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PART I—Orders and Notifications by the Governor of West Bengal, the High Court, Government Treasury, etc.

**GOVERNMENT OF WEST BENGAL**  
**Department of Industry, Commerce & Enterprises**  
**IPI & PI Branch**  
**4, Abanindranath Tagore Sarani, Kolkata - 700 016**

No. 625-ICE/O/IPI/GEN-MIS/29/2023

Dated: 17.10.2023

**NOTIFICATION**

Whereas, though the State of West Bengal has Export Promotion Policy, 2018, the State Govt. has decided to introduce and implement a new West Bengal Export Promotion Policy, 2023 effectively, efficiently and responsibly in the State with a vision to make West Bengal as the 'Global Trading Hub of India';

Now, therefore, the Governor is hereby pleased to formulate and adopt the following new policy (Annexure-I), under the title 'West Bengal Export Promotion Policy, 2023' to lay down its vision for driving exports from the State of West Bengal, with immediate effect.

The said policy shall supersede any other Export Promotion Policy published previously for the State and the new policy shall remain in force until modified or replaced.

By order of the Governor,

Sd/-  
(VANDANA YADAV)  
*Principal Secretary to the Government of West Bengal*



# West Bengal Export Promotion Policy, 2023

**CONTENTS**

Abbreviations .....	5
1. Background .....	8
2. Preamble .....	9
3. Title & Commencement .....	10
4. Vision .....	10
5. Objectives of Export Promotion Policy .....	10
6. Strategy .....	11
7. Policy Framework .....	20
7.1 Administrative and Institutional arrangements .....	20
7.2 Export Promotion Councils (EPCs) .....	21
7.3 E-Governance and Trade Portal E-Governance .....	22
7.4 Information Dissemination and Capacity Building .....	22
7.5 Branding and Market Development Support .....	23
7.6 Export Oriented Infrastructure Development .....	23
7.7 Miscellaneous assistance to be provided by the West Bengal Government .....	24
7.8 Focus Sector Approach .....	25
Annexures .....	29
A. Institutional Structure of Export Promotion Cell .....	29
B. Key Responsibilities of West Bengal Export Promotion Cell and Export Facilitation Centre .....	29
C. Initiatives to Boost Specific Sectors for Exports .....	31
D. Target International Market .....	31
E. Recent Initiatives of the State .....	31

**ABBREVIATIONS**

<b>Abbreviation</b>	<b>Full Form</b>
ADDA	Asansol Durgapur Development Authority
AEZ	Agri-Export Zones
APEDA	Agricultural and Processed Food Products Export Development Authority
API	Active Pharmaceutical Ingredient
ATDC	Apparel Training & Design Centre
ATM	Automated Teller Machine
AYUSH	Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy
BAE&S	Bureau of Applied Economics & Statistics
BBIN-MVA	Bangladesh Bhutan India Nepal Motor Vehicles Agreement
BCIM-EC	Bangladesh China India Myanmar Economic Corridor
BIMSTEC	Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation
BOT	Build Operate Transfer
BPO	Business Process Outsourcing
BSCI	Business Social Compliance Initiative
BTPS	Bio-Technology Parks
CAGR	Compounded Annual Growth Rate
CAPEXIL	Chemicals and Allied Products Export Promotion Council
CCC	China Compulsory Certificates
CDOS	Cluster Development Officers
CE	Conformity European
CETP	Common Effluent Treatment Plant
CFB	Circulating Fluidized Bed Boiler
CLRI	Central Leather Research Institute
COVID	Coronavirus Disease
CSO	Central Statistics Office
DEPC	District Export Promotion Committee
DGCI&S	Directorate General of Commercial Intelligence and Statistics
DGFT	Directorate General of Foreign Trade
DIC	District Industries Centre
DIPP	Department of Industrial Policy and Promotion
DOPS&PM	Department of Planning, Statistics & Programme Monitoring
ECGC	Export Credit Guarantee Corporation of India
EDA	Export Market Development Assistance
EEPC	Engineering Export Promotion Council of India
EHTPS	Electronics Hardware Technology Parks
EIC	Export Inspection Council

<b>Abbreviation</b>	<b>Full Form</b>
EMEA	European Medicines Evaluation Agency
EOU	Export Oriented Unit
EPC	Export Promotion Council
EPCES	Export Promotion Council for EOUs & SEZs
EPIP	Export Promotion Industrial Park
EV	Electric Vehicles
FDI	Foreign Direct Investment
FIEO	Federation of Indian Export Organization
FPO	Farmer Producer Organization
FTA	Free Trade Agreement
GDP	Gross Domestic Product
GI	Geographical Indication
GM	General Manager
GSDP	Gross State Domestic Product
GST	Goods and Service Tax
GSVA	Gross State Value Added
GVA	Gross Value Added
HDA	Haldia Development Authority
HS	Harmonized Standards
ICD	Inland Container Depot
ICP	Integrated Check Post
IFI	International Financial Institution
IIFT	Indian Institute of Foreign Trade
INR	Indian Rupee
IT	Information Technology
ITC	Indian Trade Clarification
ITeS	Information Technology enabled Services
ITPOKoPT	India Trade Promotion OrganizationKolkata Port Trust
KPO	Knowledge Process Outsourcing
MFC	MSME Facilitation Centers
MHRA	Medicines and Healthcare products Regulatory Agency
MMLP	Multi-modal Logistics Parks
MSME&T	Micro, Small & Medium Enterprises & Textiles
NAFDAC	National Agency for Food and Drug Administration and Control
NBFC	Non-Banking Financial Companies
NCTI	National Computer Training Institute
NGO	Non-Governmental Organization

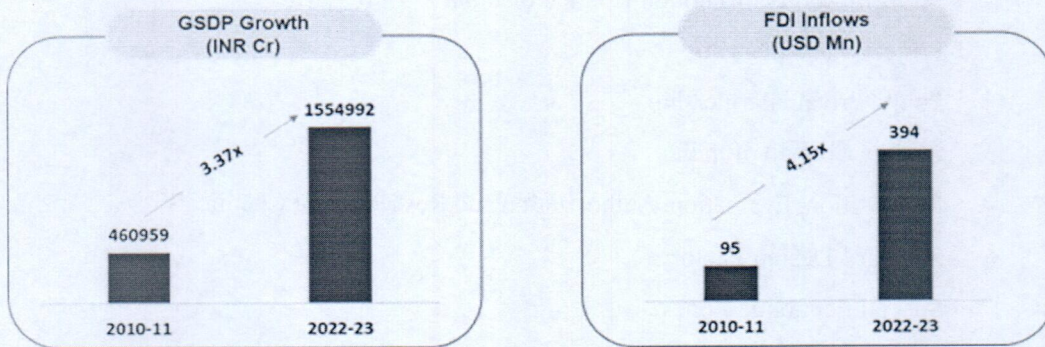
<b>Abbreviation</b>	<b>Full Form</b>
NHDP	National Highways Development Program
NIFT	National Institute of Fashion Technology
NPPO	National Plant Protection Organization
NRI	Non-Resident Indian
NW	National Waterway
OEM	Original Equipment Manufacturer
PC	Principal Commodities
PE	Provisional Estimate
PEPC	Project Exports Promotion Council of India
PMU	Project Managing Unit
PPP	Public Private Partnership
QCI	Quality Council of India
REACH	Registration, Evaluation, Authorization and Restriction of Chemicals
SDF	Standard Design Factory
SEZ	Special Economic Zones
SGDP	State Gross Domestic Product
SGST	State Goods and Service Tax
SHG	Self-Help Group
SIDBI	Small Industries Development Bank of India
SLEPC	State Level Export Promotion Committee
SME	Small & Medium Enterprise
SNZ	Special Notified Zones
SRTEPC	Synthetic and Rayon Textile Export Promotion Council
STPS	Software Technology Parks
TEE	Towns of Excellence
TEXPROCIL	The Cotton Textiles Export Promotion Council
TGA	Therapeutic Goods Administration
UAE	United Arab Emirates
UK	United Kingdom
USA	United States of America
USD	US Dollar
USFDA	United States Food and Drug Administration
VAT	Value Added Tax
WB	West Bengal
WBIDC	West Bengal Industrial Development Corporation Limited
WBSEPS	West Bengal State Export Promotion Society

## 1. Background



West Bengal's trade and commerce has always enjoyed prosperity given its strategic location and other advantages. The state has been playing an instrumental role in backing the trade story of the country in the global market through its significant export contribution and diverse products offerings. The state's exports have profoundly grown from USD 6.73 Bn in 2010-2011 to USD 13.9 Billion in 2021-22, growing at a CAGR of 6.8%. The state has been a key sourcing destination for iron & steel, cereals, articles of Leather, fish & crustaceans, mollusks and other aquatic Invertebrates, mineral fuels, mineral oils & products, etc.

Bengal has been on a strong growth track since the last decade. The growth in the GSDP and FDI inflows could be attributed to the aggressive industrial activities and business-friendly ecosystem established in the state. During 2021-22, Bengal's GSDP grew at 12.82% during 2021-21, higher than the national average of 9.18%. On the other side, the state has been one of the most preferred investment destinations as it held 10<sup>th</sup> position in state-wide FDI equity inflows in FY 2022-23.



The Government of West Bengal's 'Development Model' has been the story of inclusive growth achieved through strategic, balanced, and focused government interventions for economic development and welfare measures. The wide array of sector specific innovative policies, regulatory mechanisms and delivery models have enabled the State to fulfil the aspirations of its investors and people.

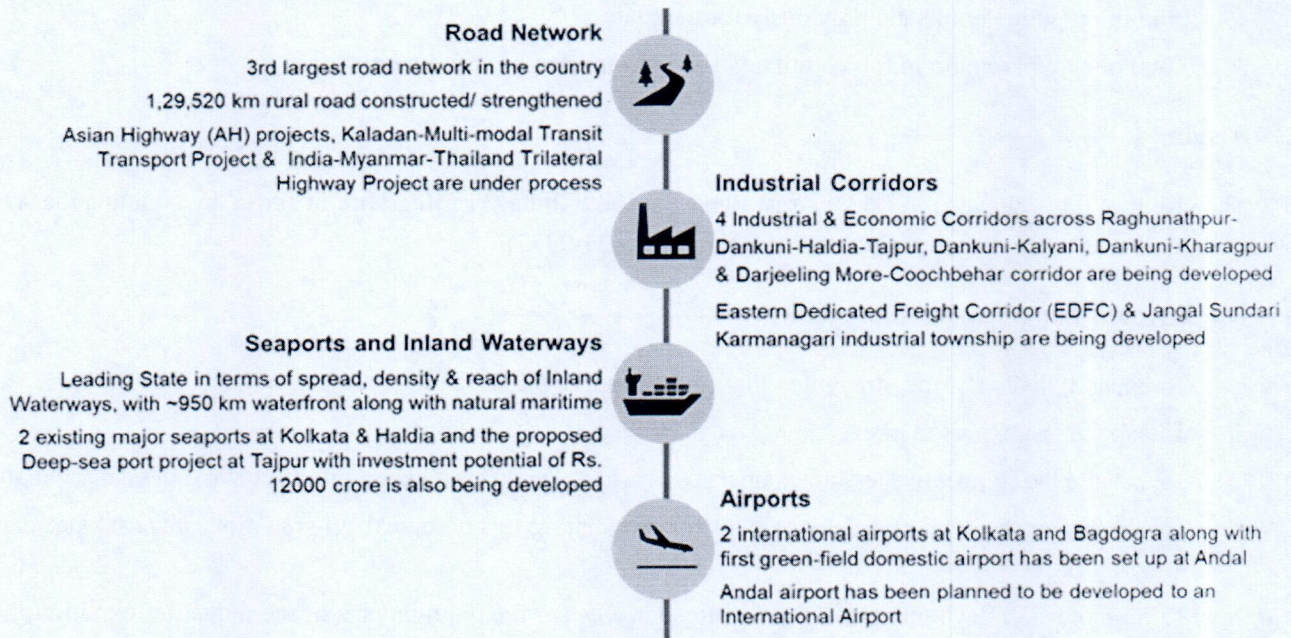
In this growth trajectory, various sectors have been at play such as MSME, ITes, Agriculture, Iron & Steel, etc. Today, Bengal is home to 90 lakh MSME units, accounting for India's second highest number of MSMEs with 14% of India's total MSMEs with significant export potential. The volume of IT Exports from the state has grown from INR 8,335 crore in 2010-2011 to Rs 26,000 crore in 2021-22, growing at an impressive CAGR of 10.9%. Similarly, the leather sector contributes for ~30% exports from India.

The following few indicators unfold the Story of Bengal written in the last decade – which may attract the concerned investors in the relevant domain.

<p><b>Index of Industrial Production</b> Bengal has registered an impressive Index of Industrial Production (Manufacturing) growth rate of 17.8%, much higher than the all India IIP (Manufacturing) growth during of 11.7% during 2021-22</p>	<p><b>Raw Material Availability</b> Richly endowed with huge availability of natural resources, responsible for supporting the agriculture allied and manufacturing sectors</p>	<p><b>Robust Industrial Infrastructure</b> 200+ Industrial Parks spread over area of around 10,000 acres; Scheme of private industrial parks available called SAIP (Scheme for Approved Industrial Park) are available</p>
<p><b>Proximity to domestic &amp; International markets</b> Gateway to South-East Asia, North-East India &amp; other mineral-rich states like, Chhattisgarh, Jharkhand, Bihar and Odisha. It shares international borders with Bangladesh, Nepal and Bhutan</p>	<p><b>Robust transportation infrastructure</b> Excellent rail and road network. 24x7 availability of quality power, gas, water supply and telecom (all towns and villages of the state have mobile connectivity)</p>	<p><b>Availability of Skilled Labour Power</b> Richly endowed with skilled HR – ideal to fill in for the value chain of manufacturing hub and presence of IIT, IIM, ISI, IIST, world-class educational institutions.</p>
<p><b>Thriving consumer base</b> Hub of strong consumer base encompassing neighbouring states &amp; countries with a potential of ~USD 0.3 billion</p>	<p><b>Presence of World-Renowned Companies</b> Companies such as Steel, Tea, Leather, Jute, FMCG, Metals &amp; Minerals, Cement, Textiles &amp; Apparels, IT &amp; ITes, Gems &amp; Jewellery, Pharma, Plastics, Rubber, Chemicals and Petro-products are present in Bengal</p>	<p><b>Availability of Skilled Labour Power</b> Richly endowed with skilled HR – ideal to fill in for the value chain of manufacturing hub and presence of IIT, IIM, ISI, IIST, world-class educational institutions.</p>

In addition to the above factors, Bengal's ease of doing business ecosystem adds huge value in terms of supporting the exports sector of the state. The state has taken up a wide range of initiatives to strengthen the regulatory mechanisms in order to aid the investors in their business activities and significantly reduce the average time to set up a business. These initiatives include Silpa Sathi - 24\*7 digital Single Window Service for providing necessary statutory compliances, Jomir Tothya app to facilitate digitization of land records, etc. West Bengal has been among the leading states on the Ease of Doing Business (EoDB) rankings, and it has been awarded as the best state for EoDB in the Skoch Governance Report, 2021.

Furthermore, adding to the sector dedicated policies, value chain availability, state's strategic location, expansive network of transportation & logistics infrastructure as given below, reduces the logistics cost and time of exporters, thereby, offering West Bengal a notable position in the Indian trade scenario.



West Bengal is vigorously upgrading the physical infrastructure in the state. The State's physical infrastructure expenditure increased from Rs 1758.92 crore in 2010-2011 to Rs 7185.60 crore in 2021-22 leading to 4.1 times increase.

It is important to highlight that the Government of West Bengal has started numerous conferences, trade fairs, seminars, business summits in the state to augment business synergies with key trade partners. In this direction, the Bengal Global Business Summit is a flagship event of the state to encourage trade and investments in the state. The BGBS summit was held on April 19-21, 2022 in Kolkata, wherein more than 500 international delegates from 42 countries (including 14 Partner Countries) across the globe participated in the event. A total of Rs. 3,42,375 Crores of investment announcements and proposals were received during BGBS 2022. So far, 6 chapters of the Summit have been organized since 2015.

In today's times, the world is looking at India for its potential in strengthening the global supply chain. In this regard, West Bengal may play a crucial role in capitalizing on the opportunities offered by the global market and emerging as a key transit point for trade from India. The key emerging sectors of West Bengal are – New Port & Port-led ancillary industries, Warehousing & Logistics, Technology driven Digital Information Systems & Data Centres, Green Energy Solutions, and Electric Vehicles etc.

## 2. Preamble

- 2.1 West Bengal, located along the Bay of Bengal and bordering the countries named Bangladesh, Nepal and Bhutan, serves as one of the best channels for trading across borders for India as well servicing countries seeking up port in utilizing West Bengal's Sea route channel for enabling their trade. With its bountiful natural resources, high-skilled people and state of the art infrastructure support, West Bengal is shaping up as one of the most attractive destinations in India for businesses in East India, seeking to shift their bases or for investors interested in enhancing their global markets from India for its robust trade infrastructure ecosystem.



- 2.2 To seize this opportunity by bringing about innovation and use advanced technologies to bring down cost of trade and meet long term demand of the global market, thereby creating sustainable livelihood, the West Bengal State Government intends to formulate an export policy to lay down its vision for driving exports from the State through strengthening trade infrastructure and providing institutional support for existing and new exporters, enterprises planning to start exports and enterprises which need to be apprised on the potential and benefits of export.

### 3. Title & Commencement

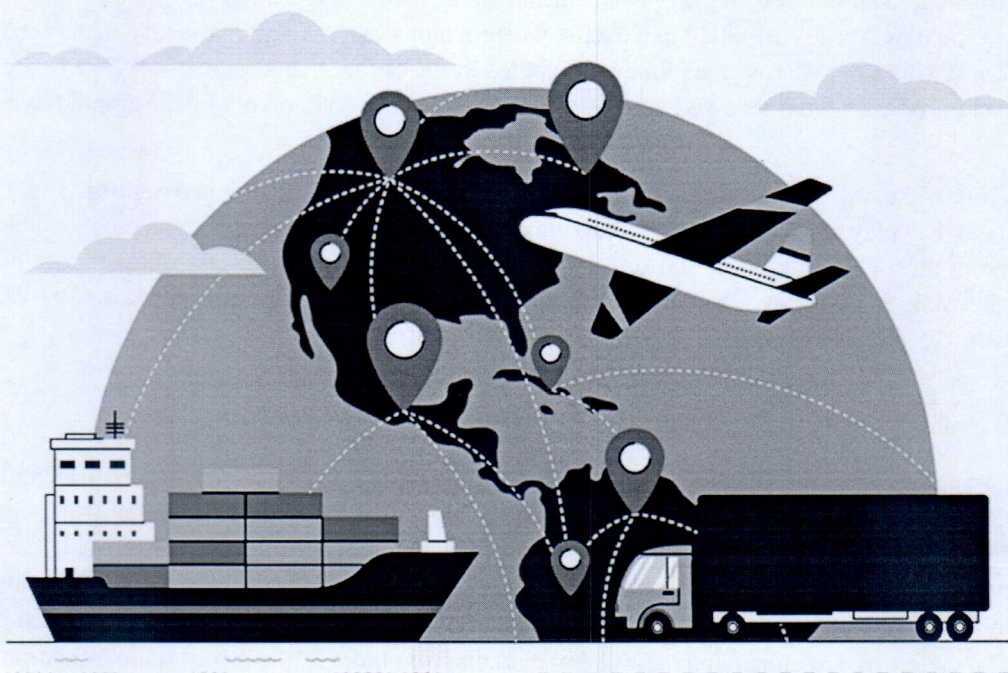
- 3.1 This Policy will be known as West Bengal Export Promotion Policy, 2023 and will supersede any other export promotion policy published previously for the State.
- 3.2 The Policy will remain in force until modified or replaced by another policy.

### 4. Vision

The vision of this policy is to position West Bengal as the 'Global Trading Hub of India' by doubling the state's share in India's total annual exports over the next decade (2023-2033).

### 5. Objectives of Export Promotion Policy

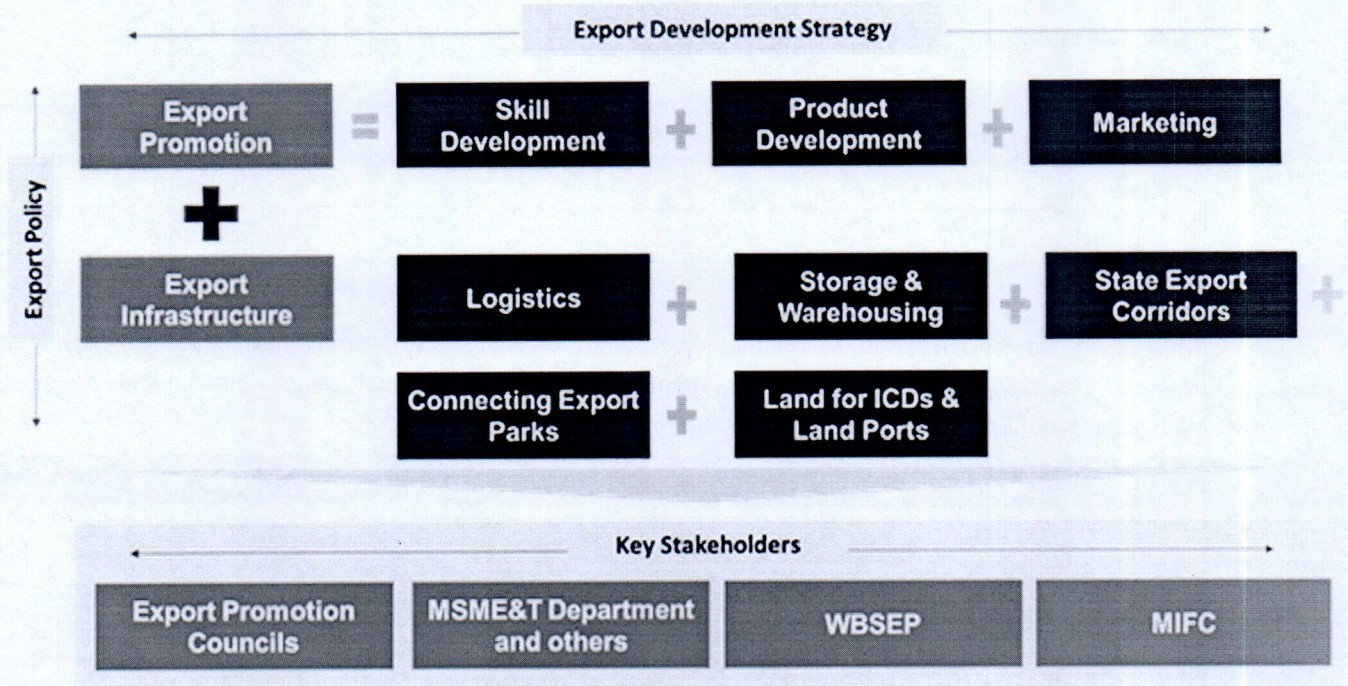
- i. To expand, diversify and strengthen the export product base.
- ii. To expand the export markets.
- iii. To increase the competitiveness of exporters by providing world class export infrastructure (physical and digital).
- iv. To encourage research and development for stimulating technological up-gradation, undertaking market research etc.
- v. To promote skill development of Human Resource as per the requirements of the industries exporting from the State, in order to double the workforce in the exports sector over the next decade, by creating sustainable livelihood.
- vi. To improve the ease of doing trade.
- vii. To increase the warehousing capacity, port connectivity and create state export corridors.
- viii. To develop state of the art record maintenance mechanism.



## 6. Strategy



To maintain its international competitiveness, West Bengal must strive to increase productivity throughout its economy and especially in the export-oriented sectors. Achieving productivity goals will require new investment in exporting industries and acquisition of advanced technologies. This, in turn, will require attracting foreign investment and improving the availability of Medium-Term and Long-Term credit. This Policy concentrates on products and industries where medium-term competitiveness can be established and sustained, and where markets with significant growth potential can be identified. Industries in the state may be encouraged to act as ancillary manufacturers for international organizations running successfully in the recent past.



In line with this strategy, the State Government intends to support production and export of products having high value and significant domestic value-addition (i.e., products which are highly differentiated and embody significant intellectual content) and having production advantage in the State. As opportunities permit, exporters should seek to ascend the international value-added chain by marketing and distributing branded products within targeted export markets. Based on the analysis of West Bengal's competitiveness, it is proposed that the potential products presented in Tables below will guide the allocation of promotional resources or institutional support by the State Government, as deemed fit:

**A. Products of West Bengal having Geographical Indication (GI) tags**

Sl. No.	Geographical indication	Category
1.	Darjeeling Tea (word and logo)	Agricultural
2	NakshiKantha	Handicraft
3	Santiniketan Leather Goods	Handicraft
4	Malda Laxman Bhog Mango	Agricultural
5	Malda Khirsapati (Himsagar) Mango	Agricultural
6	Malda Fazli Mango	Agricultural
7	Santipore Saree	Handicraft
8	Baluchari Saree	Handicraft
9	Dhaniakhali Saree	Handicraft
10	Joynagar Moa	Foodstuff

Sl. No.	Geographical indication	Category
11	Bardhaman Sitabhog	Foodstuff
12	Bardhaman Mihidana	Foodstuff
13	Tulaipanja Rice	Agricultural
14	Gobindobhog Rice	Agricultural
15	Banglar Rasogolla	Foodstuff
16	Bankura Panchmura Terracotta Craft	Handicraft
17	Bengal Dokra	Handicraft
18	Bengal Patachitra	Handicraft
19	Purulia Chau Mask	Handicraft
20	Wooden Mask of Kushmandi	Handicraft
21	Madur Kathi	Handicraft
22	Dalle Khursani	Agriculture

(Source: <https://ipindia.gov.in/registered-gls.htm>)

Bengal Muslin, Tangail, Korial, Garad, Kalonunia rice, Kolkatti Jewellery, Sunderban Honey and Bengal Clay dolls are also in line for GI tags. Attempting GI tag for other potential items e.g. Bengal betel leaves, nutraceuticals based on State-grown plants etc. would be endeavoured in near future.

Districts	Products with HS code
Darjeeling	1. Noodles (19021900)
	2. Wooden Furniture (94036000)
	3. Cane Furniture (94038100)
	4. Pineapple products (20082000)
	5. Herbal Incense sticks (33014100)
	6. Herbal aromatic oil (27071000)
	7. Ginger Powder (09101210)
	8. Handicraft, brass metal, white metal etc. (97030020)
	9. Cardamoms in shell dried (09081110)
	10. Tea (09024010)
Jalpaiguri	1. Tea (09024010)
	2. Wooden furniture (940360)
	3. Wholly-Milled Rice (10063090)
	4. Bamboo Flooring Panel (441873)
	5. Boulder
	6. Whole Maize
	7. Fire Fighting Equipments
	8. Rapeseed Bran
	9. Rice Bran
	10. Machinery
	11. Oil Cakes

Districts	Products with HS code
	12. Plastic Granules 13. Orchid 14. Traditional Handicraft on Bamboo & Fabric made by Rava community
Siliguri	1. Embroidery works (58109100) 2. Imitation Jewellery (71171900) 3. Jute Bags (63051000) 4. Sweet meat (04049020) 5. Pickles (20049000)
Kalimpong	1. Cardamom (09081110) 2. Ginger & Turmeric (09101210) 3. Artistic Handicrafts items (97030020) 4. Herbal aromatic (27071000) 5. Incense Sticks (33074100)
Coochbehar	1. Vegetable, fruit nuts and preserved by sugar(20060038) 2. Woven fabric of Cotton(52083100) 3. Bamboo Flooring Panel(441873) 4. Natural Honey(1063090) 5. Woollen Carpet(57011010) 6. Wholly-Milled Rice (10063090) 7. Sitalpati and its diversified products 8. Plywood and Furniture 9. Jute Handicrafts 10. Jute Hessian 11. Potato 12. Tomato 13. Chili
Alipurduar	1. Vegetable, fruit nuts and preserved by sugar (20060038) 2. Bamboo Flooring Panel (441873) 3. Natural Honey(1063090) 4. Wooden furniture(04090000) 5. Wholly-milled rice (10063090) 6. Areca nut processing 7. Eri-Silk (Endi-Silk)
Uttar Dinajpur	1. Wholly-milled rice (10063090) 2. Teracota ornaments (69149000) & Novelty products 3. Woolen Carpet (57011010) 4. Wooden furniture (04090000) & Wood Curving products

Districts	Products with HS code
	5. Vegetable, fruit nuts preserved by sugar (20060038) 6. Turmeric Powder (09103000) 7. Jute Bag (630510) & Jute Diversified products 8. Maize (100590) 9. Tea (CTC) 10. Pineapple
Dakshin Dinajpur	1. Jute Products (630510) 2. Husked or Brown Rice (100620) 3. Tea (09024010) 4. Wooden furniture (940360) 5. Natural grass (460129) 6. Natural honey (040900)
Malda	1. Woolen carpet (57011000) 2. Natural Honey (04090000) 3. Makhana (19041010) 4. Silk Sarees (50072010) 5. Jute Bags (63051030) 6. Mango Leather (08045010) (dried mango) 7. Wooden Furniture (44151000) 8. Bamboo Crafts (44219197) 9. Carpet(57011000)
Murshidabad	1. Rice (MTU-7029) 2. Mango (Himsagar, Langra, LaxmanBhog) 3. Litchi (Bombay) 4. Fresh Vegetables 5. Flour 6. Whole Grain Spices (Turmeric, Black Cumin, Green Chilli) 7. Silk Saree & Garad 8. Muslin Khadi 9. Kantha Items 10. Baluchari Saree 11. Sola Craft Items 12. Conch Shell Craft Items 13. Human Hair (washed) (67010030)
Birbhum	1. Stone Chips (25171010) 2. Broken Rice (10064000) 3. Leather Goods (42023120)

Districts	Products with HS code
	4. Potato (07019000)
	5. Sand (25059000)
	6. Kantha Stich (59069190)
Hooghly	1. Fusible Embroidery, motifs (62149090)
	2. Babnan chicken (58109100)
	3. Embroidery works (58109100)
	4. Brass Decorative items (96020020)
	5. Artificial Flower products (67021010)
	6. Imitation Jewellery (71171990)
	7. Pickles (20049000)
	8. Jute bags and packaging materials, carpets (63051000)
	9. Sweet meat (04049020)
Paschim Bardhaman	1. Portland Slag (252329)
	2. Refractory Bricks, blocks, tiles or similar refractory ceramics (69021090)
	3. Imitation Jewellery (71179090)
	4. Refractory Cements, Mortars, concrete and similar composition (3816000)
	5. Other furniture and parts thereof, other metals, furniture of steel (94032010)
	6. Rice (Parboiled Rice) (10063010)
Purba Bardhaman	1. Rice (Parboiled Rice) (10063010)
	2. Handicraft Items (Wooden Doll, Dokra, Solapith Products)
	3. Scarf/ Stole (Handloom)
	4. Sitabhog & Mihidana
	5. DOB (De Oiled Rice Bran)
	6. Gobindabhog Rice
	7. Kantha Stich Items
Bankura	1. Incense stick (330741)
	2. Silk and Tasar scarf (62141090)
	3. Lac and lac products like Button Lac (13019016)
	4. Singing bowl (74199930)
	5. Wooden Handicraft (44219090)
Purulia	1. Silk and Tasar scarf (62141090)
	2. Incense stick (330741)
	3. Lac and lac products like Button Lac (13019016)
	4. Raw Cane sugar (17011420)
	5. Granite (25161100)
	6. Fresh Tomatoes (07020000)
	7. Quartz (25061010)

Districts	Products with HS code
Jhargram	<ol style="list-style-type: none"> <li>1. Wooden Handicraft (44219090)</li> <li>2. Mats, Bags, Coasters, Tables made from Sabai (Weaver Bird) Grass</li> <li>3. Sal Leaf Utensils</li> <li>4. Organic Rice (Nayagram)</li> <li>5. Processed Bitter Gourd, Water Melon, Mangoes</li> <li>6. Stone Artifacts</li> </ol>
Paschim Medinipur	<ol style="list-style-type: none"> <li>1. Granite (25161100)</li> <li>2. Button Lac (13019016)</li> <li>3. Raw Cane sugar (17011420)</li> <li>4. Fresh Tomatoes (07020000)</li> <li>5. Quartz (25061010)</li> <li>6. Bengal Betel Leaf</li> </ol>
Purba Medinipur	<ol style="list-style-type: none"> <li>1. Handicrafts (Horn Products)(050710)</li> <li>2. Lentil dumplings (19019090)</li> <li>3. Roasted Cashew (20081910)</li> <li>4. Human Hair (washed) (67010030)</li> <li>5. Processed Fish</li> <li>6. Shrimp</li> <li>7. Bengal Betel Leaf</li> <li>8. Flowers</li> </ol>
South 24 Parganas	<ol style="list-style-type: none"> <li>1. Natural Honey (04090000)</li> <li>2. Fabrics Garments and clothing accessing (61119000)</li> <li>3. Article of apparels and leather (4203104030)</li> <li>4. Dried Mango (08045010)</li> <li>5. Articles of Bamboo (4421919780)</li> <li>6. Kids garments and accessories (61119000)</li> <li>7. Leather Products, Ladies purses (42023120)</li> <li>8. Surgical Instruments (Forcep, clamps, clips, needle holder, etc.) (90189023)</li> <li>9. Incense Stick (Agarbati and other odoriferous products) (33074100)</li> <li>10. Silver Products and Zari-Embroidery items</li> <li>11. Fresh Vegetables</li> <li>12. Plastic ball-point pens/ writing instruments (960810)</li> <li>13. Shrimp</li> </ol>
North 24 Parganas	<ol style="list-style-type: none"> <li>1. Paper (38039111)</li> <li>1. Shirt (61051010)</li> <li>2. Mustard Oil (12075010)</li> </ol>

Districts	Products with HS code
	3. Wooden Furniture (44151000)
	4. Readymade Garments (611112020)
	5. Jewellery Box (42029920)
	6. Leather gloves (42032930)
	7. Musical Instruments (92099200)
	8. Frozen Food Products, Processed Fish & Vegetables, Fresh Vegetables
	9. Shrimp
Kolkata	1. Sweets (Rosogolla) (17049090)
	2. Leather Products (42022160)
	3. Fan all Types (84145190)
	4. Readymade Garments (611112000)
	5. Processed food items
Howrah	1. Anchors bolt, grapnels and parts thereof iron & steel (73160000)
	2. Cast Iron Manhole Covers (73259910/73259999)
	3. Embroidery on textile fabric ground in piece, strips or motifs (58101000/58101010)
	4. Rubber cork sheet (40028000)
	5. Gold jewellery (71131910)
	6. Shuttle cock (Sport Goods) (95069990)
	7. Bread, Pastry, Cakes, biscuits and other bakers wears (19059000)
	8. Betel leaf
	9. Flower
Nadia	1. Jute fibre raw (53031010)
	2. Silver ornaments (71131130)
	3. Copper nickel zinc alloy (74094000)
	4. Plastic household products (74199930)
	5. Aroma extracted cosmetics (33049990)
	6. Fresh Vegetables
	7. Flowers
	8. Bengal Betel Leaf

### C. Craft with potential across district

District	Major Crafts
Bankura	Dokra, Terracotta, Baluchari (Sari), Wood Curving, Brass & Bell Metal, Stone Curving, Bamboo Items, Patachitra (Scroll Painting), Shell Carving (Conch & Coconut), Painting (Dos Abotar Tas), Decorative Lantern
Birbhum	Brass & Bell Metal, Dokra, Kantha Stitch, Batik, Artistic Leather Items, Terracotta, Sholapith
Burdwan	Dokra, Wood Carving, Kantha Stitch, Sholapith, Terracotta, Jute Items



District	Major Crafts
Coochbehar	Cane & Bamboo, ShitalPati, Wood Carving, Sholapith, Jute Items, Soft Doll
Dakshin Dinajpur	Cane & Bamboo, Dhokra (Jute mat), Embroidery, Jute Items, Sholapith, Terracotta, Mask, Wood Curving, Soft Doll, Imitation Jewellery, Mat (Natural Fibre)
Darjeeling	Woollen Items, Brass & Bell Metal, Wood Carving, Cane & Bamboo, White Metal Jewellery, Painting (on cloth), Embroidery
Hooghly	Zari & Chikon Embroidery, Batik, Terracotta, Imitation Jewellery
Howrah	Zari, Batik, Imitation Jewellery, Soft Doll, Jute Items, Sholapith, Wig, Wood Carving, Coconut Shell
Jalpaiguri	Cane & Bamboo, Wood Carving, Stone Carving, Jute Items, Embroidery, Soft Doll
Kolkata	Copper Repoussé, Embroidery, Soft Dolls, Batik, Clay Model, Jute Items, Kantha Stitch, Paper Craft, Artistic Leather Items, Batik, Imitation Jewellery
Malda	Cane & Bamboo, Dhokra (Jute mat), Embroidery, Jute Items, Kantha Stitch
Murshidabad	Brass & Bell Metal, Clay Doll, Sholapith, Shell Carving (Conch Shell), Jute Items, Wood Carving, Bamboo Items, Kantha Stitch, Coconut Shell & Husk
Nadia	Clay Doll, Brass & Bell Metal, Terracotta, Shell Carving (Conch)
North 24 Parganas	Cane & Bamboo, Embroidery, Zari, Kantha Stitch, Soft Doll, Terracotta, Wood Carving, Imitation Jewellery, Jute Items
Paschim Medinipur	Patachitra (Scroll painting), Brass & Bell Metal, Wood Carving, Imitation & Silver Jewellery, Stone Carving, Bamboo Items, Horn Product, Natural Fibre Products (Mat etc), Zari, Embroidery, Terracotta (Pottery)
Purba Medinipur	Brass & Bell Metal, Wood Carving, Carpet, Jute Items, Patachitra (Scroll Painting), Bamboo Items, Shell Carving, Marine Jewellery, Mat (Madurkathi), Zari, Kantha Stitch, Batik
Purulia	Mask, Natural Fibre (Babui Grass) Products, Dokra, Wood Carving, Bamboo Items, Lac Items, Soft Doll
South 24 Parganas	Zari, Jute Items, Embroidery, Terracotta, Silver Filigree, Wood Carving
Uttar Dinajpur	Bamboo Items, Terracotta, Mask, Sholapith, Wood Carving, Jute Items, Woolen Items
Purba Bardhaman	Tant Saree

Source: (<https://wbmsme.gov.in/handicrafts>)

Exporters and potential exporters can be classified into four categories, as this policy intends to identify obstacles being faced by each type of exporter.



**D. Categories of Potential Clients for Export Promotion**

Category	Description
Non-Intender	Not interested in exporting, usually because risks and costs are perceived as too high.
Intender	Not exporting but interested.
New Exporter	Have completed at least one export sale but have not yet consolidated a regular export market. Include successful intenders, and accidental exporters.
Experienced	Enterprises with established export markets (includes former/ new Exporters including Ex-exporter manufacturer-exporters and merchant exporters)

**E. Levels of Export Capability and Related Initiatives**

Capability Level	Initiatives
Raising awareness	These initiatives are intended to raise awareness among the people regarding the benefits of export as well as to provide a general understanding; and thereby acting as means of motivating non-intenders into being intenders.
Building export readiness	Initiatives provide learning opportunities for intenders to acquire the knowledge and skills necessary to become new exporters.
Selecting target markets	Initiatives mainly help intenders identify and understand specific foreign markets/ sectors where their products or services have good prospects so they can become new exporters. It also helps experienced exporters to move into new markets.
Identifying sales opportunities	Initiatives to inform intenders, new exporters, and experienced exporters about qualified clients and their needs, expose products to buyers, and match exporters with potential buyers.
Closing export deals	These initiatives help intenders become new exporters and experienced exporters to expand their markets, by helping them interact with prospective buyers, present offers, and complete export contracts. This category also includes follow-up services after the deal.



## F. Road map

A multi-pronged strategy is proposed for accelerating exports from West Bengal. For accelerating the pace of exports, the policy has been framed around the following measures



The Government's endeavor shall be to initiate & undertake above mentioned measures simultaneously.

## 7. Policy Framework

### 7.1 Administrative and Institutional arrangements

- a. The State has established the following institutional structure to facilitate the exports :

#### **Authorized committee**

- i. State Level Export Promotion Committee (SLEPC) under the Chairmanship of Chief Secretary
- ii. District Export Promotion Committee (DEPC) under the chairpersonship of District Magistrate

#### **Under the purview of West Bengal Industrial Development Corporation (WBIDC) :**

- i. Export Promotion Cell (EPC)
- ii. Export Facilitation Centre (EFC) in association with IIFT

**Under the purview of Department of MSME&T :**

- i. West Bengal State Export Promotion Society (WBSEPS)
  - ii. MSME Facilitation Centers (MFCs)
- b. While all the above-mentioned institutional structures intend to support and facilitate exporters, the Export Promotion Cell under the purview of WBIDC has been allocated the responsibility of implementing the West Bengal Export Promotion Policy, 2023. For smooth delivery of the policy instruments, The Export Promotion Cell will coordinate with and seek inputs from various agencies and authorities including IIFT, FIEO, Export Promotion Councils (EPCs) and trade bodies.
- c. The Export Promotion Cell and the District Export Promotion Cell will have focus on the following operational areas.
- **Sectoral Support :** Delivery of export promotion products like knowledge material, policy updates to each sector.
  - **Information and Capacity Building Support :** Providing information to stakeholders, including relevant websites and training modules.
  - **Innovation and R&D Promotion Support :** Assisting exporters in understanding evolving market requirements and guiding them in adapting accordingly through product development, complying with certification requirements etc.
- d. The District Export Promotion Cell will execute the district level operations in the above- mentioned areas, whereas the Export Promotion Cell will address any escalations or grievances raised by District Export Promotion Cell for the above activities.
- e. The structure and responsibilities assigned to Export Promotion Cell are provided in Annexure 1 & Annexure 2.
- f. The Export Facilitation Centre has been set up to facilitate exports and provide handholding support to exporters (through their export clinic).
- g. The Export Facilitation Centre is also responsible for creating a product and country- specific certification matrix, with updated information at regular intervals, which would compile the regulatory requirements for exporting various products to specific countries. Information related to tariff and non- tariff barriers would also be a part of this matrix. The Export Facilitation Centre of WBIDC in association with IIFT Kolkata may provide the Certification Matrix in order to prevent cancellation of export consignments.
- h. The Office of the Export Commissioner should also study to strategize its FTA policy looking into the negative and positive list of products & services.

**7.2 Export Promotion Councils (EPCs)**

- a. At present the following Exports Promotion Councils are running their offices in West Bengal :
- Export Promotion Council for Handicrafts (EPCH)
  - Federation of Indian Export Organization (FIEO)
  - Engineering Export Promotion Council (EEPC)
  - Chemicals and Allied Products Export Promotion Council (CAPEXIL)
  - Plastics Export Promotion Council (PLEXCONCIL)
  - Council for Leather Exports (CLE)
  - Apparel Export Promotion Council (AEPC)
  - Shellac and Forest Products Export Promotion Council (SHEFEXIL)

- Agricultural & Processed Food Products Export Development Authority (APEDA)
  - Marine Products Export Development Authority (MPEDA)
  - Export Promotion Council for EOUs and SEZ Units (EPCES)
  - Gem Jewellery Export Promotion Council (GJEPC)
  - Tea Board India
  - Basic Chemicals Pharmaceuticals and Cosmetic Export Promotion Council (CHEMEXCIL)
  - Jute Products Development & Export Promotion Council (JPDEPC)
  - West Bengal State Export Promotion Society
- b. Furthermore, a request shall be made for establishing the offices of other export promotion councils like The Cotton Textiles Export Promotion Council (TEXPROCIL), The Synthetic & Rayon Textiles Export Promotion Council (SRTEPC), Electronics and Computer Software and Export Promotion Council (ESC), Handloom Export Promotion Council (HEPC), Services Export Promotion Council (SEPC), and Wool and Woolen Export Promotion Council (WWEPC) in West Bengal. In this aspect, the State Government shall provide all possible assistance to such councils in setting up their offices in West Bengal.

### 7.3 E-Governance and Trade Portal E-Governance

Many MSME industries /traders may not have the wherewithal to take up export activity due to lack of knowledge on bilateral trade. It is proposed to establish an e-Governance facility within the Export Promotion/ Facilitation Cell, which would facilitate the existing and potential exporters in obtaining updated e-notification / e-circulars, clarifying doubts/ questions related to exports etc.

#### Trade Portal :

- a. To capitalize on the potential for exports via online mode, it is proposed to develop a trade portal, which would enable a full-fledged B2B exchange, and which would facilitate even the smallest units in the state to take up online trading.
- b. **Demand certainty and export trend dashboard :** The State proposed Trade Portal will be linked to the Indian Trade Portal website, which would provide the exporters/ visitors with a product and region wise dashboard to better analyze the potential markets and products for expansion and investment.
- c. The trade portal would also comprise additional features like compilation of free trade agreements, country and product wise certification requirements, information regarding tariff and non-tariff barriers etc. to better equip and prepare exporters in understanding documentation and certification requirements for different products and export markets.

### 7.4 Information Dissemination and Capacity Building

- a. Export Promotion Cell will collaborate with Export Promotion Councils, Trade Bodies and SHGs to identify the gaps and training needs. The cell will collaborate with institutions such as DGFT, IIFT and others to develop course curriculum and an online certificate shall be given to exporters and importers who undertake the courses and qualify the assessment.
- b. Furthermore, the cell shall undertake information dissemination activities in all possible training and educational institutes in the State.
- c. The State Government will establish export skilling centers (under Utkarsh Bangla Scheme). The export-oriented units may inform the government on the type of skills required for their particular industry along with the timelines and number of human resources requirement. Accordingly, the skilling center would design courses and skill training would be provided to the candidates, who would further be

handed over to these export-oriented units. This center will, in every quarter organize series of workshops for exporters and SME exporters to update them on the global demand, export scenario and requirements for products and regions. Facilities available in ether status shall be explored and established.

### 7.5 Branding and Market Development Support

- a. **Global Trade Summit** : The State shall organize global summits and road shows to promote the West Bengal-based exporters, GI products and show case the opportunities in the state amongst the international exporter-importer community.
- b. **Export Market Development Assistance (EDA)** : The State Government would provide Export Development Assistance to the traders/ manufacturers who travel for exhibiting their products at various State/ National/ International exhibitions. This assistance may be in the form of subsidizing the expenses incurred towards travel and setting up the stall in the exhibitions or in any other form as the State Government may deem fit.

In order to support small businesses, the Govt. of West Bengal will extend the Export Development Assistance to-MSMEs for participation in approved International Trade Fairs, Buyer-Seller meets (organized by WBTPPO/ EPCs/ Commodity Boards etc.) at State, National, or International Level; and for exploring new markets.

- c. A Special Market Information Services through website shall be provided for up-to-date information about international trade fairs and exhibitions and all potential exporters shall be registered on the website for information sharing.
- d. The State Government will provide support in collaboration with representatives in the trade offices abroad.
- e. Support shall also be provided in carrying out marketing activities, including trade missions and tradeshows.
- f. The Govt. of West Bengal shall facilitate SME exporters to the extent feasible to obtain brand compliance as per requirement of importing country.

### 7.6 Export Oriented Infrastructure Development

The key to an enabling trade ecosystem is - World class infrastructure facilities. Implementation of various schemes at various locations of the State is also in consideration stage. Testing & Certification Centers, Aggregation & Processing Centers, Design and R&D Centers, Export-specific Industrial Parks, Amenities for Ancillary/ Downstream/ Upstream sector, Border Haats, Land Customs Stations, Trade Promotion Centres, Dry Ports, Export Warehousing, Cold Chains, and Packaging Centers, and Ports/Airports Cargo Terminuses, Last and first mile connectivity projects related to export logistics etc. may also be developed under such/ similar scheme. The State Government will encourage participation of private players in developing export infrastructure through PPP Model. Any project under PPP mode, will be undertaken only after preparing pre-feasibility report and following up of procurement process in line with Order of Finance Department vide notification no 5266-F (H) dated 21/06/2012. The following infrastructure projects will receive attention –

- a. **Export Promotion Industrial Parks (EPIP)** : Priority approvals for land acquisition and 24x7 power and water supply. State support in providing last mile connectivity and in obtaining requisite permissions and licenses.
- b. **Road/Air/Land/Sea Port and ICDs** :
  - Improve road network around/approach road to sea ports, air ports, and ICDs/cargo warehouses. Development of infrastructure for more ICPs/ Land ports. Widening and strengthening of road exiting from and approaching towards ICPs and land ports.
  - Kazi Nazrul Islam Airport at Andal, Paschim Bardhaman near Durgapur as well as Bagdogra Airport in Siliguri subdivision will be promoted as a hub for air cargo exports from West Bengal. There would be provision to develop logistics parks and industrial parks in the hinterlands of these airports

which could have pack houses and cold storage units (which are essential for transporting temperature sensitive cargo).

- Strengthening of Inland Waterways Transport infrastructure along National Waterway 1 (NW-1) and National Waterway 2(NW-2).

c. **Aggregation points and Warehouses**

The State Government would support private entrepreneurs in developing export- oriented trade and logistics enabling infrastructure like modern warehousing units, silos, commodity storage centres, cold chain network etc.

Apart from evaluating PPP model for such projects, the State Government may also support through developing last mile connectivity and 24x7 power and water supply for such projects.

d. **Parks**

Tea Parks, Electronics Hardware Technology Parks (EHTPS), Software Technology Parks (STPS) and Bio-Technology Parks (BTPS), Multi-Modal Logistics Parks (MMLPs), Business/IT/BPOs/KPOs Parks, Data Centres, and others.

e. **Economic Corridors and State Export Corridor**

Dedicated Corridor Development along industrial corridors like Bengal Industrial Growth Corridor, East Coast Economic Corridor, and other similar corridors. State export corridors shall be planned to connect SEZs in the state to the ports in order to reduce travel time and increase efficiency.

f. **Handling & Testing Facilities**

The State Government may explore PPP models (on case-by-case basis) to assist entrepreneurs in setting up modern cargo handling systems and facilities for weighing and X-ray screening and testing for safely managing cargo etc.

### 7.7 Miscellaneous assistance to be provided by the West Bengal Government

- a. State Government may consider Budget allocation for annual Export Fund dedicated for export promotion measures / activities. Such measures / activities include skill development, market research, market access and promotional activities, sensitization programme, branding, promotion of R&D, upgradation of quality standard/ certification, participation in fairs abroad, conduction of buyer-seller meet and export award directly/ indirectly, technology upgradation, digitization, handholding support, employment generation programme, collaborative approach, PPP endeavours etc.

The overall quantum of financial assistance including development of trade portal may be made available to the tune of Rs. 1 (one) Crore per year so that necessary estimate of annual expenditure over a period of 10 years can be made available by concerned State authority.

Government agencies, export promotion councils, and other eligible organizations can apply for financial assistance under the scheme to build or upgrade infrastructure facilities or any other purposes related to trade and exports and the quantum/ limit of assistance will be decided by the WBIDC on case to case basis, with approval from the Hon'ble MIC, considering the contextual importance of the same and eligibility criteria of applicant.

- b. The state government will extend assistance to exporters in availing benefits under the purview of other schemes of Government of West Bengal, as applicable.
- c. Exporters would be provided with Ease of Doing Business services (such as single window clearances) through the State Government's Single Window Facilitation under Silpa Sathi. It may help in establishing ancillary industries to strengthen supply chain.
- d. Under Silpa Sathi, the State Government also provides Grievance Redressal Mechanism to the exporters.

## 7.8 Focus Sector Approach

- a. As mentioned in the Section 6 of this policy document, the State Government has identified focus potential products and handicrafts across the districts and intends to provide support to exporters who are focused on these products/handicrafts and beyond. Furthermore, based on the export statistics, large employment base, global emerging trends and local resource available, the following sectors have been identified for extending support –

Sector	New Provisions
Agri Business, Cold Chain infrastructure, Horticulture, Dairy, Poultry, Fisheries and Food Processing	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, USA, Bangladesh, UAE, Vietnam, Saudi Arabia, Indonesia, Nepal, Iran, Malaysia, Singapore, Japan, South Korea, Philippines, Australia, New Zealand, Taiwan</li> <li>● Encourage PPP</li> <li>● Considering this sector has high export potential, the State Government shall set up design and training institutes across the state</li> <li>● Develop support infrastructure - package house/warehouse, cold chains, infrastructure at railway stations, testing labs, refrigerated transports and others. Testing laboratories must be put in place for export worthy agri products originating in the State.</li> <li>● Promote product specific clusters</li> <li>● Promote value added products-organic produce, indigenous, GIS products and others</li> <li>● Collaborate with DGFT, APEDA, MPEDA, SHEFEXIL, NPPO, ECGC, EIC for training workshops with FPOs</li> </ul>
Engineering good, Iron & Steel, Cement, Foundry and Forging, White Goods manufacturing	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, Singapore, USA, UAE, Japan, Italy, Malaysia, Germany, UK and South Korea</li> </ul>
Gems and jewelry	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, US, Europe and Japan</li> <li>● Encourage PPP</li> <li>● Explore tourism-based sector promotion strategy through encouraging establishment of exhibition stalls/ counters near popular tourist hubs</li> </ul>
Health & Wellness, Medical Device & Equipment, Pharmaceuticals, Medical / Paramedics / Nursing Education including PPP linkages.	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, Bangladesh, USA, Europe and SE Asia</li> <li>● Promote export and manufacturing of APIs, Formulations, Contract Research &amp; Manufacturing and Biosimilars</li> <li>● Support the industry in information dissemination and seeking approvals from USFDA (USA), MHRA (UK), TGA (Australia), HEALTH CANADA (CANADA), EMEA (European Union), NAFDAC (Nigeria) and others to enhance opportunities in international market</li> </ul>



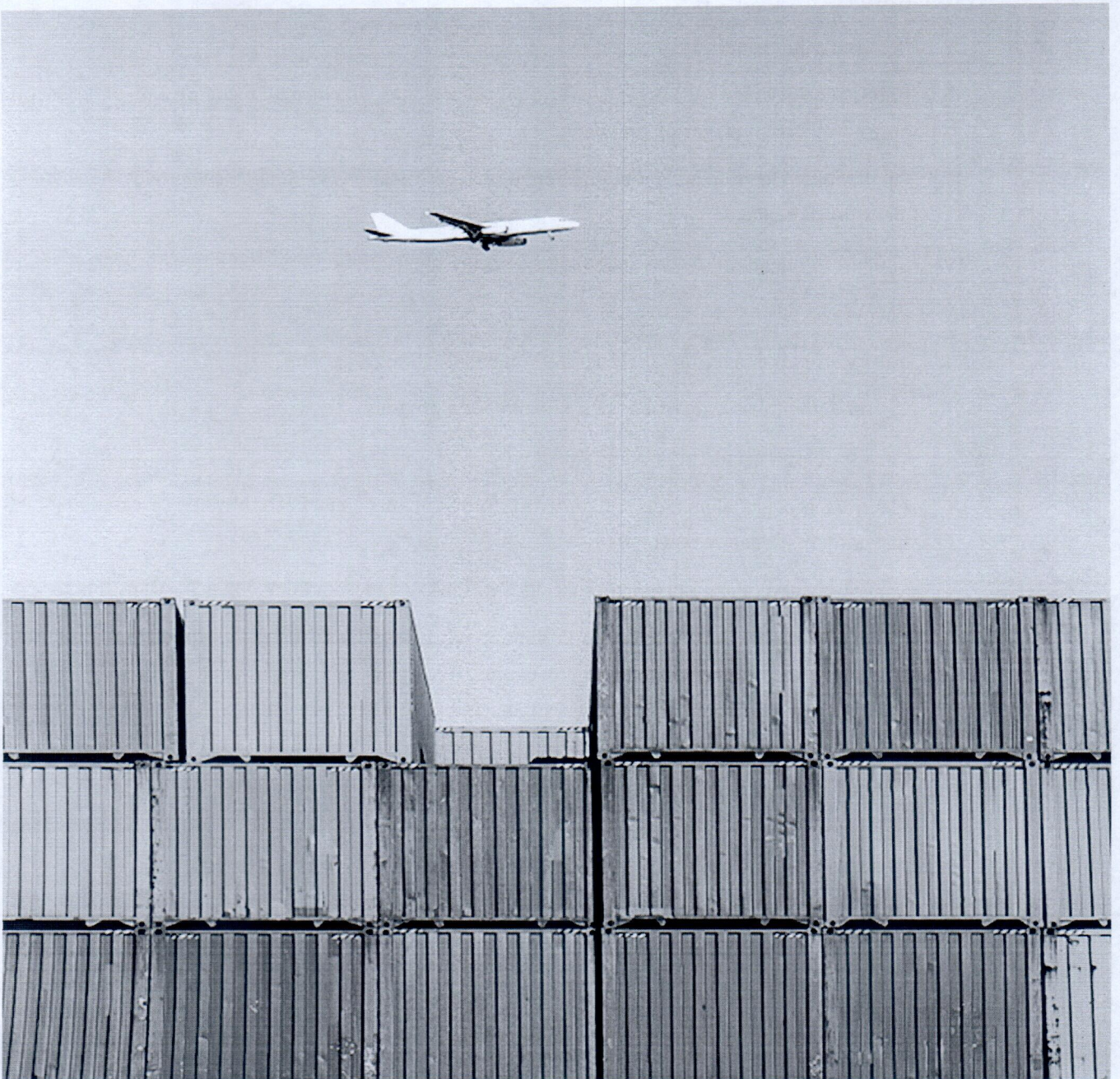
Sector	New Provisions
	<ul style="list-style-type: none"> <li>● Also encourage AYUSH industry as a preventive care and immunity booster industry</li> <li>● Encourage development of herbal corridor</li> </ul>
Automotive and electric vehicles	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, South East Asia, Africa and Middle-East</li> <li>● Encourage PPP</li> <li>● Support establishment of training and skilling centers</li> </ul>
IT, including Next Generation Solutions like Global Capability Centers, E-Commerce and digital platforms for Fintech, Agritech, Edu-tech, Health-tech etc.	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, South and South East Asia, USA, Europe and UK</li> <li>● Support establishment of skilling and training centers</li> <li>● Provide industry-academia linkages</li> </ul>
Leather and leather products	<ul style="list-style-type: none"> <li>● The government will make special efforts to promote Leather and leather products in the export markets including, but not limited to, USA, Germany, U.K, Italy, France, Spain, Netherlands, UAE, China, Hong Kong, Belgium and Poland</li> <li>● Set up design, testing and training institutes across the state</li> <li>● Support tanneries in technological upgradation</li> <li>● Encourage PPP</li> <li>● Explore tourism-based sector promotion strategy through encouraging establishment of exhibition stalls / counters near popular tourist hubs</li> </ul>
Plastic, Rubber, Chemical & Petrochemical	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, Bangladesh, Saudi Arabia, Indonesia, SriLanka, UAE, Kenya, Nepal, Philippines, Mauritius, Japan, Brazil, USA, Oman, Saudi Arabia and Kuwait</li> </ul>
Tea	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, Russia, Iran, UAE and USA</li> <li>● Encourage PPP</li> <li>● Explore tourism-based sector promotion strategy through encouraging establishment of exhibition stalls/ counters near popular tourist hubs</li> </ul>
Textile	<ul style="list-style-type: none"> <li>● Promotion of Technical Textiles, Apparel, Garments and Hosiery export globally with special focus on the export markets including, but not limited to, Germany, Bangladesh, Vietnam, Italy, Turkey, UAE and Spain</li> <li>● Organize workshops with textile industry to build awareness on global standard to enhance export and provide information export destinations</li> <li>● Setup apparel training, testing and design centers across the state</li> <li>● Encourage PPP</li> <li>● Explore tourism-based sector promotion strategy through encouraging establishment of exhibition stalls/ counters near popular tourist hubs</li> </ul>

Sector	New Provisions
Defence and aviation	<ul style="list-style-type: none"> <li>● The government will make efforts to promote the sector in export markets including, but not limited to, South and Southeast Asia, Africa and Middle-East</li> <li>● Encourage PPP</li> <li>● Support establishment of training and skilling centres</li> </ul>

b. The State shall provide the following support and assistance to all the focus sectors, key identified products and crafts (listed in Section 5) in enhancing exports via following initiatives based on their requirements :

- I. Set up design centers
- II. Improve value chain and encourage regional value chains which entail the relocation of production bases at different stages of production
- III. Facilitate, guide, train and promote international certifications to enhance the product standards to meet global demand
- IV. Support in organizing sector-specific buyer-seller meets, trade fairs, exhibitions in West Bengal
- V. Encourage PPP
- VI. Enhance internet and digital network through smart city programs
- VII. Tie-up with global leaders and start a mentorship program
- VIII. Tourism-based sector promotion strategy
- IX. Identify target global markets and provide information on demand certainty and ease of doing trade in the international markets
- X. Support technological upgradation through various schemes and development of institutes
- XI. Develop Linkages with Investment Promotion Agencies - Development of Investment Promotion Agencies can conduct sessions on procedures, rules, and regulations required for venturing into specific sectors in potential countries and incentives offered to investors wherein banks have most important role.
- XII. The APAC region is investing in digital counterparts at a rapid scale. Institutions like IIT, IIM, IEST, ISI, JU can have Data Centres for international firms. Incorporating software, cloud technologies, and digital skills in indigenous firms of West Bengal can accelerate the growth of export from the state
- XIII. Capacity Building Workshops to be organized
  - Create awareness about Land Customs Stations (LCS), Inland Container Depots (ICD), and Container Freight Stations (CFS) in the region. Such interactions would provide a platform to Stakeholders to enhance their understanding of the process and procedures and also give them an opportunity to raise their trade related grievances.
  - create awareness for various Central Government and State Government export promotion schemes / duty exemption & remission schemes / EPCG scheme / EOU, EHTP, STP & BTP schemes / other schemes

- Foreign Trade Policy/Identification & selection of International Markets/ Export Procedures & Documentation / incoterms / HS codes / Payments terms
- Digital Marketing and e-Commerce
- Sourcing of Buyers / IEC registration / RCMS registration / FTA knowledge/ Packaging / insurance through ECGC / logistics
- Global Commercialization / Planning for commercialization / Pricing / Regulations abroad / collaboration with foreign entities / Negotiation / Presentation skills

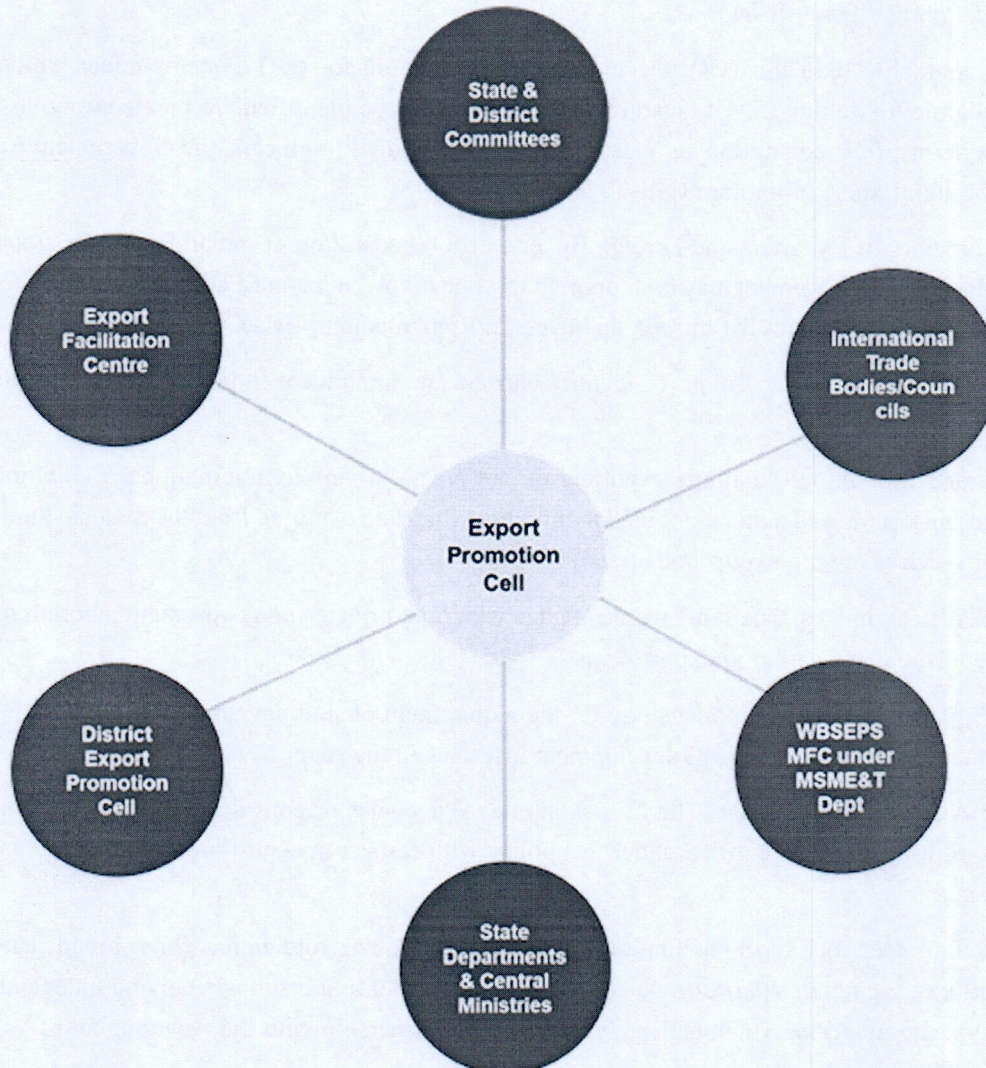


## Annexures



### A. Institutional Structure of Export Promotion Cell

- I. Export Commissioner of West Bengal &/or Managing Director WBIDC
- II. Senior Officials
- III. Officers on Special Duty
- IV. PMU Team



### B. Key Responsibilities of West Bengal Export Promotion Cell and Export Facilitation Centre

- I. Policy Implementation: Formulation and implementation of policies, schemes and strategies for export promotion through industrial development in conformity with the national and state development objectives.
- II. Data Management: Monitor the state balance of trade along with the regional DGFT.
- III. Sector Focus: Evaluate the requirement for Sector Specific Research and Development so as to undertake it with assistance from the State.
- IV. Assess the requirement of Infrastructure for facilitating exports from the State.
- V. Global Trading Partners: To promote productivity, quality and technical cooperation with Global Trading Partners for local entrepreneurs/ exporters, the same may facilitate partnership for local traders.

- VI. Ease of Doing Business: Promote the ease of doing business by enabling entrepreneurs/traders to carry out trade in the State in a hassle-free manner and enhance trading across borders. The same would work with other Knowledge Partners to focus on cutting down the transaction cost and time, creating a product and country-specific certification matrix comprising the regulatory requirements for exporting of such products to specific countries and information related to tariff and non-tariff barriers thereby rendering state exports more competitive.
- VII. Handholding Services: Implement Central Scheme -Niryat Bandhu in the state. This scheme shall be implemented in partnership with EPCs and Associations. And a system Niryat Bandhu at your desktop may be developed i.e. an online certificate for export import business in collaboration with Indian Institute of Foreign Trade (IIFT).
- VIII. Geographic Indicator (GI): Develop Geographic Indicator (GI) Systems under which new products eligible for getting the GI tags in West Bengal would be identified. To create awareness about GIs and benefits of its registration amongst the consumers and GI producers, the Government would endeavour through Export Promotion Cell.
- IX. Directory of Exporters and Foreign Buyers: FIEO (Federation of Indian Export Organisations) or other chamber's involvement may be supported through involvement in EFC cell to create sector-wise exporter directory along with list of reliable buyers in foreign country-wise.
- X. Technical Barriers in Trade: To identify barriers and hindrances in international trade and mitigation of such barriers.
- XI. Brand Promotion: Facilitate exporters to participate in various International Exhibitions / Fairs. May organise a Mega Trade Fair of all commodities which are exported from the State, including the products or services having export potential.
- XII. Certification labs: The same would engage with both private and government laboratories for providing requisite certification to export items.
- XIII. Capacity Building: Conduct study for the requirement of skill development for the Exports Sector with the support of various skill development institutes in the state.
- XIV. Project Monitoring Unit: The Cell shall engage agencies or consultants to assist in implementation of various activities identified under this policy with respect to export promotion for initial period of five years.
- XV. Cell to open its Export Facilitation Centres through India's foreign missions abroad. The cost of foreign offices, including salaries to be covered through sector associations receiving independent funding for export promotion, which is usually executed in partnership with the Government of West Bengal.
- XVI. Cell shall keep exporters aware of the various international Fairs. Cell shall endeavour to book space for small exporters to display and market their products in the International Fairs held in India and abroad.
- XVII. To enhance West Bengal's export, the importance of promoting 'Brand West Bengal', 'Made in West Bengal' and 'West Bengal Brand' is imperative. For this the State Government shall organize an annual Mega Trade Fair for all products and services being exported from West Bengal.
- XVIII. The State Government shall assist in identification of new ICDs and take steps to ensure operationalization and smooth functioning of new/ existing ICDs/ Dry Ports. New ICDs/ Dry Ports with Warehousing and container facilities shall be setup.
- XIX. Assist in undertaking a study and identification of soft/hard interventions sought by Air Cargo Complex in Kolkata International Airport, which may be implemented by leveraging central/state government support or via PPP.

- XX. The Cell will leverage the Utkarsh Bangla Scheme to assist in identification of skill gap via regular industry feedback to improve lack of skilled manpower in export sector via hard/soft interventions.
- XXI. The Cell, with support of Public/private entities, may take initiative to start courses for addressing gaps in skilled manpower (i.e. General skills required in exports, export documentation, merchandising, quality control and quality analysis, business/negotiation oriented language skills, adherence to quality standards for various industries w.r.t focused markets etc.)
- XXII. Data bank and market information shall be maintained by Cell and its easy accessibility to exporters with a view to select target markets and to assess their requirements shall be encouraged.
- XXIII. Workshops and Training Programs for Exporters: The program would focus on encouraging the utilization of FTAs and Promoting awareness of the India Trade Portal.
- XXIV. Building export-readiness: To improve the export skills of smaller existing exporters, and to encourage new SME exporters, Cell will develop the Internalization Plan with special focus on thrust sectors/ industries. These programs will provide companies with systematic training in handling export issues faced by SMEs. They will include training modules on production capabilities, market research, logistics, marketing plans, banking, international law, searching for partners, and the export process.
- XXV. Selecting target markets: Cell will create State guide handbooks covering most of West Bengal's major trade partners. These handbooks will provide economic and social data and profiles of consumer spending, tastes, purchase patterns, and other relevant information (Some foreign offices publish handbooks on local market contacts that provide more detail about the country's import requirements.)

### C. Initiatives to Boost Specific Sectors for Exports

For the development of thrust sectors integrated development strategy shall be followed which will include technological support, skill development and marketing support

- I. A Research Centre shall be developed with the assistance of the State Government and the private sector. The Centre would cater to design development, technological upgradation, development of software for handicraft and other sectors.
- II. Greater participation by West Bengal entrepreneurs in International fairs shall be ensured by sponsoring their stalls on sharing basis between the entrepreneurs and CDOS/EPC.
- III. Various Export Promotion Councils shall be invited to conduct seminars/ workshops to create awareness among the entrepreneurs/ potential exporters. Participation by trade delegations in such seminars/ workshops would be encouraged, to increase their awareness of opportunities in the sector.
- IV. Herbal/ Spices Park at different places of the State shall be developed for to boost export of spices through agriculture/ AYUSH department.
- V. Efforts shall be made for opening of branches of Central Leather Research Institute (CLRI) in West Bengal.
- VI. Training programs, workshops on latest techniques shall be organized through Footwear Design & Development Institute in West Bengal for the benefit of leather sector.
- VII. To bring more SMEs under the ambit of export promotion, a study will be convened to examine impediments towards stronger export performance by SMEs and identify challenges that trade promotion organizations face in assisting the next generation of exporters (new exporters).

**Note:** Above mentioned are brief outline of expectation from Cell, during the course of time and depending on changing dynamics of international markets; new responsibilities will be added to ensure that West Bengal is one of the most progressive export-oriented state in India.

### D. Target International Market

#### Market Priorities

- Diaspora from West Bengal along with people of Indian Origin
- Major export markets for West Bengal, including but not limited to, UAE, USA, China, Bangladesh, Europe and SE Asia

### E. Recent Initiatives of the State

- i. "Agriculture Export Policy of West Bengal-2022" was unveiled during April 2022 with a view to increase State's contribution to India's agriculture and allied products.
- ii. A comprehensive "West Bengal Export Strategy, 2019" report was arranged to be developed to explore & utilise the export potentialities of the State of West Bengal in the context of changing trade scenario.

- iii. Strategy Document titled "Export Potential for West Bengal", was also arranged to be drafted by IIFT, Kolkata in 2016-17, sponsored by IC&E Department, Govt. of West Bengal.
- iv. State Level Export Promotion Committee (SLEPC) under the chairmanship of Chief Secretary has been formed in 2018 and the committee is operational.
- v. Further, vide Notification dated 24.12.2020 District Export Promotion Committee (DEPC) was constituted for implementation of the "District Export Hub Initiative" in the State of West Bengal. All the MSME Facilitation Centres (MFCs) at district level are acting as secretariat for DEPC under the District Magistrate. The GM, DIC is acting as the Nodal Officer for all district level export related work.
- vi. Feedback from district authorities was sought regarding Buyer-Seller Meet (BSM) conceptualized for Boosting Exports at District Level.
- vii. A dedicated Physical Export Market Place has been conceptualised, to be operationalized at Biswa Bangla Mela Prangan (Milan Mela Complex) under the aegis of the Office of the Export Commissioner, West Bengal.
- viii. WBIDC in association with AIACA (All India Artisans and Craft workers Welfare Association) organised 6 Skill Certification Workshops with SHGs of various districts. State also provided intensive handholding support to 240+ budding/ potential exporters through workshops.
- ix. Implementation of TIES scheme at various locations of the State is also in consideration stage. Testing Centers may also be developed under this scheme.
- x. A dedicated Export Promotion Cell (EPC) was also constituted within the WBIDC (West Bengal Industrial Development Corporation) premises with the active involvement of the Export Commissioner, West Bengal.
- xi. Export Facilitation Centre (EFC) has been set up in association with IIFT [along with a dedicated portal (<https://efc.silpasathi.in>)] to provide handholding support to exporters in undertaking seamless exports through assistance regarding identifying markets for exports, financing procedure, developing export plan, custom procedures, handling shipments etc.
- xii. To encourage and assist potential MSME exporters for promoting export from the state, West Bengal State Export Promotion Society (WBSEPS) and MSME Facilitation Centers (MFCs) have been established. All the MSME Facilitation Centres (MFCs) at district level are acting as secretariat for DEPC wherein GM, DIC is acting as the Nodal Officer for all district level export related work.
- xiii. The State Government has provided Full-Scale Intensive Training Programs, for district level officers in association with Indian Institute of Foreign Trade (IIFT), Kolkata, for providing handholding and facilitation services to exporters.
- xiv. Two Export Facilitation Centres have been recently set up under the aegis of MSME & Textiles Department.
- xv. West Bengal State Portal for Online Exhibition has also been launched.
- xvi. The State is also looking to set up more Buying Houses in West Bengal. The buying house procures products from the manufacturers and then exports to foreign countries.
- xvii. First meeting of States "International Trade & Logistics Committee for BGBS 2023" was held on 02.07.2022 at Biswa Bangla Mela Prangan, chaired by the Chief Secretary, GoWB wherein ideas and expectations of the industry from the State Government to facilitate trade, and enhance logistics infrastructure were discussed at length with all the concerned stakeholders present.
- xviii. The second meeting has been held recently on 09.09.2022 for the purpose of reviewing the status updates and action plans in various fronts as well as exploring measures to enhance export and logistics potential of the State.
- xix. State has received accolades from all the stakeholders for its "Suvidha" Vehicles Facilitation System Portal recently launched by GoWB for quick clearance and smooth movement of Vehicles at ICP Petrapole and ICP Ghojadanga helping exporters immensely to export through Bangladesh border. The same to be extended to all other land ports in coming days.