

Draft District Export Action Plan: Dakshina Kannada

**Coastal Gateway to
Karnataka**

October 2021

Table of Contents

1. Introduction	3
2. District Profile	4
2.1 Geography.....	4
2.2 Flora and Fauna.....	5
2.3 Natural Resources of the District	6
2.4 Demography.....	6
3. Tourism	7
4 Economic Indicators of the District	8
5 Industrial Profile	10
5.1 Infrastructure.....	10
5.2 Industry.....	11
5.3 Key Players.....	12
6. Industrial Areas/ Estates	12
6.1 Industrial Areas.....	12
6.2 Industrial Estates.....	13
7. SWOT Analysis of the District	14
8. District as Export Hubs: An initiative by Government of India	15
9. Institutional Mechanism & Responsibility	16
10. Export Scenario	17
10.1 State Exports	17
10.2 District Exports	18
10.3 One District One Product (ODOP)	18
10.4 Identification of District Export Basket.....	19
10.4 Product Promotion and Export Strategy.....	20
10.5 Promising Sector.....	20
11 Potential Investment Opportunities	21
11.1 Opportunities in Petrochemical.....	21
11.2 Opportunities in IT and related services.....	21
11.3 Opportunities in Frozen Seafood market	21
11.4 Opportunities in Tourism.....	22
12. GI Products	22
13. Strategies and Action Plan	24

1. Introduction

Dakshina Kannada district, situated on the west coast of India, consists of nine talukas, namely Bantwal, Belthangadi, Kadaba, Mangaluru, Moodbidri, Mulki, Puttur, Sulya and Ullal.

Figure 1: Dakshin Kannada District Map



Sheltered by the soaring Western Ghats on the east and bordered by the blue waters of the Arabian Sea, Dakshina Kannada district is blessed with abundant rainfall, fertile soil and lush vegetation. Pristine beaches, picturesque mountain ranges, temple towns and a rich culture make it a sought-after tourist destination. The district is well known for Yakshagana- a fabulous costumed dance drama form, Kambala- the sport of buffalo racing by farmers, Kori-katta (Cock Fight) and Bootha Kola. The district is a hub for major information technology and outsourcing companies. This district also has the distinction

of formation of some of the leading banks in the country and well-known educational institutions. Mangaluru, the district head quarter is called as the gate way to Karnataka due to the presence of New Mangaluru Port Trust which is an all-weather port.

Between the 14th to the 16th centuries the area came under the rule of the Vijayanagar dynasty. The strongest influence within the district was that of the Portuguese, who arrived in the 15th century. The Portuguese opened a factory for trade and brought with them the Roman Catholic religion. Conquered by Haider Ali in 1763, Mangaluru became the chief port of the Mysore empire. When Tipu Sultan's empire fell in 1799 to the British, they made it the district headquarters of Kanara. With an important port, this coastal town, has become a bustling commercial center.

2. District Profile

2.1 Geography

The district is situated in the south west end of the state bordering Kerala. The total geographical area of the district is 4,866 sq.km of which 1236.98 sq.km. (25.45%) is forest area ¹. The district has a greatest extent from north to south by 80 km and from east to west by 96 km ². The most conspicuous areas of very low and very high area of the district is located at 10 and 1,050 meters of contour lines above the mean sea level respectively. ³ The district has a coastline of about 45 km in length. The district is separated from the rest of the south Indian peninsula by the towering heights of the Western Ghats.

Table 1: Latitude and Longitude of the Taluka Headquarters

S. No.	Talukas	Latitude (N)	Longitude (E)
1	Bantwal	2.9012	75.0412
2	Beltangady	12.9887	75.2725

¹ Annual administrative Report, 2019-20 Karnataka Forest Department, Page No. 104.

² https://censusindia.gov.in/2011census/dchb/2921_PART_A_DCHB_DAKSHINA%20KANNADA.pdf

³ https://censusindia.gov.in/2011census/dchb/2921_PART_A_DCHB_DAKSHINA%20KANNADA.pdf

3	Kadaba	12.7468	75.4801
4	Mangaluru	12.9141	74.8560
5	Moodabidri	13.0688	74.9936
6	Puttur	12.7687	75.2071
7	Sullia	12.5581	75.3908
8	Ullal	12.8147	74.8585
9	Mulki	13.0858	74.7943

2.2 Flora and Fauna

The district is home to evergreen forests. Currently, both deciduous and evergreen forests are present in the district. Teak is abundant in the Puttur taluk though it is found in varying degrees all over the State. At present, practically all types of forests contribute to the flora of the district such as evergreen in the Ghat belt, semi-evergreen in the foothills and deciduous in the outer ridges. In the dry deciduous area's bamboo is of common occurrence. Cardamom is found over the Ghat forests, but the chief cultivation of plantation is extensively cultivated throughout the district and very tasty varieties are found in and around Mangaluru. The cultivation of betel leaf is common in the district. The chief forest produce of hard timber of economic importance in the district are rosewood, teak and genTeak. Among the items of minor forest produce are cardamom, cinnamon leaves and bark, canes, bamboo, wood oil, myrobalans, catechu and matti bark.

The large extent of forest land within the district affords a haven for wild animals. The bison is found along the line of the ghat from north to south. After the bison, the sambar is found in large number in the grassy areas on the slopes of the ghats. In the more open jungle, herds of the spotted deer can be seen. The little mouse deer is also found but is not very common. Monkeys, wild dogs and wild bears, rabbits, foxes and squirrels are found all over the district. The mongoose is very familiar to sight and there are no games

preserves or sanctuaries in the district. A large variety of snakes are found such as cobra, king cobra, rat snakes, vipers, crabs etc. Cheetahs are also found in the forests.⁴

2.3 Natural Resources of the District

The details of the natural resources present in Dakshina Kannada is given below in Table 2:

Table 2: Natural Resource of the District

Natural Resources	Key Features
Horticulture	Major fruit crops are Mango, banana, guava, sapota and papaya
Major Crops	Paddy, Black gram and Green Gram are the major crops in the district
Floriculture	Jasmine
Plantation and Spice crops	Cashew, Coconut, Arecanut, Cocoa, Pepper and Vanilla

2.4 Demography

Population

In 2011, males (population of 10.34 lakh) constituted around 49.51% of the total population (23.10 lakh) of the district. This highlights the prevalence of gender equality in the district. The estimated population of the district in 2021⁵ is given in the table below.

Table 3: Population

Population	2011	2021 (Estimated)
Total Population	2089649	23,10,853
Male Population	1034714	11,44,245
Female Population	1054935	11,66,608

Demography at a Glance

⁴ https://censusindia.gov.in/2011census/dchb/2921_PART_A_DCHB_DAKSHINA%20KANNADA.pdf

⁵ Dakshina Kannada District at a Glance 2019-20.

The total area of Dakshina Kannada is 4866 sq. km with 9 taluks. The sex ratio of the district is 982 Females per 1000 males and literacy rate is 75.12%. The demographic details of the district are given below:

Table 4: Demographic Details of the District⁶

Particulars	Information
Area (in hectare)	4866 sq. km
No. of Taluks	9
No. of Hoblis	17
No. of Gram Panchayats	230
No. of Villages	331
No. of Hamlets	4284
No. of VA circles	286
No. of City Municipal Council	2
No. of Town Municipal Council	3
Sex Ratio	1020 female per 1000 male
Child Population (2011)	208297

3. Tourism

Dakshina Kannada is one of the most scenic districts in Southern India. The gifts of nature have placed sea and mountains side by side in perfect harmony in this district. Dakshina Kannada is famous for its temples, cuisine, and beaches.

Mangaluru is a bustling commercial centre and Karnataka's major port for the export of coffee, spices and cashew. The city has also preserved its old-world charm – with its narrow, winding streets fringed with coconut palms, quaint houses with terracotta-tiled roofs, beautiful beaches, temples and churches, and the aroma of spicy coconut curries.⁷

The principal sites of tourist interest are below:

⁷ [Dakshina Kannada | Mangaluru Tourism | Costal Karnataka \(karnatakaturism.org\)](http://DakshinaKannada.MangaluruTourism|CostalKarnataka(karnatakaturism.org))

- (i) **Kadri Manjunatha Temple** is a famous 11th century temple dedicated to Lord Shiva. It is believed to be the oldest Shiva Temple in Mangaluru. The temple also has tanks with natural springs and laterite caves, also known as the Pandava Caves. The bronze image of Lokeshwara and Gautama Buddha in the Dhyani posture point to its Buddhist origins.

Figure 2: Kadri Manjunatha Temple



Figure 3: Panambur Beach

- (ii) **Panambur Beach** which is famous for its sunset is one of the most popular beaches in Mangaluru city in Dakshina Kannada district. It is also known to be one of the safest and well-maintained beaches in Karnataka.



Figure 4 Kadri Hill Park

- (iii) **Kadri Hill Park** is the highest and the largest garden in Mangaluru. The park is mainly meant for children.



4 Economic Indicators of the District

Dakshina Kannada's total GDP is Rs. 86,460 contributing 5.8% to state's GSDP (Gross State domestic Product)⁸. Per capita annual income of the district is Rs. 351,271. As per Economic Survey of State, GDDP, NDDP and per capita NSDP for the district registered in the 2020-21 is mentioned below:

⁸ Economic survey of Karnataka 2020-21

Table 5: Economic Profile of the District

Particulars	Current Prices (2018-19) INR Cr.	Constant Prices (2018-19) (INR. Cr.)
Gross District Domestic Product (GDDP)	86,460	66,620
Net District Domestic Product (NDDP)	78,791	60,309

4.1 Primary, Secondary & Tertiary Sector

Tertiary sector contributes the maximum to the GDDP at 49.7%, followed by manufacturing and primary sector contributing 8.5% and 41.9% respectively to the total contribution as per the current prices. The sectoral distribution of Net District Income at current and constant (2011-12) prices for the year 2018-19 is highlighted in Table 6:

Table 6: Sectoral Bifurcation Dakshina Kannada

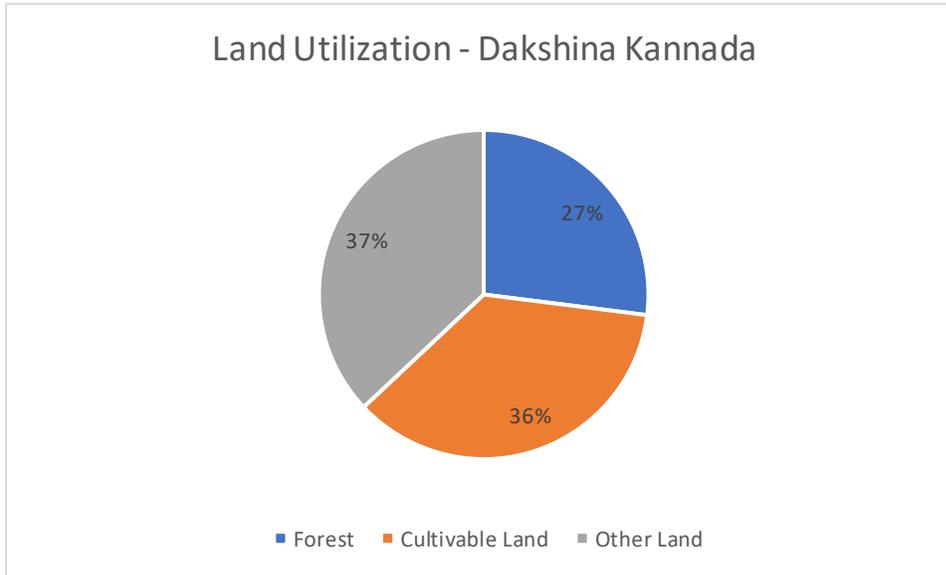
Sector	Current Prices	Constant Prices	Contribution
	2018-19 (INR Cr.)	(2011-12) (INR Cr.)	2018-19 (In %)
Primary	5963	3533	8.5
Secondary	29384	24430	41.9
Tertiary	34856	24391	49.7
Total	70203	52354	100

Source: Directorate of Economics and Statistics, Government of Karnataka

4.2 Land utilization

Dakshina Kannada has land utilization of 27% for forest, 36% for cultivation and 37% for others.

Figure 5 Land Utilization Dakshina Kannada



5 Industrial Profile

5.1 Infrastructure

i. Connectivity

The Dakshina Kannada has good connectivity with Roads, Rail, Air and Ports. The highlights of connectivity are given below:

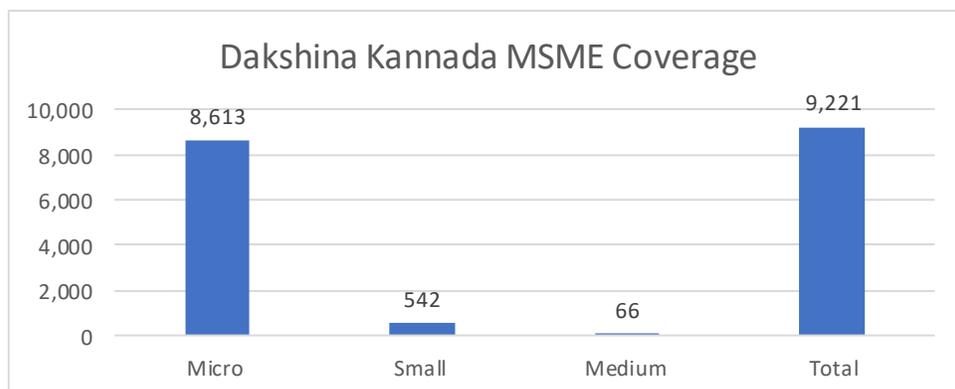
- **Road/ Rail:** National Highway 17, 48, 13 passes through Dakshina Kannada connecting the district to Mumbai, Kochi and Solapur. The district has 8 railway stations with a railway route length of 227 km allowing connections with prominent cities such as Bengaluru, Chennai, Thiruvananthapuram and Mumbai.
- **Air:** The district can be easily accessed through the Mangaluru International Airport which is one of the two international airports in the Karnataka State. The air connection is also facilitated by the access to Mysuru Airport (located 215 km away from Mangaluru town) and Bengaluru, Hubballi and Goa airports (located 320, 396, and 400 km away from Mangaluru city).

- **Port:** Dakshina Kannada district has the 9th major port in the country and is connected with Karwar, Kochi, Goa and Chennai (located 316, 400, 437 and 652 km away from Mangaluru City).
- ii. **Water Supplies:** Netravathi is the main river in the district. There are three other important rivers passing through the district named Gurupura, Payaswini and Kumaradhara. The water sources are used for industrial and domestic activities. The average demand of water in Dakshina Kannada is 25 MLD for industry and 153 MLD for domestic use. The average consumption of water is 23 MLD for industry and 133 MLD for domestic use.
- iii. **Power Supply:** The average demand for power in Dakshina Kannada district is 319.18 MU for industry and 594.51 MU for domestic use. The average demand is 497 MW. The transmission in the district is done through Mangaluru Electricity Supply Company Limited (MESCOM).

5.2 Industry

- i. The region has presence of 23 large scale industries.
- ii. Coverage of MSME – There are 9221 MSME registered under Udyam Registration as on 9th August, 2021 in which Micro industries constitute 8613, Small Industries constitute 542 and 66 Medium Industries.

Figure 6 Overall coverage of MSME



5.3 Key Players

- i. M/s Mangaluru Chemicals and Fertilizers Ltd.
- ii. M/s BASF India Ltd.
- iii. M/s Hindustan Unilever
- iv. M/s New Mangaluru Port Trust
- v. M/s Campco,
- vi. M/s Lamina Foundries
- vii. M/s Goan Fresh Marine Exports Private Ltd.
- viii. M/s Infosys
- ix. M/s Suzlon

6. Industrial Areas/ Estates

6.1 Industrial Areas⁹

There is 7 Industrial area in Dakshina Kannada district. A pharma park is proposed to be established in Mangaluru under the state Industrial Policy 2020-25. A Plastic Park is also proposed to be established at an expenditure of Rs. 66 crores on 100 acres of land at Gunjimutt. The details of the seven industrial areas are given below.

Table 7 Industrial Areas in Dakshina Kannada District

Industrial Areas	
Name	Extent (acres)
Baikampady	941
Karnad	65
Thannirbhavi	124
Puttur	21
IT SEZ/ Non SEZ	517
EPIP	124
Baikampady, Thokkuru, Kenjaru	986

⁹ <https://kiadb.karnataka.gov.in/kiadbgisportal/>

6.2 Industrial Estates¹⁰

There are 5 major industrial estates in Dakshina Kannada with a total area of 70.95 acres, the details of which are given below:

Table 8 Industrial Estates

Industrial Estates	
Name	Extent (acres)
Mudabidre	9.88
Baikampady	38.59
Mulki	4.00
Yeyyadi	17.58
Belthangady	0.90
Total	70.95

Mangaluru Special Economic Zone Limited (MSEZL)

Mangaluru Special Economic Zone Limited (MSEZL) is one of India's vibrant and operational multi-product SEZs with investments exceeding US \$2 billion so far. With exports of over US \$ 400 million worth of goods from its units, MSEZL has emerged as a favored manufacturing destination in India.

Spread across 1600 acres near Mangaluru city, MSEZL is jointly promoted by Oil & Natural Gas Corporation (ONGC), a Fortune 500 Company and Infrastructure Leasing & Finance Services (IL&FS), one of India's leading infrastructure development and finance companies, Karnataka Industrial Area Development Board (KIADB) and Kanara Chamber of Commerce and Industry (KCCI). A unique combination of Government entities, a large financial institution and an apex chamber brings in the expertise to develop MSEZL with world-class industrial infrastructure.

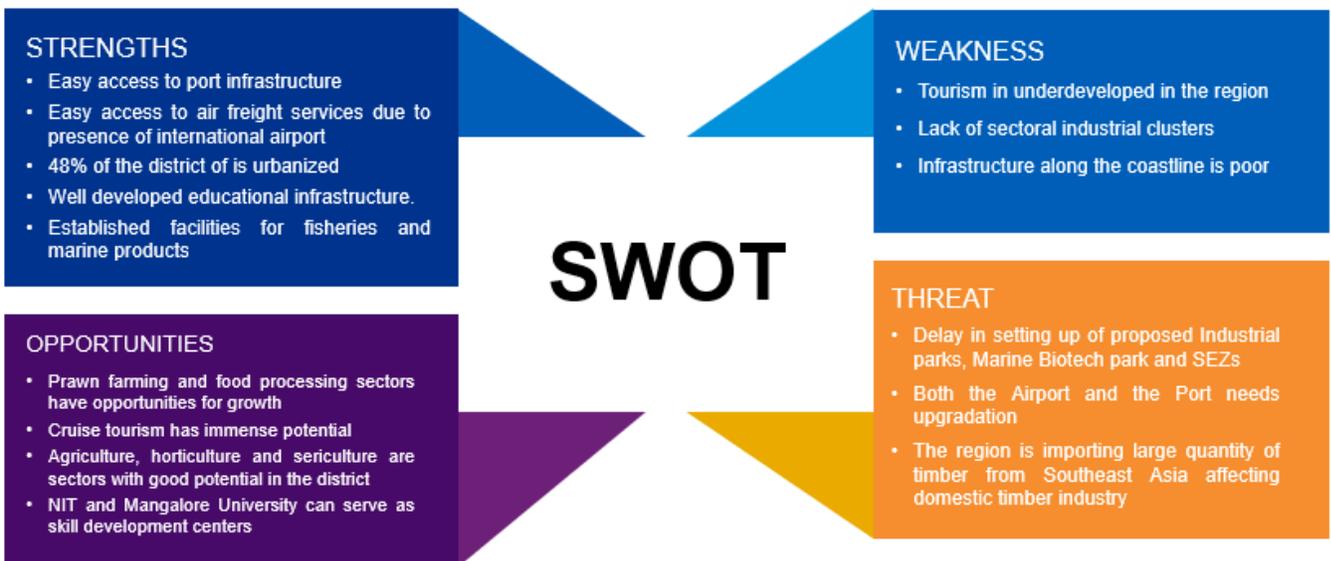
¹⁰ <http://kssidc.co.in/map/.html>

The MSEZL is located 15 kms from Mangaluru city center, off Cochin Mumbai NH 17, 5 kms from International Airport and 8 Kms from all-weather deep draft seaport. Since MSEZL is well connected by Air, Sea, Rail and Road, it offers excellent national and international logistics connectivity. Mangaluru has been ranked 13th best business destination in India based on a study by Global Initiative for Restructuring Environment and Management (GIREM).

7. SWOT Analysis of the District

While the district has its strengths in terms of a marine products base as well as fish and prawn processing, there is immense potential in agri and food processing sector, plastic and related items, tourism to mention a few. The detailed SWOT analysis is given below:

Figure 7: SWOT Analysis



8. District as Export Hubs: An initiative by Government of India

During the Independence Day speech in 2019, Hon'ble Prime Minister Shri Narendra Modi stated that each district of our country has a potential equal to that of one country. Every district has products and services which are being exported, and can be further promoted, along with new products / services, to increase production, grow exports, generate economic activity and achieve the goal of Atma Nirbhar Bharat and Make in India.¹¹

The objective to develop Dakshina Kannada as an export hub is to enable MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets and shift focus on district led export growth for self-sufficiency and self-reliance. This shall attract investment in the district to boost manufacturing and exports and provide ecosystem for innovation/ use of technology at district level to make the exporters competitive. It should also help reduce transaction cost for the exporter at various stages of export cycle and generate employment within the district.

Products identified for Exports under the “Districts as an Export Hub” initiative for Dakshina Kannada is given in the below Table 8:

Table 9 Districts as an Export Hub products of Dakshina Kannada

Category	Products
Agriculture	Cashew (Ullal 1,2,3) and spices, Jack fruit
Sea	Marine Products
Others	Plastic component, Light engineering, Auto components, Plastic Machinery

¹¹ <https://commerce.gov.in/wp-content/uploads/2021/03/Developing-Districts-as-Export-Hubs.pdf>

9. Institutional Mechanism & Responsibility

To ensure smooth functioning of district as export hubs, District Export Promotion Committees (DEPCs) need to be constituted in Dakshina Kannada. These DEPCs shall be headed by DM/Collector/DC/District Development Officer of the district and co-chaired by designated officer from DGFT. The composition of the committee is illustrated below:

Table 10 Composition of the DEPC

S. No.	Representative from the respective departments	Position
1	DM/Collector/DC/District Development Officer of the District	Chair
2	Designated DGFT Regional Authority	Co-Chair
3	Agriculture Department	Member
4	Horticulture	Member
5	Livestock	Member
6	Fisheries	Member
7	Handicrafts	Member
8	Handlooms	Member
9	Industry	Member
10	Lead Bank Manager	Member
11	Export Promotion Councils	Member
12	Quality and Technical Standards Bodies	Member
13	MSME, Gol	Member
14	Heavy Industry, Gol	Member
15	Revenue, Gol	Member
16	Textiles, Gol	Member

The roles and responsibilities of DEPC is illustrated below:

Figure 10 Roles & Responsibilities of DEPC



10. Export Scenario

10.1 State Exports

In 2020-21, Karnataka has registered a merchandise export of worth USD 15.14 Bn, occupying a share of 5.2 percent in India's total merchandise exports. The last 2 years exports of India and Karnataka is given below:

Table 11 India and Karnataka Exports to world

Merchandise Exports (USD Bn)			
State	2019-20	2020-21	% Growth
All India	313.22	291.06	-7.10%
Karnataka	16.64	15.14	-9.00%

Source: DGCIS, 2021

10.2 District Exports

Major products that are being exported from Dakshina Kannada are given below:

Category	Products
Petroleum Products	Other Petroleum Oils
Other	Iron ore and concentrates agglomerated

The above products are being exported Singapore, UAE, Netherland, China, Brazil, Bahrain, Oman, Malaysia to mention. Export Performance of the existing products from Dakshina Kannada and identified products is given in Table 9

10.3 One District One Product (ODOP)

The produce identified by Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC) and by Dept. of I & C, Karnataka for One District One Product of Karnataka is Marine Products.

Table 9: Commodities exported from the district

SL. No	Commodity	Karnataka exports (Mn USD)	Major Markets
1	Cashew	90.29	UAE, Saudi Arabia, Japan, Netherlands and USA
2	Marine Products	151.1	USA, China, Japan, Vietnam and Thailand
3	Plastic Components	56.11	USA, Canada, UK, UAE & Germany
4	Other Petroleum Oils	784	Singapore, UAE, Netherland, Tanzania, Mozambique
5	Iron ore and concentrates agglomerated	279	China, Brazil, Bahrain, Oman, Malaysia

Source: DGCI&S, Kolkata, 2021

10.4 Identification of District Export Basket

To promote exports from the State, there is a need to diversify the district's export basket, destinations and boost high value and value-added export products. For this study, following is the structure based upon the Ansoff Matrix, which is a strategic planning tool that provides a framework to help marketers devise strategies for future growth¹³:

	Existing Market	New Market
Existing Product	<ol style="list-style-type: none"> 1. Other Petroleum Oils- Singapore, UAE, Netherland, Tanzania, Mozambique 2. Iron ore and concentrates agglomerated - China, Brazil, Bahrain, Oman, Malaysia 	<ol style="list-style-type: none"> 1. Other Petroleum Oils- France, Germany, Australia, UK, China 2. Iron ore and concentrates agglomerated – Germany, Japan, Egypt, USA
New Product	<ol style="list-style-type: none"> 1. Auto-components - Germany, China, ASEAN countries 2. Small and light electrical machineries - UK, USA, China 3. Frozen marine product - Italy, Poland, Spain, ASEAN Countries 4. Cashew – UAE, Saudi Arabia, Japan, Netherlands and USA 	<ol style="list-style-type: none"> 1. Auto-components - China, Mexico, Spain, Canada, France 2. Small and light electrical machineries – Germany, France, Vietnam, Korea, Japan 3. Frozen marine product - China, Mexico, Spain, Canada, France 4. Cashew – China, UK, Vietnam, Australia

Division of Products

10.4 Product Promotion and Export Strategy

- i. Organize training programmes/seminars to create awareness among exporters on importance of value addition, competitiveness and quality
- ii. Design industry specific courses and implement the same for the identified sectors by RA Bangalore, such as Automotive and Auto Components, Textiles and Apparels, etc.
- iii. Leverage the universities present in Mangaluru for boosting exports
- iv. Export Facilitation Center (EFCs) to provide end-to-end on-ground facilitation and handholding support to exporters who are already trading overseas or are trying to access foreign markets
- v. The large corporate players in the district, should promote the district MSME suppliers in foreign markets as a part of their CSR activities.
- vi. Organize Trade Fairs and Buyer-Seller meetings in emerging markets and for non-traditional products
- vii. Set up a professionally managed apex Public Institution (like EXIM Bank), with capabilities to provide strategic guidance to support Private & PPP initiatives
- viii. Incubation cells and hubs within clusters must be developed in collaboration with academia / regional institutions to provide district with mentoring and technology support, and shared R&D facilities
- ix. To provide marketing and branding support to the artisans, MSME's, entrepreneurs, exporters in terms of promotion of their products on Social media, e-commerce platforms and packaging of the products.

10.5 Promising Sector

To promote the district, it is important to identify promising and upcoming sectors based on the strengths of the district. The following are some of the promising sector for exports:

- Agriculture and Horticulture: Dakshina Kannada district's plain, hilly and costal topography with consistent rainfall supports horticulture and agriculture. Food

crops like Paddy, Black Gram, Green Gram and Sugarcane will have very good potential. While Cashew, Arecanut, Coconut, Cocoa and Pepper are some of the major horticulture crops from the district.

- Marine Products: The availability of rivers, seas and water bodies gives Dakshina Kannada an advantage in the fisheries department. It has a minor fishing harbor with one of the biggest centers for fisheries. The current marine production is 90,000 MT while inland production is 1065 MT accounting only for 50% of the capacity.
- Information Technology and Related Services: The IT industry is gaining momentum in Dakshina Kannada. The district has 2 IT SEZs and a couple of IT SEZs in the district have been approved and more are on the process of getting approved. With the availability of skilled work force, the district has a huge potential for IT and related services.

11 Potential Investment Opportunities

Government of Karnataka's is taking many key initiatives to promote exports from Dakshina Kannada and attract investment.

11.1 Opportunities in Petrochemical

Dedicated petrochemical SEZ is proposed with an area of 3985 acres and an oil refinery project is also proposed with an investment of INR 8640 crores by MRPRL Ltd¹⁴.

11.2 Opportunities in IT and related services

There are a lot of incentives and support provided by the state to help MSMEs from the IT & related services to operate from Dakshina Kannada district. The government is working on getting 3 more IT SEZs setup in the district. The IT parks to have PPP model and are said to have more than 120 crores of investment.

11.3 Opportunities in Frozen Seafood market

The district has a fertile coastal area and a port which can help serve as a hub in South-Western India for export frozen marine products like prawn, fish, etc. Industry can look at

Mangaluru city as one-point logistic stop for supplying to South-East Asia, Middle-East and East-Africa

11.4 Opportunities in Tourism

With the great Arabian Sea on one side and towering hills of the Western Ghats on the other, the Managlore city of Karnataka becomes a perfect holiday destination, which almost every tourists love visiting. This vibrant city has everything from exotic beaches to old style seaports to majestic mountains and ancient buildings & temples.

Tourism in Mangaluru is blooming because of all the fantastic places it has; that gives tourists a wide opportunity to explore. Travelers come to this city to explore places like Mangaladevi Temple, Kadri Manjunatha Temple, St. Aloysius Chapel, Someshwara beach, and Tannirbavi beach. All these places have a unique charm that helps tourist get completely rejuvenated. This provides an opportunity for investors to invest in Hospitality sector of the District.

12. GI Products

A Geographical Indication is given to a product to recognize that the product comes from a specific geographical location or a region/town or a country. India has 360 Geographical Indications (GI) products. Karnataka has 42 GI tagged products and 46 GI registrations, ranging across handicrafts, agricultural crops, manufactured items, handlooms, and food stuff.

Dakshina Kannada district has two famous GI tagged products: Monsooned Malabar Robusta Coffee and Malabar Pepper.

Figure 8: Monsooned Malabar Robusta Coffee



The coffee grown and processed in the Malabar region, which Dakshina Kannada is part of, is called Monsooned Malabar Robusta Coffee. The uniqueness of the coffee is the monsooning process which it undergoes. The raw beans are exposed to the monsoon rains and humidity for 3 to 4 months which gives the coffee its low acidity and unique earthy flavor. This process is carried out as the region has good monsoon exposure and presence of moulds, which give the coffee its taste.

Figure 9: Malabar Pepper



Malabar pepper is an indigenous spice for the Malabar region which Dakshina Kannada is part of. It is divided into two grades known as Garbled (blackened colored and globular with wrinkled surface) and Un-garbled (wrinkled surface and color ranges from dark brown to black). The plant is a flowering vine and cultivated for its fruit which is known as peppercorn when dried.

13. Strategies and Action Plan

Major initiatives and strategies, which will enhance exports from Dakshina Kannada are detailed below:

Schedule	Categories	Strategies	Action Plan
Short & Medium Term	Skill Development	<ul style="list-style-type: none"> Organize outreach programs/ workshops Continuous feedback from the artisans for understanding their perspective Encourage youth to take up this profession by generating awareness among them Conduct knowledge sessions to artisans and youth on latest design packaging trends, new production techniques such as lean manufacturing, and awareness about international standards Upskill the existing artisans 	<ul style="list-style-type: none"> DIC office to conduct monthly craft-specific workshops for upskilling in the marine products area for a duration of 7 days, involving 15-20 small and medium scale producers Concerned stakeholders to be invited to business events/workshops to help provide market linkages to marine products DICs must make effective use of existing training institutes established by the State Govt. at district & state level for imparting skill training
	Financial Assistance	<ul style="list-style-type: none"> Provide term loans to small and medium enterprises to enable them to upgrade export production capability Assist exporters with pre-shipment and post-shipment credit Help exporters function smoothly, government shall refund the cost incurred for Export Consultancy/Market Intelligence Studies Encourage and refund the course fees paid by individual entrepreneurs 	<ul style="list-style-type: none"> Devise a "Specific marine products welfare fund" and ensure benefits such as PF, life insurance, children allowance, medical insurance etc. The case study of Kerala CM Helping Hand Loan Scheme 2020 (Sahayahastham) for Kudumbashree Women may be referred. Authorize the financial institutions to provide assistance to the exporters with respect to both pre-shipment and post-shipment credit to sustain the expenses Provide financial assistance to exporters whose annual turnover

Schedule	Categories	Strategies	Action Plan
		<p>for acquiring certification courses on Export -Import Management conducted by IIFT, New Delhi and FIEO and other recognized institutions</p> <ul style="list-style-type: none"> • Assistance under production-linked incentive (PLI) scheme 	<p>is less than Rs.5 crores for availing export consultancy by the units towards market intelligence, market studies / surveys and documentation through recognized consultancy organizations</p> <ul style="list-style-type: none"> • Encourage & provide incentives to the local manufacturers to benefit from PLI scheme by expanding their existing manufacturing units and benefit in the sectors of food processing, textiles, and fisheries. • Information Dissemination about existing financial schemes which the artisans, MSMEs, exports can avail which would facilitate in export promotion
	Marketing Support	<ul style="list-style-type: none"> • Adopt Modern packaging technology which would reduce the packaging cost of the products • Organizing and facilitating participation in international trade fairs and exhibitions 	<ul style="list-style-type: none"> • The district, with the help of Indian Institute of Packaging (IIP), shall work towards improving the quality standards & manufacturing compliances, learning new techniques & technology and market intelligence • Regularly conduct Trade Fairs/exhibition both at the National and International Levels, sponsor Trade Delegations abroad, • Set up a grievance redressal mechanism to resolve grievances of exporters within a stipulated time frame • Cooperate with FIEO, ITPO and Export Promotion Councils Commodity Boards
	Quality Enhancement	<ul style="list-style-type: none"> • Collaboration with QCI • Service Quality Improvement 	<ul style="list-style-type: none"> • MoU with (Quality Council of India) QCI for defining quality standards of the products so that their quality shall be maintained/ improved, and they shall be exported across the globe with

Schedule	Categories	Strategies	Action Plan
			<p>brand logo which ensures its authenticity</p> <ul style="list-style-type: none"> • Training of Logistics service providers in areas such as certification packaging/labelling as per international standards, track & trace service, among others
	R&D Centers/Center of Excellence (CoE)	<ul style="list-style-type: none"> • Set up R&D/CoE centers wherein products designed at these centers will cater to the demand of the domestic market and also strengthen exports 	<ul style="list-style-type: none"> • To work on a 5-year plan towards setting up the R&D/CoE centers together with the state and central governments
Long Term	Branding and Promotion	<ul style="list-style-type: none"> • Leveraging the power of social media • Leveraging the e-commerce facilities 	<ul style="list-style-type: none"> • Run campaign on various social media platforms like the Facebook, LinkedIn and Instagram handles where manufacturing is shown to the audience.
	Policy/Regulatory Reforms	<ul style="list-style-type: none"> • Setting up of quality testing and certification labs for exports • Capitalizing on the existing ASIDE & TIES scheme to support the export logistics 	<ul style="list-style-type: none"> • Encourage local industry players to become exporters, and to ensure regulatory compliance, the government shall set up testing labs to help new exporters to obtain the approvals, permits, import certificates and licenses that they would need for the products so that they can reach new markets • The government shall fund studies that are related to export logistics that includes identification of infrastructural gaps specific to each sector; and with relevant tie-ups, work upon last and first-mile connectivity projects that are related to export logistics

Annexures

- a. List of Exporters
- b. List of MSMEs
- c. List of Warehouse
- d. List of Cold Storages