

ജില്ലാ വ്യവസായ കേന്ദ്രം

സിവിൽ സ്റ്റേഷൻ, മലപ്പുറം 676505

ഫോൺ: 0483-2737405, ഇ-മെയിൽ: dicmlp@yahoo.in

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പ്രേഷകൻ

ജനറൽ മാനേജർ

ജില്ലാ വ്യവസായ കേന്ദ്രം

സ്വീകർത്താവ്

ഡയറക്ടർ

വ്യവസായ വാണിജ്യ വകുപ്പ്

വികാസ് ഭവൻ, തിരുവനന്തപുരം

സർ,

വിഷയം : ജില്ലാതല എക്സ്പോർട്ട് പ്രമോഷൻ കമ്മിറ്റി യോഗം- സംബന്ധിച്ച്.

സൂചന : 1) സർക്കാർ ഉത്തരവ് നമ്പർ GI/42/2024/ID, Dated. 11.09.2020
2) ആ ഓഫീസിൽ നിന്നുള്ള 27.12.2024 ലെ ഇ-മെയിൽ സന്ദേശം.
3) അങ്ങയുടെ വിവിധ മീറ്റിംഗുകളിലെ നിർദ്ദേശം.

08.01.2025 ൽ നടന്ന ജില്ലയിലെ എക്സ്പോർട്ട് യൂണിറ്റുകളുടെ യോഗ മിനുട്ട്സ്, 15.01.2025 ൽ നടന്ന ജില്ലാതല എക്സ്പോർട്ട് പ്രമോഷൻ കമ്മിറ്റി യോഗത്തിന്റെ മിനുട്ട്സ്, ജില്ലാ എക്സ്പോർട്ട് ആക്ഷൻ പ്ലാൻ എന്നിവ അങ്ങയുടെ അറിവിലേക്കായി സമർപ്പിക്കുന്നു.

വിശ്വസ്തയോടെ



ജനറൽ മാനേജർ
ജില്ലാ വ്യവസായ കേന്ദ്രം

**Minutes of the meeting of Exporters of Malappuram District held on
08/01/2025 through Online Platform.**

(Google Meet Link: <https://meet.google.com/zzz-igzs-zhq>)

Attendance:

1. Sri.Dinesh.R,General Manager,District Industries Centre
- 2.Sri.Rajeev M C,Head,FIEO, Eranakulam Chapter
- 3.Smt.Smith.P,Manager, District Industries Centre, Malappuram
4. Sri. Pratheesh M, ADIO Ponani
5. Sri. Muhamed Fawas PA ADIO Tirur
6. Sri. Shaheed Vadakkethil ADIO Tirurangadi
7. Sri. Sunil A ADIO Perinthalmanna
8. Sri Santhosh Kumar P ADIO(i/c) Eranad
9. Sri. Sajjad Basheer ADIO, Nilambur
- And representatives of the units
10. Best India Food Processing Pvt Ltd
11. Pepco Foods India Pvt.Ltd
12. Sona exporters
13. Grand international exporters
14. Rice and flavours LLP
15. Sky vince prodex PVT LTD
16. Malabar naturalfoods privatelimited
17. ACM naturals private limited
18. Pristine exim agency
19. Juzcrush private limited
20. Sharafiya food processing and exports
21. Talal agro manufactures (food gate)
22. AMS Agro industries

23. Nalakath Spices and Food Products LLP

24. Surah foods LLP

26. Al Rahima Exporters LLP

The meeting started at 2.30 pm under the chairmanship of General Manager, DIC Malappuram. General Manager welcomed all the participants.

As an introduction, General Manager, District Industries Centre briefed the role of DIC and District Level Export Promotion Committee (DLEPC).

DLEPCs are constituted in every districts as a part of GOI programme to develop districts as export hubs based on One District One Product approach. Bench marking of present export status, preparation and time wise modification District Export Plan, redressal, escalate and monitoring of issues related in export, Dissemination of information and supporting schemes of Government organisations to exporters, liaisoning with state level coordinators etc.. are the major functions of the committee. The ODOP of district is Food Products and Hon. Dist Collector is the chairman and General Manager DIC is the Convenor of DLEPC.

GM invited suggestions from the officials and exporters for the promotion of export from District.

Sri.Rajeev, FIEO said, Malappuram is the third most powerful district in the state for export. He promised to join hands for the export development of the District.

Organic products are currently being accepted in many countries. Therefore, it is necessary to establish infra facilities like cold storages, Godowns, Labs etc. Mr. Rajeev added that if the infrastructure is also increased, Malappuram has the potential to become number one in state in near future.

He briefed various services given by FIEO for MSMEs to export. Entrepreneurs are being encouraged to take up FIEO membership.

He answered the doubts raised by the exporters about Export procedures, licencing etc.

The following suggestions have been received from the entrepreneurs.

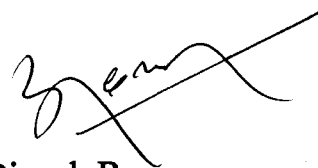
- To provide awareness programme to update entrepreneurs in the subject of export formalities and various assistance and to inform about the export policy and tax rates of foreign countries which we can do export.
- Familiarisation of various online portals of Export Development Authorities, Export Promotion Councils for exporters
- Establishment of a Food Testing Lab in Malappuram district so as to benefit the exporters from Calicut airport as various Test reports of food products are essential for export
- Establishment of a facilitation centre to guide and support exporters in the Calicut airport premises.
- Establishment of cold rooms and warehouses for fruits, vegetables and food products with Govt. support in district preferably near Airport.

General manager said, the suggestions received in the stakeholders meeting will be discussed in the District Level Export Committee and the introduced DIC Schemes like MSME Clinic, ICAI Help Desk and Mission 1000 scheme useful to Exporters. The DIC will initiate to conduct more MSME Clinics in Export- Import subject and the ICAI Helpdesk in DIC is available for exporters regarding the issues in tax, financial services.

In concluding the General Manager informed that necessary steps will be taken to conduct an export workshop before the end of this financial year.

Smt.Smitha.P, Manager,District Industries Centre thanked everyone for attending and deliberations in the meeting.

Hence the meeting is concluded at 3.30 pm



Dinesh R

General Manager,

DIC, Malappuram

**Minutes of the meeting of District Level Export Promotion Committee,
Malappuram District held on 15/01/2025 through Online Platform.**

(Google Meet Link: <https://meet.google.com/zzz-jgzs-zhq>)

Attendance:

- 1.Sri. V R Vinod IAS, Hon.District Collector,Malppuram & Chairman,DLEPC
- 2.Sri.Dinesh.R,General Manager,District Industries Centre& Convenor,DLEPC
- 3.Sri.Hassan Usaid, Dy. Director General of Foreign Trade, Eranakulam & Co Chairman,DLEPC
- 4.Sri.Rajeev M C,Head,FIEO, Eranakulam Chapter, Member
- 5.Smt.Lachithamol U C,A.D,Reps Director,MSME,DFO,Thrissur, Member
- 6.Sri.Muhammed Riyas,AGM,NABARD, Member
- 7.Sri.Munshid Ali,Secretary,Kerala Exporters Forum, Member
- 8.Sri.Anvar K V,KSSIA,State Committee Member, Member
- 9.Sri.Abdurahman M,General Secretary,Calicut Vegetables Exporters Forum, Member
- 10.Deputy Director reps.PAO, Principal Agricultural Office, Malappuram, Member
- 11.Smt.Lilia Baby,HOD,Home Science,KVK,Malappuram, Member
- 12.Sri.Suneeth,Lead Bank Officer,reprs LDM,Malappuram, Member
- 13.Smt.Smith.P,Manager, District Industries Centre, Malappuram

The meeting started at 4 pm under the chairmanship of Hon. Dist. Collector. The General Manager,DIC welcomed all the members.

As an introduction, General Manager,District Industries Centre briefed the role of District Level Export Promotion Committee (DLEPC).

DLEPCs are constituted in every districts as a part of GOI programme to develop districts as export hubs based on One District One Product approach. Bench marking of present export status, preparation and time wise modification District Export Plan, redressal, escalate and monitoring of issues related in

export, Dissemination of information and supporting schemes of Government organisations to exporters, liaisoning with state level coordinators etc.. are the major functions of the committee.

The ODOP of district is Food Products. Proposals were submitted for the export promotion activities from Malappuram district so as to boost up the export value from district. As part of taking further steps, a meeting with stakeholders was held on 08/01/2025 with 20 entrepreneurs in association with FIEO, Ernakulum Chapter. The General Manager informed that the following suggestions have been received from the entrepreneurs.

- To provide awareness programme to update entrepreneurs in the subject of export formalities and various assistance and to inform about the export policy and tax rates of foreign countries which we can do export.
- Familiarisation of various online portals of Export Development Authorities, Export Promotion Councils for exporters
- Establishment of a Food Testing Lab in Malappuram district so as to benefit the exporters from Calicut airport as various Test reports of food products are essential for export
- Establishment of a facilitation centre to guide and support exporters in the Calicut airport premises.
- Establishment of cold rooms and warehouses for fruits, vegetables and food products with Govt. support in district preferably near Airport.

The Chairman, Hon. District Collector, in his address underlined the importance of export in economic development of nation and the initiatives taken already in District. He also mentioned the roll of District Level Export Promotion Committee for the development of the sector and to realize the hassle-free export from district. It is necessary to identify more areas for export and need to exploit untapped export potential of Malappuram district. In addition, a clear plan for export promotion, strategic marketing, product excellence, marketing and competition should be taken into account.

The District Collector said that the ethnic food products of Malappuram district are popular. There are possibilities for it in many countries. The Indian products is gaining importance in any country especially in Middle east. It is necessary to prepare an export plan with relevant strategies to get more of it.

The Deputy Director of Foreign Trade, Ernakulam Sri.Hassan Usaid said the current goal of the Central Government is to bring common people to make use of the export sector apart from supporting large unit. As part of this, DGFT is currently providing financial assistance to small entrepreneurs. In addition, export training is being provided to small entrepreneurs at various places. Sri.Hassan Usaid also sought the help of the Malappuram District Industries Centre and District administration in the said activity.

Hon.Dist. Collector expressed all supports to conduct awareness programmes in District.

Sri.Rajeev,FIEO said Malappuram is the third most powerful district in the state for export. However that cold storage and go down arrangements at and nearby the airport is to be improved. He promised to join hands for the export development of the District.

Food Testing Labs should be established in the district. Organic products are currently being accepted in many countries. Therefore, it is necessary to establish a food testing lab. Mr. Rajeev added that if the infrastructure is also increased, Malappuram has the potential to become number one in state in near future.

15 Facilitation programmes has been planned under the Ministry of MSME with the aim of promoting exports this year. For this, awareness programs and national workshops are being conducted. The number of programs being conducted in Malappuram district is low, however, it is being conducted in Kozhikode district with the aim of involving entrepreneurs from Malappuram district also. Various schemes are in place for MSMEs to export. Entrepreneurs are being encouraged to take up FIEO membership.

Smt.Lachitamol,AD,MSME,Thrissur informed that entrepreneurs are also facing difficulties regarding their licenses procedures for export and it is to be addressed. As Entrepreneurs have informed that the testing cost of exported products is high, handhold service has to be provided to entrepreneurs.

Sri.Muhammad Riyaz, AGM,NABARD mentioned to use the schemes in agriculture sector for export and to coordinate with the Ministry of Agriculture and Rural Development.

Sri.Munshid Ali, Secretary of the Kerala Exporter's Forum said that currently vegetables are being exported more from the state. However, vegetables coming from Karnataka are being exported at a large extend.

Export activity is the most appropriate way to earn foreign exchange. However, the problem is that the necessary facilities are not available at the airports. Exporters are facing many infrastructural deficiencies in Calicut airport also.

The lack of lab testing facilities is also a big setback for this. Exporters are forced to approach labs in Bangalore or Chennai is a drawback. More inquiries are being received from Singapore for vegetables. However, due to the lack of flights from the state, the work is not being done.

It is possible to transport vegetables to European countries by including agricultural products in the government's Unnati project. Forum have talked to the airport authority on this issue and the flight is not available elsewhere. In addition, the government needs to take a decision to arrange logistics facilities to transport vegetables from Kasaragod to Kochi as soon as possible. Mr. Munshid informed that the Agriculture Department should pay more attention to these issues and the Industries Department should take the lead and take action.

Sri.Anwar KV,the representative of KSSIA, informed that facilities should be arranged for those who want to start export activities to get all the information related to export from one place. An official should be appointed in the District Industries Center for this purpose. He also directed to hold meetings on this issue every month.

Sri.MAbdurahman,General Secretary,Calicut Vegetable Exporters Forum said 60 metric tons of vegetables are exported from the state. Out of this,a considerable quantity of vegetables are spoiling because they are not packed or sealed properly by the cargo handling agency. This is due to the lack of sufficient infra facilities at airport and improper utilisation of available resources.Despite paying 18% GST for exports, banks often refuse to issue BRC. This is making difficult to realize funds for exporters.

Deputy Director of Agriculture informed subsidy is being given for establishing cold storage and godown facilities for export of agricultural products. In addition, land will be provided for the export of fruits like rambutan and dragon fruit.

It was also informed that low-interest loans will be given to prepare infrastructure for storing agricultural products.

K.V.K representative Smt.Liliya Baby also informed that assistance regarding training can be provided to entrepreneurs for export activities.

Lead Bank representative, Sri.Suneeth informed that the necessary banking facilities for export activities can be provided since more foreign exchange is making economical advantage of the country. He also assured to look after the delay in issuance of BRC.

The committee resolved to do follow up actions in the suggestions received in the stakeholders meeting and the grievances raised by the members of Kerala Export Forum and Calicut Vegetable Exporters Forum. The committee also resolved to prepare Export plan for strategic improvement of the sector.

In concluding the General Manager informed that necessary steps may be taken to conduct an export workshop before the end of this financial year. The General Manager also assured that steps will be taken to motivate the entrepreneur in food sector and Agri produces for export activities according to the potential of the district. The DIC will initiate to conduct more MSME Clinics in Export- Import subject and the ICAI Helpdesk in DIC is available for exporters regarding the issues in tax, financial services.

Sri.Rajeev,FIEO informed that the activities for providing awareness to entrepreneurs regarding export through the District Industries Centre, Malappuram are Appreciable.

Hence the meeting is concluded with Smt.Smitha.P,Manager,District Industries Centre thanked everyone for attending and deliberations in the meeting.



V R Vinod IAS

Chairman DLEPC &

Hon. Dist. Collector Malappuram



Dinesh R

Convenor DLEPC &

General Manager,DIC, Malappuram

DISTRICT EXPORT PROMOTION PLAN

MALAPPURAM DIST., KERALA

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 standards of living is mainly due to the remittance it receives from Keralities who works abroad and its typical agricultural products and agro food 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.

Apart from Kochi, which is known as commercial capital of the State, Kerala has a good number of moderately industrialized districts of which Malappuram is one district that has few pockets of industries and has the potential to transform itself into an export hub. The presents of Calicut Airport located in Malappuram District and the development National Highways gives strength in the development plans of district.

District Economic and Industrial landscape

Malappuram is the third largest district of Kerala. This district was formed on 16/5/1969 and district has a total area of 3550 sq.km. The district is comprised of 7 Revenue Taluks. They are, Ponani, Tirur, Tirurangadi, Kondotty, Perinthalmanna, Eranad and Nilambur. The district has 70 sq. m coastal area and a developing port at Ponani which enhances the chances for exporting. Calicut airport is situated in the district at Kondotty Taluk and it enhances the export opportunities of the district. Calicut university is also

situated in the district at Tirurangadi Taluk. The Research and Development activities in the University will contribute a more in future.

Vision

Hon'ble Prime Minister in his independence Day Speech on 15th August 2019 had inter-alia, observed that each district of our country has potential equal to that of one country. Each district has its own unique specialties in terms of products and services which has potential in the global market. Each district has the potential to become Export hubs.

Goal

The goal of this District Export Plan (DEP) is to achieve Hon'ble Prime Minister's vision by undertaking steps and initiatives to convert Malappuram District into an Export Hub and to double the exports from the district within the next five years.

The District Level Export Committee will act as one -point facilitator for export promotion at District level along with a link to State Level Export Promotion Committee. And all the updates regarding District Export Plan will be updated to DGFTs online DEPC Progress Monitoring Portal.

Policy framework

The framework of DEP policy is based on Ministry of Commerce and Industry, Government of India's D.O No.01 /36/2018/01 /AM-18/TC/Part-I/O 1 Letter dated 13-11-2019 mandating Regional Authorities of Directorate General of Foreign Trade (DGFT) to work with State Governments and District level officers to initiate preparation and implementation of a District Export Plan(DEP) specific to each district in every State/UT through an institutional structure at the district level for fulfilling the goal mentioned above.

Accordingly, DGFT through its O.M dated 26-12-2019 has notified the action items along with timelines for developing Districts as Export Hubs. Apart from the action items, it also suggested composition of District Export Promotion Committee (DEPC) and terms of reference for plan of action for developing districts as export hubs. Subsequently, DEPC has to be constituted and notified for all the districts in a State by the concerned State Government.

Government of Kerala, through its Notification No. G1/42/2020/1D dated 1109-2020 notified composition of members of DLEPC for fourteen districts in the State along with its potential products for exports. This G.O also bestowed the power on DLEPC to call for additional members and also to amend the list of potential products for export promotion. Members of DLEPC for Malappuram district is as follows.

- The District Collector-Chairperson
- Joint DGFT , Kochi-Co-Chair person
- GM, District Industries Centre- Convener
- Lead Bank Manager-Member
- Director of MSME DFO Thrissur –Member
- AGM, NABARD- Member
- Representatives from Local Trade/Commerce Association(Reps of KSSIA and Malappuram Chamber of Commerce)- Members
- Representative from BIS-Member
- FIEO state Head- Member
- Representatives from Kerala Exporters Forum- Member
- Head of Home science Department, KVK Malappuram (Special Invitee)

Brief Economic Profile of the District

The district is located between Palakkad and Kozhikode districts and is the most populated districts in Kerala, and the first e-literate and cyber literate district in India.

Due to a large population of NRIs and their investments, the district is one of the most prosperous in Kerala.

The district is vibrant in terms of economic activity with Food based industrial activities being the prominent ones. There are 3 major Industrial estates, Kinfra park at Kuttippuram and Kakakkanchery, Inkel Green City and Functional Industrial Estates (FIE) Payyaand for Rubber products. The Development of 6 Private Industrial Estate works have been progressing. More PIE applications also processing by DI&C. Hence land availability issue can be solved. Ponani port work also has progress and entrepreneurs can explore this also. However, apart from a few numbers of MSMEs there is no large scale manufacturing units in this District.

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.

The above criteria’s can be used for identifying Champion Sectors in a district too. Accordingly various products have been identified as potential

products for district by Government of Kerala through its G.O dated 11-09-20 and for Malappuram Dist. It is Food products. More than 30 food processing units in the district are exporting their products to GCC countries, America Germany, Russia... Besides direct exports many units are supplying to EOUs, SEZs, deemed exports as well. Major products available for exports are ready to eat food items, curry powders etc.

DLEPC meetings and stake holder meetings of major exporters in food sector was being conducted regularly and their suggestions will be escalated for consideration and redressal.

As per the suggestions of the District Level Export Promotion Committee (DLEPC) for Malappuram District the following steps are undertaken for the development of the sector.

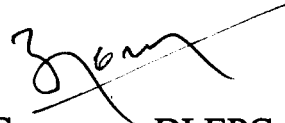
- Conduct awareness programme to update entrepreneurs in the subject of export formalities and various assistance and to inform about the export policy and tax rates of foreign countries which we can do export.
- Familiarization of various online portals of Export Development Authorities, Export Promotion Councils for exporters
- Submit proposal for the Establishment of a Food Testing Lab in Malappuram district so as to benefit the exporters from Calicut airport as various Test reports of food products are essential for export
- Submit proposal for Establishment of a facilitation center to guide and support exporters in the Calicut airport premises.
- Coordination for establishment of cold rooms and warehouses for fruits, vegetables and food products with Govt support in district preferably near Airport.
- Support exporters in make use of the systematic logistics system to send goods from one district to other districts quickly and to operate more flight from Calicut Airport to Foreign Countries especially to Middle East and European Countries.

The District Level Export Promotion Committee discussed the matters in detail and resolved to take steps to solve issues and to improve export quantity from district in association with all Facilitating organizations and stake holders. A detailed survey is to be conducted for preparing detailed database of exporters in District with details of products and destination. The action plan is focused for doubling the export quantity within next five years with the help of supporting schemes of State as well as Central Government and other stake holders in the sector.

Submitted for approval.



Chairman, DLEPC &
Hon. Dist. Collector Malappuram



Convenor, DLEPC &
General Manager, DIC, Malappuram