

**MINUTES OF THE 2<sup>nd</sup> DISTRICT EXPORT PROMOTION COMMITTEE MEETING  
HELD ON 19.12.2024 AT 05.30PM AT MINI MEETING HALL , NEW  
COLLECTORATE BUILDING, VIRUDHUNAGAR UNDER THE CHAIRMANSHIP OF  
THE DISTRICT COLLECTOR , VIRUDHUNAGAR**

**LIST OF PARTICIPANTS:**

1. District Collector, Virudhunagar/ Chairman, Virudhunagar District Export Promotion Committee.
2. Representative - of Joint Director General of Foreign Trade, Coimbatore - Co-Chairman
3. General Manager (FAC), District Industries Centre, Virudhunagar – Convener.
4. Lead Bank Officer, IOB, Virudhunagar
5. Representative of Spices Board, Bodinayakanur.
6. Representative of Coir Board, Pollachi.
7. Deputy Director, FIEO, Chennai.
8. Deputy Director, Dept. of Textiles, Madurai.
9. Deputy Director – Agricultural Marketing, Virudhunagar.
10. Assistant Director, MSME- DFO, Tirunelveli, Deputy Director, MSME-D1, Chennai.
11. Assistant Director, SIDBI, Madurai
12. Branch Manager, TIIC, Sivakasi
13. Representatives – Virudhunagar District Coir Association, Watrap.
14. Representatives – Sivakasi Master Printer Association, Sivakasi.
15. Representatives – Surgical dressings Manufacturers Association, Chatrapatti.
16. Representative – Ready Made Garments and Looms Manufacturers Association, Dhalavaipuram.
17. Representative – Dhalavaipuram Women's Garments Association, Dhalavaipuram.
18. Representative – Chamber of Commerce, Virudhunagar.
19. Prominent Exporters – Matches, Cotton Yarn, Spices, Coir, Cotton Fabric( Grey Cloth), coffee, cardamom

At the outset, the General Manager, DIC, VNR/Convener of DEPC welcomed the District Collector / Chairman, DEPC and all the Members and Associations and briefed about the importance of DEPC and presented the export data of Virudhunagar district for last two financial years. The General Manager, District Industries Centre has also explained about the opportunities and gaps in the export capacity of Virudhunagar district.

## **AGENDA NO.1: Discussion of Potential Export Products**

### **Discussion:**

The Export Potential Products mentioned in the Government order were listed out to the committee. The General Manager, District Industries Centre requested the committee Members to brief the Export oriented Support Schemes and incentives provided by the concerned departments.

### **Action Taken:**

Details about the Export Oriented incentives and supports provided by DGFT, FIEO, MSME – DFO, Dept of Textiles, Spices Board, Coir Board were given by respective Department Officials. The General Manager, District Industries Centre has requested the above departments to create an Export data base for Agri products, Textiles, Matches and Spices in coordination with the office of the JDGFT.

## **AGENDA NO: 2: DEPC Meeting has to be conducted for every Quarter**

### **Discussion:**

The General Manager, District Industries Centre informed that the Industries Commissioner and Director of Industries and Commerce has instructed that the DEPC to conducted this Meeting for every quarter.

### **Action taken:**

The District Collector instructed the General Manager, District Industries Centre to convene the Meeting of DEPC on Quarterly Basis and also instructed the assistant Director, MSME, DFO to conduct an Ecommerce /online selling training to self helpgroups and Agri products manufactures especially Nano/Micro level entrepreneurs.

## **AGENDA NO: 4: Discussion on Bottlenecks and Challenges for Exporters**

<b>Sl.No</b>	<b>Issue</b>	<b>Raised by</b>	<b>Instructions of the District Collector</b>	<b>Department concerned / Action to be taken</b>
1	Red Chilli purchased from Farmers and FPOs of Virudhunagar District were exported by Mediators of Karnataka State. Green Chilli is majorly being cultivated in Aruppukottai, Tiruchuli, Narikudi blocks. The	Prominent Spices Exporters (M/s. Paprika Oleas, M/s. Nadar Spices)	Agricultural Marketing officials to conduct a Meeting with Chilli cultivating Farmers and FPOs of Virudhunagar District and to	Deputy Director, Agricultural Marketing. To be followed up by GM, DIC

	members request to provide training Programs to the Farmers and FPOs to cultivate Chilli as per Export Norms(Good Agricultural Practices)		train them to cultivate Chilli as per the Export Norms and needs in coordination with Spices Board /APEDA.	
2	Weavers in countries like China have upgraded from Conventional Looms to AirJet Looms and Exporting products at Nominal Rates. Conventional Looms require 12KW Power while Air Jet Looms require 20KW Power. Though this High Power AirJet Loom increases the Production Capacity, this Modernization increases the cost of EB Tariff drastically due to change in the Tariff Slab(IA to IIIA2). Requested the Government to reduce the EB Slab for Looms to compete with International Markets.	Representatives from Ready Made Garments and Loom Owners Association	The Loom Owners were instructed to go for Energy Audit and avail the Benefits of PEACE Scheme from DIC as most of the weaving units are having a total Electric load of 100 H.P and above.	GM, DIC submitted the collector that two Awareness Programs were already conducted this year exclusively for Readymade Garments and Loom Owners under Energy saving PEACE Scheme. Another Meeting will be conducted before the month of march along with surgical cotton manufacturers Association.
3	Matches Exporters are facing Delayed Payment issues especially from Dubai.	Representatives of All India Matches Manufacture Association.	DGFT to look for possible solution to resolve this issue.	Joint Director General of Foreign Trade, Coimbatore.
4	Request to update the Software of State GST (Commercial Taxes) Department so as to include GST data in the E-way Bills. Because of this the industries are being questioned by the GST officials during transit of GOODS.	Representatives of All India Matches Manufacture Association.	Instructed GM/DIC to send a letter to Deputy Commissioner, (State GST), Virudhunagar	Deputy Commissioner(State GST), Virudhunagar.
5	Container Charges are higher in India compared to Countries like Dubai.	Prominent Exporters	DGFT to take this issue for redressing the	Joint Director General of Foreign Trade,

	Hong Kong and Mauritius.		grievance.	Coimbatore.
6	Export Oriented Printing Industries function on 24/7 Basis in the Months of October, November and December. Request to reduce the EB Tariff Rates overall and to avoid Monthly Shutdown during the above three months.	Representative of Printing Association, Sivakasi	Instructed the Association Representatives to do Energy Audit and avail benefits under PEACE Scheme. Instructed General Manager /District Industries Centre, Virudhunagar to send a letter to Superintending Engineer, TANGECO to ensure the possibilities of doing Monthly Maintenance without affecting the Production in these peak production months.	Superintending Engineer TANGEDCO, Virudhunagar
7	Printing Industries are facing Labour Shortage in the Months of July to December. Request to provide jobs to MGNREGS Beneficiaries in and around Sivakasi Region in the Months other than those mentioned above.	Representative of Printing Association, Sivakasi	Instructed General Manager /District Industries Centre, Virudhunagar to send a letter to Project Director /DRDA to reduce the number of working days for MGNREGS Beneficiaries in the prominent second half of the year.	Project Director/DRDA
8	Request to open a Branch of ECGC in Virudhunagar District	Prominent Exporters	ECGC may look into the possibility of this matter	Letter has to be sent to ECGC, in this regard.
9	Coffee and Cardamom Exporters are facing severe competition from Africa, Gulf Countries and Guatemala. Request to	Prominent Exporters	DGFT to take this issue and support the Exporters. GM, DIC to disseminate and	Joint Director General of Foreign Trade, Coimbatore and GM, DIC.

	provide Subsidies and support measures to enhance the favor Export of Coffee and Cardamom at competitive Rates.		state incentive schemes to these industries.	
10	Colton Yarn is imported in European Countries at 8% import duty while the same is imported Duty Free from Pakistan and Bangladesh	Prominent Exporters - Cotton yarn, Grey cloth	DGFT to take this issue and support the Exporters.	Joint Director General of Foreign Trade, Coimbatore.

#### AGENDA NO:5: Any Other Suggestions

##### Discussion:

Representative from the office of JDGFT informed that the Handholding Programs are regularly being conducted by the Office of DGFT and various Export Promotion Councils. Exporters are advised to participate in such programs to know about various Export Oriented Support provided by Government of India. These programs may be conducted either by online and offline mode.

##### Conclusion:

The interaction of District Collector and other Government departments with the Exporters gives useful ways to promote export activities for economic development of Virudhunagar district. The District Collector has delivered a conclusive speech that the District Administration will fully support not only exports but also all the industries in the Districts. Issues that needs the action from the higher authority will be taken to the view of the Government and various Central Government Authorities. The District has also informed that the associations could meet him at any time at the Collector's Chamber.

##### Vote of Thanks:

The General Manager, District Industries Centre, Virudhunagar delivered vote of thanks to the District Collector/ Chairman, DEPC, Virudhunagar District, Officials, Industries associations and participants.

*J. Jayaraman*  
10/01/2020

General Manager (FAC)  
District Industries Centre  
Virudhunagar

*[Signature]*

District Collector  
Virudhunagar District  
Virudhunagar