

Minutes of District Export Action Plan (DEAP) Meeting held on 27.02.2025 under the Chairmanship of the District Collector:

Minutes of the 1st meeting of DEAP in respect of Tirunelveli district held on 27.02.2025 through virtual mode with JDGFT.

List of Participants

1. Chairperson: District Collector, Tirunelveli
2. Co-Chair Person: The Joint Directorate General of Foreign Trade.

Members:

1. Convenor: General Manager(FAC), District Industries Centre, Tirunelveli.
2. Lead Bank Manager (LDM), Indian Overseas Bank, Tirunelveli.
3. Representative, Micro, Small and Medium Enterprises Development Institute (MSME-DI), Tirunelveli.
4. Representative, Federation of Indian Export Organizations (FIFO)
5. Representative, Nellore District Small and Tiny Industries Association (NELSTIA)
6. President, Valliyoor Region Small Industries Association (VRSIA)
7. Representative, Startup TN, Tirunelveli.

Inaugural Speech

The General Manager District Industries Centre welcomed all participants and highlighted the purpose of the meeting—to discuss challenges and opportunities in export promotion for local industries.

Agenda item No.1: JDGFT District Export Action Plan :

Discussion:

- The JDGFT Representative brief Tirunelveli Export action Plan and export opportunities.

Action / Decision Taken:

- The District Collector advised conduct the awareness programme & handholding support in tirunelveli district in person.

Person / Dept Responsible:

- JDGFT Representative.
- VRSIA President
- District Industries Centre

Agenda item No.2:

VRSIA – Challenges in Candle Export & Conveyor Belt Business

Discussion:

- The VRSIA President mentioned that their candle export business to African countries is struggling due to competition from China.
- They sought assistance in promoting their conveyor belt and rollers business in the transportation.

Action / Decision Taken:

- The District Collector advised them to use Tuticorin Port instead of Kochi Port for better logistics.
- He instructed them to form a cluster, hold meetings, and identify units willing to export.
- Government support will be provided for expansion.

Person / Dept Responsible:

- VRSIA President
- District Industries Centre
- District Administration

Agenda item No.3: MSME-DI – Export Support & SIDCO Schemes

Discussion:

- The MSME-DI Representative explained that MSME-DI Office offers various export schemes.
- Key schemes discussed:
 - CRES: Reimbursement of fees for Certificate of Registration as Exporter of Spices.
 - RCMC (Registration-Cum-Membership Certificate): 75% reimbursement for first-time exporters.
 - Export Credit Guarantee Corporation (ECGC): Export credit insurance, risk management, and trade finance training.
 - NSIC (National Small Industries Corporation): ISO-certified support for MSMEs, providing quality assurance under ₹10,000.

Action / Decision Taken:

- Awareness programs for MSMEs to be conducted regarding these schemes.
- Facilitating first-time exporters with reimbursement benefits.

Person / Dept Responsible:

- MSME-DI Representative
- District Industries Centre

Agenda item No.4: Startup TN – Technology & Agro-Based Industry Challenges

Discussion:

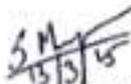
- **Technology lag** in Tirunelveli compared to other districts affects exports.
- **Agro-based exports** suffer due to poor packaging, reducing shelf life.
- **Banana-based products** (sun-dried bananas, fiber-based handbags, and purses) are gaining popularity as **vegan & sustainable products**.
- **Millets** as a value-added product have potential for export.
- Classification of startups: Up to **10 years old & revenue under ₹100 crore**.

Action / Decision Taken:

- District Collector suggested **categorizing industries** as small and medium enterprises.
- **Cluster formation meetings** to be organized for better export assistance.
- **Training & handholding support** to be provided for export-oriented startups.
- The District Collector suggest the following products to be Potential Products identified with export potential, and form exporter group.
 - **Readymade Garments**
 - **Millets Products.**
 - **Coir Products.**

Person / Dept Responsible:

- JDGFT, Representative
- District Industries Centre
- TN Startup Representative
- District Administration
- NELSTIA Representative
- VRSIA Representative


General Manager(FAC)
District Industries Centre
Tirunelveli.


District Collector
District Industries Centre,
Tirunelveli