

GOVERNMENT OF KERALA**Industries (G) Department****Notification**

Reference No.G1/42/2020/ID.

11/09/2020
ThiruvananthapuramSub:- Export promotion activities- Formation of District Level
Promotion Committee- Notification- regRef:- The letter No.DIC/13321/2018-MA-M1 Dated. 03/02/2020
and 08/05/2020 from the Director of Industries

With a view to ensuring international markets for the products and services of our State and to transform each District into an export hub, the Government of Kerala hereby constitute the District Level Export Promotion Committees (DLEPCs) under the Chairmanship of respective District Collectors, in all Districts, to facilitate foreign markets accessible to the domestic enterprises with the following members, including specific members in specific Districts, as stated below:

SL No	Department/Official	Status
1	District Collector	Chair Person
2	Joint Director General of Foreign Trade in charge	Co-Chair Person
3	General Manager, District Industries Centre	Convenor
4	Principal Agricultural Officer of the District	Member
5	Lead Bank Manager	Member
6	Director, MSME-DI, Trissur	Member
7	AGM NABARD	Member
8	Representative Sector Specific Export Promotion Council	Member
9	Representative of Quality Council of India/BIS	Member
10	Representative of District Trade/Commerce/Industry Association	Member

11	State Head	FIEO
12	Sectoral Agencies specific to product identified in each District	Member
13	Special invitee (Expert)	Member as per discretion of the chair

The activities of the DLEPCs would include the following among other matters:

1. Preparation of District Export Plan for export augmentation of identified product for Exports from the District.
2. Identifying the export potential Products /services of the District
3. Redressal, escalation and monitoring of issues in exports from the District for identified potential products through regular meetings.
4. Dissemination of information for trainings, seminars, guest lecturers, practical training, exchange visits with other Districts of excellence.
5. Updating online DLEPC Progress Monitoring Portal.
6. Report progress at identified intervals to state Level Export Promotion Committee headed by Chief Secretary, Kerala.
7. Liaisoning with State Level Nodal Officer for export promotion.

The Terms of Reference of the DLEPCs would include the following:

1. Benchmarking baseline export promotion of District-current situation.
2. Data collection of Merchant / Manufacturer exporters.
3. Creation of District Level export action plan with quantifiable targets
4. Creation of sub-groups for each identified potential export product involving stakeholders, like manufacturers, artisans, exporters of the identified products.
5. Identification of bottlenecks for export potential products.
6. Identifying training and development needs of District Industries and coordination for training with other departments.
7. Act as a single point facilitator for export promotion at District level.
8. Liaison with and report progress to State Level Export Promotion Committee.
9. Update Online DLEPC progress Monitoring Portal

Proposals approved by the District Level Export Promotion Committee would be sent by way of Agenda to the State Level Export Promotion Committee Chaired by Chief Secretary for final Approval/decision.

**DR. K. ELLANGO VAN
PRINCIPAL SECRETARY**

To

The Director of Industries, Thiruvananthapuram,
All the Members of the Committee(Through the DIC)
All the District Collectors
I&PR(W&NM)Dept
Stock File/Office copy

Copy to:

*The AS to Chief Secretary
The PA to the Principal Secretary, Industries Dept
The PA to the Secretary, Industries Dept*