

Minutes of the first District Level Export Promotion Committee meeting chaired by the Hon. Additional District Magistrate Sri. Ajeesh K held on 2021 January 27 at Collectorate Mini Conference Hall, Wayanad.

Meeting started at 3.30PM with Additional District Magistrate in the Chair. The following members were present.

1. Sri. K.M Harilal, Its, JDGFT Ernakulam (Co. Chair person)
2. Sri. P.S Suresh Kumar, General Manager, DIC (Convenor)
3. Sri. N.V Revindran, Deputy DGFT, Ernakulam
4. Sri. J. Nirmal Davis, Deputy Director, Coffee Board
5. Sri. Vinod, Lead Bank Manager
6. Smt. Jisha V, AG (DDM) NABARD
7. Sri. V.P Satheeshan Assistant Director (Marketing) DA Office
8. Sri. Rajeev MC State Head, FIEO
9. Sri. T.D Jainen, KSSIA President
10. Sri. C.K Salu, Kerala Coffee Processors and Dealers Association

At the outset, the General Manager welcomed all and informed that coffee is indentified as the Export Potential Product (ODOP) of the district and the District Level Export Promotion Committee is constituted as per order No. G1/42/2020/ID dated 11/09/2020 Industries (G) Department to promote and convert the district as a manufacturing and leading export hub. As per the data, the district is considered as the largest producer of Coffee in the state of 55,225 tonnes in 2019-20 within the state share of 64,123 tonnes. We have more than 50 coffee processing units and 10 individual as well as exporting companies. The District experiences the lack of infrastructure facilities for proper processing and value addition. Mostly the raw coffee beans are primarily processed such as hulling and grading and entire value addition is made abroad after exporting. As such it is devoid of proper



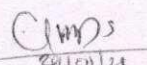
value addition of Coffee within the district. Therefore there is scope for value addition if support systems and these facilities are provided.

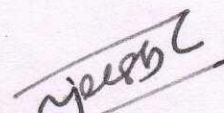
The Chair observed the importance and relevance of the scheme and asked to explore way to benefit it in a converged manner. He also opined that the State Government have a Programme viz Carbon Neutral Village Coffee Park in the District which is in pipe line and if possible their request may be entertained at the stage of commissioning. He also opined that export promotion through tourism can consider at this point as tourism related activities have a major role.

Sri. Salu, the representative of Kerala Coffee Processors and Dealers Association opined that the lack of proper warehousing facility is the major bottleneck in exporting. A storage facilities of 50,000 sq. meter is minimum required for proper storing of coffee beans and as such they are deprived of getting finance from banks. The Chair stated that this is a major issue and we have to formulate plan to settle it. It may be either rent out such facility from suitable agencies or construct under any Government schemes but this will take further time.

The JDGFT expressed his view that an extend of 50 acre of suitable land may be identified to convert into a Food Park or Coffee Park, which in turn will mobilise export. The required support services and facilities viz processing, grading and packing etc can be done at single point which facilities a boost in this regard. He presented a Powerpoint presentation which covered the salient features of the scheme and circulated draft Export Action Plan among the members.

The meeting concluded at 4 P.M with vote of thanks of convenor.

  
Convenor

  
Chairman