JKTPO
JAMMU & KASHMIR TRADE PROMOTION ORGANIZATION
(A Government of J&K Undertaking)

Department of
Industries & Commerce

District Export Action Plan

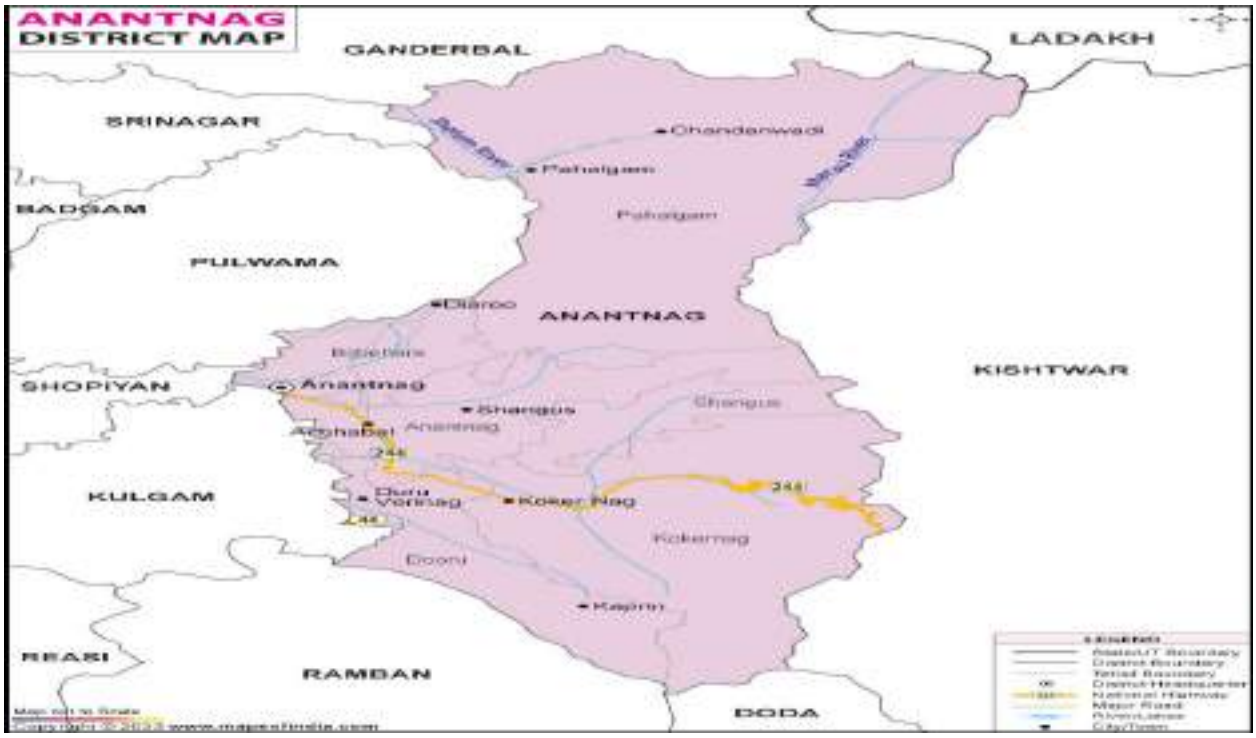
Anantnag District

Table of Contents

❖ District Overview

General Characteristics of the District

.



Source: DIC Anantnag

S. No	Area	Details
1	Location	Geographically the district lies between 33.7311° N Latitude and 75.1487° E Longitude
2	Boundaries	The entire Southern sector of the district, which is contiguous with tehsils of Reasi, Banihal and Kishtwar of Jammu province, and Eastern sector which is contiguous with tehsil Kargil of Ladakh division comprises of thick forests and mountains. The Northern and Western sides of this district are bounded by Pulwama district while Kulgam district falls in its west. Of all the districts of the state, Anantnag claims the largest number of streams (Nallas) like Sandran, Brengi, Arpath and Lidder. The most important among these is Lidder which takes of from Sheshnag lake and irrigate maximum area of the district.
3	Total Area	3574 Sq Km
4	Number of tehsils	(12) Tehsils, Anantnag, Anantnag-East, Bijbehara, Dooru, Kokernag, Larnoo, Pahalgam, Qazigund, Sallar, Shahabad Bala, Shangus and Srigufwara.
5	Number of blocks	(16) Blocks,

		Achabal, Anantnag, Bijbehara, Breng, Chhitter gul, Dachnipora, Hiller Shahabad, Khoveripora, Larnoo, Pahalgam, Qazigund,Sagam, Shahabad,Shangus, Verinag and Vessu.
6	Number of Panchayats	335
7	Number of Census Villages	362
8	Number of Revenue Villages	395
9	Climate	The district has a temperate climate in summer. In winter, the areas of district are affected by heavy snowfall associated with western disturbance and temperature is relatively low. The monsoon doesn't generally reach the district. Summer is usually mild and with a little rain, but relative humidity (RH) is generally high, and the nights are cool. The precipitation occurs throughout the year but no one month is particularly dry. The hottest month is July (mean minimum temperature 6 °C, mean maximum temperature 32 °C) and the coldest are December–January (mean minimum temperature -15 °C, mean maximum temperature 0 °C). Weather conditions are unpredictable. The record high temperature is 33 °C and the record low is -18 °C.
10	Annual Rain fall	The average annual rainfall in the district is 992.6 mm in the form of snow and rain.
11	Population 2011	Total: 1,078,692 Male: 5,59,767 Female: 5,18,925 Sex Ratio: 927
12	Literacy Rate 2011	64.32%
13	Number of MSMEs	Total registered units = 292 Functional units = 95 Udyam registration = 72 Non-Udyam = 23
14	Major Industrial Sectors Present based on Numbers, ODOPs	Agro-based, cotton textiles, wooden furniture, paper based, Rubber based, Chemical based, Mineral based, Electrical machinery, Steel fabrications, Repairing & Services, and others. ODOP = Trout Fish, Bat, Walnut and Chilli.
15	Major Potential Sectors	❖ Wood/Furniture based activities. ❖ Food Processing activities. ❖ Horticulture based activities. ❖ Automobile workshop.

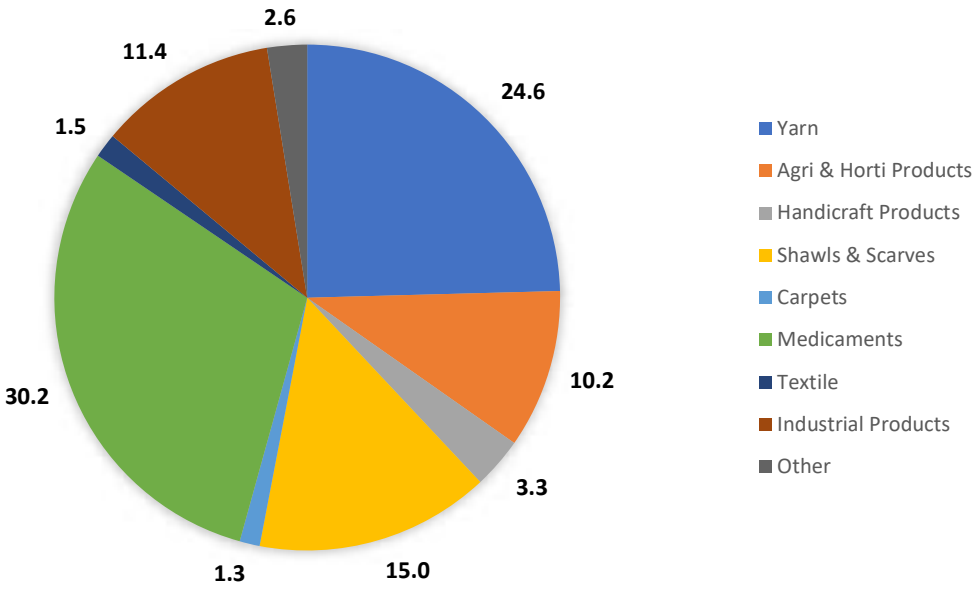
		❖ Health Diagnostic Lab. ❖ Tourism based activities. ❖ Mineral based activities.
16	Major Industrial Parks	--
17	Technical Institutions	(01) Government Polytechnic College, Anantnag. (01) Government Industrial Training Institute, Ashajipora, Anantnag. (01) polytechnic under the administrative control of Islamic University of Science and Technology (IUST) Awantipora Pulwama
18	Industrial Clusters	The department of Industries & Commerce, Kashmir has declared the area as Industrial Zone from Jawbara, Awantipora to Doonipora, Sangam (500 meters on either side of NH-44) for willow cricket bat manufacturing units – Bat Cluster
19	Artisan based Clusters	-
20	Major Arts & Crafts	Kashmiri shawls, carpets, Gabbas, Namdas, and Rugs, Dress materials with intricate Kashmiri embroidery Wood carved products especially high-quality willows.
21	H & H Clusters	a) (320) Cooperatives b) Handicraft = 294; Handloom = 26 c) 26 training centers in the district with intake capacity of 25 trainees each.
22	Number of bank branches	Commercial Banks = 50 Rural Banks Products = 01 Cooperative Bank Products = 02 PLDB Branches = 83
23	Number of Industrial Associations	(05) IE Anantnag, IE Bijbehara, I.E Anchidora, IE Vessu, and Sports Complex Goods Bijbehara
24	Major Core issues of MSMEs (Infrastructure)	Problem of Erratic Electric Power Supply Non-availability of Skilled manpower Problem of Marketing of finished Products. By introducing purchases through GeM, all MSMEs are placed in completion against big manufacturers from outside UT. Association members quoted that 99% of the MSME units are non-eligible for participation for local orders published on GeM for the criteria of high annual turnover in crores, OEM authorization, and other mandatory certifications.

		Problem of procurement of Raw materials High Transportation costs Access to finance. Banks demand for Collateral/Third party guarantee which the MSMEs cannot afford. CGTMSE yet to get the popularity. Delay in government incentives/subsidies. Development of estates & roads. Lack of awareness about govt schemes and subsidies.
25	Major Interventions w.r.t. Infrastructure	3365 projects under R&B CAPEX Budget (2022-23) Establishment of Common Incubation Center for Fish Processing under PMFME Scheme of MoFPI by JKHPMC Ltd. DIC Anantnag has identified and handed over/taken over 1038 kanals of land for establishment of new industrial Estates in the district.
26	Interventions under RAMP	Outreach programmes to increase awareness among the people on various schemes and benefits for MSMEs, in order to encourage them towards entrepreneurship. Raw Material Warehouse for allied sectors (like plastics, metals, steel, and other materials which is sourced from outside UT or is not cultivated in Kashmir) should be established in Kashmir. Reliance vendor Mechanism that is being operated in Jammu Division by utilizing SICOP raw material stores should be replicated in Kashmir division. Exposure visits to Industrial Clusters who are accelerating in MSME sector. Setting up of Business Development Service providers/Enterprise Facilitation Cell at DIC Level. These could be the empaneled consultants of DIC for the scheme implementation at district level thereby strengthening the existing CFCs at panchayat level.

Source:

- https://anantnag.nic.in/history/
- https://abhinavpahal.nic.in/visions_doc/IYW8zbYCWIVision%20Document%20Anantnag.pdf
- UTLBC, J and K

❖ Export Scenario of Jammu and Kashmir



Jammu and Kashmir, known for its breathtakingly beautiful landscapes, it's also rich in various natural resources and crafts, which opens significant export opportunities. A large number of agricultural and horticultural products such as apple, saffron, walnut, basmati rice, mushkbudji rice etc., from the region is popular across the globe. Other products like walnuts, almonds, cherry, and various other fruits and dry fruits are also exported. The region is also known worldwide for its splendid handcrafts. Products like pashmina shawls, carpet, silk, tweeds, Kashmir willow crickets and various wooden artifacts are largely exported to different parts about the globe.

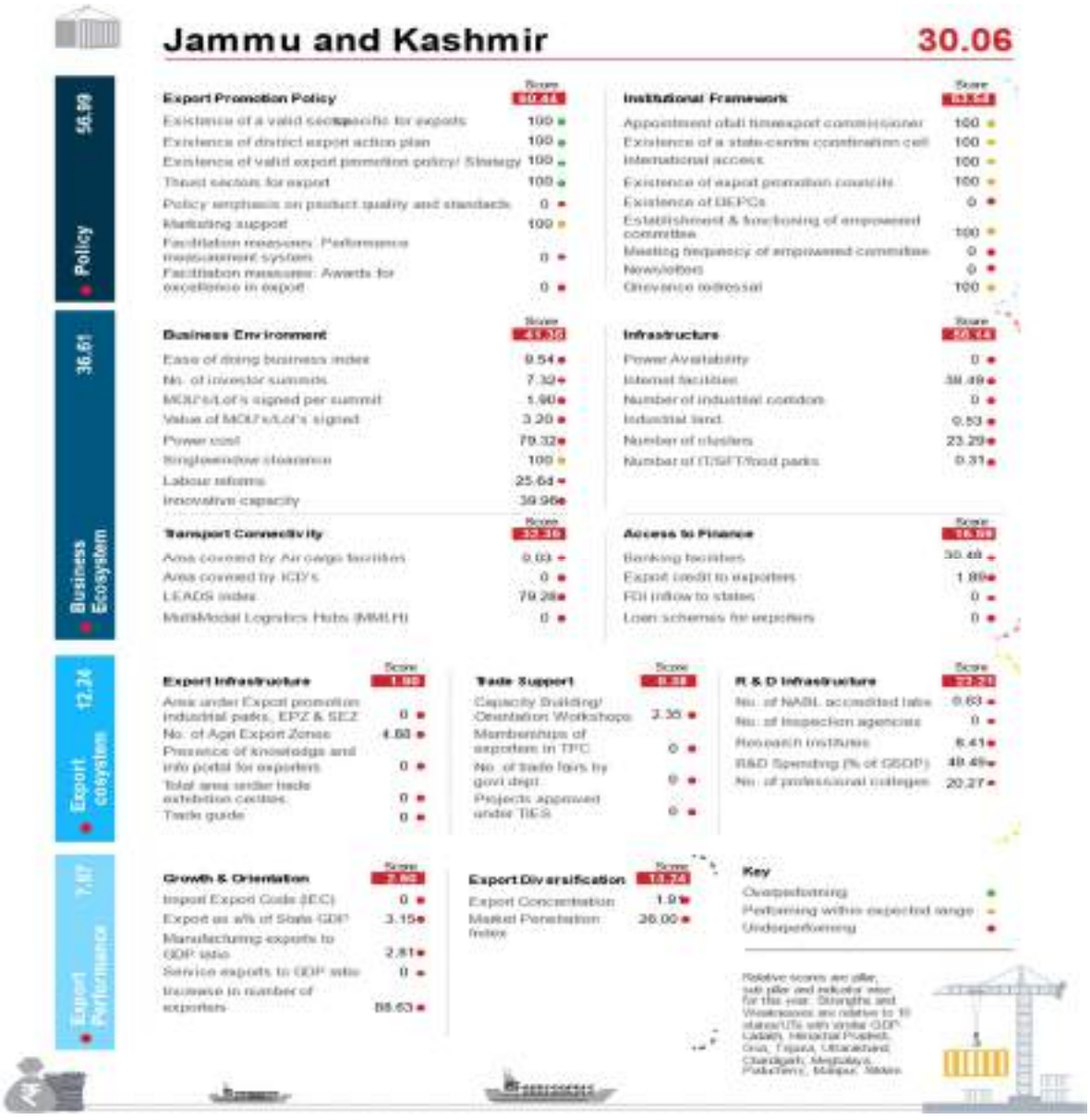
Jammu and Kashmir's rich biodiversity is home to several medicinal plant species which are exported for pharmaceutical purposes. Minerals like gypsum, limestone, sapphire, granite and other decorative stones also make up the export list of Jammu and Kashmir.

Though not technically counted under traditional exports, tourism can be considered as an export in the service sector. The exquisite natural beauty, rich cultural heritage, and adventure opportunities have attracted tourists from around the world. The demand for tourist services generates substantial revenue for the region.

In the year 2022-23, J&K has exported products worth INR 1,337 Cr which of which Industrial Products such as medicaments, industrial chemicals, cotton / woollen / silk yarn contributed to about 66.2% of the total export, where as agri and horticulture products contributes to about 10.2% and Handloom & handicraft products was about 19.6%. In the year 2023-24, the export value of the UT is expected to be increase by atleast 15% due to increase in the industrial production.

❖ Jammu and Kashmir EPI Index

Jammu &Kashmir has emerged among top performers**, reaching 3rd position among UT's** in Second Edition of Export Preparedness Index 2021 by Niti Aayog. J&K recorded an improvement in its score rising to 30.07 from earlier scores of 12.27. Overall ranking of J&K has improved from rank 36 to rank 23. ***The UT of Jammu and Kashmir needs to improve bigtime on parameters like Access to finance for exporters, Trade Support, Transport connectivity, Export infrastructure, Growth & Orientation & R&D Infrastructure***

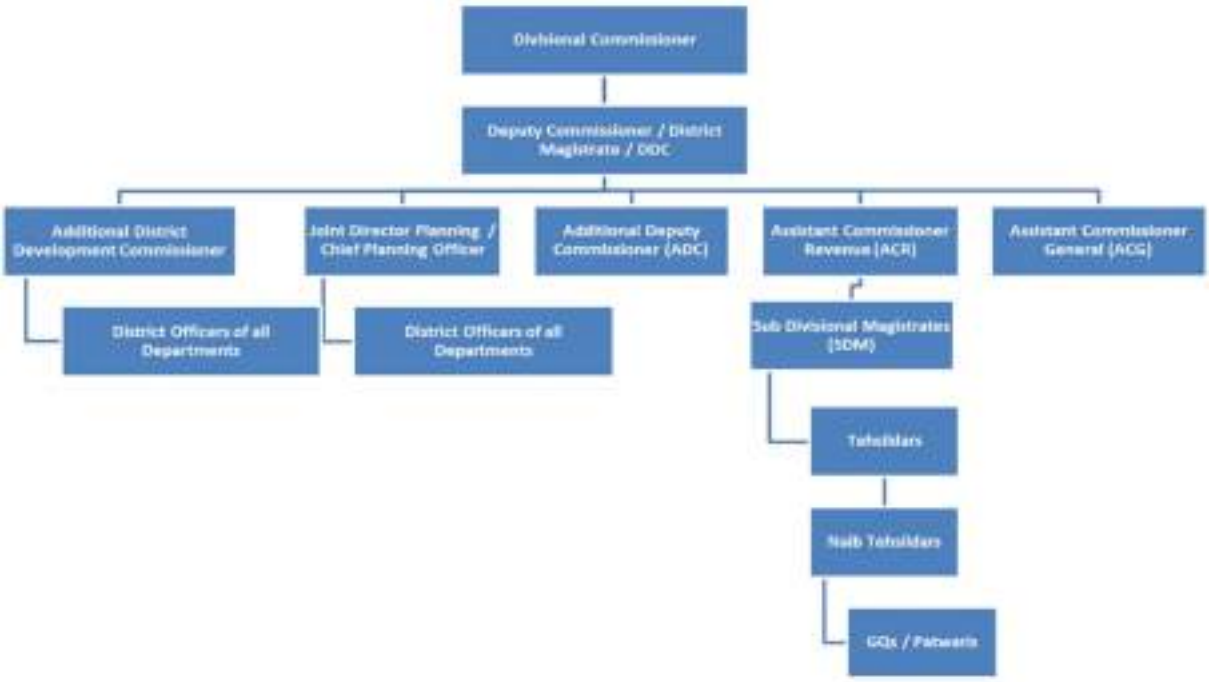


Administrative Setup

Administrative Setup

Division	Numbers
Sub Divisions	04
Tehsils	12
Total No. of Revenue Villages	395
Inhabited Villages	386
Un-Inhabited Villages	09
Nayabat Circle (Land Revenue Circle)	34
Patwar Halqas	99
CD Blocks	16
Panchayat Halqas	335
Education Zones	12
Police Stations	09
Police Posts	08

(Source: DIC Anantnag)



Industrial Scenario of Anantnag District

INDUSTRY AT A GLANCE

S.No.	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	No.	5032
2.	TOTAL INDUSTRIAL UNIT (Functional)	No.	1451
3.	REGISTERED MEDIUM & LARGE UNIT	No.	01
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES (Direct Employment of Functional Units)	No.	8509
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	No.	42
6.	No. OF INDUSTRIAL AREA	No.	05
7.	TURNOVER OF SMALL-SCALE IND.	In Lakhs	NA
8.	TURNOVER OF MEDIUM & LARGE-SCALE INDUSTRIES	In Lakhs	NA

(DIC, Anantnag)

DATA OF SMALL ENTERPRISES AS ON 18.12.2021

S. No	District	No. of Unit	Employment	Fixed Investment (Rs. in lacs)	Production (Rs. in lacs)
1	Anantnag	14	106	3898.25	N. A

DETAILS OF EXISTING MICRO, SMALL, MEDIUM & LARGE ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

S.NO.	TYPE OF INDUSTRY	NO. OF UNITS	EMPLOYMENT	INVESTMENT IN P&M (RS IN LAKH)
1	Food based units	274	1032	1572.54
2	Mfg. of Mineral Water	02	35	481.75
3	Dry Fruit based units	12	100	263.65
3	Mfg. of Spices	13	106	332.78
4	Mfg. of Cricket Bat Units	98	612	305.80
5	Assembling of LT/HT Transformers	54	188	270.73

6	Software Development/Data processing Unit	72	233	337.69
7	Plastic based units	6	33	66.70
8	Mfg. of Cement Products	20	152	426.35
9	Stone Crushers	10	95	953.26
10	Printing & Publishing	25	81	119.51
11	Wood Based Units	172	1137	1105.97
12	Fabricated metal products	139	519	901.49
13	Mfg. of Pencil Slates and blocks	04	37	140.93
14	Mfg. of agricultural equipment	31	84	91.50
15	Veneer & Plywood	5	92	768.00
16	Hot Wet Mix Plant	07	153	2192.00
17	Mfg. of paper & paper products	05	25	20.20
18	Jewellery & Ornaments	04	23	21.33
19	Mfg. of electric items & apparatus etc.	13	45	103.70
20	Cardboard Units	08	123	627.08
21	Computer & other related activity	05	21	90.22
22	Mfg. of leather related products	04	17	79.75
23	Controlled Atmosphere Storage	01	42	1953.49
24	Generation of Electricity	01	53	1013.71
23	Other Misc. activities	467	3471	3464.20
	Total	***1452***	***8509***	***17704.33***

(DIC, Anantnag)

LIST OF ENTERPRISES WITH HUGE INVESTMENT

S.NO.	NAME OF THE UNIT	LOCATION OF THE UNIT	INVESTMENT IN P/M (IN Lakhs)
1	M/S O2z Trading & Industries Pvt Ltd	Ichoo Nallah Ahlan Kokernag	1013.71
2	M/S Gruess Agri Serve Pvt Ltd	Harad pora Achabal	1953.49
3	M/S National masala Mills	IE Anantnag	104.00

4	M/S Kashmir Walnut	Batengoo, Anantnag	150.00
5	M/S Hotel Mount View	Pahalgam	119.67
6	M/S Zenith cardboard Industries	I.E Bijbehara	101.54
7	M/S Grand Mumtaz Resorts	Pahalgam	464.00
8	M/S Kanwal Spice Industry	I.E Anantnag	202.00
9	M/S Mak Ply Industries	Nipora Mir Bazar	250.00
10	M/S Simridhi Ply	Nipora Mirbazar	300.00
11	M/S Five Star Ploymers	I.E Anchidora	100.00
12	M/S Royal Steel Furniture	I.E Anchidora	150.00

(DIC, Anantnag)

POTENTIAL AREA FOR SERVICE SECTOR

In J&K, Service sector is the emerging sector with the scope of lot of investment. The returns in investment are very good. Major areas of service sector are as under:

S.NO	SERVICE SECTOR
1.	Hotel & restaurant
2.	Hospital & Health related services
3.	Automobile Workshop
4.	Software Development & Data Processing Centers
5.	Repairing & Servicing of Electrical equipment
4.	Gym

(DIC, Anantnag)

❖ ODOP & District as Export hub Overview

The One District One Product (ODOP) initiative, introduced by the government of India, aims to promote and develop unique local products from each district for domestic and international markets. It focuses on harnessing the potential of specific products in a district to boost local economies, create employment opportunities, and drive exports. Let's provide an overview of how the ODOP initiative can transform a district into an export hub:

Identification of Key Products: The ODOP program begins with the identification of a specific product or industry that holds distinctive potential in the district. This selection is based on factors such as availability of raw materials, skilled workforce, market demand, and the unique characteristics of the product.

Strengthening Value Chains: Once the key product is identified, efforts are made to strengthen the entire value chain associated with it. This involves enhancing production techniques, improving quality standards, promoting innovation, and providing necessary infrastructure and facilities for processing, packaging, and marketing the product.

Skill Development and Capacity Building: ODOP initiatives focus on skill development programs to enhance the capabilities of local artisans, craftsmen, and entrepreneurs involved in the identified product. Training programs, workshops, and technical assistance are provided to upgrade skills, adopt modern techniques, and ensure product standardization.

Market Linkages and Promotion: To transform the district into an export hub, ODOP emphasizes the creation of market linkages. Efforts are made to establish connections with domestic and international buyers, participate in trade fairs and exhibitions, and promote the product through effective marketing and branding strategies.

Infrastructure Development: Infrastructure plays a crucial role in supporting export-oriented industries. The ODOP initiative encourages the development of necessary infrastructure such as industrial parks, cold storage facilities, transportation networks, and logistics support to facilitate smooth production, storage, and export of the identified product.

Policy Support and Financial Assistance: The government provides policy support and financial assistance to encourage investment and entrepreneurship in the district. This includes incentives, subsidies, loans, and tax benefits to attract private investment and foster the growth of export-oriented businesses.

By implementing the ODOP initiative effectively, a district can tap into its unique resources, expertise, and potential to become an export hub. This not only leads to economic growth and employment generation but also enhances the visibility and reputation of the district's products in the global market.

ODOP Product: Fish (Trout Fish)

Trout fish of Anantnag district in Jammu and Kashmir possesses unique characteristics that make it a distinctive and sought-after product. Here are some aspects of the uniqueness of trout fish in Anantnag:

Native to the Region: Trout fish is indigenous to the cold, pristine waters of the region, particularly the streams and rivers of Anantnag district. The local environment and specific water conditions contribute to the development of unique flavors and textures in the trout.

High-Quality and Nutritious: The trout fish found in Anantnag are known for their excellent quality and nutritional value. They are rich in protein, omega-3 fatty acids, and essential minerals, making them a healthy choice for consumers.

Natural Habitat: Anantnag's geographical location and hilly terrain provide an ideal habitat for trout fish. The clean, cool mountain streams and rivers offer optimal conditions for trout farming and contribute to the fish's natural growth and development.

Pristine Water Sources: The district's water sources, including the Lidder River and its tributaries, provide abundant fresh, clean, and oxygen-rich water. This ensures the well-being and health of the trout fish, enhancing their flavor and overall quality.

Taste and Texture: Anantnag's trout fish is known for its delicate flavor and tender, flaky texture. The natural diet of the fish, including insects, crustaceans, and other aquatic organisms in the local water bodies, contributes to the unique taste profile.

Cultural Significance: Trout fish has a long-standing cultural significance in the region. It is an integral part of the local cuisine and has been enjoyed by residents and visitors for generations. This cultural association adds to the uniqueness and desirability of Anantnag's trout fish.

The combination of the native habitat, pristine water sources, and cultural significance make trout fish from Anantnag district a unique and prized product. Its distinct qualities contribute to its desirability in both domestic and international markets, positioning it as a prominent ODOP product for the district.

SWOT Analysis of District Anantnag

SWOT ANAYLSYIS OF THE DISTRICT

Strength: The district is the part of Srinagar region and situated in Kashmir Valley. The district has a rich culture of Kashmir Valley and has good attraction of tourist point of view. Connectivity of Srinagar is international through airport, the rail line is being constructed and it will be ended in 2023. It will boost the connectivity with rest of India. Especially for export of goods, rail connectivity is the most important.

Weakness: The region has one of the highest Logistic costs for transportation of goods towards ports compared to other parts of India. Due to several security reasons, tourism is not exploited its fullest opportunities.

Opportunities: In recent times, due to improvement in security situations, influx of international tourists may be increased in large number. Now, the region is under administration of Union Government, due to several reforms investment enquiries are gearing up in the region. There is great chance in tourism sector, food processing sector, handloom and handicraft.

Threats: If the constructing rail line is not finalized within time, it will create great setback for the region. Entrepreneurship, established ecosystem, export infrastructure are in weak grounds. That will create an increase in cost, increasing labor prices and increase in transportation cost.

SWOT ANAYLSYIS OF THE TROUT FISH

Strength: Fish, both freshwater and saline, have an increasing demand in the global market. The catching culture of fish is mostly done on the coastal areas, however, the aquaculture inponds has shown increase in the northern region of India in the recent years.
The district is the part of Srinagar region and situated in Kashmir Valley. The district has a richculture of Kashmir Valley and has good attraction of tourist point of view. Connectivity of Srinagar is international through airport, the rail line is being constructed and it will be endedin 2023. It will boost the connectivity with rest of India. Especially for export of goods rail connectivity is the most important.

Weakness: Though India stands tall in the export of freshwater fish but has a long way to go in case of cultured fish.
The region has one of the highest Logistic costs for transportation of goods towards ports compare to other parts of India. Due to several security reasons, tourism is not exploited its fullest opportunities.

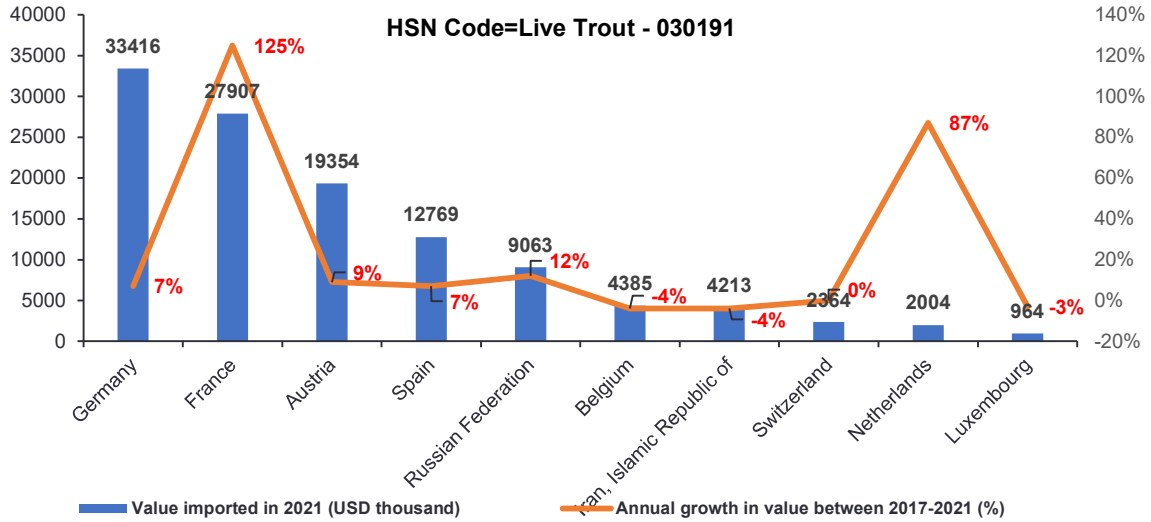
Opportunities: Districts of Jammu Kashmir have huge diversification towards local growing fishes and planning to increase the area under it and to get two crops a year from the same ponds.
In recent times due to improvement in security situations influx of international tourist may be increased in large number. Now the region is under administration of Union Government, due to several reforms investment enquiries are gearing up in the region. There is great chance in tourism sector, food processing sector, handloom and handicraft.

Threat: Fish eating countries are biggest importers and can be target markets. As far as exports are concerned, China is a huge competitor.
If the constructing rail line is not finalized within time, it will create great setback for the region. Entrepreneurship, established ecosystem, export infrastructure is in weak grounds that will create increase in cost, increasing labour prices and increase in transportation cost

❖ Export Scenario

Trout Fish- Export Opportunities

Top Importers of the Trout under the HSN Code- 030191



Source : Trademap.com

Germany is the top importer of the trout fish under HSN code 030191 across the world. There has been increase in import by France, Germany and many other countries

Key Fact of Export Error! Bookmark not defined.

141,693 (USD Thousand)

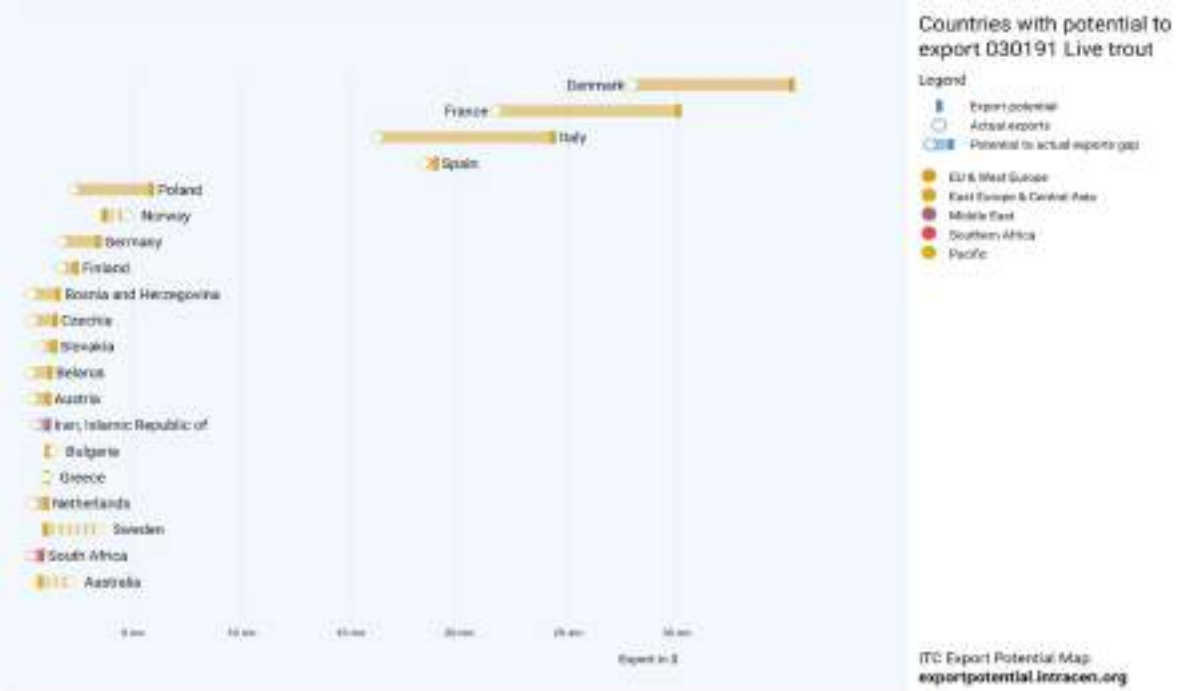
Value of world exports in 2021

No data on export of Live Trout under HSN-030191

EXPORT DATA

As per trademap.com there has been no export of Trout from India under HSN Code=Live Trout – 030191. However, there has been export of other fish categories.

The total unrealized export potential* of Live trout stands at **$59 mn.**



Key findings

The suppliers with greatest potential to export 030191 Live trout to World are Denmark, France and Italy. Italy shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth $14 mn.

❖ Current Status of Trout Fish

Trout production

S.No	Year	Production (MTs)		
1		Govt. Sector	Pvt. Sector	Total
2	2018-19	11.12	22.6	33.72
3	2019-20	11.89	25.66	37.55
4	2020-21	15.9	58.5	74.4
5	2021-22	54.83	65.11	119.94
6	2022-23	62.43	111.55	173.98

No. of Artisans /Farmers engaged

S.No	Year	Artisans Farmers Engaged	
		New Artisans / Farmers Engaged	Cumulative Artisans/Farmers engaged
1	2018-19	24	126
2	2019-20	8	134
3	2020-21	42	176
4	2021-22	28	204
5	2022-23	23	227

Trout fish farming is an essential component of the aquaculture industry in Anantnag district, contributing significantly to the local economy. This report provides a detailed overview of the current status of trout fish farming in the district, focusing on key statistics and production methods.

1. Registered Farmers: As of the 2022-23 period, Anantnag district boasts a total of 227 registered trout fish farmers. These individuals play a crucial role in the production of trout, contributing to the overall fishery output in the region.

2. Total Trout Fish Production: During the specified period, the total trout fish production in Anantnag district amounted to 173.43 metric tons (MT). Of this, the private sector, represented by registered farmers, produced 111 MT, while the government sector contributed 62.43 MT. This collaboration between private and government entities highlights the cooperative effort to enhance trout fish production.

3. Production Infrastructure: a. **Raceways (200 MTS):** Raceways, a common method of trout farming, contributed 200 MTS to the overall production. This method involves creating artificial channels to allow the fish to swim against a current, simulating their natural habitat.

b. **RAS (Recirculating Aquaculture System) - Mega (200 MTS):** Mega RAS systems, accounting for 200 MTS, represent an advanced method of fish farming that recirculates and filters water, minimizing waste and environmental impact.

c. **RAS - Medium (100 MTS):** The medium-scale RAS systems, generating 100 MTS, provide an intermediate solution, balancing efficiency and resource utilization.

d. **Hatchery (2.0 Million):** The hatchery, producing 2.0 million fingerlings, is instrumental in replenishing trout stocks. This ensures the sustainability of trout farming by maintaining a consistent supply of juvenile fish.

e. **Feed Mill (1000 MTS):** The availability of a dedicated feed mill with a capacity of 1000 MTS is crucial for providing the necessary nutrition to support healthy trout growth.

❖ Export Potential of Trout

As of the latest update from the concerned department, Anantnag district currently does not have surplus stocks of Trout Fish available for export. The absence of surplus stocks indicates that the local demand and consumption within the district, as well as potentially in neighboring regions, are absorbing the entire production. While this situation highlights the popularity and utilization of locally produced trout fish, it also suggests that there might be opportunities to explore strategies for increased production to meet both domestic demand and potential future export markets. Monitoring and assessing the export potential of Trout Fish in the future will be crucial for aligning production with market demands and fostering economic growth in the aquaculture sector.

No Trout or other fish exports have occurred from Anantnag or the region of Jammu and Kashmir.

❖ Challenges/Gaps for trout export

Exporting trout fish from Jammu and Kashmir, including Anantnag district, faces several challenges that need to be addressed to maximize the potential of this product. Here are some common challenges for the export of trout fish from Jammu and Kashmir:

- Lack of sustainable cold chain system for marketing of products within the country and outside
- Lack of Infrastructure for testing, grading, packing labelling etc.
- Lack of Marketing facilities
- Lack of skilled workforce
- Lack of Transportation facilities for marketing
- Lack of surplus product
- Lack of High quality genetically improved seed.
- Compliance with Export Standards
- Market Access and Trade Barriers
- Quality Control and Standardization
- Market Intelligence and Marketing Strategies
- Capacity Building and Technical Expertise

❖ Interventions required for Trout Export

Hard Interventions :

1. Key Infrastructure required for export

S.No	Infrastructure Required	Quantity	Cost (in Cr.)	Schemes
1	Processing, Preservation & Packaging	2	1	1.Pradhan Mantri Matsya Sampadha Yojhna (PMMSY)/ 2. Holistic Agriculture Development Plan (HADP)
2	Cold Stores	2	0.30	MSE-CDP scheme
3	Refrigerated vehicles	100MT	0.20	

3. Requirement of Common Facility centre for testing, grading packaging and labelling etc.

S.No	Infrastructure Required	Quantity	Cost (in Cr.)	Schemes
1	CFC for Testing, grading, packaging & labelling etc	2	9.5	MSE-CDP scheme
2	Establishment of diagnostic Centre with technical staff	1	2	MSE-CDP scheme
3	Primary fish Processing Centres to the farmers	50	2	1.Pradhan Mantri Matsya Sampadha Yojhna (PMMSY)/ 2. Holistic Agriculture Development Plan (HADP)

To enhance the export potential of Trout Fish from Anantnag district, the development of a robust infrastructure is imperative. The following components need to be put in place to attract exports:

1. **Processing, Preservation, and Packaging Centers (2):** Establishing two state-of-the-art processing, preservation, and packaging centers is crucial. These facilities will ensure that trout fish are processed and packaged according to international standards, enhancing their shelf life and quality for export markets.
2. **Cold Stores (2):** Adequate cold storage facilities are essential for preserving the freshness and quality of trout fish. Two strategically located cold stores will facilitate

the proper storage of the fish before export, preventing spoilage and maintaining optimum conditions.

3. **Refrigerated Vehicles (2):** To facilitate the seamless transportation of trout fish from farms to processing centers and eventually to export points, two refrigerated vehicles are required. These vehicles will maintain the necessary temperature throughout the transportation process, ensuring the integrity of the product.
4. **CFCs for Testing, Grading, Packaging, and Labeling (2):** Two Common Facility Centers (CFCs) equipped with advanced testing, grading, packaging, and labeling facilities are essential. These centers will play a pivotal role in maintaining quality standards and ensuring that the exported trout fish meet international specifications.
5. **Diagnostic Centre with Technical Staff (1):** Establishing a diagnostic center with skilled technical staff is crucial for disease monitoring and quality control. This center will contribute to the overall health and safety of the trout fish, meeting the stringent requirements of international markets.
6. **Primary Fish Processing Centers for Farmers (50):** Setting up 50 primary fish processing centers at the grassroots level is essential to empower local farmers. These centers will provide farmers with the necessary infrastructure for initial processing, making it easier for them to meet quality standards and participate in the export market.
7. **GI Tagging Facilitated by NABARD:** NABARD's facilitation of Geographical Indication (GI) tagging is crucial for establishing the authenticity and uniqueness of Anantnag's trout fish. GI tagging adds value to the product, enhancing its marketability and recognition in international trade.

The establishment of this comprehensive infrastructure will not only position Anantnag as a key player in the global trout fish market but also empower local farmers to contribute actively to the export sector. Coordination among government bodies, private enterprises, and financial institutions will be pivotal in realizing this ambitious infrastructure development plan.

The estimated budget requirement for the comprehensive infrastructure development to enhance Trout Fish exports from Anantnag district is approximately Rs.15 crores. This budget allocation will cover the establishment of essential facilities such as processing, preservation, and packaging centers, cold stores, refrigerated vehicles, Common Facility Centers (CFCs) for testing and grading, a diagnostic center with technical staff, and primary fish processing centers for farmers. Additionally, funds will be directed towards the facilitation of Geographical Indication (GI) tagging through collaboration with NABARD. Proper allocation and utilization of this budget are crucial for ensuring the successful implementation of the proposed infrastructure, fostering economic growth in the aquaculture sector, and positioning Anantnag as a competitive player in the global trout fish market.

Soft Interventions

The following are the measures that can be put into action for expanding its market in the target countries:

- **Expo Mart Common Traders Market:** The market should have shops allotted to the producers/manufacturers and vendors which will help them in establishing a direct relation with end users. The mart can also be utilized for promotion and branding of Trout fish, willow bats, walnut products all over the world. The market can also be used a dome for exhibitions, trades and fairs for uplifting and promoting the industry of District Anantnag

- **E-commerce Collaboration:** An MoU should be signed between e-commerce companies like amazon.com and ebay and the units for onboarding them to the platform. This will help the sellers engage with customers around the world and increase the export of the product which then eventually will increase the demand of the products. These companies will then facilitate in cataloguing, branding, training & handholding on how to use platform for increased sales and also provide free onboarding support to the weavers.

- **Leveraging Government's Marketing Schemes:** Currently, the producers, manufacturers and sellers are unaware about the schemes of Central and State government which can be leveraged for participating in international fairs and expo-events. The awareness and outreach programs should be maximized and schemes like ODOP MDA, Marketing Assistance Scheme and International Cooperation.

- **Promotion Campaign:** An event management agency should be hired for this and an extensive advertising strategy must be followed to increase awareness. This will include print promotions and advertorials in trade journals, newspapers, magazines and websites. Such promotions will help increase exposure and visibility.

❖ Five Year Plan for Fish Production (General Category)

S. No.	Year	Scheme	Specification of Component	No of Units to be Established	Expected Increase in Production	Financial Involvement as Scheme Share
1	2024-25		Large RAS	2	40MT	80 lac
		HADP	Medium RAS	2	20MT	25 lac
			Small RAS	2	2MT	7.5 lac
		HADP	Trout Raceways	25	25MT	68.75 lac
		HADP	Refrigerated Vehicle	1	-	12.5 Lakh
		HADP	Cold Storage	1	-	20.00 Lac/Unit
			Medium RAS	2	20MT	30 lac
		PMMSY	Small RAS	4	4MT	18 lac
		PMMSY	Trout Raceways	15	15MT	33 lac
		ODOP	Primary Processing Centres	20		100 lac
			Sub Total			394.75
2	2025-16	HADP	Large RAS	2	40MT	80 lac
		HADP	Trout Raceways	25	25MT	68.75 lac
		HADP	Refrigrated Vehicle	1	-	12.5 Lakh
		HADP	Cold Storage	1	-	20.00 Lac/Unit
		PMMSY	Medium RAS	2	20MT	30 lac
		PMMSY	Trout Raceways	15	15MT	33 lac
		ODOP	Primary Processing Centres	20	-	100 lac
			Sub Total			394.75
3	2026-27	HADP	Large RAS	2	40MT	80 lac
			Medium RAS	2	20MT	25 lac
			Small RAS	2	2MT	7.5 lac
		HADP	Trout Raceways	25	25MT	68.75 lac
		HADP	Refrigrated Vehicle	1	-	12.5 Lakh
		HADP	Cold Storage	1	-	20.00 Lac/Unit
		PMMSY	Medium RAS	2	20MT	30 lac

		PMMSY	Trout Raceways	15	15MT	33 lac
		ODOP	Primary Processing Centres	20		100 lac

4		HADP	Large RAS	2	40MT	80 lac
			Medium RAS	2	20MT	25 lac
			Small RAS	2	2MT	7.5 lac
		HADP	Trout Raceways	25	25MT	68.75 lac
		HADP	Refrigrated Vehicle	1	-	12.5 Lakh
		HADP	Cold Storage	1	-	20.00 Lac/Unit
		PMMSY	Medium RAS	2	20MT	30 lac
		PMMSY	Trout Raceways	15	15MT	33 lac
		ODOP	Primary Processing Centres	20	-	100 lac
5			Sub Total			394.75
		HADP	Large RAS	2	40MT	80 lac
			Medium RAS	2	20MT	25 lac
			Small RAS	2	2MT	7.5 lac
		HADP	Trout Raceways	25	25MT	68.75 lac
		HADP	Refrigrated Vehicle	1	-	12.5 Lakh
		HADP	Cold Storage	1	-	20.00 Lac/Unit
		PMMSY	Medium RAS	2	20MT	30 lac
		PMMSY	Trout Raceways	15	15MT	33 lac
		ODOP	Primary Processing Centres	20		100 lac
			Sub Total			**394.75**

- **Large RAS:** Establish 2 units for a total production increase of 40MT with a financial involvement of 80 lac.
- **Medium RAS**: Establish 2 units for a total production increase of 20MT with a financial involvement of 25 lac.
- **Small RAS**: Establish 2 units for a total production increase of 2MT with a financial involvement of 7.5 lac.

- **Trout Raceways**: Establish 25 units for a total production increase of 25MT with a financial involvement of 68.75 lac.
- **Refrigerated Vehicle**: Establish 1 unit with a financial involvement of 12.5 Lakh.
- **Cold Storage**: Establish 1 unit with a financial involvement of 20.00 Lac/Unit.
- **Medium RAS (PMMSY)**: Establish 2 units for a total production increase of 20MT with a financial involvement of 30 lac.
- **Small RAS (PMMSY)**: Establish 4 units for a total production increase of 4MT with a financial involvement of 18 lac.
- **Trout Raceways (PMMSY)**: Establish 15 units for a total production increase of 15MT with a financial involvement of 33 lac.
- **Primary Processing Centres** (ODOP): Establish 20 units with a financial involvement of 100 lac.

❖ Government Schemes/ Policies for Trout Farming

Pradhan Mantri Matsya Sampadha Yojhna (PMMSY)				
	Trout farm	**Small RAS**	**Medium RAS**	**Large RAS**
Project Cost (Lacs)	5.50	7.5	25	50
Subsidy @40% General	2.20	3.00	10.0	20.0
Beneficiary Share	3.30	4.50	15.0	30.0
Subsidy @60% (SC/ST/Women)	3.30	4.50	15.0	30.0
Beneficiary Share	2.20	3.00	10.0	20.0
Water Source	Spring/Stream	Tube well	Tube well	Tube well
Land Required	5 marlas	10 Marlas	1 kanal	2 kanals
Apply	Offline	Offline	Offline	Offline
Kissan Credit Card (Lacs)	2.20	SOF not defined	SOF not defined	SOF not defined

Holistic Agriculture Development Plan (HADP)				
	Trout farm	Small RAS	Medium RAS	Large RAS
Project Cost (Lacs)	5.50	7.5	25	50
Subsidy @50% General	2.75	3.75	12.5	25.0
Beneficiary Share	2.75	3.75	12.5	25.0
Subsidy @60% (SC/ST/Women)	3.30	4.50	15.0	30.0
Beneficiary Share	2.20	3.00	10.0	20.0
Water Source	Spring/Stream	Tube well	Tube well	Tube well
Land Required	5 marlas	10 Marlas	1 kanal	2 kanals
Apply	Online	Online	Online	Online
Kissan Credit Card (Lacs)	2.20	SOF not defined	SOF not defined	SOF not defined

❖ Opportunities in CRICKET BAT

Cricket Bat Industry.

Kashmir Willow is ideally suited for cricket bat manufacturing because of its durability and light weight. More than 3.2 million bats are produced annually in a naturally-existing cluster around Doonipora-Sangam to Jawbehara, Awantipora, in South Kashmir. Willow in Kashmir has been growing since times immemorial & Forest dept. in 1917 planted willows around Wullar Lake, Hokarsar, Mirgund, and around 1400 Sq.km of land are under willow cultivation, with 23 various species of willow found in Kashmir valley.

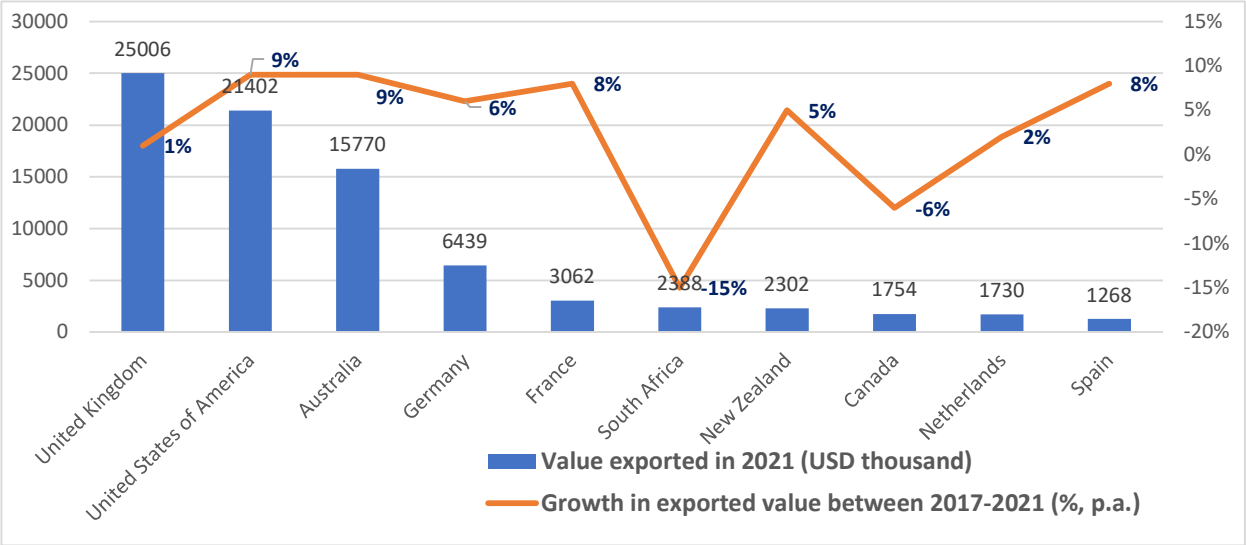
The history of making cricket bats in Kashmir dates back to the 19th century, when Allah Baksh, an industrialist from Pakistan, established his cricket bat unit at Halmullah,Bijbehara, where willow logs were converted into clefts for onward finishing at Sialkot. The technical know how was imported from England by Sir Walter R. Lawrence & J.C. Mac. Donell, the then Chief of Forest, Department. Further the Abdul Sattar Dar was the first Kashmiri unit holder to establish cricket bat unit in Kashmir at Halmullah in 1947.

Following HS Code has been used by districts of J&K to export Cricket Bat

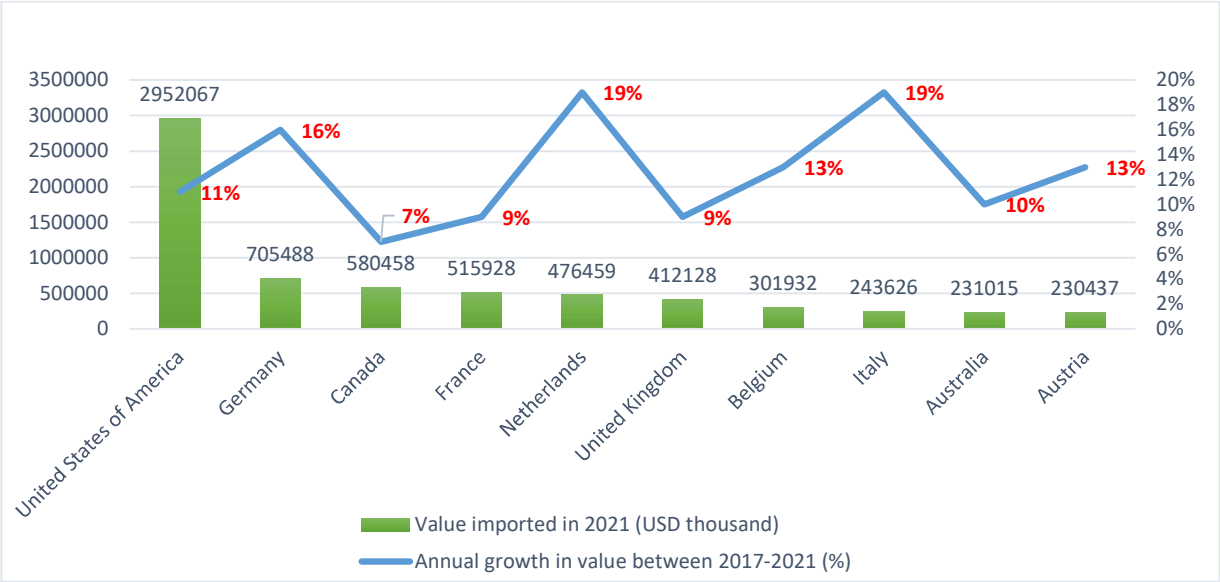
HS codes	Description
950699	Articles and equipment for sport and outdoor games

Table: Export from India

Top Countries to whom India Export the Cricket Bat under the HSN Code-950699

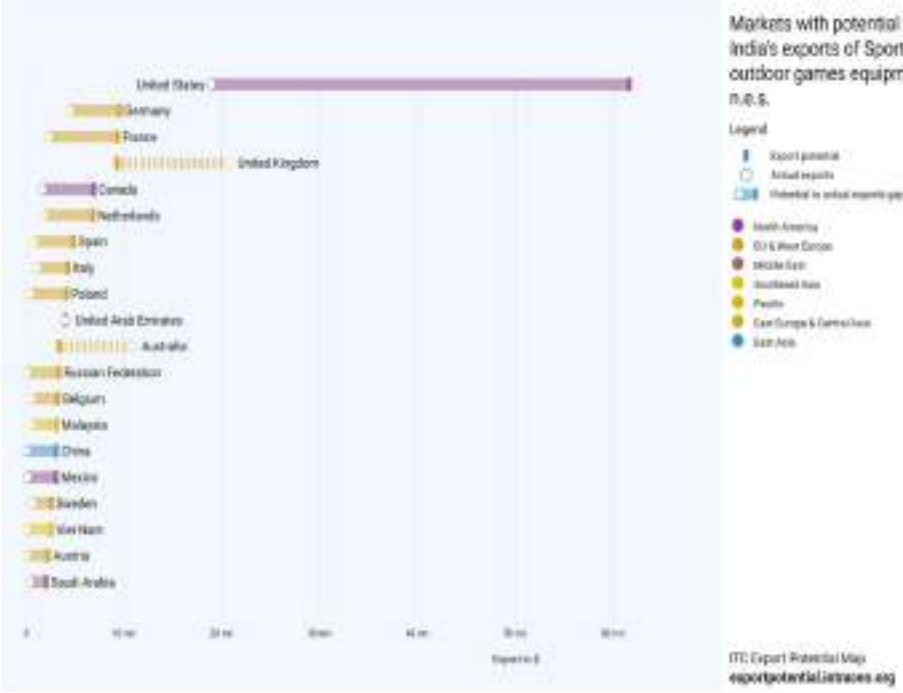


Top Countries to import Cricket Bat under the HSN Code-950699



The total unrealized export potential* of Sports & outdoor games equipment, n.e.s. stands at $4.5 bn.

India's exports represent **4.2%** of world exports for this product, its ranking in world exports is **2.**



Key Fact of Export

492,990 (USD Thousand)

Value of world exports in 2021

20,749 (USD Thousand)

Total Exports from India in 2021

0.03 (USD Thousand)

Key findings

The markets with greatest potential for India's exports of 950699 Sports & outdoor games equipment, n.e.s. are United States, Germany and France. United States shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth $42 mn.

❖ Current Status of Cricket Bats in Anantnag

Cricket bat manufacturing is a significant industry in Anantnag district, contributing substantially to the local economy.

1. Registered Manufacturing Units: As of the latest data, there are 114 registered and functional cricket bat manufacturing units within Anantnag district. These units collectively produce an impressive average of 12 lakh cricket bats annually, generating a turnover of 30 crores. This highlights the robust presence and productivity of the cricket bat manufacturing sector in the region.

2. Designated Industrial Zone: To further boost the cricket bat manufacturing industry, the government has declared the area from Jawbehara Awantipora to Donipora Sangam (500 meters on either side of National Highway-44) as an industrial zone exclusively for cricket bat manufacturing units. This strategic move aims to streamline and consolidate manufacturing activities, fostering growth and efficiency within the industry.

3. Export Policy and Raw Material Availability: The government has played a pivotal role in supporting the local cricket bat manufacturing units. To ensure an adequate supply of raw materials, the export of raw willow clefts outside the state was banned on November 14, 2000. This proactive measure aims to boost the availability of raw materials for local bat manufacturing units, promoting self-sufficiency and sustainability within the industry.

4. Cluster Development Program and Challenges: The existing Common Facility Center (CFC) in Sether, constructed under the cluster development program of the Government of India, stands as a testament to efforts to provide essential infrastructure for the industry. However, the machinery installed in 2005 for the seasoning of willow clefts suffered complete damage during the floods of 2014. This unfortunate incident poses a significant challenge to the industry, requiring immediate attention and rehabilitation efforts to restore the functionality of the CFC.

Anantnag district's cricket bat manufacturing industry is thriving, with a substantial number of registered units and a commendable annual production turnover. Government initiatives, such as the declaration of an exclusive industrial zone and the ban on raw material exports, demonstrate a commitment to supporting and promoting the local industry. However, challenges like the damage to essential infrastructure, as witnessed in the case of the CFC in Sether, underscore the need for continuous support and revitalization efforts to ensure the sustained growth and resilience of the cricket bat manufacturing sector in Anantnag.

One of the important step was the development of region under Cluster Development programme (CDP) of GOI where latest common facility Centre (CFC) was established at Sethar were modern sophisticated seasoning plant will be established. This will be done under the World Bank funded project Jhelum Tawi Flood Recovery Project (JTFRP) for Renovation/ Upgradation of CFC Sether. This included state of art facilities like vacuum based season chambers, logistics Centre, guest house, marketing facility etc. In fact there is great demand from unit holders present in this area for establishment of such seasoning plant as it will result in production of good quality cricket bat in Kashmir and will fetch them high rates for cricket bat. Besides, this seasoning plant will produce the fully seasoned cricket bat clefts in 15 days only in contrast to traditional seasoning where clefts are put to natural seasoning for over year which has resulted in blockage of working capital for this industry. Thus establishment of this modern asoning plant will give a major push forward to the cricket bat industry. For the upliftment of this industry, I&C Department, has acquired additional 19 Kanals 05 Marals of land & Rs.04.00 core has been placed at disposal of collector land acquisition for the brand promotion of Kashmir willow cricket bat, Kashmiri international player Parvaiz Rasool has been made as brand ambassador of Kashmir bat industry.

As part of the Project namely "Development of the Cricket Bat Cluster", which was shortlisted to be taken under the World Bank funded Jhelum Tawi Flood Recovery Project (JTFRP), the existing Common Facility Centre (CFC) at Sethar was to be renovated and upgraded by means of restoration of the existing buildings and procurement of the additional machinery in accordance to agreed action points of Stakeholders Workshop on effectiveness of "Renovation of existing CFC for Cricket Bat Industry at Sethar Sangam.

Production of Cricket Bats from Anantnag

S.No	Year	Cricket Bat Production			
		Production (Value in Cr.)	Production Numbers in lacs.)	No. of Functional Units	Exports from last 5 years
1	2018-19	28.35	11.34	114	Nil
2	2019-20	25.63	5.2	114	Nil
3	2020-21	30.25	12.05	114	Nil
4	2021-22	32.45	12.5	114	Nil
5	2022-23	29.38	11.8	114	Nil

The objective of this CFC is to facilitate seasoning of willow clefts and provide all facilities to the Cricket Bat Unit holders under one roof. This will enable the unit holders to use modern techniques in production of world class cricket bats.

❖ Export Potential of Kashmir Willow Cricket Bats from Anantnag District

The export potential of Kashmir willow cricket bats from Anantnag district is a promising aspect that contributes significantly to the local economy.

1. Global Demand for Kashmir Willow Cricket Bats: Kashmir willow cricket bats have gained international acclaim for their superior quality, durability, and performance. The wood from the Kashmir willow tree is renowned for its unique characteristics, making it the preferred choice for many professional and amateur cricketers worldwide. The global demand for these bats remains consistently high, with players and enthusiasts seeking the distinctive feel and performance offered by Kashmir willow.

2. Current Export Scenario: Despite the immense global demand for Kashmir willow cricket bats, the unit holders in Anantnag face logistical challenges, leading them to export their products from Delhi and Meerut. This is primarily due to the higher costs associated with shipping directly from Anantnag. The current export potential of cricket bats from the district is estimated to be around 10-15 crores. This figure underscores the untapped opportunities and the industry's potential for growth.

3. Infrastructure Development for Export Enhancement: To capitalize on the substantial global demand for Kashmir willow cricket bats, it is crucial to develop the necessary infrastructure for exports directly from Anantnag. This includes establishing processing, packaging, and storage facilities, as well as improving transportation and logistical networks. The declaration of an exclusive industrial zone for cricket bat manufacturing units and efforts to rehabilitate damaged infrastructure, as mentioned earlier are positive steps toward creating an export-friendly environment.

4. Anticipated Growth in Export Potential: With the implementation of targeted infrastructure development initiatives, the export potential of Kashmir willow cricket bats from Anantnag is expected to witness significant growth in the coming years. A more streamlined and cost-effective export process directly from the district will likely attract more manufacturers and investors, further boosting the overall export figures. The current

estimate of 10-15 crores is likely to be surpassed as the industry gains momentum and taps into new international markets.

The export potential of Kashmir willow cricket bats from Anantnag holds substantial promise, driven by the global demand for these high-quality sporting goods. As the district focuses on enhancing export infrastructure and overcoming existing logistical challenges, the cricket bat manufacturing industry is poised for exponential growth. The anticipated increase in export potential is not only a testament to the craftsmanship of local manufacturers but also an opportunity for Anantnag to establish itself as a leading contributor to the global cricket equipment market.

❖ Current challenges:

A. **Less Availability of Quality Willow:** The willow bat industry in Anantnag district faces challenges related to the availability and quality of raw materials, specifically willow wood. Willow bats are crafted from specific varieties of willow trees known for their durability, flexibility, and weight distribution properties. However, the availability of suitable willow wood in the Anantnag district can pose challenges to the local industry

Total no. of units surveyed	Nature of problem w.r.t raw material	
	Quantity	Price
40	15 (37.5%)	25 (62.5%)

Source:- field survey

The above table shows that, out of 40 sample units surveyed, 15 (37.5%) units are facing problem of adequate quantity of raw material, 25 (62.5%) of unit holders are facing the problem of higher price.

B. **Decline in Skilled Artisans:** Decline in Traditional Artisan Skills: In recent years, there has been a decline in the number of skilled artisans in Anantnag district. Younger generations often choose different career paths, resulting in a scarcity of skilled individuals with expertise in bat making. The allure of alternative employment options can result in fewer individuals pursuing careers in bat making.
Aging Artisan Population: The absence of a new generation of artisans to take over the craft could lead to a significant skill gap in the future.

C. **Infrastructure and Technology:**

- Inadequate Infrastructure: The bat industry requires appropriate infrastructure to support the various stages of manufacturing, including processing, shaping, drying, and finishing. However, Anantnag may face challenges in terms of the availability of well-equipped facilities and dedicated spaces for bat production. Inadequate infrastructure can lead to inefficiencies, delays, and limitations in scaling up production to meet market demands. A Common Facilitation Centre (CFC) Sethar in Anantnag district was

constructed in year 2004 with an aim that it will dry willow clefts within days which usually takes months, thereby saving time of manufacturers so that more quantity of bats gets produced, however, even after 16 years CFC hasn't been made functional yet.

- Illegal supply of willow cleft continues and needs to be checked. Besides that there will be storage of willows in coming years as nobody prefers to grow willows now and willows are on the verge of extinction.

- Limited Access to Modern Machinery: The effective utilization of modern machinery and equipment is crucial for improving productivity, precision, and efficiency in bat manufacturing. However, the accessibility and affordability of advanced machinery may be limited in Anantnag. The lack of access to modern technology can hinder the industry's ability to adopt innovative manufacturing techniques and achieve consistent quality standards.

- Power Supply and Energy Costs:

One of the requirements of an enterprise to work effectively and efficiently is the regular and adequate power supply and this basic facility is not provided adequately.

Total no. of units surveyed	No of units reporting problem of power supply
40	40 (100)

The above table shows that all the respondent unit holders i.e. 40 (100%) reported that inadequate and irregular supply of power was the major hindrance for their efficient working.Reliable and uninterrupted power supply is essential for operating machinery and equipment in the bat manufacturing process. However, power shortages and irregularities in Anantnag can disrupt production schedules and affect productivity. Additionally, high energy costs can add to the operational expenses, making it challenging for businesses to maintain profitability.

- Limited Technology Adoption: The bat industry in Anantnag may face hurdles in embracing and integrating technological advancements into their manufacturing processes. This could be due to a lack of awareness, training, or resistance to change. The reluctance to adopt modern technologies can limit efficiency gains, hinder process optimization, and impact the industry's competitiveness in the global market.

- Research and Development: Continuous research and development efforts are vital for innovation, product improvement, and staying ahead in the industry. However, limited investment in research and development activities related to bat manufacturing in Anantnag can restrict the industry's ability to develop new techniques, materials, and designs. This may lead to a stagnation of product offerings and hinder competitiveness.

D. Market Reach and Promotion

The unit holders are not aware of the concept of subcontract. The products are marketed only within India as there is a lack of awareness on advanced technologies and other requisites that are a pre- requisite for the international market. A technology driven intervention can increase the cluster turnover by three to four folds. Also the marketing activities need to be integrated in order to explore the global markets. Due to the small size of the individual units, it is imperative that networks are created in order to go for ISO-9000 certification and thereby capture large export orders. Export consortia can be formed to ensure brand building, participation in international fairs, buyer negotiations and compete with other countries on quality and price fronts

Total no. of units surveyed	No. of units having marketing problem
40	15(37.5%)

Source: field survey

It was observed that more than 37 percent of respondent unit holders are reporting that marketing problem is a very serious problem which hampers the development of industry.

E. Financing and Export Assistance: Lack of access to affordable financing options and export assistance programs can hinder the growth and export potential of the industry. Limited financial support for infrastructure development, technology upgradation, and market exploration can restrict the expansion of the industry.

F. Competition from Established Brands: The willow bat industry faces competition from well-established cricket bat manufacturers in countries like India, England, and Australia. Building a strong brand identity, reputation, and customer base in the face of established competitors can be challenging for Jammu and Kashmir's willow bat industry.

G. Seasonal Nature of Production: Willow bat manufacturing is a seasonal activity, primarily dependent on the availability of willow during specific times of the year. Managing production and meeting year-round demand while ensuring the quality and consistency of the bats can be a challenge.

❖ Interventions:

❖ Infrastructure Requirements for the Export of Cricket Bats from Anantnag District

Developing a robust infrastructure is crucial for fostering the export of cricket bats from Anantnag district.

Anantnag have registered provisionally 77 new cricket bat-manufacturing units and granted substantial expansion to 99 existing Cricket Bat units during 2019-20, which are under process for formal registration for want of Documents Viz.NOC from fire and emergency services, Forest license, consent to operate from JKPCC etc. once the above units get commissioned, the annual production of the Cricket Bats will be doubled or more.

1. Renovation of Existing CFC Sether: The first step towards improving the infrastructure is the renovation of the existing Common Facility Center (CFC) in Sether. This center, damaged during the floods of 2014, must be upgraded with the latest technology in consultation with stakeholders. The renovation should focus on modernizing the facilities for the seasoning of willow clefts, ensuring high-quality raw materials for cricket bat manufacturing.

The renovation of CFC Sether is estimated to cost approximately **Rs.4 crores**. This budget would cover the upgrade of machinery, installation of advanced technology, and necessary repairs.

2. Establishment of Testing, Grading, Packaging, Labelling, Warehousing, and Shipping Facilities: Within the renovated CFC, additional facilities for testing, grading, packaging, labelling, warehousing, and shipping need to be established. This comprehensive approach ensures that cricket bats meet international standards before reaching the global market. An additional 15-20 kanals of land are required for these facilities.

The establishment of these facilities is estimated to cost around 2 crores, covering construction, equipment procurement, and operational expenses.

3. Maintenance of Feasible Shipping Rates: To maintain competitiveness in the global market, the government must collaborate with stakeholders to ensure feasible shipping rates. Negotiations with shipping companies and the provision of subsidies or incentives may be explored to reduce the overall shipping costs for cricket bat manufacturers.

The financial implications for maintaining feasible shipping rates will depend on the specific agreements reached between the government and shipping companies.

4. GI Tagging Facilitation by NABARD: Collaborating with the National Bank for Agriculture and Rural Development (NABARD) for Geographical Indication (GI) tagging of Kashmir willow cricket bats is crucial. This will enhance the authenticity and market value of the products in the global arena. The financial implications for GI tagging facilitated by NABARD are relatively minimal, with an estimated cost of 50 lakhs.

5. Augmentation of Power Supply: Ensuring a dedicated and reliable power supply to the identified cricket bat manufacturing cluster is essential. The augmentation of the power

supply infrastructure will prevent disruptions in manufacturing processes and maintain operational efficiency.

3. By installing latest willow clefts seasoning chambers at CFC Sether will also increase the annual production by many folds.

S.No	Expenditure Items	Cost In Cr
1	Renovation of Existing CFC Sether	8
2	Establishment of Testing, Grading, Packaging, Labelling, Warehousing, and Shipping Facilities	2
3	Maintenance of Feasible Shipping Rates (Subsidy/Incentives)	2
4	GI Tagging Facilitation by NABARD	0.5
5	Augmentation of Power Supply- Dedicated Electric feeder to Bat manufacturing industries	1
Total		13.5

The comprehensive infrastructure development plan for the export of cricket bats from Anantnag district involves a total estimated cost of approximately Rs 13.5 crores. This investment, distributed across the renovation of CFC Sether, establishment of testing and packaging facilities, maintenance of feasible shipping rates, GI tagging facilitation, and power supply augmentation, is essential for positioning Anantnag as a competitive player in the global cricket bat market. The collaboration of government bodies, stakeholders, and financial institutions is crucial to successfully implement this infrastructure enhancement initiative.

❖ Soft Interventions for Facilitating the Export of Cricket Bats from Anantnag District

Apart from the physical infrastructure, soft interventions play a pivotal role in creating an enabling environment for the export of cricket bats from Anantnag. The soft interventions required, aligning with the Trade and Export Policy 2018-28, to enhance the visibility, market reach, and business opportunities for cricket bat manufacturers in the region.

1. Organizing Trade Fairs and Exhibitions: In accordance with the Trade and Export Policy 2018-28, Anantnag should actively organize trade fairs and exhibitions. These events will provide a platform for cricket bat manufacturers to showcase their products, engage in one-to-one interactions, and foster relationships with potential buyers and sellers. Participation in such exhibitions can significantly raise awareness of Kashmir willow cricket bats on the global stage. JKTPO Deptt of Industries and commerce, Handloom and Handicraft Department and any other departments help should be sought in participating in such events.

2. Product Specific Promotions: Tailored promotional activities focusing specifically on Kashmir willow cricket bats are essential. These promotions can include advertising campaigns, online marketing, and participation in international sports shows. Highlighting the

unique qualities of Kashmir willow and the craftsmanship of local manufacturers will enhance the global appeal of the cricket bats.

3. Market Studies and Research: Conducting comprehensive market studies and research work is crucial for understanding the global market potential for Kashmir willow cricket bats. This information will guide manufacturers in aligning their products with international preferences, identifying target markets, and formulating effective marketing strategies.

4. Export Promotion Measures: The Trade and Export Policy 2018-28 emphasizes various measures to tap into export opportunities. One-to-one interactions between companies, distributors, and dealers can lead to fruitful business collaborations. Networking, joint ventures, strategic alliances, informal meetings, technology transfer, vendor development, and sales promotion activities should be actively encouraged to stimulate growth in the export sector.

5. Publicizing International Trade Fairs: Creating awareness about international trade fairs and exhibitions is essential. Utilizing various communication channels to publicize these events in India and overseas will attract foreign as well as Indian participants. An organized approach to promoting exports and exploring new markets aligns with the broader objective of maintaining, diversifying, and expanding the export trade.

6. Trade in Commodities Connected with Fairs and Exhibitions: To maximize the impact of trade fairs and exhibitions, Anantnag should consider undertaking trade in commodities related to these events. This can include cricket-related merchandise, sports equipment, and other related products. This approach will contribute to the overall success of these promotional activities.

7. Capacity Building/Skilling Requirement/Training: capacity building programs may be conducted by JKTPO in collaboration with DGFT regarding the exports

8. Assessment of Work (Mechanization and Technological Interventions): Technology information, forecasting and Assessment council (TIFAC), department of science and Technology GOI along with NIT Srinagar have conducted various cluster orientation programs at CFC sether for necessary technology upgradation and incubation.

9. **Skill Development Programs**: The government and industry associations can collaborate to establish skill development programs to train the local workforce in bat manufacturing techniques and improve their expertise.

10. **Financial Support:** Providing financial incentives, grants, or low-interest loans to bat manufacturers can help them modernize their operations and adopt new technologies.

11. **Collaboration with Sports Associations**: Collaborating with sports associations and teams can create opportunities for the bat manufacturers to supply bats to players and teams, increasing visibility and demand for their products.

Soft interventions, as outlined in the Trade and Export Policy 2018-28, are indispensable for creating a conducive environment for the export of cricket bats from Anantnag. These measures encompass organizing trade events, product-specific promotions, market research, and export promotion activities. By adopting these soft interventions, Anantnag

can position itself as a key player in the global cricket bat market, attracting international attention and fostering sustained growth in the industry. The collaborative efforts of government bodies, trade associations, and manufacturers will be essential for the successful implementation of these interventions.

❖ Government Schemes/ Policies for BAT Manufacturing/Exports

Interventions	Cost in Cr	Implementing Agency	Schemes
Renovation of Existing CFC Sether	8	Meerut-based Process-cum-Product Development Centre (PPDC)/MSME	MSE-CDP
Establishment of Testing, Grading, Packaging, Labelling, Warehousing, and Shipping Facilities	2	Meerut-based Process-cum-Product Development Centre (PPDC)/MSME	MSE-CDP
Maintenance of Feasible Shipping Rates (Subsidy/Incentives)	2	Meerut-based Process-cum-Product Development Centre (PPDC)/MSME	MSE-CDP
GI Tagging Facilitation by NABARD	0.5	Meerut-based Process-cum-Product Development Centre (PPDC)/MSME	NABARD/ MSE-CDP
Augmentation of Power Supply- Dedicated Electric feeder to Bat manufacturing industries	1	PDD/DIC	
Organizing Trade Fairs and Exhibitions/Market Linkages	0.5	JKTPO	
Capacity Building/Skilling Requirement/Training	0.1	JKTPO/DIC/DGFT	

❖ Opportunities in Red Chilli

❖ Current Status of Red Chilies in Anantnag District

Red chili cultivation and processing play a vital role in the agricultural landscape of Anantnag district.

1. **Annual Red Chili Production:** Anantnag district has witnessed a commendable annual red chili production, totaling 4,125 metric tons (MT) during the 2022-23 period. This substantial output translates to an estimated value of 124 crores. The cultivation of red chilies involves the active participation of 71,000 farmers, highlighting the significance of this crop in the district's agricultural sector.

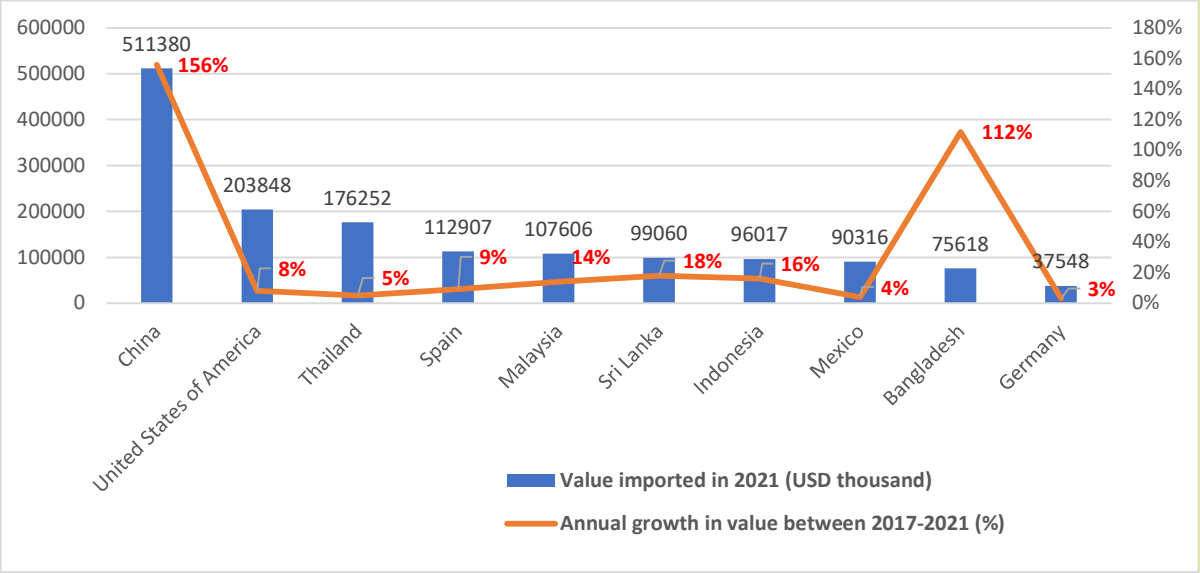
2. **Spice Grinding Units:** To add value to the red chili produce, Anantnag district boasts 23 registered spice grinding units under the purview of the District Industries Centre (DIC). These units are crucial in processing raw red chilies into ground spice, enhancing their marketability and facilitating various culinary uses. The combined turnover of these units for the financial year 2022-23 is reported to be 36.16 MT, equivalent to a monetary value of 5083.04 lacs.

Financial Contribution: The substantial turnover of 5083.04 lacs from the registered spice grinding units reflects the economic contribution of the red chili processing sector to Anantnag's economy. This financial figure underscores the economic significance of value addition and processing activities in the district.

Following HS Code has been used by districts of J&K to export Red chillies

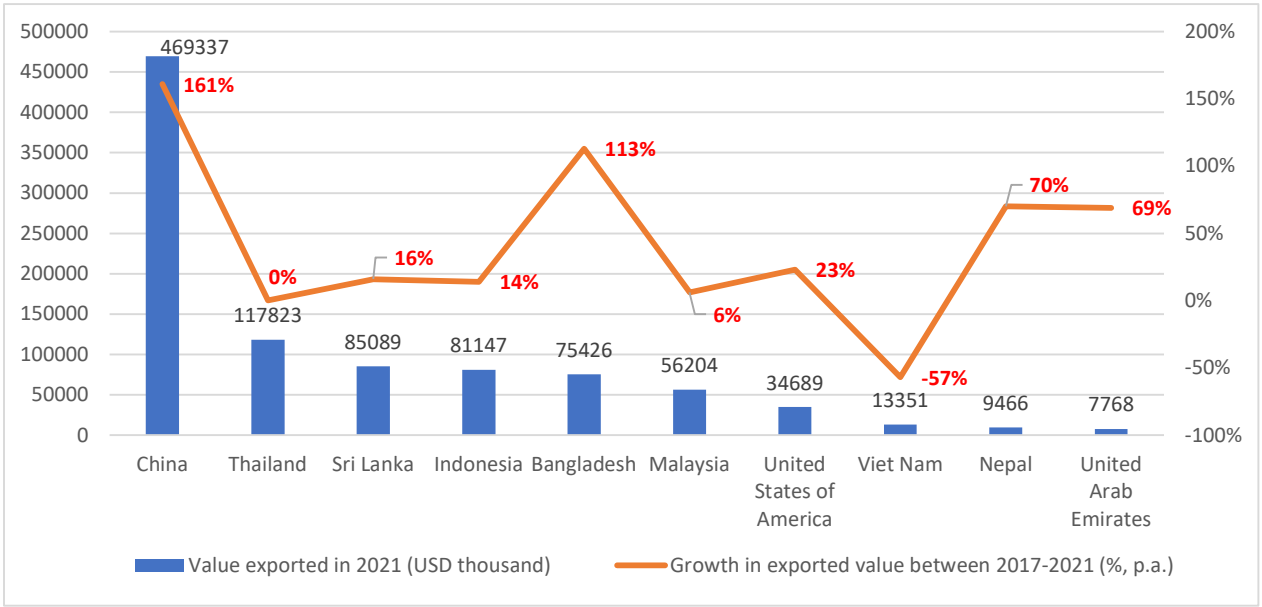
HS codes	Description
090421	Red Chilli- Genus Capsicum or of the genus Pimenta, dried, neither crushed nor ground

Top Importers of the Red Chilli under the HSN Code 090421



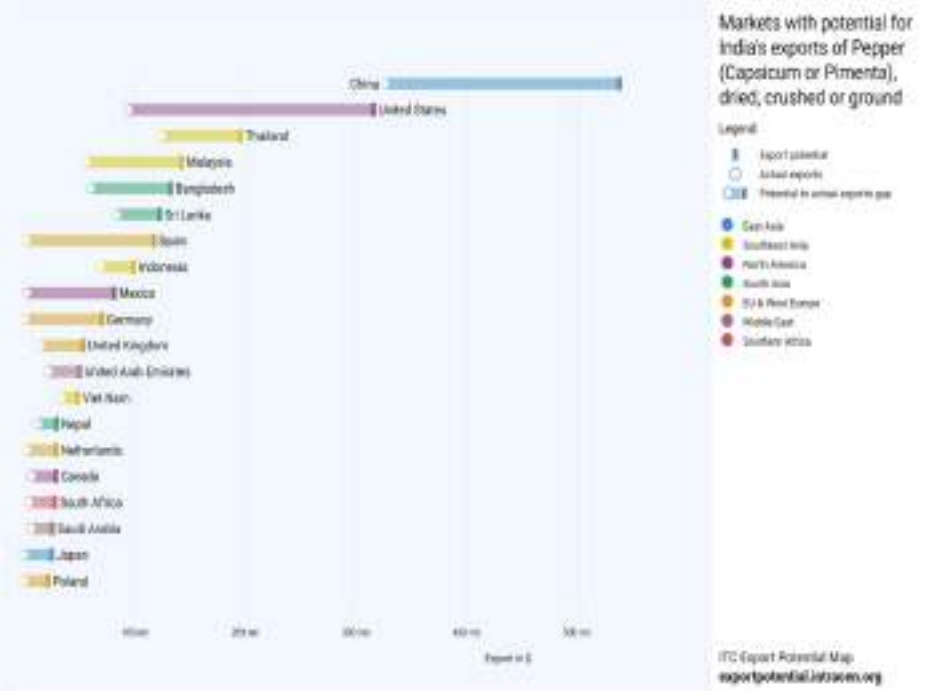
EXPORT DATA
Export from India

Top Countries to whom India Export Red Chilli under the HSN Code 090421.



India's exports represent **64.2%** of world exports for this product, its ranking in world exports is **1**

The total unrealized export potential* of Pepper (Capsicum or Pimenta), dried,



Key Fact of Export

445,924 (USD Thousand)

Value of world exports in 2021

45,568 (USD Thousand)

Key findings

The markets with greatest potential for India's exports of 0904XX Pepper (Capsicum or Pimenta), dried, crushed or ground are China, United States and Thailand. United States shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth $216 mn.

Data of Red chilli from District Anantnag

S.N	Year	Production (Value in Lakhs)	Production in Tons	Artisans Engaged
1	FY 2019-20	3036	3217	5800
2	FY 2020-21	3941	3250	68800
3	FY 2021-22	4437	3300	69880
4	FY 2022-23	5083	4125	7100
5	FY 2023-24	6083	4950	7100

Source: Chief Agriculture Office-Anantnag

❖ Export Potential of Red Chilies from Anantnag District

The red chili industry in Anantnag district holds significant export potential, as evident from production data collected from farmers and local Micro, Small, and Medium Enterprises (MSMEs).

1. Production Data Insights: According to comprehensive production data gathered from both farmers and local MSMEs, Anantnag district exhibits a substantial surplus in red chili production. This surplus, beyond local consumption, points toward an opportunity to channelize the excess produce into international markets where red chilies are in demand.

2. Potential for Export: The recognition of Anantnag's red chilies for their quality and flavor creates a strong foundation for exploring international markets. The potential for export is evident, indicating that with the establishment of the required infrastructure, Anantnag can become a key player in the global red chili trade.

3. Necessary Infrastructure Requirements: To fully harness the export potential of red chilies from Anantnag, the infrastructure essential is **Processing Units, Packaging and Labeling Facilities, Cold Storage and Logistics, Quality Certification Centers, Export Documentation Services**

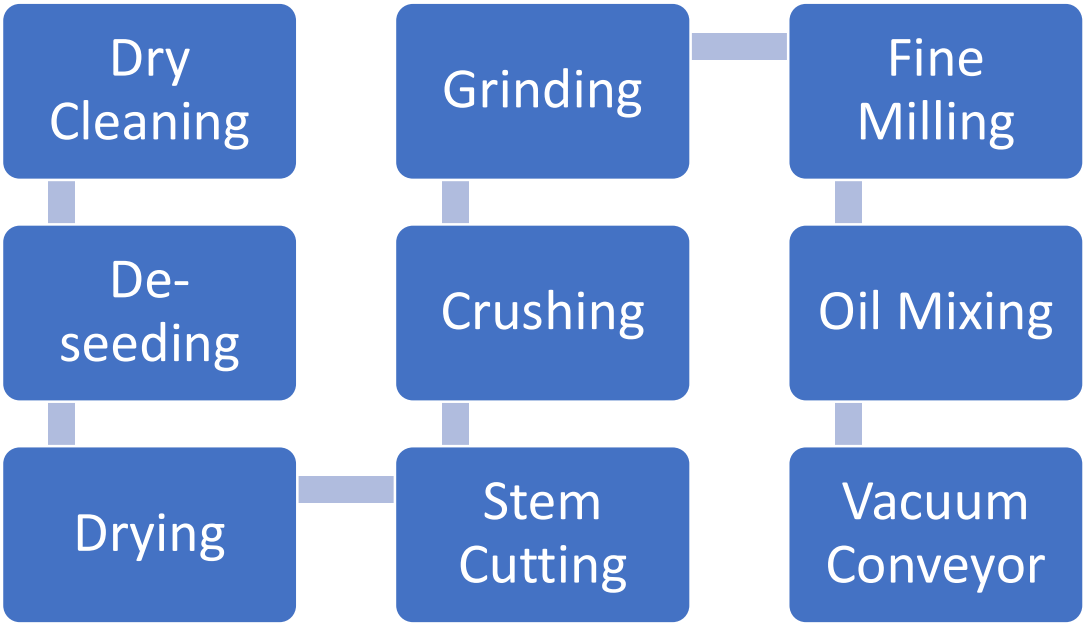
The export potential of red chilies from Anantnag is promising, driven by surplus production and the distinct qualities of the local produce. Realizing this potential requires strategic investments in the necessary infrastructure to meet international standards and facilitate smooth export processes. The financial commitment to building such infrastructure is a crucial investment that can elevate Anantnag's red chili industry to global prominence, contributing to economic growth and positioning the district as a key player in the international spice market. Collaborative efforts between government bodies, local enterprises, and farmers are pivotal for the successful implementation of this infrastructure development initiative.

❖ SWOT Analysis of Red Chilli

Strengths	Weakness
Seed Production	**Seed Production**
▶ Actively researching, developing, distributing targeted Varieties. ▶ Higher yield. ▶ Extension the shelf life. ▶ Well adapted to local Climate. ▶ No Cost for seeds. ▶ Greater resilience. ▶ Long term experience of seed production	▶ Lot of nutrients requested during farming. ▶ Seeds need to be purchase for every season.
Nursery Bed	**Nursery Bed**
▶ Short distances to farmers. ▶ Some good practices in water and nutrient management ▶ Some Mulching practiced	▶ No netting or protection realized (Open nursery)-Risk of diseases increased. ▶ Limited use seedling bags /trays.
Land Preparation & Transplanting	**Land Preparation & Transplanting**
▶ Lower Failure. ▶ Weed Control.	▶ High labour requirement. ▶ Lost of plants because of lack of irrigation. ▶ Lack of nutrient management. ▶ Limited control of soil erosion
Framing	**Framing**
▶ Use of manure (Cow dung) ▶ Farming Knowledge.	▶ Ineffective use of pesticides, fungicides. ▶ No training on use of agro-chemicals. ▶ High cost of the chemicals.
Harvesting	**Harvesting**
▶ Different harvesting time according tothe region ▶ Availability of labour for farming.	▶ Intensive labour and high cost.
Drying and sorting process	**Drying and sorting process**
▶ Very good drying conditions in dryzone. ▶ Sorting is easy due to the current drying conditions	▶ Drying on the floor on unprotectedplastic sheets. ▶ No hygienic conditions. ▶ No Fungus control.
Transport/ intermediate wholesaling	**Transport/ intermediate wholesaling**

▶ Access to market for high volume sales ▶ Very good distribution network and relationships. ▶ Strong relationships with supplier and farmers.	▶ Re-drying under bad hygienic conditions. ▶ Storage under bag conditions (next tooil storage etc)
Opportunities	**Threats**
Seed Production	**Seed Production**
▶ Market for finished product is defined.	▶ Less attraction for new potential market.
Nursery Bed	**Nursery Bed**
▶ Commercial nurseries	▶ Drought and flooding impact. ▶ Climate change.
Land Preparation & Transplanting	**Land Preparation & Transplanting**
	▶ Drought and flooding impact. ▶ Climate change. ▶ Missing Labour
Framing	**Framing**
▶ Potential for improving farming practices which leads to growth productivity and profit (nutrient, waterand pest management).	▶ No use of personal protective (Labour Safety) ▶ Reduce cattle production in dry zone leads to cow dung reduction. ▶ Environment pollution of pesticide residues.
Harvesting	**Harvesting**
	▶ Climate Change. ▶ Availability of labour may be reduceddue competition with other crops and migration.
Drying and sorting process	**Drying and sorting process**
	▶ Losses due to bad weather conditions.
Transport/ intermediate wholesaling	**Transport/ intermediate wholesaling**
	▶ Lack of transparency between theactors. ▶ Low adaptive capacity to change. ▶ Low market diversity resulting in high vulnerability

❖ Red Chili Processing



❖ Synergies

Immediate	These are those countries where a proper marketing channel will unlock the potential of that market in very short period. a. Based on Signed FTAs the following can be targeted: UAE, Japan, Australia, Thailand, South Korea, Singapore, Mauritius, and Malaysia. b. High Growth Markets: Iran, China, Philippines, USA, and Saudi Arabia c. Based on Untapped Potential, J&K exporters should target the following countries to expand France, Germany, Italy, Mexico, and Brazil.
Long Term	The following countries: Europe, New Zealand, Africa, Canada and Mexico come under Long-term priority market as these are those markets where the untapped market potential can only be fulfilled if J&K exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

❖ Challenges and Interventions

Parameter	Challenges	Intervention
Warehouse for storage	▶ Lack of modern storage facilities causes damage of Chillis through natural calamities and insect attacks. This leads to selling of the Chillis at much lower price minimizing the profits for the cluster actors	▶ Creation of a warehouse with modern storage facilities with controlled atmosphere and Temperature
Marketing & Branding	▶ Offline marketing is broadly used over online marketing. ▶ Increasing the Participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives	▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this segment
FPO model approach	▶ Challenges in adopting FPO model and cluster-based approach	▶ It is suggested that on the lines of State Agri Export Policy, FPO model and cluster-based approach be adopted.
Organic Product	▶ Unawareness about Export of Organic Products	▶ APEDA may be asked to apprise the stakeholders about benefits under NPOP

Parameter	Challenges	Intervention
SPS/TBT Standards	► Lack of Knowledge about SPS/TBT standards	► Awareness program by the DGFT/ APEDA
Exporter's issue	► No focal point to address exporters issues.	► GM-DIC to act as a focal point for all exporters issues and may be given the responsibility to monitor the cell in consultation with DGFT.
Research and Development	► Lack of Research Institutes in preparation of other food processing items of Chilli	Currently no research institutes (IIVR) are working on development of by-products of vegetable-based products, however, a research institutes are important in the cluster to promote commercial production of Chilli which in turn may lead to higher income and employment generation to the farmers.

The Lal Mirchi is mainly consumed locally by the people and surplus produce is marketed locally

❖ Infrastructure Requirements for Export of Red Chilies from Anantnag

Building a robust infrastructure is crucial for realizing the export potential of red chilies from Anantnag. This note outlines the specific infrastructure requirements necessary to enhance the efficiency, quality, and marketability of Anantnag's red chili exports.

1. **Common Facility Center (CFC):** The establishment of a Common Facility Center (CFC) serves as a centralized hub for various activities related to red chili exports. The CFC should encompass:

a. **Testing Facilities:** State-of-the-art testing laboratories equipped to assess the quality, spice level, and safety of red chilies. This ensures that exported chilies meet stringent international standards.

b. **Grading Facilities:** Dedicated areas for the systematic grading of red chilies based on size, color, and quality. Uniform grading enhances the market appeal of the product.

c. **Packaging and Labeling Units:** Specialized units for standardized and attractive packaging, along with proper labeling to meet international regulations. Attractive and informative packaging contributes to the marketability of the product.

d. **Warehousing Facilities:** Secure and climate-controlled warehousing for storing red chilies before export. Adequate storage is crucial for maintaining quality during transit and before reaching international markets.

e. **Shipping Facilities:** Designated areas for coordinating shipping activities, including documentation, loading, and coordination with logistics partners. Efficient shipping facilities are essential for timely and secure transportation.

2. **Certifications:** Securing relevant certifications is paramount for enhancing the market value and acceptability of Anantnag's red chilies. The following certifications are crucial:

a. **Geographical Indication (GI) Tagging**: GI tagging certifies the geographical origin of the product, underscoring the unique qualities associated with red chilies from Anantnag.

b. **WOOL Mark Certification:** Applicable for specific varieties, the WOOL Mark certification signifies quality and adherence to international standards, distinguishing Anantnag's red chilies in the global market.

c. **Organic Certificates**: Obtaining organic certificates ensures that Anantnag's red chilies meet organic farming standards, catering to health-conscious markets and enhancing the product's global competitiveness.

The establishment of the Common Facility Center is estimated to cost around 8 crores, covering construction, equipment procurement, and operational expenses. The cost of obtaining certifications may vary but is a crucial investment for enhancing the market value of Anantnag's red chilies.

Investing in the necessary infrastructure for red chili exports from Anantnag, including a Common Facility Center and securing relevant certifications, is essential for achieving success in the international market. This infrastructure will not only streamline export processes but also enhance the quality, credibility, and market positioning of Anantnag's red chilies. Collaborative efforts between government bodies, industry stakeholders, and certification agencies will be pivotal in successfully implementing these infrastructure enhancements.

From the production point of view; Framers should have the availability of key inputs such as Seed, Fertilizer, pesticides, weedicides etc for the cultivation and increase in production of the Lal Mirchi. Solar Dryer may be installed for ensuring quick drying of the Lal Mirchi Produce.

The farmers should have readily access to the potential buyers for their produce at the time of harvesting so that they can sell their produce at a higher price. Also, the farmers should be provided with marketing facilities (Mandis) at some focal points in the district for their storage so that farmers are safeguarded from price fluctuations

❖ Five year Plan for the Lal Mirchl Crop

The Lal Mirchl is mainly consumed locally by the people and surplus produce is marketed locally. From the production point of view, Framers should have the availability of key inputs such as Seed, Fertilizer, pesticides, weedicides etc for the cultivation and increase in production of the Lal Mirchi. Solar Dryer may be installed for ensuring quick drying of the Lal Mirchi Produce.

The farmers should have readily access to the potential buyers for their produce at the time of harvesting so that they can sell their produce at a higher price. Also, the farmers should be provided with marketing facilities (Mandis) at some focal points in the district for their storage.

The farmers shall be provided with exposure visits so that improved methods of production and value addition are adopted and shall be familiarized with the markets for the export of their produce.

In order to maintain the standards of the produce such as moisture content, infestation, purity, physical mixtures etc. there is need of establishing common facility centres with testing, grading, packaging and labelling in order to make the produce fit for better marketing or market acceptable.

S.No	Year	Area in Hectares	Expected Production in MT
1	2024-25	310	51150
2	2025-26	330	54450
3	2026-27	350	57750
4	2027-28	400	66000
5	2028-29	450	74250

The yearly increase in production of Lalmirchi crop will be achieved through the establishment of Lal mirchi nursery and area expansion of the lalmirchi crop under the Holistic Agriculture Development Programme started by the APD in the year 2023-24.

No.	Year	Physical Target	Pattern of Assistance (Lacs)	Financial Target (Lacs)
1	2024-25	10 ha	0.25	2.5
2	2025-26	20 ha	0.25	5.0
3	2026-27	20 ha	0.25	5.0
4	2027-28	50 ha	0.25	12.5
5	2028-29	50 ha	0.25	12.5

This table outlines the physical target, pattern of assistance, and financial target for each year.

❖ Financials

Sl No.	Particular	Quantity	Cost in ₹
1	Chili Dry Cleaning Machine	2	6,00,000
2	Chili Seed Separator	3	2,58,000
3	Tray Dryer	2	2,70,000
4	Milling and Sifting System	3	4,00,000
Total			**15,28,000**

Capacity building/skilling requirement/Training

The farmers shall be provided with exposure visits so that improved methods of production and value addition are adopted and shall be familiarized with the markets for the export of their produce

Requirement of common facility centre for testing, grading packaging and labelling etc.

In order to maintain the standards of the produce such as moisture content, infestation, purity, physical mixtures etc. there is need of establishing common facility centres with testing, grading, packaging and labelling in order to make the produce fit for better marketing or market acceptable.

Budget Component	Estimated Cost (in crores)
1. Certifications	2.0
- GI Tagging Certification	0.5
- WOOL Mark Certification	0.5
- Organic Certificates	1.0
2. Contingency Fund	2.0
Total Budget Allocation	12.0

S.No	Common Facility Center (CFC)	Cost(In Cr.)
1	a) Own building (Interior Work/construction) b) Rented building(IA must have Agreement of at least 15 years for running the CFC) *Interior Work/ Construction*	5
2	Tools Machinery and equipment related to production and testing including, installations, packaging etc	3
Total		**8**

Key issues impacting export

The key issues about the export of lal mirchi produce are lack of potential buyers/exporters of the produce in the district and lack of labelling/branding of the produce

Suggestive solutions /Interventions

a. Identification of buyers/Exporters

b. Identification of markets/Mandis

c. Branding/labelling of the produce

d. Establishment of quality processing centres

❖ Opportunities in Walnut

❖ Current Status of Walnut Production and Processing in Anantnag District

Walnut production and processing form a significant component of the agricultural landscape in Anantnag district.

1. **Walnut Production Overview:** The district of Anantnag boasts a robust walnut sector with an impressive average annual production of 49,111 metric tons (MT). This substantial output contributes significantly to the local economy, amounting to 35 crores annually. Approximately 30,000 farmers are engaged in walnut cultivation, highlighting the widespread participation and economic importance of the sector to the local community.

2. **Walnut Processing Units**: Anantnag district is home to 11 registered walnut processing units, registered with the District Industries Centre (DIC). These units play a crucial role in transforming raw walnuts into value-added products, including kernels. The collective turnover of these processing units stands at 19.52 metric tons, equivalent to a monetary value of 1380.86 lacs. The presence of registered processing units signifies the district's commitment to adding value to its walnut produce.

3. **Export Status:** As of the current status, no unit in Anantnag district is actively involved in exporting walnuts or their kernels. While the local production and processing sectors are vibrant, the absence of export activities suggests untapped potential for expanding the market reach of Anantnag's walnut products on the global stage.

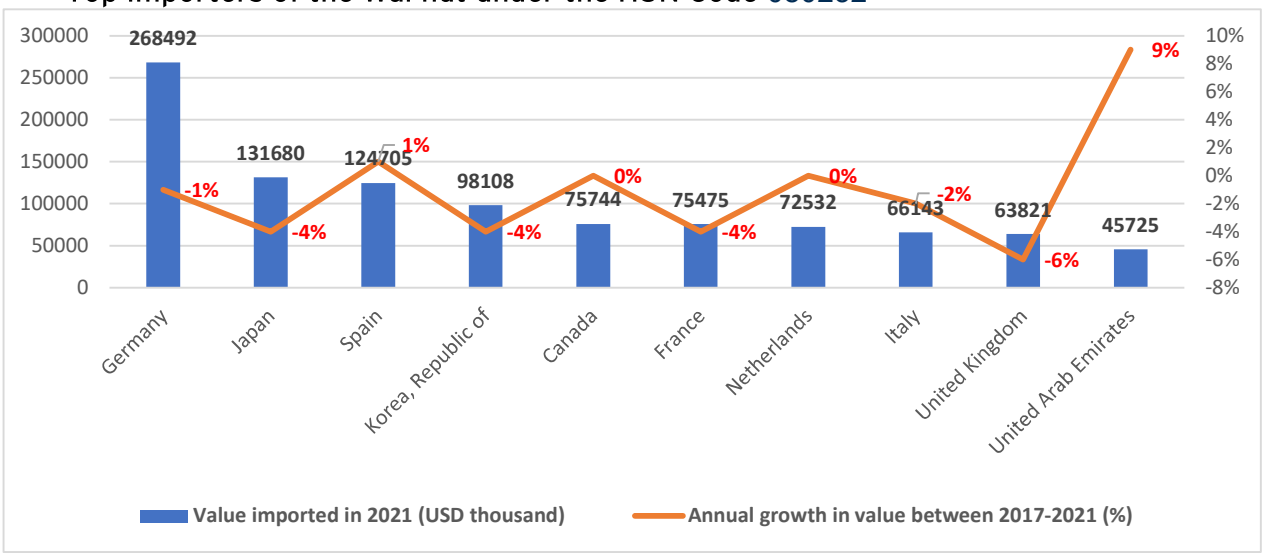
The current scenario presents both challenges and opportunities. While the local walnut industry is thriving in terms of production and processing, there is a notable gap in international market penetration. Exploring export opportunities could open new avenues for growth, presenting a chance for local farmers and processing units to showcase the high quality of Anantnag's walnuts to a broader audience.

Anantnag district's walnut sector is a vital contributor to the agricultural landscape, with substantial production, active processing units, and a significant number of engaged farmers. While the local market is thriving, there is immense potential for expansion into the global market through strategic export initiatives. Addressing challenges and capitalizing on opportunities in the export domain can further elevate the economic impact of the walnut sector in Anantnag. Collaborative efforts between government bodies, industry stakeholders, and farmers will be essential for realizing the full potential of Anantnag's walnut industry on the international stage.

Following HS Code has been used by districts of J&K to export walnut

HS codes	Description
080232	Fresh or dried walnuts, shelled

Top Importers of the Wal nut under the HSN Code 080232



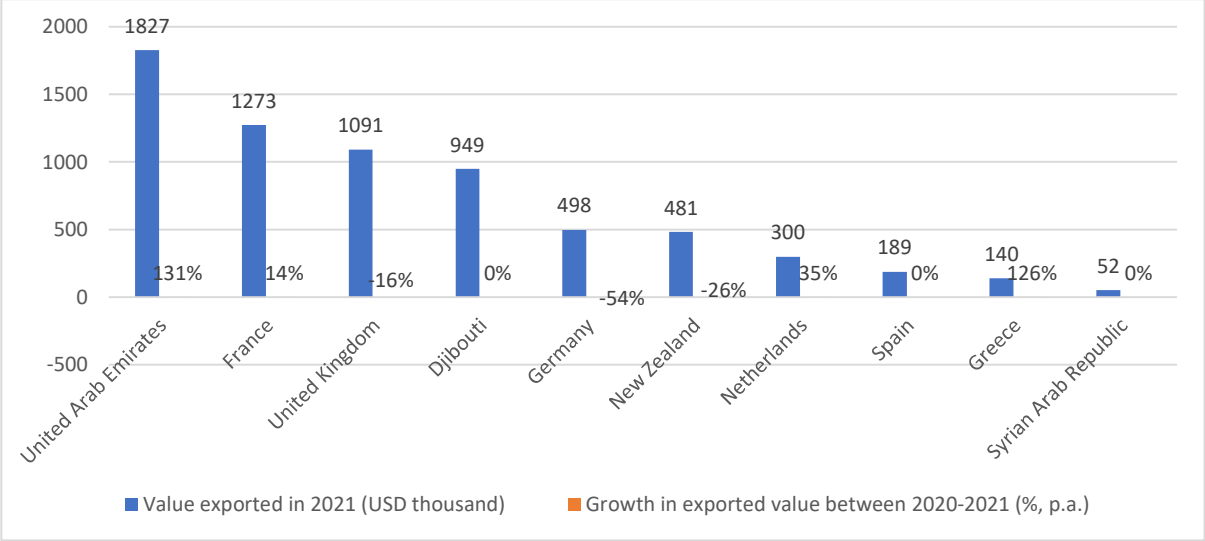
S.No	Year	Wallnut Production			
		Production (Value in Lakhs.)	Production (MT)	No. of Functional Units	Exports from last 5 years
1	2018-19	792	7.5	11	Nil
2	2019-20	798	7.7	11	Nil
3	2020-21	1080	10.17	11	Nil
4	2021-22	1355	13.37	11	Nil
5	2022-23	1380	19.52	11	Nil

Source: Department of Horticulture Anantnag

Year	2018-19 (MT)	2019-20 (MT)	2020-21 (MT)	2021-22 (MT)	2022-23 (MT)
Land under cultivation (hectares)	12168	12172	11941	11941	11915

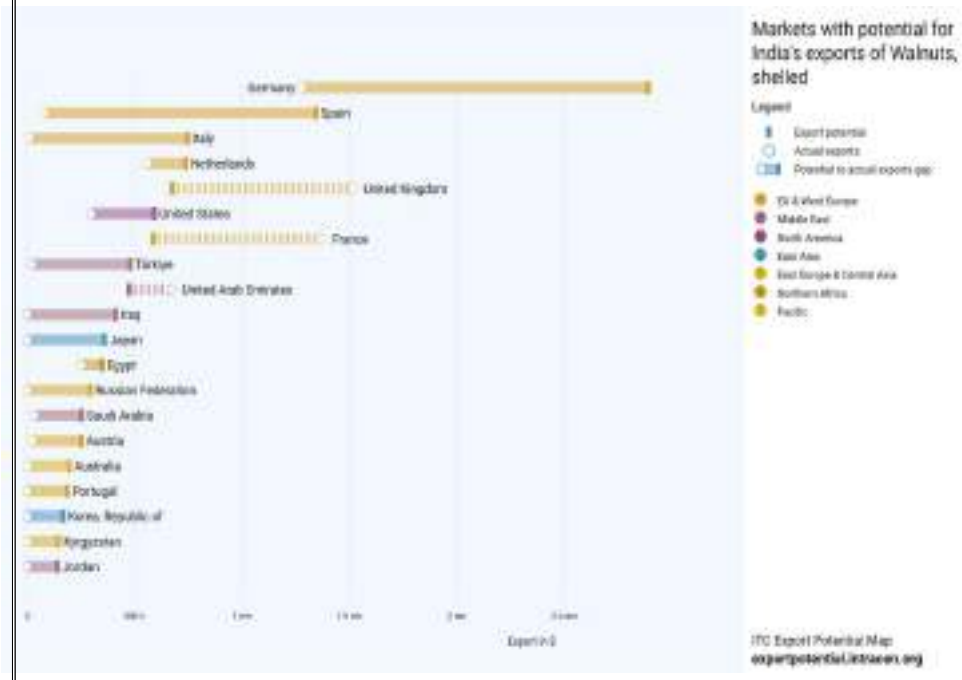
Source: Department of Horticulture Anantnag

Top Countries to whom India exports walnut under the HSN Code 080232



India's exports represent **0.3%** of world exports for this product, its ranking in world exports is **21**

Unrealized export potential***$1.3 bn**



Key Fact of Export Error! Bookmark not defined.

1,716,802 (USD Thousand)

Value of world exports in 2021

6,917 (USD Thousand)

Total Exports from India in 2021

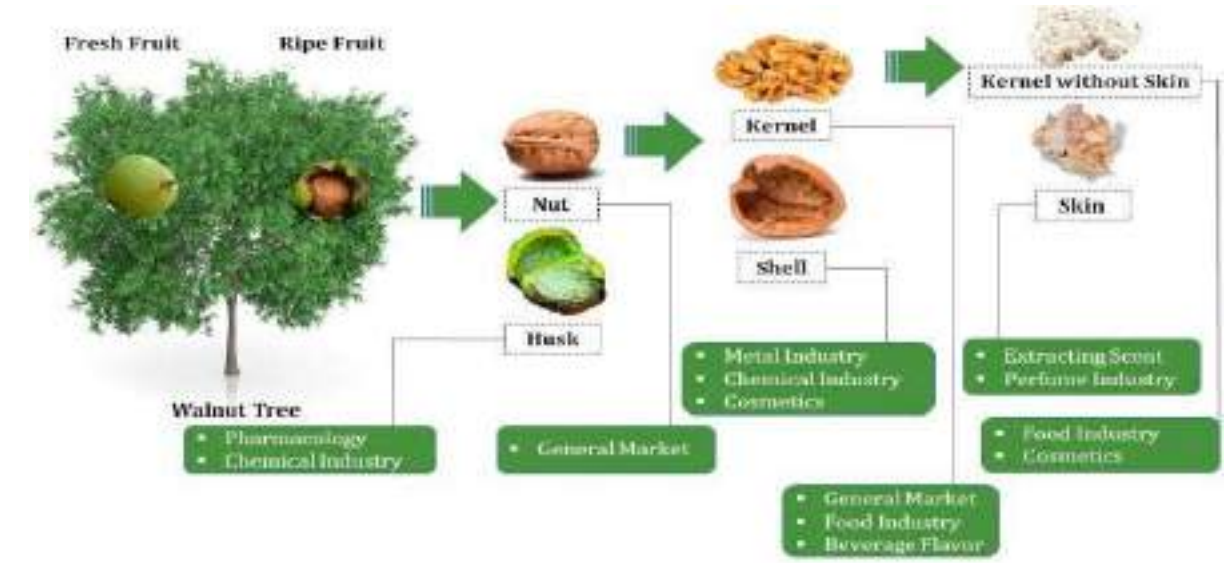
……. (USD Thousand)

Total export from J&K in 2021

Key findings

The markets with greatest potential for India's exports of 080232 Walnuts, shelled are Germany, Spain and Italy. Germany shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth $1.6 mn.

❖ Value Chain of Walnut



❖ SWOT Analysis of Walnut

Strength	Weakness
Indian walnut has long shelf life, high oil content and big size of kernel. India, especially Kashmir, has traditional specialization in growing walnut. Its ecosystem has large number of farmers and processes. Transportation system for walnuts is developed. India has established market in in Middle East countries i.e. UAE, Saudi Arabia and Egypt.	External competition from Chile, USA and China. Chilean Walnut has grown market shareday by day. Farmers got higher cultivation area in Chile. While Indian walnut has higher industrial grade, low cultivation area andtransportation problems.

Opportunities	Threats
Improvement in the connectivity in Jammu & Kashmir will help in logistics. Especially rail link to be established for Srinagar. Market of this product is being increasingly developed in Europe and UK. Since Jammu and Kashmir has come up with new industrial policy, it will attract great investment in in walnut processing. New markets can be developed in Japan and South Korea. There is no phyto sanitary issue in South Korea. South Korea is prosperous and rich country having good market of dry fruits especially walnut. In Covid-19 period, due to rising demand of natural and immunity booster products, walnut is gaining momentum in demand.	Identifying poor quality of walnut especially in this trial grade found in processing. Market has developed quantity of Walnuts and their increasing cultivation area also. USA and its California region has increased capacity of production in walnut. Europe has food quality issue and Middle East countries have also raised several issues of quality for Indian walnut.

❖ Proposed 5 year Action Plan for Promotion of Walnut in - District Anantnag

Plantation Infrastructure & Development: Small Nursery (05 Kanal) Private Sector: Establish 1 nursery covering at a cost of Rs. 1 lakh each, totaling Rs. 7.50 Lacs.

Area Expansion: HD Walnut under R-MHD Programme: Cultivate 2 Ha of HD Walnut at a cost of Rs. 10.820 per Ha, totaling Rs. 21.640 Lacs.

Creation of Water Sources: Water harvesting system: Implement 5 water harvesting systems for individuals, costing Rs. 4.500 each, totaling Rs. 22.500 Lacs.

Protected Cultivation: Tubular str.: Provide tubular structures for protected cultivation covering 5000 sqm at a cost of Rs. 30.475 per sqm, totaling Rs. 152.375 Lacs.

Promotion of INM/IPM: Promote IPM/INM on 100 Ha, allocating Rs. 1.20 per Ha, totaling Rs. 120.000 Lacs.

Horticulture Mechanization:

Walnut Dehuller: Supply 10 Walnut Dehullers at a cost of Rs. 10 each, totaling Rs. 100 Lacs.

Irrigation Pump Set: Provide 10 irrigation pump sets at Rs. 1 lakhs each, 15 sets at Rs. 1.50 lakhs each, 20 sets at Rs. 2 lakhs each, 25 sets at Rs. 2.50 lakhs each, and 30 sets at Rs. 3 lakhs each, totaling Rs. 10.00 Lacs.

Total for 5 years: Rs. 451.365 Lacs

Proposed 5 year Action Plan for Promotion of Walnut in respect of Horticulture Sector District Anantnag

Fin in Lacs

S. No.	Activity/ Component	Unit	Rate of Asstt.	Year wise Action Plan										Total	
				2024-25		2025-26		2026-27		2027-28		2028-29			
				Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin
1	**Plantation Infrastructure & Development**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
a	Small Nursery (05 Kanal) Private Sector	No.	7.50	1	7.50	1	7.50	1	7.50	1	7.50	1	7.50	5	37.50
2	**Area Expansion**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
a	HD Walnut under R-MHD Programme	Ha	5.41	2	10.820	3	16.230	5	27.050	6	32.460	8	43.280	24	129.840
3	**Creation of water sources**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
a	storage of water in 20X20X3m Pond/ Tube/Dug/Bore Wells @ Rs. 100/Cum	No.	0.90	5	4.500	5	4.500	5	4.500	5	4.500	5	4.500	25	22.500
4	**Protected Cultivation**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
a	Tubular str. (50% cost for max. area of 4000 sqm per beneficiary)	Sqmtr upto 500	0.006095	5000	30.475	5000	30.475	5000	30.475	5000	30.475	5000	30.475	25000	152.375
5	**Promotion of Integrated Nutrient Management (INM) integrated pest Management (IPM).**			-	-	-	-	-	-	-	-	-	-	-	-
a	Promotion of IPM/INM (30% of cost subject to a max. of Rs, 1200/Ha limited to 4.00 Ha/beneficiary)	Ha	0.012	100	1.20	100	1.20	150	1.80	150	1.80	200	2.40	700	8.400
6	**Horticulture Mechanization**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
a	Walnut Dehuller	No.	1.0	10	10.00	10	10.00	10	10.00	10	10.00	10	10.00	50	50.00
b	Irrigation Pump Set	No.	0.1	10	1.00	15	1.50	20	2.00	25	2.50	30	3.00	100	10.00
7	**Farmers**		-	-	-	-	-	-	-	-	-	-	-	-	-
a	transport)	Mandays	0.01	50	0.50	50	0.50	50	0.50	50	0.50	50	0.50	250	2.50
8	**Training of Technical Staff**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
a	Within the state (Rs. 300/day per participant + TA/DA, as admissible(100% of the cost))	No.	0.013	5	0.65	5	0.65	5	0.65	5	0.65	5	0.65	25	3.25
9	**Integrated Post Harvest Management**	-	-											0	0.00
a	chamber	No.	1.0	2	2.00	2	2.00	2	2.00	2	2.00	2	2.00	10	10.00
10	**Organic Farming**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
a	Vermi-Compost Units	No.	0.50	10	5.00	10	5.00	10	5.00	10	5.00	10	5.00	50	25.00
			TOTAL	-	73.645	-	79.555	-	91.475	-	97.385	-	109.305	-	451.37

expansion, water source creation, protected cultivation, integrated nutrient management, horticulture mechanization, human resource development, technical staff training, post harvest management, and organic farming, contributing to sustainable and comprehensive agricultural growth.

❖ Walnut Processing

Walnut Processing consists of the following stages:

Hulling – Removing the hull (a dry outer covering located outside of the shell) as the walnuts grow on the tree. This process is performed after harvesting and before walnuts are brought for processing.

Walnut Drying – After the hulling process, they are sent to room basically known as drying room where the walnuts are dried until they reach the desired moisture content.

Walnut Storage – Once they reach the desired moisture content, they stored in storage unit as the harvest season only lasts for a few months supply for rest of the year is fulfilled from storage.

Shelling – In this process, the shells are cracked and removed and once this is done, the kernels are stored by the size of the kernels. The kernels are ran through another machine containing three lasers that sort by kernel colour and remove any leftover shell particles.

Packing - he three methods in which walnuts are packed are: in-shell packed, bulk packed, or retail packed. The retail packed walnuts are the only option where the packaging is for the final consumer.

Pasteurization – The process of removing microorganisms by heating up the nuts to a very high temperature for a short amount of time and then cooling them down.

❖ Export Potential of Walnuts from Anantnag District

The walnut industry in Anantnag district exhibits significant export potential, driven by favorable conditions for cultivation and a relatively low local consumption rate.

1. Low Local Consumption and Global Demand: One of the key factors contributing to the export potential of walnuts in Anantnag is the relatively low local consumption. With a surplus production that surpasses the local demand, there is an opportunity to channelize the excess yield towards international markets where walnuts are in high demand. The global recognition of Kashmiri walnuts for their quality and taste further enhances the feasibility of exporting to diverse regions.

2. Estimated Export Potential: The export potential for walnuts from Anantnag is substantial, with an estimated value ranging between Rs.25 - 30 crores. This

projection considers the surplus production, the growing global demand for quality walnuts, and the reputation of Kashmiri walnuts in the international market. The export potential represents a significant economic opportunity for local farmers, processors, and traders.

3. Opportunities for Value Addition: Beyond exporting raw walnuts, there is a scope for value addition through the export of processed walnut products such as kernels, walnut oil, and walnut-based snacks. Value-added products can cater to niche markets and potentially increase the overall export value while showcasing the diverse applications of Anantnag's walnuts.

4. Market Diversification: Exploring diverse international markets offers Anantnag the opportunity to tap into regions with a high demand for quality walnuts. Establishing connections with international distributors, participating in trade fairs, and leveraging digital platforms for marketing can contribute to market diversification and increased export volumes.

5. Quality Assurance and Certification: Ensuring the quality and authenticity of Anantnag's walnuts is paramount for successful exports. Obtaining certifications for organic or premium quality walnuts, and compliance with international standards, will enhance the marketability of the products. Collaborating with regulatory bodies and quality control agencies is essential in this regard.

6. Collaborative Initiatives: To fully realize the export potential, collaborative initiatives involving local farmers, processing units, government agencies, and export promotion councils should be encouraged. Capacity-building programs, training sessions, and awareness campaigns can empower stakeholders to meet international standards, understand market dynamics, and navigate export procedures effectively.

The export potential of walnuts from Anantnag district represents a valuable economic opportunity that can boost the income of local farmers and contribute to the overall growth of the agricultural sector. With a strategic focus on market diversification, value addition, and quality assurance, Anantnag can position itself as a key player in the global walnut market. Engaging in collaborative efforts and leveraging the region's reputation for producing high-quality walnuts will be instrumental in realizing the full export potential and fostering sustainable economic development in the district.

❖ Infrastructure Requirements for Walnut Exports from Anantnag District

Establishing appropriate infrastructure is crucial to facilitate the export of walnuts from Anantnag district..

1. **Common Facility Centre (CFC):** A Common Facility Centre (CFC) needs to be established within the district, equipped with comprehensive facilities to support the entire export process. The CFC should include:

a. **Testing Facilities:** State-of-the-art testing facilities for assessing the quality, freshness, and safety of walnuts. This ensures that the exported walnuts meet international standards.

b. **Packaging and Labelling Units**: Dedicated units for standardized and attractive packaging, including proper labelling to comply with international regulations. Attractive and informative packaging contributes to the marketability of the product.

c. Warehousing Facilities: Secure and climate-controlled warehousing to store walnuts before export. Adequate storage ensures the maintenance of quality during transit and before reaching the international market.

d. **Shipping Facilities:** Specialized areas for coordinating shipping activities, including documentation, loading, and coordination with logistics partners. Efficient shipping facilities are crucial for timely and secure transportation of walnuts.

2**. Certifications:** Securing relevant certifications is essential to enhance the market value of Anantnag's walnuts and build trust among international buyers. The following certifications should be considered:

a. **Geographical Indication (GI) Tagging:** GI tagging certifies the geographical origin of the product, establishing the unique qualities and characteristics associated with walnuts from Anantnag. This certification adds value and authenticity to the product in the global market.

b. **WOOL Mark Certification**: If applicable, a WOOL Mark certification can be sought for specific varieties of walnuts, signifying quality and adherence to international standards. This certification can further differentiate Anantnag's walnuts in the global market.

c**. Organic Certificates**: As the demand for organic products continues to rise, obtaining organic certificates through APEDA can position Anantnag's walnuts as high-quality organic produce. This certification is especially crucial for targeting health-conscious markets.

The establishment of the Common Facility Centre is estimated to cost around Rs.10 crores, covering construction, equipment procurement, and operational expenses. The cost of obtaining certifications may vary but is a crucial investment for enhancing the market value of Anantnag's walnuts.

Investing in the necessary infrastructure for walnut exports from Anantnag district, including the establishment of a Common Facility Centre and securing relevant certifications, is essential for achieving success in the international market. This infrastructure will not only streamline export processes but also enhance the quality, credibility, and market positioning of Anantnag's walnuts. Collaborative efforts between government bodies, industry stakeholders, and certification agencies will be pivotal in successfully implementing these infrastructure enhancements.

❖ Financial Implication of CFC

Breakdown of potential budget components for a Common Facility Centre (CFC) with all facilities under one roof for exports,

S. No	Hard Intervention	Priority	Timeline	Implementing Agency	Cost	Source of Fund
1	Setting up a Common Facility Centre	High	1-2 Years	Chief Horticulture Office	8.8 Cr	SFURTI / MSE-CDP Scheme
2.	High Density Walnut Plantation	High	18 months	Chief Horticulture Office	0.54 Cr	High Plantation Density Scheme
Total					**2.86Cr**	

Financial Implication for setting up CFC of Walnut

Budget Component	Amount in INR Cr.
Land Acquisition	0.5
Construction and Infrastructure	
- Building Construction	1
- Utilities Installation	0.5
- Interior Infrastructure	1
- Safety and Security Measures	0.2
Facility Setup	
- Machinery and Equipment	2
- Furniture and Fixtures	0.5
- IT Infrastructure	0.2
Operational Expenses	
- Staff Salaries and Benefits	0.2
- Maintenance Costs	0.1
- Utilities (Electricity, Water, Internet)	0.2
Regulatory Approvals and Permits	0.1
Contingency	0.1
Marketing and Promotion	1
Training and Skill Development	0.5
Technology and Software	0.5
Miscellaneous	0.2
Total Budget Estimate	**8.8 Cr**

❖ Synergies

Immediate	These are those countries where a proper marketing channel will unlock the potential of that market in very short period. a. Based on Signed FTAs the following can be targeted: UAE, Japan, Australia, Thailand, South Korea Singapore, Mauritius, and Malaysia. b. High Growth Markets: USA, UK, Russia, and Saudi Arabia c. Based on Untapped Potential, J&K exporters should target the following countries to expand France, Germany, Italy, Mexico,andBrazil.
Long Term	The following countries Canada, Germany, Netherlands, Poland, Belgium, Norway, Sweden, Finland and Switzerland come under Long-term prioritymarket as these are those markets where the untapped market potentialcan only be fulfilled if J&K exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

❖ Action Plan

Quantifiable activity / Intervention	Responsible Authority	Timeline for Implementation
Increasing Overall Export from the State		
Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should beset in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them.	IP cell, DIEPC JKTPO, DHHJ	Continues Intervention

Creation of a Single Window System for speedy clearances. The online portal to include various export schemes of the government along with real time information about targeted market,tariff rates, freight rate calculations, documents and quality certifications required and product information. Increase in subsidy/re-imbursements may reduce cost of transportation (freight rates), Marketing, Quality Certification, Patent registration and Testing to Export Oriented Units. Training planned and organized by DGFT, FIEO and other concern authorities	MSME-JK, DGFT, DIEPC, JKTPO	Continues Intervention
Creation of an event calendar comprising of events to be conducted in a Financial Year with afocus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (Wood craft Products.) by utilizing schemes like IC and MAS	IP cell, DIEPC JKTPO	Continuous Initiative
DIEPC and FIEO can play a pro-active role in this regard. 10% increase in every year in the numberof units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment.	DIC, JKTPO and FIEO	Intermediate
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	IP cell, DIEPC JKTPO, DHHJ	Short term
MoU with QCI for defining quality standards of the products	IP cell, DIEPC JKTPO	
Collaboration with IIP to define cluster-wise packing standards	IP cell, DIEPC JKTPO, DHHJ	
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	JKTPO/DIEPC and Banks	
Tie up with the banks/financial institutions(SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	IP cell, DIEPC JKTPO	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & center and the procedure to apply to avail financial assistance.	JKTPO/DIEPC	Intermediate
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be	DIEPC/DGFT/JKTPO, DHHJ	Long term

given this responsibility to monitor the cell in consultation with DGFT.		
The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.	DIEPC/JKTPO	Long term
The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website.	DIEPC/JKTPO	Long term
The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/JKTPO/ FIEO	Short term

Short term: Should be initiated within 6 months Intermediate: to be initiated between 6- 12 monthslong terms after 12 months

❖ Actions required

Market Research and Analysis	Conduct a comprehensive market research and analysis to identify potential export markets for products or services from Anantnag district. This could involve studying global trade trends, identifying demand for specific products or services, and evaluating competitor activities in target markets.
Product Development and Customization	Identify the strengths and unique sellingpoints of products or services from Anantnag district and work on product development and customization to meet the requirements and preferences of target markets. This could involve improving product quality, packaging, branding, and customization based on cultural or regulatory requirements of the target markets.

Capacity Building and Skill Development	Provide training and capacity-building programs to local entrepreneurs and businesses in Anantnag district to enhance their export capabilities. This could include training on export procedures, documentation, quality standards, and language skills for effectivecommunication with internationalbuyers.
Access to Finance and ExportIncentives	Facilitate access to finance for localexporters by working with financial institutions and government agencies to provide favourable financing options, export credit facilities, and export incentives such as tax rebates, dutydrawbacks, and subsidies. This couldhelp local exporters overcome financial barriers and become competitive in international markets.
Export Promotion and Marketing	Develop a robust export promotion andmarketing strategy to create awarenessabout products or services from Anantnag district in international markets. This could involve participation in trade fairs, exhibitions, and business forums, organizing buyer-seller meets, and leveraging digital marketing platforms
	to showcase Anantnag district's export capabilities.
Export Documentation and Logistics	Streamline export documentation procedures and logistics to ensure smooth and efficient export processes. This could involve providing support and guidance on export documentation, customs clearance, transportation, and logistics to local exporters, andcollaborating with government agenciesand logistics providers to simplify export processes.
Quality Assurance and Compliance	Implement quality assurance measures and comply with international standards and regulations to build trust and confidence among international buyers. This could involve obtaining necessary certifications, adhering to quality control processes, and complying with export regulations and trade agreements.

Networking and Partnerships	Foster networking and partnerships with relevant stakeholders such as industry associations, trade chambers, diplomatic missions, and international trade organizations to leverage theirexpertise, networks, and resources for export promotion and market access.
Monitoring and Evaluation	Establish a monitoring and evaluation framework to track the progress and impact of the export action plan. This could involve setting key performance indicators (KPIs), conducting periodicreviews, and making necessary adjustments to the export strategy based on feedback and results.
Government Support and Coordination	Collaborate with government agencies at the local, regional, and national levels to obtain necessary support and coordination for export promotion initiatives. This could involve seeking policy support, regulatory reforms, and financial incentives from government agencies to facilitate export activities in Anantnag district.

S. No	Soft Intervention	Priority	Timeline	Implementing Agency	Cost
1	Capacity Building Program to enhance the skills of farmers and increase the production	Medium	12-24 months	JKTPO/Horticulture Department	0.20 Cr
2	Marketing and Promotion of the product (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	Medium	12-24 months	JKTPO/Horticulture Department	0.30 Cr
Total					**0.5 Cr**

Annexures

❖ Government Schemes for Cluster and Infrastructure

MSE-CDP

Objectives:

- To enhance the sustainability, competitiveness, and growth of MSEs by addressing commonissues such as improvement of technology, skills & quality, market access, etc.
- To build capacity of MSEs and Start-ups for common supportive action through integration ofself-help groups, consortia, district Industry associations, etc.
- To create / upgrade infrastructural facilities in the new/existing Industrial Areas/Clusters ofMSEs.
- To set up Common Facility Centres in Industrial area (for testing, training centre, raw material depot, effluent treatment, complementing production processes).
- Promotion of green & sustainable manufacturing technology for the clusters to enable units switch to sustainable and green production processes and products

Two components of the MSE-CDP scheme:

- Common Facility Centres (CFCs): This component consists of creation of tangible "assets" as
  Common Facility Centres (CFCs) in Industrial Estate
- Infrastructure Development (ID): This component is for development of infrastructure in new/existing notified Industrial Estate.

Component	Total Project Cost	Funding Pattern		
		GoI grant	State Share	SPV
CFCs in NE & Hill States, Island Territories, Aspirational Districts	INR 5 Cr to 10 Cr	80%	15%	5%
CFCs in NE & Hill States, Island Territories, Aspirational Districts	INR 10 Cr to 30Cr	70%	15%	15%
Infrastructure Development in NE & Hill States, Island Territories, Aspirational Districts- New	INR 5 Cr to 15 Cr	70%	30%	
Infrastructure Development in NE & Hill States, Island Territories, Aspirational Districts- Existing	INR 5 Cr to 10 Cr	60%	40%	

Implementing Agency

Component	Implementing Agency/Fund Receiving Agency
Setting up of CFC	• Institutions of Ministry of MSME (MSME-DIs, NSIC, KVIC, Coir Board, Technology Centres, NI-MSME and GIRI) • Organizations of State Governments • National and international institutions engaged in development of the MSE sector • Any other institution / agency approved by the Ministry of MSME
Infrastructure Development Project	State / UT Governments through an appropriate State Government / UT Agency/Integrated Industrial Park Development Agency/State Industrial Development Agency

Process

- SPV Formation: There shall be a SPV for the projects for CFC, which would be a Company registered under Section 8 of the Company Act. FPO/ FPC registered under Section 8 of the Company Act are allowed as the SPV provided they have required number of members as provisioned in the guidelines of the scheme.
- To ensure that CFC is a collective initiative, certain number of members are required
    - Minimum 20 MSEs/ Startups /Green Field MSEs/FPOs for CFC with project cost of above Rs 10 crore and above
    - Minimum 10 MSEs/ Startups /Green Field MSEs/FPOs for CFCs with project cost of below Rs 10 crore
    - Any contribution higher than the minimum contribution could be by way of unsecured interest free loans
- The members in the SPV should have a minimum contribution by way of equity capital to bring more sense of ownership. Minimum members direct contribution for the project:
- 20% of the project cost for CFCs with project cost more than Rs 10 crore
    - 10% of the project cost for CFCs with project cost less than Rs 10 crore
- Land Identification: Post SPV formation next step is to identify the land for the structure. The cost of land will be included in the cost of project (subject to a maximum of 25% of Project Cost)
- DPR Preparation: The SPV or state government will prepare a DPR which will clearly establish how the CFC will improve the competitiveness of the MSE units in the cluster and should be aligned with their common aspirations. A credible market study/ survey should be conducted to establish the value chain of the facility.
- DPR of the project will be appraised by any branch of SIDBI or any commercial bank. The techno economic feasibility report of the bank and DPR would be placed before the SLSC (State Level Screening Committee)

- The State Level Steering Committee would examine the DPRs, recommend and monitor implementation and operation of approved Projects in the State to ensure satisfactory and time-bound implementation of the activities and operations thereafter
- The proposal once recommended by SLSC, would be forwarded by concerned MSME-DI online with its recommendations before the same is considered in Office of DC, MSME
    - If the SLSC fails to recommend or reject a proposal within the stipulated time for recommendation as given at Annexure 6, the proposal will be treated as deemed recommended by the SLSC
    - SLSC may act as a single window for all the clearances required for the project.
      Director (Industries) may be nominated as the nodal officer for such clearances
    - There shall not be any In-principle approval of any project. Either a project would be approved or not approved
    - The proposals for projects with no State Government funding support, may be directly submitted to O/o DC-MSME after due examination by MSME-Dis for final approval, however, recommendation of SLSC would be required
    - The project costing up to Rs. 5 crore will be considered under SFURTI
- The projects recommended by SLSC will be placed before NPAC (National Project Approval Committee) for consideration and approval
- The projects must be completed within 18 months from the date of approval order of the project by NPAC

Composition of State Level Screening Committee (SLSC)

ACS/ Principal Secretary/ Secretary (Industries/MSME)	Chairman
Commissioner / Director of Industries / MSME	Co Convener
Managing Director or Representative of Implementing Agency	Member
Representative of Finance Department	Member
Director, MSME-Development Institute	Member Secretary/Convener
General Manager, Concerned District Industries Centre	Member
Special invitees (if any) like representative of SIDBI or any financialinstitution or any official required for the purpose	Member
A representative from Technical Institution/MSME-Technology ofM/o MSME	Member

Composition of National Project Approval Committee (NPAC)

Secretary (MSME)	Chairman
AS&DC (MSME)	Member
Adviser (VSE), NITI Aayog	Member
Joint Secretary (ARI), Ministry of MSME	Member

Economic Adviser (EA)/IFW	Member
Additional Development Commissioner / JS/DDG of the Cluster Division	Member Secretary
Representative of SIDBI	Member
Representative of CSIR	Member
Representative of NSIC / KVIC	Member
Representative(s) of DPIIT, MoTextile, DoPharma, MeitY, MoRD, MoFPI,MoDefence, DoFisheries, Do Animal Husbandry and Dairying	Member
Director, MSME-DI concerned	Member
Principal Secretary / Secretary (Industries/MSME) / Commissioner /Director of Industries / MSME of the State Govt	Special Invitee
Representative(s) of concerned Industry Association(s)Representative from Financial Institution, Programme Management Service Provider, Appraisal Agencies etc	Special Invitee
Director (CD)	Member

Flatted Factory

Introduction

Flatted Factory Complex (FFC) is a building having two or more floors, where every floor has independent Industrial unit and in which land and amenities, open space and passage are jointly owned and collectively used may be termed as Flatted Factory.

- Flatted factories are high-rise developments with common facilities
- The building has a particularly good factory layout with maximum and efficient use of unitspace. It is also equipped with basic amenities.
- The building is subdivided into small separately occupied units which are used formanufacturing, assembly, and associated storage.
- Flatted factories, a subset of light industrial properties, are stacked-up manufacturing space used for general manufacturing

With a view to optimize on the limited vacant land, concept of flatted factories has been introduced for small scale industries. Provision for flatted factories to accommodate MSME units may be made for the new industrial units. This will facilitate the industry to reduce the lead time in setting up of theproject besides huge investment on land and building, thus promoting the entrepreneurship in the region.

FFC will also consist of Raw material storage, Display Centre, admin space, conference hall, creche',

First aid centre, CETP facility, dedicated bank space, commercial shops, dedicated lifts.

Scheme of Ministry of MSME, GOI:

Ministry of MSME, Government of India through it's MSE-CDP Scheme is supporting the State Government Agencies by providing GOI grant restricted to 60% of the project from INR 5.00 crore to INR 15.00 Crore for setting up of FFC.

Ambedkar Hastshilp Vikas Yojana

Under Infrastructure and Technology Support

Funds are available for :

Marketing and Sourcing Hub

It is proposed to setup Marketing Complex (Hubs) for Handicrafts in commercially viable Cities/Towns etc. on the concept of "One Stop Shopping". It will provide a marketing platform to the wholesaler/retailers/ consumers and foreign buyers to reach the potential target segment by showcasing the entire range of handicrafts products. Office of DC (H) will provide support towards cost of construction and interior work for the proposed Marketing Hub

Eligibility:

- Central/ State Handloom and Handicrafts Development Corporations and any other eligible Govt. Corporations/ agencies promoted by State Government or local govt. Bodies etc.
- Eligible Non-Governmental Organizations, Registered SHGs, local statutory bodies, exporter bodies/ associations, Apex cooperative Societies and National level Apex Societies (registeredunder society act/ trust act, etc.) and organization like IICT, MHSC, HMCM, NIFT, and Export Promotion Councils.
- Producer companies registered under Section 8 of Companies Act and working for thepromotion and development of Handicrafts & Handlooms.
- Any component can be implemented by department as well.

Financial Assistance and Funding Pattern:

- The financial ceiling for setting up a marketing hub facility is INR 1000 lakh

- 75% of the admissible amount shall be borne by the O/o the DC (H) and 25% will becontributed by the implementing agency subject to the ceiling specified.
- Land will be provided by implementing agencies and will be over and above the 25 %contribution by the implementing agency.

Common Facility Centre

The objective of the Common Facility Centre is to ensure economy of scale, price competitiveness, quality control, application of Design and Technology input on continuous basis, scope of product diversification and higher unit value realization and compliance with WTO compatible standards. Sucha common facility will lead to significant reductions in the cost of production, production of a diversified range of high value products, sample development, reduction in the response times in order execution and ensure high quality of final products.

Eligibility:

- Central/ State Handloom and Handicrafts Development Corporations and any other eligible Govt. Corporations/ agencies promoted by State Government or local govt. bodies etc.
- Eligible Non-Governmental Organizations, Registered SHGs, local statutory bodies, Apex cooperative Societies and National level Apex Societies (registered under society act/ trust act, etc.) and organization like IICT, MHSC, HMCM, NIFT, and Export Promotion Councils.
- Producer companies registered under Section 8 of Companies Act. and working for the promotion and development of Handicrafts & Handlooms.
- Any component can be implemented by department as well.

Deliverables

CFCs must include adequate space for Training area, Sales counter, Dyeing Unit (if required), Store, Room, Tools Machinery and Equipment related to production and testing including computer installations, packaging, proper provisions of electrification for machineries and civic amenities etc.

Funding Pattern:

- The financial ceiling for setting up a common facility centre is INR 300 lakh.
- In case of NER, J & K, Ladakh & Andaman and Nicobar Islands, Lakshadweep - 90% of the admissible amount will be borne by the O/o the DC (H) and 10% shall be contributed by the implementing agency.
- Assistance will also be available for upgradation/ strengthening of existing CFCs with amaximum of Rs 200 lakhs as 100% GOI share.

Raw Material Depot

Aim of this component is to make easy availability of quality, certified and graded raw material to theartisans/entrepreneur at a reasonable rate.

Eligibility

- Central/ State Handloom and Handicrafts Development Corporations and any other eligible Govt. Corporations/ agencies promoted by State Government or local govt. bodies etc.
- Eligible Non-Governmental Organizations, Registered SHGs, local statutory bodies, SPV promoted by banks, Apex cooperative Societies and National level Apex Societies (registeredunder society act/ trust act, etc.) and organization like IICT, MHSC, HMCM, NIFT, and Export Promotion Councils.
- Producer companies registered under Section 8 of Companies Act. and working for the promotion and development of Handicrafts & Handlooms.
- Any component can be implemented by department as well.

Financial Assistance and Funding Pattern

- The financial ceiling for a raw material depot is INR 200 lakh, and out of this INR 50 lakh will be earmarked for setting up of godown.
- In case of NER, Jammu & Kashmir, Ladakh and Andaman & Nicobar Islands, Lakshadweep - 90% of the admissible amount will be borne by the O/o the DC (H) and 10% shall becontributed by the implementing agency.
- The GOI assistance shall be provided to the eligible body in staggered manner for capital rotation.
- An MOU will be signed between the grantee and Office of the Development Commissioner (Handicrafts) incorporating different aspects related to functioning of Raw Material Depot.
- Accordingly, the yearly targets to be achieved in terms of physical & financial parameters willbe fixed and in case of non – achievement, the Govt. will forfeit the raw material to the extentof grants released.
- Further for a period of five years, yearly quantitative increase in corpus/stock of raw materialmay be fixed depending on the raw material which will be indicative of functionality of Raw Material Depot.

Technology Upgradation Assistance to Exporters/ Entrepreneurs

The objective is to extend the technological up gradation facility to exporters/entrepreneurs. The facility centre should be an infrastructure with modern machinery including packaging machinery to support product, productivity, quality, etc.

Eligibility:

Recognized Exporters and Entrepreneurs/ Exporter Associations, Producer Companies etc.

Financial Assistance and Funding Pattern

- The maximum amount of funds to be sanctioned is INR 150 lakh for each facility centre.
- The financial pattern would be based on 60:40 sharing between the Government of India through the Office of the D.C (H) and Exporters and Entrepreneurs/ Exporter Associations, Producer Companies etc.
- MOU between Exporters and Entrepreneurs/ Exporter Associations, Producer Companies etc. and Government of India (GOI) will be signed before release of funds.

Testing Laboratories

Testing Laboratory shall be made in the sufficient and adequate spaces with the provision of Machinery & Equipment, Support Fixture & Furniture, Raw-Material Processing Section,

Inspecting Section, Packaging & Warehousing Section, Maintenance Section including Master Room for knowledge sharing and future reference etc.

In order to standardize / certify raw materials/ products, it is proposed to

- Set up new labs
- Strengthen existing labs.

The objective is to offer total Testing and Quality Assurance support for Handicrafts

Eligibility

- IICT, MHSC, NIFT, NID, Central/State recognised educational Institute/University, Exporter's bodies, EPCH, CEPC, State Corporations etc.
- CSIR and Textiles Committee.

Financial Assistance and Funding Pattern

- The financial assistance would be in the form of Grant-in-aid with a ceiling of INR 100 lakh foreach testing laboratory.
- This grant would be in the form of 100% through the Office of the D.C (H) to the eligibleinstitute/ organization.

Crafts Village

Craft village is a modern-day concept wherein craft promotion and tourism are being taken up at single location. Artisans live and work at the same place and are also provided with the opportunity to sell their products thereby ensuring livelihood. Craft items are exhibited as well as sold here.

The O/o Director Handloom and Handicraft would provide assistance both towards improving infrastructure in existing villages where a substantial number of craftsmen practicing similar crafts are residing and also setting up of new villages where craftsperson can be rehabilitated. The aim would be to select villages that can be connected with some tourist circuit to ensure sale of products.

Under this component office of Director Handloom and Handicraft will fund improvements/creation of infrastructure which would include roads, houses of artisans and their work sheds areas, sewerage, water, street lights, footpaths, shops and display areas. These will be undertaken by the implementing agency and the craftsmen will be rehabilitated with new work sheds and display areas. The display areas will be in form of stalls where the artisans can sell their product. Each project will be approved by a committee headed by the Secretary.

Eligibility:

- Central/ State Handloom and Handicrafts Development Corporations and any other eligible Govt. Corporations/ agencies promoted by State Government or local govt. bodies etc.
- Eligible Local statutory bodies, SPV promoted by banks and organization like IICT, MHSC, HMCM, NIFT, and Export Promotion Councils.
- Any component can be implemented by department as well.

Financial Assistance and Funding Pattern:

- The financial ceiling for the total amount sanctioned per unit will be INR 1000 lakh.
- In case of NER, J & K, Ladakh & Andaman and Nicobar Islands, Lakshadweep- 90% of the admissible amount will be borne by the O/o the Director Handloom and Handicraft and 10% shall be contributed by the implementing agency.
- Land will be provided by implementing agency and it will be over and above its 20% contribution, attributed in the funding pattern.

► PM Vishwakarma

About: PM Vishwakarma, a Central Sector Scheme, was launched on 17th September, 2023 by the Prime Minister to provide end-to-end support to artisans and craftspeople who work with their hands and tools. The Scheme covers artisans and craftspeople engaged in 18 trades, viz. Carpenter (Suthar/Badhai), Boat Maker, Armourer, Blacksmith (Lohar), Hammer and Tool Kit Maker, Locksmith, Goldsmith (Sonar), Potter (Kumhaar), Sculptor (Moortikar, stone carver), Stone breaker, Cobbler (Charmkar)/ Shoesmith/Footwear artisan, Mason (Rajmistri), Basket/Mat/Broom Maker/Coir Weaver, Doll & Toy Maker (Traditional), Barber (Naai), Garland maker (Malakaar), Washerman (Dhobi), Tailor (Darzi) and Fishing Net Maker.

Benefits to the Artisans And Crafts Persons

The Scheme envisages provisioning of the following benefits to the artisans and crafts persons:

Recognition: Recognition of artisans and craftspeople through PM Vishwakarma certificate and ID card.

Skill Upgradation: Basic Training of 5-7 days and Advanced Training of 15 days or more, with a stipend of Rs. 500 per day.

Toolkit Incentive: A toolkit incentive of upto Rs. 15,000 in the form of e-vouchers at the beginning of Basic Skill Training.

Credit Support: Collateral free 'Enterprise Development Loans' of upto Rs. 3 lakh in two tranches of Rs. 1 lakh and Rs. 2 lakh with tenures of 18 months and 30 months, respectively, at a concessional rate of interest fixed at 5%, with Government of India subvention to the extent of 8%. Beneficiaries who have completed Basic Training will be eligible to avail the first tranche of credit support of upto Rs. 1 lakh. The second loan tranche will be available to beneficiaries who have availed the 1st tranche and maintained a standard loan account and have

adopted digital transactions in their business or have undergone Advanced Training.

Incentive for Digital Transaction: An amount of Re. 1 per digital transaction, upto maximum 100 transactions monthly will be credited to the beneficiary's account for each digital pay-out or receipt.

Marketing Support: Marketing support will be provided to the artisans and craftspeople in the form of quality certification, branding, onboarding on e-commerce platforms such as GeM, advertising, publicity and other marketing activities to improve linkage to value chain.

Chapter: Abbreviation

APEDA	**The Agricultural and Processed Food Products Export Development Authority**
API	Active pharmaceuticals ingredients
CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CFC	Common Facility Center
CONCOR	Container Corporation of India
CPC	Common Production Center
DGFT	Director General of Foreign Trade
DHO	District Horticulture Officer
DIC	District Industries Center
DIEPC	District Industry and Enterprise Promotion Center
DPR	Detailed Project Report
EPC	Export Promotion Council
EPCG	Export Promotion Capital Goods
FIEO	Federation of India Export Organization
FPO	Farmer Producer Organizations
FTA	Free Trade Agreement
GCC	Gulf Cooperation Council
GI	Geographical Indication
HS	Harmonized System
IC	International Cooperation
IC Engines	Internal Combustion Engines
IEC	Import Export Code
IIP	Indian Institute of Packaging
ISW	Industrial Solid Waste
ITI	Industrial Training Institute
KVK	Krishi Vigyan Kendra
MAS	Market Assistance Scheme
MSE CDP	Micro & Small Enterprises - Cluster Development Programme
MSME	Micro, Small and Medium Enterprises
NHB	National Horticulture Board
NIC Code	National Industrial Classification Code
NIC	National Informatics Center
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NSDC	National Skill Development Cooperation
ODOP	One District One Product
PM FME	Pradhan Mantri Formalisation of Micro food Processing Enterprises
PMU	Project Monitoring Unit
QCI	Quality Council of India
R&D	Research & Development

RMB	Raw Material Bank
SIDBI	Small Industries Development Bank of India
SPS	Sanitary & Phytosanitary
SPV	Special Purpose Vehicle
SWOT	Strength, Weakness, Opportunities, Threats
TBT	Technical Barriers to Trade
UAE	United Arab Emirates
UK	United Kingdom
JK	Jammu & Kashmir
JKTPO	Jammu & Kashmir Trade Promotion Organization
USA	United States of America

Government of Jammu & Kashmir
Agriculture Production Department
Civil Secretariat, Srinagar/Jammu

Subject: Revised Modified High Density Plantation Scheme for Apple, Walnut, Almond, Cherry, Mango, Litchi, Olive etc.

Reference: Administrative Council Decision No. 161/14/2022 dated: 19-12-2022.

Government Order No. 425 – JK (APD) of 2022
Dated: 27 -12-2022

Sanction is hereby accorded to the adoption and implementation of Revised Modified High Density Plantation Scheme for Apple, Pear, Cherry, Olive, Mango, Litchi, Citrus, Guava, Almond, Walnut, Kiwi and Dragon Fruit covering the area of 5500 Hectare over a period of 5 years (2022-23 to 2026-27) with provision of 50% overall subsidy without specifying the components in respect of 12 crops as per the mechanism enclosed at Annexure-A.

By Order of the Government of Jammu and Kashmir.

Sd/-
(Atal Dulloo), IAS
Financial Commissioner
(Additional Chief Secretary)
Agriculture Production Department

No. Horti-Plg/13/2022 CC: 209524 Dated: 27.12.2022

Copy to the :-

1. Financial Commissioner, Finance Department.
2. Principal Secretary to the Hon'ble Lieutenant Governor of J&K.
3. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
4. Managing Director, National Agriculture Cooperative Marketing Federation of India (NAFED) Ltd.
5. Commissioner/Secretary to the Government, General Administration Department.
6. Director Archives, Archaeology and Museums, J&K.
7. Director, Horticulture, Kashmir/Jammu. Horticulture Department shall Execute Memorandum of Understanding (MoU) as per the approved draft annexure-B.
8. Director Horticulture (P&M), J&K.
9. Managing Director, J&K HPMC Ltd.
10. Private Secretary to Advisor to Hon'ble Lieutenant Governor of J&K.
11. Private Secretary to the Chief Secretary, J&K.
12. Pvt. Secretary to Financial Commissioner (Additional Chief Secretary) Agriculture Production Department.
13. Concerned Officers.
14. Govt. Order/stock file.
15. I/c Website.

27/12/22
Manjeev Kumar
Assistant Director (Plg)

Government of Jammu & Kashmir
Agriculture Production Department
Civil Secretariat, Srinagar/Jammu

Subject: Revised Modified High Density Plantation Scheme for Apple, Walnut, Almond, Cherry, Mango, Litchi, Olive etc.

Reference: Administrative Council Decision No. 161/14/2022 dated: 19-12-2022.

Government Order No. 425 – JK (APD) of 2022
Dated: 27- -12-2022

Sanction is hereby accorded to the adoption and implementation of Revised Modified High Density Plantation Scheme for Apple, Pear, Cherry, Olive, Mango, Litchi, Citrus, Guava, Almond, Walnut, Kiwi and Dragon Fruit covering the area of 5500 Hectare over a period of 5 years (2022-23 to 2026-27) with provision of 50% overall subsidy without specifying the components in respect of 12 crops as per the mechanism enclosed at Annexure-A.

By Order of the Government of Jammu and Kashmir.

Sd/-
(Atal Dulloo), IAS
Financial Commissioner
(Additional Chief Secretary)
Agriculture Production Department

No. Horti-Plg/13/2022 CC: 209524 Dated: 27.12.2022

Copy to the :-

1. Financial Commissioner, Finance Department.
2. Principal Secretary to the Hon'ble Lieutenant Governor of J&K.
3. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
4. Managing Director, National Agriculture Cooperative Marketing Federation of India (NAFED) Ltd.
5. Commissioner/Secretary to the Government, General Administration Department.
6. Director Archives, Archaeology and Museums, J&K
7. Director, Horticulture, Kashmir/Jammu. Horticulture Department shall Execute Memorandum of Understanding (MoU) as per the approved draft annexure-B.
8. Director Horticulture (P&M), J&K.
9. Managing Director, J&K HPMC Ltd.
10. Private Secretary to Advisor to Hon'ble Lieutenant Governor of J&K.
11. Private Secretary to the Chief Secretary, J&K.
12. Pvt. Secretary to Financial Commissioner (Additional Chief Secretary) Agriculture Production Department.
13. Concerned Officers.
14. Govt. Order/stock file.
15. I/c Website.

27/12/22
Manjeev Kumar
Assistant Director (Plg)

Annexure-"A" to Government Order No. 425 JK (APD) of 2022
Dated: 27-12-2022

Revised Modified High Density Plantation Scheme

1. **Introduction:**

High Density Plantation scheme is 100% UT funded scheme formulated to achieve the objectives of enhanced production and productivity and raising the income of farmers

2. **Qualifying Orchard area**: Minimum – 1 Kanal.
Maximum– 40 Kanals

3. **Fruit crops included in the scheme:** Apple, Pear, Cherry, Olive, Kiwi, Mango, Litchi, Citrus, Guava, Dragon fruit, Almond and Walnut(12 fruits).
4. **Duration of the scheme**: 5 years (2022-23 to 2026-27).
5. **Yearly targets:**

S. No.	Crop	Yearly target (Ha)					Total
		1st	2nd	3rd	4th	5th	
1	Apple	300	400	500	600	600	2400
2	Pear	00	15	15	20	20	70
3	Cherry	00	20	30	50	50	150
4	Olive	00	02	04	04	05	15
5	Kiwi	00	05	10	15	20	50
6	Mango	20	30	100	100	200	450
7	Litchi	10	20	30	50	50	160
8	Citrus	50	100	200	350	400	1100
9	Guava	10	20	20	100	100	250
10	Dragon Fruit	10	20	50	100	100	280
11	Almond	00	10	20	30	40	100
12	Walnut	00	25	50	150	250	475
		400	667	1029	1569	1835	5500

6. **Financial institution:**

i. J&K Bank.
ii. Any other financial institution who provides loan to the orchardistindependent of the Scheme.

7. **Financing pattern:**
   i. Subsidy Assistance – As per Crop wise per/Ha Budget definedin the scheme.
      a. Rest of the project cost:-80% Finance by the Financial Institution (Optional).
      b. 20% Borne by the farmer.

8. **Rate of interest:** As per rate structure applicable to Agriculture sector.

9. **Repayment of loan (if availed):**

   i. Capitalization of interest for 3 years.
   ii. Repayment from 4th year onward. However, if any orchardist prefers repayment earlier, there shall be no bar.

10. **Stakeholders:**

    i. Department of Horticulture.
    ii. Farmer.
    iii. Financial institution.
    iv. Private enterprise (Service Provider).
    v. NAFED.

11. **Joint Inspection Teams:**
    Joint Inspection Team (JIT) shall be constituted with the following composition for recommending the release of subsidy:-

    i. Chief Horticulture Officer concerned.
    ii. Agriculture Engineer.
    iii. Horticulture Development Officer concerned.
    iv. Representative from the Financial Institution.
    v. Farmer.
    vi. Private Enterprise.

12. **Number of inspections and payment schedule:**
    i. 1st JIT shall be conducted when instillation of Trellis, Micro Irrigation, Anti-Hail system and Plantation is complete and when the plants sprout. The Joint Inspection shall be conducted within 15 days from the date the PE makes an

application to the concerned Chief Horticulture Officer. The Joint Inspection Team (JIT) on satisfactory installation of systems and with the survival rate of more than 90% of plantation, shall recommend release of 80% assistance. In case the Joint Inspection Team is not satisfied with the installation of the systems and survival rate is found less than 90%, the deficiencies shall be pointed out to the PE, who shall make good the said deficiencies and thereafter again approach to the concerned Chief Horticulture Officer for first Joint Inspection. The JIT shall submit its recommendation/report to the concerned Bank in the District, where the beneficiary has maintained his/her bank account, within five days of its inspection. The payment shall be released by the bank to the PE within 10 days of the receipt of satisfactory joint inspection report.

ii. 2nd Joint Inspection shall be conducted within 15 days the PE applies for inspection, when the plantation comes into bearing and plants prove true to type. 20% of the remaining cost of the plant material shall be recommended by the Joint Inspection Team on satisfactory inspection, within 05 days of inspection. The assistance shall be released within 15 days by the financial institution.

iii. In respect of the fruit crops where there is no requirement of Trellis and Anti-hail Net system, the 1st Joint Inspections shall be conducted after completion of plantation and sprouting of plants and the 2nd JIT inspection shall be conducted when the plants come into bearing and prove true-to-type. After satisfactory 1st Joint Inspection, 80% of the payment shall be released. The balance 20% shall be released after satisfactory 2nd Joint Inspection

iv. In case the plant material does not prove true-to-type, the PE is bound to replace the plant material free of cost and pay the loss as assessed by the Horticulture Department. In case of failure, the balance amount (20%) shall be forfeited, and PE shall be blacklisted.

v. A copy of the Joint Inspection Reports shall also be furnished to theDirector Horticulture concerned.

13. Pattern of Subsidy:

50% overall subsidy on total worked out cost without specifying the components in respect of 12 crops as per the mechanism (OPTION-II) i.e per hectare budget as recommended by the designated committee mentioned at point 15 below as per below details .

(Rs. In Lakh)

S.No.	Fruit Crop	No. of plants per Hectare	Total cost worked out	Subsidy as per revised modified scheme (50%)	Cost to be borne by the farmer (50%)
01	Apple	3333	39.38	19.69	19.69
02	Pear	2222	32.34	16.17	16.17
03	Cherry	2222	36.79	18.4	18.4
04	Olive	1111	9.24	4.62	4.62
05	Kiwi	833	24.54	12.27	12.27
06	Mango	500	4.16	2.08	2.08
07	Litchi	400	4.08	2.04	2.04
08	Citrus	500	4.16	2.08	2.08
09	Guava	833	5.01	2.505	2.505
10	Dragon Fruit	1111	21.68	10.84	10.84
11	Almond	625	8.34	4.17	4.17
12	Walnut	277	5.41	2.705	2.705

14. Detail of crops covered, varieties & Specifications:

S.N	Crop	Root-stocks Proposed	Varieties Proposed	Specification
01	Apple	M-9	Super Chief Sandidge, Red Chief Campspur, Red velox, Oregon spur, Silver spur, Starkrimson, Gala RedLum, Gala buckey, Gala Brook-Field, Fuji Zehn Aztec, Fuji Kiku, Granny Smith, Golden Delicious Reindeer, Golden Delicious Clone-B	**Two years old,5+ feathers, Height 4 feet and above**
02	Pear	Quince BA-29C,Quince C	Regal Red® Comice, Carmen,Red Anjou, Starkrimson, MR Bartlett, Santa Maria,WilliamsRouge	**Plant 5 feet height, 5+**

			HomoredPolinizers: Conference/Concorde	**feathers**
03	Cherry	GiSelA 3, GiSelA 5	Regina, Kordia, Hertford, Black Star, Grace Star, Ferovia	**2 year old Plant5 feet height, 5^+ feathers**
04	Olive	Cuttings	Leccino, coratina, Frantolo,Pendolina, Morolina	**Plant 2 year old, 3^+ feathers**
05	Kiwi	Seedling Origin	Sungold G3, M-33, M-91, Abbott, Hayward, Allison, Chieftain, Monty, Tomuri (P), Bruno, sunred	**2 year old plant.**
06	Mango	*Seedling origin/ Polyembryonic*	Amarpali, Malika, Pusa Pitamber, P. Sareshth, P. Arunima, P. Surya, Malda, Dashehari-51, Malda, ArkaSuprabhath, ArkaUdaya, Ambika.	**2 year old plantin Polybag, plant Height 3^+ feet**
07	Litchi	Seedling origin	China, Badana, Shahi, RoseScented, Gandkisampda, Gandkiyogita,	**2 years old plant with Polybag, Plant Height 3 feet.**
08	Citrus	*Seedling Origin (Carrizo, Jatti-Khatti)*	Lime, Mosambi, Malta, Kinnow,Daisy, w-morcott	**2 year old plantin Polybag, plant Height 3^+ feet.**
09	Guava	*Seedling origin /PusaSngin*	Allahabad Safeda, Sheweta, L-49, Punjab Pink, HissarSurkha, Taiwan Guava, KG Guava, Arka Kiran, Arka Purnima.	**2 year old plantin Polybag, plant Height 3^+ feet**
10	Dragon	Cutting	Alice, American Beauty, Dark star, Delight, Blood Mary, Yellow Dragon fruit,	**8-10 inch longin polybags**
11	Almond	Garnem GF 677,	California Paper Shelled , Nonpareil, Merced, Drake, Pranyaj, Tuono, Primorskij	**Plant 3^+ feet height, feathered**
12	Walnut	*Juglans. regia*	Chandler, (70% or more) Fernor, Maras 12, Fernette, Franquette (p) (15%)	**Plant Height 3+ feet**

15. **Per Hectare Budget as recommended by the Designated Committee:**

(Rs in lacs)

S. N.	Fruit Crop	Cost of plants	Number of plants/ha	Trellis	Micro Irrigation	Anti Hailnet	LD*	Pit digging	VC* (2 kg/plt)	PPC*	I&M*	Total
1.	Apple	16.67	3333	9.55	1.96	5.77	1.5	2.33	1.00	0.40	0.20	39.38
2.	Pear	11.10	2222	9.44	1.72	5.77	1.5	1.55	0.66	0.40	0.20	32.34
3.	Cherry	15.55	2222	9.44	1.72	5.77	1.5	1.55	0.66	0.40	0.20	36.79
4.	Olive	4.75	1111	0.00	1.64	0.00	1.5	0.66	0.29	0.20	0.20	9.24
5.	Kiwi	4.15	833	16.32	1.55	0.00	1.5	0.58	0.24	0.00	0.20	24.54
6.	Mango	1.10	500	0.00	1.00	0.00	1.5	0.35	0.12	0.09	0.00	4.16
7.	Litchi	0.60	400	0.00	1.52	0.00	1.5	0.28	0.10	0.08	0.00	4.08
8.	Citrus	0.60	500	0.00	1.50	0.00	1.5	0.35	0.12	0.09	0.00	4.16
9.	Guava	0.83	833	0.00	1.55	0.00	1.5	0.77	0.20	0.16	0.00	5.01
10.	Dragon fruit	4.00	1111	13.30	1.64	0.00	1.5	0.77	0.27	0.20	0.00	21.68
11.	Almond	4.40	625	0.00	1.52	0.00	1.5	0.43	0.19	0.10	0.20	8.34
12.	Walnut	1.93	277	0.00	1.49	0.00	1.5	0.19	0.10	0.00	0.20	5.41

**LD- Land Development/ fencing.*
**PPC-Plant Protection Chemicals.*
**VC-Vermicompost.*
**I&M-Implements and Machinery.*

Note:

- ***The area under an orchard may be calculated on the basis of followingfactors and may be taken as whichever is more:-***

- ***Number of plants planted.***
- ***Net area under Trellis from anchor to anchor***
- ***The rates referred for planting material are based on the report of the Committee constituted vide Government Order No. 51-JK (Horti) of 2021dated 15.07.2021.***

16. **General Conditions:**

- A Memorandum of Understanding (MoU) shall be signed between Private Enterprise (PE), JK Bank and the Horticulture Department, clearly defining the role and responsibilities of each stakeholder.

- Before implementation of any project, a detailed project report shall be framed by the Chief Horticulture Officer in consultation with the Bank representative, PE and the farmer,

into writing, the mutually agreed modalities in-respect of the Scheme appearing hereinafter.

Now it is hereby agreed and understood by and between theparties:

1. **That the 1st party shall:-**

a. The Department shall call applications from Orchardists for establishing the High Density Orchards in prescribed format available with the concerned Chief Horticulture Officer.
b. The application must specify the crop to be planted and preference of Private Enterprise (PE) of his/her choice from the list of Service Providers.
c. Chief Horticulture Officer shall finalize the list after ascertaining the feasibility of land and availability of planting material with that particular PE. In case of non-feasible land, the application shall be rejected with valid reasons. In case the plant material is not available with that particular PE, the orchardist shall be offered the choice of other PEs. The CHO shall also keep in consideration the targets of High Density Plantation, allotted to his District on the basis of budget allocation.
d. The Chief Horticulture Officer shall prepare the DPR in consultation with the orchardist, the PE and the Bank authorities with all details like crop/varieties, trellis, micro irrigation, anti-hail net, specifications of all the components, farmers share, loan amount and subsidy besides, timeline for completion.
e. The Chief Horticulture Officer shall provide copy of the DPR signed by all Stakeholders, to the Bank, the PE and the Farmer.
f. The Chief Horticulture Officer shall issue the work order to concerned PE with a copy to the bank, the Directorate and theFarmer.
g. All the Stakeholders are bound to abide by their responsibilities asenvisaged in the DPR/Work Order.
h. The Chief Horticulture Officer shall supervise the operation/implementation of the project by the Farmer and the PE.
i. The Chief Horticulture Officer shall provide technical guidance andawareness to the Farmer.
j. The Chief Horticulture Officer shall facilitate the Joint Inspection asper schedule and release of subsidy to the PE.

2. **That the 2nd party shall:-**

a. The Private Enterprise will be responsible for import of planting material of recommended varieties strictly, as per the Provisions ofPlant Protection & Quarantine Order, 2003.
b. The plant material so imported shall necessarily be kept in PEQfacility and necessary SoPs shall be followed.
c. Facilitate the inspection of the imported plant material by the Designated Committee.
d. Immediately share the details of imported plant material with the Horticulture Department on the basis of which targets shall befinalized by the Department.
e. The process of establishment of High Density Plantation shall becompleted within the prescribed timeline as per the DPR.
f. Receive the list of beneficiaries from the concerned Chief Horticulture Officer.
g. To provide bank guarantee against the mobilization advance, ifneeded.
h. Arrange material for other components (Trellis system, drip Irrigation, anti-hail net and other machinery/equipment, whereverrequired) as per specifications given in the Scheme.
i. Provide training to the concerned farmers/growers.
j. Nominate representative for the JIT.
k. Furnish project wise status report on monthly basis to the concerned CHO.
l. Receive payments from the Financial Institution, as per the guidelines of the Scheme.
m. Replace the dried plant material, if any, in the first year.
n. Do handholding for three years by way of inspection, advice and implementation of corrective measures (Trellis/Drip, irrigation/Anti- hail net), if any required.

3. **That the 3rd party shall:-**

a. The Financial Institution shall create Special Cells at Zonal/Divisional/ Headquarter level for implementation of the Scheme.
b. Advise the Branch in the area to accept the equity from the Farmer and Collateral and sanction the loan to willing Farmer within prescribed time lines.
c. Receive grant from the Government which shall be apportioned and released as per the guidelines of the Scheme on the recommendations of Joint Inspection Team (JIT), within the prescribed timelines.
d. Release mobilization advance to the Private Enterprise against bankguarantee/ any other instrument.

e. Nominate an Officer as JIT member for inspection/audit of the orchard(s) and sign work completion certificate as member of the JIT, which shall be prerequisite for releasing the payment as per theschedule.
f. Release of subsidy in case of farmers who have not availed the loan in the same manner, as in the case of farmers, who have availed the loan.

General Terms and Conditions:-

I. In case of any dispute between the parties, the matter shall be referred to Administrative Secretary, Horticulture Department for arbitration in terms of J&K Arbitration and Conciliation Act, 1997 who shall act as sole arbitrator whose decision shall be binding upon all parties.
II. The farmer shall have the option of availing institutional finance depending upon his choice or provide entire share out of his ownresources.
III. All the covenants of the scheme issued vide Government Order No. _____shall be binding on all the parties involved.
IV. The empaneled Private Enterprises shall have to keep plants in their own approved Post-Entry Quarantine (PEQ) facility in the UT of Jammu & Kashmir under strict supervision of the Horticulture Department/ Plant Quarantine Directorate (PQD)/ Designated Inspection Authority (DIA). The imported plant material shall be inspected at entry port, at PEQ facility by the PQD/DIA. Certificates of PQD/DIA are to be invariably provided.
V. The 1st party reserves the right to allot areas, district-wise/ village- wise to all the private enterprises.
VI. The rates for specified types of plantation shall be notified by the1st party from time to time.
VII. 2nd party shall establish registered nurseries for development of root stock/ gene bank in the UT of J&K for localized production of quality planting material.
VIII. In case material supplied by the empanelled private enterprise are not found as per specifications of 1st party, the same shall be rejected and the PE shall lift the supplies at his own risk and cost.

In Witness whereof,

The parties after understanding the contents of this memorandum of understanding have put their hands to this MOU in presence of the witnesses on the day, month and year

in which all the details like area to be covered, crop/varieties to be planted, time line of completion of project, amount of subsidy, farmers share and other relevant details, as required, shall be mentioned. This document shall serve as a guidance book and all the Stakeholders are bound to follow the responsibilities assigned therein.

- The Farmer shall have the option to avail the loan as prescribed in the Scheme or may remit his/her share in totality in the bank. In both the cases, same procedure like conduct of Joint Inspections, release of assistance, time lines etc, shall have to be followed. In latter case, the responsibility of title verification of the land rests with the concerned Chief Horticulture Officer.
- The draft of MoU to be signed between the Stakeholders, duly vetted by the Department of Law, Justice and Parliamentary Affairs is enclosed as **"Annexure B"** to this Scheme.
- The Task Force constituted vide Government Order No. 168-Agri of 2015 dated 16.06.2015 shall continue to evaluate and suggest the corrective measures, if any, required during setting up of the orchardunder the Scheme.
- The specification, estimates of Trellis, Micro Irrigation and Anti-hail Net System have been finalized by the Committee constituted for the purpose and form a part of the Scheme.
- Private Enterprise shall be entitled to 1% of the total cost of the project as incentive from the Government on successful setting up of an orchard, out of the funds provided under High Density Plantation component (CAPEX).
- The empanelled Service Providers are bound not to establish orchards on their own in private sector, outside the ambit of this Scheme.
- If an orchardist wishes to avail subsidy under other components available under MIDH like Creation of Water Source, Pack house, Machinery etc., preference must be given to such orchardists.

17. **Roles and Responsibilities of Stake Holders:**

i. **The UT Government-Horticulture Department:**

a. The Department shall call applications from Orchardists for establishing the High Density Orchards in prescribed format available with the concerned Chief Horticulture Officer.
b. The application must specify the crop to be planted and preference of Private Enterprise (PE) of his/her choice from the list of Service Providers.

c. Chief Horticulture Officer shall finalize the list after ascertaining the feasibility of land and availability of planting material with that particular PE. In case of non-feasible land, the application shall be rejected with valid reasons. In case the plant material is not available with that particular PE, the orchardist shall be offered the choice of other PEs. The CHO shall also keep in consideration the targets of High Density Plantation, allotted to his District on the basis of budget allocation.
d. The Chief Horticulture Officer shall prepare the DPR in consultation with the orchardist, the PE and the Bank authorities with all details like crop/varieties, trellis, micro irrigation, anti-hail net, specifications of all the components, farmers share, loan amount and subsidy besides, timeline for completion.
e. The Chief Horticulture Officer shall provide copy of the DPR signed by all Stakeholders, to the Bank, the PE and the Farmer.
f. The Chief Horticulture Officer shall issue the work order to concerned PE with a copy to the bank, the Directorate and theFarmer.
g. All the Stakeholders are bound to abide by their responsibilities asenvisaged in the DPR/Work Order.
h. The Chief Horticulture Officer shall supervise the operation/implementation of the project by the Farmer and the PE.
i. The Chief Horticulture Officer shall provide technical guidance andawareness to the Farmer.
j. The Chief Horticulture Officer shall facilitate the Joint Inspection asper schedule and release of subsidy to the PE.

ii. **<u>The Farmer:</u>**

a. Submission of application to the concerned Chief Horticulture Officer, along with land details (ownership proof) to avail benefits of the Scheme, with preference of crop and the Private Enterprise.
b. Land preparation and other activities like fencing, water sourcecreation and suitability of land before plantation.
c. Deposit his/her share (equity) as per approved DPR, with the bank and collateral to the extent of loan component as prescribed by the concerned financial institution in case the loan is availed.
d. Shall be responsible for periodic maintenance of the project.
e. Undergo training and attend awareness camps organized by theHorticulture Department jointly with other Stakeholders.
f. Provide periodical feedback about the status of the project to theconcerned Chief Horticulture Officer/Financial Institution.

g. Repay regularly the term loan after moratorium period from 4th year in case loan is availed.
h. Sign Joint Inspection Reports alongwith allied documents at the timeof Joint Inspection for release of subsidy.

iii. **The Financial Institution-Designated Bank:**

a. Create Special Cells at Zonal/Divisional / Headquarter level for implementation of the Scheme.
b. Advise the Branch in the area to accept the equity from the Farmer and Collateral and sanction the loan to willing Farmer withinprescribed time lines.
c. Receive grant from the Government which shall be apportioned and released as per the guidelines of the Scheme on the recommendations of Joint Inspection Team (JIT), within the prescribed timelines.
d. Release mobilization advance to the Private Enterprise against bankguarantee/ any other instrument.
e. Nominate an Officer as JIT member for inspection/audit of the orchard(s) and sign work completion certificate as member of the JIT, which shall be prerequisite for releasing the payment as per theschedule.
f. Release of subsidy in case of farmers who have not availed the loan in the same manner, as in the case of farmers, who have availed the loan.

iv. **The Private Enterprise:**

a. The Private Enterprise will be responsible for import of planting material of recommended varieties strictly as per the Provisions ofPlant Protection & Quarantine Order, 2003.
b. The plant material so imported shall necessarily be kept in PEQfacility and necessary SoPs shall be followed.
c. Facilitate the inspection of the imported plant material by the Designated Committee.
d. Immediately share the details of imported plant material with the Horticulture Department on the basis of which targets shall be finalized by the Department.
e. The process of establishment of High Density Plantation shall becompleted within the prescribed timeline as per the DPR.
f. Receive the list of beneficiaries from the concerned Chief Horticulture Officer.
g. To provide bank guarantee against the mobilization advance, ifneeded.
h. Arrange material for other components (Trellis system, drip Irrigation, anti-hail net and other machinery/ equipment, whereverrequired) as per specifications given in the Scheme.
i. Provide training to the concerned farmers/growers.
j. Nominate representative for the JIT.

k. Furnish project wise status report on monthly basis to the concerned CHO.
l. Receive payments from the Financial Institution, as per the guidelines of the Scheme.
m. Replace the dried plant material, if any, in the first year.
n. Do handholding for three years by way of inspection, advice and implementation of corrective measures (Trellis/Drip, Irrigation/Anti- hail net), if any required.

v. **The NAFED:**

a. Shall facilitate the PEs in Import of the planting material of specifiedqualities from the identified countries.
b. Shall install a Hi-Tech Quality Control Lab in the UT of J&K, for certification, as per the International Standards.
c. Shall install Virus Indexing Labs in the UT of J&K.
d. Shall facilitate the Private Entropies (PEs) in arranging other components like Trellis System, Drip Irrigation, Anti-Hail Net and other Machinery/Equipments, as per specifications given in the Scheme.
e. Shall provide Training to the farmers/growers.
f. Shall guide the UT Government for promotion of the Scheme.
g. Shall frame the policy for efficient Marketing of fruit crops throughout the country and for export to the other countries.

Annexure-B

DRAFT - MEMORANDUM OF UNDERSTANDING

This Memorandum of understanding is made in Srinagar on day of___and executed between:-

1. Horticulture Department, Government of Jammu & Kashmir
2. Private Enterprise.
3. Financial Institution.

Whereas, the J&K Government has approved Implementation of High Density Plantation Scheme in the UT of Jammu and Kashmir during next 5 years (2022-23 to 2026-27) over targeted orchard area of 5500 Ha.

Whereas the details of the scheme have been issued vide Government Order No._____.

Whereas the parties hereto by this indenture want to reduce

mentioned above.

1st party	2nd party	3rd party
Horticulture Department, Government of Jammu & Kashmir	**Private Enterprise**	**The Jammu and Kashmir Bank Limit**

Witnesses: