



Annual Administrative Report **2022-23**

West Bengal State Export Promotion Society
under the
Department of Micro, Small & Medium Enterprises and Textiles,
Government of West Bengal

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West Bengal State Export Promotion Society.

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Brief history of the Organization:

The West Bengal State Export Promotion Society (WBSEPS), a Society registered under Society Registration Act. was constituted in terms of G.O. No.6570-Cot(I) dated 29-10-1999. It is functioning under the Micro, Small & Medium Enterprises and Textiles Department, Govt. of West Bengal, with the objective to provide promotional supports to the Micro & Small Enterprises, especially handicrafts and other tiny units for design development and technological development in handicrafts products in order to create suitable market for their products both in the domestic and export market. WBSEPS is providing marketing support mainly to the handicraft artisans and handloom weavers by ensuring free participation in Handicraft and Handloom Expos and Fairs within the country and abroad. The West Bengal State Export Promotion Society is acting as the nodal agency of the Department of Micro, Small & Medium Enterprises and Textiles, Govt. of West Bengal, for implementing the schemes and programmes for development of handicrafts in the State in collaboration with the Directorate of Micro, Small & Medium Enterprises. Besides, WBSEPS has been engaged as Implementing Agency for implementation of the Centrally Sponsored schemes “MSE-Cluster Development Programme” and “Setting up and maintenance of Urban Haat”. WBSEPS is also working for implementation of number of schemes relating to extension of marketing support to the MSE Sector including creation of marketing infrastructure. The Govt. has overall supervision and may issue directions to the Society as it considers necessary for furtherance of the objects of the Society and for ensuring their proper and effective functioning as and when required and the Society will carry out such directions.

Present Officers / staff /Employees Pattern

Officers / Staff / Employees Patten as per G.O.No.6626-Cot(I)/4M-48/97, dt. 29.10.1999.

Sl. No.	Name of the Post	Number	Present position
1	Director	1	1
2	Additional Director	1	1
3	Project Officer	1	1
4	Assistant Export Manager	1	Vacant

5	Investigator / IDO	1	1
6	Accountant – cum - Cashier	1	1
7	Publication Assistant	1	1
8	Statistical Assistant	1	1
9	Progress Assistant	1	Vacant
10	Senior Assistant / Stenographer (having knowledge in Computer)	1	1
11	Junior Assistant / Typist (having knowledge in computer)	1	1
12	Attendant	3	3
	Total	14	12

WBSEPS could not undertake all the programmes scheduled to be organized during 2021-22 due to Covid-19 pandemic situation. However, the schemes and programmes have been implemented by the Society during the year 2022-23 are appended below: -

I. Export Development Programmes: -

[a] Organization of Export Awareness Workshop: -

The West Bengal State Export Promotion Society has been extending hand holding support to the prospective as well as existing exporters for export of handicraft & MSE products. In the financial year 2022-23, one export awareness programme has been organized in collaboration with FIEO (Federation of Indian Export Organization) where 52 no. of entrepreneurs were participated. Details are given below: -

Venue	Date	In collaboration with	Target districts	No. of participants
West Bengal State Handicraft Expo Ground at Eco Park New Town, Kolkata	16-12-2022	Federation of Indian Export Organization (FIEO)	All districts of West Bengal.	52



[b] Organization of Training Programme on Export Marketing: -

WBSEPS has also organized two training programmes on Export Marketing during the financial year 2022-2023, in collaboration with FIEO where 113 entrepreneurs were participated. Details are given below: -

Sl. No	Venue	No. of programme	Date	In collaboration with	District covered	No. of persons attended
1	West Bengal State Handicraft Expo Ground at Eco Park New Town, Kolkata	1	13-12-22 & 14-12-22	Federation of Indian Export Organisation (FIEO)	All districts of West Bengal.	63
2	West Bengal State Handicraft Expo Ground at Utsav Maidan, Parbirhata, Burdwan Dist- Purba Bardhaman	1	01.03.23 & 02.03.23	Federation of Indian Export Organisation (FIEO), Eastern Region	All districts of West Bengal.	50
	Total	2				113



Training Programme on Export Marketing at Kolkata



Training Programme on Export Marketing at Burdwan

(c) Digital Marketing Workshop 2022-23: -

Digital Marketing has become inevitable in this world-wide Covid-19 pandemic situation. Considering the necessity of using the Digital Platform of Marketing, two Digital Marketing Workshops have been organised in collaboration with FIEO during 2022-23. Details are given below: -

Sl. No	Venue	No. of programme	Date	In collaboration with	District covered	No. of persons attended
1	West Bengal State Handicraft Expo Ground at Eco Park New Town, Kolkata	1	14.12.2022	Federation of Indian Export Organisation (FIEO)	All districts of West Bengal.	55
2	West Bengal State Handicraft Expo Ground at Utsav Maidan, Parbirhata, Burdwan, Dist- Purba Bardhaman	1	02.03.2023	Federation of Indian Export Organisation (FIEO), Eastern Region	All districts of West Bengal.	50
	Total	2				105

(d) Workshop on Cyber Security:-

One workshop on Cyber Security has been organized in collaboration with State Bank of India during 2022-23. Details are given below.

Sl. No	Venue	No. of programme	Date	In collaboration with	District covered	No. of persons attended
1	West Bengal State Handicraft Expo Ground at Eco Park New Town, Kolkata	1	14.12.2022	State Bank of India	All districts of West Bengal.	68



Workshop on Digital Marketing at Kolkata



Workshop on Digital Marketing at Burdwan

II. Urban Haats (Marketing Infrastructure) in West Bengal:

Micro, Small & Medium Enterprises and Textiles Department has set up 4 number of Urban Haats, one each at (i) Durgapur in Paschim Burdwan district, (ii) Shantiniketan in Birbhum district, (iii) at the northern side of Eco Park, New Town, Rajarhat in Kolkata and (iv) at Kawakhali, Siliguri New Township in Jalpaiguri district. The objective of the programmes is to create marketing infrastructures to provide year-round marketing opportunities to the handicraft artisans and handloom weavers to showcase and sell their products directly to the customers, without depending solely on the seasonal fairs and exhibitions for four to six months in a year. In addition to the direct sale, the participating artisans are getting orders and business contacts through participation in the fairs organized in the haat by the Society throughout the year.

(a) Durgapur Urban Haat:

The Urban Haat at Palashdiha, near City Centre in Durgapur, the first Urban Haat, has been functioning since 13th April, 2012. The MSME & Textiles Department, Govt. of West Bengal, has set up the Urban Haat under Centrally Sponsored Scheme (CSS)-“Setting up of Urban Haat”. The Haat is situated on a plot of land measuring about 5 acres received from Asansol-Durgapur Development Authority. There are 83 stalls and two halls having capacity of 40 stalls and open ground with a capacity to provide space for about 300 number of artisans in a fair at a time. The Haat is equipped with open Auditorium, Conference room, VIP rest room & lounge, two storied Hostel building for accommodation of participating artisans of far-away districts. There is also facility of separate toilets for ladies & gents, car parking, sound proof D. G. Set.

Since inauguration of Haat, 99 fairs were organized in the haat up to March, 2023. 8357 no. of artisans participated by rotation in those fairs and total sale of their products is ₹1049.93 lakh. Details are given below: -

Sl. No.	Year	No. of fairs	No. of artisans provided stalls in the fairs	Amount of sale of their products (Rs. in lakh)	Total business generated (Rs. in lakh)
1	2012-13	9	1035	117.43	352.29
2	2013-14	6	828	84.27	252.81
3	2014-15	8	925	151.95	455.85
4	2015-16	9	752	131.55	394.65
5	2016-17	12	1063	162.45	487.35
6	2017-18	13	974	108.22	324.66
7	2018-19	11	831	78.18	234.54
8	2019-20	12	833	73.65	220.95
9	2020-21	7	385	27.45	82.35
10	2021-22	5	293	45.42	136.26
11	2022-23	7	438	69.35	208.05
Total		99	8357	1049.93	3149.79

We could organize only 7 fairs during 2022-23 in the Haat, 438 no. of artisans were participated in those fairs and sale of their products was ₹69.35 lakh. Details of the fails are given below: -

Sl. No.	Period of fair	Number of participants	Amount of sale (₹ in lakh)
1	01.06.2022 to 28.06.2022	61	7.94
2	01.07.2022 to 28.07.2022	67	12.75
2	01.08.2022 to 28.08.2022	55	9.55
4	01.09.2022 to 28.09.2022	71	5.78
5	15.10.2022 to 19.11.2022	51	3.70
6	14.02.2022 to 05.03.2023	32	
7	10.03.2023 to 20.03.2023	101	24.51
	Total	438	69.35

(b) Biswa Bangla Shilpi Haat, Shantiniketan:

Shantiniketan Urban Haat, subsequently re-named as “Biswa Bangla Shilpi Haat, Shantiniketan, has been functioning since 18th October,2014. The MSME & Textiles Department, Govt. of West Bengal, has set up Biswa Bangla Shilpi Haat, Shantiniketan, the 2nd Urban Haat of the State after Durgapur Urban Haat, under Centrally Sponsored Scheme (CSS)-“Setting up of Urban Haat” at Bolpur near Prantik Railway Station. It is situated on a plot of land measuring 4.2 acres received from Sriniketan-Shantiniketan Development Authority (SSDA). It has the capacity of 44 stalls, one hall having the space for another 30 stalls and open ground, which could provide space to accommodate about 70 stalls. Besides, this haat has the facilities of open auditorium, rest room for VIPs/dignitaries, separate hostels for ladies and gents artisans, garden, car parking, sound proof D.G. Set. Considering the inadequate intake capacity of artisans in the haat, 14 additional stalls for artisans and 1st floor of the artisans’ hostel have been constructed to ensure the extensive display of excellence of the State Handicrafts, so as to make the haat properly representative and attractive to the visitors.

The haat has been started functioning from 18th October, 2014. West Bengal State Export Promotion Society is working as the Implementing Agency of the Haat. Since inception, 89 fairs have been organized up to March,23 at Shantiniketan Biswa Bangal Shilpi Haat where 4542 handicraft artisans were participated and total sale of their products was ₹834.85 lakh.

Sl. No.	Year	No. of fairs	No. of artisans provided stalls in the fairs	Amount of sale of their products (Rs. in lakh)	Total Busienss generated (Rs. in lakh)
1	2014-15	9	692	88.58	265.74
2	2015-16	18	989	144.78	434.34
3	2016-17	12	615	115.90	347.70
4	2017-18	12	593	114.41	343.23
5	2018-19	12	570	104.47	313.41
6	2019-20	10	454	89.39	268.17
7	2020-21	7	274	49.37	148.12
8	2021-22	3	99	45.71	137.13
9	2022-23	6	256	82.24	246.72
	Total	89	4542	834.85	2504.55

We could not organize fairs as per schedule due to Covid-19 pandemic during 2020-21 & 2021-22. Only 6 fairs were organized during 2022-23 as per approval of the MSME & Textiles Department. Details of fairs organized during 2022-23 is given below: -

Sl. No.	Period of fair	Number of participants	Amount of sale (₹ in lakh)
1	20.05.2022 to 22.06.2022	52	15.14
2	24.06.2022 to 21.07.2022	40	11.71
3	23.07.2022 to 19.08.2022	42	10.54
4	21.08.2022 to 10.09.2022	46	13.69
5	15.10.2022 to 19.11.2022	32	14.52
6	28.01.2023 to 24.02.2023	44	16.63
	Total	256	82.24



(c) Biswa Bangla Shilpi Haat at New Town, Rajarhat, Kolkata: -

West Bengal Housing Infrastructure Development Corporation (WBHIDCO)Ltd. constructed an Urban Haat like that of Durgapur Urban Haat in the name of “Banglar Haat” as desired by the Hon’ble Chief Minister of West Bengal. It was set up on their own land of about 5 acres, on the northern side of the Eco Tourism Park, New Town, Rajarhat, Kolkata. It was constructed for providing marketing assistance to the artisans of the State throughout the year by organizing fairs in the Haat. After completion, they approached and handed over the Haat to MSME & Textiles Department to run the same as they have no experience to run such Haat for the artisans. The Haat was set up by the MSME & Textiles Department under Centrally Sponsored Scheme (CSS) viz “Setting up of Urban Haat”. The Haat was inaugurated by the Hon’ble Chief Minister of West Bengal. As desired by the Hon’ble Chief Minister of West Bengal, the Haat was renamed as Biswa Bangla Shilpi Haat.

The Biswa Bangla Shilpi Haat, Newtown has been started functioning after remodeling from 5th January, 2015. MSME & Textile Department entrusted West Bengal State Export Promotion Society (WBSEPS) to act as Implementing Agency (I.A.) of the Haat. The Haat is functioning in two zones, viz. Urban Zone and Rural Zone. Urban Zone consists of Bengal Handicraft Museum, designer enclave and Urban Food Court and Rural Zone consists of demonstration and sale counters. Separate demonstration block has been set up for demonstration of clay and pottery products, dokra crafts, rural Dhenki, Wood crafts etc. Both the zones are running throughout the year.

MSME&T Department, Govt. of West Bengal, granted approval for organizing Handicrafts & Handloom fair at this Haat un-interruptedly throughout the year. Since inception, 78 fairs have been organized up to March, 2023, where 3153 artisans participated and total sale of their products was ₹288.63 lakh. Besides, arrangement has been made for demonstration of few crafts by master craftsmen. Accommodations for the participating artisans from far away districts are arranged at EWS Flats at Tarulia. Year-wise State Handicraft and Handloom fairs organized in the Haat is given in the table below: -

Sl No	Year	No. of fairs	No. of artisans provided stalls in the fairs	Amount of sale of their products (Rs.in lakh)	Total business generated (Rs. in lakh)
1	2013-14 (from 27. 12. 13 to 15. 1.14)	1	74	24.18	72.54
2	2014-15	4	330	14.84	44.52
3	2015-16	12	504	63.24	189.72
4	2016-17	9	295	25.28	75.84
5	2017-18	12	362	33.82	101.46
6	2018-19	12	419	27.62	82.86
7	2019-2020	11	486	39.21	117.63
8	2020-21	6	275	31.48	94.43
9	2021-22	4	169	16.94	50.82
10	2022-23	7	239	12.02	36.06
	Total	78	3153	288.63	865.89

Scheduled programmes of the Haat were seriously hampered due to Covid-19 pandemic during 2020-21 & 2021-22. Only seven fairs could be organized during last year 2022-23. Details of the fairs is given below: -

Sl. No.	Period of fair	Number of participants	Amount of sale (₹ in lakh)
1	01.06.2022 to 28.02.2022	50	1.15
2	01.07.2022 to 28.07.2022	36	2.27
2	01.08.2022 to 28.07.2022	31	1.75
4	01.09.2022 to 28.09.2022	22	1.02
5	15.10.2022 to 19.11.2022	35	2.41
6	04.02.2023 to 28.02.2023	36	1.56
7	01.03.2023 to 28.03.2023	29	1.86
	Total	239	12.02



(d) Biswa Bangla Shilpi Haat, Siliguri New Township:

Biswa Bangla Shilpi Haat, Siliguri has been set-up at Kawakhali, New Township, P.O. Susrut Nagar, Siliguri, Dist.- Jalpaiguri on a land measuring 5 acres. The Haat has been constructed from the State Development Scheme fund by the MSME & Textiles Department. Hon'ble Chief Minister of West Bengal inaugurated the Haat on 8th January, 2018.

It is set up for providing marketing support to the Handicraft artisans and handloom weavers of West Bengal to sale their products directly to the urban customers throughout the year. It consists of four hubs viz. handicraft & handloom, terracotta, wooden furniture and cane furniture along with two storied Souvenir

Building for exhibition, conference, training etc. Other facilities of the Haat includes stage with greenroom, two storied building for accommodation of Ladies and Gents artisans separately, Administrative Buildings, Food Court, open space for display & sale, gardens and children park. It is a unique marketing complex for artisans and weavers. Since inauguration of the Haat, West Bengal State Handicrafts Expo, Siliguri, has been organizing in the Haat instead of rented Fair Ground at Kanchanjangha Stadium and we are organizing State Handicraft and Handloom Fairs in the Biswa Bangla Shilpi Haat, Siliguri like other three hats for providing marketing support to the handicraft artisans and handloom weavers of the State throughout the year.

MSME&T Department, Govt. of West Bengal, granted approval for organizing Handicrafts & Handloom fair at this Haat un-interruptedly throughout the year. 42 fairs were organized in the haat including 6 West Bengal State Handicraft Expos since inception. 5056 no. of artisans / weavers participated in those fairs and total sale of their products was ₹2821.11 lakh.

Sl. No.	Year	No. of State H'craft fairs/ State Expo organized		No. of artisans participated	Amount of sale (₹ in lakh)	Amount of business generated (₹ in lakh)
		State H'craft Fair	State Handi-craft Expo			
1	2017-18 (from 23 rd January,18)	2	1	931	605.07	1815.20
2	2018-19	8	2	1263	673.25	2019.75
3	2019-20	9	1	1089	640.72	1922.15
4	2020-21	6	1	451	192.38	577.14
5	2021-22	5	1	608	225.69	677.06
6	2022-23	5	1	714	484.02	1452.06
	Total	35	7	5056	2821.12	8463.36

Scheduled programmes of Haat were seriously hampered due to Covid-19 pandemic during 2020-21 & 2021-22. Only six fairs could be organized during the year 2022-23 including one West Bengal Sate Khadi, Handloom & Handicraft Expo. Details of the fairs is given below: -

Sl. No.	State Fair/ State Expo	Period of fair	Number of participants	Amount of sale (₹ in lakh)
1	State Handicraft fair	01.06.2022 to 28.06.2022	54	6.58
2	State Handicraft fair	01.07.2022 to 28.07.2022	47	5.93
3	State Handicraft fair	01.08.2022 to 28.08.2022	42	5.69

4	State Handicraft fair	01.09.2022 to 28.09.2022	34	9.56
5	State Handicraft fair	15.10.2022 to 19.10.2022	29	5.38
6	West Bengal State Khadi, Handloom & Handicrafts Expo	25.02.2023 to 16.03.2023	508	450.88
	Total		714	484.02



Fair at Biswa Bangla Shilpi Haat, Siliguri 2022-23

II. Training Programmes under Handicraft Industries

(a) West Bengal State Institute for Handicrafts, Baruipur: -

The existing Baruipur Experimental Workshop-cum-Research Institute (EWRI) was in a dilapidated condition and became unsuitable for conducting any training programme for the artisans. West Bengal State Institute for Handicrafts has been set up with the approval of the Govt. in MSME & Textiles Department by repairing and renovation of the entire complex excepting a one storied building. Arrangement has been made for workshop, furnished classroom, separate hostel rooms for accommodation of male/female artisans for organizing residential course of Design Development Programme in the State Institute for Handicrafts. The programmes are organized more or less on continuous basis for the skill and design development of the artisans and handicraft products of West Bengal. Workshops and sessions on design development are also organized here. Organizing of this training programme was hampered during 2020-21 and 2021-22 owing to Covid-19 pandemic situation.

Year-wise Design Development & Skill Development Programmes organized at West Bengal State Institute for Handicrafts since inception upto 2022-23: -

Sl. No.	Year	No. of programmes organized.	No. of craft-persons participated	Training organized on the craft
1.	2017-18 from 10-10-17	7	59	Dry flower, jute diversified products, bamboo crafts, embroidery, leather craft, stone curving, dokra jewellery.
2	2018-19	8	79	Patochitra (3), sea shell products, copper repouse work, artificial jewellery, dry flower, embroidery.
3	2019-20	9	87	Patochitra, embroidery, artificial jewellery, stone curving, bamboo crafts, jute diversified products, dry flower, fabric painting, sea shell products.
4	2020-21	2	20	Embroidery, fabric craft
5	2021-22	4	32	Dry flower, bamboo craft, patochitra, embroidery.
6	2022-23	7	57	Artificial Jewellery, Embroidery, Jute Craft, Wood Craft, Patachitra, Bamboo Craft and Dry Flower Craft.
	Total	37	334	

We could organize only seven Design & Skill development programmes during 2022-23. Details of which are given below: -

Sl. No.	Name of the craft	No. of craftsmen attended	Period
1	Dry Flower	9	09.03.23 to 20.03.23

2	Bamboo Craft	7	04.12.22 to 15.12.22
3	Patochitra	7	04.12.22 to 15.12.22
4	Embroidery	8	18.07.22 to 29.07.22
5	Wood Craft	7	04.12.22 to 15.12.22
6	Jute Diversified Products	9	09.11.22 to 20.11.22
7	Jewellery	10	18.07.22 to 29.07.22
	Total	57	



Design Development & Skill Development Programme on Bamboo Craft



Design Development & Skill Development Programme on Jute Diversified Products

(b) Advance Training Programme on Handicrafts:

WBSEPS is organizing Advance training programme on different handicraft activities at Baruipur Experimental Workshop-cum-Research Institute (EWRI) every year for skill up-gradation of the existing handicraft artisans. This training programmes is beneficial to the artisans as they can get practical training for improvement of skill, production procedure, improved raw materials etc. There are adequate infrastructural facilities at Baruipur Experimental Workshop-cum-Research Institute to run such training programme. Duration of the Training Programme is four months. The programmes are organized more or less on continuous basis for the skill development of the artisans of West Bengal.

During 2021-22, we could organize only two Advance Training Programme on handicrafts viz. Cloth Dolls & Soft Toys and Artificial Jewellery due to unfavourable Covid-19 pandemic situation.

Sl. No.	Year	No. of programme organised	Name of the craft	No. of trainees
1	2017-18	7	Jute craft, Soft-toys, Hand batik, Hand embroidery, Dry flower, Fabric painting, Copper repose work.	42
2	2018-19	6	Jute craft, Soft-toys, Hand batik, Hand embroidery, Dry flower, Fabric painting.	32
3	2019-20	3	Artificial Jewellery, Batik printing, Fabric painting	22
4	2020-21	0	0	0
5	2021-22	2	Cloth Dolls and Soft Toys, Artificial Jewellery	12
6	2022-23	3	Batick, Fabric Painting and Cloth Dolls, Soft Toys	18
	Total	21		126

During 2022-23 MSME&T Department allotted Rs. 4,74,880.00 for organizing Design Development Programme and Advance Training Programme out of which Rs. 4,71,396.00 only of the said fund has been utilized and the balance fund of Rs. 3,484.00 has been refunded to the Govt. exchequer.



Advance Training Programme on Batik



Advance Training Programme on Soft Dolls

IV. Marketing Assistance Programme for Handicraft artisans and Handloom Weavers of the State.

In West Bengal, there are about 5.50 lakh artisans engaged in manufacturing of Handicrafts products in different districts. The main constrains of them is marketing of their products. MSME & Textiles Department, Govt. of West Bengal, has been implementing different programmes under the scheme “Marketing Assistance Programmes for Handicraft artisans”. The objective of the scheme is to create marketing infrastructure/opportunities for handicraft artisans and handloom weavers of the State throughout the year by organizing Handicraft Fairs/Exhibitions, Expos and participating in different Trade Fairs organized by other Departments and organizations in and outside the country. Artisans of the remotest part of the State, those who have no opportunity to market their products of their own, are also getting space free of cost for display and sale of their products

to the urban customers directly. West Bengal State Export Promotion Society has been working as Implementing Agency for implementation of the above scheme on behalf of the Department.

The fairs and exhibitions organized/ participated by WBSEPS on behalf of the MSME & Textiles Department every year have been helping a large number of handicraft artisans of this state in the following manner: -

- (i) Selling their products directly to the Urban Customers without incurring any cost for space, decoration, accommodation, transportation of products, publicity etc.,
- (ii) Getting orders from the bulk purchasers and thereby getting orders throughout the year,
- (iii) Getting the scope of interacting with large number of Urban Customers, designers, exporters, bulk purchasers which is helping them to get ideas about new designs, technology, alternative raw materials etc.

(a) Organization of West Bengal State Handicraft Expos: -

West Bengal State Handicraft Expos organize in Kolkata and 5/6 potential district Head Quarters viz. Burdwan, Siliguri, Krishnanagar, Barasat, Midnapore, Asansol etc. every year for providing marketing assistance to the handicraft artisans of the State. Handicraft artisans from all the districts of the State are taking part in the Expos. Handicraft artisans as well as craft loving peoples are used to wait for the Handicraft Expos organized in the State because artisans are getting the desired market of their products and customers are also able to collect the excellent handicrafts from all the Craft Hubs of the State at a time. Kolkata Handicraft Expo is the biggest handicraft fair in the country. About six thousand to seven thousand artisans are normally participated in the Kolkata Expo every year. But due to unfavourable situation of Covid-19, this programme has been hampered during 2020-21 and 2021-22. We could organize two (2) nos. West Bengal State Handicraft Expos and three (3) nos. West Bengal State Handicraft, Handloom & Khadi Fair during 2022-23. Performance of the Expos are given below: -

Sl. No.	Place of the West Bengal State Handicraft Expo	Duration of the Expo	No. of artisans participated	Amount of direct sale received during the Expo (Rs. in lakh)
1	Kolkata	25.11.22 to 18.12.22	6500	6218.89
2	Siliguri	25.02.23 to 16.03.23	508	450.67
3	Burdwan	17.02.23 to 03.03.23	987	594.30
4	Asansol	02.02.23 to 14.02.23	960	487.52
5	Bolpur	01.01.23 to 16.01.23	545	107.65
	Total		9500	7859.03.

(b) Organization as well as participation in State level Fairs / Exhibitions:

Apart from organizing West Bengal State Handicraft Expos, WBSEPS organize State Handicraft Fairs in the existing four Haats throughout the year for providing marketing support to the Handicraft artisans and Handloom Weavers of the State. Bengal Handicrafts Fair and Bengal Baluchari, Silk & Kantha Fair at EZCC complex, Regional Handicraft Fair at Srirampur(Purba Bardhaman) etc. also organize by WBSEPS on behalf of Department for extending such support to the artisans. WBSEPS also participate in different State Level fairs and exhibitions organized by other Departments and Organizations with the approval of the Department. This programme has been suffered during 2020-21 & 2021-22 owing to unfavourable pandemic situation. The performance of this programme during 2022-23 is given in the table below: -

State Level Fairs 2022-23:

Sl. No.	Name of the Fair	Date		Performance	
		From	To	No. of participants	Amount of Sale
1	State Level Handicrafts fair at B.B.Shilpi Haat, Santiniketan	20 May 2022	22 June 2022	52	₹ 15,14,000
2	State Level Handicrafts fair at Durgapur Urban Haat	01 June 2022	28 June 2022	61	₹ 7,94,133
3	State Level Handicrafts fair at B.B.Shilpi Haat, Siliguri	01 June 2022	28 June 2022	54	₹ 6,57,775
4	State Level Handicrafts & Handloom fair at B.B.Shilpi Haat, New Town, Kolkata	01 June 2022	28 June 2022	50	₹ 1,14,729
5	State Level Handicrafts fair at B.B.Shilpi Haat, Santiniketan	24 June 2022	21 July 2022	40	₹ 11,71,000
6	State Level Handicrafts fair at Durgapur Urban Haat	01 July 2022	28 July 2022	67	₹ 7,27,135
7	State Level Handicrafts fair at B.B.Shilpi Haat, Siliguri	01 July 2022	28 July 2022	47	₹ 5,93,155
8	State Level Handicrafts & Handloom fair at B.B.Shilpi Haat, New Town, Kolkata	01 July 2022	28 July 2022	36	₹ 2,27,000
9	West Bengal Handicrafts Fair at EZCC, Salt Lake, Kolkata	16 July 2022	31 July 2022	161	₹ 94,91,176
10	West Bengal Baluchari, Kantha & Silk Fair at EZCC, Salt Lake, Kolkata	06 August 2022	21 August 2022	190	₹ 3,97,83,478
11	State Level Handicrafts fair at B.B.Shilpi Haat, Santiniketan	23 July 2022	19 August 2022	42	₹ 10,54,500
12	State Level Handicrafts fair at Durgapur Urban Haat	01 August 2022	28 August 2022	55	₹ 8,84,724
13	State Level Handicrafts & Handloom fair at B.B.Shilpi Haat, New Town, Kolkata	01 August 2022	28 August 2022	31	₹ 1,75,000

14	State Level Handicrafts fair at B.B.Shilpi Haat, Siliguri	01 August 2022	28 August 2022	42	₹ 5,69,339
15	State Level Handicrafts fair at B.B.Shilpi Haat, Santiniketan	21 August 2022	10 September 2022	46	₹ 13,69,500
16	State Level Handicrafts fair at Durgapur Urban Haat	01 September 2022	28 September 2022	71	₹ 9,61,297
17	State Level Handicrafts & Handloom fair at B.B.Shilpi Haat, New Town, Kolkata	01 September 2022	28 September 2022	22	₹ 1,02,000
18	State Level Handicrafts fair at B.B.Shilpi Haat, Siliguri	01 September 2022	28 September 2022	34	₹ 9,56,129
19	Banglar Tanter Haat at Central Park Mela Ground, Salt Lake, Kolkata	07 September 2022	28 September 2022	338	₹ 5,41,52,399
20	Durga Puja Preview Show Exhibition in the Town Hall, Kolkata	22 September 2022	24 September 2022	19	₹ 75,525
21	State Level Handicrafts fair at B.B.Shilpi Haat, Siliguri	15 October 2022	19 November 2022	29	₹ 5,38,035
22	State Level Handicrafts fair at B.B.Shilpi Haat, Santiniketan	15 October 2022	19 November 2022	32	₹ 14,52,000
23	State Level Handicrafts & Handloom fair at B.B.Shilpi Haat, New Town, Kolkata	15 October 2022	19 November 2022	35	₹ 2,41,005
24	State Level Handicrafts fair at Durgapur Urban Haat	15 October 2022	19 November 2022	51	₹ 6,00,000
25	Poush Utsav at Tala Park, Kolkata of I & CA Deptt.	24 December 2022	31 December 2022	10	₹ 4,65,000
26	Poush Utsav at Mohorkunja, Kolkata of I & CA Deptt.	24 December 2022	31 December 2022	10	₹ 5,77,320
27	Bangla Sangeet Mela at Rabindra Sadan of I & CA Deptt.	25 December 2022	01 January 2023	11	₹ 6,06,900
28	State Level Handicrafts Fair at Durgapur Haat	14 February 2023	05 March 2023	32	₹ 5,16,895
29	State Level Handicraft Fair at BB Shilpi Haat, Santiniketan	28 January 2023	24 February 2023	44	₹ 16,63,500
30	West Bengal State Khadi, Handicrafts & Handloom Fair at Urban Haat, Durgapur	10 March 2023	20 March 2023	101	₹ 24,51,000
31	State Level Handicrafts and Handloom Fair at BB Shilpi Haat, New Town	04 February 2023	28 February 2023	36	₹ 1,56,000
32	State Level Handicrafts and Handloom Fair at BB Shilpi Haat, New Town	01 March 2023	28 March 2023	29	₹ 1,86,267
TOTAL:				1878	₹ 12,48,27,916



West Bengal State Handicrafts Expo, Kolkata 2022-23



West Bengal State Handicrafts Expo, Kolkata 2022-23



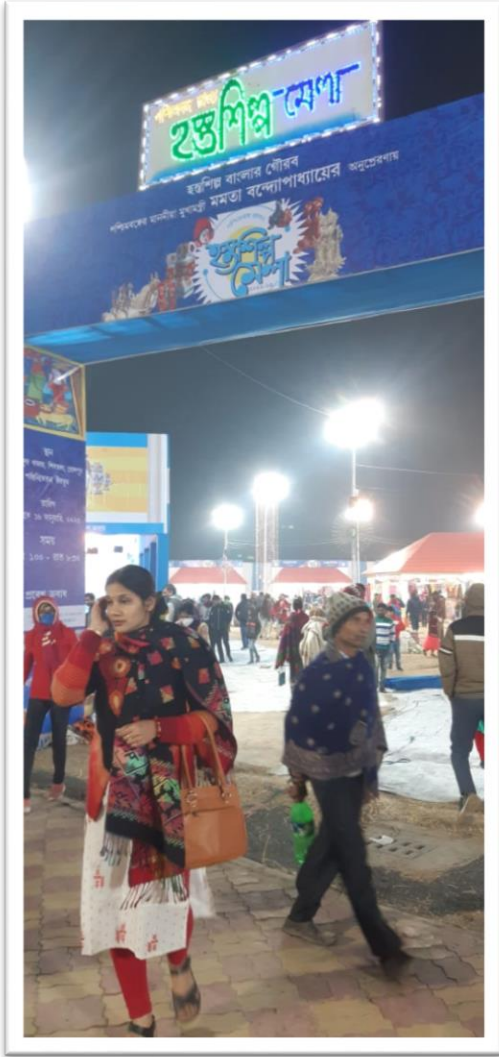
**West Bengal State Khadi, Handicrafts and Handloom Expo,
B B Shilpi Haat, Siliguri 2022-23**



West Bengal State Handicrafts, Handloom & Khadi Fair, Burdwan 2022-23



West Bengal State Handicrafts, Handloom & Khadi Fair, Asansol 2022-23



West Bengal State Handicrafts Expo 2022-23 at Biswa Khudra Bazar, Shibtala, Bolpur, Birbhum



West Bengal Baluchari, Kantha o Silk Fair at EZCC, Salt Lake



West Bengal Handicrafts Fair at EZCC, Salt Lake

(c) Participation in the National Level Trade Fairs: -

WBSEPS has been participating in different fairs outside West Bengal every year on behalf of the MSME & Textiles Department on the basis of the approval granted by the Department for providing marketing support to the handicraft artisans of this State. WBSEPS used to participate in Giftex, Mumbai organized by Trade and Technology Exposition Co.(India) Pvt. Ltd.; Indian Handicrafts & Gift fair, Noida City Mart, organized by Export Promotion Council for Handicrafts(EPCH), India International Trade Fair(IITF), Pragati Maidan, New Delhi organized by Indian Trade Promotion Organization, Chandigarh Trade Fair organized by CII, Northern Region, India International Mega Trade Fair, Kolkata, Patna, Vishakhapatnam etc organized by BCCI, Mango Mela & Pre-Puja Exposition at New Delhi organized by Resident Commissioner, New Delhi.

These Trade Fairs are visited by large number of bulk purchasers, Corporate-buyers, big houses, buyers from foreign countries. Artisans of the State are getting access to the aforesaid buyers through participation in those fairs. These trade fairs are truly the event for doing business and collecting orders/contacts, networking for reaching out to a large number of buyers, which bring long terms benefit in respect of marketing of their products through-out the year.

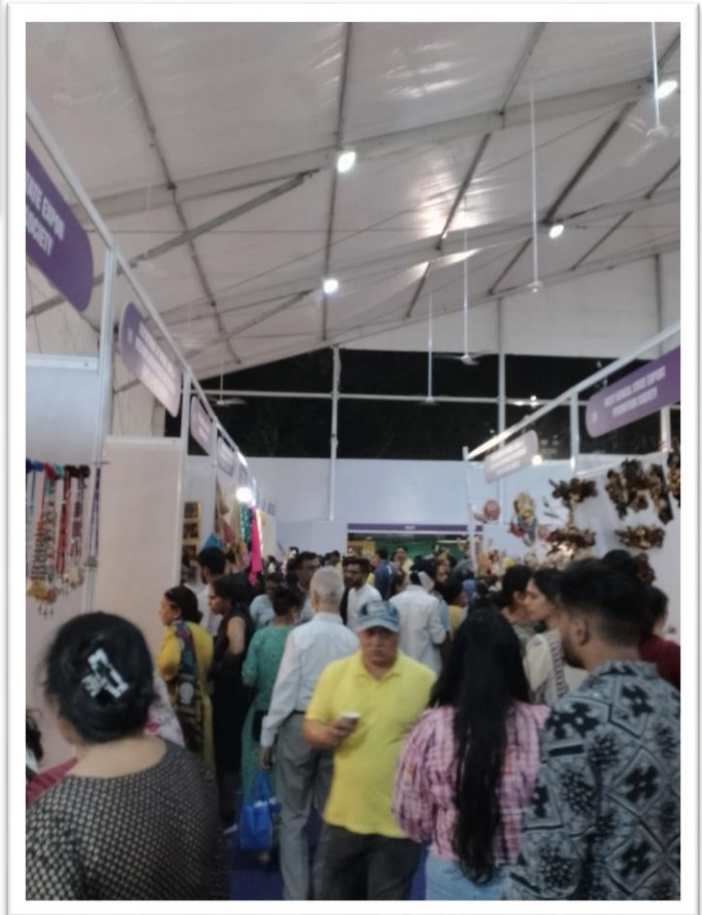
We could not participate in the National Level Fairs during 2020-21 & 2021-22 due to Covid-19 protocol. We could participate only 6 nos. Exhibitions/Fair during 2022-23.

National Level Fairs 2022-23:

Sl. No.	Name of the Fair	Date		Performance	
		From	To	No. of participants	Amount of Sale / Order Booked
1	Mango Mela 2022 at Handloom Haat, Janpath, New Delhi	16 June 2022	30 June 2022	49	₹ 64,03,785
2	Mango Mela 2022 at Handloom Haat, Janpath, New Delhi	01 July 2022	15 July 2022	45	Rs. 38,24,276
3	CII Chandigarh Fair at Parade Ground, Chandigarh	14 October 2022	17 October 2022	86	Rs. 71,65,026
4	India International Grand Trade Fair at City Square Ground, New Town	02 November 2022	13 November 2022	5	Rs. 9,84,270
5	Bharat Parv 2023 at Red Fort, Delhi	26 January 2023	31 January 2023	5	Rs. 1,92,000
6	Giftex Mumbai at Nehru Centre, Worli, Mumbai	03 August 2022	06 August 2022	5	Rs. 52,25,000
	Total			195	₹ 2,37,94,357



***Mango Mela 2022 at Handloom Haat,
Janpath, New Delhi***



***CII Chandigarh Fair at Parade
Ground, Chandigarh***



India International Grand Trade Fair at City Square Ground, New Town



Bharat Parv 2023 at Red Fort, Delhi

(d) Participation in International Level Trade Fairs outside the Country: -

West Bengal State Export Promotion Society(WBSEPS) has been participating in International Trade Fairs every year held in foreign countries both under the sponsored programmes of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and also by the financial assistance of the State Govt. Arrangements were made for display of West Bengal Handicrafts by export- oriented units / artisans in such Fair for establishment of business contacts with foreign buyers for promotion of export of handicrafts/handloom products and to explore the new avenues for marketing of these products in foreign markets.

WBSEPS used to participate in South & South East Asia Commodity Expo at Kunming in China, Autumn Fair International at National Exhibition Centre, Birmingham, U.K., North America Bengali Conference, USA etc. We had participated in International Trade Fair in abroad with handicrafts and handlooms because of increasing demand of handicraft products like natural fibre items viz. jute, mat, sitalpati, cotton, artificial jewellery, scarf, cane products. Participation in International Trade Fair in foreign countries depends on different factors like processing of visa of the participants, permission of Govt. of India & State Govt., space availability, transport arrangement etc. As such we had to restrict participation in very few foreign fairs.

We could not participate in the International Level Fairs during 2020-21 2021-22 & 2022-23 due to Covid-19 protocol.

V. Bengal Handicraft Museum:

Bengal Handicrafts Museum has been set up in the erstwhile Art Gallery at Bharatiyam Cultural Multiplex at Eastern Zonal Cultural Centre at Bidhannagar, Kolkata for display of excellence of Bengal Handicrafts. It was decided by the MSME & Textiles Department vide Memo No. 301/SS /MSET / C-IV/2007 dated 07-06-2007 and 330(12)/SS/MSET/C-V/HM/EZCC-2007 dated 20-06-2007 that the Bengal Handicrafts Museum will function under the joint management of Department of Micro, Small & Medium Enterprises and Textiles, Govt. of West Bengal and the Eastern Zonal Cultural Centre, Ministry of Culture, Govt. of India. West Bengal State Export Promotion Society has been asked to act as the Nodal Office on behalf of Department for running the above Museum with joint participation of the Eastern Zonal Cultural Centre, Ministry of Culture, Govt. of India.

The Museum was functioning at EZCC Complex at Sector-III, Salt Lake Bidhannagar, Kolkata for display of Handicrafts products of the State upto August,2017. Then EZCC authority has expressed their inability to provide accommodation for Bengal Handicrafts Museum in their premises. As a result, Bengal Handicraft Museum has been shifted in the Urban Zone of Biswa Bangla Shilpi Haat, Newtown, Rajarhat, in terms of the approval accorded by the MSME&T Department from August,2017.

VI. Operation of Trade Portal for organizing On-Line Trade Exhibition:

Arrangement has been made for operation of the Trade Portal already created for organizing on-line Trade Exhibitions covering all the Parastatals of the Department and also the handicraft/handloom units/ artisans of this State for creation of market.

Special achievements: -

Nil.

Industrial schemes taken up during the year: -

Nil.

Other Activities undertaken by WBSEPS during 2022-23:

MSME & Textiles Department, Govt. of West Bengal, asked WBSEPS to undertake different developmental programmes from time to time. Some important programmes implemented by WBSEPS during 2022-23 as per instruction of MSME&T Department is appended below: -

(i) Banglar Tanter Haat-2022 - 23: -

WBSEPS constructed entire infrastructure viz. construction of temporary pavilions, interior and exterior decoration of Mela Ground, electric connection and electrical arrangement for illumination of Mela ground and stalls, security arrangement, intensive publicity arrangement, sanitary arrangement, sweeping & cleaning of Mela ground etc. and provided all other organizational support for Banglar Tanter Haat-2022-23 of the Directorate of Textiles (Handloom etc.). Banglar Tanter Haat was organized at Central Park Mela Ground from 07-09-22 to 28-09-22. Directorate of Textiles (Handloom etc.) provided ₹2,50,74,419/- including the participation fees of the Weavers Societies/Weavers towards the cost for providing the above services. Out of the said fund ₹2,49,61,943=00 was utilized for the purpose for which it was sanctioned and the unspent fund of ₹1,12,476=00 has been refunded to the Govt. Exchequer. In the fair, 274 no. Handloom Co-operative Societies and 65 No. MSEs were participated and sale of handloom products was ₹5,19,16,899=00 and handicraft products was Rs. 22,35,399=00.



Banglar Tanter Haat-2022-23

(ii) 18th Kolkata Saras Fair 2022-23: -

State Mission Director & Chief Executive Officer of West Bengal State Rural Livelihood Mission (WBSLRM), under the Department of Panchayet & Rural Development, Govt. of West Bengal, requested WBSEPS to undertake the work relating to the infrastructural arrangement as Implementing Agency for organizing one National Level Fair in Kolkata at New Town Mela Ground from 23-12-2022 to 03-01-2023 for providing marketing assistance to the rural women under SHG etc. WBSEPS constructed 244 nos. of temporary stalls, 30 Nos. Food Stalls, 3 nos. pavilions, children's corner, press corner, toddlers corners, stage, 2 nos. Open Haat, Auditorium, Office etc., exterior and interior decoration, branding of mela ground at New Town Mela Ground to organize the fair. Electrical arrangement including power connection has been arranged by this office for proper illumination of Mela Ground. Intensive publicity of this National Level Fair has also been arranged by this office. WBSLRM provided ₹1,58,07,363=00 towards cost of infrastructure made for organizing the 18th Kolkata Saras Fair-2022-23. Out of which, expenditure of ₹1,53,12,803=00 was incurred for the preparation of aforesaid arrangements and unspent amount of ₹4,94,507=00 including refund security deposit for electric connection of Rs. 96,801=00 has received from WBSEDCL were refunded to the WBSLRM by RTGS.



18th Kolkata Saras Fair 2022-23

(iii) Synergy and Business Facilitation Conclaves 2022-23 :

Department of MSME&T, Govt. of West Bengal instructed to WBSEPS for undertaking infrastructural works and other logistics as will be required by the District Administrations and Department of MSME&T, Govt. of West Bengal for organizing eight (8) nos. Synergy and Business Facilitation Conclaves during 2022-23 at different districts as stated in the table below. Accordingly, WBSEPS made all the required arrangements on emergency basis in each districts like construction of 23 nos. octonorm system stalls for help desk with befitting table, chairs, laptops, lighting arrangement, sound system, LED giant screen, printing of multicolour flex for standee, banner etc. in consultation with the concerned officers of the Departments and District Administrations and the Business Conclave was successfully organized.

District Covered	Venue of the Programme	Date
North 24 Pgs.	Rabindra Bhavan, Dum Dum, North 24 Parganas	14.11.2022
Paschim Burdwan, Purba Burdwan	Rabindra Bhavan, Asansol, Paschim Burdwan	22.12.2022
Birbhum	Gitanjali Auditorium, Bolpur,	23.12.2022

	Birbhum,	
Hooghly	Rabindra Bhavan, Chunsurah, Hooghly	11.01.2023
Purulia, Bankura	Rabindra Bhavan, Purulia	20.01.2023
South 24 Pgs., Kolkata	Jaihind Auditorium, Sonarpur, South 24 Pgs.	28.02.2023
Purba Midnapore	Kumar Chandra Jana Auditorium, Haldia, Purba Midnapore	11.03.2023
Paschim Midnapore, Jhargram	Sahid Pradyot Smriti Bhavan, Midnapore Town, Paschim Midnapore	14.03.2023



Synergy and Business Facilitation Conclave at Rabindra Bhavan, Dum Dum, North 24 Parganas



Synergy and Business Facilitation Conclave at Rabindra Bhavan, Asansol, Paschim Burdwan



***Synergy and Business Facilitation Conclave at Gitanjali Auditorium,
Bolpur, Birbhum,***



***Synergy and Business Facilitation Conclave at Rabindra Bhavan,
Chunsurah, Hooghly***



***Synergy and Business Facilitation Conclave
at Rabindra Bhavan, Purulia***



***Synergy and Business Facilitation Conclave
at Jaihind Auditorium, Sonarpur, South 24 Pgs.***



***Synergy and Business Facilitation Conclave
at Kumar Chandra Jana Auditorium, Haldia, Purba Midnapore***



***Synergy and Business Facilitation Conclave
at Sahid Pradyot Smriti Bhavan, Midnapore Town, Paschim Midnapore***

(iv) State Level Khadi Mela:

As per approval of the Department of MSME&T, Govt. of West Bengal, this office has extended the infrastructure and others logistic support to WBKVIB for organizing State Level Khadi Mela 2022 at Prince Anwar Shah Road, Kolkata from 30.12.2022 to 16.01.2023. Total Rs. 1,07,46,800=00 was placed to WBSEPS for the above purpose by WBKVIB. Out of which Rs. 79,95,727=00 has been utilized and Rs. 27,51,073=00 refunded to WBKVIB during the financial year 2022-23.



State Level Khadi Mela 2022

(v) WBTIS :-

Department of MSME&T, Govt. of West Bengal has asked this office for providing infrastructure and other logistic support for organizing Workshop on the West Bengal Textiles Incentive Scheme 2022 on 28.01.2023 at Biswa Bangla Convention Centre, New Town, Kolkata. Accordingly, WBSEPS has provided the infrastructure support i.e. temporary construction of stages, branding of event complex at Biswa Bangla Convention Centre, New Town. Arrangements for supply of furniture and fixtures for the VIPs and other delegates. Chief Secretary to the Govt. of West Bengal has attend the programme as Chief Guest on 28.01.2023. WBSEPS has also arranged the refreshment of VIPs and working lunches on the day of Workshop for all delegates as per approved menu of the Department. Department of MSME&T, Govt. of West Bengal has allotted Rs. 19,89,850=00 for the above purpose has been utilized in full.

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Additional Director
