

Minutes of the District Export Promotion Committee - Quarterly Meeting, Erode District:

The District Export Promotion Committee (DEPC) Meeting was held on 09.01.2025 through Google Meet under the chairmanship of the District Collector, Erode, and convened by the General Manager, District Industries Centre, Erode.

Attendees:

Members/Representatives:

1. The District Collector – Chairperson
2. The Joint Director General of Foreign Trade (JDDGFT),
Coimbatore – Co-Chairman
3. General Manager, District Industries Centre, Erode – Convener
4. Lead Bank Manager – Member
5. Representative, MSME - DFO, Coimbatore – Member
6. Regional Director, EEPC, Chennai – Member
7. Executive Director, HEPC, Chennai – Member
8. Regional Director, APEDA, Chennai – Member

Special Invitees/Departments:

1. AGM, NABARD
2. JD, Agriculture
3. DD, Agri Marketing
4. RDD, Textiles
5. DD, Agriculture
6. DD, Horticulture
7. Representative, Spice Board, Erode
8. Representative, TANCOIR, Coimbatore
9. Representatives from EEDISSIA ,CII and MSME Associations

Agenda Points Discussed:

Welcome Address:

The General Manager, District Industries Centre, Erode, welcomed the District Collector, members of the committee, representatives, and special invitees. He elaborated on Erode's topographical advantages, industrial infrastructure (including SIPCOT, SIDCO Industrial Estates, and upcoming MSME Clusters), and the Government's schemes to assist entrepreneurs. He highlighted the export potential in Agro/Food processing, Textiles, Value-added Agro/Food/Dairy Products, Engineering, and Coir Products.

- Identified key export products, including:
 - Handloom and Powerloom products
 - Processed Fabrics
 - Paper Products
 - Egg Powder
 - Motor Vehicle Parts
 - Tapioca & Starch
 - Turmeric Products

Key Address by the District Collector:

The District Collector:

- Delivered the inaugural address, emphasizing Erode's agricultural prominence and emerging industrial development.
- Highlighted Erode's strengths in the Textile and Agro/Food-based sectors and its status as the top turmeric producer in Tamil Nadu, contributing 43% of the state's production.
- Mentioned the Geographical Indication tags received for turmeric, Bhavani carpets ("Carpet City"), and Chennimalai handloom products.
- Discussed the category of district's 1.08 lakh MSMEs .

Suggestions by the District Collector:

The District Collector has given following suggestions:

- List of Mandatory certifications for Export and Accredited agencies with respect to each sector and Countries to be prepared. Government interventions required in the form of facilitation and incentive to be addressed in DEAP.
- List of International and National Expo's conducted sector wise to be prepared. Government interventions required in the form of facilitation and incentive to be addressed in DEAP.
- List of parameters to be prepared for scaling up an industry to meet Export requirements and addressed in DEAP.
- Reverse Buyer-Seller meet to be organized to bring experts and Bureaucrats from different countries to Erode district for promoting trade.

Points Raised by Representatives:

- **CII, Erode:**

- To add the following sectors namely – Dairy, Construction, Agri Engineering, Leather & Leather Products (especially made from Bio-degradable vegetable tannery) as potential sectors for Export from Erode district.

- **EEDISSIA, Erode:**

- Include Technical Textiles and IT as export sectors.
- Propose a CETP for the textile sector in Erode.
- Raise awareness of value-added food processing products.
- Establish a Container Terminal in Erode to enhance the supply chain.
- Organize more international Buyer-Seller Meets.
- Propose an APEDA branch office in Erode.
- Utilize India Post for cost-effective sample shipments.
- Address challenges in obtaining loans against LCs.
- Increase awareness of packaging standards.

- **Regional Deputy Director, Textiles, Salem:**

- Inform about 50% grants for airfare and hall rent for industries participating in two international expos annually.
- Highlight the NTTM's scheme for technical textile training.

- **Agricultural Officer:**

- Mention the availability of 12 cold storage facilities in Erode.
- Explained the scheme for availing reimbursement upto Rs.15,000/- for Farmers & FPOs who obtain IE code, Certifications, Digital signatures and other expenses towards Export activity.

- **Executive Director, HEPC:**

- Stress the need for awareness of internationally accredited certifications.
Highlight the importance of product traceability and Indian Handloom Board (IHB) registration.
- **1. Certification and Branding:** In the current global scenario, the textile big brands, manufacturers and buyers are taking initiatives and efforts to emphasize sustainability, including reduced costs, environment protection, socio-economic benefits and sustained goodwill from its suppliers for eco-friendly practices.
- International buyers shall prefer to buy handloom products with certifications of international standards viz. GOTS, Oeko-Tex, GRS, SA8000, Fair Trade, Sedex, etc. Hence, lack of internationally accredited certification reduces the visibility and credibility of handloom products in export markets.
- **2. Traceability:** To scaleup the exports of various handloom products with improved traceability and stories of our Indian handloom products, support for branding traceability by using QR code, RFID Labels, etc. using digital tool for authenticating the handloom products may be provided.
- **3.India Handloom Brand:** Council is organizing around 15-20 international exhibitions in which wider promotion of IHB is being done. In order to harvest the benefit, the

handloom manufacturers are requested to register for IHB brand and they can approach HEPC to obtain the same.

4. **Reverse Buyer Seller Meets:** HEPC organizes state specific Reverse Buyer Seller Meets viz, Jammu & Kashmir, Ladakh, Assam covering North eastern region, etc. under various schemes of the ministry/state departments. Also, organising PAN India Reverse Seller Meets for the promotion of handloom and hometextile products. Considering the export potential of Erode which is surrounded by few more export hubs like Thirupur, Karur, Coimbatore, it is suggested to consider either to organise state specific RBSM or participation in the Pan India RBSMs organised by the Council, to enhance the export potential of Erode.

- **Deputy Director/Horticulture:**
- To create awareness for quality standards in each sector.
- **Executive Director, EEPC ,Chennai:**
- Recommend identifying and scaling potential export-oriented industries.
- **AGM, NABARD:**
- Outline efforts to engage FPOs and farmers in export facilitation.
- **MSME-DFO,Coimbatore:**
- Describe various marketing assistance schemes for boosting exports.
- **APEDA Regional Director,Chennai:**
- Requested to organize a physical meeting with Farmers, FPOs, MSMEs, Exporters, Associations for creating awareness on HACCP, FSSAI for food processing sector and In hand training for good Agriculture practices.
- Emphasize the export potential of bananas to Russia.
- Share updates on the East Maritime Corridor development.
- Highlight the unutilized Tamil Nadu pavilion in national expos.

- **JDDGFT, Coimbatore:**
- To establish Container terminal, a letter has to be addressed to the Revenue Department with all the data on Exports
- Recommend cluster-based ETPs due to ineffective usage of CETPs.
- All the Export Promotion Councils are arranging Expo's related to each sectors. Awareness to be created among the Industries.
- District level meeting to be arranged by CII, EEDISSIA with all council members and E-commerce platforms to improve marketing opportunities.
- Suggest collaboration among Export Councils and e-commerce platforms.
- Highlight India Post's potential for low-cost shipments.
- List of Accredited agencies for all International certifications is available in the DGFT website
- Share resources available for duty-free imports and certifications.

Vote of Thanks:

The General Manager, District Industries Centre, Erode, thanked the District Collector for his suggestions and guidance and extended gratitude to the committee members and special invitees.

Sd/xxxxxx
General Manager
Erode

Sd/xxxxxx
The District Collector/Chairperson/DEAP
Erode

