



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



District Export Action Plan
Bandipora

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1. Chapter: About District Bandipora

1.1. Introduction

Bandipora is newly carved District from erstwhile Baramulla District. The district is surrounded by Himalayan Mountains having Kargil District on north, Kupwara in West, Baramulla in south and Ganderbal in east. The district is a hilly & backward district with moderate climate. District Headquarters Bandipora is well connected by road. Bandipora is about 47 KM by road to Srinagar. Bandipora all along used to be a well known town which almost served as a port in old times. It used to be one of the important places of the old kingdom known as Khuaihom. During Mughal period, there were two main ports which were the source of communication between Srinagar and the Central Asian States for commercial purposes. These ports were namely, Aloosa (Ghat) and Nasoo (Bandipora). For about a century, Aloosa remained headquarter for Pargana Khuaihom. The route to Central Asia traversed through Aloosa and once Mughal emperors conferred the area of Khuaihom as "Jagir" to the family of Bandey's in Srinagar, since then the area has come to be known as "Bandipora". Bandipora in ancient and medieval times as Khuaihom had three routes which used to connect Kashmir with China, Mongolia, Kazakhstan, Kirgistan, Turkmania, Afghanistan and Iran. Bandipora is known as "Gateway of Gilgit" and Astore. Commerce was transacted with Central Asia and Ladakh region via Bandipora. Bandipora situated around the north shore of the Wular Lake, in front of the mountains, is an edging of sloping ground covered with villages.

Bandipore district (also spelt as Bandipora or Bandipur) is one of the 20 districts in the Indian union territory of Jammu and Kashmir. Bandipore town is the administrative headquarters of the district. Bandipore, a township with peculiar scenic beauty is located in the foothills of the snow-clad peaks of Harmukh overlooking the shores of Wular Lake and has produced hundreds of scholars and intellectuals. The district is famous for its tourist places such as Wular Vintage Park, Athwatoos and Gurez valley. Before 1947, this town was a big trade and literary centre of Kashmir. This district was carved out from the erstwhile Baramulla district in 2007. The district is bounded by Kupwara district from the north, Baramulla district from west and Kargil district in Ladakh and Ganderbal district from the east. This district occupies an area of 398 km². The district has a population of 392,232 as per 2011 census.

The district comprises seven tehsils: Ajas, Aloosa, Bandipore, Sumbal, Hajin, Gurez and Tulail. The district has three Vidhan Sabha constituencies: Gurez, Bandipore and Sonawari. All of these are part of Baramulla Lok Sabha constituency. The district comprises twelve community development blocks: Aloosa, Arin, Baktoor, Bandipore, Bonkoot, Ganastan, Gurez, Hajin, Naidkhai, Nowgam, Sumbal and Tulail.





2. District Profile

I. Topography

Farming in Bandipora is the main occupation as more than 80% of the working population is engaged with it, thus has made district as one of the important district of Jammu and Kashmir. The main income of the district comes from agriculture . This district consist of hill Stations and and Tourist destination. District Headquarters Bandipora is well connected by road . Industrial Sector has been declared as main vehicle for accelerating economic activity besides providing employment to the unemployed youth. The topography of the new District represents a mix of beautiful mountains and streams offering tremendous potential for developing scenic and adventure tourism. River Kishen Ganga flows through this District which has vast potential for generating hydroelectricity and also marine life. With the District Administration located nearby it should be possible for them to deploy resources moreeffectively. Nallahs Madhumati and Arin famous for trout fish flow in this District. TheWuller Lake, largest of all fresh lakes in Asia lends further attraction to this District and provides economic activity to large chunk of population. Gurez, presently a Tehsil and a Sub-Division, is a large Valley lying to the north of Kashmir is shaped somewhat like letter “W” the base and the western arm being traversed by the Kishen Ganga River and the eastern arm by the Burzil stream. The valley is surrounded on every side by lofty peaks and mountain slopes. The south east end of the Valley is occupied by superb peaks of Pir Panjal range dividing the Tilail Valley from that of Gurez which provides attraction for adventure trekking. The entire area has strategic importance as beyond Rajdhani pass the complete west and northern borders of the state run along the Line of Control. Though Kashmiri is the main language spoken in this District however,Pahari and Gojri are also being spoken in the upper areas of Tehsil Bandipora. Sheena(Darad) is the local language in Gurez and Tilail areas. Agriculture is the main activity ofthe people. However, Wuller Lake surrounding a large portion of the District, a sizablepopulation is dependent on



catching and marketing fish. Nadru, Singhara (Water nut) and Pachi (used for famous Kashmiri mat – Wagu) are Wullar products and are source of income for a section of population.

II. Attractions

Bandipora plays host to one of the famous Forest Training and Research Institute in Jammu and Kashmir. Apart from being beautiful, the Darul-Ullom-Rehamia [School for Philosophers] is the largest religious Institution in Jammu and Kashmir. It is the largest Islamic institution of Valley and Second largest in India. Bandipora is known for tracking, mountaineering and fishing. The famous Arin Nallah is home to one the most exotic Trout [Rainbow Trout, Silver Trout and Gray Trout]. The place is surrounded by areas of scenic beauty and ranges such as Sarendar, Kudara, Vewan, Mowa and Tresangam, all of which are inhabited by the Gujjars ("Bakarwals"). Although being a scenic place where peace and tranquility is in the environment

III. Demography

According to the 2011 census Bandipore district has a population of 392,232, roughly equal to the nation of Maldives. This gives it a ranking of 561st in India (out of a total of 640). The district has a population density of 1,117 inhabitants per square kilometre (2,890/sq miles). Its population growth rate over the decade 2001–2011 was 26.31%. Bandipore has a sex ratio of 899 females for every 1000 males (this varies with religion), and a literacy rate of 57.82%.

3. Industrial Estates in Bandipora

Developed Industrial Estates		
Industrial Estate	Area in Kanals	Industrial units
Sumbal	48	5
Bandipora	16	42

3.1.1. District Apex and District Level Committee

- 4.
5. In order to promote export from the UT, J&K has constituted Apex Level Export Promotion Committee and District Level Export Promotion Committee. Mentioned below is the composition of

6. UT Level Export Promotion Committee

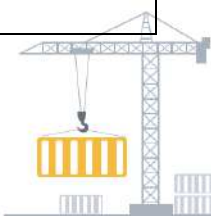
1	Chief Secretary	Chairman
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2	Administrative Secretary, Agriculture & Production Department	Member
3	Administrative Secretary, Finance Department	Member
4	Administrative Secretary Industries and Commerce Department	Member
5	Divisional Commissioner, Kashmir	Member
6	Administrative Secretary, Planning Development and Monitoring Department	Member
7	Divisional Commissioner, Jammu	Member
8	Administrative Secretary, Tourism Department	Member
9	Deputy Commissioners (All)	Member
10	Manager Director, J&K Trade Promotion Organization (JKTPO)	Convener Cum Member Secretary
11	Regional Authority of DGFT	Co-Convener
12	Representative of major Export Promotion Council viz. APEDA, WVEPC, HEPC, CEPC, FIEO, or any other similar organization recommended by the committee.	Member
13	Representative of local trade bodies of J&K viz. Jammu Chamber of Commerce/Kashmir Chamber of Commerce or any other as advised by the Committee.	Member

7. District Level Export Promotion Committee

1	District Development Commissioner	Chairman
2	Designated DGFT Regional Authority	Co-Chair
3	General Manager, DIC	Convener
4	Representative from JKTPO	Member

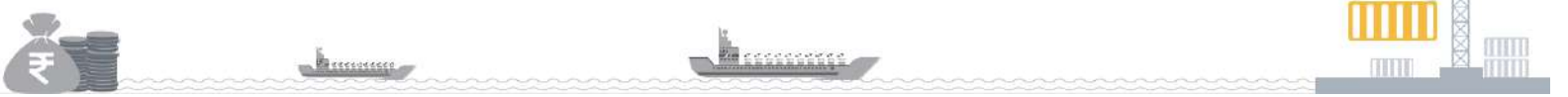


5	Nominated member from the Government (Industries & Commerce Department)	Member
6	Lead Bank Manager	Member
7	Representative-Department of MSME, Government of India	Member
8	Representative-Sector Specific Export Promotion Council	Member
9	Representative-Quality & Standards Implementation Body	Member
10	Representative from District Trade/Commerce Association	Member
11	Sector Specific Ministry in Government of India (Agriculture, Fisheries, Plantation Boards etc.	Member
12	Sector Specific Ministry of the State Government	Member
13	Sectorial Agencies Specific to product identified in each District (NABARD etc.)	Member
14	Other State Government Representatives (As per requirement)	Member

2. Chapter: Export Scenario of Jammu and Kashmir

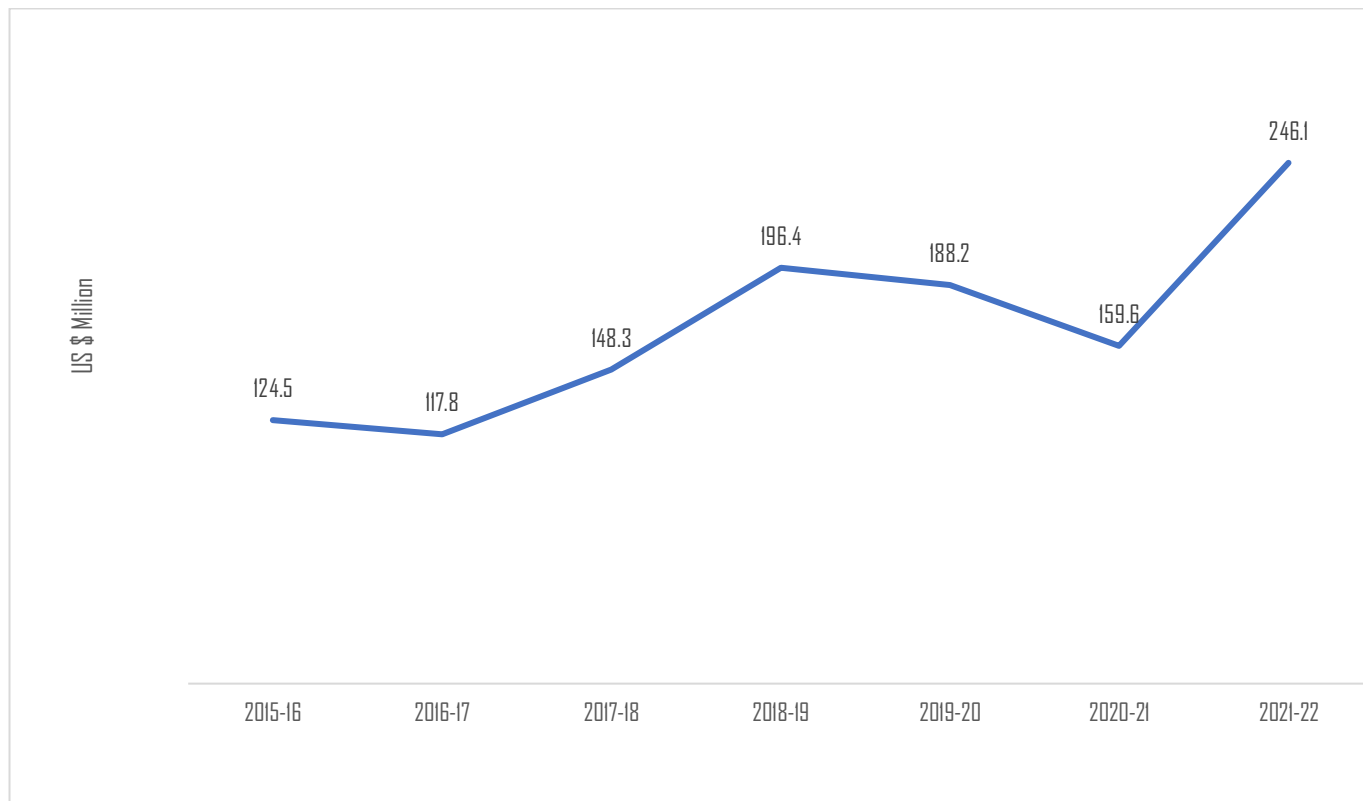
Jammu and Kashmir, known for its breathtakingly beautiful landscapes, it's also rich in various natural resources and crafts, which opens significant export opportunities. A large number of agricultural and horticultural products such as apple, saffron, walnut, basmati rice, mushkbudji rice etc., from 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.

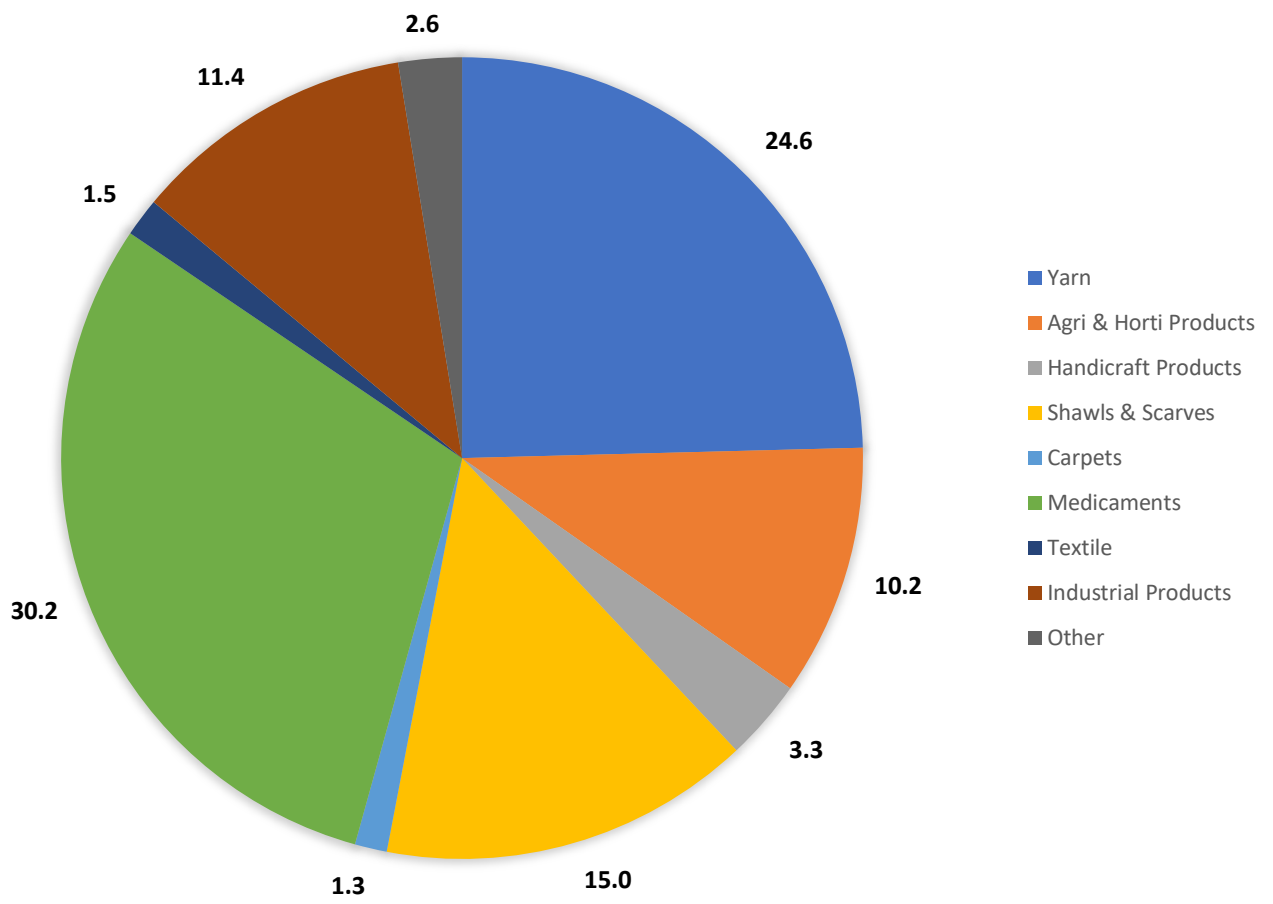
Jammu and Kashmir's rich biodiversity is home to several medicinal plant species which are exported for pharmaceutical purposes. Minerals like gypsum, limestone, sapphire, granite, and other decorative stones also make up the export list of Jammu and Kashmir.



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, whereas 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.





2.1.1. Jammu and Kashmir EPI Index

Jammu & Kashmir has emerged among top performers, reaching 1st position among UT's in Third Edition of Export Preparedness Index 2022 by Niti Aayog. J&K recorded an improvement in its score rising to 47.79 from earlier scores of 30.07. Overall ranking of J&K has improved from rank 23 to rank 17.

211



Policy

99.52

Export Promotion Policy

100.00 ●

Districts Level export plan	100.00 ●
Export promotion policy/ strategy	100.00 ●
Facilitation measures around export promotion	100.00 ●
Marketing Support for international market	100.00 ●
ODOP - District Export Plan	100.00 ●
Product Quality and standards: Information	100.00 ●
Product Quality and standards: Workshops Conducted	100.00 ●
Thrust sectors for exports	100.00 ●
Valid sector-specific policy for exports	100.00 ●

Institutional Framework

99.03 ●

Appointed Export Commissioner	100.00 ●
District Export Promotion Council (DEPC) in district	96.77 ●
Grievance redressal portal: Functional	100.00 ●
International Access: foster export	100.00 ●
State-Centre coordination cell	100.00 ●

Export Ecosystem

44.56

Export Infrastructure

69.15 ●

Agri- Export Zones - Number	25.00 ●
Area covered under Industrial Parks (EPIP, EPZs, SEZ)	0.00 ●
Existence of Trade guide	100.00 ●
Online portals for information for exporter	100.00 ●
Regional disparity: District level	57.33 ●

Trade Support

47.21 ●

Application of TIES scheme	0.00 ●
Capacity building or orientation workshops for exporters	0.93 ●
Conducted Stakeholder Interactions with exporter	100.00 ●
Initiative for maintaining Database for exporters	100.00 ●
Maintains updated district wise/sector wise database of exporter	100.00 ●
Projects approved under (TIES)	0.00 ●
Trade fairs and exhibitions: Numbers	16.36 ●

R&D Infrastructure

17.32 ●

Innovative capacity: India Innovation Index scores	31.50 ●
NABCB: Number	0.00 ●
NABL accredited labs: per exporter	8.21 ●
Research institutes per lakh of population	5.38 ●

Business Ecosystem

35.65

Business Environment

55.37 ●

Ease of doing business index	25.00 ●
Export credit to exporters: % of GSDP	1.84 ●
Increment - FDI inflow	57.12 ●
Increment - Manufacturing GVA	91.02 ●
Power cost - Power tariff (HT)	77.39 ●
Single-window clearance	100.00 ●

Infrastructure

29.85 ●

Cluster Strength	24.71 ●
Internet facilities	24.30 ●
Number of Industrial Parks	1.08 ●
Power Availability: Demand Met	71.07 ●

Transport Connectivity

21.73 ●

Cold storage facilities- Capacity	0.62 ●
Cold storage facilities- Number	1.34 ●
FTW, FTWZ & Integrated Logistics Parks	0.00 ●
Inland container depots- Area coverage	0.00 ●
LEADS index	50.00 ●
Operational Air cargo terminals	33.33 ●
Warehouse facilities- Capacity	0.00 ●
Warehouse facilities- Number	0.00 ●

Export Performance

19.39

Growth and Orientation

25.80 ●

Availing origin certificate: Number of Exporters	33.23 ●
Export growth in 3 years	38.81 ●
GI Products	19.05 ●
IEC [as a percentage of total business]	35.40 ●
Increase in number of exporters	8.70 ●
Merchandise exports to GDP ratio	2.92 ●

Export Diversification

12.98 ●

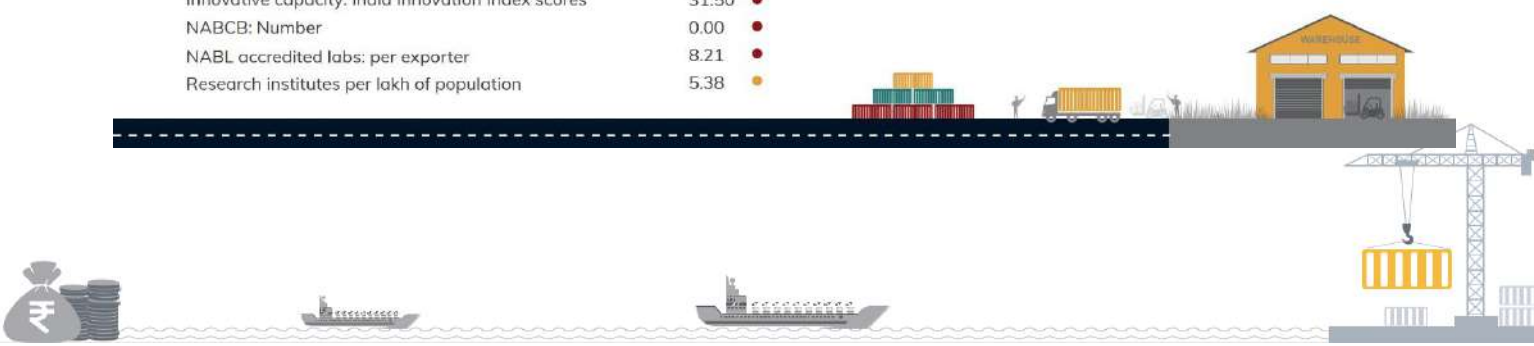
Export Concentration	0.91 ●
Market Penetration Index	26.51 ●

Overperforming ●

Performing within expected range ●

Underperforming ●

Strengths and Weaknesses are relative to 10 regions of similar GDP: Jammu and Kashmir, Himachal Pradesh, Goa, Uttarakhand, Tripura, Chandigarh, Puducherry, Meghalaya, Manipur, Sikkim



Jammu and Kashmir

Overall Rank **17**

Category Rank **7**

Category: UT/Small States

GSDP - 2020-21 (₹ Lakh)

₹11,394,311

Highest Exporting District (2021-22)

Kathua

Top District's contribution to State/UT's total exports (%)

25.17



Best Performing

Jammu and Kashmir



2.2. District as Export Hub

Districts as Export Hubs is the first project of its kind from the Indian government that aims to promote exports, manufacture goods, and create jobs at the local level. It holds States and Districts responsible for the growth of exports coming from the Districts across the nation. Rural and remote sections of the nation never had export promotion as a priority. By significantly increasing manufacturing and exports from urban areas while concentrating on fostering interest and economic activity in the rural hinterland and small towns across the nation, the Government of India hopes to support the **AtmaNirbhar** mission through this initiative and encourage new businesses to go global. Under this initiative district Bandipora has shortlisted 2 products with huge export potential



2.3.ODOP

The "One District, One Product (ODOP)" initiative was introduced in 2018 by the Ministry of Food Processing Industries to assist districts in realising their full potential, promote socio-cultural and economic development, and generate employment opportunities, particularly in rural areas. The ODOP programme aims to make the Hon'ble Prime Minister of India's vision of promoting balanced regional development across all of the nation's districts a reality.

The goal is to choose, market, and spread awareness of One Product from Each District in the nation.

- For enabling holistic socioeconomic growth across all regions
- To attract investment in the district to boost manufacturing and exports
- To generate employment in the district
- To provide an ecosystem for Innovation/ use of Technology at the District level to make them competitive with domestic as well as international market

2.3.1. ODOP of Bandipora

Bandipora has associated 3900 families with total 11000+ artisans of dealing with Sozni Embroidery work. District Bandipora has witnessed growth of ~100% with respect to Production, Artisans associated.

Kashmir Hand Embroidered Sozni Shawl is one of the most cherished acquisitions in the world. It is believed to be indigenous to Kashmir. By way of techniques the Kashmir Shawl can be categorized in two main types-the loom woven or Kani Shawl and the needle embroidered or Sozni Shawl. The needle wrought design of the shawl called Amlı Kari or sozni Kari was introduced during Afghan rule by an accomplished Kashmiri craftsmen named Hamid Ali Baba. The embroidery is exquisite and is done in a variety of designs, mainly floral. Badam (Almond) with subtle stylization often forms the dominant motif which sprang of local flowers and the chinar leaf etc, also recur in embroidery patterns.

Sozni or fine needle work done by an artisan is known as Sozankar (Raffugar). Sozankari is the exquisite execution of the darn and herring-bone stitch in cotton or silk thread. Another type of stitch used in Sozankari is vata-chiken, the buttonhole stitch used for filling of large spaces.



Sozni Embroidery Process



Capturing the design on a tracing paper

The Naqash (Designer) makes the design on a tracing paper. The designs are created either by a senior embroidery kaarigar (craftsman) or by designers.



Capturing design trace into carved wooden blocks

Once the trace is perfectly done, a wooden block is carved out to make blocks, which would be used to create imprints on the fabric



Filling the blocks with charcoal paste or chalk paste

The blocks are filled with either charcoal paste or chalk paste to impart black or white colour to the imprinted design.

Finishing

Once the embroidery is done, the shawl goes through cleaning and final finishing process



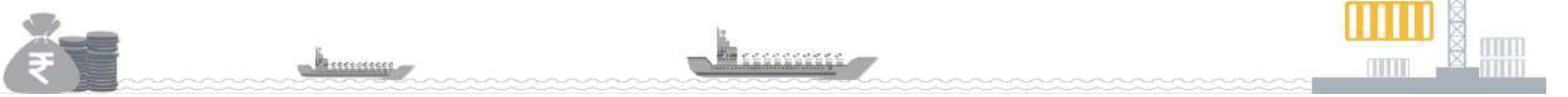
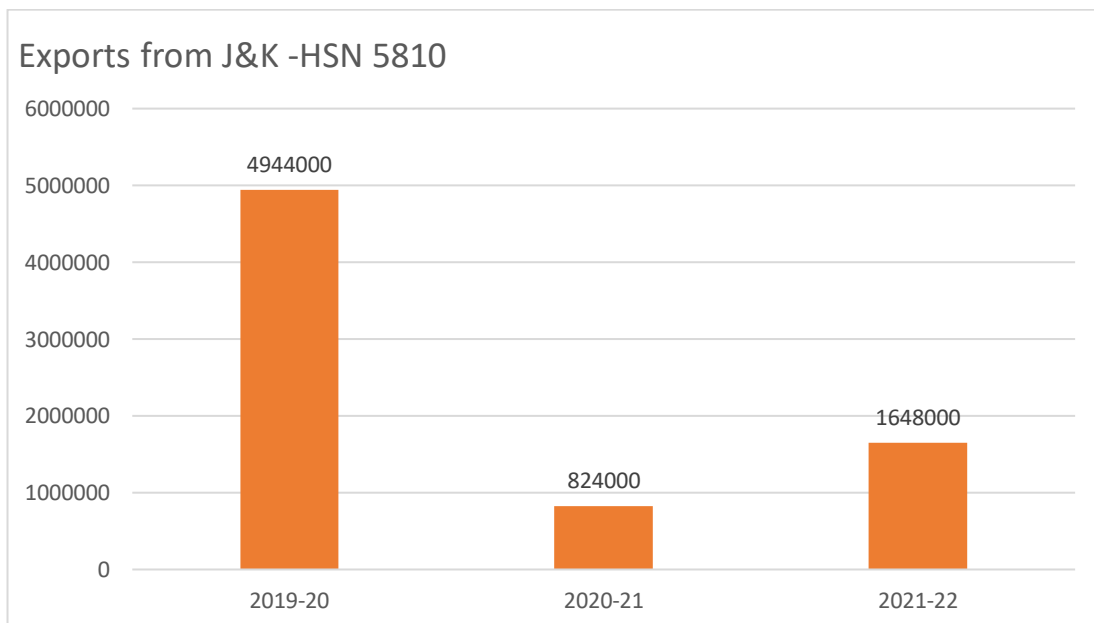
And then the Embroidery work starts

Once the design is imprinted on the fabric, the embroiderer uses a fine needle and thread to make the embroidery. The thread is usually of silk or a high quality cotton. The main point to note here is that only the artisan who starts the embroidery finishes the embroidery, as embroidery making is just like handwriting and end result varies from person to person.



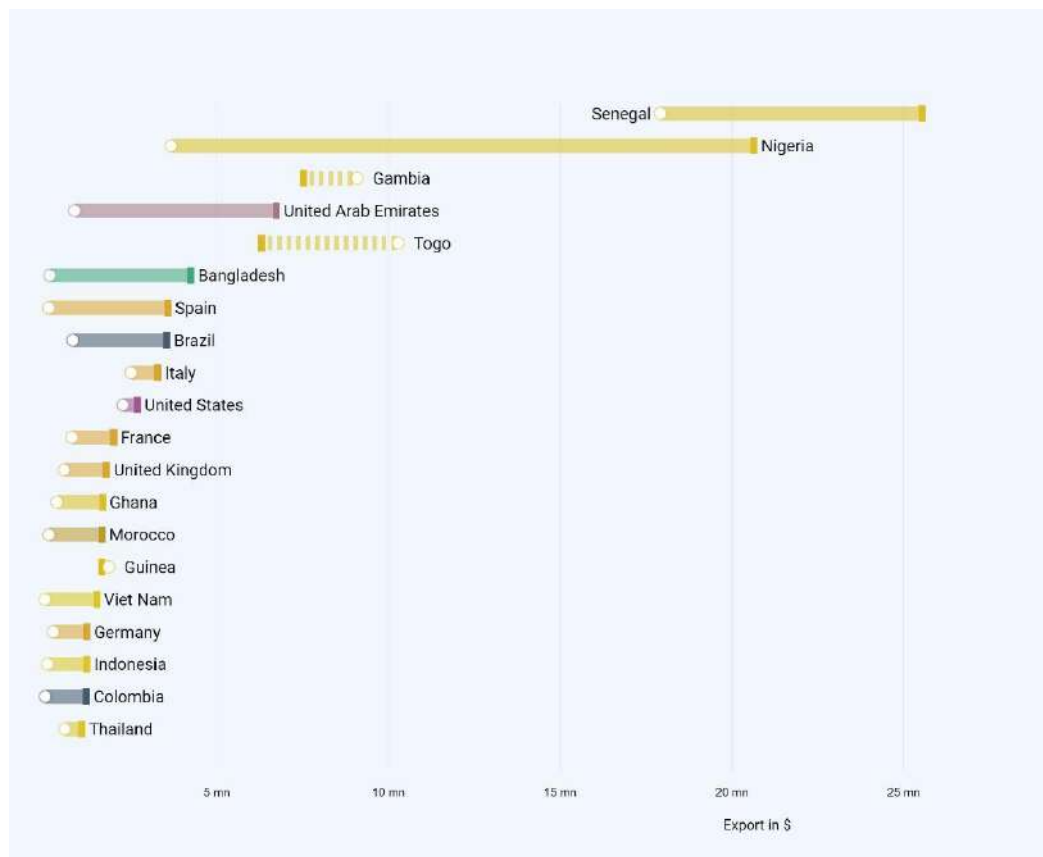
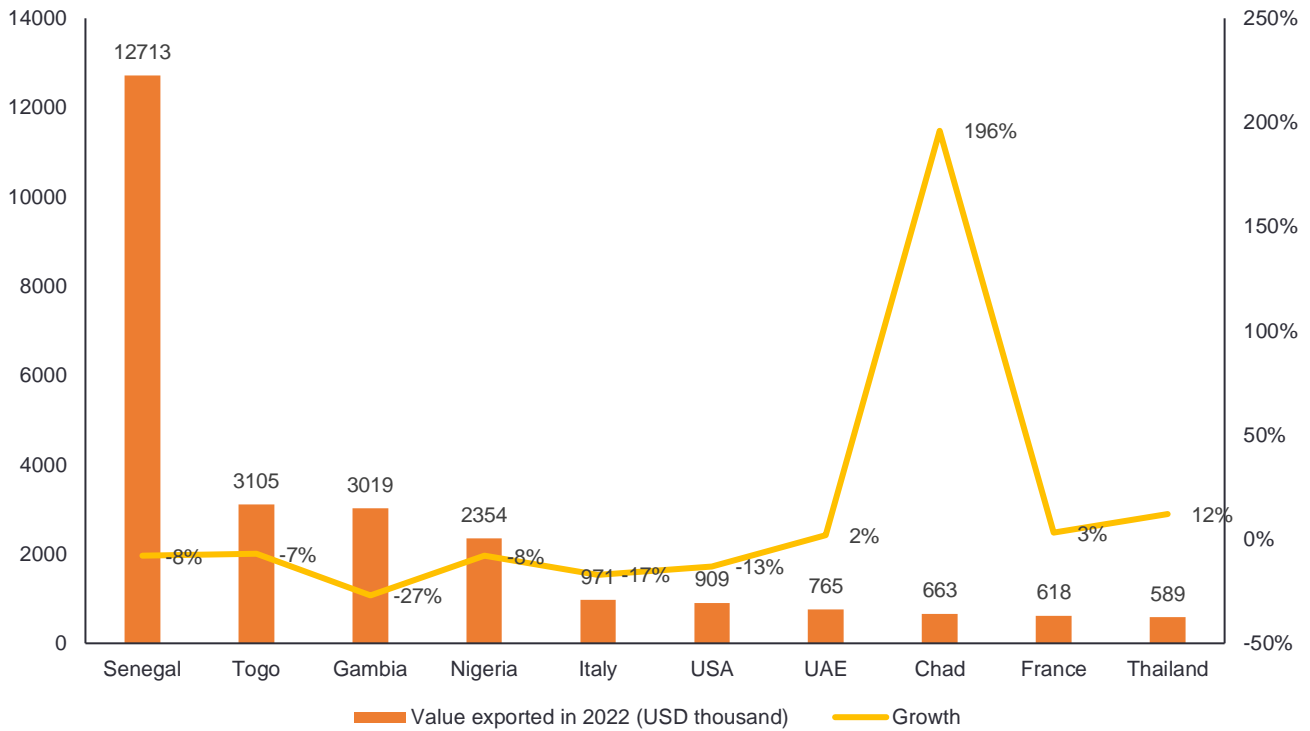
3. Chapter: Export Potential of DEH Products

3.1. Past Export Performance (Sozni)



3.2. Top Countries to whom India Exports Sozni under the HSN Code 581091.

2018-2022



Markets with potential for India's exports of Embroidery of cotton on a textile ground

- Legend
- Export potential
 - Actual exports
 - Potential to actual exports gap
 - Western Africa
 - EU & West Europe
 - Middle East
 - South & Central America
 - South Asia
 - Southeast Asia
 - North America
 - Northern Africa

ITC Export Potential Map
exportpotential.intracen.org



3.3.Export Potential of Sozni

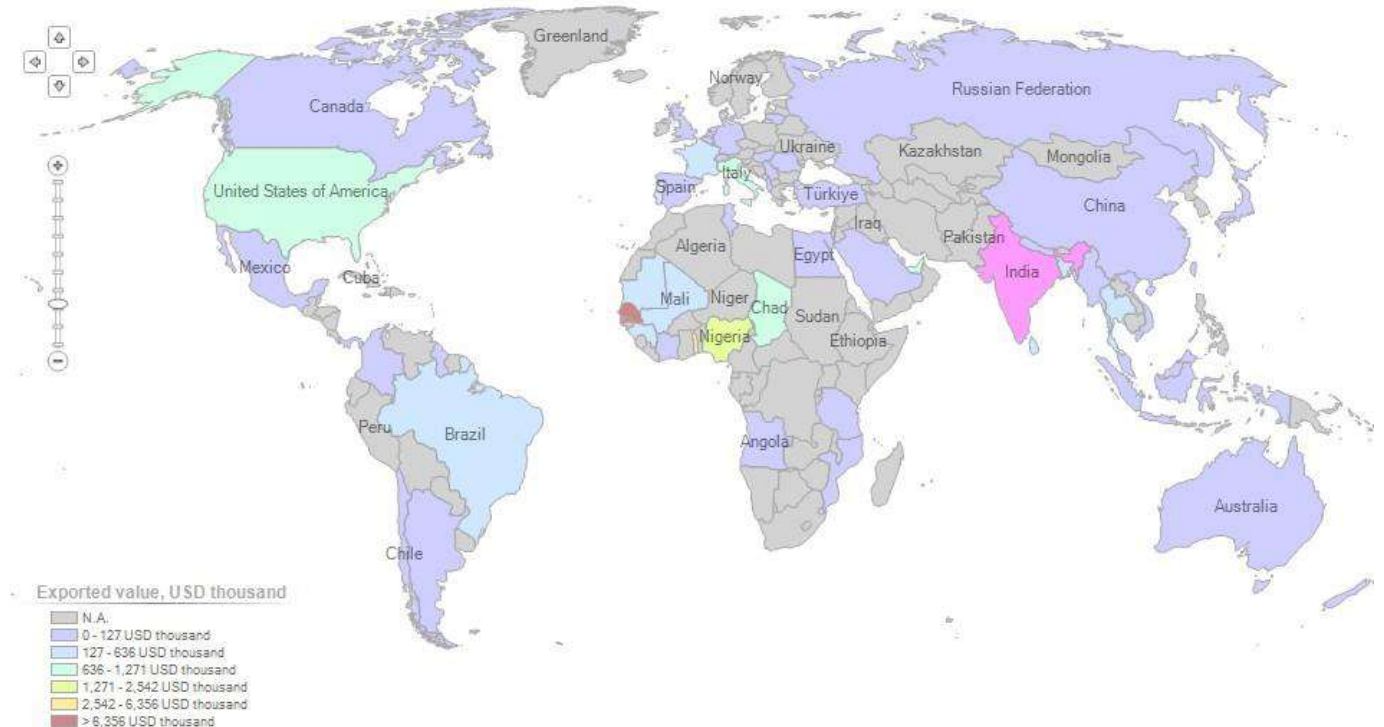
The markets with greatest potential for India's exports of 581091 Embroidery of cotton on a textile ground are Senegal, Nigeria and Gambia. Nigeria shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth **\$17 mn.**

Potential market:

1. **Immediate:** 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, Thailand and Bangladesh.**
 - b. High Growth Markets: **Gambia and Togo**
2. **Long Term:** The following countries **USA, United Kingdom, Senegal and Nigeria** 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.

List of importing markets for a product exported by India in 2022

Product : 581091 Embroidery of cotton on a textile fabric ground, in the piece, in strips or in motifs (excl. embroidery without visible ground)



3.4. Last 5 years country wise exports of Sozni (HSN 581091)

List of exporters for the selected product

Product: 581091 Embroidery of cotton on a textile fabric ground, in the piece, in strips or in motifs (excl. ...)

Unit: US Dollar thousand

Table Graph Map Companies Public tenders FDI data Standards

Download: Time Period (number of columns): 5 per page Rows per page: Default (25 per page)

HS8	Exporters	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
	World	242,720	252,213	214,490	382,893	398,342
	China	80,284	82,044	87,408	204,800	246,739
	Thailand	41,553	52,435	28,118	32,905	41,796
	India	55,448	58,622	51,553	74,641	28,837
	Austria	17,225	16,379	14,547	21,695	22,796
	Spain	3,863	4,052	2,434	4,504	16,612
	Switzerland	9,167	8,418	8,009	11,093	11,320
	United Arab Emirates	558	963	1,374	4,681	5,772
	Türkiye	2,416	990	746	2,243	2,965
	France	2,297	2,113	1,963	2,177	2,956
	Italy	6,150	5,832	2,829	4,097	2,616
	Germany	2,960	2,998	3,187	2,364	2,233
	Korea, Republic of	2,842	2,393	1,165	1,742	2,149
	United Kingdom	2,370	2,218	1,411	2,019	1,728
	Hong Kong, China	3,123	2,605	1,783	1,554	1,465

3.5. Top exporting companies of Sozni (HSN 581091)

List of exporting companies in India for the following product

Product category: Fabrics, cotton, embroidered, for clothing and household linen

Table Graph Map Companies Rows per page: Default (25 per page)

Company name	Number of product or service categories traded	Number of employees	Turnover (USD)	Country	City	Website
Alankar Textiles	11	15		India	Erode	http://www.alankartextiles.com
ATAW Worldwide	226	175		India	Ludhiana	http://www.kompass.in/ataw-worldwide
Faisel Overseas	1	750		India	Srinagar	http://www.faiseloverseas.com
Golcha Garments	116	375		India	Tirupur	http://www.kompass.in/golcha-garments
J.C.S Impex Private Limited	25	35		India	Kolkata	http://www.jcsimpex.com
K. Mohan Textiles	21	75		India	Karur	http://www.kmohantextiles.com
Kasim Textile Mills Private Limited	27	35		India	Madurai	http://www.kasimtextile.com
Katyaini Images India Private Limited	9	15		India	New Delhi	http://www.katyaini.com
Kishco Enterprises Private Limited	97	35		India	Mumbai	http://www.kishcogroup.com
Shri Lakshmi Cotsyn Limited	13	15		India	Noida	http://www.shrilakshmi.in
Sri Shanthoshwaraa Textiles Private Limited	36	35		India	Erode	http://www.shanthoshwaraatowel.com



3.6. Top Importing Countries of Sozni (HSN 581091) from India.

List of importing markets for a product exported by India ⁱ

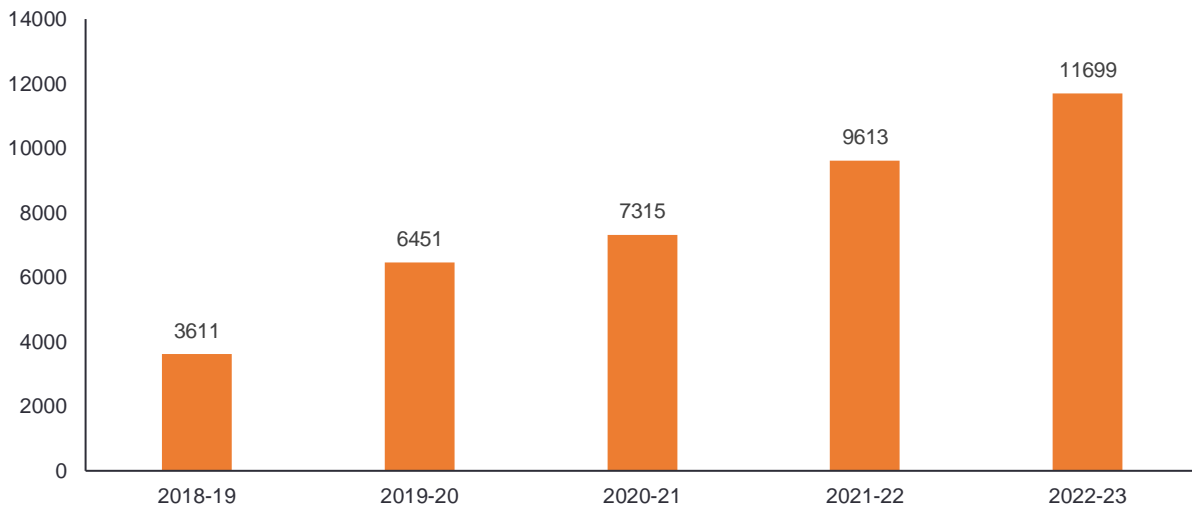
Product: 58109100 Embroidery of cotton on a textile fabric ground, in the piece, in strips or in motifs (excluding ... ^(H)

Unit: US Dollar thousand

Bilateral 0 digits	Importers	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022 ^v
	World	55,090	58,546	51,814	74,785	29,378
<input type="checkbox"/>	Senegal	22,889	18,609	13,854	25,870	13,053
<input type="checkbox"/>	Togo	6,028	10,118	12,157	19,076	3,123
<input type="checkbox"/>	Gambia	13,379	11,770	14,148	10,587	3,114
<input type="checkbox"/>	Nigeria	2,905	6,372	3,694	4,158	2,376
<input type="checkbox"/>	Italy	2,301	1,570	814	1,308	969
<input type="checkbox"/>	United States of America	1,812	1,308	584	1,016	913
<input type="checkbox"/>	United Arab Emirates	1,027	678	831	1,391	769
<input type="checkbox"/>	Chad	13	29	74	573	685
<input type="checkbox"/>	France	436	379	352	242	614
<input type="checkbox"/>	Thailand	202	1,164	778	438	604
<input type="checkbox"/>	Mauritania	0	0		378	391

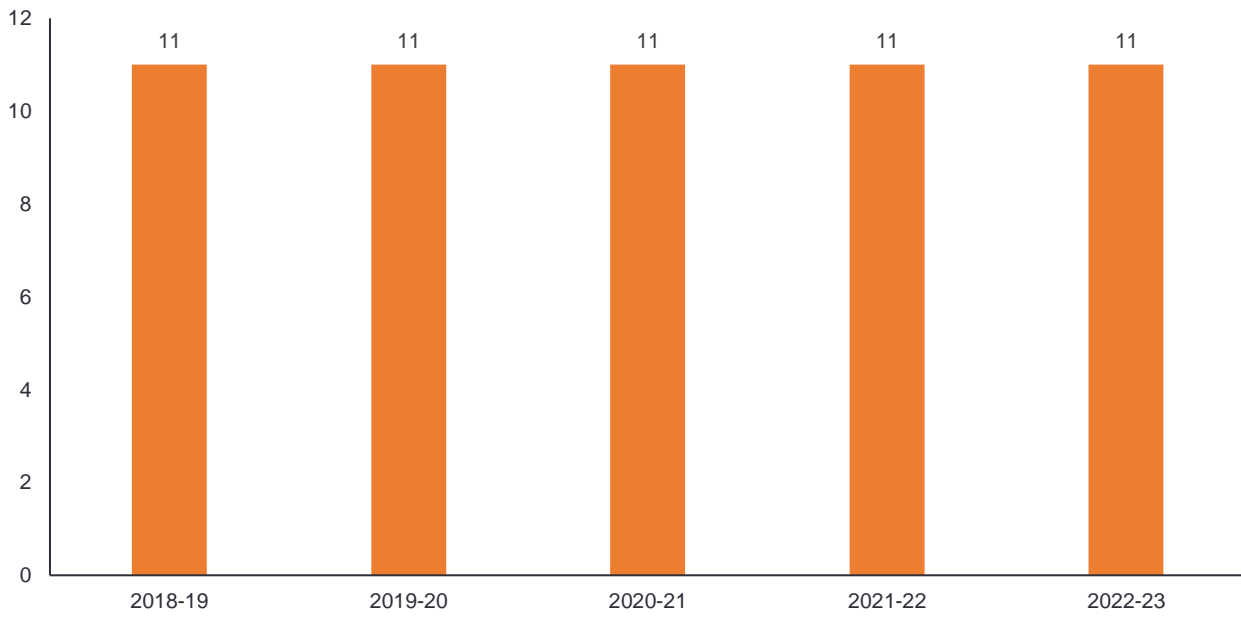
3.7. Number of Artisans in Bandipora for Sozni (5 Years)

Artisans on record (Registered)



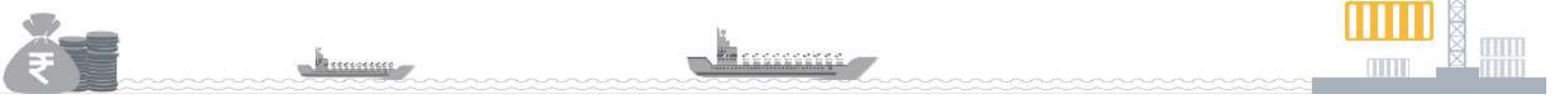
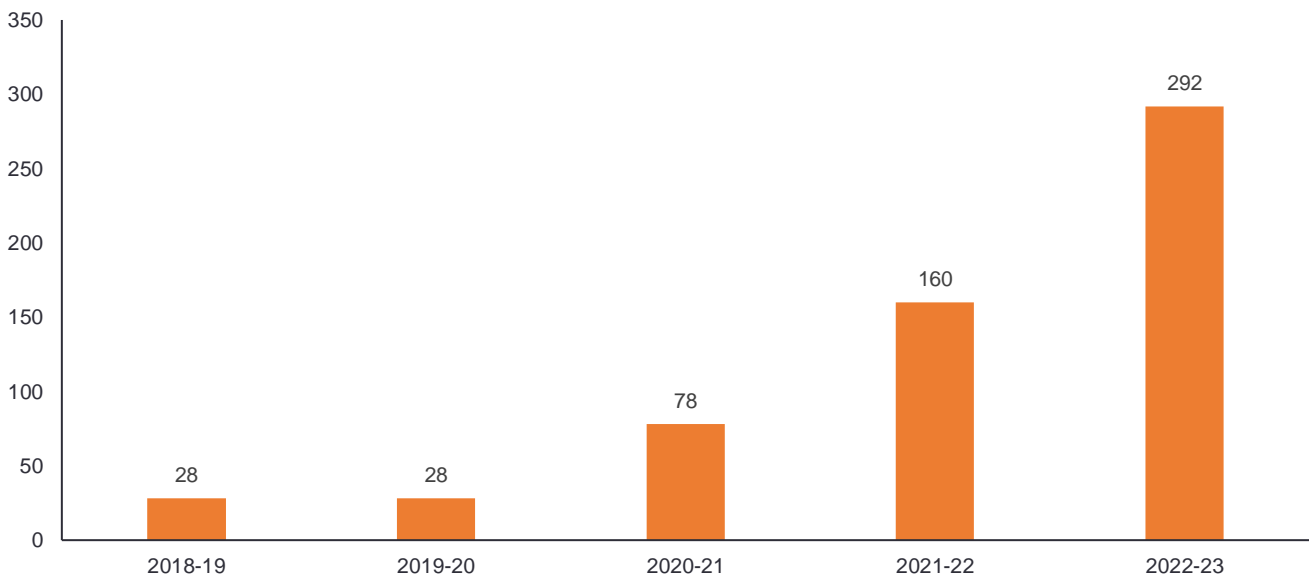
3.8. Units Registered in Bandipora for Sozni (5 Years)

Units registered



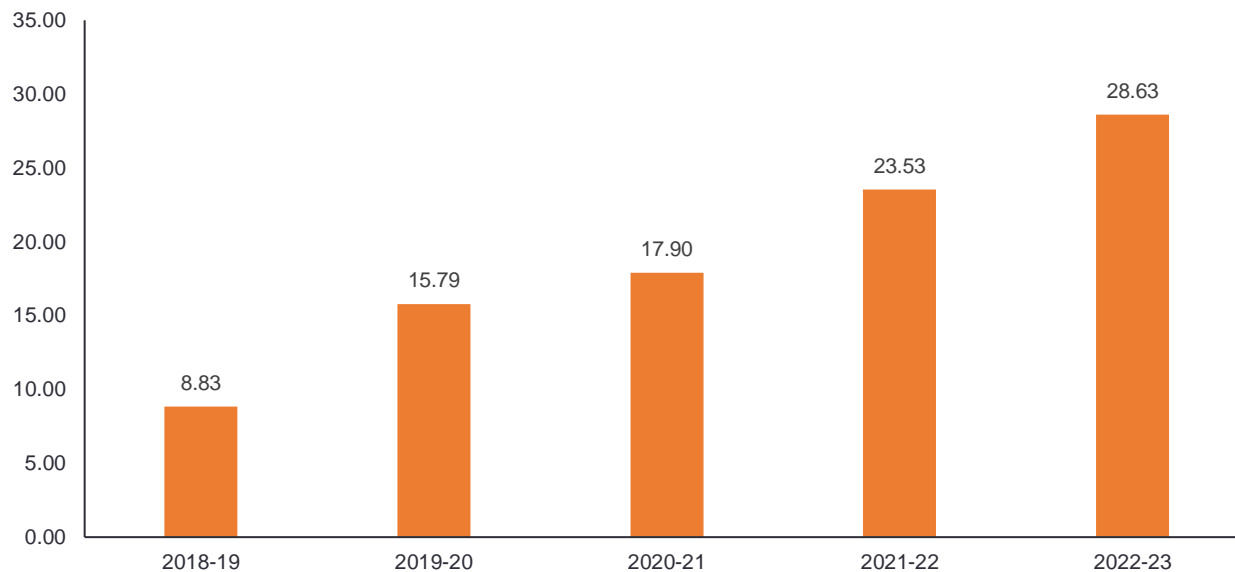
3.9. Industrial Co-operatives Registered in Bandipora for Sozni (5 Years)

Industrial Cooperatives registered



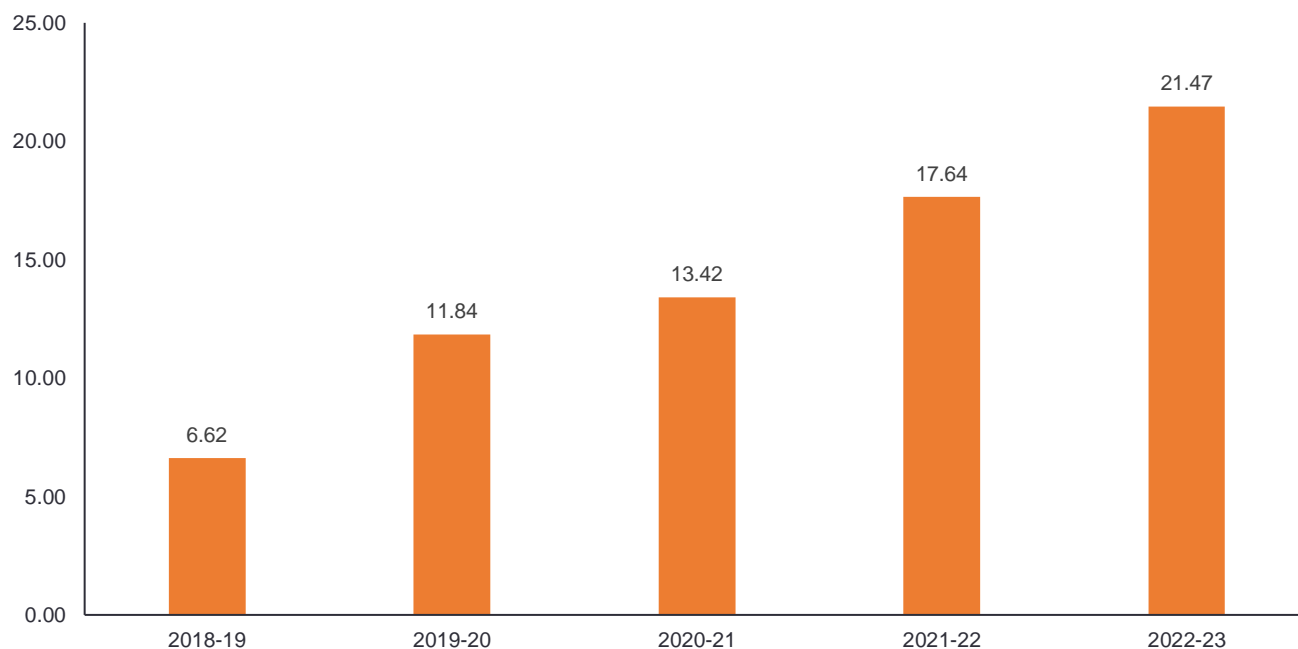
3.10. Approx. Production of Sozni from District Bandipora (5 Years)

Approximate production (in crores)



3.11. Approx. Sales of Sozni from District Bandipora (5 Years)

Approximate Sale (in crores)



3.12. Issues effecting Sozni craft in district Bandipora:

1. Common designs and patterns continuing from decades.
2. Adoption of machine-made Shawls.
3. Use of substandard Raw material.
4. Less social media advertisement/promotion.
5. Less information among Weaver community regarding methods of Export
6. Less focus on international dealing
7. Low wages of Weavers
8. Hassle free Access to finance for weavers not available.
9. Fractured supply chains



10. Limited Craftsmanship
11. Stagnant Units – no growth in units of Sozni

3.13 Interventions

The extant artisan cluster, namely the Bandipora Weaver Producer Company, nurtured under the aegis of JTFRP (World Bank Project) and guided by the expertise of the private consultancy firm Rangasutra, serves as an exemplary model for skill enrichment, design innovation, and technological integration. This well-established cluster stands poised to extend its commendable craft interventions to benefit Sozni weavers as well.

In alignment with this vision, the cluster endeavors to provide specialized skill development initiatives tailored to the nuances of Sozni craftsmanship. This includes targeted training programs, capacity-building workshops for design innovations, guidance on export compliance, packaging solutions, and comprehensive marketing linkage support. This strategic expansion aims to empower Sozni weavers with the necessary tools and knowledge, fostering their success in the global market.

Interventions for Enhancing Sozni Craft Exports:

1. **Skill Enhancement Initiatives:** Implement targeted skill development programs for Sozni weavers within the existing Bandipora Weaver Producer Company. Offer specialized training modules to enhance their proficiency in Sozni craft, ensuring a seamless transfer of traditional skills and knowledge.
2. **Design Innovation Workshops:** Conduct design innovation workshops facilitated by industry experts to introduce contemporary elements to Sozni craft. Encourage creative exploration, fostering a symbiotic blend of traditional and modern design aesthetics.
3. **Technology Integration:** Introduce modern technologies and tools to the Sozni weavers, enhancing efficiency and product quality. This includes the incorporation of digital platforms for design creation, pattern development, and virtual market access.
4. **Market Linkages and Export Assistance:** Strengthen market linkages for Sozni products by leveraging existing networks established by the Bandipora Weaver Producer Company. Extend support in navigating export compliance, facilitating smoother international trade transactions.
5. **Packaging and Branding Support:** Provide assistance in developing appealing and standardized packaging for Sozni products, aligning with international packaging standards. Additionally, offer guidance on branding strategies to enhance the market visibility of Sozni craft.
6. **Comprehensive Training Programs:** Implement comprehensive training and capacity-building programs tailored to the specific needs of Sozni weavers. Cover various aspects, including quality control, production efficiency, and adherence to international standards.
7. **Export Compliance Advisory:** Facilitate Weavers of Sozni in understanding and adhering to export compliance requirements. Offer advisory services to ensure that products meet the regulatory standards of target markets, thereby enhancing the competitiveness of Sozni craft in the global market.
8. **Marketing Linkage Support:** Extend holistic marketing linkage support, including participation in trade fairs, exhibitions, and virtual platforms. Foster collaborations with international buyers, retailers, and distributors to expand the market reach of Sozni products.
9. **Networking Opportunities:** Facilitate networking opportunities for Sozni weavers by establishing connections with industry experts, design professionals, and potential buyers. This exposure will contribute to a broader understanding of market trends and consumer preferences.



10. **Monitoring and Evaluation:** Implement a robust monitoring and evaluation framework to assess the impact of interventions. Regularly evaluate the progress of Sozni weavers, identify areas for improvement, and adapt strategies accordingly for sustained growth and success.

3.14 Financial Implications

S.no	Particulars	Implementing Agency	Timelines	Tentative cost
1	Cluster Development (Nadiyal) – Extension of existing cluster <ul style="list-style-type: none"> Setting up a Common Facility for Sozni Skill Up-gradation, Capacity Building Training, Packaging support etc. Testing Lab 	Handicraft & Handloom Dept/ DIC	T+12 Months	5.00 Cr
2	Setting up of Export Facilitation centre for Bandipora	Concerned DIC	T+6 Months	1.00 Cr
3	Special Package of Incentives for Weavers	Handicraft & Handloom	T+6 Months	2.00 Cr
4	Setting up showroom on prominent tourist spots of Bandipora (Banks or Wular Lake/Gurez/Manasbal Lake etc)	Handicraft & Handloom Dept/District Administration/ Tourism Department	T+18 Months	1.00 Cr
5	Creating “Make in Bandipora Brand” Publicity, trademark and Promotion of GI Tagging of Sozni	Handicraft & Handloom Dept	T+Months	1.00 Cr
6	Marketing and Promotion	IICT/ Handicraft & Handloom Dept/ DIC	Continues	1.00 Cr
7	Marketing Support (BSM's, Exhibitions, Trade Fairs Etc)	JKTPO / Handicraft & Handloom	Continues	0.50 Cr
	Total			11.50 Cr

ss4.0 Opportunities in Silk Carpet





Following HS Codes have been used by districts of J&K to export Carpets.

HS codes	Description
57011010	HAND-MADE
57019011	HAND-MADE
57019031	HAND-MADE
57019039	OTHER
57019090	CRPTS AND FLR CVRNGS KNOTTD OTHR THAN COTTON
57024230	CARPETS, RUGS AND MATS OF HANDLOOM

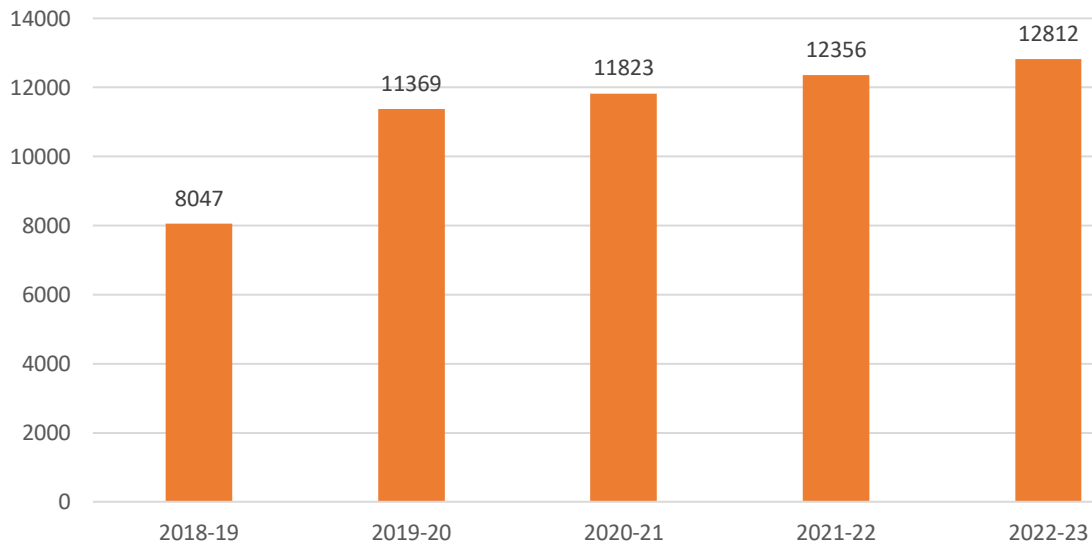
4.1 Historical Data of Carpet Exports from Jammu and Kashmir for HSN Code 57019090

Carpet Exports in USD million (57019090)			
Year	India	J&K	J&K Share
2014-15	147.05	12.94	8.8%
2015-16	140.46	10.31	7.3%
2016-17	226.35	6.97	3.1%
2017-18	141.21	7.82	5.5%
2018-19	132.61	17.11	12.9%
2019-20	119.33	20.73	17.4%
2020-21	86.5	5.8	6.7%

4.3 Artisan on record for District Bandipora

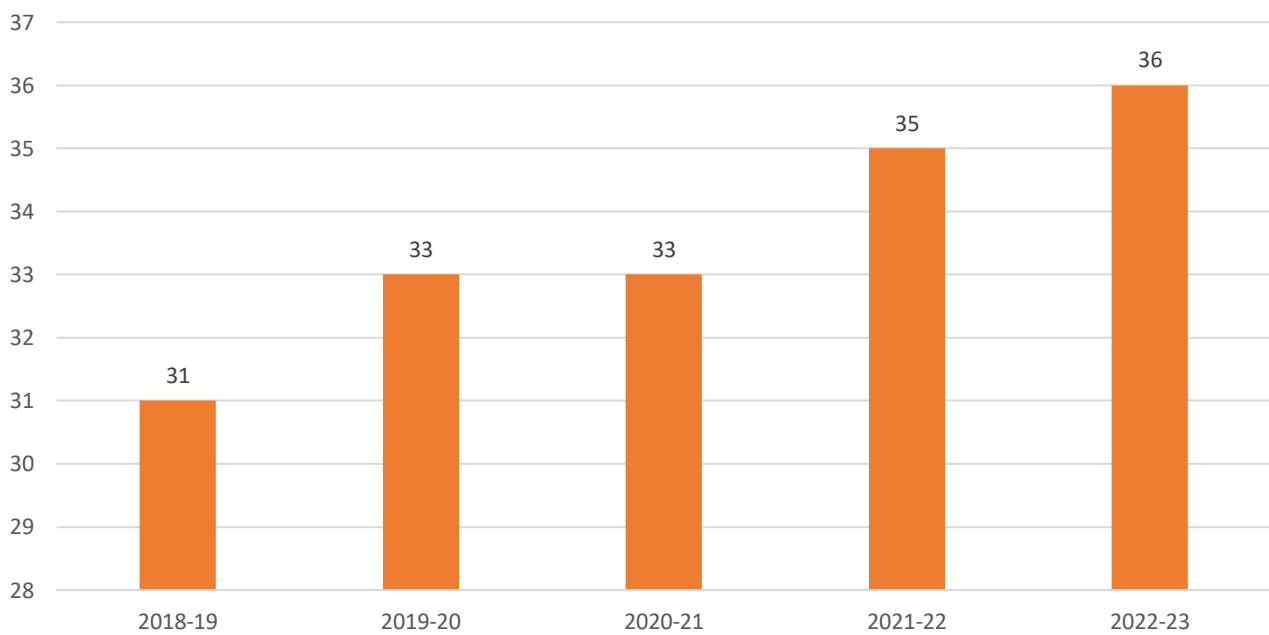


Artisans on record (Registered)



4.4 Number of Carpet Units registered in Bandipora.

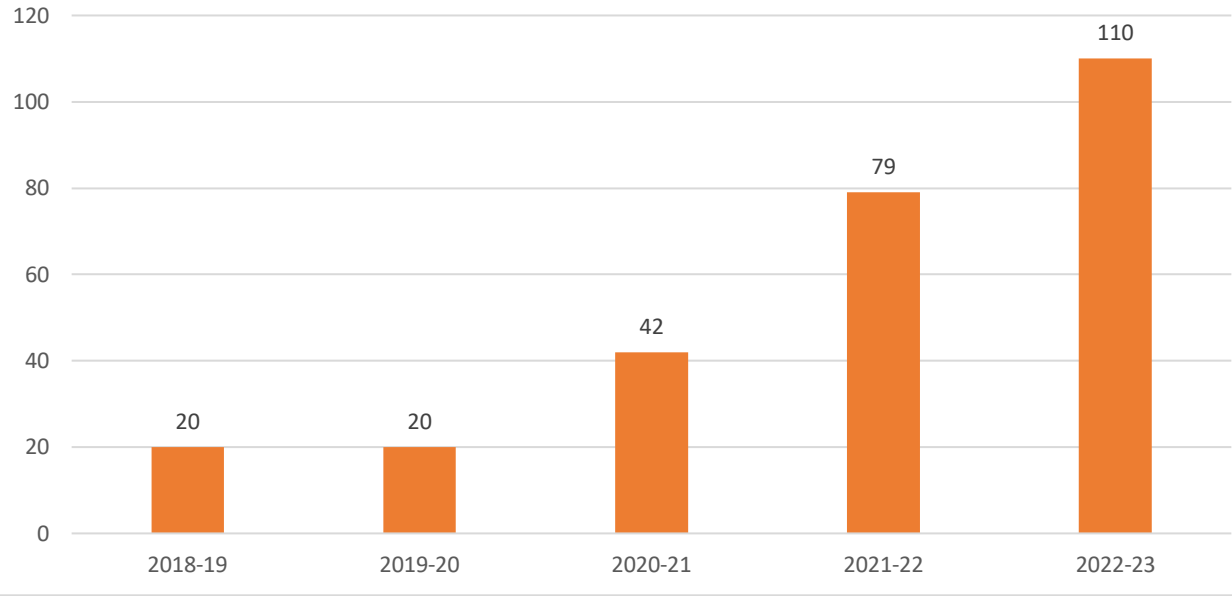
Units registered



4.5 Industrial Cooperatives registered in District Bandipora

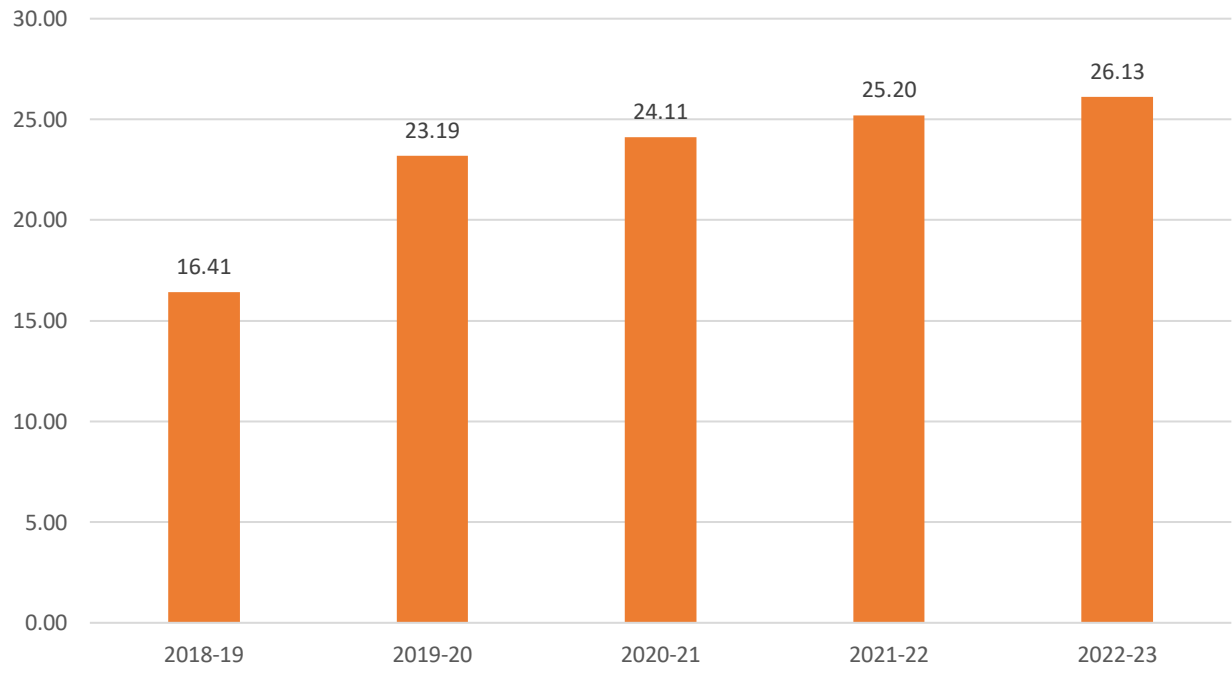


Industrial Cooperatives registered

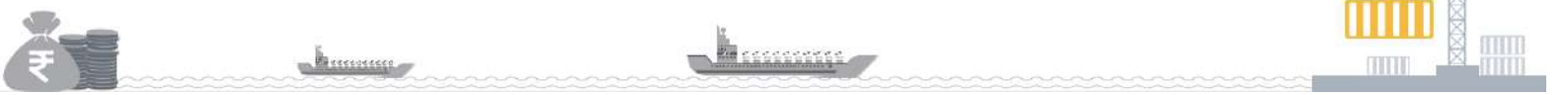


4.6 Approx. Sales of Carpets from District Bandipora

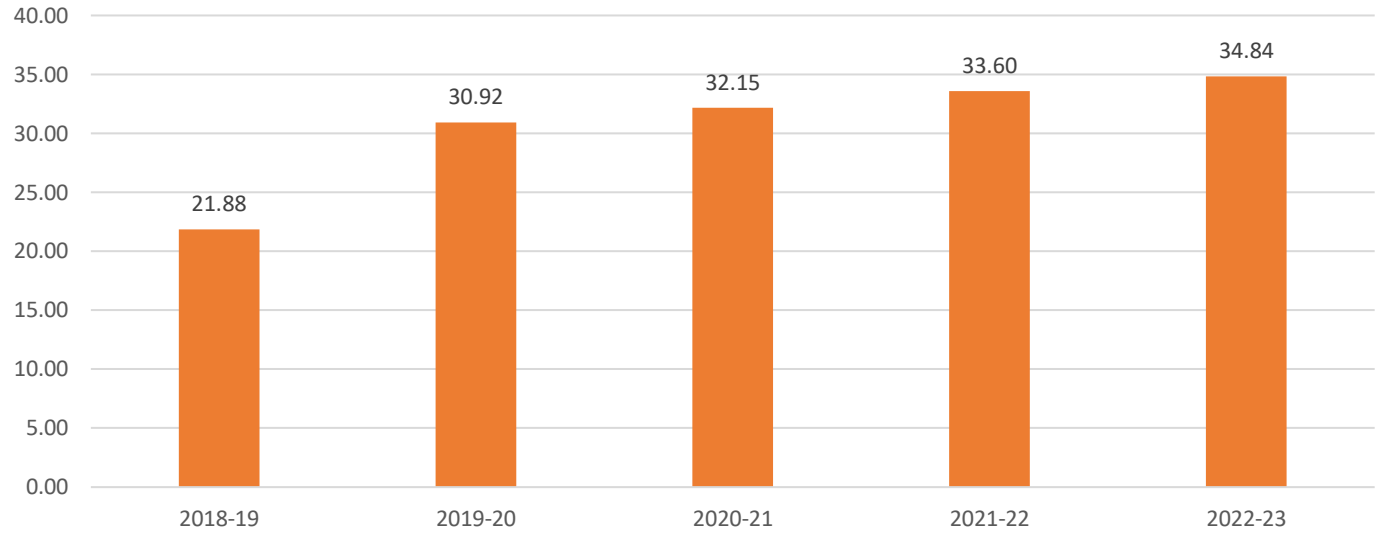
Approximate Sale (in crores)



4.7 Approx. Production of Carpets from District Bandipore



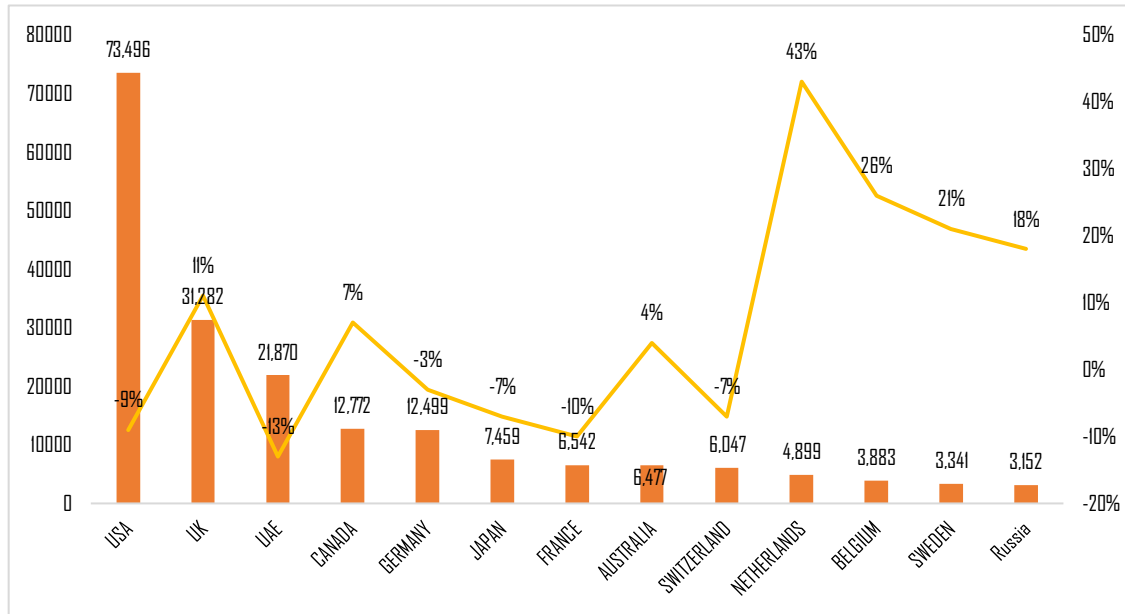
Approximate production (in crores)



4.8 Current Export Scenario from Jammu and Kashmir for Carpets

The export scenario of India and Jammu and Kashmir have been analysed basis the export statistics of HS code mentioned below, under which Carpet products are exported. Alongside are the key facts¹ pertaining to the analysed product codes.

The HS Code used for analysis is 570190. India is the 2nd largest exporter under this HSN Code



Top Importers of the Carpet under the HSN Code 570190

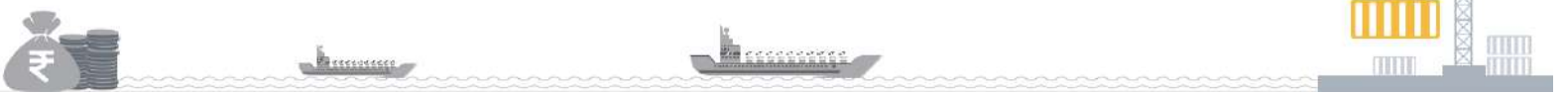
Key Fact of Export

397,963 (USD Thousand)
Value of world exports in 2021

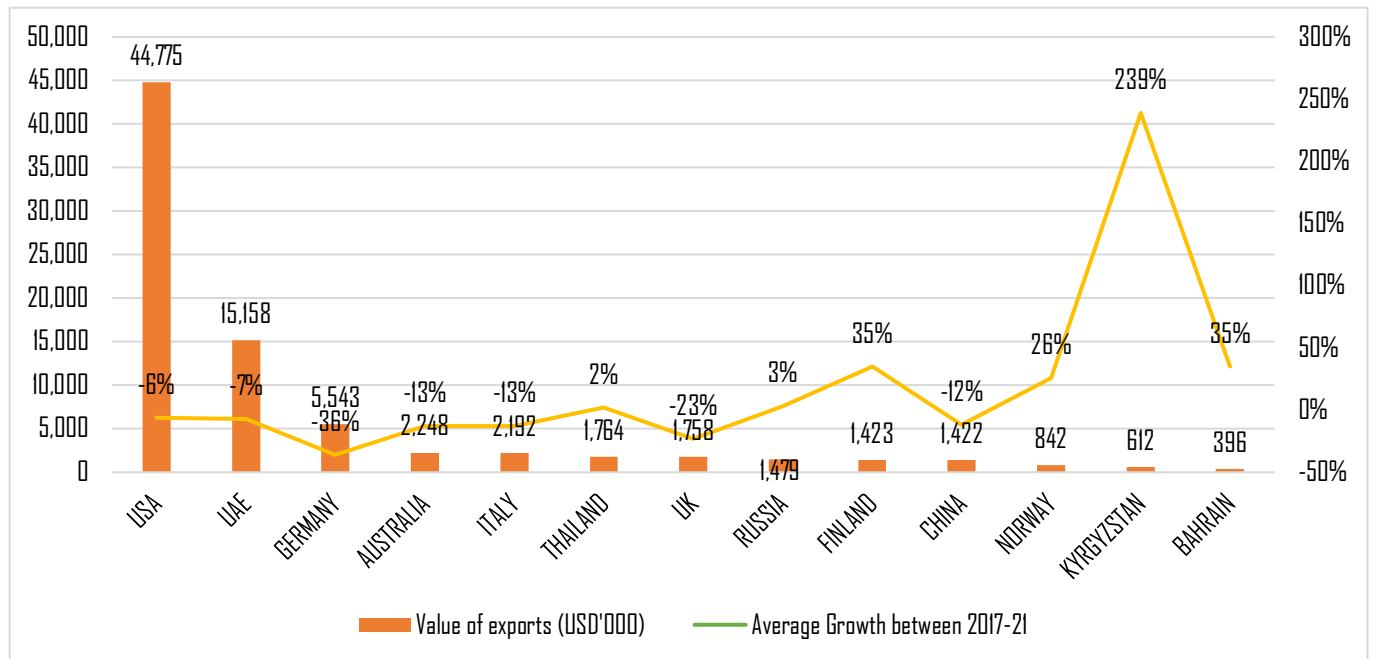
91,215 (USD Thousand)
Total Exports from India in 2021

11,670 (USD Thousand)
Total export from J&K in 2021

¹ <https://www.trademap.org/>

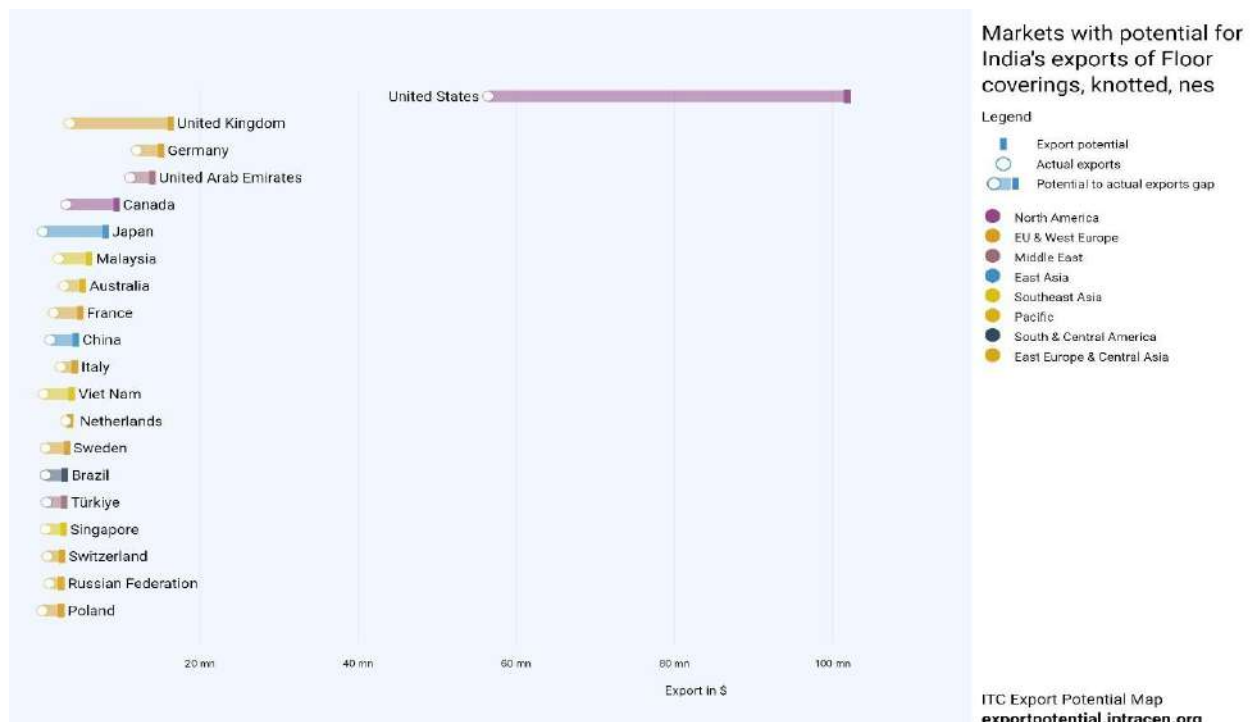


4.5 Top Countries to whom India Export Carpet under the HSN Code 570190.

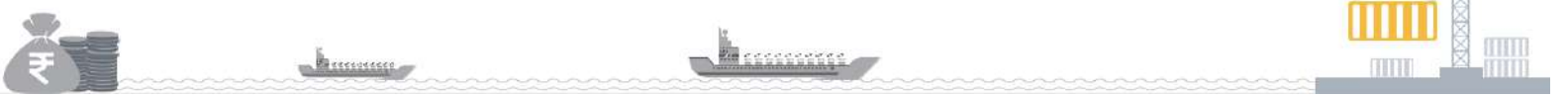


Product 570190: Jammu and Kashmir exports under this HSN to UAE, Thailand, Finland, USA, Germany, Qatar, Kyrgyzstan, Russian Federation, China, Netherlands, Vietnam, Singapore, Norway, UK and Oman²

Untapped Potential of India under this HSN Code is USD 118,930 (in Thousand)

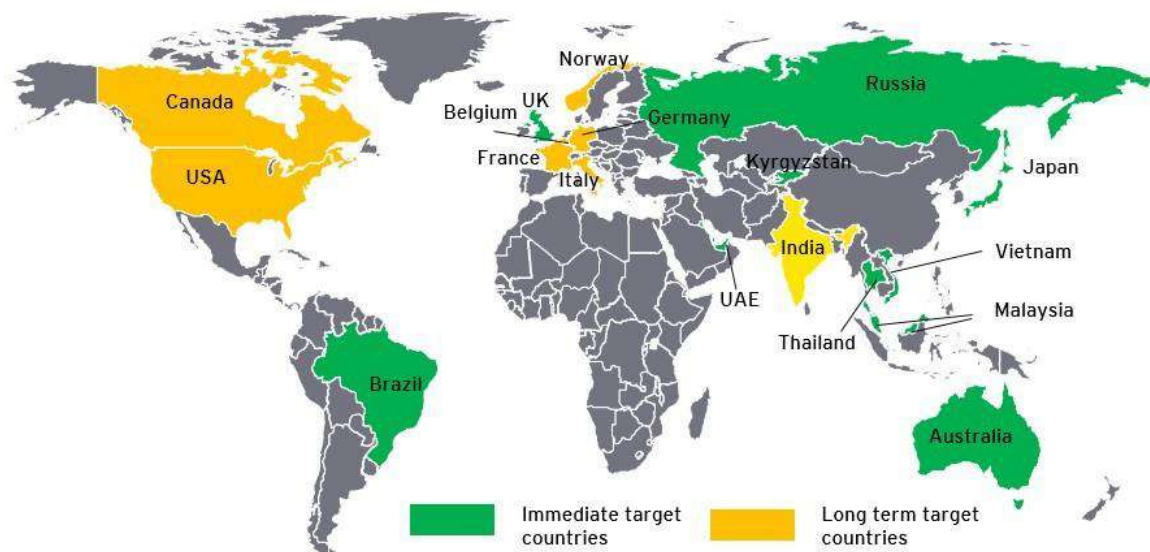


² HS Codes - State Export Analysis - Dashboard - EXIM Analytics (dgciskol.gov.in)



Synergies:

3. **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, Vietnam, Singapore and Malaysia.**
 - b. High Growth Markets: **UK, Russia, Bahrain and Kyrgyzstan**
 - c. Based on Untapped Potential, J&K exporters should target the following countries to expand **Brazil.**
4. **Long Term:** The following countries **USA, Canada, France, Italy, Germany, Netherlands, Poland, Belgium, Norway, Sweden, Finland and Switzerland** 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.



In Bandipora District, sufficient numbers of artisans are involved in carpet weaving craft, but they are only involved in manufacturing the carpets and are not doing any type of exports due to lack of infrastructure, Awareness, Modern Tools, Clusters, Common facility centres, Working conditions, less wages, Marketing support and most important is they belong to Financial weaker section. As for as this Department is concerned till date 12812 artisans (2023) are registered in carpet craft which are directly or indirectly (Full time/part time) involved in carpet industry. But most of the artisans are working as labours in the carpets centres and are not involved directly in carpet export, which needs special intervention. The department is also doing financial assistance to the artisans under credit card scheme of 2 lakh rupees with 7% interest subsidy, but that is not sufficient for the artisan to start his own manufacturing unit,



which need to be enhanced to some higher extent with subsidy portion in main amount that will work for making Bandipora a carpet manufacturing hub for the UT as well whole country.

4.6 Action Points

- i. Establishment of **Common Production Centre** with technology-enabled machine (viz. machine tufting guns, innovative frame looms, upgraded version of Twister machine, braiding machine, Yarn counting machine, sewing (Juki) machine etc. to scale up production of micro artisans/ small manufacturers.
- ii. Raw material bank with raw material processing facility for processing different varieties of yarn
- iii. Increase in wages of weaver weaving carpets. Currently, low wages to weaver's effect production and compel them to change their working lines.
- iv. Quality of raw material used in current stock has not been at par.
- v. Setting up of Testing lab in district Bandipora to enable advance testing to be conducted within the cluster.

4.7 Product Specific Action Plan and Strategies

- i. **Enhance Product Quality:** One of the essential factors for increasing exports is to ensure that the products are of high quality. The carpets produced in Bandipora should meet international standards and should be unique in design, color, and quality. To ensure this, the producers can collaborate with experts in the field and use high-quality raw materials.
- ii. **Expand the Market:** To expand the market for Bandipora carpets, the producers should focus on reaching out to potential customers globally. This can be done through online platforms, trade fairs, and exhibitions. The producers should also explore new markets in different countries to increase the demand for Bandipora carpets.
- iii. **Branding and Marketing:** Branding and marketing play a crucial role in increasing exports. Producers can create a brand image for Bandipora carpets by using social media, online platforms, and traditional advertising methods. The producers should showcase their products and promote them online.
- iv. **Government Support:** The government can support the producers by providing financial assistance, tax incentives, and subsidies. The government can also help in building infrastructure such as warehouses, transportation facilities, and cold storage to store and transport the carpets.
- v. **Skilled Labor Force:** A skilled labor force is essential for producing high-quality products. The producers should provide training and education to their employees to improve their skills and knowledge. This will help in producing high-quality products consistently.
- vi. **Innovation:** Innovation is crucial for the growth of any industry. The producers should innovate and create new designs and styles to attract customers. They can collaborate with designers and experts in the field to create unique designs and styles.



4.8 Interventions required for Carpet Industry in Bandipora

1. Cluster Development

In order to better place the artisans, there is dire need to organize them in the shape of clusters so that they share the common services at the nearest distance from their working places.

In efficiencies in the infrastructural and service-related imperatives at District levels which include deficit facilities on account of Common Facility Centres are required to be created in the craft pocket such as Nadiyal

2. Setting up of Raw Material Banks

The raw material for carpets like silk, wool and cotton yarn etc. is procured by local dealers from other parts of the country. However, the quality of raw material and reasonability of its price is a big concern.

In order to manufacture/produce standard quality carpets, there is an immediate need to set up raw material banks with good/consistent quality of raw material on subsidized price available under Raw Material Supply Scheme (RMSS) of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt, of India, wherein 15% price subsidy is available on such type of Raw Materials for registered weavers/ artisans.

One (01) Raw Material Banks, with adequate quantity of different types of raw material of standard quality used for carpet manufacturing, need to be established in a phased manner, in carpet craft concentrated area/block in district Bandipora. However, in the first instance, it is proposed to set up one such raw material bank in one suitable area of Bandipora district which shall cater to the proposed carpet cluster of the district.

3. Replacement of Old worn-out Carpet Looms

It has been observed, over a period of time, that conditions of old/traditional wooden carpet looms has gone from bad to worse and the concerned artisans/weavers are now very reluctant to work on these old looms due to many reasons including social stigma . Therefore, there is need to procure and distribute Modern Carpet Looms of appropriate size to active carpet artisans, free of cost, after verifying their credentials, so that they can carry forward the activity of carpet weaving to next generation. It is recommended that old Wooden Looms need to be replaced with new Modern Carpet Looms, in a phased manner.

It is pertinent to mention here that Indian Institute of Carpet Technology (IICT) Srinagar has developed a prototype of Modified Modern Carpet Loom in 2020-21 and its testing followed by necessary trial runs were conducted successfully. The overall working of this prototype was also observed by stakeholders who expressed the view that this loom is fit for introduction in carpet industry. The stakeholders have strongly recommended that Government must provide these looms to concerned registered carpet weavers, to be identified by the Handicrafts and Handloom Department, free of cost or on subsidized rates, as they cannot afford to purchase such looms.



However, in the first instance, it is proposed to introduce 100-200 such modified modern carpet looms in one highly carpet craft concentrated area of Bandipora district.

4. Skill Up-gradation and Capacity Building Training

During the last two decades, majority of male carpet weavers have migrated from carpet industry and women folk have now undertaken this activity on full/part time/seasonal basis. These women, not only earn to support their families, but also carry out their routine household activities. However, it has been noticed that the skill level of women carpet weavers is not upto the mark which in turn is affecting the quality of carpets. As such, there is a need to conduct Skill Up-gradation and Capacity Building Training through Indian Institute of Carpet Technology (IICT) for new and existing carpet weavers, especially women folk in their respective areas in a phased manner. In addition to basic skills, such training will also cover other important aspects of carpet manufacturing having direct impact on quality of carpets, by way of giving them requisite know-how in respect of Designing, Dyeing, Various types of defects in carpets, their causes and remedial measures, Do's and Don'ts of carpet weaving, Formation of SHG's/ industrial Cooperatives, Quality Control and Need for GI Certification, Procedure of Certification/Tagging, Need of Cluster Development etc.

5. Publicity and Promotion of GI Tagging of Carpets.

The carpet Industry has exported carpets worth Rs. 357.21 Crores during the year 2022- 23, the majority of carpets have been exported to Germany, Middle East and other countries. However, this industry has potential to export carpets worth Rs. 1,000 Crores which can generate employment to thousands of people across the Jammu and Kashmir.

As a matter of fact, that Carpet Industry in Kashmir has not been able to progress during the last three decades. One among many reasons for this decline, is the inconsistent quality of carpet as there was no mechanism whereby their quality can be checked on regular basis.

After achieving the milestone of GI Certification of Kashmiri Hand knotted Carpet through unique cloud based QR code management system, which has been highly appreciated and acknowledged by one and all, there is a dire need to launch a massive awareness and promotional campaign so that the people are made aware about GI certification of carpets and its benefits for brand building in the international market.

With GI certification of carpets, it is expected that there will be massive improvement in the overall quality of hand-knotted carpets manufactured in this part of the country which in turn will fetch better price of carpets in the international market which shall improve the financial health of stakeholders associated with the carpet industry in general and the carpet artisan community in particular.

However, this will be not be possible till the time there is an unprecedented demand for GI certified/tagged carpets. For this, it is imperative to launch a massive promotion and awareness campaign at the local,



national, international level so that more and more people are made aware about the benefits of GI Tagging/Certification which is necessary for building trust/confidence among the Buyers/Customers.

6. Marketing and Promotion

Marketing is the key for the survival/sustenance of any sector/industry in the prevalent competitive international market. Marketing events provide an opportunity for stakeholders to know the requirement of ultimate buyer/customer which in turn opens new marketing channels for the trade. There is a dire need to conduct/organize/participate in Exhibitions/Buyer Seller Meets/ Expo's/ Trade Fairs regularly at National/international Level. This must become a regular feature for industry, and it shall also provide platform to promote Kashmiri Carpet Brand at the National and International Platforms.

7. Setting up a Common Facility for Carpet Washing and Drying on Modern Lines

The washing of hand knotted carpets manufactured in this part of the country is being done manually in a traditional manner and thereafter the carpets are dried in natural sunlight. However, in view of the fact that GI Certification of carpets is being done by the Institute on finished carpets only, the concerned stakeholders are not in a position to tag their hand knotted carpets which are weaved during winter season (November to April).The only reason for this is the fact that due to climatic conditions/harsh winter season in these months, the concerned manufacturers shift their fully weaved/unfinished carpets to Delhi for the purpose of washing and drying.

In light of the above, a grave need is felt for Setting up of a Common Facility Centre for Washing and Drying of Hand knotted Carpets on Modern Lines so that carpets weaved during the winter season (November-April) can be washed and dried in Kashmir itself so that their GI Tagging/Certification can be done accordingly. This facility can be established in the existing infrastructure/cluster where adequate land/ space is available.

8. Special Package of Incentives for wages and Logistics

Kashmir valley being geographically at disadvantage position having less accessibility to markets outside country directly makes the region eligible for special package of incentives for support in Logistics and wages for weavers.



Financial Implications

#	Intervention	Implementing Agency	Timelines	Tentative Cost
1	Cluster Development (Nadiyal) - Extension of existing cluster <ul style="list-style-type: none"> • Setting up a Common Facility for Carpet • Raw Material Bank • Skill Up-gradation and Capacity Building Training • Testing Lab 	Handicraft & Handloom Dept/ DIC	T+12 Months	5.00 Cr
2	Special Package of Incentives for Weavers	District Industries Centre	T+6 Months	2.00 Cr
3	Replacement of Old worn-out Carpet Looms	IICT/ Handicraft & Handloom Dept	T+6 Months	0.60 Cr
4	Setting up showroom on prominent tourist spots of Bandipora (Banks or Wular Lake/Gurez/Manasbal Lake etc)	Handicraft & Handloom Dept/District Administration/ Tourism Department	T+18 Months	1.00 Cr
5	Creating "Make in Bandipora Brand" Publicity, trademark and Promotion of GI Tagging of Carpets	Handicraft & Handloom Dept	T+ 6 Months	1.00 Cr
6	Marketing and Promotion	IICT/ Handicraft & Handloom Dept/ DIC	Continuous	1.00 Cr
7	Market Research/Study	IICT/Handicraft & Handloom Deptt.	Continuous	0.50 Cr
	Total			11.10 Cr

Annexure-I - Government Scheme for Cluster and Infrastructure Development

MSE-CDP



Objectives:

- ▶ To enhance the sustainability, competitiveness, and growth of MSEs by addressing common issues such as improvement of technology, skills & quality, market access, etc.
- ▶ To build capacity of MSEs and Start-ups for common supportive action through integration of self-help groups, consortia, district Industry associations, etc.
- ▶ To create / upgrade infrastructural facilities in the new/existing Industrial Areas/Clusters of MSEs.
- ▶ 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.

Funding Pattern

Component	Total Project Cost	Funding Pattern		
		Govt 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 Agencies



Component	Implementing Agency/Fund Receiving Agency
Setting up of CFC	<ul style="list-style-type: none"> ▶ 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 SLSC (State Level Screening Committee)

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 financial institution or any official required for the purpose	Member
A representative from Technical Institution/MSME-Technology of M/o MSME	Member

Composition of NPAC (National Project Approval Committee)

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	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 unit space. It is also equipped with basic amenities.
- ▶ The building is subdivided into small separately occupied units which are used for manufacturing, 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 the project 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:

1. 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 (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.

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 be contributed 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.

2. 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. Such a 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:

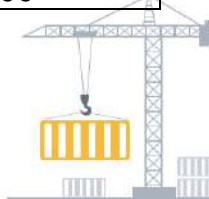
CFCs must include adequate space for Training area, Sales counter, Dyeing Unit (if required), Store, Room, Tools Machinery and Equipment related to production and testing including computer installations, packaging, proper provisions of electrification for machineries and civic amenities etc.

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 a maximum of Rs 200 lakhs as 100% GOI share

S.No	Expenditure Items	Funds Permissible (In Lakhs)
1	a) Own building (Interior Work/construction)	50.00



	b) Rented building(IA must have Agreement of at least 15 years for running the CFC) <i>Interior Work/ Construction</i>	
2	Tools Machinery and equipment related to production and testing including installations, packaging etc	225.00
3	Fixed Asset	4.50
4	Expenditure towards training of machine operators	5.00
5	Contingency	3.00
6	Erection and commissioning	12.50
Total		300.00

Rental amount will be borne by the IA.

3. Raw Material Depot

Aim of this component is to make easy availability of quality, certified and graded raw material to the artisans/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 (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.

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 be contributed 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 will be fixed and in case of non - achievement, the Govt. will forfeit the raw material to the extent of grants released.
- ▶ Further for a period of five years, yearly quantitative increase in corpus/stock of raw material may be fixed depending on the raw material which will be indicative of functionality of Raw Material Depot.

4. 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.

5. 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 for each testing laboratory.
- ▶ This grant would be in the form of 100% through the Office of the D.C (H) to the eligible institute/ organization.

6. 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, streetlights, 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.

Envisaged Outcomes

- ▶ Double the Export Turnover from District Budgam 20% increase in Digital Literacy, i.e selling of products on e-commerce platforms.
- ▶ Depository of Designs and quick adaption or Creation of New Designs as per the market trends.
- ▶ Eco-Friendly Packaging which complies the International Standards as well as enhance the product's aesthetic appeal.

