

**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