

**Minutes of District Level Export Promotion committee (DLEPC) meeting held on  
03-01-2025 at 3pm**

**Present**

- Mrs. Jinu Punnoose Deputy Collector LA for District Collector
- Mr Rakesh V R General Manager DIC Kottayam
- Mr Hassan Usaid ADGFT Cochin
- Mr Reji Varghese AGM NABARD
- Mr Suresh Babu AD MSME- DFO Thrissur
- Mr Rajeev State Head FIEO
- Mrs Rajasree Rubber Board Kottayam
- Mr Jojo PAO Kottayam
- Mr Jose Secretary KSSIA Kottayam
- Mr Zaviour Thomas Kondody CII & DP Poovanthuruthu Industrial Association
- Mr Praveen M Manager DIC Kottayam
- Mr Arunraj ADIO -HQ & Nodal Officer Export promotion DIC Kottayam

The Meeting started at 3pm. General Manager & Convener-DLEPC welcomed all and presented the following export scenario of the district and decisions taken in the previous DLEPC meetings.

The Kottayam District is vibrant in terms of economic activity with Rubber based industries. Rubber mats and Latex Gloves are identified as potential products. Potential Rubber products are selected as Export ODOP.

There are two Rubber based Industrial clusters in the district. One is at Changanassery and another is at Poovanthuruth Industrial Development Plot. Both together have about 100 units producing Rubber Mats, most of the quantities are exported to different countries. The Products range from Hollow Mats, Stable Mats, Continuous Roll mats, Door Mats, Coir embedded Rubber Mats, Foot wears, Latex Gloves etc. America, Germany, Ireland, France, Russia are the major markets where these products are exported. A few of the

manufactures are not exporting directly, but are supplying to EOUs and other exporters of Alleppey belt who are manufacturing rubber backed coir mats and similar products.

In line with the vision of Hon'ble Prime Minister each district has the potential to become Export hubs. Government of Kerala notified the formation of DEPC (District Export Promotion Committee) as per Notification No. G1/42/2020/ID dated 11/09/2020. The Members of DEPC for Kottayam district are as follows.

- The District Collector- Chairperson
- Joint DGFT, Kochi -co-Chair
- GM, District Industries Centre- Convener
- Lead Bank Manager- Member
- Representative from Department of MSME, Govt. Of India -Member
- Representative from Rubber Board- Member
- Representative from Local Trade/ Commerce Association – Member
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The District Export Committee will act as one- point facilitator for export promotion at District level. The Preliminary meeting of DEPC for Kottayam district was conducted on 04/01/2021 and further meetings were conducted on 01-07-2021, 29-07-2021 and 03-06-2022.

Ministry of Commerce and Industry, Government of India mandated Directorate General of Foreign Trade (DGFT) to work with State Governments and District Level officers for preparation and implementation of a District Level Export Plan (DEP). District Export Promotion Plan of Kottayam District has been approved by DLEPC meeting held on date 03-06-2022. The goal of this district Export plan (DEP) is to convert Kottayam District into an export Hub .

The District Export Plan addresses the following major hurdles faced by the Exporters and suggestions to improve the scenario

- Road connectivity to nearest Kochi Sea port
- Mega Rubber Park to be established
- Timely Credit to exporters
- Availability of Raw materials
- Timely clearances and licences
- Testing facilities and Labs
- Training and Capacity Building
- IT Parks to be established



The major projects identified by DGFT for PROMOTING EXPORTS are

- A Common packaging Centre for Latex Gloves in 1 Acre land with Approximate Project cost of 3.2 Cr.
- Another project proposal is for Ware housing facility with 1 Lakh Square feet area in 3 Acres of Land for Rubber Industries with Approximate Project cost of 22 Cr.
- Next is the Cold Storage Facility for Food processing Industries with Approximate project cost of 2.5 Cr.

After the presentation by General Manger and Convener-DLEPC , the committee members commented the following in this regard

Mr Hassan Usaid ADGFT Cochin informed that the District Export Action plan has been forwarded to the Central Government for further orders .

Mr Suresh Babu AD MSME- DFO Thrissur detailed the MSE CDP Cluster development programme & Infrastructure Development programme of Ministry of MSME and asked to explore the possibilities of the schemes for Export promotion of the district.

Mr Zaviour Thomas Kondody CII & President of DP Poovanthuruthu Industrial Association commented the need of frequent DLEPC meetings . He also added the need to create a data base of Exporters & potential sectors in the district through an informed survey process . He also opined that establishment of a Testing and certification facility by Kerala Rubber Limited (KRL) will be beneficial to the Exporters in Rubber sector.

Mr Rajeev State Head FIEO informed the need of Market Research to find the possibilities of new export oriented products .He also added the need for establishment of Testing Facilities and proper training to the exporters .

Mr Jose Secretary KSSIA Kottayam also expressed the need of training programme for MSMEs in exporting

Mrs Rajasree Rubber Board explained the facilities available in Rubber Board Kottayam such as Advanced Analysis Laboratory , Technical Consultancy Division and Training Centre .

Mr Reji Varghese AGM NABARD informed that training to enterprises in Agriculture sector can be provided in association with APEDA .He explained the export potential of Fruits and necessity of an IQF cold storage facility in the district .He also explained the potential of unexplored foreign market .

Mr Praveen M Manager DIC Kottayam informed the requirement of entering District of origin of raw materials in the DGCIS portal to the entrepreneurs and association representatives in the meeting

After the detailed discussion , the committee decided to organise a training programme on Export promotion for the existing and budding enterprises in association with FIEO and DGFT .

The meeting concluded at 4pm



Convenor  
DLEPC  
General Manager  
District Industries Centre-  
Kottayam