

EXPORT PROMOTION ACTION PLAN

KASARAGOD DISTRICT



1. Introduction

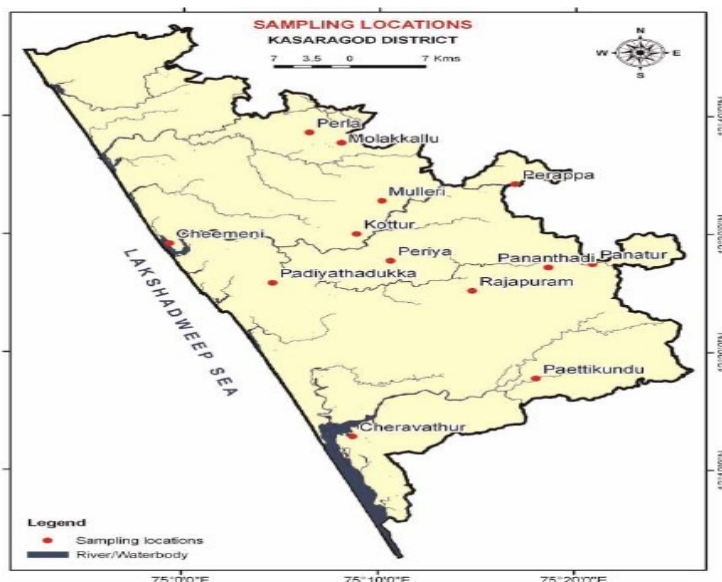
Kerala, located on the southernmost part of India, has witnessed spectacular economic growth and higher standard of living for decades. This unique model of progress and higher standard of living is mainly due to the remittance it receives from Keralites who work abroad and its typical agro-industries along with its thrust on tourism and related service industries. Though not highly industrialized, its unique geography and natural resources offers it an excellent opportunity for further growth.

Kerala plays an important role in the export prospects of the nation by contributing to spices and marine products exports. The external trade in Kerala is mainly operated through Kochi Port. Major items of trade are cashew, coir and coir products, tea, coffee, pepper cardamom, ginger, other spices and spices oil and marine products. Apart from Kochi, Kerala has a good number of moderately industrialized districts of which Kasaragod is one district that has few pockets of industries and has the potential to transform itself into a minor export hub.

1. District Profile

1.1 Geography

Geographically, the district located at 12°50'N latitude, 74°99'E longitude and 19 m Altitude. Total forest area was 47.61% of total geographical area. The district is having a geographical area of 1,989 sq km. and it is bounded by Dakshina Kannada district of



DIC_KASARAGOD

Karnataka on the North, Kannur district on the South, Western Ghats on the East and Arabian Sea on the West. Pleasant climate of the district almost throughout the year a special character. Kasaragod District was organized as a separate district on 24 May 1984. It is the northernmost district of Kerala and is named after Kasaragod town which is the administrative headquarters of the district. Kasaragod world renowned for its coir and handloom industries. The district has a coastline of around 293 kilometers. So, the livelihood of people mainly depends on fisheries. The district is popular with the forts, rivers, hillocks, beaches and shrines here. The Kasaragod District is uniquely known for its Linguistics Culture and it is the best example for the "Linguistic Harmony". The rich and varied cultural heritage of the district is portrayed through spectacular presentations of Theyyam, Yakshagana, Poorakkali, Kolkali and Mappilappattu.

1.2 Demography

As per 2011 Census, the district has a total population of 13,07,375 persons of whom 6,28,613 are males and 6,78,762 are females. Density of population is 657 per km². The literacy rate is 90.90%. The sex ratio is 1080: 1000. Rural population is 7,98,328 and urban population is 5,09,047. There are 2,73,410 households of which 1,69,240 are rural and 1,04,170 are urban. The district accounts for 5.13 percentage of the total area of the State. Kasaragod district is having a population density of 657 per/km², which is below state average and is positioned in the 12th place in the State

2. Major Minerals

The important mineral deposits in Kasaragod District are China Clay and Bauxite, lignite and lime-shell. An extent of 1 sq.km. in Morathana-Pavoor area of Kasaragod District was demarcated as having potential for the occurrence of mineral China-clay. In Kayyur area it was reported as having deposits of 0.55 million tons of lignite and/or carbonaceous clay and 1.25 million tons of China-clay. Good deposits of China-clay have been identified

around Nileshwar, Uppala, Periya and Meeyapadavu areas of the district. Good quality Bauxite deposits have been identified near Kumbala and Nileshwar, Kanhangad and Cheemeni areas. Minor minerals like laterite, granite, river sand and ordinary clay are also quarried for construction purposes in the district. Geologically the whole Sub-Micro Region of Cannanore Coast is of recent bed-soil alluvium. A very little portion of Hosdurg Taluk has Quilon and Warkalai beds of Miocene Age while the Sub-Micro Region-Kasaragod Taluk is under Charnockite mesa of Archean Age with the intrusion of unclassified granite and khondalites. The Mattannur Undulating Upland is of charnockite bed with the intrusion of ridge of Dharwar Group and a very little portion of Quilon and Warkalai bed of Miocene Age in the eastern part. The district has good resources of china clay and tile clay, especially along the coast. Laterite is widely quarried for bricks and used in building construction. At Palai, east of Nileswarem, Cheruvattur and Klayikkod, carbonaceous clay and lignite are reported. The Quaternary sediments in the vicinity of Cheruvattu, south of Karyamkode river and Mogral have good lime-shell deposits.

PRODUCTION OF MINERAL 2018-19

Sl. No.	Minerals	Production in Tones
Major Minerals		
1	Granite Building Stone	
Minor Minerals		
1	Laterite (Building)	
2	Laterite (Cement)	
3	Ordinary Earth	
4	Brick Clay	NA

3. Agriculture

Agriculture is one of the important sources of income for the populace of Kasaragod district. There are mainly three types of soil in the three natural divisions. In the highland region it is laterite. In the midland, the soil is a red

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ferruginous loam of laterite origin with an admixture of clay and sand. The coastal strip is sandy. The district has a very wide variety of crops. Heterogeneity of cultivation is another hallmark of the agriculture. Forests and hilly areas comprise the eastern expanse. The forests comprise a variety of timber with teak and other plantations. The hilly areas are mostly cleared and put to private cultivation. Rubber, cashew and ginger are the important crops. In the skeletal plateau areas, cashew trees are cultivated, while in some patches, arecanut, pepper and cocoa are grown. In the coastal tract, paddy, coconut, arecanut, cashew, tobacco, vegetable and tapioca are cultivated.

Land utilization -2018-19

Category	Area (in Hectares)
Gross cropped area	157859
Net cropped area	145718
Cropping intensity	108
Land put to non-agricultural uses	27660
Current Fallow (up to 1 yr)	1745
Other fallow land (1 to 5 yrs)	1770
Cultivable waste	8861

Area under cultivation and production-2018-2019

Crop	Area (in Hect)	Production (in Tonnes)
Paddy	2291	5024
Gram	12	16
Pepper	3088	1405
Ginger	22	85
Turmeric	32	98
Arecanut	20764	44592
Cloves	10	1
Nutmeg	137	133
Jack*	3005	12
Mango	2815	12451
Banana	658	5723
Plantain	2298	9637
Pineapple	54	372
Pappaya	875	5966
Cashew	7241	4287
Tapioca	420	12690

Sweet Potato	51	955
Drumstick	669	712
Green Chillies	72	69
Coconut*	65999	650
Betel Leaves	13	824
Tobacco	7	12
Cocoa	281	242

*(Jackfruit and coconut are in million)

Plantation and horticulture play a predominant role in the economy of Kasaragod district. Any adverse developments either in terms of price or production would impact the socio – economic fabric of the district. Rubber cultivators have already felt the heat of dip in prices of raw rubber. Kasaragod is having the largest area under areca-nut in the state. Other major plantation and horticulture crops grown in the district are coconut, rubber, cashew, pepper.

4. Tourism

Kasaragod, the land of seven languages and several cultures. The place of harmonious coexistence of Hindu, Muslim, Christian religions. The district has famous tourist centres, including the international fame BEKAL FORT & BEACH. There are also places which can be converted to attract the tourists. Kasaragod is known as the Land of Gods, Forts, Rivers, Beautiful hills and lengthy sandy beaches. visit to these places evoke enthralling moments to the visitors.

4.1 Bekal fort and Tourism project

The 300-year-old Bekal Fort is one of the largest and best preserved forts in Kerala. This imposing circular structure of laterite rises 130 ft. above sea level and stands on a 35 acre headland that runs into the Arabian Sea. Buses are available every 10 minutes from Kanhangad to Bekal and Kasaragod to Bekal via Chandragiri bridge - Kanhangad state highway. 130 acres of pristine land with all the attractions including backwaters, beaches, hill stations etc. is being developed into what will be Asia's finest Resort. Bekal Resorts

Development Corporation (BRDC) was set up by the Government of Kerala to develop Bekal as a tourist destination. BRDC focuses on planned, environment friendly and geographically viable methods of development. The company concentrates on setting up comprehensive tourism infrastructure, at the same time ensuring that the development is beneficial to the local community.

4.2 Chandragiri fort

Situated on the Chandragiri River, southeast of Kasaragod town, this town is known for its large 17th century fort built by Sivappa Naik of Bedanore. The Chandragiri Fort, one of a chain of forts built by the same ruler, offers a breathtaking view of the river and the Arabian Sea. It is a vantage point to watch the sunset. There is a mosque nearby. The ancient Kizhur State Temple at Chandragiri celebrates the annual festival called Pattu Utsavam

4.3 Ananthapuram lake temple.

This 9th century temple is the only lake temple in Kerala and is the moolasthanam (original abode) of Ananthapadmanabha, the deity of Sree Padmanabha Swami Temple, Thiruvananthapuram. A crocodile at the temple pond, said to be 150-year-old is a major attraction.

4.4 Malik Dinar mosque

Kasaragod acquired over the years considerable importance as a centre of Islam on the west coast. The historic Malik Deener Juma Masjid built in the typical Kerala style is believed to have been founded by Malik Ibin Dinar. The Juma Masjid, which is one of the best kept and most attractive in the district is located at Thalankara.

4.5 Ranipuram Hill station

Situated 750 m above sea level, Ranipuram is famous for its trekking

trails and varied vegetation - evergreen shola woods, monsoon forests and grasslands. This area was formerly known as Madathumala. The extensive forests of Madathumala merge with the forests of Karnataka. Ranipuram in its natural beauty is comparable to Ooty. Wild elephants can be seen wandering on the top of the mountains. Jeep services to Ranipuram are readily available from Panathady, which is linked to Kanhangad by frequent bus services.

5. Transportation

National highway NH - 66 running through the district about 85.9 km and major state high ways such as SH NO. 55, SH NO.56, SH NO. 57 and SH NO. 31 with a total of 141.78 km distance is covered. Major District roads with a number of 186 covered the distance of 1303.049km where maximum connectivity is provided by village roads which covers 6184.801 km distance. Road connectivity is a key component of development by providing access to economic and social services. Railway line passing through the coastal area is another feature of the district. People rely mostly on the train service for commutation to Mangalore and Kannur. The Mangalore- Shornur railway line of the southern railway passes through Kasaragod. A major thrust on the rail transport network happened with the opening up of Konkan railway, providing direct access to Mumbai. The Shornur-Mangalore railway line connects important places of the district covering a distance of 81 km through the coastal belt of the district. The important railway stations are: Kasaragod, Kanhangad. The nearest airports are Mangalore (70km) and Kannur(112km). The only port in the district is Kasaragod on the eastern banks of the backwater formed by the Chandragiri River which is separated from the sea by a small sand pit. It is a tidal port and is closed for shipping during the south west monsoon period. The other nearest port is Manglore port which is 50 kms on the border of Karnataka

State.

6. Economic Indicators

Gross District Value Added during 2020-21 at constant price is 1483636 lakhs and the district contributed 3.29% to the state total. And Share of the three sectors in Percentage are primary 15.42 Secondary 27.99 and tertiary 56.59. Kasaragod district is having per capita income of 104947 which low compared to the State average.

7. Industrials Scenario

Enterprises	Manufacture	Service	Total
Micro	2313	1415	3728
Small	129	36	165
Medium	2	3	5
Total	2444	1454	3898

There is no Major Industrial cluster in the district. Units that are generally being set are fall under categories like general engineering, building materials, wood/plywood based units, food and agro-based units, garment making, beauty parlours, etc.....On an average, about 350 plus units are establishing annually in the district.

7.1 Industrial Area/ Estates

1. Name of DA/DP: **DP Ananthapuram**

Year in which DA/DP is established: 1987

Total Area in Acres: 103 Acre

Total allottable Area in the DA/DP (Acres): 79.9

Area for Common Amenities (Acres): 23.1

Total allotted Area (Acres): 62.28

Vacant land available (Acres): 10.62

2. Acre Name of DA/DP: **DA Ananthapuram**

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Year in which DA/DP is established:1987
Total Area in Acres:108 Acre
Total allottable Area in the DA/DP (Acres):-83.4
Area for Common Amenities (Acres):24.6
Total allotted Area (Acres):57.96
Vacant land available (Acres):25.44

3. Name of DA/DP: **Chattanchal**

Year in which DA/DP is established:1987
Total Area in Acres:28.5
Total allottable Area in the DA/DP (Acres):22.5
Area for Common Amenities (Acres):6.45
Total allotted Area (Acres): 20.01
Vacant land available (Acres):2.49

There is one more DP is developing at Madikkai.

8.2 Export Industries

Major exporters in Kasaragod District are

Sl. No.	Name of the Industrial Unit	Products Exported
1		
2		
3		
4		
5		

As per the available data sourced from industrial units the last one year (Sept 2020 to Sept 2021) export values are

Sl. No.	Product Category	Export Value (in Rs. Crores)
1		
2		
3		
4		

8. District as Export Hub

9.1 Vision

The Hon'ble Prime Minister in his Independence Day Speech on 15th August, 2019 had inter-alia, observed that each of our districts has a diverse identity and potential for targeting global markets and there is a need for converting each district into potential export hubs. Department Commerce through the Directorate General of Foreign Trade and the State government is taking various measures to implement the vision of Hon'ble Prime Minister to promote exports and to convert each District into a hub for exports.

9.2 Mission

Mission The mission of this District Export Promotion Plan is to convert Kasaragod District into a hub for exports and double the export from the district within the next five years. The District Export Action Plan will include providing the support required by the local industry in boosting their manufacturing and exports with an impetus on supporting the industry from the production to the exporting stage

9.3 Policy Framework

The framework of the 'Districts as Export Hub' policy is based on the Ministry of Commerce and Industry, Government of India's D.O. No.01/36/218/01/AM-18/TC/Part-I/01 dated 13-11-2019, which had mandated the Regional Authorities of the Directorate General of Foreign Trade (DGFT) to work with the State Governments and District level officers to prepare and implement a District Export Action Plan specific to each district in every State and Union Territory and then implement it through an

institutional structure at the district level for fulfilling the goals set out for each district in this regard. Accordingly, DGFT through its Office Memorandum dated 26/12/2020 had notified the action items along with timelines for developing Districts as Export Hubs. Apart from the action items, the composition of District Export Promotion Committee (DEPC) and the terms of reference for plan of action for developing districts as export hubs were suggested. The District Export Promotion Committee (DEPC) will act as a one-point facilitator for export promotion at District level along with the State Level Export Promotion Committee (SLEPC). Government of Kerala notified composition of members of DEPC for all 14 districts in the state considering their potential products for exports.

The members of DEPC in Kasaragod district are:

- The District Collector Chair Person
- Joint Director General of Foreign Trade in charge Co-Chair Person
- General Manager, District Industries Centre Convenor
- Principal Agricultural Officer Member
- Lead Bank Manager Member
- Director, MSME DI Thrissur Member
- AGM NABARD Member
- Representative of BIS Member
- State Head FIEO Member
- Representative of KSSIA Member
- Kerala Exporters Association Member

The first meeting of DEPC has held on 19/12/2021 through video conference.

9.4 Objectives

The objectives of this District Export Plan are:

- To enhance the volume of exports from each district.
- To create a flexible and permanent institutional mechanism with participation from all stakeholders to act as a facilitator and guidance system for export incentivization.
- To identify lead products and sectors for targeted and continued interventions for export promotion
- To synergize various schemes at the centre, state and district level which address industry, agriculture and exports.
- To provide support both domestically and internationally to local industry from the production stage to the exporting stage.
- To increase efficiency in the supply chains and augment export infrastructure
- To augment both supply and demand through product and market diversification

9.5 Strategies

- Preparing database of Existing Direct/Indirect Exporters
- Motivating Indirect Exporters to directly export.
- Identification & training of the Prospective Exporters.
- Identification of issues and need to address them
- Orientation training for the Existing Exporters
- Regular meeting with Existing Exporters & problems solving
- Improving Logistics & Infrastructure facilities, as required by the Exporters.
- Promoting export of agriculture and horticulture products and processed products with agriculture export policy and ODOP schemes as support.
- Utilization of the Central & State Government schemes for Exports.

9.6 Action Plan for Kasaragod

This District Export Action Plan (DEAP) enlists the plan of action and strategies for converting the district into a district with export potential and as a hub of export for the identified core products. The Aim is to achieve this through the DEPC, as a facilitating body for the purpose and by undertaking constructive district specific initiatives, implementing export-oriented schemes & customizing export enhancing programs for the district. The ultimate goal is to convert district into an Export Hub and double the exports (baseline year being: 2021- 22) from the district within the next five years. To make the District Export Action Plan relevant, and to achieve its goal of Doubling the exports within the next five years, there needs for a proper understanding of district's strengths, opportunities and export related challenges.

Analysis of the Existing Industrial scenario in Kasaragod District:

To make the District Export Plan successful and to achieve its goal of doubling the exports within the next five years, there needs to be a proper understanding of the district's strengths, opportunities and export related Challenges. The following strength and challenges have been identified in the district:

Strengths:

9.7 SWOT Analysis

9.7.1. Strength –

(A) **Economic Profile:** The economic structure in Kasaragod has been built on a foundation laid by decades of public action in pursuit of social justice. As a

result, Kasaragod's economy has come to acquire certain inherent strengths, which have helped the district to withstand the series of shocks it had to suffer over the last few years with a minimal amount of damages. . According to quick estimates, the annual gross district value added in Kasaragod was ₹2491908 at current prices with a growth rate of 5.3 in 2019-20 and the same for constant prices (2011-12) is ₹1683937 in 2019-20 with a growth rate of 2.6.

(B) **Champion Sectors:** Department of Commerce, Government of India in its "The States Export Booklet" (2018) has suggested the following parameters for identifying Champion Sectors in States:

- Sectors with high global demand
- Sectors currently contributing to significant share of State's export
- Sectors where States show high competitiveness in domestic market
- Sectors with significant contribution in domestic market and trade value
- Sectors which can generate more employment
- Service Sectors that can promote Service exports

These criteria can be used in identifying Champion Sectors in a district too. As Handloom product is one of the highly exporting products from the district, it may select as a Champion sector.

2) **Agriculture and horticulture**

Kasaragod is one of the predominant agricultural districts in which majority of population is engaged in Agriculture and allied activities for their livelihood. Agriculture continues to be the predominant sector of District economy. The district has a total area of around 1992 km². Out of the district's total geographic area of 1.99 lakhs ha, Net Area Sown is 1.46 lakhs ha and total cropped area is 1.55 lakhs ha, with a cropping intensity of 103 %. Paddy is the principal crop extensively cultivated in all three seasons. Production of Rice in the district

during 2020-21 is 6611 tonnes, highest increase in production of 36.3 per cent was in Kasaragod district.

Spices are grown in the highlands of the district. Pepper and betel nut are produced in the district in fairly large quantities. About 12,000 tonnes of raw cashew is produced every year in the district. Tapioca production is over 21,000 tonnes in a year. 3. The district produces considerable quantities of horticultural products like jack fruit, mango and plantains. Annual production is around 8,000 tonnes. Rubber is produced in the high lands of the district and annual production is around 31,000 tonnes. The district produces considerable quantities of horticultural products like jack fruit, mango and plantains. Annual production is around 8,000 tonnes. Rubber is produced in the high lands of the district and annual production is around 31,000 tonnes.

2) Fisheries production:

The district has got an extensive coast line, where both traditional and mechanised crafts are engaged in fishing. The marine fish landings of the district are now being processed by plants outside the state or in other southern districts of Kerala. Marine fish landings in Kasaragod during 2020-21 is 19259 MT whereas the inland production in the district is 43313 MT. Prawn and Mussels are the major production in Inland while Lesser Sardines, Mackerel and Trisocles constitutes the major part of marine fish landing.

3) Tourism Potential:

Majestic hills, pristine beaches, quiet backwaters, rich cultural heritage and unique art forms and festivals make Kasaragod a compelling tourism destination. The major destination includes Bekal Fort, Ranipuram Hills, Valiyaparamba backwaters and Pallikara beach. And religious places include Malik Dinar mosque, Bela church and Ananthapuram Lake temple. Even though 2020 was

affected due to the Covid-19, still the tourist arrivals in the district in 2020 was recorded 2184 Foreign nationals and 76007 domestic visitors.

4) Potential Products:

As per the discussion of the district export promotion committee with the stake holders in the district identified the following products as potential products in the district.

1. Cashew
2. Coconut products
3. Honey
4. Palm leaf product
5. Ayurvedic product

9.7.2. Challenges and Bottlenecks

Even though the district of Kasargod has a vast and vibrarural and coastal economy, it is not able to increasingly cater to the global market and taste. The district needs to harness its assets and turn its entrepreneurs into global players. Some of the challenges for exports found in the district are:

- 1) Cold Storage: For Agro and Marine value addition to takes place, cold storage is important to increase the shelf life of the agro and Marine products, especially which it is to be exported. There is lack of cold storage to harness the existing potential of Marine products. Kasaragod district is well connected with Mangalore port through Road and rail connectivity, this may be utilized for export promotion.
- 2) Lack of exposure and export promotion: Kasaragod has many exportable products and resources. But the products lack international exposure and

marketing. The marine fish from the region will have international demand, but it is untapped and export promotion and exposure of the product is required. Similarly for prawn and mussels, there is a potential demand in the international market which is still untapped by the Fishermen of Kasaragod.

4) Technology: Kasaragod has export potential agro products, but there is no sufficient value addition taking place. There is lack of institutions for branding, packaging, standardization, etc. For value addition of agro products there is a need for more dissemination of technical know-how from research centers to field. There is need to fill this technological gap fully harness the potential.

5) Skill Deficiency: There is huge need to cultivate and enhance the international entrepreneurial skill among the businessmen and the farmers in the district, apart from helping them explore international markets. In addition, in order to sustain in the agro and marine products exports, exporter's needs to be well informed about Sanitary and phyto-sanitary (SPS) measures of various countries and the Codex Alimentarius international food standards, guidelines and codes of practices, etc which are essential for them to be efficient international players.

6) Ancillary Infrastructure: The district has very minimal ancillary infrastructure for exports like testing facilities, certification labs, etc., that are essential in establishing the superior quality of the marine and agro products produced in this district and are mandatory requirements for exports.

7) Ease of doing business: At the district level, ease of doing business has to be ensured, especially for the Marine food processing sector and the agro industry, where compliances are required. This is costly in terms of time and money and the district needs a system, where ease of doing business is ensured for ensuring faster approvals & certifications.

The other challenges for growth of exports in the district can be summarized as follows:

- Poor infrastructure to attract tourists to the existing tourist centres
- Non-Access to affordable trade finance/credit

8) Other Challenges many SME units and entrepreneurs had issues related to getting approvals from Local Self-government bodies relating to getting building permits and NOC s for starting their operations. Many have problem relating to local people objecting the factory as they fear that it will create pollution related issues. DEPC may issue suitable instructions to Local bodies in these matters.

District Export Action Plan for Kasaragod :

The aim of the District Export Promotion Program and its Action Plan is to maximize export of the identified products from the district and to ensure that the bench mark set for exports is achieved within the time period set for the purpose. The action plan would also work on minimizing and mitigating the challenges enlisted above, in achieving their desired export potential and turnover. The objectives of this District Export Promotion Policy and Action Plan are:

To provide an improved framework of support for the development of exports for the identified sector products, to provide increased and accessible trade support services, to improve public and private dialogue for favouring the development of a district export culture, to thwart the threats posed to the exports from the district. The long-term objective of this District Export Promotion policy is to develop Kasaragod District into becoming an export hub. To this extent, the DEPC, the central, the state governments and the exporting community, at large have to actively participate in the program and work on a mission mode, so that targets are achieved and the district of Kasaragod is turned into a hub for exports in the next 5 years.

Keeping in view the economic /industrial profile of district as well as issues and problems being faced by the exporters the following action plan is suggested for implementation of Export Plan: -

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1. The Administration shall identify thrust areas/sectors having potential for export. Focus needs to be laid on export promotion policy and various incentives like market support, financial and non-financial incentives to MSMEs. More emphasis shall be laid on products and process standards and quality certifications by at par with national ones.

2 Mechanism needs to be developed to allow timely credit of GST to the Exporters. Procedure regarding Export Documentation needs to be simplified.

3. Production of power supply need to be enhanced and un-interrupted supply shall be made available to the export industry in the district. Issues related to the quality of power supply about fluctuations, line disruptions, untimely repair & maintenance of lines, lower voltage, also needs to be taken care off.

4. The district, with the help of Packaging Institutes, to work towards improving the quality standards & manufacturing compliances, learning new techniques & technology and market intelligence. Parallellly, tie up with NGOs to help the artisans in packaging and other activities.

The detailed District Export Action Plan proposed for converting the district into a hub for exports, after taking into consideration the needs, challenges identified above is given table below:

Sl. NO	Challenges addressed	Implementing agency / department	Action plan	Time line
1	Identification of base line exports	DIC along with DGFT, MSME	Data analytics - The base line export for the district is the exports of the year 2021-22 originating from the district and the target is to double the same within the next five years. The DEPC of the district will clearly identify and quantify the base-line benchmark for each identified product/ sector and set timelines for	6 months

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			achieving the desired export performance over a period of 5 years. Data obtained from the GST, District Industries Centre, Kasaragod, APEDA, Govt of India, MPEDA, Govt of India can be analysed to understand the export trends in the district and undertaking targeted approach to resolve issues and increase export competitiveness.	
2	Comprehensive database on exporters from the district	DIC, Kasaragod	Comprehensive database on exporters from the district- There is a need to create a database of exporters from the district. As a part of the District Export Action Plan, the General Manager of DIC, along with the officials of the APEDA, MPEDA will cull out comprehensive data base of exporters for publication and administrative use. The DIC will be the Custodian of this data base. It will be electronically maintained and will be dynamic, with constant updating of new IECs. The Exporter data can also be a public document and if the DEPC desires, can be published in various portals for more visibility for the exporters and their products.	6 months to 12 months

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3	A Grievance Redressal cell	DPEC	shall be constituted to address the issues being faced by the exporters	4 Months
4	Connecting to the Exporters	DIC ,Kasaragod	Exporters shall be provided access to information regarding various Export Policies of the Government and incentives being offered from time to time.	Once in every 6 months
5	Formation of Export cell	DIC, Kasaragod	will analyse and suggest measures to strengthen the existing and establish new infrastructure facilities to promote the variety of Agriculture and Horticulture products. The cell shall work towards establishing direct linkage between FPOs and Exporters for promoting the exports and the farming requirements for quality production. It will Encourage local industry players to become exporters by providing a conducive environment in the district.	4 Months

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6	Single window system at the district level	District administration & DIC Kasaragod	Single window system at the district level- In order to address the numerous approvals and licenses required for manufacturing or setting up an export business, a Single Window System at the District Industries Centre needs to set up for any export related approvals or clearances at the district level. The Action Plan envisages setting-up of such a system for the ease of doing export business in the district and plan to operationalize it in two years. The district administration will work and operationalize the proposal under the leadership of the Chairperson of the DEPC.	1 year
7	Creation of an online one-stop portal	NIC, Kasaragod	Creation of an online portal: In this digital era, creation of digital facilitation is essential. The action plan envisages that the DEPC will create an online portal, which will be a give a one stop access to all the links for all the digital requirements and compliances for any exporter. The Portal can also develop over the time to monitor the district's DEPC projects and disseminate exporter data. NIC of the district can be tasked with this project to be implemented in a year and report to the DEPC.	1 year

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8	upgrading existing labs and ancillary infrastructure.	DIC, Kasaragod	ancillary infrastructure for exports like testing facilities, certification labs, etc are essential in establishing the superior quality of the products produced in this district and are mandatory requirements for exports. Its importance can be understood from the recent increase in the imposition of Non- Tariff Barriers by various countries across the world.	1 year
9	Training on SPS, Codex Alimentarius standards	APEDA and MPEDA	Training about SPS, Codex Alimentarius and other Trade Regulations - APEDA can impart training to Farmers and Agro Exporters regarding Sanitary and phyto-sanitary (SPS) measures, The Codex Alimentarius international food standards, guidelines and codes of practices, and other regulations to boost exports from Kasaragod.	Once every year
10	Cold Storage Facilities	Sub groups can be formed under the chairmanship of DPEC Chairman	Establishing Cold Storage Facilities – The existing cold storage facilities are not enough for the development of Agro and Marine value addition. The DEAP will work on establishing and Increasing the Cold storage capacity in the district. The Sub-group, with all stake holders can be formed and tasked with studying and implementing it in the district	3 year

EXPORT PROMOTION ACTION PLAN

11	Identifying new products for export	DPEC and DGFT	Identification of new products for exports – Through this action plan, DEPC will work to identify new potential products for value addition and exports in coordination with District Administration.	1 year
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The above District Export Action Plan for the district of Kasaragod is not conclusive and is tentative. The Challenges posed by the COVID-19 crisis have to be overcome and the District Export Promotion Committee has to adopt and finalize the plan after consultation with all stakeholders. The DEPC has the rights and powers to amend the District Export Action Plan according to the needs of the times and the prevailing contexts during the next 5 years. But the main focus will be to **double the exports from the district** and to facilitate the growth of the identified sectors in such a way that the district of Kasaragod moves towards SELF-RELIANCE and transforms itself into a HUB FOR EXPORTS from India.