

वार्षिक प्रतिवेदन
ANNUAL REPORT

2018-2019



SHEFEXIL

शेलाक एण्ड फारेस्ट प्रोडाक्ट्स एक्सपोर्ट प्रमोशन कौंसिल
(भारत सरकार का वाणिज्य और मंत्रालय से प्रवर्तित)

Shellac And Forest Products Export Promotion Council

Formally Shellac Export Promotion Council
(Sponsored by Ministry of Commerce & Industry, Govt. of India)

1/1, Wood Street (2nd floor), Kolkata - 700 016



PAST CHAIRMEN OF THE COUNCIL GOVT. OFFICIALS	June 1957 & 1961 :	Shri C. R. B. Menon (Director General of DGCI&S)
	1962 :	Shri Ajit Mazoomdar (Jute Commissioner)
	1963 to 1966 :	Shri G. C. L. Joneja (Jute Commissioner)
	1967 & 1968 :	Shri P. C. Bhagat (Jute Commissioner)
	1969 to 1971 :	Shri S. P. Mukherjee (Jute Commissioner)

TRADE

1978 :	Shri S. S. Jayaswal
1979 :	Shri S. S. Jayaswal
1980 :	Late G. S. Jayaswal
1981 :	Shri J. P. Kanoria
1982 :	Shri J. P. Kanoria
1983 :	Shri S. S. Jayaswal
1984 :	Shri S. S. Jayaswal
1985 :	Shri S. S. Jayaswal
1986 :	Shri P. K. Singhanian
1987 :	Shri S. K. Saraf
1988 :	Shri S. S. Jayaswal
1989 :	Shri S. S. Jayaswal
1990 :	Shri J. P. Kanoria
1991 :	Late S. P. S. Grover
1992 :	Shri K. B. Jayaswal
1993 :	Shri K. B. Jayaswal
1994 :	Shri S. S. Saraogi
1995 :	Shri S. S. Saraogi
1996 :	Shri S. K. Saraf
1997 :	Shri S. S. Saraogi
1998 :	Shri S. K. Saraf
1999 :	Shri S. K. Saraf
2000 :	Shri Prakash Thaker
2001 :	Shri Prakash Thaker
2002 :	Shri S. K. Saraf
2003 :	Shri S. K. Saraf
2004 :	Shri P. K. Saraogi
2005 :	Shri P. K. Saraogi
2006 :	Shri P. K. Shaw
2007 :	Shri P. K. Shaw
2008 :	Shri P. K. Shaw
2009 :	Shri Rajeev Kher, IAS Jt. Secy., Deptt. of Commerce, Govt. of India.
2010 :	Shri Rajeev Kher, IAS Jt. Secy., Deptt. of Commerce, Govt. of India.
2011 :	Shri Sudhir A. Merchant
2012 :	Shri Sudhir A. Merchant
2013 :	Shri PSSK Rajasankaralingam
2014 :	Shri PSSK Rajasankaralingam
2015 :	Shri G. L. Sarda
2016 :	Shri G. L. Sarda
2017 :	Shri Sumit Kr. Ghosh
2018 :	Shri Sumit Kr. Ghosh
2019 :	Shri Ashvin K. Nayak

Chairman :
Shri Ashvin K. Nayak

Vice Chairman :
Shri Dilip Soni

Executive Director :
Dr. Debjani Roy

Registered Office :
Vanijya Bhawan, ITFC
1/1, Wood Street, 2nd Floor
Kolkata – 700 016
Tel : + + 91-33-2283-4417 / 4697 / 4698
Fax : + + 91-33-2283-4699
E-mail:shefexil@gmail.com

Statutory Auditor :
M/s. R K Patodi & Co.
Chartered Accountants
2nd Church Lane, 4th Flr, Suit No. 404A,
Calcutta – 700 001.

Bankers :
State Bank of India
(Commercial Branch)
24 Park Street, Kolkata – 700 016.

Indian Overseas Bank
(Int. Business Branch)
6, Royed Street, Calcutta –700 016.

Central Bank of India
(Park Street Branch)
1, Park Street, Kolkata – 700 016



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Ashvin K. Nayak

Chairman

Dear Members,

3rd August, 2019

I have great pleasure in presenting before you the Annual Report of the Council for 2018-19. We have defined the course of our future with reasonable success through an improved show in overall exports during 2018-19 at US \$ million 2156.55 against the US \$ million 1918.35 achieved in 2017-18. Being part of the broader sector, straddled by unorganised small and medium-sized players has its own set of challenges in the changing market environment, and I am confident that we shall go from strength to strength, and climb the value chain through greater product development and better marketing strategies.

I am happy to inform that export of SHEFEXIL products is valued at USD 240.32 million during March 2019 (FY 2018-19) as against USD 202.57 million during March 2018 (FY 2017-18), registering positive growth of 18.64%. Cumulative export of SHEFEXIL products during April-March 2018-19 recorded a growth of 12.42% over the same period of last year, by securing exports of USD 2,156.55 million as against USD 1,918.35 million during April-March 2017-18.

Value-addition is the new mantra for us in the immediate future, especially because most of our products are exported in raw form or after limited processing and assuming that there will policy continuity in our FTP approach and greater government support, we shall strive to do much better through appropriate strategies and sharper focus on product development through much needed R&D support for new products and newer markets. Hence, increased value-addition is a key priority for the Council in the coming years.

We also need to take careful note of the renewed focus of the Government of India on agri commodity exports including Non Timber Forest Produce, particularly from the north eastern region which is so well endowed with forest and biological resources. What is of great significance is the proximity of the region with neighbouring countries like China, Bangladesh, Myanmar and Bhutan, with whom we share international borders. We need to put our heads together to leverage the inherent locational advantages to facilitate export of medicinal plants, aromatic oils, agarwood oils. Lemon grass oil etc.

We also need to work jointly with State governments, particularly of the North Eastern States, considering the huge untapped potential that exists for NTFP in NE and other States like Chhattisgarh for promotion of medicinal and other aromatic plants and extracts. I therefore urge all Members and stakeholders to put their best foot forward and work together to achieve an exponential increase in India's exports of Guar, Shellac and Non Timber Forest Produce. Our goal is to achieve the best results through the interactions of people, products and processes; having made a good beginning in 2018-19, we know that we are on the right path.

Success will come only through a targeted strategy and strong team performance. Therefore, I would like to sincerely thank all our Members, colleagues and other stakeholders for their dedication, ideas and trust. I am convinced that we will continue on our present course in the coming year. Keeping in touch with our valued buyers remains one of our defining maxims. Collaboration and innovation will also help us to solve the tasks that lie ahead of us. Stress on research and development and the expansion of production capacities are further important components of the implementation of our overall strategy.

Warm regards,

Yours sincerely,
(Ashvin K. Nayak)
Chairman



MISSION STATEMENT

SHEFEXIL is run by a tri-directional mission to

- Strengthen plans and initiatives for products of exports.
- Maximize India's export potential through collective action.
- Assist the members of the Council to boost exports and discharge their responsibilities and obligations under Foreign Trade Policy.

VISION STATEMENT

- To realize the full potential of India's products of exports through collective action.
- To create a global brand for products in the basket of SHEFEXIL.
- To conceptualise plans and initiatives for exports of the products under the purview of the Council.
- To turn exports of the products as a tool for improving the lives of the poorer section of the population and develop the economically weaker sections of the society.
- Boosting employment oriented products of exports and ensuring infrastructure development in rural / tribal areas.
- To strengthen plans and initiatives for exports of the products under the purview of this Council.



THE COMMITTEE OF ADMINISTRATION OF SHELLAC & FOREST PRODUCTS EXPORT PROMOTION COUNCIL has great pleasure in placing before you the Annual Report of the Council for the year 2018-19. This is in keeping with the past practices and also consistent with our statutory obligations. Despite considerable seasonal variations in the volume and nature of trade, this present accounting and reporting period has been found to be most convenient and widely accepted.

THE YEAR IN PERSPECTIVE

During the year, Shellac EPC, now re-christened as Shellac & Forest Products EPC completed 62 years of existence. It is therefore, appropriate to take stock of the current status and state of its functioning.

3.1 Shellac & Forest Products EPC having its Registered Office at "Vanijya Bhawan", International Trade Facilitation Centre, 1/1, Wood Street, 2nd Flr., Kolkata – 700 016, is registered under Section 25 of the Companies Act of 1957. It functions within the parameters and provisions of Chapter 3 of Hand Book of Procedures, Vol. I. and its major functions are

- (a) To provide commercially useful information and assistance to the members in developing and increasing their exports;
- (b) To offer professional advice to their Members in areas such as technology up gradation, quality and design improvement, standards and specifications, product development, innovation etc.;
- (c) To organize visits of delegations of its Members abroad to explore overseas market opportunities and interaction with importers abroad.
- (d) To organize participation in trade fairs, exhibitions and buyer-seller meets in India and abroad;
- (e) To promote interaction between the exporting community and the Government both at the Central and State levels; and
- (f) To build a statistical base and provide data on the exports and imports of the country, exports and imports of their Members, as well as other relevant international trade data.

3.2 Shellac EPC was set up in June 1957 with the following tasks :

- (a) To introduce orderliness and discipline and a sense of prospective in the Lac trade.

- (b) To strengthen the export focus and improve competitiveness in the export market and to enhance foreign exchange earnings from exports of Lac and its various products.

3.3. During the year the Council had 91 Ordinary members and 407 Associate members and 3 Govt. Nominees. (Total 498 Members)

3.4. Performance

- Increase in international trade
- New programs to develop industry competency
- Improvement in product mix
- Improvement in the marketing mix

3.5. New Frontiers New Initiatives

Till recently, the Council had been looking after the exports of Shellac and Lac based products only. The allocation of other Non Timber Forest Produce & their value added products not merely compliments the existing product basket of the Council, but also enhanced its size, responsibilities, multiplicity of tasks and operation levels several folds. Exports of Shellac & Forest Products EPC during FY 2018-19 stood at 2156.55 US \$ Million.

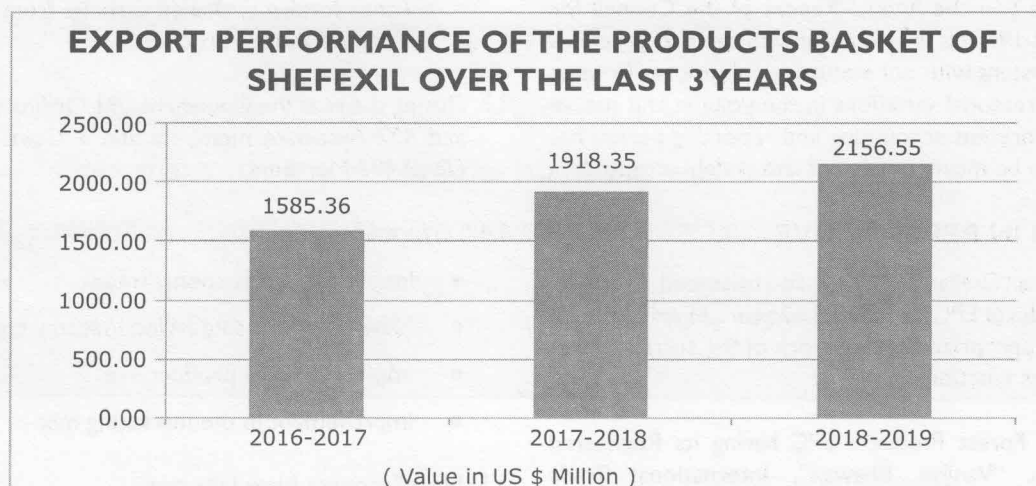
Exports from this sector may not be generating billions of dollars but the importance lies in generation of millions of jobs. According to a recent study done by Ministry of Environment & Forests, "Some 50 million tribal people depend on NTFPs for meeting their subsistence consumption and income needs". We can bring about major growth in employment by boosting exports of NTFPs by trying to help this unorganized sector to turn more competitive and face effectively global challenges.

3.6 Major product groups

- Shellac & Lac based products
- Vegetable Saps & Extracts of Herbs
- Guar Gum
- Herbs
- Fixed vegetable, Oil cake and others
- Other vegetable materials
- Multi products belonging to the North Eastern region



3.7. Export performance of the Products basket of SHEFEXIL over the last 3 years



3.8. An international footprint of the product basket of SHEFEXIL

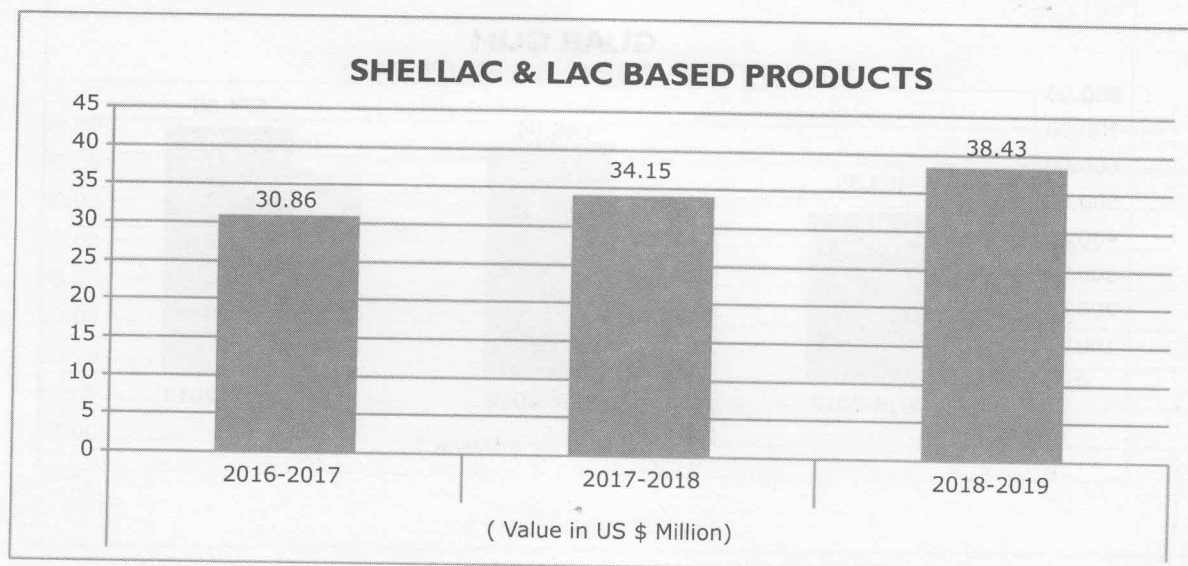
SHEFEXIL DATA ON TOP 20 EXPORT DESTINATIONS OVER THE LAST THREE YEARS

SHEFEXIL: ALL PANEL TOP 20 EXPORTING COUNTRY		April-MARCH 2017 (2016-17)		April-MARCH 2018 (2017-18)		April-MARCH 2019 (2018-19)	
SL.NO	Country	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn
1	U S A	216161.15	599.92	256987.40	745.83	214566.99	694.16
2	CHINA P RP	102919.13	135.52	76092.82	121.49	120697.73	174.80
3	IRAN	4842.37	28.79	5154.58	85.62	5918.84	150.13
4	GERMANY	34986.01	92.45	37983.52	124.98	38945.95	118.05
5	HONG KONG	382.60	4.80	511.07	26.11	16080.11	105.97
6	NETHERLAND	14750.37	37.54	34397.84	47.15	47954.59	58.33
7	SINGAPORE	2119.21	24.89	1799.68	18.98	2496.62	56.55
8	JAPAN	20265.89	52.13	24776.71	54.91	22410.86	56.19
9	RUSSIA	22398.33	31.53	26105.24	45.89	28828.79	55.15
10	U K	24651.14	51.50	25673.03	53.34	27492.02	53.87
11	NORWAY	59299.97	33.21	82965.17	46.30	74459.48	45.65
12	ITALY	14000.10	33.29	15196.44	39.90	19655.09	44.21
13	FRANCE	3976.81	26.64	5897.66	33.55	7121.68	40.50
14	KOREA RP	28197.00	30.20	24063.95	30.72	24518.64	32.94
15	VIETNAM SOC REP	21401.31	24.62	29454.01	31.05	21213.75	32.90
16	AUSTRALIA	6849.76	21.62	7725.13	26.80	8091.28	29.19
17	BANGLADESH PR	38679.67	23.18	30325.03	20.02	28945.33	26.20
18	U ARAB EMTS	15380.05	22.11	12910.74	23.17	10744.27	23.45
19	PAKISTAN IR	7939.52	22.72	9130.14	21.90	11095.36	21.91
20	ARGENTINA	4532.13	7.00	8842.04	14.71	11022.10	21.32
TOP 20 COUNTRY TOTAL		643732.50	1303.67	715992.18	1612.40	742259.46	1841.48
GRAND TOTAL		826036.68	1585.36	896620.97	1918.35	929866.34	2156.55



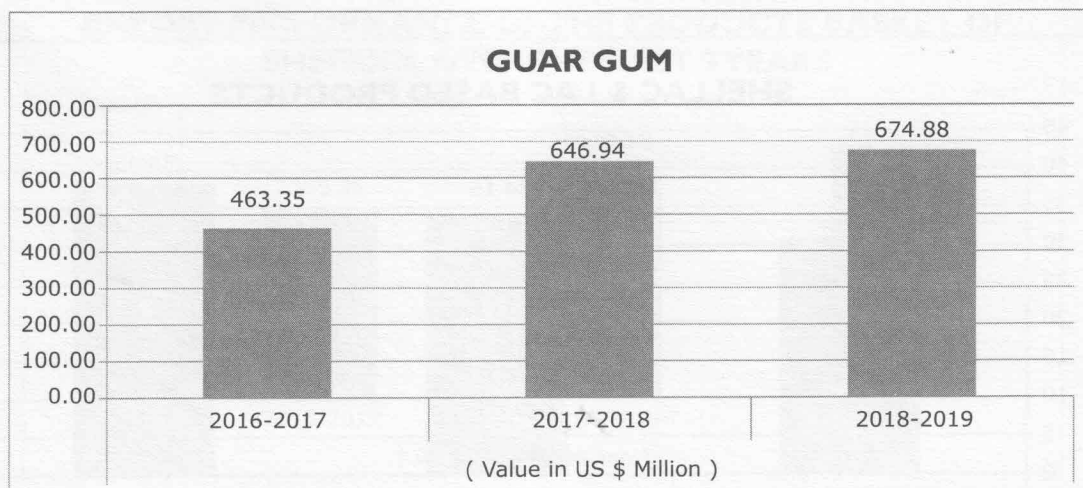
4. Export analysis of major product groups

● Shellac & Lac based product



❖ TOP TEN EXPORT DESTINATION SHELLAC & LAC BASED PRODUCTS

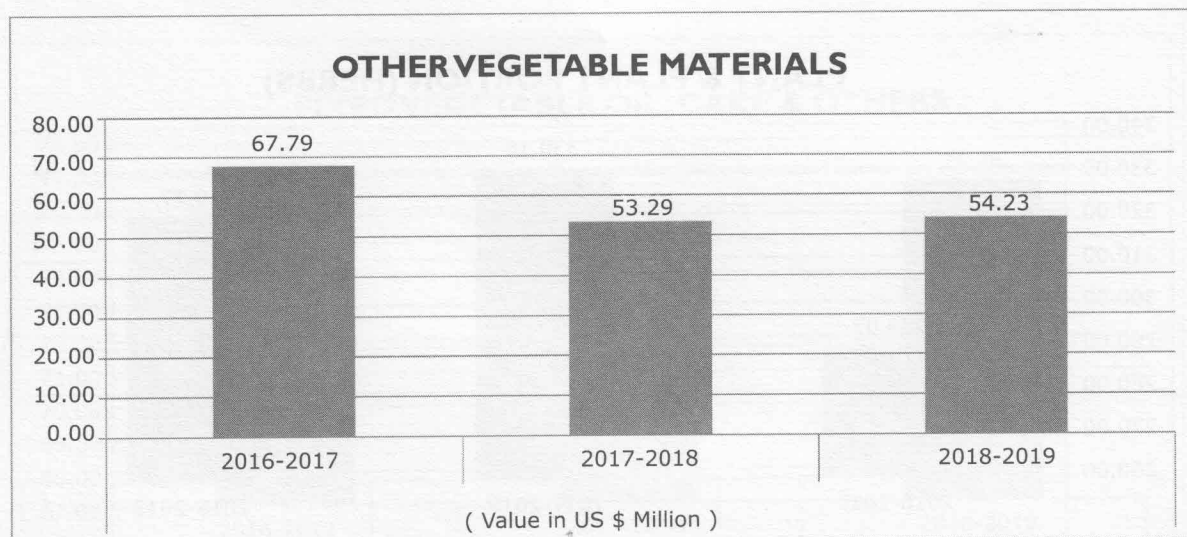
SHELLAC & LAC BASED PRODUCTS EXPORTING COUNTRY		April-MARCH 2017 (2016-17)		April-MARCH 2018 (2017-18)		April-MARCH 2019 (2018-19)	
SL.NO	Country	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn
1	BANGLADESH PR	1482.68	5.99	1474.25	6.21	1807.61	7.30
2	U S A	863.33	3.85	876.72	3.85	1587.96	6.45
3	PAKISTAN IR	1247.71	4.08	1560.58	5.98	1448.29	5.09
4	CHINA P RP	633.43	2.73	233.95	2.38	303.48	4.04
5	GERMANY	780.95	3.02	783.55	3.70	799.01	3.50
6	SWITZERLAND	79.50	1.89	92.00	2.68	64.90	2.23
7	IRAQ	384.50	1.24	378.00	1.57	549.50	2.12
8	U K	130.80	0.82	93.94	0.68	149.74	1.15
9	INDONESIA	241.13	0.81	254.35	1.11	214.20	0.83
10	SPAIN	150.10	1.31	145.63	0.75	175.15	0.82
	TOTAL OF TOP 10 COUNTRY	5994.11	25.75	5892.96	28.90	7099.84	33.53
	GRAND TOTAL	7240.78	30.86	6889.48	34.15	8225.39	38.43

❖ **Guar Gum**❖ **TOP 10 EXPORT DESTINATION GUAR GUM**

GUAR GUM		April-MARCH 2017 (2016-17)		April-MARCH 2018 (2017-18)		April-MARCH 2019 (2018-19)	
SL.NO	Country	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn
1	U S A	178001.42	235.72	214695.97	347.85	162729.13	278.10
2	CHINA P RP	29791.74	30.98	27446.65	38.63	66292.66	92.30
3	RUSSIA	21187.27	27.74	24475.20	40.57	27459.78	47.35
4	NORWAY	59259.61	33.06	77754.50	43.23	73369.88	44.78
5	GERMANY	21239.67	24.14	21806.58	31.78	22712.86	36.73
6	NETHERLAND	8625.55	7.04	24998.20	16.64	41859.93	27.29
7	ARGENTINA	4145.32	5.90	8448.95	13.04	10741.58	18.96
8	U K	17164.16	15.64	15796.00	12.88	19516.65	15.82
9	ITALY	8882.31	7.66	9280.00	9.21	13550.26	13.60
10	CANADA	9097.55	12.36	10983.14	17.20	5231.99	8.97
TOTAL OF TOP 10 COUNTRY		357394.60	400.24	435685.19	571.03	443464.72	583.90
GRAND TOTAL		419948.19	463.35	494101.27	646.94	513211.87	674.88

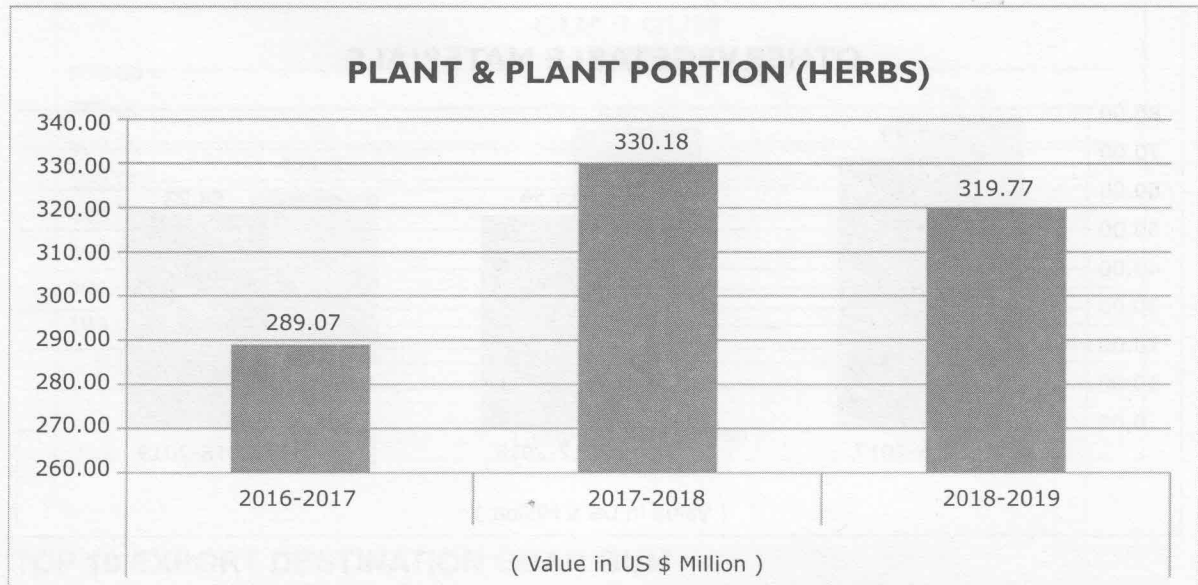


❖ Other Vegetable materials



❖ TOP 10 EXPORT DESTINATION OTHER VEGETABLE MATERIALS

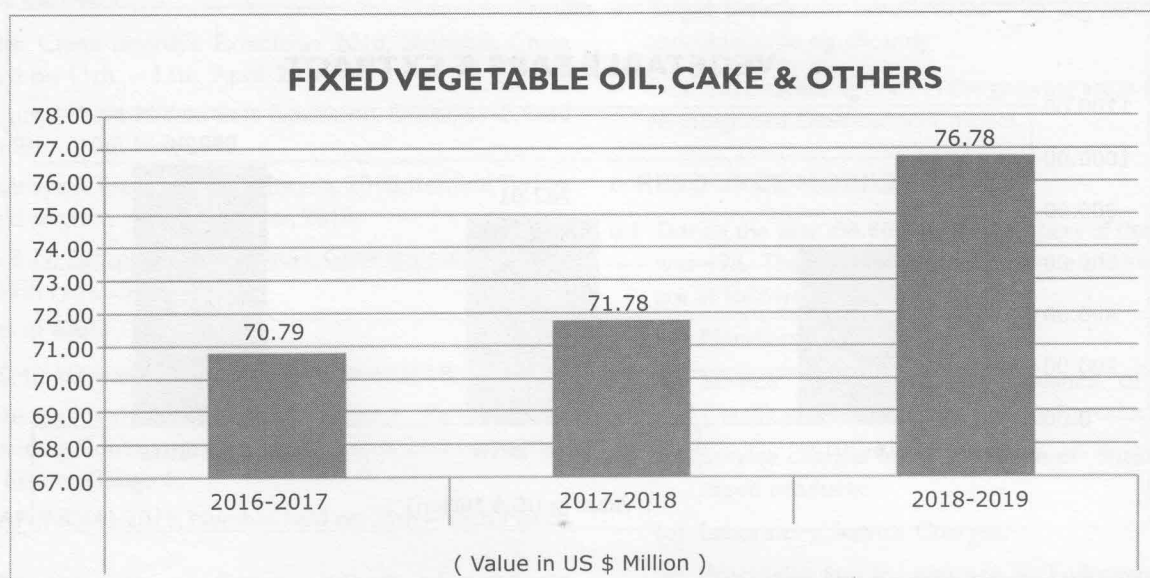
OTHER VEGETABLE MATERIALS		April-MARCH 2017 (2016-17)		April-MARCH 2018 (2017-18)		April-MARCH 2019 (2018-19)	
SL.NO	Country	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn
1	CHINA P RP	54501.04	32.06	28904.26	13.79	33929.92	11.68
2	JAPAN	7945.47	6.77	11604.46	9.14	12108.72	8.37
3	SRI LANKA DSR	2708.46	7.56	2658.81	8.67	2548.60	7.57
4	BANGLADESH PR	13542.24	5.05	8991.87	2.70	15303.43	5.22
5	SAUDI ARAB	6702.38	3.18	3716.99	1.73	5468.11	2.64
6	U S A	414.74	0.89	1520.72	1.54	2134.30	2.47
7	U K	854.57	1.52	802.60	1.39	884.02	1.37
8	PAKISTAN IR	1009.35	2.19	840.58	2.47	820.64	1.26
9	NEPAL	783.81	0.62	865.62	1.04	1054.97	1.24
10	U ARAB EMTS	771.62	0.69	1345.29	0.97	1540.81	1.04
	TOTAL OF TOP 10 COUNTRY	89233.68	60.53	61251.20	43.44	75793.52	42.86
	GRAND TOTAL	94350.89	67.79	79411.19	53.29	95770.60	54.23

❖ **Plant & Plant Portion(Herbs)**❖ **TOP 10 DESTINATION PLANT & PLANT PORTION (HERBS)**

PLANT & PLANT PORTIONS (HERBS)		April-MARCH 2017 (2016-17)		April-MARCH 2018 (2017-18)		April-MARCH 2019 (2018-19)	
SL.NO	Country	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn
1	U S A	19117.32	90.43	22010.08	99.00	27995.38	102.89
2	GERMANY	8245.94	30.95	10494.53	46.78	11023.42	34.07
3	VIETNAM SOC REP	10693.22	17.55	11885.30	20.15	11616.99	26.76
4	CHINA P RP	2609.43	5.44	3127.01	9.94	4591.47	13.48
5	ITALY	2016.18	12.82	2355.18	15.56	2620.76	12.92
6	PAKISTAN IR	2512.13	13.17	3329.85	10.01	4377.09	12.45
7	BANGLADESH PR	3129.48	3.88	1879.64	3.71	4394.05	8.91
8	U K	2003.93	9.58	2369.81	10.41	1834.26	8.70
9	AUSTRALIA	1104.30	6.97	1322.07	7.02	1353.58	6.73
10	FRANCE	1351.37	6.01	1459.17	7.30	1292.06	5.76
TOTAL OF TOP 10 COUNTRY		52783.30	196.80	60232.64	229.88	71099.06	232.67
GRAND TOTAL		98028.31	289.07	107399.23	330.18	114375.06	319.77

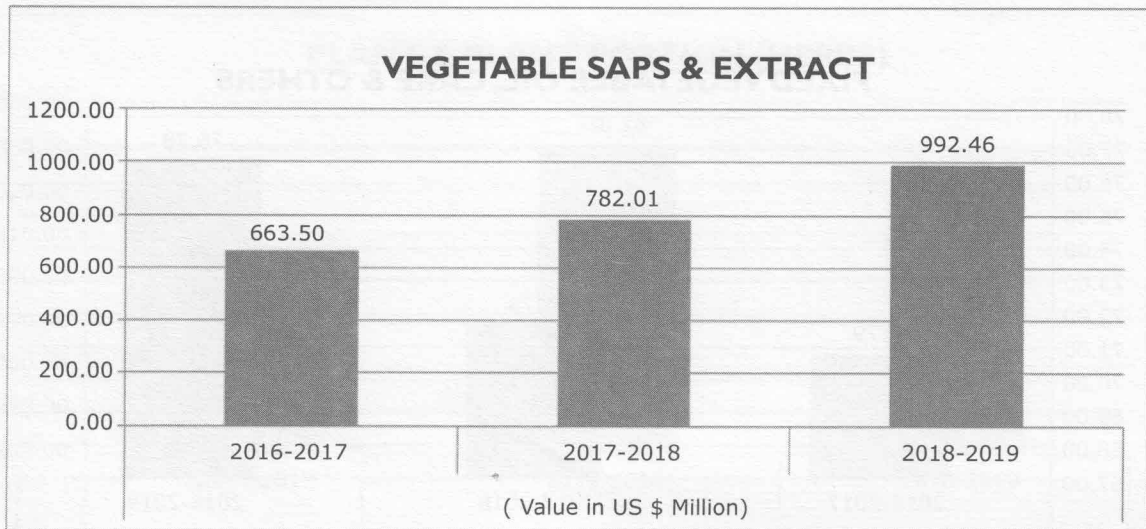


❖ Fixed Vegetable Oil, Cake & Others



❖ TOP 10 EXPORT DESTINATION FIXED VEGETABLE OIL, CAKE & OTHERS

FIXED VEGETABLE OIL, CAKE & OTHERS		April-MARCH 2017 (2016-17)		April-MARCH 2018 (2017-18)		April-MARCH 2019 (2018-19)	
SL.NO	Country	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn
1	U S A	7508.99	12.10	7479.97	13.67	9773.25	17.06
2	MEXICO	1976.16	3.20	1265.71	2.22	2274.50	5.01
3	ITALY	2164.72	4.30	1961.28	4.11	2442.77	4.84
4	KOREA RP	16908.94	5.95	15174.48	4.37	14949.97	4.01
5	MALAYSIA	1174.38	1.80	1595.77	2.38	2192.77	3.48
6	IRAN	392.91	0.79	1204.60	2.56	1499.85	3.27
7	U ARAB EMTS	1426.29	1.99	1321.04	2.26	1558.98	3.19
8	NETHERLAND	1420.95	2.36	1761.99	2.92	1645.05	3.18
9	AUSTRALIA	754.48	1.43	1017.12	2.03	1433.88	2.98
10	U K	1387.31	3.19	1727.13	3.68	1170.26	2.63
	TOTAL OF TOP 10 COUNTRY	35115.13	37.11	34509.09	40.20	38941.28	49.65
	GRAND TOTAL	83838.27	70.79	78392.47	71.78	73093.98	76.78

❖ **Vegetable Saps & Extracts**❖ **TOP 10 EXPORT DESTINATION VEGETABLE SAPS & EXTRACTS**

VEGETABLE SAPS & EXTRACTS		April-MARCH 2017 (2016-17)		April-MARCH 2018 (2017-18)		April-MARCH 2019 (2018-19)	
SL.NO	Country	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn	Qty. MT	Value USD Mn
1	U S A	10255.35	256.93	10403.94	279.92	10346.97	287.19
2	IRAN	1014.98	21.60	964.85	77.76	744.24	140.17
3	HONG KONG	204.94	4.28	222.22	25.50	15899.30	105.56
4	SINGAPORE	1552.65	23.23	1247.91	17.15	1696.78	53.92
5	CHINA P RP	11437.21	60.82	11964.20	54.62	13149.88	51.40
6	GERMANY	3726.79	32.88	3899.58	41.00	3655.35	42.26
7	JAPAN	4286.82	32.58	3620.08	29.40	3402.01	33.17
8	FRANCE	1099.85	18.02	1504.59	21.45	1146.83	27.09
9	NETHERLAND	2259.57	24.28	2788.30	21.71	1971.47	24.82
10	U K	3110.37	20.75	4883.55	24.30	3937.09	24.20
	TOTAL OF TOP 10 COUNTRY	38948.53	495.37	41499.22	592.81	55949.92	789.78
	GRAND TOTAL	122630.24	663.50	130427.33	782.01	125189.44	992.46



5.1 Activities undertaken

Promotional Awareness Seminars / Exhibition organised by the Council :

Events abroad :

- 18th China Interdye Exhibition 2018, Shanghai, China held on 11th – 13th April, 2018.
- Beauty World Middle East Exhibition, Dubai, UAE, held on 8th – 10th May, 2018.
- Interdye & Textile Printing Eurasia, 2018, Istanbul, Turkey, held on 25th – 27th October, 2018.
- Hi & Ni Europe 2018, Frankfurt, Germany, held on 27th - 29th Nov, 2018.

Events in India :

- MSME Abhiyan at Tripura on 2nd Nov., 2018.
- Meeting with Department Related Parliamentary Standing Committee on Commerce on 21st Nov., 2018 at Sikkim, Gangtok.
- CAP(INDIA) 2019, Mumbai, held on 26th – 28th March.

5.2 Strategy to maximize exports of products under the purview of this Council

Strategic Objectives

- Achieve desired market shares in the focus markets
- Establish vertical linkages to scale up.
- Productivity
- Improvement in quality
- Consistency
- Competitive edge
- Focus on value additions through product development
- Develop Brand India for sustainable market impacts
- Evolve an inclusive growth model to partner rural poor.

Strategic Initiatives

- Strategy 1 – Increasing the supply of focus products to propel exports from India.
- Strategy 2 – Product and application research to go up on the value chain.
- Strategy 3 – Market development
- Strategy 4 – Development of Brand India

Programme for Inclusive Growth

Concept

Program tackles the lack of growth of the focus products integrated with the interests of tribal cultivators, who are among the most deprived rural poor and include large % of women.

Objectives

- Increase production of the products under the purview of this Council significantly in India by 2018.
- Target benefits to beneficiaries – by augmenting their annual income significantly
- Establish processing units in the growing areas to create an integrated Development model.

6. RESOURCE MOBILISATION

6.1 During the year the number of Members of the Council was 498. The main sources of revenue of the Council are as follows :

- (a) Membership Fees.
- (b) Service charges towards issuance of Quality Certificate for Shellac & lac based products.
- (c) Service charges for Registration of Shellac & Lac based products.
- (d) Laboratory Service Charges.
- (e) Processing fees for issuance of Endorsement and Health Certificates for export of food grade Guar Gum to EU.
- (f) Processing fees for issuance of Certificate of Registration for Gum Karaya.
- (g) Sale of Publications, Advertisements etc.

6.2 In view of the limited membership and limited value of exports, the internal generation of funds continue to remain inadequate. Considerable resources are necessary for maintaining the field level extension services taking up new initiatives and action plans and discharging responsibilities as nodal EPC for NTFPs and its value added variants.

The Council therefore, had to re-orient its activities to draw resource under various ongoing programmes / schemes of Other Ministries of Central and State Governments.

7. SUPPORT AND ESCORT SERVICES

7.1 The Council is re-focusing its services and diversifying its activities to meet the felt requirements of its members. These include :

- (a) Availability of trade related data and information.
- (b) International production and price trends and preferences.
- (c) Situation in the competing countries and major consuming countries.



For this, the Council has stepped up its networking with other service provider / research organizations and Inspection Agencies.

7.2 The Council maintains one Analytical Laboratory at Balarampur in the district of Purulia, West Bengal and carried out Laboratory test of samples for local testing as well as for export consignments. During the year, dock samples were tested on a routine basis along with samples received from individual exporters to assess the quality. The facilities for sophisticated analytical tests like determination of acid value, saponification value, Iodine Number assessment, etc. have also been developed in our Laboratory and were made available to the Members during the year under review.

It is the only Export Promotion Council in India which is doing Quality Control at the export stage, conducting research, covering the interests of the Growers at the grass-root level and thus, in a way performing the activities of a Commodity Board, which otherwise is run on full government grant.

7.3 The Council is uniquely placed to directly transfer the benefits of success in the International markets to the tribal people who are actively engaged in cultivation, gathering, production and processing of NTFPs. It is estimated that 50 million rural poor and tribals are economically dependent on NTFPs in India. The Council has consciously initiated integrated Development programmes which on one hand promotes the exports of NTFPs & making this exports sustainable through brand promotion & product development and on the other hand, augments income generation capabilities of the Tribals by creating backward linkages into organized cultivation. This is done by generating momentum, by bringing a partnership between NTFPs growers / gatherers & exporting community. Programs enhancing Industry competency & the spin off benefits of employment generation amongst poorer sections attached with Non Timber Forest Produces as planned by the Council.

8. ORGANISATIONAL MATTERS

8.1 The organizational matters need due attention and consideration for overall improvement, functioning of the Council. To provide services to address the felt requirements of the Members, the Council is required to follow up systematically and submit representations to the different Government Authorities and to this end, the Secretariat needs to be adequately strengthened.

8.2 Membership

The Membership of the Council stood at 498 as on 31st March, 2019. The Council functions under the overall control and guidance of its Committee of Administration. The members met periodically during the year under report and deliberated upon matters pertaining to export and other related problems. The export promotional measures and ways and means to boost exports were also discussed in these meetings. Based on the advice of Members, of the Committee of Administration of the Council formulated export targets and also set plans of action for export developments.

8.3 Office Set Up

No additional branch or Regional Office was set up during the year under review.

8.4 Meetings

Meetings, including special meetings with State/ Central Govt., COA meetings and Interactive meetings with the Director General of Foreign Trade, Govt. of India were held during FY 2018-19. Various issues like planning and formulation of export plan, overseas market development, facilities/assistance needed for export promotion / publicity / measure etc. to boost export and other problems concerning the Council were discussed and decisions taken thereon.

8.5 Use of Hindi in the working of the office

All members, the officers and staff are Hindi literate. While communicating with the State Govt. and local level agencies, Hindi is used to the maximum extent.

8.6 Welfare of Schedule Caste / Schedule Tribes / OBC

This matter is high on the agenda and priority of the Council.

9. The Non Timber Forest Produce Information Centre (NTFPIC) - A one-stop Cell for all information related to NTFPs.

The Council has launched a Non Timber Forest Produces Information Centre (NTFPIC) - a one-stop cell for all information related to NTFPs.

- To build a community of Stakeholders by bringing producers, traders, co-operatives and exporters under its umbrella and providing them a platform to highlight the problems faced vis-à-vis support measures needed for export development



- To nurture and develop new and upcoming exporters
- To develop International competitiveness
- To identify scope and export potential for Non Timber Forest Produces.
- Of capacity building through market specific and product specific programmes.
- Of creation and development of comprehensive market information system.
- To interact with state level agencies dealing with procurement, processing and marketing of NTFPs and providing them information on global market opportunities.
- To ensure full utilization of NTFPs in tribal areas by exploring new uses for products and by improving their marketability through organized efforts abroad and through formulation of suitable export promotional schemes and activities.
- Market reports highlighting current trends of market and demands of Councils products in various countries were prepared and circulated among the members during the year under review.
- Overseas enquiries were circulated among the concerned member-firms.
- Names of the overseas buyers of the items concerned coming under Council's purview, were also supplied to the members on request.
- Computers and electronic mail services have been upgraded in the Council's offices to gear up the services to the Members.
- Council's B2B Portal on the internet www.shellactrade.com for giving wider projection of Council's Products among the business community worldwide. Member-firms profiles were also suitably highlighted through the Council's website www.shefexil.org.

10. INTERFACE WITH THE GOVT. AND INPUTS FOR POLICY ETC.

The Council and its members have been in touch with the Govt. agencies on a regular basis. During the year under report, several representations/recommendations were addressed to different Government departments, both Central and State for modification in the Export Import Policy and Procedure, fixation of DEPB rates, notifying products under erstwhile VKGUY scheme, removal of export

operational constraints leading to acceleration in export growth, extension of certain facilities for boosting up export of Council's products and some of these suggestions / proposals were partially or fully accepted by the Govt. Besides, necessary feedback required by the concerned authorities from time to time, the Council also prepared and submitted policy suggestions for 2018-19, among others.

It must be stressed that this aspect of the activity of the Council is very important and needs to be properly addressed. It is a fact that because of low value of export, the visibility of the Council and the product as a whole tends to be low. Yet, it is like a sleeping beauty who needs a dear and affectionate touch to spring up. As stated earlier, the potential for growth is real and true and is very much there. Nor will this be investment intensive. It is necessary that the initiatives of the Council are not seen as efforts to seek more entitlement but as efforts to focus avoidable cost centres or cost-points such as incidence of local level taxes, low weightage on timely clearance & movements of Export Consignments etc

Considering the nature of the products, the export intensity and mandate of the Council, the Council should play the role of and have the status of a Commodity Board for total, integrated and holistic development of Lac and other NTFPs based Industry.

11. EXPORT OPERATIONAL CONCERNS AND ASSISTANCE

The Council rendered necessary assistance to individual member-exporters to overcome their day to day operational problems regarding delay/non-settlement of pending benefits. An indication as to the type of cases handled and settled by the Council during the year under report can be had from below :

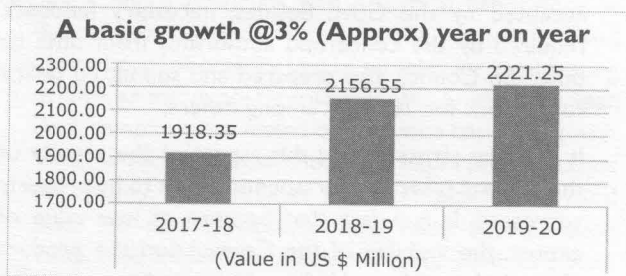
1. Case of Advance License and other taken up with DGFT/Zonal Jt. DGFT, Customs Excise etc.
2. MDA Scheme.
3. Recommendation for Visa/Passport.

Apart from the above, the Council continued its efforts to provide timely assistance to Shellac exporters for speedy execution of Export orders and finding solutions to the concerns related to exports through liaison with various agencies. The Council has also continued its effort to settle disputes/complaints between the exporters and importers of shellac. During FY 2018-19 the complaints received were attended to for amicable settlement.



12. OUR GOALS AND CHALLENGES

A basic growth @3% (Approx) year on year



Inherent Characteristics of our Canvas

- Per capita exports is low (Total exports/Activity population)
- Converse – Employment per Rs million exports is high
- Focus Employment of Tribals and Women
- Exports in the hands of MSME's.
- Continue to be in the mould of a Cottage & SSI Industry
- Business will not reach critical mass to trigger character changes
- A doubling of exports will result in..... 100% increase in the income of the focus Group

The tactical path to goal achievement

- **The Marketing Initiatives**
 - **Marketing Programmes**
 - Initiate Industry level brand promotion initiatives.
 - Implement marketing initiatives
 - BSMs
 - Participation in Trade fairs

- Panel specific Trade Delegations
- Selective advertising

Information & Quality Assurance Support

- SHEFEXIL Information Cell– to harness information & disseminate the same to the Stakeholders to develop International competitiveness
- Provide Technical & Quality Assurance assistance for enhancing reach and acceptability of botanical Herbs in global markets

Addressing the Industry competencies

- Competency development and increased opportunities
- Training & Skill upgradation for tribal population living near Indian forests
- Entrepreneurship development programmes among tribal youth
- Sustainable employment generation for tribal Women

Consolidate NTFPs trade

- Entrepreneurship development programme
- Collaborate with Forestry and Agricultural Institutes
 - For Value addition of these products
 - Training of New entrepreneurs
 - Aimed at the Tribal youth

Reduce Risks associated with vagaries of nature

- Financially viable and sustainable Insurance scheme
 - For the growers
 - During cultivation, collection and storage of NTFPs
 - Against traditional vagaries of Nature



Annexure – I

MEMBERS OF THE PRESENT COMMITTEE OF ADMINISTRATION OF THE COUNCIL

1.	MR. ASHVIN K. NAYAK CHAIRMAN, SHEFEXIL PANEL : HERBS PARTNER M/s. KALPESH CORPORATION C-145, MARKET YARD, UNJHA, DIST. MEHSANA, N. GUJARAT, AHMEDABAD - 384 170, GUJARAT	2	MR. DILIP SONI VICE-CHAIRMAN, SHEFEXIL PANEL : GUAR GUM INDUSTRY DIRECTOR M/s. SHREE RAM COLLOIDES PVT. LTD. E-1-16, 17, AGRO FOOD PARK, BORANADA, JODHPUR - 340052, RAJASTHAN
3.	SHRI SUMIT KUMAR GHOSH PANEL : SHELLAC & LAC BASED PRODUCTS INDUSTRY PROPRIETOR M/s. NATURAL PRODUCTS MANUFACTURERS AJ - 65, SALT LAKE, SECTOR - II KOLKATA - 700091	4	MR. ANUP KUMAR AGARWALA PANEL : SHELLAC & LAC BASED PRODUCTS INDUSTRY PARTNER M/s. RAJ KUMAR SHELLAC INDUSTRIES BHAGAT CHAMBER, 12A, N. S. ROAD, 5TH FLOOR, ROOM NO. 1, KOLKATA - 700 001, WEST BENGAL
5	SHRI P. K. SARAOGI PANEL : SHELLAC & LAC BASED PRODUCTS INDUSTRY PARTNER M/s. PARWATI LAKH UDYOG 135A, CHITTARANJAN AVENUE, 3RD FLOOR, ROOM NO. 30, KOLKATA - 700 007	6	SHRI DILIP KR. SARDA PANEL : GUAR GUM INDUSTRY PARTNER M/s. SARDA GUMS & CHEMICALS 14/16, OVALWADI, VITHALWADI, BAJAJ CHAMBER, KALBADEVI ROAD, MUMBAI - 400002.
7	MR. PURSHOTAM KUMAR HISSARIA PANEL : GUAR GUM INDUSTRY DIRECTOR M/s. SUNITA HYDROCOLLOIDS PRIVATE LTD., E-394, MIA, PHASE-II, BASNI JODHPUR - 342005	8	MR. S. SUBRAMANIAN PANEL : OTHER VEGETABLE MATERIALS INDUSTRY PARTNER M/s. SHRI BRAMMANAYAGI PALMFIBRE EXPORTS PLOT NO.57, DOOR NO.1/57B, V.M.S.NAGAR-SOUTH, TUTICORIN - 628 002, TAMIL NADU
9	SHRI ASHOK KUMAR AGARWAL PANEL : VEGETABLE SAPS & EXTRACTS DIRECTOR M/s. EDIBLE AGRO PRODUCTS LIMITED JALAN COMPLEX, INDUSTRIAL ESTATE, 29.5 MILESTONE, NH-6, VILL-BANIARA, PO-BEGRI, PS-DOMJUR, HOWRAH - 711411	10	MS. NANDINI MERCHANT PANEL : FIXED VEG. OIL CAKES & OTHERS INDUSTRY DIRECTOR M/s. ENCORE NATURAL POLYMERS PVT. LTD. 405-408, NAVBHARAT ESTATES, B-WING, 4TH FLR., 172, ZAKARIA BUNDER RD., SEWRI (W) MUMBAI - 400015



<p>11 SHRI GAURAV MITTAL PANEL : VEGETABLE SAPS & EXTRACTS PARTNER M/s. AROMATIC & ALLIED CHEMICALS B-8, INDUSTRIAL ESTATE, C. B. GANJ, BAREILLY - 243502, UTTAR PRADESH</p>	<p>12 SHRI SANJAY J. MARIWALA PANEL : VEGETABLE SAPS & EXTRACTS DIRECTOR M/s. OMNIACTIVE HEALTH TECHNOLOGIES LTD. CYBERTECH HOUSE, 1ST FLOOR, J.B. SAWANT MARG, WAGLE INDL. ESTATE, THANE (W) - 400604, MAHARASHTRA</p>
<p>GOVT. NOMINEES</p>	
<p>13 SHRI SHYAMAL MISRA, IAS JT. SECRETARY TO THE GOVT. OF INDIA DEPTT. OF COMMERCE, EP(CAP) DIVN. MINISTRY OF COMMERCE & INDUSTRY UDYOG BHAWAN, NEW DELHI - 110 011</p>	<p>14 THE DIRECTOR INSTITUTE OF FOREST PRODUCTIVITY (INDIAN COUNCIL OF FORESTRY RESEARCH & EDUCATION) ARANYODAYA, IPKI ROAD AT & P.O. : LALGUTWA (VIA PISKA NAGRI) RANCHI - 835 303.</p>
<p>ALTERNATE NOMINEE</p>	
<p>15 SHRI S. K. RANJAN DY. SECY. TO GOVT. OF INDIA, DEPTT. OF COMMERCE MINISTRY OF COMMERCE & INDUSTRY UDYOG BHAWN, ROOM NO. 280-B, NEW DELHI - 110 011.</p>	



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The Committee of Administration of Shellac & Forest Products EPC wishes to place on record its sincere thanks to all the members of the Council for their wholehearted co-operation in the matter of export promotion of Non Timber Forest Produces and its value added variants.

The Committee of Administration of Shellac & Forest Products EPC also wishes to place on record its grateful thanks to the Ministry of Commerce and Industry, Department of Commerce, Govt. of India for its continued support and assistance.