JKTP

Jammu & Kashmir Trade Promotion Organization
Industries & Commerce Department, Govt of J&K.
6th Floor, JLN UdyogBhawan, Jammu / 3rd Floor, Sanat Ghar, Bemina, Srinagar
Email: contactjktpo@gmail.com Phone: 0191-2479924

Subject:- Nomination of Nodal Officer for Coordination and Implementation of BRAP 2024 Action Points Pertaining to JKTPO.

Office Order No: JKTPO/J/120-B/03
Dated: 20/01/2025

In compliance with the communication received from J&K SICOP regarding implementation of action points under the BRAP 2024, Sh. Sourabh Sharma, General Manager, JKTPO, is hereby nominated as the Nodal Officer for coordinating with J&K SICOP for the implementation of

The Nodal Officer shall:

1. Ensure effective and timely coordination with J&K SICOP and other concerned authorities.
2. Monitor the progress and implementation of all action points assigned to JKTPO under BRAP 2024.
3. Furnish requisite information and updates related to JKTPO's action points in a time-bound manner.

This issues with the approval of the Competent Authority.

Financial Advisor/ Chief Accounts Officer
JKTPO

Copy to:

1. Managing Director, JKTPO for favour of information.

Area 20: District as Exports Hub

i. Capture and list the export data by District of Origin

Reform No.	Reform Details
Reform 330	Ensure that States/UTs include an additional field to specify the District of Origin for all exported goods in the export documents (Daily Trade Returns System).
Reform 331	Ensure that all exporters accurately report the District of Origin for their goods. This requirement applies to both manufacturers and non-manufacturers and must clearly differentiate from the District of Procurement.
Reform 332	Ensure the DGCIS portal link, displaying district of origin information, is prominently displayed on the State Single Window System/District Administration portal. This visibility will make district-level export data readily available, aiding local stakeholders in decision-making, market analysis, and export promotion.

Reform objective and associated Checklist for assessment

Reform objective	Checklist for assessment
Reform 330	
1. Ensure the precise collection of export data by the District of Origin to facilitate improved decision-making and the formulation of informed policies at the district level. 2. Aim to bridge the data gap at the district level by capturing export data according to the District of Origin, which will offer enhanced localized insights into the export performance of districts throughout India.	1. State/UT authorities must ensure the integration of the 'District of Origin' field into the online DTR systems for all exports originating from the district. 2. URL of the online system. 3. Links to uploaded videos of user walkthroughs or screenshots of the online system, substantiating the availability of the required information on the website. 4. Clearly highlight the sections that substantiate the implementation of all reform requirements in the uploaded screenshots.
Reform 331	
1. The reform objective is to establish a requirement for all exporters to precisely report the District of Origin for their exported goods, enhancing the accuracy of trade data and supporting the traceability of products from their initial production location. 2. Implement a clear differentiation in export documentation between the District of Origin, where the goods were produced or manufactured, and the District of Procurement, where the	1. Conduct pilot surveys to validate data accuracy. 2. Develop and disseminate comprehensive guidelines and training materials to educate exporters on the importance of accurately reporting the District of Origin and the distinction from the District of Procurement. This could include webinars, workshops, and detailed documentation.

goods may have been purchased or otherwise acquired, to improve the clarity and usefulness of export records. 3. Apply this reporting standard uniformly to both manufacturers and non-manufacturers, ensuring that the entire spectrum of exporters contributes to a comprehensive and detailed dataset for policymakers, analysts, and trade facilitators.	
Reform 332	
1. The reform objective is to improve the visibility and accessibility of district-level export data by ensuring the DGCIS portal link, which displays district of origin information, is prominently displayed on the State Single Window System/District Administration portal. 2. This will equip local stakeholders with essential data for informed decision-making and thorough market analysis. 3. Additionally, it will aid in the creation of effective export promotion strategies by providing targeted and easily accessible export information.	1. URL of the online dashboard available in the public domain. 2. Links to uploaded videos of user walkthroughs/screenshots highlighting that the data on the online dashboard is updated regularly (daily/ weekly/ fortnightly/ monthly). 3. Clearly highlight the portions substantiating the implementation of all reform requirements in the uploaded screenshots and copy of the Act/Rules/Notification/GO.

ii.   Integration of District Export Action Plans into a Centralized Portal

Reform No.	Reform Details
Reform 333	Mandate that the District Collector, via the District Export Promotion Committee (DEPC), create and periodically review a District Export Action Plan (DEAP). The plan should outline the district's export potential, key products, infrastructure, and strategies leveraging its unique advantages. At least four DEPC meetings should be held annually.
Reform 334	Develop an online system where stakeholders, including government agencies, exporters, industrial associations, and businesses, can access all district action plans. This system will serve as a one-stop platform for all districts, offering critical insights into export initiatives.
Reform 335	Ensure that the DEAPs are updated in real-time on the portal, enabling stakeholders to monitor progress, identify bottlenecks, and propose improvements.

Reform objective and associated Checklist for assessment

Reform objective	Checklist for assessment
Reform 333	
1. The reform objective is to systematically harness each district's export potential by mandating the creation and regular review of a District Export Action Plan (DEAP) by the District Collector through the District Export Promotion Committee (DEPC). 2. This will aid in identifying and promoting key products and infrastructure unique to the district, thus tailoring export strategies to local strengths and opportunities. 3. Additionally, it will ensure consistent oversight and dynamic strategy adaptation by requiring a minimum of four DEPC meetings annually.	1. URL of the online system where the DEAPs are uploaded. 2. Links to uploaded videos of user walkthroughs or screenshots of the online system, substantiating the availability of the required information on the website. 3. Clearly highlight the sections that substantiate the implementation of all reform requirements in the uploaded screenshots.
Reform 334	
1. The reform objective is to establish a dedicated online platform that consolidates District Export Action Plans (DEAPs) from all districts, granting specific stakeholders, including government agencies, exporters, industrial associations, and businesses, direct access to comprehensive export data and strategies. 2. This platform will function as a	1. URL of the online system. 2. Links to uploaded videos of user walkthroughs/screenshots of the online system showcasing the reform requirements. 3. Clearly highlight the portions substantiating the implementation of all reform requirements in the uploaded screenshots and copy of the Act/Rules/Notification/GO.

specialized resource hub, offering detailed insights and enabling coordinated efforts to enhance the effectiveness of export-related activities at the district level.	

Reform 335	
1. The reform objective is to implement a dynamic update mechanism for District Export Action Plans (DEAPs) on the designated portal, ensuring that stakeholders have access to the most current information. 2. This will allow for continuous monitoring of progress, timely identification of bottlenecks, and the ability to suggest actionable improvements, thereby facilitating responsive and adaptive export strategies at the district level.	1. URL of the online dashboard available in the public domain. 2. Links to uploaded videos of user walkthroughs/screenshots highlighting that the data on the online dashboard is updated regularly (daily/ weekly/ fortnightly/ monthly). 3. Clearly highlight the portions substantiating the implementation of all reform requirements in the uploaded screenshots and copy of the Act/Rules/Notification/GO.

Area 21: One District One Product (ODOP)

i. Promote regional trade and manufacturing ecosystem with ODOP

Reform No.	Reform Details
Reform 336	Ensure that information on all aspects of One District One Product (ODOP) items is available online in the public domain, including the following: i. A complete list of products and their descriptions. ii. Registered businesses producing them. iii. Manufacturing locations. iv. Common facility centers, along with their Standard Operating Procedures for usage and the associated fees. v. Applicable schemes for branding, packaging, and export promotion. vi. Any other details beneficial for entrepreneurs.
Reform 337	States/UTs to identify a consolidated list of necessary approvals (both Central and State-specific) for establishing new businesses related to ODOP products, with the aim of creating sector-specific roadmaps.
Reform 338	Mandate the creation of an online dashboard in the public domain with the following features: i. Clearly present data on the number of applications received under One District One Product (ODOP), the number approved, and the average processing time, as well as the fees associated with approvals or certificates. ii. Provide a detailed dashboard of businesses registered under ODOP, including the type of product, location, and services utilized. iii. Compile and update a list of upcoming trade fairs, exhibitions, and promotional events where businesses can register to participate. iv. The dashboard should be updated in real-time or at regular intervals (daily, weekly, or monthly), with the date and time of the most recent update prominently displayed for transparency.
Reform 33G	Establish an ODOP Facilitation Center/Agency to assist with participation in trade fairs and provide support with promotion, branding, and packaging for international markets, while also addressing challenges to enhance the export of ODOP products. The support should extend to cover the full business cycle, from raw material procurement to final trade/export.
Reform 340	Establish an Online Grievance Mechanism, define working procedures, and create an escalation matrix that includes service timelines and procedures for responding to businesses, among other aspects, for handling grievances.

Reform objective and associated Checklist for assessment

Reform objective	Checklist for assessment
Reform 336	
1. The online system should provide a detailed list of products, the businesses	1. URL of the online system. 2. Links to uploaded videos of user

registered to manufacture them, comprehensive product descriptions, manufacturing locations, and details on branding, packaging, and export promotion schemes. This information must be up-to-date, easily searchable, and user-friendly to meet the diverse needs of stakeholders. The portal's data organization should facilitate straightforward searches by risk category, firm size, business location, and investor type (foreign or domestic). It should offer tailored information to serve businesses of all sizes and types, ensuring transparent access to fee structures, procedural steps, and other relevant details. 2. The objective is to equip users with information pertinent to their specific business category (small, medium, or large), location (rural or urban), and investor type (foreign or domestic). By making these distinctions, the portal will clearly present information in the public domain, such as fee variations and procedural steps, aiding new startups and existing businesses seeking to grow or venture into new areas. 3. "Risk category" is a classification of industries at the State level based on criteria like environmental impact and compliance with labour laws. States/UTs are responsible for defining "Risk category" according to their evaluations, in harmony with the applicable rules and acts of the State/UT.	walkthroughs or screenshots of the online system, substantiating the availability of the required information on the website. 3. Clearly highlight the sections that substantiate the implementation of all reform requirements in the uploaded screenshots.

Reform 337

1. India aims to become a developed nation by 2047, with a focus on growth and development. 2. The Government is prioritizing the enablement of regional manufacturing ecosystems and their value chains, particularly in tier 2 and tier 3 cities, to support this ambition. 3. The reform aims to facilitate business operations and promote innovation by	1. URL of the online system. 2. Links to the uploaded video of the user walkthrough or screenshots of the online system, substantiating the availability of the required information on the website as per the reform requirements. 3. Clearly marked sections in the uploaded screenshots that demonstrate the implementation of all reform requirements.

mapping sectoral journeys and leveraging One District One Product (ODOP) initiative.	
4. A consolidated list of approvals (Central and State-specific) will streamline the establishment of new businesses, coupled with a mechanism for efficient information dissemination and an accelerated setup process in key sectors.	

Reform 338

1. The reform objective is to mandate the creation of an online dashboard in the public domain to enhance the transparency and accessibility of ODOP-related data for stakeholders. This dashboard will act as a comprehensive tool for monitoring the progress and efficiency of the ODOP initiative and for aiding businesses in their development and engagement with relevant events.
 	
  i. The dashboard will clearly present data on the number of ODOP applications received, approved, the average processing time, and the fees associated with approvals or certificates. It will be updated in real-time or at set intervals (daily, weekly, fortnightly, monthly), with the date and time of the most recent update prominently displayed for transparency.
 	
    a. "Fee" refers to the statutory fees paid by an enterprise or applicant to the government for accessing a specific service.
 	
    b. The dashboard will clearly show the number of applications received and granted, the time taken to grant approvals/certificates, and the average time the Department takes to complete the entire approval process.
 	
    c. It will clearly indicate the "Average fee" charged by the Department for completing the entire approval process.
	2. Provide the URL of the online dashboards that are available to the public.
	
	3. The dashboards should follow the format prescribed by DPIIT, as detailed in Annexure – II for Part i. Suitable formats should be developed for Parts ii and iii.
	
	4. Share links to uploaded videos of user walkthroughs or screenshots that demonstrate the regular updates (daily, weekly, fortnightly, monthly) made to the online dashboard.
	
	5. Include a copy of the Act, Rules, Notification, or Government Order that shows the precise steps taken to mandate the dashboard, in accordance with the reform requirements.
	
	6. Clearly indicate the sections that verify the implementation of all reform requirements in the uploaded screenshots and in the copy of the Act, Rules, Notification, or Government Order.

d. The dashboard will present or have the capability to list all associated fees for the particular service. e. The dashboard will be updated in real time or regularly, with the date and time of the latest update displayed on the portal. f. A smart dashboard is to be developed by the States/UTs, featuring functionality to drill down and display day-wise and application-wise details, along with the statutory fees paid by the user. ii. The dashboard will offer detailed information on businesses registered under ODOP, including types of products, locations, and services used, to encourage networking and collaboration among businesses and stakeholders. iii. The dashboard will keep a current list of upcoming trade fairs, exhibitions, and promotional events, providing businesses with opportunities to register and participate, thus promoting their products and broadening their market presence.	
Reform 33G	
1. The reform objective is to establish ODOP Facilitation Centers/Agencies in each state/UT (or district) to enhance branding, address manufacturing challenges, and increase the export of ODOP products. These centers/agencies will also support businesses in participating in trade fairs and preparing for international markets. 2. The establishment of these centers/agencies should come with a clear legal mandate to simplify regulatory processes and reduce compliance burdens, thereby improving the investment climate. 3. Conduct regular and comprehensive stakeholder consultations to understand and address the issues	1. Notification/ G.O./ Copy of the legislation mandating the establishment of ODOP Facilitation Centers/Agencies in the State/UT as a one-stop shop to support the promotion of regional trade and the manufacturing ecosystem through ODOP. 2. Clearly outline the mandate of the Center/Agency as per the reform requirements in the uploaded evidence

faced by the industry and businesses, ensuring that the facilitation centers/agencies are effectively meeting their needs.	
Reform 340	
1. For effective grievance redressal, states and UTs should develop an online grievance mechanism with detailed SOPs, including an escalation matrix and timelines.	1. Notification/G.O./copy of legislation mandating working procedures and an escalation matrix (including service timelines, business response protocols, etc.) for grievance handling. 2. URL of the system. 3. Links to uploaded videos of user walkthroughs or screenshots of the online system, highlighting the functionality of the Online Grievance Mechanism.

Area 24: Open Network for Digital Commerce

i. Boosting the adoption of ONDC among small traders and MSMEs

Reform No.	Reform Details
Reform 352	Ensure that information is available online in public domain regarding the registration process, incentives, grants, or subsidies, and tax benefits for MSMEs and small traders for onboarding onto the ONDC platform. This should include details on fees, procedures, timelines, and required documents.

Reform objective and associated Checklist for assessment

Reform objective	Checklist for assessment
Reform 352	
1. The reform objective is to streamline the onboarding process for MSMEs and small traders onto the ONDC platform by providing comprehensive information through a single window system. 2. This includes clear guidance on the registration process, available incentives, grants, subsidies, tax benefits, as well as transparent details regarding fees, procedures, timelines, and necessary documentation. 3. The aim is to facilitate easy access to the ONDC platform, thereby promoting digital inclusivity and enhancing the competitive edge of small-scale businesses.	1. URL of the online system 2. Links to uploaded video of user walkthrough/ screenshots of the online system to substantiate the availability of required information on the website. 3. Clearly highlight the portions substantiating implementation of all reform requirements in the uploaded screenshots.