

Report of Seminar on “Awareness Programme on “Identifying and handholding exportable products at Alleppey” on 28th Dec 2022 at Alleppey, Kerala

About Seminar :

Council organised a seminar on “Awareness Programme on “Identifying and handholding exportable products at Alleppey” on 28th December 2022 at Kerala State Coir Machinery Manufacturing Company Ltd, Chungam, Alleppey. Nearly 90 Societies/Exporters have participated (as per list enclosed) in this event. The welcome address was delivered by Shri Sundar Murugesan, Joint Director, HEPC. Subsequently, Shri Sundar Murugesan, Joint Director, have explained about Council’s activities in detail and benefits of exporters who enrolled with HEPC. Also explained about exportable products of Alleppey and its importance in international market. He requested all the societies to enter into export market and guidance will be provided by HEPC. The seminar was inaugurated by Shri M.H.Rasheed, Chairman, Kerala State Coir Machinery Manufacturing Company Ltd., Alleppey. Shri Gangadharan, T.O., Additional Director of Coir Development has delivered the special address in which he request coir societies to enter in to export market

The presentation on “Basics of Export & Customs Formalities” by Shri N.V.Saju, Superintendent, Commissionerate of Customs (Preventive), Kochi. He explained in detail about basic of exports and the formalities involved in it. Few societies have interacted with him and clarified their doubt regarding drawback. Subsequently, presentation was done by Mr.Girinath.G, Asst. Prof. & Ms. Mukthy.S., Asst. Prof, NIFT, Cannanore, have detailed about design trends and branding of handloom products at Alleppey. Also shown the presentation on various coir products which is having international market and given awareness to societies.This was followed by the presentation on “various schemes of DCH” by Shri C.Giri Varma, Weavers along with Shri T.Subramanian, Deputy Director (weaving) , Weavers service Centre (WSC), Cannanore. They detailed about various schemes of Government and also requested Societies of Alleppey to enter into export market. This was followed by the presentation on “Coir Product diversification” jointly done by Dr.Radhakrishnan, SSO(Micro) and Smt. Suby Sebastian, SSO (Poly), Central Coir Research Institute. The have given detailed presentation on various coir product developments and usage methods implemented by Central Research Institute and adopted by Government and private sector.

The last session of the seminar was taken by Smt. Lachita Mol, Asst. Director, MSME, Thrissur, and detailed about various exports schemes under MSME along with RCMC fee reimbursement scheme to the first time exporter. During the seminar Joint Director advised all Societies/exporters to participate in the event through Council.The programme was ended with vote of thanks done by Shri Vinay, Project Officer, Coir Project Office, and appreciated the Council’s initiation to organise the seminar for the awareness of coir handloom societies at Alleppey. He requests all societies to approach HEPC and get the further guidance for exports.

Few pics taken during seminar is furnished below:

Welcome speech by Shri Sundar Murugesan, Joint Director	Special Address by Shri Gangadharan, T.O., Additional Director of Coir Development
	

Speech on "Basics of Export & Customs Formalities" by Shri N.V.Saju, Superintendent, Commissionerate of Customs (Preventive), Kochi



Presentation by WSC



Presentation by Central Coir Research Institute



Presentation by NIFT



Presentation by MSME



Vote of thanks by Shri Vinay, Project Officer



Participants of seminar



Participants of seminar

