

July 2024

# प्रारम्भ PRARAMBH

An Export Import Trade Magazine

An Initiative by **iiEM**

The graphic features a large white Indian Rupee symbol (₹) on the left, set against a background of a world map and financial data. In the center, the text "UNION BUDGET 2024" is displayed in large, bold, white and green letters. On the right, the Lion Capital of Ashoka is depicted in a green, wireframe style. The background is a dark blue grid with various financial data points and line graphs.

Category	Value
FTSE	10,000
ASX	7,000
IBEX	6,000
NYSE	20,000
SEMI	15,000
FTSE	10,000
ASX	7,000
IBEX	6,000
NYSE	20,000
SEMI	15,000

Financial Data Points:

- 48.63
- 30.38
- 39.63
- 48.63
- 48.63

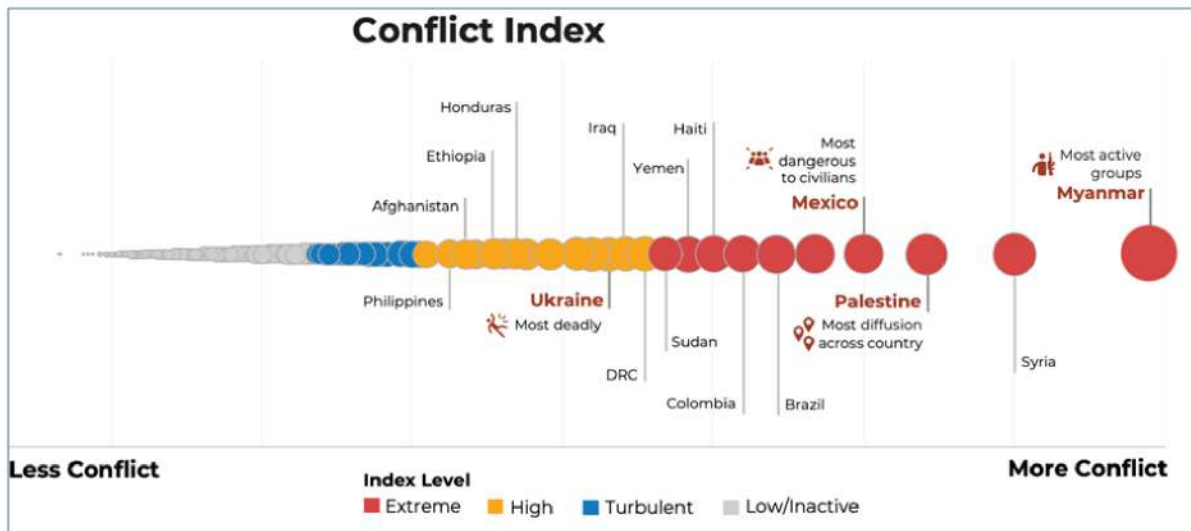
## Forward

### The Eroding Foundation: Human Capital in a World at War

The Human Capital Index, a measure of a nation's productivity and income potential, is alarmingly on the decline. This deterioration is a direct consequence of the escalating global conflict. Instead of nurturing human potential and economic growth, countries are diverting vast resources towards military expenditure. Ukraine's allocation of 37% of its GDP to defense is a stark example of this trend.

Russia, the United States, and China, the world's largest military spenders, exacerbate the issue. Beyond these major players, over fifty countries currently grapple with internal or external conflicts. The situation is particularly dire in Africa, where nations like Nigeria, the DRC, and CAR are embroiled in turmoil, their human capital potential unrealized. The plight of Least Developed Countries, with minimal economic opportunities, is further compounded by these global challenges.

The specter of additional conflicts, such as the potential confrontation between Lebanon and Israel, with Turkey as a possible ally, casts a long shadow over the future. These developments threaten to further erode global human capital and hinder economic progress.



Let's pray and wish for a better world.

Until the next, take care

**Team Prarambh**

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# Message From Founder & CMD-iiiEM

## Union Budget 2024

A road to Viksit Bharat – India as a Developed Country

Budget Day is an eagerly anticipated event in India, with both businesses and the general public waiting with bated breath to understand the schemes and initiatives that could potentially benefit them. This budget paves the road to the 100th year of Independence from 2024 to 2047.

This Union Budget is prepared keeping in mind the goals of robust economy, climbing up from the 5th economy of the world to the 3rd.

This budget makes a lot of strategic planning for industrial growth, agricultural boost and Skilling for development.



In the first full Budget of the Modi 3.0 Government, the Honorable Finance Minister highlighted nine priority areas aimed at transforming India into a developed country by 2047 – its 100th year of independence

## A Few Highlights for Export Businesses

### 1. Collateral-Free Loans:

A game-changer for MSMEs in the manufacturing sector is the introduction of a credit guarantee scheme offering term loans for machinery and equipment without requiring collateral or third-party guarantees.

### 2. Risk-Sharing Mechanism:

This scheme also establishes a self-financing guarantee fund that pools credit risks, providing coverage up to ₹100 crore per applicant. Borrowers pay minimal upfront and annual fees based on the reducing loan balance, making credit more affordable.

### 3. Credit Guarantee for Stressed MSMEs

Recognizing the challenges faced by MSMEs during financial hardships, the budget proposes a new mechanism to ensure continued credit access for those categorized as “special mention accounts” (SMA) due to unforeseen circumstances. This government-backed guarantee will help businesses maintain operations and avoid transitioning into non-performing assets (NPAs).

### 4. Increased Mudra Loan Limits

Entrepreneurs with a proven track record of successful loan repayments can now access larger funds for business expansion. The Mudra loan limit under the “Tarun” category has been increased from ₹10 lakh to ₹20 lakh.



## 5. Enhanced SIDBI Presence

To provide direct credit support to MSMEs in key clusters, the Small Industries Development Bank of India (SIDBI) will establish 24 new branches this year, expanding its reach to 168 out of 242 major clusters within three years.

## 6. Boosting Food Processing

Financial support will be provided for establishing 50 multi-product food irradiation units and 100 NABL-accredited food quality and safety testing labs. This initiative aims to enhance food safety standards and propel MSME units involved in food processing.

## 7. E-Commerce Export Hubs

The government plans to create e-commerce export hubs in Public-Private-Partnership (PPP) mode. These hubs will offer trade and export-related services under one roof, making it easier for MSMEs and artisans to sell their products in international markets.

The Union Budget 2024 has also introduced several measures to boost India's economy, enhance manufacturing capabilities, and promote self-sufficiency. The highlights are:

### 1. Production-Linked Incentive (PLI) Scheme:

- The PLI scheme is a major focus in the budget. It aims to encourage investment and generate employment.
- Sectors like large-scale electronics, IT hardware, automobiles, auto components, and pharmaceuticals have received significant allocations under the PLI scheme.
- The total PLI incentive is expected to increase substantially, potentially reaching Rs 14,167.1 crore in FY25.
- The government may expand the scheme to include more labor-intensive sectors such as textiles, leather, footwear, and toys.

### 2. Customs Reforms:

- Adjusting customs duties can effectively reduce imports and stimulate domestic manufacturing.
- The budget aims to promote self-sufficiency, boost manufacturing capabilities, and attract investments in strategic sectors.
- Changes in customs tariffs are expected, which remained unchanged in the interim budget for 2024.

### 3. Incentives for Sectors:

- Along with PLI schemes, the budget focuses on incentivizing investments and driving local value addition across supply chains.
- Import tariff reforms will impact India's manufacturing capabilities and overall competitiveness.

### 4. Green Energy, Auto, and Textile Sectors:

- The budget promotes the domestic manufacturing ecosystem for renewable energy through budgetary support, grants, tax breaks, and PLIs.
- Expectations for expanding the PLI scheme in the auto industry and concrete fund disbursement procedures for existing beneficiaries.

### 5. Middle Class and MSMEs:

- The budget prioritizes employment, skilling, and prosperity for all.
- Nine key priorities have been outlined to drive economic growth and development.

In summary, the Union Budget 2024 aims to strengthen India's manufacturing sector, increasing exports, create jobs, and enhance competitiveness through targeted policies and incentives.



*Dipak*

Dipak Sudhir Manohar

## From the Editor's Desk

### India's Gateway to Global Trade: The Rise of Vizhinjam Mothership Transshipment Port

For decades, India's dependence on foreign transshipment ports like Colombo, Singapore, and Dubai has hampered its maritime efficiency and added unnecessary costs to international trade.

Now, with the arrival of the first "mothership" at the Vizhinjam International Seaport in Kerala, India has taken a significant leap towards becoming a dominant player in global maritime trade. The term "mothership" refers to large cargo vessels that act as central hubs for transshipment. Smaller feeder ships bring cargo to the mothership, which then consolidates and transports it to its final destination.



Here we will explore:

- Location
- The significance of the Vizhinjam port,
- Its potential impact on the Indian economy

The Vizhinjam International Seaport is located in Vizhinjam, a coastal town in the Thiruvananthapuram district of Kerala, India.

- **State:** Kerala
- **District:** Thiruvananthapuram (also known as Trivandrum)
- **Town:** Vizhinjam



It's situated approximately:

- 16 kilometers south of Thiruvananthapuram city center.
- 14 kilometers from Thiruvananthapuram International Airport.
- 10 nautical miles from the International Maritime Route

## Stages of Operation:

- **Partial Operations:** The port began limited operations in October 2023.
- **Trial Run:** As of July 2024, the port is currently undergoing trial runs. This signifies testing the infrastructure, equipment, and overall operational procedures to ensure smooth functioning before full-scale operations begin.
- **Full Operation (Phase 1):** The first phase of Vizhinjam is expected to be fully operational by September 2024 (or potentially even a few months earlier). This phase will likely focus on handling containerized cargo for transshipment.
- **Complete Project Completion:** The entire Vizhinjam project is envisioned in multiple phases. While Phase 1 is nearing completion, subsequent phases aiming to expand capacity are expected to be finished by December 2028.

## Importance of Vizhinjam Port

Vizhinjam port holds immense importance for India's international trade due to several factors:

### ► Reduced Costs and Increased Efficiency:

- **Transshipment Hub:** Currently, India relies on foreign ports like Colombo and Singapore for transshipment, adding extra costs and delays. Vizhinjam eliminates this dependence, allowing cargo to be directly loaded onto mother-ships, saving money and expediting movement.

### ► Strategic Location:

- **Global Shipping Routes:** Situated near the southern tip of India, Vizhinjam is perfectly positioned on major East-West shipping routes connecting Europe, the Middle East, and Asia.
- **Increased Capacity and Advanced Technology:**
- **Deepwater Berths:** The port's deepwater berths can accommodate the largest container ships, allowing India to handle a significantly higher volume of cargo traffic.
- **Modern Infrastructure:** Advanced equipment and automation systems will facilitate faster turnaround times for ships, further enhancing overall efficiency.

### ► Delivery:

- **Faster Delivery Times:** Efficient cargo movement through Vizhinjam will lead to quicker delivery of goods for both import and export.

- **Increased Trade Volume:** The ability to handle larger vessels and higher cargo volumes will significantly boost India's overall international trade activity.
- **Global Recognition:** A successful Vizhinjam port will position India as a major player in global maritime trade, attracting more investment and international partnerships.

The Vizhinjam port enjoys a significant advantage due to its proximity to the main maritime route:



- **Distance:** The port is situated only **10 nautical miles (around 19 kilometers)** away from the heavily trafficked east-west shipping channel connecting Europe, the Persian Gulf, Southeast Asia, and the Far East.

This close proximity translates to several benefits for India's imports and exports:

- **Reduced Deviation:** Ships traveling on the main route can easily reach Vizhinjam with minimal deviation, saving time and fuel compared to ports further inland.
- **Attracting Business:** The close proximity makes Vizhinjam a more attractive option for shipping lines, as it minimizes the additional distance and time needed for a port call.
- **Faster Cargo Movement:** Efficient access to the main route allows for quicker loading and unloading of cargo onto motherships, expediting the overall import and export process.
- **Competitive Advantage:** The convenient location positions Vizhinjam to compete effectively with established transshipment hubs that might be geographically further away from the main shipping routes.

## International Connectivity from Vizhinjam Port

This close proximity translates to several benefits for India's imports and exports:

### ► Sea Connectivity:

- **Proximity to Main Shipping Route:** Located just 10 nautical miles from the busy east-west shipping lane connecting Europe, the Middle East, Southeast Asia, and the Far East. This minimizes deviation for large vessels and makes Vizhinjam a convenient port of call.
- **Deepwater Berths:** The port's natural depth exceeding 20 meters allows it to accommodate the largest container ships (ultra-large container vessels with capacity exceeding 15,000 TEUs). This caters to the growing trend of larger vessels in global trade.

### ► Land Connectivity:

- **Hinterland Development:** Plans are underway to develop a robust network of roads and railways connecting Vizhinjam to major industrial and commercial centers within India. This will ensure efficient movement of cargo to and from the port.
- **Multi-Modal Logistics Hub:** The project envisions developing a multi-modal logistics hub around the port, integrating road, rail, and sea transportation seamlessly. This will facilitate faster and more cost-effective cargo movement.

### ► Technological Connectivity:

- **Automation and IT Systems:** The port is being equipped with advanced automation systems and IT infrastructure to streamline cargo handling, documentation, and customs clearance processes. This will expedite turnaround times for vessels and improve overall efficiency.

### ► Global Connectivity:

- **Free Trade Zone and Warehousing:** The Vizhinjam project includes plans for a Free Trade Zone and warehousing facilities. This will attract international businesses and create a hub for value-added activities like processing and packaging before cargo reaches its final destination.

### ► Air Connectivity:

- **Proximity to Airport:** The port is situated around 14 kilometers from the Thiruvananthapuram International Airport. This facilitates easy movement of personnel and time-sensitive cargo shipments.

Vizhinjam's proximity to the main maritime route acts as a magnet for international shipping traffic, streamlining cargo movement and boosting India's trade efficiency.

Last but not the least, Vizhinjam will act as a game-changer for India's international trade. This allows India to compete more effectively in the global market and establishes the country as a key player in the global maritime trade network.



*Trupti Shah*

**Trupti Shah**

#### **DID YOU KNOW?**

The largest sea port in the world is the Port of Shanghai, China. The port is a symbol of China's economic significance, stretching across the Yangtze River Delta. It's volume is of 47.28 million TEUs

# Trade Knowledge - Export Promotion Incentive Schemes

The Indian Government aims to increase its gross domestic product (GDP) from its current \$3.9 trillion to \$5 trillion by 2025. To reach this goal, the country must increase its exports to \$1 trillion at the same time. One way to do this is through export incentives, which offer financial and non-financial incentives for exporters. This means that every export business needs to be aware of these incentives to succeed.



## Export Incentive Schemes in India

Export incentives are a foreign exchange management measure introduced in India by the Ministry of Commerce and Industry to facilitate the expansion of exports and also to help the export sector grow.

These incentives are offered to encourage commercial growth, boost exports, achieve self-sufficiency and ensure a higher reach of local products.

## How do export incentives work in India?

Export incentives in India are economic assistance given to exporters like low-cost loans, tax exemptions, subsidies and government-financed advertisements, among others, it helps them reduce the overall export cost, and thus helping them set competitive prices in the global market. All government incentives by countries must be in compliance with the World Trade Organization (WTO), which keeps a check on legal and ethical world trade practices.

## Top export incentives for exporters

Pre-Shipment Schemes and Post Shipment Schemes along with other schemes are available.

### ► Pre-Shipment Incentive Schemes

#### 1. EPCG (Export Promotion Capital Goods Scheme)

Under this scheme, capital goods (goods that are used to manufacture other products like leather used to make leather bags, etc) used in the pre-production, production, and in post-production of final export products can be imported at 0% customs duty, also called Zero duty EPCG. This scheme also helps reduce the service exporter's capital costs.

#### 2. Interest Equalisation Scheme

The Government of India introduced the Interest Equalisation Scheme (IES) in April, 2015 to support Indian exporters with shipment credit. This is a rebate of interest provided on pre and post shipment export credit like packing credit. Banks provide this benefit to the eligible exporters and claim a reimbursement of same from RBI based on certification by an external auditor.

The scheme covered labor-intensive sectors that accelerated the potential for employment generation in the country. The key sectors covered under the scheme include coir and coir products, toys and sports items, ready-made garments and fabrics, glass and glassware, handicrafts and handloom products, ceramic products and cosmetics, processed agricultural and food items and toiletries, among others.

#### 3. AAS (Advance Authorization Scheme)

Advance Authorization Scheme (AAS) allows duty-free imports of raw materials, which are required to produce and manufacture final export products. The provision covers fuel, packaging material, and some wastage during the production of the final product. It allows exporters to import raw materials at 0% import duty if those raw materials will be used to manufacture export products.

### ► Post-Shipment Incentive Schemes

#### 1. SEIS (Service Exports from India Scheme)

SEIS was introduced to encourage sellers who export notified services. Under this export scheme, an incentive of 3-7% of the net foreign exchange earnings is provided to service exporters. The requirement from an exporter is to have an active IEC with minimum net foreign exchange earnings worth US\$ 15,000 (INR 11L approx) to be eligible for a claim under the scheme.

## **2. RoDTEP (Rebate of Duties & Taxes on Exported Products scheme)**

Replacing the old MEIS (Merchandise Exports from India Scheme) in a phased manner from December 2020, the RoDTEP is the new export incentive scheme that offers refund on all hidden and other taxes that were not refunded any other export incentive scheme. This can be central and state taxes on transportation fuel used on export products, duties on electricity used for product manufacturing, toll tax, stamp duties on import-export legal paperwork, etc.

## **3. Transport and Marketing Assistance Scheme (TMA)**

The Transport and Marketing Assistance Scheme was launched to promote brand recognition of specified Indian agricultural products across certain export markets. The scheme states that the government will reimburse price inflation costs incurred as freight costs when exporting Indian agricultural goods. Exporters also receive assistance in marketing.

Some of the eligible countries are Australia, New Zealand, Georgia, UAE, Oman, Denmark, France, Brazil, Peru, Egypt, Thailand, Malaysia, Cambodia, South Korea, etc. There are standard rates for sea and air transport. In case of sea transport, standard and reefer's rates apply on each shipment as per the case applicability. LCL cargoes are not included.

Products under Chapters 1 to 24 of the ITC HS Codes are valid for assistance in this scheme.

This scheme is phasing out, hence check the availability of the scheme with DGFT.

## **4. RoSCTL (Rebate on State & Central Taxes and Levies scheme)**

The new export incentive scheme – RoSCTL, introduced in 2019, is applicable on all readymade apparel and textiles like bedsheets, clothing, garments, carpets, rugs, etc. This scheme grants refund on taxes such as VAT on transportation fuel, captive power, 'mandi' tax and electricity duty.

## **5. Duty Drawback Scheme (DBK Scheme)**

This scheme is a special rebate under Section 75 of the Indian Customs Act on exported products or materials. It allows exporters to get concessions or compensation on applicable products used in the processing of goods that are manufactured in India and then exported to foreign countries.

## 6. Duty Free Import Authorisation (DFIA Scheme)

The purpose of the Duty Free Import Authorization (DFIA) scheme is to allow the duty-free imports of raw materials. This export incentive scheme enables duty-free imports of fuel, oil, inputs, energy resources, and the catalyst consumed/ utilized in the process of production of export products. Imports under this scheme shall be exempted only from the payment of Basic Customs Duty (BCD).

### ► Other Incentive Schemes

#### 1. NIRVIK Scheme

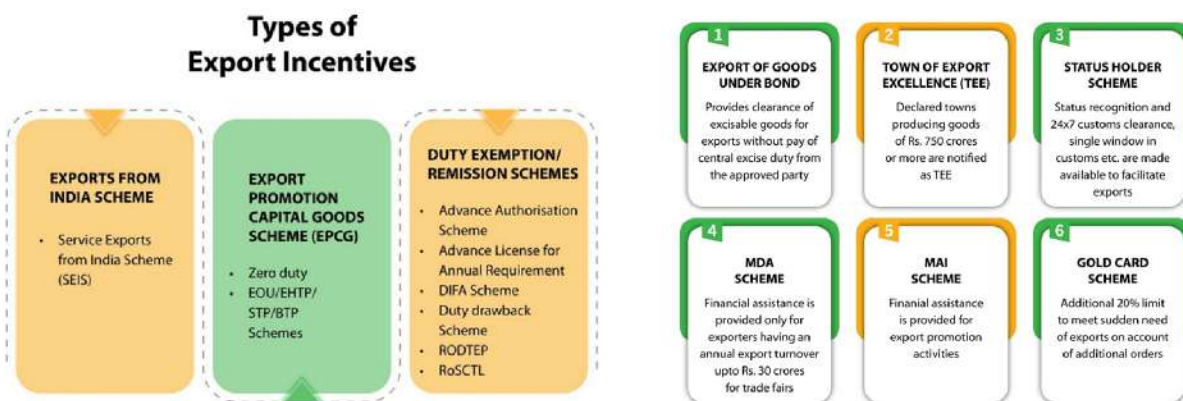
Providing high insurance cover, reduced premium for small exporters and a simplified claim settlement process, the NIRVIK scheme was introduced by the ECGC (Export Credit Guarantee Corporation of India). It is primarily an insurance cover guarantee scheme that provides a cover of up to 90% of the principal and interest, as against the current credit guarantee of only up to 60% loss.

#### 2. EOU Scheme (Export Oriented Units)

The EOU scheme was introduced in 1980 with the aim to encourage exports by creating additional production capacity, earn foreign exchange to the country and to generating additional employment. It provides a few waivers and concessions in compliance and taxes to the exporters. The companies that are set to export their 100% production of goods are allowed to set up an Export Oriented Unit (EOU).

#### 3. Market Access Initiative (MAI) Scheme

The MAI scheme provides financial assistance in export promotion activities to export promotion organizations, trade promotion organizations, national-level institutions, research institutions, exporters, laboratories, etc.





## Product – Guar Gum

India is native of guar or cluster bean where it is used as a vegetable. From hundreds of years Guar has been used as vegetable in India. It is also used as cattle food, and as a green manure crop in agriculture. Guar gum comes from the endosperm of the seed of the legume plant *Cyamopsis tetragonoloba*; an annual plant, grown in dry regions of India as a food crop for animals.

In the early 1900s it was introduced to United States by India. In U.S., most of crop is grown for a lower grade of guar gum which is extensively used in the production of many industries.

Guar gum is a white to creamy coloured, free flowing powder and free from extraneous matter. Its ability to suspend solids, bind water by hydrogen bonding, control the viscosity of aqueous solutions, form strong tough films have accounted for its rapid growth and uses.

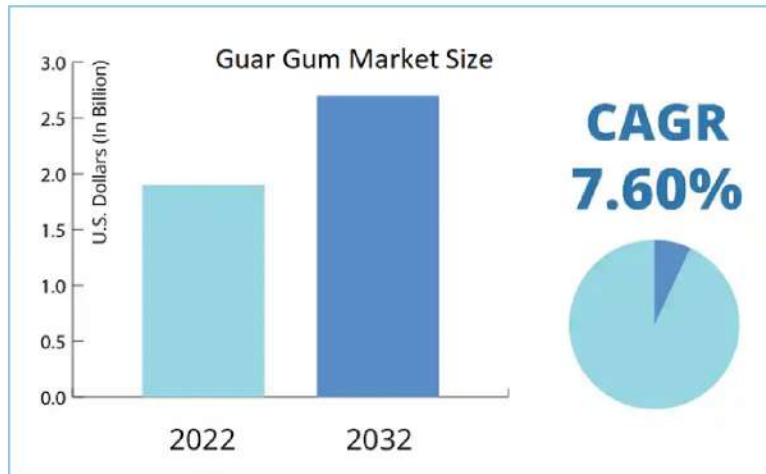


Export Information - Guar Gum*	
HS Code	Product Type
13023290	Guar seed mucilages and thickeners
13023230	Guargum treated and pulverised
13023239	Guar Seeds
GST Applicable	5% to 18%
Trade Policy	Export Permitted Freely
RCMC - Shefexil	<a href="http://www.shefexil.org">www.shefexil.org</a>
Government Benefits	Duty Drawback = 0.10% RoDTEP = 3.50% per Unit
*Check Details through DGF, <a href="http://www.commerce.gov.in">www.commerce.gov.in</a> or <a href="http://www.indiantradeportal.in">www.indiantradeportal.in</a>	

## Global Trend

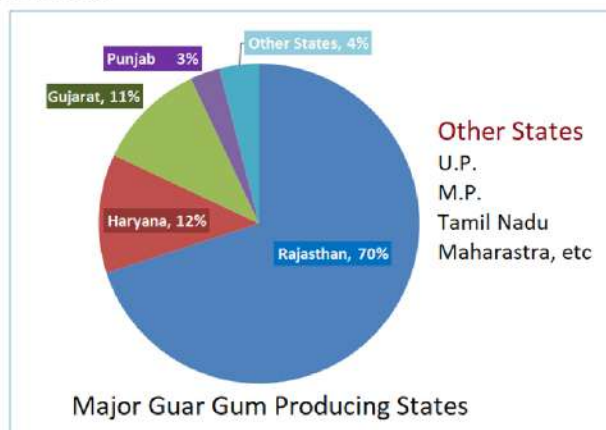
The guar gum market size was valued at USD 1.17 billion in 2022 and is projected to grow from USD 1.25 billion in 2023 to USD 2.01 billion by 2030, exhibiting a CAGR of 7.05% during 2023–2030.

North America dominated the Guar Gum Market with a market share of 50.46% in 2022.



## Indian Market

- India's production contributes to 80% of the world's total production figuring up to 6 lakh tons.
- Rajasthan wholly retains the credit for India's position producing 70% of the production itself.
- Guar is largely consumed as a vegetable in the Indian subcontinent.
- 25000 tons of the total production in the country constitutes to the domestic market.
- India is the leading net exporter of guar seeds and guar gum.
  - The net worth of the Indian exports is estimated over Rs 500 crores.
  - United States alone constitute to around 40 thousand tons of guar and its derivatives demand.



Exporting Countries	Importing Countries
India	Canada
Spain	China
Italy	Chile
U.S.A	Australia
Pakistan	Austria
Germany	Brazil
Netherlands	Japan
France	U.K.
Morocco	U.S.A.
Greece	Mexico

### Applications of Guar, its extracts, Seeds or Powder

Guar is grown in semi-arid climate and contains a protein and natural polymer. The protein along with the husk is used as animal feed and the natural polymer is used as a thickener to viscosify water.

Guar is used in the following and many other industries:

Guar Gum Used in Major Industries	
Food Products	Animal Feed
Mining Industry	Oil & Gas Drilling & Fracturing
Petrochemicals	Textile Industry
Industrial Applications	Water Based Paints
Building & Construction	Cosmetics and Personal Care
Paper Industry	Meat Industry
Dairy Products	Bakery Items
Fire Retardent	Medicines

Guar or Gawar or Cluster Beans are used in below forms after processing:

1. Seeds
2. Gum
3. Powder
4. Churi / Animal feed
5. Slime
6. Splits



### Guar Standard Specifications:

Minimum standards for good quality guar gum have been defined in the United States FCC and by European Union Specifications as under:

- Moisture: 14% max. Ash (total): 1.5% max.
- Acid Insoluble Residue: 4% max.
- Galactomannan: 75% min.
- Protein: 7% max.
- Arsenic: 3 ppm max.
- Lead: 10 ppm max.
- Zinc: 25 ppm max.
- Copper & Zinc: 50 ppm max.

### Pricing and Margin

- This product is has many advantages, benefits and uses in various industries.
- The Vegetable Guar or Cluster bean is not exported from India.
- Cluster beans are always processed as a commodity before exporting.
- India is a net exporter in the world.
- This product is medium prices with wide profit margin if the quality and certificates are proper.

## Government Regulations:

- The Food and Drug Administration (FDA) sets standards to ensure that guar gum is safe for use as an additive in food products sold in the United States. The FDA requires manufacturers to provide detailed information on product labels and safety testing data to demonstrate that their product meets these standards.
- The United States Department of Agriculture (USDA) regulates guar gum in organic food products and certifies it for use as an organic ingredient.
- The European Commission has set standards for the quality, labeling and safety of guar gum used as a food additive in Europe. Also Health Certificate is required in EU and U.K.
- The Canadian Food Inspection Agency sets standards for the labeling, safety, purity and quality of guar gum used as a food additive in Canada.
- The Codex Alimentarius Commission is responsible for setting international standards to ensure the safety and quality of guar gum used as a food additive around the world.

### Certificates & Registrations Required for Quality\*

- |                              |                                       |
|------------------------------|---------------------------------------|
| 1. WHO – GMP                 | 6. FSSAI                              |
| 2. Halal / Kosher            | 7. Phytosanitary                      |
| 3. ISO                       | 8. Health Certificate for EU and U.K. |
| 4. Certificate of Conformity | 9. US FDA for U.S.A.                  |
| 5. Certificate for Organic   | 10. REACH                             |

\*Check the Importing Country's Requirements for Quality tests and Certificates

### DID YOU KNOW?

India is the 2<sup>nd</sup> largest exporter of IT services globally.

## Packaging & Packaging Material:

1. FIBC HDPE Bags – Laminated bags
2. Multi-walled Bags
3. Paper Bags
4. Super Sacks
5. Stand Up Pouches
6. Food or medicine grade plastic bottles, glass jars or tin bottles



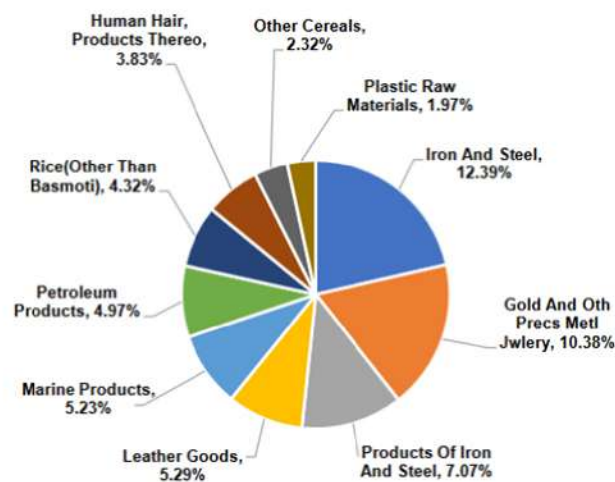
## State of India - West Bengal - W.B.

- W.B. is a state in the eastern portion of India. It is situated along the Bay of Bengal.
- W.B. borders Bangladesh in the east, and Nepal and Bhutan in the north.
- It also borders the Indian states of Jharkhand, Odisha, Bihar, Sikkim and Assam.
- West Bengal includes the Darjeeling Himalayan hill region, the Ganges delta, the Rarh region, the coastal Sundarbans and the Bay of Bengal.

- **Language - Bengali**
- **Capital - Kolkata**
- West Bengal ranks **8th in Exports** from India.
- Exports from W.B. is 2.83% of Total exports from India.(2022-23)
- **Major Cities** - Kolkata, Asansol, Siliguri, Malda, Howrah, Durgapur, Haldia, Kharagpur etc.



Major Compositions Exported from West Bengal



Out of 169, the State dealt in 160 commodities. The top 10 commodities comprised a share of 57.78 per cent in West Bengal's total exports in 2022-23.

Source:FIEO

## Major Products exported city-wise from West Bengal

District	Commodity / Products Exported
Kolkata	I.T., Jute, Iron & steel, tea, Precious metal, Marine products, Coal, Textile and Readymade Garments, Flowers, Leather goods, Plastic, Cereals, Vegetables and Fruits, Human Hair, Fashion Accessories
Durgapur	Coal, Bricks, Tiles, Ceramics, Machinery, Steel, Railway wheels,
Howrah	Garments & Clothing, Food Processing, Polymer Production, Jewellery, Flowers
Asansol	Coal, Steel, I.T., Railway Coach Building, Glass & Glassware, Black Diamonds
Birbhum	Leather & Leather products, Rice, Cotton, Weaving, Lac harvesting, Pottery Bamboo, Oil Seeds, Kanth work (handicraft), Wheat, Pulses, Rice, Vegetables
Kharagpur	Machinery, Steel, Oil, Bicycles, Rice milling, Footwear, Chemicals, Silk Garments and Fabric, Fashion Accessories,
Haldia	Petrochemicals & Chemicals, Fertilizers, Scrap, Limestone, Vegetables, Logistics, Cement, Paint
Mushirabad	Mulberry Silk, Jamdani sari, Brass & Bell metal, Brocade, Muslin, Ivory articles
Hoogly	Jute & Jute Products, Handloom and Handicrafts, Clay Products, Fish, oil seeds
Darjeeling	Tea, Tobacco, Sugarcane, Large Cardamom, Forest Products
24 Parganas	Garments and Clothing, Light Engineering articles, I.T. & ITeS, Animal Feed, Fish

### DID YOU KNOW?

Darjeeling Himlayan Railway is a UNESCO World Heritage Site.



## Agricultural and Allied Products Exports from W.B.

Fish		Sugar	
Rice		Wheat	
Vegetables		Fruits	
	Brinjal		Mango
	Cabbage		Litchi
	Okra		Orange
	Cauliflower		Sapota
	Potato		
Barley		Pulses	
Oil seeds		Maize	
Dairy Products		Coffee	
Castor Oil		Buffalo Meat	
Cotton		Guargum	
		Oil seeds	

## Other important Industries of West Bengal

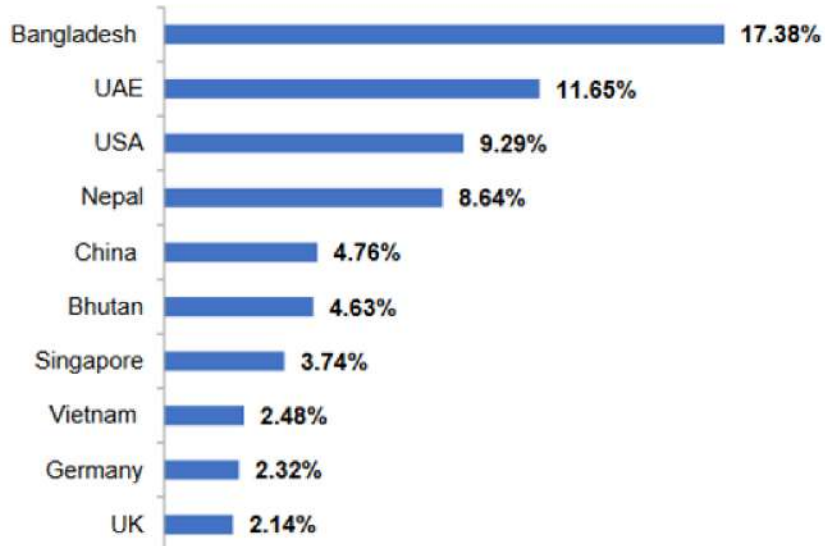
Tea	I.T. & ITeS
Food Processing	Handicrafts
Electronics	Precious Metal
Textile & Garments	Steel & Iron
Industrial Textile	Minerals
Jute	Marine Products
Leather	Human Hair Industry

## Major Ports in West Bengal

Cargo Ports	Land Customs Station	ICDs	CFS	Air Cargo
Khiderpur	Petrapol (Bangladesh)	Haldia	Cossipore	Kolkata
Haldia	Changrahbandha (B'desh)	Shalimar	24 Pargana	
Shalimar	Jaigoan (Bangladesh)	Durgapur	Khiderpore	
	Jalpaiguri (Bhutan)	Cossipore		
	Alipurdaur (Bhutan)		Incl. CONCOR	

## Major Countries where Products from West Bengal are exported

Top Countries where West Bengal Exports



The top 10 export destinations comprised a share of 67.02 per cent in West Bengal's total exports in 2022-23.

Source: FIEO

## District wise Map of West Bengal



### DID YOU KNOW?

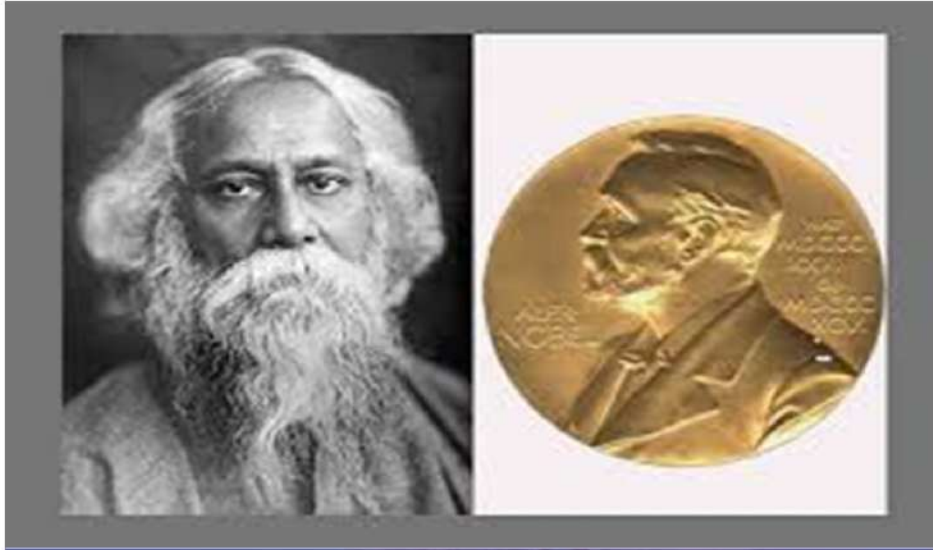
Haldia Seaport is known as Diamond Harbor. It was originally known as Hajupur. It was situated on the banks of Hajipur creek.

# G.I. Products - West Bengal





# अतुल्य! भारत Incredible! India



Rabindranath Tagore (1861 – 1941) is best known as a poet, and in 1913 was the first non-European writer to be awarded the Nobel Prize for Literature.



**Santiniketan: New Indian site on the UNESCO World Heritage List**

## International Trade Fairs - West Bengal

International Trade Fairs - West Bengal			
Exhibition	Industries	City	Date
Food Tech	Food, Beverages & Hospitality	Kolkata	29 - 2 Dec
Garknit - X	Apparels and Garments	Kolkata	20 - 22 Dec
Cast India Expo	Casting & Engineering items	Kolkata	7 - 9 Feb 25
Medicall Kolkata	Medical & Pharma and Medical Devices	Kolkata	15 - 17 Feb 25



**ODOP**  
ONE DISTRICT ONE PRODUCT

#AtoZofODOP

# DARJEELING TEA

Darjeeling, West Bengal

Savour India's finest tea - known for its unique muscatel flavour and aroma

# Country – Philippines

## Republic of the Philippines



- The Republic of the Philippines is an archipelagic country in Southeast Asia.
- In the western Pacific Ocean, it consists of 7,641 islands.
- The Philippines is surrounded by the South China Sea to the west, the Philippine Sea to the east, and the Celebes Sea to the south.
- It shares maritime borders with Taiwan to the north, Japan to the northeast, Palau to the east and southeast, Indonesia to the south, Malaysia to the southwest, Vietnam to the west, and China to the northwest.
- Philippines has three main geographical divisions from north to south: Luzon, Visayas, and Mindanao.
- The Philippines is an emerging market and a newly industrialized country, whose economy is transitioning from being agricultural to service- and manufacturing-centered.
- It is a founding member of the United Nations, the World Trade Organization, ASEAN, the Asia-Pacific Economic Cooperation forum, and the East Asia Summit; it is a member of the Non-Aligned Movement and a major non-NATO ally of the United States.



- o Capital – Manila
- o Language –
  - Filipino
  - English
  - Filipino Sign Language
- o The country's 11 largest islands are Luzon, Mindanao, Samar, Negros, Palawan, Panay, Mindoro, Leyte, Cebu, Bohol and Masbate.
- o Major Cities are Quizon, Manila, Davao, Caloocan, San Juan, Cebu City, Carmona etc.



- o Manila is 2.30 hours ahead of India
- o Currency – Philippino Peso (PHP)
  - Conversion 1 PHP = 1.43 INR
  - Conversion 1 PHP = 0.017 USD
- o Philippines Credit Rating BBB+ (S&P)

- About 120,000 Indian reside in Philippines
- Philippine has only one time zone across the country
- Philippine is behind 2 hours and 30 minutes of India

### Agricultural Products of Philippines:

Top Agricultural & Allied Products	
Rice	Cassava
Cotton	Corn
Palm Oil	Peanut
Soyabean	Oil Seeds
Millets	Wheat
Fish	Banana
Tomato	Mango
Garlic & Onion	Pineapple
Eggplant	Kalamondin

### Major Industries in Philippines

Major Industries of Philippines	
Minerals	Mining
Cement	Chemicals
Pulp & Paper	Iron & Steel
Ceramics	Pharmaceuticals
Food Processing	Telecommunication
Electronics	I.T.

Focus Industries of Philippines	
Electronics	Electrical & electric Machinery
Trasportation	Semi-Conductors
Ship Building	Pharmaceuticals
Marine Industry	Food Processing

### Trade between India and Philippines

Exports from India to Philippines = 1.89 billion USD

Imports from Philippines to India = 831 million USD

**India remains Trade Surplus (in 2022)**

### India – Philippines Trade Opportunities

Bilateral Trade (OEC data 2022)	
India Exports	India Imports
Packaged Medicaments	Gold
Motorcycles & Cycles	Office Machine Parts
Frozen Bovine Meat	Gas Turbines
Rubber Tyres	Integrated Circuits
Wheat	Electrical Transformers
Grountnuts	Processed Tobacco
Tobacco	Motor Vehicle Parts & Access.
Chasis of Motor Vehicles	Scrap Iron
Cars	Optical Fibers
Refined Petroleum	a few Chemical products

### G.I. Product Of Philippines

- Bicol Pili – a type of nuts
- Davao Pomelo – Fruit
- Cordillera Heirloom Rice – Rice
- Davao Cocoa – Cocoa
- Camiguin Lanzones – a type of fruit
- Yakan Cloth – Textile
- Sabutan Weave – Traditional weave
- Kalinga Coffee – a type of coffee

## Ports of Philippines

Major Sea Ports in Philippines	
Manila	Cebu
Batangas	Davao
Cagayan de Oro	Iloilo
General Santos	Zamboanga
Subic	Butuan

Commercial Airports are Ninoy Aquino International Airport, Manila Airport, Davao Airport etc.



## Business in Philippine

1. **Philippine Chamber of Commerce and Industry**  
[www.philippinechamber.com](http://www.philippinechamber.com)
2. **Oro Chamber of Commerce and Industry Foundation**
3. **Metro Davao (Chmaber of Commerce) -**  
<https://davaocitychamber.com/>
4. **Bataan Chamber of Commerce and Industry -**  
<https://bataanchamber.com/>
5. **Cebu Chamber of Commerce & Industry -**  
<https://cebuchamber.org/>

# GI Products of Philippines



**Bicol Pili Nuts**



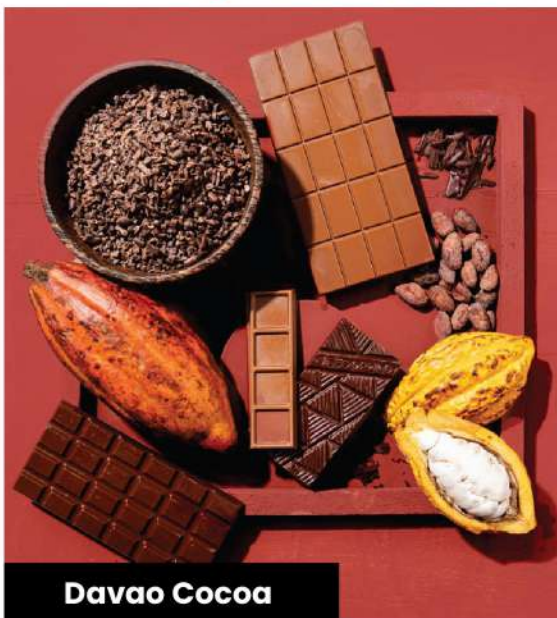
**Cordillera Heirloom Rice**



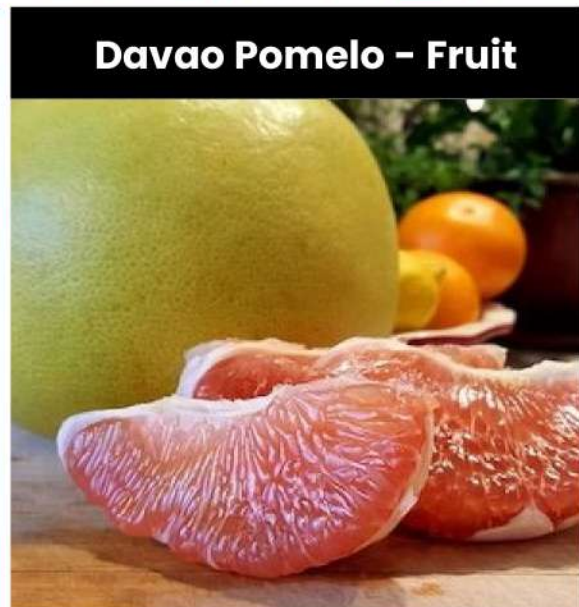
**Sabutan Weave**



**Yakan Cloth - Textile**



**Davao Cocoa**



**Davao Pomelo - Fruit**

## International Trade Fairs - Philippines

International Trade Fairs - Philippines			
Exhibition	Industries	City	Date
CEFBEX	International Food and Beverage Expo	Cebu	9 - 12 Dec
Packprintlan Manila	Packaging, Printing & Plastics	Manila	10 - 14 Oct
Manila Fame	Home, Fashion & Lifestyle	Manila	17 - 19 Oct
PIFS Manila	International furniture Show	Manila	3 - 6 Mar 25
WOFEX Drinks	Hospitality & Food Trade Show	Pasay	27 - 29 Mar 25
IFEX Philippine	Food and Ingredients	Manila	May-25

## Exploring the Main Modes of Transportation in the Philippines



### DID YOU KNOW?

Philippines is comprised of 7,641 islands, making it one of the largest archipelagos in the world

# International Trade Fairs

The most effective way to find genuine buyers & suppliers for Export Import Industry.

Visiting International Trade Fairs is beneficial in various ways :

- Participation in overseas trade fairs increases buyer finding for exports.
- Trade fairs are a unique way to build trust and confidence.
- Trade Fairs bring the entire marketplace in a centralized way.
- Exhibitions provide a unique networking platform to both Indian and foreign participants.

International Trade Fairs - Outside India				
Exhibition	Industries	City	Country	2024
Tent Décor Asia 2024	Tent Décor, Hospitality, Lights, Kitchen equipments	Greter Noida	India	3 - 6 Aug
PharmaTech & LabTech 2024	Machinery, Lab equip, Cosmetics, Formulations,	Gandhinagar	India	8 - 10 Aug
HimTex	Hyderabad Machines Tools & Engineering Expo	Hyderabad	India	16 - 19 Aug
Agri Asia	Agri and food Expo	Gandhinagar	India	20 - 22 Aug
Dairy	Dairy, LiveStock & Poultry Asia	Gandhinagar	India	20 - 22 Aug
Rajkot Machine Tools	Machine Tools, Automation & Automotive Tech.	Rajkot	India	25 - 28 Sept
VIFA ASEAN Fair	Furniture	Ho Chi Minh	Vietnam	27 - 30 Aug
PackEx India	Packing & Packaging; Industrial Engineering	Mumbai	India	28 - 30 Aug
Anuga FoodTec 2024	Food Industry, Food Processing, Beverages etc	Mumbai	India	28 - 30 Aug
World Food Istanbul	Food & Beverages	Istanbul	Turkey	3 - 6 Sept
CEFBEX	International Food and Beverage Expo	Cebu	Philippines	9 - 12 Dec
N.E. PlastExpo, Guwahati	Packing & Packaging; Industrial Engineering	Guwahati	India	12 - 15 Sept
Electronica India	Electronics material, Componenets and Processing	Noida	India	18 - 20 Sept
SILMO Paris	Eye wear, lens, frames, optics etc.	Paris	France	20 - 23 Sept
Li-ion Battery, Europe	Electric & electronic; Power & Energy	Brussels	Belgium	8 - 10 Oct
Packprintlan Manila	Packaging, Printing & Plastics	Manila	Philippines	10 - 14 Oct
Manila Fame	Home, Fashion & Lifestyle	Manila	Philippines	17 - 19 Oct
SIAL France	Fresh & Processed Food & Beverages	Paris	France	20 - 23 Oct
Hong Kong Mega Show 2024	Gifts, Premiums, Toys, Pet Care, Furniture etc.	Hong Kong	Hong Kong	20 - 23 Oct
Poultry Tech Summit 2024	Agri, Forestry, Animals and Pets	Atlanta	USA	6 - 8 Nov
Africa 4 P	Packing & Packaging	Nairobi	Kenya	12 - 14 Nov
Plastic and Rubber, Indonesia	Rubber & Tyres; Plastic & Polymers	Jakarta	Indonesia	20 - 23 Nov
Food & Life	Gems & Jewelry, Food & Spirits	Munich	Germany	27 - 1 Dec
Plast Eurasia, Istanbul	Plastic & Polymers; Industrial Engineering	Istanbul	Turkey	4 - 7 Dec
Indo Mithai 2024	Indian Mithai & Namkeen	New Delhi	India	18 - 20 Dec
IFEX Philippine	Food and Ingredients	Manila	Philippines	May-25
Anuga 2025	Food Industry, Food Processing, Beverages etc	Cologne	Germany	4 - 8 Oct 25
PIFS Manila	International furniture Show	Manila	Philippines	3 - 6 June 25
*Kindly check details before planning a visit. Source: <a href="http://www.10times.com">www.10times.com</a> ; <a href="http://www.tradefairdates.com">www.tradefairdates.com</a> ; <a href="http://www.tradeindia.com">www.tradeindia.com</a>				
Within India			Outside India	

## Exporter of the Month - Parth Kothiya



**Parth Kothiya**

Our EximPrenuer from Rajkot, Mr. Parth Kothiya.

We would like to introduce “Kusoom Manufacture Exporter (Sole Proprietor Mr. Parth Kothiya)” which has come a long way ever since its inception as a Manufacturer.

Then I entered into the world of International Trading as a Manufacturer cum Merchant Exporter.

I learnt the export process in detail. Then I tried, for several months, to implement each step into my business for exporting. Of course my mentors did support me. Today I feel proud of myself and my family recognizes my success and efforts.

We have come to be recognized as an eminent Manufacturer, Supplier, and Exporter of “Kitchanware, Agri-products, and Spices.” We mainly export to countries like Africa, Europe, Middle East, and Nepal.

One mantra I follow is work on advance payment terms. 100% advance or 30% on P.O. and 70% against BL.

We still take guidance from iiiEM by joining the Alumni group of iiem.

**Watch my interview:** <https://www.youtube.com/watch?v=KAcP3anja8A>

**Thank you**

# iiiEM's Exporters' Corner



**Vikrant Gajbhiye**

From - Nagpur  
Product - Phrama  
Exported Country - Bhutan



**Sagar Shah**

From - Surat  
Product - Cotton Silk Saree  
Exported Country - USA



**Lavanya Kaparaboina**

From - Hyderabad  
Product - Coir Ner  
Exported Country - Belgium



**Harshvardhan Moholkar**

From - Surat  
Product - Cotton Silk Saree  
Exported Country - USA



**Ashwini Ahire**

From - Delhi  
Product - Confectionary Products  
Exported Country - Canada & Middle East Countries



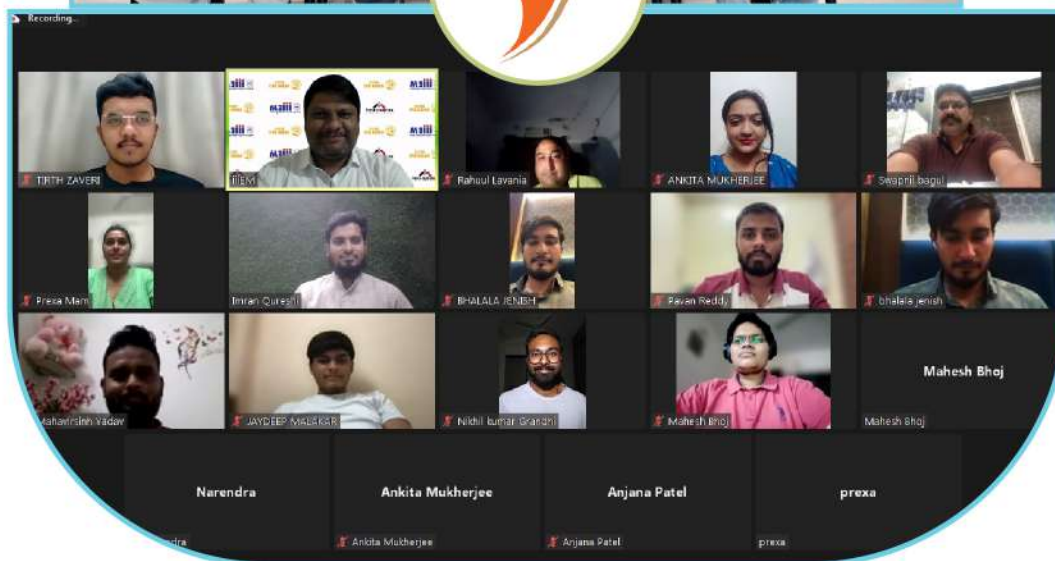
**Happy**



**Independence  
Day**

# Export Incubation – Pragati

## Pragati (Offline) Ahmedabad



## Pragati (Online)

# Batch Lunch in Various Cities



**Ahmedabad**



**Delhi**



**Rajkot**



**Surat**



**Nagpur**



**Jaipur**



**Mumbai**



**Bengaluru**



**Vadodara**

## Guiding Light-Mentor of the Month



# GUIDING LIGHT

Guiding Light  
Mentorship Program



**Ms. Megha Munshi**

### **Ms. Megha Munshi**

In the ever-evolving landscape of marketing, Megha Munshi shines as a beacon of excellence. Her expertise, dedication, and global outlook make her an invaluable asset. As we express our appreciation, let us celebrate Megha's achievements and look forward to the continued impact she will undoubtedly create.

Megha's journey in export marketing has been nothing short of impressive. Megha's deep understanding of international marketing is commendable. She recognizes the nuances of cultural differences, consumer behavior, and regulatory frameworks across diverse regions. Her strategic thinking extends beyond borders, allowing her to tailor campaigns that resonate with global audiences.

Export documentation can be a labyrinth of paperwork, regulations, and compliance. Yet, Megha navigates it with finesse. Whether it's negotiating letters of credit or handling customs documentation, Megha's expertise streamlines the export process.

Megha's impact has not gone unnoticed. Auburn University in the United States and the Ministry of Agriculture in the Philippines have both acknowledged her contributions. Their letters of appreciation highlight Megha's commitment to excellence, innovation, and ethical practices.

We at iiiEM, appreciate Megha's association with us. Her dedication and loyalty scores are always on a high mark.

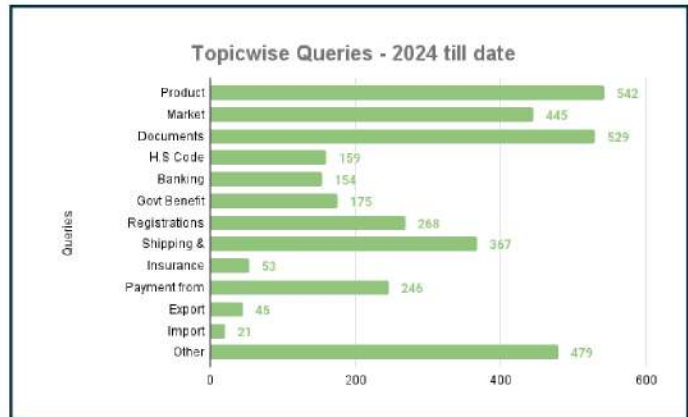
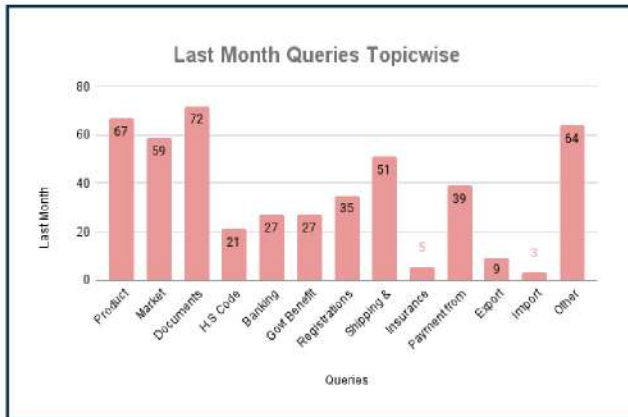
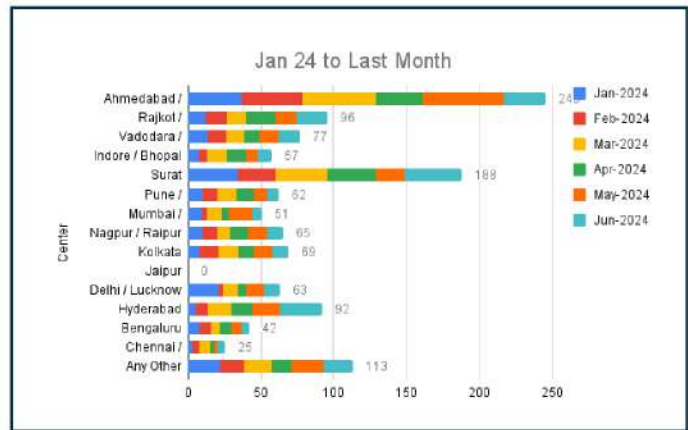
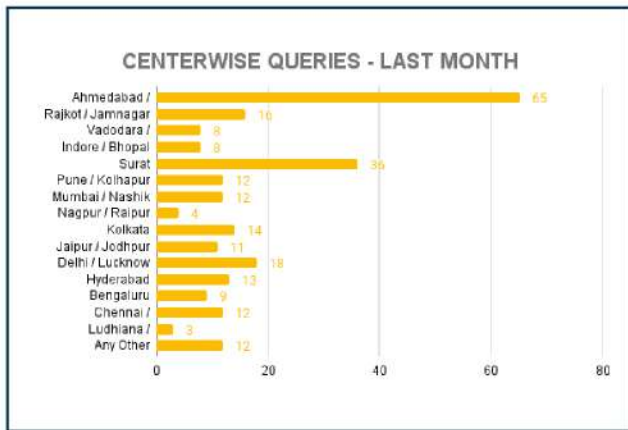
Congratulations, Ms. Munshi!  
Team iiiEM

# iiiEM Support Services Analysis

iiiEM offers a lot of Support Services – Lifetime Free – for the Participants and associates.

We reply, gather, save, compile and analyze the data. This analysis helps us in addressing the students’ needs, improving our deliverables and services.

We bring for you here the Analytical reports of the iiiEM Free Lifetime Services for the month.



# Trade Delegation by iiiEM



## iiiEM TRADE DELEGATION CANTON FAIR, CHINA

6 Days | 5 Nights



### Special Attractions :

- ✓ Visit World's Largest Electronics Market in **Shenzhen**
- ✓ Buyer Seller Meetings



Visit China with the Exim Guru,  
**Dipak Sudhir Manohar**  
& Benefit his Special Guidance

**Phase 1 :** Oct 15-19

**Phase 2 :** Oct 23-27

**Phase 3 :** Oct 31-Nov 04



+91 972 775 0921



www.iiem.in

# iiiEM TRADE DELEGATION CANTON FAIR, CHINA



The 136th Canton Fair is set to open on October 15th, 2024.

China Import & Export Fair, also known as the CANTON FAIR is held in Guangzhou China, every year April & October since 1957.

## List of Products to Be Displayed

- ◆ Household Electrical Appliances
- ◆ Electronics & Information Products
- ◆ Electronic & Electrical Products
- ◆ Lighting Equipments
- ◆ New Energy Resources
- ◆ New Energy Vehicles & Smart Mobility
- ◆ Hardware
- ◆ Chemical Products
- ◆ Tools
- ◆ Solar, Building & Decoration Materials.
- ◆ Sanitary & Bathroom Equipments
- ◆ New Materials & Chemical Products
- ◆ Large & Small Machinery Equipments
- ◆ Vehicle Spare Parts
- ◆ Construction Machinery
- ◆ Agriculture Machinery

## Detailed Itinerary:



### Day 1 - HKG to Shenzhen (Indian LD)

Arrival HKG airport Transferred to **Shenzhen** directly.  
Lunch and depart for Market Visit, Dinner.

### Day 2 - CANTON FAIR - (BD)

Hotel breakfast, Transfer to **Guangzhou**. Stay back at **Guangzhou**, Dinner.

### Day 3 - CANTON FAIR - (BD)

Hotel breakfast, transfer to Canton fair, Dinner.

### Day 4 CANTON FAIR - Shenzhen (BD)

Hotel breakfast, proceed to Canton Fair, Depart for Shenzhen.  
Check in at Shenzhen hotel, Dinner.

### Day 5 - Shenzhen (B / IndD)

Hotel breakfast, Electronic Market Visit + Dinner

### Day 6 - Shenzhen -Hongkong (B)

Hotel breakfast, at Shenzhen, One way transfer to Hongkong airport for departure.

## The Exhibition Period

- **Phase 1:** Oct 15<sup>th</sup> to 19<sup>th</sup>
- **Phase 2:** Oct 23<sup>rd</sup> to 27<sup>th</sup>
- **Phase 3:** Oct 31<sup>st</sup> to Nov 04<sup>th</sup>

## Package Inclusion

- **Included**
  - Accommodation
  - Meal (Breakfast & Dinner)
  - 144 hours Visa Fees
  - Local travel Expense
  - Local Attractions

- **Excluded**
  - Air Fair
  - Canton Fair registration Pass

## Package Cost (Excluding Flight Tickets)

- **\*\*Rs. 74,999 - Per Pax + 5% GST +5% TCS to be Paid Extra.**
- **Payment Breakdown**
  - Rs. 40000 - At the Time of Booking
  - Balance Amount - Before Visa Processing

(Get The Benefit of Early Bird Discount)

## Student Placements by iiiEM



**Siddharth Arora**

SKJ Healthcare Pvt.Ltd. - Ahmedabad  
Designation - Supply Chain Executive



**Harsh Harchandani**

Acumax Lab Devices Pvt.Ltd. - Ahmedabad  
Designation - Commercial Executive



**Neel Patel**

JP Clearing House - Ahmedabad  
Designation - Jr.Executive-Export



**Richa Katariya**

DHN International - Ahmedabad  
Designation - International Marketing Executive



**Ashwini Ahire**

Bubna Polypack Industries - Surat  
Designation - Sales & Marketing Executive



**Utsav Thakkar**

DHN International - Ahmedabad  
Designation - International Marketing executive



**Akshar Patel**

Rakesh Oza & Company - Ahmedabad  
Designation - Documentation Executive





## Export Import Quiz - June 2024

<https://forms.gle/6jYHvQDwSBHRoiRGA>



## Logic Puzzle

$$\begin{array}{r} \text{Orange Circle} + \text{Purple Triangle} = 8 \\ \text{Purple Star} - \text{Brown Square} = \text{Brown Square} \\ \text{Orange Circle} - \text{Purple Triangle} = 4 \\ \text{Brown Square} + \text{Purple Star} = 12 \\ \text{Purple Triangle} + \text{Orange Circle} - \text{Purple Star} + \text{Brown Square} = ? \end{array}$$

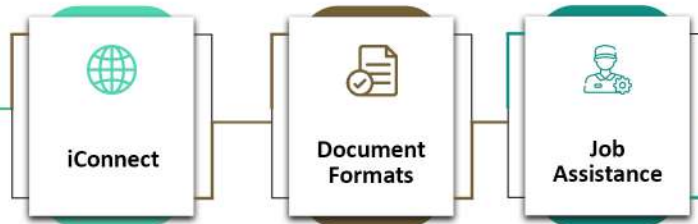
Choose answer  
for yourself:

2	4
0	8

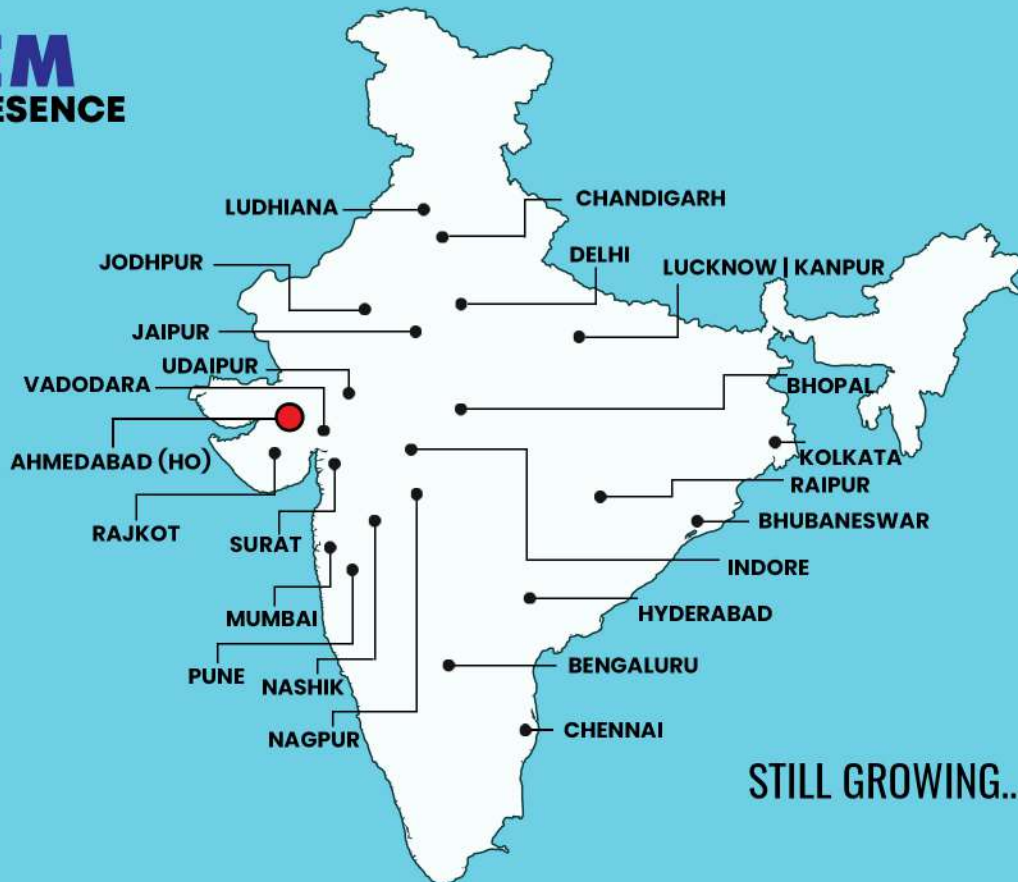


**STOP**  
**NOISE**  
**POLLUTION**

# iiiEM Lifetime Free Support Services



## iiiEM PRESENCE



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Head Office : - 201-202, Iscon Avenue, Nr. Choice Restaurant,  
C.G. Road, Navrangpura, Ahmedabad - 380009, Gujarat, IN.

# THE WORLD'S BIGGEST RICE PRODUCERS

2022 production in tonnes



China  
(mainland)  
**208M**



India  
**196M**



Bangladesh  
**57M**



Thailand  
**34M**



Myanmar  
**25M**



Philippines  
**20M**



Indonesia  
**55M**



KHM  
**12M**



PAK  
**11M**



BRA  
**11M**



JPN  
**10M**



Rest of  
World  
**95M**



Vietnam  
**43M**