

**SHELLAC AND FOREST PRODUCTS  
EXPORT PROMOTION COUNCIL**

## ***Introduction:***

Shellac Export Promotion Council was formed under sponsorship of Ministry of Commerce & Industry, Govt. of India to bring about exports of shellac and lac-based products to various destinations globally. Shellac Export Promotion Council (SEPC) was renamed as Shellac & Forest Products Export Promotion Council (SHEFEXIL) recently. Shellac & Forest Products Export Promotion Council was declared as the nodal EPC for the North Eastern Region of India, to facilitate all exports from the states of Assam, Arunachal Pradesh, Manipur, Nagaland, Meghalaya, Tripura, and Mizoram & Sikkim. Shellac & Forest Products Export Promotion Council (SHEFEXIL) is a direct contributor to economically challenged sections of society i.e. tribal women, marginal cultivators, economically challenged population from the north east, arid areas, etc.

## ***Objective:***

Shellac and Forest Products Export Promotion Council (SHFEXIL) was formed under sponsorship of Ministry of Commerce & Industry, Govt. of India to enhance India's non-timber forest produce and to facilitate the exports of veg saps, guar gums, sesame seeds, herbs, niger, vegetable material, fixed vegetable oil and cakes etc. It was formed to strengthen plans and initiatives for exports of non-timber forest produces, to maximize India's export potential through collective action and to assist the members of the council to boost exports and discharge their responsibilities and obligations under foreign trade policy.

## ***Functions:***

The functions of the Shellac and Forest Products Export Promotion Council (SHFEXIL) are to provide information and assistance, technology upgradation advising, organize trade fairs and build statistical databases for import and export of the country.

## ***Vision:***

- Realising the full potential of India's non-timber forest produce exports through collaborative action
- Creating a global brand for India's non-timber forest produce
- Conceptualizing plans and resourcefulness for exports of non-timber forest produce

- Converting exports of non-timber forest produce as an instrument to improve the lives of the weaker sections of the population and developing the economically-weaker sections of the society
- Increasing employment opportunities in non-timber forest produce export sector and ensuring infrastructure development in rural tribal areas
- To strengthen plans and initiatives for exports of non timber forest produces

### ***Strategic initiatives:***

The overall strategic plan is to achieve twin goals i.e. Export enhancement and employment generation. One of the main strategies is to achieving the desired market share in target nations of the USA, Germany, UK, Japan, China, Canada, Hong Kong, and Egypt, which presently accounting for a market share of 60%. Other strategies are to :

- Establishing ways to boost productivity
- Improving the quality of products
- Improving the Consistency of products
- Aiming to bring India to a competitive edge of exports
- Targeting value additions through product development and research
- Developing an Indian brand for sustainable market impact
- Evolving a comprehensive growth model to partner with the rural poor

### ***Contact:***

**International Trade Facilitation Centre**  
**1/1 Wood Street, 2nd Floor,**  
**Kolkata 700 016, India**  
**Phone: 91-33-2283-4417**  
**Fax: 91-33-2283-4699**  
**E-mail: shefexil@gmail.com**  
**Website: www.shefexil.org**

