

**Record Notes of the Interactive Meet held on December 6, 2019 at 06:00 p.m. at the Park, Kolkata, in the august present of Smt. Rupa Dutta, Economic Advisor, Department of Commerce, Ministry of Commerce & Industry, Government of India.**

Regional Office Kolkata organized an Interactive session with prominent Exporter members of Eastern Region on December 6, 2019 at 06:00 p.m. at The Park, Kolkata. The said interactive session was chaired by Smt. Rupa Dutta, Economic Advisor, Department of Commerce, Ministry of Commerce & Industry, and Government of India.

The session was attended by sixteen active exporter members of Eastern Region.

At the outset, all members welcomed Ms. Dutta for the said interactive session and she herself reciprocated the same. Further, Shri Pincha, Regional Chairman, Eastern Region, greeted Ms. Dutta with a flower bouquet and presenting a "Book" on Good Economics authored by Dr. Abhijit Banerjee, the Nobel winner of 2019.

During the meet, Smt. Dutta requested the member exporters to put forward their valuable inputs/suggestions/opinions for increase of exports from the region and how the Eastern part of the Country may explore global business as the region has very much untapped potential.

Further, she informed that there are Government schemes giving assistance/grant under revised MAI and it may be utilized for this sector by organizing Buyer Seller Meet, events and other activities for the promotion and increase of exports of light jewellery, like, 9K, 10K, 12K or 14K, etc. as now a days, the taste of consumers have changed to some extent like western countries. In reply, members opined that craftsmanship of hand-made gold jewellery of Bengal is famous in the global markets, which needs to be properly promoted and marketed abroad targeting the end users there. i.e B to C promotion, as B to B promotion has limitations with regard to achieving overall increase in export turnover/volume.

She also stressed upon the importance of fashion jewellery and asked to initiate planning and action for increasing facilities for manufacturing and marketing of fashion jewellery, which of late is emerging as a very prominent vertical of G & J

sector. It was also discussed and asked to check if any CFC for Fashion Jewellery or Fashion Jewellery park can be planned in future in West Bengal.

Thereafter, she requested the members present to give their inputs one by one. Most of the members present pointed out about the procedural issues related with exports. After patient hearing, she requested the secretariat to draw up and compile the said procedural issues related problems as faced by the exporter members and send to Head office for taking appropriate actions in the matter. She also informed that some of the issues as referred herein, have already been escalated by H.O. before the appropriate forum of the Government for proper resolution. Shri P.C. Pincha, Regional Chairman, ER, advised the members that if they were facing any difficulty regarding procedural compliances as far as exports of jewellery is concerned, that need to be informed to the Council in writing so that Council may take appropriate steps in the matter. Members also requested Smt. Dutta to kindly intervene personally on the referred issues/problems so that it may get resolved at an early date.

Meeting ended with vote of thanks to Smt. Dutta at 08:15 p.m.



