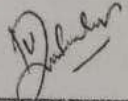



जिल्हा उद्योग केंद्र, रत्नागिरी  
दिनांक - १९/०६/२०२३.

विषय - जिल्हा निर्यात प्रचलन समिती बैठक दि.१६/०३/२०२३  
चे इतिवृत्ताचा मसूदा मान्यतेसाठी सादर करणेबाबत.

सविनय सादर

उपरोक्त विषयानुसार दि.१६/०३/२०२३ रोजी आपल्या अध्यक्षतेखाली  
संपन्न जिल्हा निर्यात प्रचलन समिती सभेच्या इतिवृत्ताचा मसूदा सादर  
मान्यतेसाठी सादर. इतिवृत्त मसूदा मंजूर होणेस विनंती आहे.

  
महाव्यवस्थापक,  
जिल्हा उद्योग केंद्र, रत्नागिरी.

  
जिल्हाधिकारी तथा अध्यक्ष,  
जिल्हा निर्यात प्रचलन समिती,  
रत्नागिरी.

क्रमांक - ९/९५  
जिल्हाधिकारी यांचे कार्यालय  
रत्नागिरी. दिनांक 17/9 JUN 2023  
time 4.47

**Minutes of District Export Promotion Committee Meeting**  
**held at 06.00 pm on 16<sup>th</sup> March, 2023 at Collector Office, Ratnagiri**

**Minutes of the Meeting**

A Hybrid Meeting (Physical cum Digital) was held under the Chairmanship of Hon'ble District Collector Ratnagiri, Government of Maharashtra on 16<sup>th</sup> March, 2023 at 6.00 pm at Collector Office, Ratnagiri.

The Agenda of the Meeting was monitoring the progress of 'District as Export Hub' initiative, discussion on 'District Export Strategy', seeking suggestions from stakeholders on proposed 'Maharashtra State Export Policy', review progress on 'Collaboration with Local Institutes for Marketing and Branding' and 'My District My Product' identification.

**List of Attendees of DEPC Meeting**

- Shri M Devender Singh, IAS, Hon'ble Collector, Ratnagiri, and Chairperson
- Shri Dileeraj Dabhole, Dy DGFT, Pune
- Smt. Vidya Kulkarni, General Manager, DIC Ratnagiri and Convener / Secretary
- Smt. Pranita Chaure, APEDA, Mumbai
- Shri Atul Sathe, MPEDA, Mumbai
- Shri Ravindra Kamble, Konkan Railway Corporation, Ratnagiri
- Shri Laxmikant Jadhav, NHAI, Ratnagiri
- Shri Vijay Patil, Bank of India, Ratnagiri
- Smt. Vandana Khairale, MIDC, Ratnagiri
- Shri Milind Joshi, AGM, Maharashtra State Agri Marketing Board, Divisional Office, Ratnagiri
- Shri Mangesh Kulkarni, DDM, NABARD, Ratnagiri
- Shri Jayant Vichare, Cashew Cluster, Lanja
- Shri Amar Desai, Mango Cluster, Ratnagiri
- Shri Rushikesh Paranjpe, Exporter
- Shri Amar Gaikwad, Manager, DIC Ratnagiri
- Kum. Dhara Tolia, Sr. Project Consultant, EY

**Proceedings of the Meeting**

- Shri M Devender Singh, Hon'ble Collector, Ratnagiri district, suggested that specific strategies for exports of mango, cashew, fisheries etc need to be prepared for implementation by stakeholders. The timelines of these strategies should be short term, mid term & long term in order to review the progress regularly.
- Hon'ble Collector also suggested that DEPC should monitor the progress of infrastructure projects through interaction with implementation agencies in order to ensure timely completion of these projects.
- Shri Dileeraj Dabhole, Dy DGFT, Pune suggested that fund allocation for Ratnagiri district has been approved by DGFT, but details of specific interventions are needed such as location, size of the facility etc.
- Shri Rushikesh Paranjpe, cashew exporter, suggested that India is a leading cashew exporter, along with Vietnam. The reason for Vietnam's success is that it has a cashew policy, the government has reduced export duties etc. The state government should give such export thrust to cashew exports from Ratnagiri; also training programmes should be conducted for increasing awareness about the benefits of cashew processing. He further remarked that banks are reluctant to offer cash credit for purchasing raw cashew.



- Shri Jayant Vichare from Cashew Cluster, Lanja highlighted the need for testing lab in Ratnagiri since getting certification from Mumbai labs makes exports expensive. Smt. Vidya Kulkarni, GM, DIC Ratnagiri explained that the DIC has proposed to set up an accredited Testing Lab under the MSE-CDP scheme.
- Shri. Amar Desai, Mango grower & processor pointed out that APEDA website does not show the GI Tag awarded to Alphonso mango. Hence buyers do not get proper information of original alphonso & mango of other variety is also sold as Alphonso Mango.
- Shri Ravindra Kamble from Konkan Railway Corporation, Ratnagiri, explained about the cold storage proposed by the Corporation in Ratnagiri district.
- For identification of 'One District One Product' products, Hon'ble Collector suggested that Ratnagiri Kokum and Vengurla Cashew should be given thrust presently. In future, coconut can be added. He further emphasized the need for developing the fisheries sector in Ratnagiri since it is an ODOP product.

**Proposed Action Points for DEPC Ratnagiri to Enhance Mango Exports (Timeline 3 – 6 Months)**

Challenges faced	Action Points	Timeline	Implementing Agency
Requirement of Refrigerated Containers/boggies.	Coordinate with Rail and Road Transport Authorities to increase availability of Refrigerated Containers.	Increase the existing capacity by 10 per cent in 6 months.	Konkan Railway & DIC, Ratnagiri.
Exports to USA, EU and other developed countries must comply with phytosanitary measures.	Coordinate with Testing Centre for speedy implementation of Testing Lab at Golap.	DPR should be ready in 3 months.	DIC, Ratnagiri.
	Create awareness about non-tariff barriers such as quality standards in developed countries.	A training programme should be conducted to educate farmers, in association with APEDA, within 3 months.	MSSIDC, Agriculture Dept., Ratnagiri & DIC, Ratnagiri.
Requirement of Processing facilities.	Coordinate with industry players for setting up mango processing clusters such as the one existing in Pawas.	Receive at least	Agriculture Dept., Ratnagiri & DIC, Ratnagiri.
Lack of training in branding and marketing.	Branding & marketing strategies for Alphonso Mango to fetch higher prices in export markets.	A training programme should be conducted to educate farmers, in association with Patent Authorities, within 3 Months.	MSSIDC, Agriculture Dept., Ratnagiri & DIC, Ratnagiri.

Proposed Action Points for DEPC Ratnagiri to Enhance Fisheries Exports (Timeline 3 – 6 Months)			
Challenges faced	Action Points	Timeline	Implementing Agency
Financial constraints faced by fishermen	Provide financial support to eligible fishermen for technology up-gradation.	Identify 50 eligible fishermen with the help of MPEDA in 6 months.	Fisheries Deptt., Ratnagiri.
Lack of awareness of benefits of fish processing.	Educate marine exporters about the benefits of fish processing such as increase in shelf life, better price command etc.	A training programme should be conducted for marine product exporters, in association with MPEDA, within 6 months.	Fisheries Deptt., Ratnagiri.
Fish Processing Capacity Expansion.	Coordinate with relevant authorities for speedy implementation of Mega Aqua Park at Dapoli.	Land Acquisition should be completed in 6 months.	Fisheries Deptt., Ratnagiri.

Proposed Action Points for DEPC Ratnagiri to Enhance Cashew Exports (Timeline 3 – 6 Months)			
Challenges faced	Action Points	Timeline	Implementing Agency
Inadequate Packaging and Grading Facilities.	Coordinate with APEDA and Industry Associations to set up packaging and grading facilities to increase export turnover.	Cashew exports should increase by 5% in 6 months.	APEDA & DIC, Ratnagiri.
Lack of economies of scale in cashew processing.	Coordinate with Cluster Authority for Speedy Implementation of Cashew Cluster at Rajapur.	DPR should be prepared in 3 months.	DIC, Ratnagiri.
Lack of cash credit facilities to buy raw material in bulk quantity.	Financial institutions should provide hassle free cash credit facility to cashew processing units.	CC proposals of cashew processing units to be processed quickly.	Banks.



(Vidya Kulkarni)  
Member Secretary,  
District Export Promotion Committee, &  
General Manager,  
District Industries Centre, Ratnagiri.

(M Devender Singh)  
Chairman,  
District Export Promotion Committee, &  
Collector, Ratnagiri.