

MINUTES OF EXPORT PROMOTION COMMITTEE HELD AT
PERAMBALUR DISTRICT COLLECTORATE ON 17.12.2024

The Export Promotion Committee in Perambalur District was held under the chairmanship of The District Collector Perambalur on 17.12.2024 at 11.00 am in District Collector's Office.

The General Manager District Industries Centre, Thiru. J. Prabhu Jayakumar Moses welcomed all the officials and the exporters. The meeting was attended by Joint Director, Federation of Indian Export Organizations (FIEO) Southern Region, Lead Bank Manager IOB, Deputy Director Agribusiness, Agriculture Officer, Micro, Small and Medium Enterprises Association President and Treasurer, and Exporters.

The District Collector during the Key note address informed as far as Perambalur district is concerned, onion and maize are produced in large quantities. Due to its taste it is being exported to Srilanka, Malaysia and South East Asian countries. Since Ariyalur is known for cashew cultivation there is no scope for cashew export in Perambalur District. Further she emphasized that there is a lot of scope in Agricultural Products from Perambalur to various countries. Also she noted that pesticides and chemical residues are a chief cause of concern for Indian Agricultural Exports. In India, Sikkim is the only state that cultivates Agricultural products through organic manure.

In this meeting District Collector directed to include Agricultural and Processed Food Products Export Development Authority to (APEDA) In the forth coming meetings.

After that Mrs. Keerthika, Assistant Engineer (Ind) District Industries Centre gave a power point presentation on the Export Promotion. In the Presentation, Perambalur District Agricultural products such as Onion and Maize were explained. The members of the District Export Promotion Committee were informed about the countries which are having greater scope for exports.

The Lead Bank Manager gave a notes about the facilities related to providing special finance and subsidy to exporters through banks.

The Deputy Director, Agribusiness, Perambalur District informed regarding onion cold storage set up at Chettikulam. In the cold storage, the stored onions were grown due to the moisture and cannot be consumed. Therefore, a proposal has been sent to the Government of Tamil Nadu to set up a cold storage based on an alternative technology called Controlled Storage. If this method is implemented, onion storage can be preserved for at least six months without spoiling.

The President of Micro, Small and Medium Enterprises Association in Perambalur District said that there is a lot of opportunity for industrial resources in this district. There is also a wide scope for General Engineering works.

Ms.Selvanayagi, Joint Director, FIEO Chennai, highlighted the significant role FIEO plays in supporting exporters and entrepreneurs across India to enhance their export potential and global competitiveness. She emphasized that FIEO, as the apex body for Indian exporters, is committed to providing the necessary guidance, training, and resources to help businesses, especially MSMEs, expand their international presence.

She noted that Perambalur, with its notable export contributions in rubber and allied products, must proactively adapt to emerging global regulations such as the European Union Deforestation Regulation (EUDR). As rubber is one of the commodities covered under EUDR, which will become mandatory from December 2025. It is essential for exporters and manufacturers to understand and comply with these sustainability requirements. She assured that FIEO will provide full support to rubber and allied product manufacturers to align with these standards, ensuring uninterrupted access to the European Union markets.

She further emphasized the importance of ensuring agro-product cultivators comply with international standards by avoiding the use of pesticides that are banned internationally, as non-compliance could impact export opportunities in global markets.

The Joint Director FIEO underscored the importance of being connected with FIEO to access critical information on global trade, evolving regulatory requirements, and emerging opportunities. She encouraged exporters to actively participate in international exhibitions and trade fairs, which offer vital exposure to global quality standards, competitiveness, and market pricing. FIEO facilitated participation in over 50 international exhibitions annually, enabling exporters to connect with buyers and understand global markets. She also explained the availability of financial assistance through schemes like the Market Development Assistance (MDA) and Market Access Initiative (MAI), which enable MSMEs and new exporters to participate in these exhibitions at subsidized costs.

Highlighting the importance of Free Trade Agreements (FTAs), it was stressed that leveraging FTAs provides exporters with cost advantages and opportunities to remain competitive globally. She also urged businesses to make use of platforms like FIEO Global Linker, a tool that helps connect exporters to global buyers and markets.

Additionally, she emphasized the importance of adhering to basic customs regulations, such as the Export General Manifest (EGM), Drawback, and RoDTEP (Remission of Duties and Taxes on Exported Products), which are crucial for effective export operations. She also addressed the need to focus on EDPMS (Export Data Processing and Monitoring System) and IDPMS (Import Data Processing and Monitoring System), urging exporters to complete their export proceeds on time to ensure compliance.

In the last the vote of thanks was given by Assistant Director (Economic Investigation).

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District Collector
Perambalur


General Manager
District Industries Center
Perambalur.