exports, paper work required for Exports should be accessible online at the Single Window Export promotion portal.

The state government shall endeavor to take the following measures -

- a) The District Industry facilitation offices can be trained to function and operate as District export promotion cells (DEPC) under support from District Magistrates for -
 - a.1. Developing export promotion measures within the district development plans to ensure adequate implementation through a bottoms-up strategy avoiding any regional imbalances.
 - a.2. Carrying out district level awareness and education programs about benefits of exports, state policies as well as standards faced by exporters, surveys for collection of ground data related to identify the implementation challenges, and promoting quality exports. The “Niryat Bandhu” scheme[Annexure III] facilitated by DGFT and implemented by IIFT can be promoted for awareness of entrepreneurs.
 - a.3. Conducting master classes on documentations, certification best practices with the help of export councils and industry associations.
 - a.4. Establishing ‘Fast track Export Support Desk’ at district level for chambers and associations and individuals to bring issues and seek information on export processes, policies and paperwork.
 - a.5. The DEPC will also submit suitable proposals to WBSEPS for developing export infrastructure in their districts.
- b) Develop a comprehensive communication action plan for medium to long term to increase the awareness among the players about the quality standards and international guidelines.
- c) Generate awareness of Country specific Information on parameters and attaining certification to encourage export from state through the single window export promotion portal and Fast track Export Support Desks.
- d) Setting up of a dedicated international trade and export promotion convention Centre for regular display of export products, conducting regular Visits of Foreign Trade Delegations, International Buyers and Sellers meets and interactive sessions between agencies of WBSEPS and exporters.
- e) Increased efforts towards organizing road shows, exhibitions, trade fairs, seminars and workshops with adequate marketing both in and outside the country to promote exports and to attract investors.



- f) Increased Promotional activities such as Buyers – Sellers Meet (BSM), Participation in Fairs by state at key markets across the world, hosting of Reverse BSM.

6.1.5 Incentives for Exporters

- a) All export oriented units shall be eligible for all applicable incentives that are prevailing under the State industrial promotional assistance scheme at the time.
- b) In addition to above any sector specific financial incentives prevailing at that point of time can be availed by the exporters.

6.2 Focus Sectors

6.2.1 Leather & Leather Products

Leather industry is regarded as the preferred industries in the policy paradigm of the state. The Leather industries have massive potential for employment, growth and exports.

The industry generates almost 10 lakh jobs in the state, both directly and indirectly. The turnover of the leather industry in the state is around INR 13,000 crore and the quantum of exports of leather and allied products is INR 5,500 crore[Council for leather exports].

West Bengal is one of the leading states for export of finished leather goods in India accounting for almost 20% of the India's total leather and leather products export[Department Data].

Key advantages in the state are availability of raw material – goat skin (especially best quality 'blue' goat skin), cattle hide, sheep skin, buffalo hide; large pool of traditionally skilled craftsmen and competitive labor force, Kolkata as the tanning hub in the country with about 26-27% of country's tanning, presence of a state-of-the-art integrated leather complexes and reputed educational institutions for training in design, manufacturing processes and technology.

This with dedicated support of allied industries and planned intervention of the Government; the sector is expected to achieve a turnover of US\$ 13 billion in the next few years.

Measures:

1. The state government shall endeavor to promote leather exports to high potential markets like Romania, France, UK, Poland, USA and other relevant markets as may be identified, through increased G2G and G2B collaboration.
 2. The state government shall endeavor to improve the exportability and international acceptability of the leather goods in the international market and increase the value addition through –
 - a. Development of design center for leather products
- b. Implementation of technology upgradation and modernization programs in the selected tanneries to achieve global competitiveness in the production of finished leathers products through collaboration with Central Leather Research Institute (CLRI) and technology transfer from foreign players.

3. The state government shall make efforts towards boosting exports by tie-ups with international retail chains, buying houses and industry players.

6.2.2 Gems and jewellery

The state accounts for 11 per cent of the country's gem and jewellery industry turnover in the country and is targeting to increase it to 20 per cent by 2020.

Export of plain gold jewellery from Kolkata has crossed INR 10,000 crore in 2016[<https://economictimes.indiatimes.com/industry/cons-products/fashion/-/cosmetics/-/jewellery/west-bengal-government-eyes-gi-tag-for-kolkatti-jewellery/articleshow/60704359.cms>], and the primary markets for these pieces are the Middle East, the US, and continental Europe.

The government has been offering various fiscal incentives to the gems and jewellery businesses such as VAT waiver, capital investment subsidy (SME sector), interest and power tariff subsidy and tax refund, among others.

WB is also the first state to permit the exporters to procure gold/silver against bank guarantee during VAT regime.

In addition to the existing Manikanchan SEZ, the State has developed a modern, all amenities inclusive, 2.5 Lakh Sft modular based vertical Gems and jewellery Park at Ankurhati in Howrah. The Scheme Approved Industrial Park policy (SAIP) of the State encourages private industrial parks and the same can be developed for this sector as well.

Measures -

1. The State would pursue process improvements for enabling sufficient raw material for development of value added exports thereby increasing the volume of the exports.
2. The state government shall make efforts to brand the unique handcrafted jewelry produced in the state and obtain GI tag for internationalization of the domestic jewelry.
3. The state government shall strive towards improved market acceptability of Bengal gems and jewelry products in the international market through special focus on improved infrastructure and institutional support mechanism.

6.2.3 Tea

The state contributes to about 24% of the total production of tea in India. Kolkata port is the biggest tea-handling port in India and also the biggest tea auction market in India.

Measures -

1. The state government shall make efforts towards diversifying markets for exports to emerging major tea importing countries like Pakistan, Kazakhstan, Russia, UAE, Canada, France, etc.



2. The state government shall take steps to ensure highest quality standards in accordance with both domestic and global standards through:
 - i. Development of ICDs, Tea Parks and Cold storage facilities across the state in a Public Private Partnership (PPP) Mode.
 - ii. Setting up performance target of tea estates in terms of reduction in spoilage of tea.
 - iii. Promoting R&D activities towards improving the quality and yield of tea produced in West Bengal, identifying international market tastes and preferences for tea, promoting sustainable farming practices as well as better methods of packaging.
3. The state government shall explore tea tourism as a channel for exports with a view to open the Tea estates as a live marketing platform by creating experiences for the tourists. This will not only generate income but generate awareness among the tourists, foreign and domestic investors, potentially leading to increase in exports.

6.2.4 Agri Business (Including Food Processing, Fisheries & Horticulture)

West Bengal is the highest producer of vegetables in the country; accounting for 30% in the national production of potatoes, 27% in the production of pineapples (largest producer), 12% in the production of bananas, and 16% in the production of rice (largest producer).

The state also has huge potential in dairy, poultry, meat and fisheries exports. The state has the country's largest brackish-water resources for shrimp farming and has been a leading exporter of shrimps from India. West Bengal is the leading exporter of potatoes to Sri Lanka and Bangladesh. The other export products include jute, tea, rice, etc. Floriculture exports from the state of West Bengal increased from US\$ 13.78 million in 2015-16 to US\$ 12.31 million in 2016-17. Exports of fruits & vegetable seeds from West Bengal increased from US\$ 11.84 million in 2015-16 to US\$ 6.58 million in 2016-17, while, exports of non-basmati rice from the state, in 2016-17, were recorded at US\$ 313.45 million.

Measures -

1. The state government shall endeavor to increase exports and improve quality of exports through reduction in waste and increase in value addition, promote investment in the Cold storage/chain infrastructure through prioritization of export oriented units and regions under the Scheme of Cold Chain, Value Addition And Preservation Infrastructure
2. Promotion of incentives under SAMPADA (Scheme for Agro-marine processing and development of Agro-processing clusters), Mega Food Park and other relevant government schemes, through awareness generation initiatives and giving priority to export oriented agri-business eligible under the scheme.

3. In addition, the State shall pursue ease of implementation of any Grants-in-Aid scheme or subsidy scheme of Central or State prevailing at that point of time.
4. Promotion of exports of organic products –
 - a. The state government shall make efforts to promote exports of organic foods by promoting organic cultivation and developing an entire eco system for sustainable organic and natural living.
 - b. Through schemes such as Soil Health Card, Paramparagat Krishi Vikas Yojana (PKVY) for promoting organic cultivation and ensure coverage of small and marginal farmers under these schemes
 - c. Creation of distinct and dedicated logistics support, pack houses, and organic farm produce markets, so that the farm fresh produce does not mix with the conventionally produce goods.
 - d. Establishment of dedicated organic farm produce, packaging and distribution through Krishak Bazaars under the “Sufal Bangla” program by way of PPP.
- b. The state government shall make efforts towards generation of awareness among cooperatives about the Export Market, its potential to generate incremental incomes and guidance about the policies, procedures and incentives. The state shall endeavor to promote such export oriented cooperatives at the state level export fairs, meetings and other export promotion events aiming at developing direct buyer-seller relationships.
- c. The state government shall encourage increased exports of fruits and vegetable such as cashews, guava, pineapple, litchi and others to countries which provide competitive advantage.

6.2.5 Services (IT/ITES, Financial Services, FinTech)

West Bengal has the potential to become the IT hub of the country with over 500 IT/ITES companies. West Bengal has 20 IT parks as of 2016-17, with 2 upcoming electronic Manufacturing Clusters (EMCs). Total IT Exports from STPK (Software Technology Park) and Non-STPK Parks in West Bengal touched INR 7939 crores in 2011-12 registering a growth of 5.85%.

West Bengal’s New Policy on IT-Enabled Services and the single window support centre has increased the ease of doing business of this sector in the state.

Measures –

1. The state government shall endeavor to promote back office operations of leading global companies/ organization especially from IT/ITES, Financial Services, and fintech sectors.
2. Encourage setting up of Incubation Centers & IT Parks for start-up companies and SMEs oriented towards exports.
3. Encouraging fields of Animation, Visual Effects, Gaming and Comics (AVGC) sector through opening up Centre of AVGC Excellence under Public Private Partnership (PPP) mode.

6.2.6 Chemicals & Petrochemical

West Bengal has the potential to drive the economy of eastern states, which have immense untapped potential with its rich natural resource base. Chemical industry is one such sector which provides avenues to the region for sustainable utilization of region’s rich natural and mineral resource.

The State is considering setting up an Integrated Chemical Park in Howrah with another refinery likely to come up in Haldia.

Specialty chemicals – construction, water treatment, personal care, textile and leathers are the key focus areas of the government, along with polyester manufacturing.



Measures -

1. Strengthening port infrastructure to improve State's logistical competitiveness in the Chemicals/ Specialty chemicals export sector through Public Private Participation Mode:
 - a. Pursuing with KoPT for refurbishing (in case of Haldia and Kolkata) / designing (in case of Tajpur) of the ports to accommodate priority infrastructure for and access to specialized chemical liquid handling and storage
 - b. Construction of bespoke storage terminals involving adequate number of tanks and pipelines to increase chemical handling capacity of the ports
 - c. Optimization of turnaround and pre-berthing times for chemical products
 - d. Introduction of multi-modal chemical transportation network linking the ports with hinterland
2. The State Government shall facilitate industry-institute collaboration to develop and promote centers of excellence in specialty chemicals that will foster lab-based product testing and research on new product development, as per international demand, generate domestic and international market insights and conduct short-term training courses for building capacity of industrial professionals.

6.2.7 Textiles

With textile as one of the traditional industries of West Bengal, the state hopes to emerge as a major textile hub of the country. Turnover of textile sector in the state is around USD 6.2 billion, which accounts for around 6% of the size of Indian Textile industry.

The state government aims to increase its share from current 6% to latest 12% in next few years and aims to become a leading destination for globally competitive value-added textiles like readymade garments, processed power loom and knitted fabrics, technical textiles and apparel products for both domestic and international markets.

Measures:

1. Promotion of exports of technical textiles.
2. Setting up design center through international technical collaboration for handloom, power loom, jute and others sectors with a view to increase the value addition of the exports.
3. Encourage adherence to global best standards (like EU, US) with respect to quality of workwear segment under technical textile to increase their exports.
4. Promote environmental and social sustainability across the textile value chain in the state to differentiate itself from the other low cost competitions in the export market.

6.2.8 Engineering goods (Iron & Steel)

The engineering sector is the largest segment of the overall Indian Industrial sector, with engineering exports accounting for over 20% of India's total exports. West Bengal plays a crucial role in the export basket of engineering goods from eastern India. The state accounts for USD 1.8 billion of engineering exports.

The state government shall endeavor to take the necessary steps towards increment of engineering exports from the state.

7 ANNEXURE I – Facts and figures

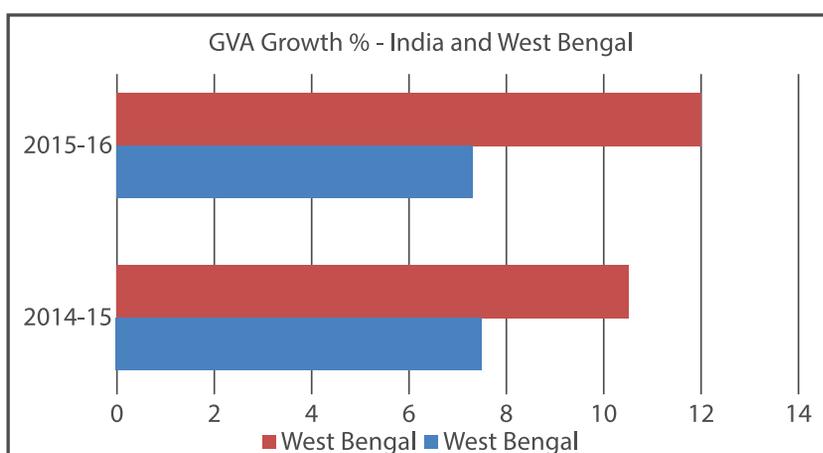


Table 1: Top 20 products in the total exports of West Bengal

Rank	Name of the Commodity	Exports in 2013-14 (INR)	Rank	Name of the Commodity	Exports in 2013-14 (INR)
1	Unstudded Gold	65910600739	11	Solar Cells	11069710910
2	Ferro Silico Manganese	30200045191	12	Articles of Iron and Steel	10250287563
3	Cut Diamond	28311624262	13	Long Grained Para boiled Rice	8619393796
4	Aviation Turbine Fuel	26977127931	14	Articles of Leather (trunk, Suitcases etc.)	8311898481
5	Poly Ethylene Terephalate	19837417962	15	Spun Pipe	8274498926
6	Fuel Oil	19099894269	16	Graphite Electrode	8085139336
7	Gloves for use of Industry	16243711407	17	Gold set with Diamonds	7611904619
8	Fish and Fish Products	13401007830	18	Benzene	7154471722
9	Wallets and Purse	13072986646	19	Ferro Manganese	6331678884
10	Para boiled Rice	12821263014	20	Cotton of Staple Length 28.5 mm	5991452822

Source: DGCI&S

Table 2: Share of WB export in India Exports

Share in India's total Exports (percentage)		
2009-10	2010-11	2014-15
2.35	2.83	2.91



Figure 2: Leading Export items from West Bengal in 2015 (US\$ million)



Figure 3: State-wise breakup of number of functional Export Oriented Units is as under:

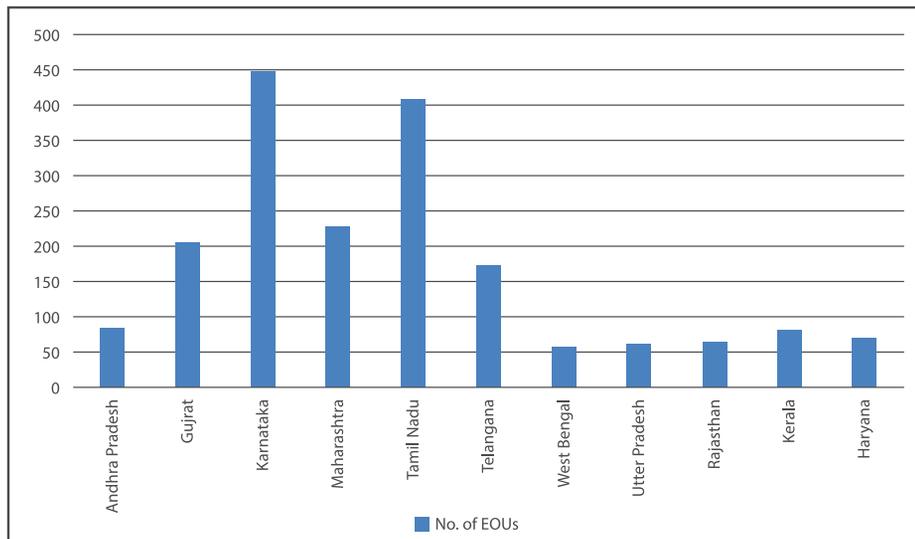


Table 3: State wise exports share % in India's total export 2015

No.	STATE NAME	% share to total export of 2014-15
1	MAHARASHTRA	23.47
2	GUJARAT	19.2
3	TAMIL NADU	8.85
4	KARNATAKA	7.61
5	ANDHRA PRADESH	5.12
6	UTTAR PRADESH	4.48
7	HARYANA	3.64
8	DELHI	3.23
9	WEST BENGAL	2.94

8 8ANNEXURE II - Town on Export Excellence

As per the present scheme of the central government, an area/cluster that realizes an annual export turnover of Rs 1,000 crores or more will be notified as 'Town of export excellence. However, for TEE in handloom, handicraft, agriculture and fisheries sector, threshold limit would be Rs 150 crore. "Each town will be known for a particular exportable commodity. For example, the trade policy of 2015 has identified Bhimavaram and Visakhapatnam as new towns of export excellence. These new towns of export excellence are known for exports of sea food. Including these two, there are thirty-five towns of export excellence in India.

LIST OF TOWNS OF EXPORT EXCELLENCE

S.No.	Town of Export Excellence	State	Product Category
1	Tirupur	Tamil Nadu	Hosiery
2	Ludhiana	Punjab	Woolen Knitwear
3	Panipat	Haryana	Woolen Blanket
4	Kanoor	Kerala	Handlooms
5	Karur	Tamil Nadu	Handlooms
6	Madurai	Tamil Nadu	Handlooms
7	AEKK (Aroor, Ezhupunna, Kodanthuruthu & Kuthiathodu)	Kerala	Seafood
8	Jodhpur	Rajasthan	Handicraft
9	Kekhra	Uttar Pradesh	Handlooms
10	Dewas	Madhya Pradesh	Pharmaceuticals
11	Alleppey	Kerala	Coir Products
12	Kollam (Quilon)	Kerala	Cashew Product
13	Indore	Madhya Pradesh	Soya Meal and Soya Products
14	Bhilwara	Rajasthan	Textiles
15	Surat	Gujarat	Gems and Jewellery
16	Mahilhabad	Uttar Pradesh	Horticulture Products
17	Kanpur	Uttar Pradesh	Leather Products
18	Ambur	Tamil Nadu	Leather Products
19	Jaipur	Rajasthan	Handicrafts
20	Srinagar	Jammu & Kashmir	Handicrafts



LIST OF TOWNS OF EXPORT EXCELLENCE

S.No.	Town of Export Excellence	State	Product Category
21	Anantnag	Jammu & Kashmir	Handicrafts
22	Barmer	Rajasthan	Handicrafts
23	Bhiwandi	Maharashtra	Textiles
24	Agra	Uttar Pradesh	Leather Products
25	Firozabad	Uttar Pradesh	Glass Artwares
26	Bhubaneshwar	Orissa	Marine Products
27	Agartala	Tripura	Bamboo Cane & Other Handicrafts

9 ANNEXURE III - Niryat Bandhu programme

The objective of the Niryat Bandhu Scheme is to reach out to the new and potential exporters and mentor them through orientation programmes, counselling sessions, individual facilitation, etc., for being able to get into international trade and boost exports from India.

As part of Foreign Trade Policy 2015-20, the Department of Commerce has decided to galvanize Niryat Bandhu Scheme and reposition it to achieve the objectives of "Skill India".

With this objective in view, the DGFT has now collaborated with Indian Institute of Foreign Trade (IIFT), to launch "Niryat Bandhu @ Your Desktop" an online certificate programme in export import business under the Niryat Bandhu Scheme of the Directorate General of Foreign Trade (DGFT), Department of Commerce.

This online programme would enable them to learn the essentials of export import business from the comfort of their homes, through direct live transmission of the lessons on their desktops.

Who can attend?

- Entrepreneurs
- Exporters / Importers
- Employees of export house
- Status holders
- Candidates referred by RA's DGFT

Program Fee

- Total Fee Rs. 25, 000
- Participants to pay Rs.15, 000
- Balance to be borne by DGFT



Bengal means Business

January 2018, Kolkata, West Bengal, India



West Bengal Industrial Development Corporation Limited
(WBIDC)

www.wbidc.com