

**Minutes of the District Level Export Promotion Committee Meeting chaired by  
the District Collector, Idukki held on 18.01.2021 at 2.30 pm.**

1. Sri. H Dinesan, IAS, District Collector (Chairman) (Sd/-)
2. Sri. K M Harilal, ITS, JDGFT (Co-Chairman) (Sd/-)
3. Sri. N V Raveendran, ITS, Dy. DGFT (Sd/-)
4. Sri. Benedict William Johns, General Manager(I/C), DIC, Idukki (Convenor) (Sd/-)
5. Sri. Sathian V.S, Asst. Director of Agriculture, PAO, Idukki (Sd/-)
6. Sri. Vijesh Agarwal, Assistant Director, MSME DI, Thrissur. (Sd/-)
7. Sri. Ashok Kumar Nayar, AGM, NABARD (Sd/-)
8. Sri. Reji Varghese, KSSIA, District Secretary, Idukki (Sd/-)
9. Sri. Jayakrishnan B, Ex. President, KSSIA, Idukki (Sd/-)
10. Sri. Rajeev M.C, State Head, FIEO (Sd/-)
11. Dr. John Jo Varghese, Scientist, Spices Board, Myladumpara (Sd/-)
12. Dr. Vijeeshna V, Assistant Director, Spices Board, Myladumpara (Sd/-)
13. Sri. Sunny T.P, Chairman Eco Spices Ingredients, Thankamony (Sd/-)
14. Sri. Joseph, MD, Eco Spices Ingredients, Thankamony (Sd/-)

The first meeting of the District Level Export Promotion Committee was convened at District Collectorate and chaired by the Hon'ble Idukki District Collector Mr. H Dinesan at his chamber and started at 2:30 p.m.

1. General Manager (In-charge) Sri. Benedict William Johns welcomed all the members in the meeting. The Hon'ble District Collector explained about the formation of the District Level Export Promotion Committee and its objectives to the members. The aim of this committee is to assess the number of export activities currently taking place in the district, in which areas, what are the obstacles, what are the solutions to overcome the obstacles and to take necessary steps to start more export ventures. He added that the aim of the committee is to prepare an export promotion plan suitable for the district as a first step.
2. Joint Director General of Foreign Trade, Shri. K. M. Harilal said that, about 5,000 crore or more rupees worth exports are made from Idukki district a year. He also pointed out that more companies in Idukki district are exporting their commodities using the registration of the companies situated in Ernakulam district (Example: Eastern Group).

3. The committee pointed out that the main area with export potential from Idukki district is Spices. Apart from these, the agro-based food processing sector and Marayoor Jaggery could also be considered. Out of the total 5393 industrial enterprises registered in the district, 500 are related to spices. About 90% of these companies operate as cardamom dryers. M/S Eco Spices, based in Thankamani, is the only manufacturer of spices oil from this district. There is a lot of potential in our district to start more such ventures through export promotion activities.
4. Marayoor Jaggery is another area that has the potential to export from the district. Marayoor Jaggery has got geographical indication also. This will further benefit the export of marayoor jaggery. In addition, the district can produce a large number of products suitable for export from jackfruit.
5. Idukki needs to create a conducive environment for many industries to start operations. For this, industrial development plots need to be developed in the district. Former president of District Small Industries Association, Sri. Jayakrishnan said that the development works of the proposed Thudagnadu Spices Park should be completed as soon as possible and steps should be taken to hand it over to the entrepreneurs. Currently the agricultural crops from the district are value added from the units outside the district. If the Kinfra Park is made available to entrepreneurs, it will come to an end to some extent. The Joint Director for Foreign Trade said that the export oriented industrial parks on the model of the Special Economic Zone in Kochi would be more conducive to exports in the district.
6. The District Collector informed that 4.5 acres of revenue land is available near Muttom, and it is suitable for setting up of food processing establishments. In addition, the District Collector informed that there are 70 acres of land in Painavu-Cheruthoni area under Idukki Development Authority and it has to be examined whether it can be handed over to the Industries Department for undertaking projects like spices and food processing. Directed to submit proposal for the same also.
7. The Assistant Director of MSMEDi, Thrissur explained that the cluster based industry method would be more effective to exports and explained about the various projects being implemented through MSMEDi.
8. Cardamom is the main spice exported from Idukki District. The revenue from this sector alone was about Rs.1000 crore. But the massive use of pesticides has adversely affected the exports. Farmers are not interested in organic farming as organic farming method is very expensive in cardamom cultivation. Representative from the Indian Cardamom Research Institution, Myladumpara, said there was a need to give awareness among farmers and cardamom dryer companies for reducing pesticide use and adding artificial color. It was also suggested that the use of an electric dryer, which can be washed and remove pesticides before the cardamom dries, would alleviate some of these problems.

9. The meeting opined that a modern testing lab with all facilities should be set up in Idukki district. A mobile testing lab is also essential for the district.
10. Members also suggested that action should be taken to set up a storage facility with refrigeration system in the district. The meeting ended at 3:45 p.m.

General Manager(i/c) &

Convenor, District Export Promotion Committee, Idukki