

14/06/2022 ന് ജില്ലാ കലക്ടറുടെ ചേംബറിൽ ചേർന്ന ജില്ലാ തല എക്സ്പോർട്ട് പ്രൊമോഷൻ കമ്മിറ്റി യോഗത്തിൽ പങ്കെടുത്തവരും തീരുമാനങ്ങളും

1. Muhammed Asfuz. c , MD
2. Harilal MD
3. Nityanand Kanath Malabar Chamber of Commerce
4. Paul Veyhese , Leader Rubber Industries,
5. Balarajan. MK Manager DIC Kozhikode Veruljini
6. Shoby Joseph , MD, Kozhikode Rubber PL Ltd. (Rubber Board) 9562657334
7. K.M. Hameed Ali. DIRECTOR. VIK Group President Exporters Forum Kerala 9388150400
8. Abdulkhamid K.S.S.I.A president 9349110176
9. ANAS. M. Kerala Exporters Forum. 9895232395
10. Sreenath MK Calicut Managerial Associate (CMAA) 9744400185  
UMAIR. KT XL CERA
11. Rajeev. M. C State Head, FIEO, Kerala 9745000068  
9895598009
12. MUNSHID ALI, KERALA EXPORTERS FORUM 9895114422

The Manager, District Industries Centre, Kozhikode formally welcomed participants to the meeting. The Additional District Magistrate, Kozhikode chaired the meeting.

Sri.Harilal ITS Joint Director of Foreign Trade briefed the content of Export development program proposed by Government of India. It is to bring Kozhikode district also as a member in the selected district in our country as in the list of export hub. The sectors identified are to promote export of Footwear and Food processing sector industries. Each selected district may get ₹ 40 Crore

as financial assistance, in that ₹ 25 crore from Government of India contribution balance from concerned state Government. It is a nationwide programme with an outlay of ₹ 8000 crore in 50 districts in our country.

The two sectors which have lion share of investment and employment generation in Kozhikode district. The district export promotion committee has to approve the action plan and then recommend to Director General of Foreign Trade for onward transmission to Government of India to get approval and financial support.

One of the major issue faced by the foot wear sector is the absence of common exhibition cum product display centre for its products. In addition to that an effective market research arrangement in place to gather the product preference and understanding from major markets across the globe ie. setting up of common facility centre.

Setting up of Technology research centre to reverse engineer products and support local industries in term of technology, various process as well as raw materials to achieve quality products. A training centre may also attach with this facility.

Assistance of an agency may be utilised regarding various market players/distributors/agents of various countries may be made available to local manufactures to develop their overseas market.

A portal may be developed to promote footwear manufacturing units with its product details. It can include with details and links to various machinery manufactures as well as material suppliers in this sector.

### **Food Processing Sector**

A cold storage facility in the airport is to be set up for the storage of finished products for export.



Setting up cold storage infrastructure for fruits, vegetables and other perishable item and in food processing sector.

A common product display centre may help overseas buyers to get details of food manufactures in Calicut under one roof.

Setting up portal which help manufactures to share the details of product.

Setting up of modern food testing laboratory as a common facility may help all manufactures.

Ensure the technology and research centre latest technology available to local manufactures. A market research centre with supporting facilities like training, packaging exhibition support machineries could help the manufactures to identify new market.

Scheme for duty benefit/financial benefit for imported raw materials and imported machineries to enable Indian manufactures for level playing field in international market.

Subsidy type scheme for supporting marketing and freight costs may also be considered to enhance the export.

Calicut Management Association offered to create virtual atmosphere to the producer to showcase their product.

The above District Export plan proposal approved by the committee. It is also resolved to recommend the proposal to include Kozhikode as an export hub consisting of food and foot wear sector. It is also resolved to include market study in action plan and utilise the expertise of professional agency to conduct market research and market intelligence.

The meeting concluded at 5.45pm

Additional District Magistrate

Addl. Dist. Magistrate  
Kozhikode