

# District Export Action Plan Poonch



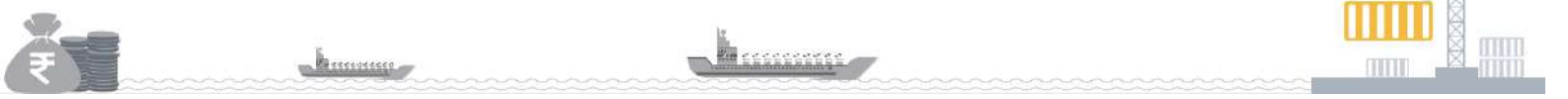
## Preface

This district export plan for Poonch is being prepared as a part of Developing District as Export Hub under the District Export Hub Scheme initiated by the Ministry of Commerce & Industry, Govt of India and Government of Jammu & Kashmir. Hon'ble Prime Minister in his Independence Day Speech on 15th August 2019, had, inter- alia observed that each of our district has a diverse identity and potential for targeting global markets and there is a need for converting each district into potential export hubs. In order to implement Hon'ble PM's vision for each district, department of Commerce has mandated the Directorate General of Foreign Trade to work with State Government and District Level authorities to promote the Poonch as an export hub.

The report encompasses in-depth information on each district's geographic, demographic, and administrative profile, along with key statistics of prominent exporting products of Poonch, gaps identified basis diagnostic survey, recommendations proposed to mitigate the gaps and action plans required to implement those recommendations.

The report provides insights into exports from the cluster, via analysing exports over the last five years from India and Jammu & Kashmir for the respective product. The report also shares insights on availability of raw material, technology upgradation, infrastructure, designing, packaging, access to finance, skill development etc. Besides the detailed action plans, the timeline and responsibility matrix has also been defined with implementation schedule to give implementation roadmap of the product.

For this desired purpose, an extensive primary and secondary research was conducted. The report has been prepared in co-ordination with the Office of DGFT and Jammu & Kashmir Trade Promotion Organisation (JKTPO). The data has been sourced from multiple avenues, but not limited to data provided by office of DGFT, DICs, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.



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# Vision of Districts as Export Hubs

**“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse identity and potential for global market”**

**- Honourable Prime Minister of India, Shri Narendra Modi**

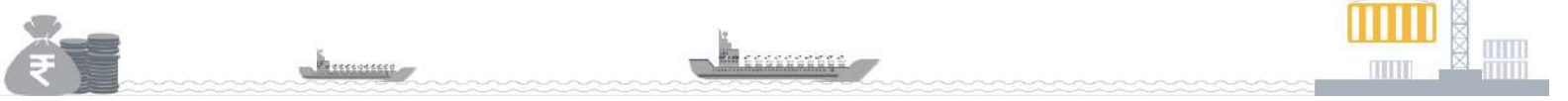
Foreign trade from India constitutes of 45%<sup>1</sup> of its GDP. Until 2019, only the central government was engaged in the decision making of foreign trade, without any participation or involvement of state and/or district stakeholders. However, now, understanding that there are diverse elements that contribute towards an enabling and conducive foreign trade environment; the central government has identified that with policy & strategy, active support of the state governments and district administration are also equally required.

Thus, to decentralize the existing activities, to boost local production & its exports and to ensure active participation of state & district stakeholders, the vision of district as export hubs was put to action. Department of Commerce, through Directorate General of Foreign Trade (DGFT) is working with the State / UT Governments to achieve this objective.

DGFT and JKTPO have aimed at synergising their efforts to identify the key products, export trends and challenges. Further, to minimize the challenges, quantify the exports and outline export strategy; a detailed district-wise Export Action Pan has been made for all 20 districts of Jammu & Kashmir, where Ernst & Young (EY) has contributed as Knowledge Partner.

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<sup>1</sup> DGFT Report Jan 2021 – Developing Districts as Export Hubs



# Chapter 1: About District Poonch

## 1.1 District Profile

District Poonch is popularly known as mini-Kashmir and is one among the remote districts of Jammu and Kashmir State. It is bounded by the Actual Line of Control (ALC) from three sides. The ALC is about 103 Kms. from Tarkundi in Balakote to Sawjian in Mandi Block.<sup>2</sup>

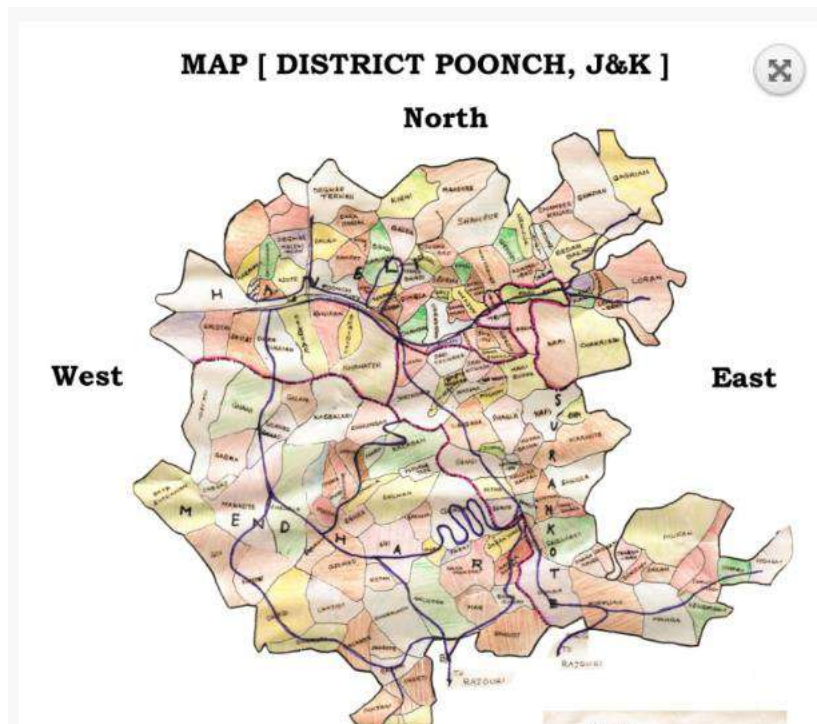
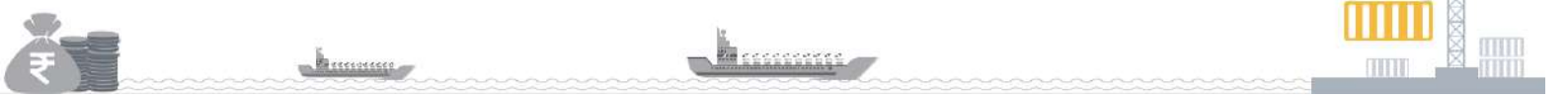


Figure 1: District Map of Poonch

Poonch has witnessed many historical events and has been ruled by outsiders and locals at different junctures till it became a part of independent India. In the 6th Century A.D. Chinese traveller Huien Tsang passed through Poonch. He wrote that Poonch was famous for graphics, fine tea (Musloom) and good horses. Around 850 A.D., Poonch became an over-ign state when Mr. Nar, a horse trader declared himself Raja of Poonch. In 1596 A.D. Mughal King Jehangir nominated Siraj-ud-din of village Kahuta as Raja of Poonch. In 1798 A.D. a Gujjar leader Roohullah-Sangu became the ruler of this area. From 1819 A.D. to 1850 A.D. Poonch remained a part of Khalsa Darbar, Lahore. In 1850 A.D. Dogra Raja Moti Singh laid foundation of Dogra Raj in Poonch. On the death of Raja Jagat Dev Singh

<sup>2</sup> District Administration Poonch



in 1940, Sardar Abdul Qayoom Khan became administrator of Poonch under the orders of Kashmir Government.

In 1947 two and half tehsils of Poonch principality went under the illegal occupation of Pakistan, while the rest became a constituent of Rajouri Poonch district. In 1967 for administrative convenience this district was further divided into two parts, viz district Rajouri and di strict Poonch. The people of different faiths, caste and creed are living peacefully in the district. People speak Pahari except Gujjars and Bakerwals who speak Gojri. Literature in languages of Poonch is rich in folk songs. Most of the Punchi folk songs make women as their central theme. Family feuds, battles, love, marriage ceremonies, social rituals, social evils and superstitions are also have been given attention. Chann, Kainchi, Sepaiah and Maiah are some of the popular folk songs. Folk songs also speak of the bravery and heroism of the peoples of Poonch. Some folk songs i.e Jabu, Shamash Khan and Nura still resound in mountains of the area. Folk songs of Poonch have passed on from one generation to another without any documentation. Now serious efforts are being made by various scholars to preserve these in literature in original form.

*Table 1: Demographic data*

AREA OF DISTRICT	1674 Sq. Kms
POPULATION	4.38 Lacs (as per 2011 Census)
RURAL POPULATION	3.99 Lacs
URBAN POPULATION	0.38 Lacs
POPULATION DENSITY	280/km <sup>2</sup> (740/sq mi) 211 Persons/Sq. Km
TEHSILS	06 (Haveli, Mandi, Mendhar, Surankote, Balakote, Mankote)
BLOCKS	11 (Poonch, Mandi, Mendhar, Balakote, Surankote, Buffiliaz, Lassana, Loran, Nangali Sahib Sain Baba, Sathra, Mankote)
PANCHAYATS	229
VILLAGES	178 (as per census 2011)



## 1.2 Geography

Poonch is located at WikiMiniAtlas33°46'N 74°06'E / 33.77°N 74.1°E / 33.77; 74.1.[8] It has an average elevation of 981 metres (3218 feet). Pir Panjal range of mountains separates Poonch valley from Kashmir valley. For a long time the only road connection between the two valleys was from Jammu. But now with the completion of Mughal Road (connecting Buffiliaz in Poonch to Shopian in Kashmir) there will be a direct connectivity between the two. It consists of 6 tehsils viz Haveli, Mendhar Surankote and Mandi. The Climate of Poonch is somewhat cooler than rest of the areas of Duggardesh plains. Summers are short and pleasant while sometimes they may be irritating. The summer temperature generally does not cross 31 degrees. Winters are cool and chilly characterized with rainfall due to western disturbances. Snowfall is uncommon but may occur in cool months like that of Dec 2011. Rainfall is 669 millimetres (26.3 in) in the wettest months.

## 1.3 Topography of Poonch

Poonch is one of the remote districts of the Jammu and Kashmir State and situated on LOC (Line of Control). Poonch is situated between 33°25' to 34°01' north latitude and between 73°58' to 74°35' east longitude. It is surrounded by Kashmir Valley (Baramula, Budgam, Shopian and Kulgam Districts) in the northeast, district Rajouri in the south and Pakistan Occupied Kashmir (POK) in the west. Topography of District Poonch is hilly and mountainous barring few-low lying valleys. Sky touching peaks covered with shining snow and lush green surrounding present a stunning scenery. One who loves and enjoys the natural beauty cannot desist from adoring the beauty of Poonch.

## 1.4 Chapter: Industrial Profile of District Poonch

Existing Status of Industrial Areas in the District Poonch.

S.No	Name of Ind. Area	Land acquired (In hectare )	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Industrial Estate Poonch	33.0	33.0	1550	45	45	-	32
	Total	33.0	33.0	1550	45	45	-	32





## 1.5 INDUSTRIAL SCENERIO OF POONCH

S.No	Head	Unit	Particulars
1	Registered Industrial Unit	No	478
2	Total Industrial Unit	No	478
3	Registered Medium & Large Unit	No	Nil
4	Estimated Avg. No. Of Daily Worker Employed In Small Scale Industries	No	1504
5	Employment In Large And Medium Industries	No	Nil
6	No. Of Industrial Area	No	One
7	Turnover Of Small-Scale Ind.	In Lacs	Nil
8	Turnover Of Medium & Large-Scale Industries	In Lacs	Nil

## 1.6 Details Of Existing Micro & Small Enterprises And Artisan Units In The District

Nic Code No	Type Of Industry	Number Of Units	Investment (Lakh Rs.)	Employment
20	Agro Based	246	943.92	660
22	Soda Water	-	-	-
23	Cotton Textile	-	-	-
24	Woollen, Silk & Artificial Thread Based Clothes.	40	80	174
25	Jute & Jute Based	-	-	-
26	Ready-Made Garments & Embroidery	400	80.00	823
27	Wood/Wooden Based Furniture	130	96.00	252
26	Paper & Paper Products	12	30.33	35
29	Leather Based	154	289.00	210



31	Chemical/Chemical Based	-	-	-
30	Rubber, Plastic & Petro Based	-	-	-
32	Mineral Based	34	1300.00	106
33	Metal Based (Steel Fab.)	30	102	87
35	Engineering Units	-	-	-
36	Electrical Machinery And Transport Equipment	43	55.00	78
97	Repairing & Servicing	305	730.00	1004
1	Others	210	969.00	453

## 1.7 District Apex and District Level Committee

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 the committee.<sup>3</sup>

### Apex Level Export Promotion Committee

1	Commissioner/ Secretary to the Government, Industries and Commerce Department (Export Commissioner)	Chairman
2	Manager Director, J&K Trade Promotion Organization (JKTPO)	Member Secretary
3	Divisional Commissioner Jammu and Kashmir	Member(s)
4	Representative of Ministry of Micro, Small & Medium Enterprises (MSME), GoI	Member
5	Representative of Director General of Foreign Trade (DGFT), GoI	Member
6	Director, Industries and Commerce, Jammu/Kashmir	Member(s)

<sup>3</sup> Export Promotion Plan 2021-2022- DIC Poonch



7	Director, Handloom and Handicraft, Jammu/Kashmir	Member(s)
8	Director, Planning, Industries and Commerce Department	
9	Secretary/Chief Executive Officer, J&K Khadi & Village Industries Board	Member
10	Representative of Agriculture Production Department (not below the rank of Director)	Member
11	Representative of Horticulture Department (not below the rank of Director)	Member
12	President Lead Bank	Member

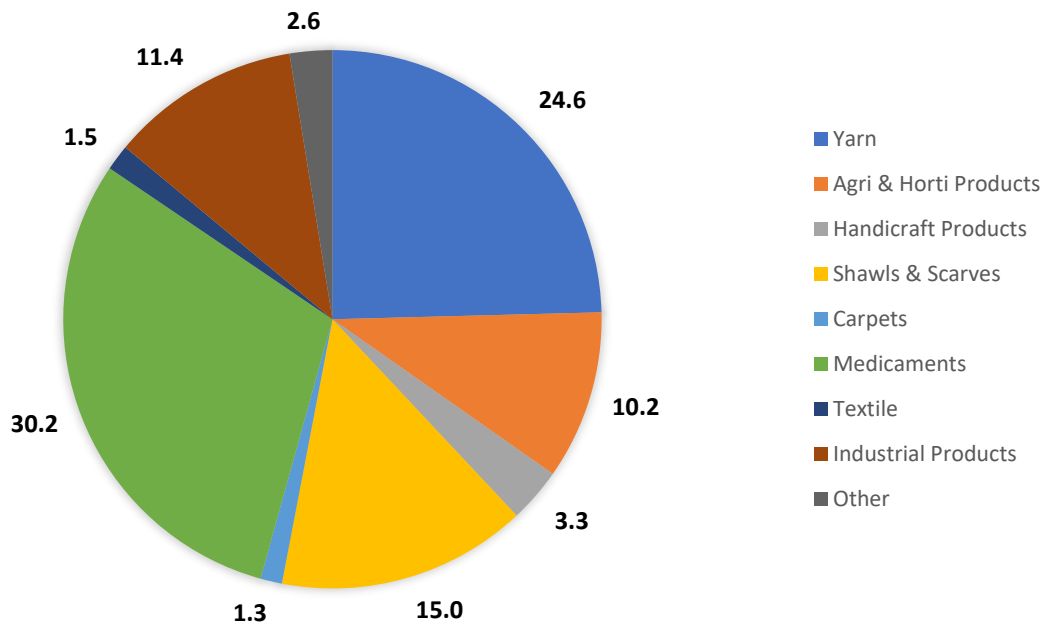
### 1.8 District Level Export Promotion Committee

1	District Development Commissioner	Chairman
2	General Manager, DIC	Member Secretary
3	Chief Agriculture Officer	Member
4	Chief Horticulture Officer	Member
5	District Lead Bank Manager	Member
6	Assistant Director, Handicraft	Member
7	Assistant Director, Handloom	Member
8	District Officer, J&K KVIB	Member



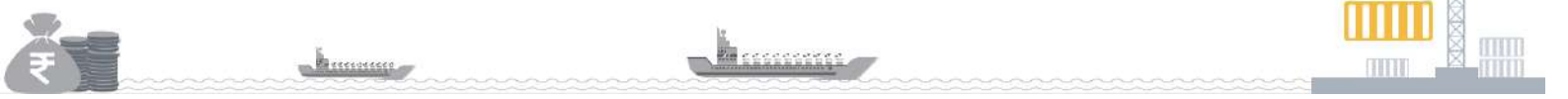
## Chapter 2: Export Scenario of Jammu & Kashmir

Export Scenario of Jammu and Kashmir



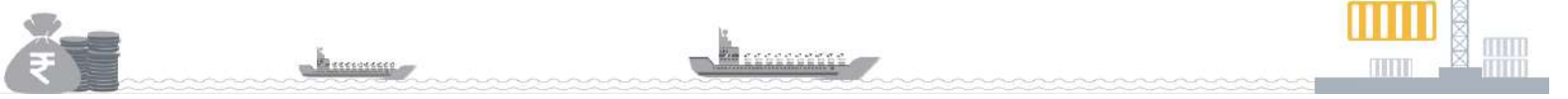
Jammu and Kashmir, celebrated for its breathtaking landscapes, also boasts abundant natural resources and crafts, creating significant export opportunities. A plethora of agricultural and horticultural products, including apples, saffron, walnuts, basmati rice, and mushkbudji rice, are esteemed worldwide. Additionally, products such as walnuts, almonds, cherries, and various fruits and dry fruits are sought-after exports. Renowned for its exquisite handcrafted items, Jammu and Kashmir exports pashmina shawls, carpets, silk, tweeds, Kashmir willow cricket bats, and a variety of wooden artifacts to global markets.

The region's rich biodiversity harbors numerous medicinal plant species exported for pharmaceutical purposes. Minerals like gypsum, limestone, sapphire, granite, and other ornamental stones further enrich Jammu and Kashmir's export portfolio. Although not traditionally categorized as exports, tourism serves as a significant export within the service sector. The region's natural beauty, cultural heritage, and adventure offerings draw tourists from around the globe, generating substantial revenue.



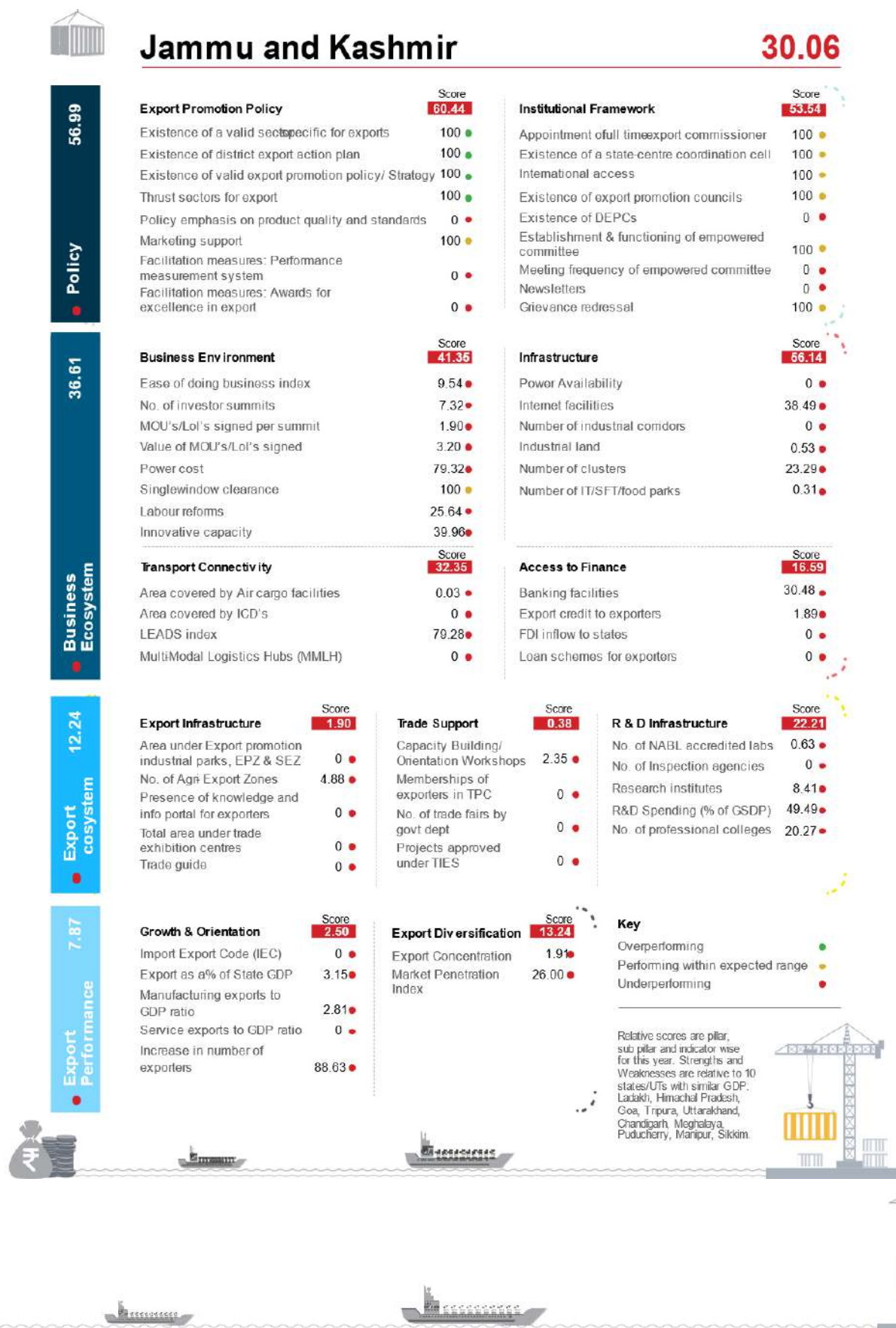


In the fiscal year 2022-23, Jammu and Kashmir exported products worth INR 1,337 Cr. Industrial products, including medicaments, industrial chemicals, and cotton/woolen/silk yarn, constituted approximately 66.2% of the total exports, while agricultural and horticultural products contributed around 10.2%, and handloom & handicraft products accounted for approximately 19.6%. The export value of the UT is expected to increase by at least 15% in the fiscal year 2023-24 due to growth in industrial production.



## 2.1 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



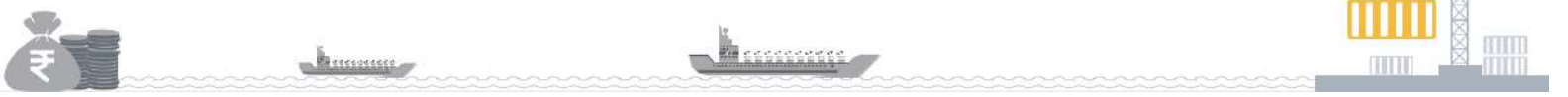
improvement in its score rising to 30.07 from earlier scores of 12.27. Overall ranking of J&K has improved from rank 36 to rank 23.<sup>4</sup>

## 2.2 District as Export Hub

District 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.

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<sup>4</sup> <https://tradestat.commerce.gov.in/>



# Chapter 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 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.

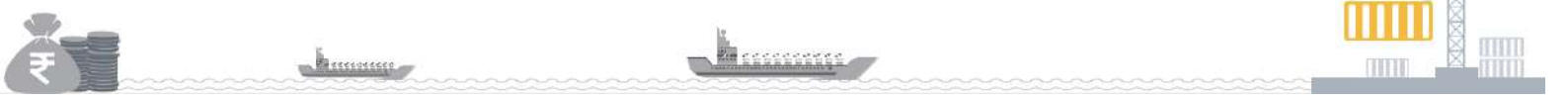
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## 3.0.1 Pecan Nut ODOP Product Poonch

The UT of Jammu & Kashmir lies on Himalayan belt is rich in biodiversity and have ushered mankind with numerous gifts for survival and existence.

Nuts are becoming increasingly popular as a crunchy and nutritious snack. Pecan [*Carya illinoensis* (Wangenh) K. Koch] is one of the most popular edible nuts. Poonch district in Jammu and Kashmir holds the reputation of "Pecans Capital of India." Pecans can be available in the market's year around in this region. It has a high nutritional value containing rich amount of protein, vitamins, carbohydrates, and nut oil. In comparison to walnut, pecans are paper shelled, kernels are delicious, buttery yet rich-flavoured in taste and fetch good price in the market ranging from Rs. 500-600 per kilogram.





Pecan nut is grown over an area of 283 hectare in Poonch district with an annual production of 5 metric tonnes (Economic Survey of J&K 2017-18). The district Poonch having maximum area under pecan nut in Jammu region of UT of Jammu & Kashmir was purposively selected for the present study.

### 3.0.2 Pecan Nut

The processing of Pecan nuts involves several stages to ensure that the nuts are properly harvested, cleaned, and prepared for consumption or further industrial use. Here are the typical stages of processing Pecan nuts:

**Harvesting:** The first step in processing Pecan nuts is harvesting. Pecan trees produce nuts in the fall season. The nuts are ready for harvest when they naturally fall from the tree or are shaken off the branches. Careful harvesting practices are necessary to avoid damaging the nuts during collection.

#### **Cleaning:**

Once harvested, Pecan nuts may have debris, leaves, twigs, or hulls attached to them. Cleaning is essential to remove any foreign materials and ensure the nuts are of high quality. Cleaning is often done using machines or equipment that separates the nuts from unwanted materials.

#### **Drying:**

After cleaning, the Pecan nuts need to be dried to reduce their moisture content. Proper drying helps prevent mold growth and maintains the nuts' quality during storage. The nuts are typically dried using specialized equipment to ensure a consistent and controlled drying process.

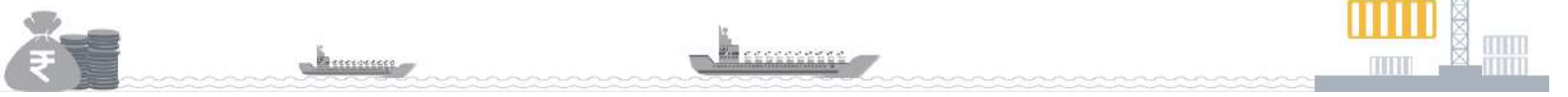
#### **Shelling:**

Pecan nuts have a hard outer shell that needs to be cracked open to access the edible kernel inside. Shelling can be done manually or through mechanical means, depending on the scale of the operation. Manual shelling is more common for small-scale processing, while mechanical methods are used for larger volumes.

#### **Sorting and Grading:**

After shelling, the Pecan kernels are sorted based on size and appearance. Grading is done to separate the nuts into different categories, such as whole halves, pieces, and small broken pieces. This step ensures uniformity in the final product.

#### **Blanching (optional):**



Blanching is an optional step where the Pecan kernels are briefly immersed in boiling water and then quickly cooled. This process helps to remove any remaining skin or bitterness from the kernels and improves their texture and taste.

**Roasting (optional):**

Roasting is another optional step that enhances the flavour of Pecan nuts. The kernels can be dry-roasted or oil-roasted to achieve the desired taste and aroma. Roasting also helps to reduce any potential microbial contamination.

**Packaging:**

The final stage of processing involves packaging the Pecan nuts. They are typically packed in airtight containers or vacuum-sealed bags to maintain freshness and extend shelf life. Proper packaging is essential to protect the nuts from moisture, air, and external contaminants.

### 3.0.3 Year wise Pecan Nut Production

District		Poonch					
Product		Pecan Nut				Action plan of next Year	Action Plan of Next Three Years
1	Total Production -	2019-20	2020-21	2021-22 till Dec	2022-23		
		11 mt	12 mt	13 mt	13.65mt	14	20
2	Total Farmers associated	324	325	395	401	450	700
3	Total area under cultivation	214 ha	214 ha	285 ha	288 ha	324 ha	600 ha



4	Total FPO's associated ( with production in each FPO if available)	nil	nil	nil	nil	1 no. fpo registered	fpo in each block will be registered
5	Sale Price per MT	35000	38000	40000	45000	48000	60000
6	Storage/cold storage facility and capacity if any	Nil	Nil	Nil	Nil		3 NUMBER OF COLD STORE TO BE DEVELOPED

### 3.0.4 Proposed Interventions by District

S. No	Intervention	Priority	Timeline	Cost
2.	Setting up of Storage	High	1-6 months	0.15 Cr
3.	Skill Up-gradation and Capacity Building Training	Medium	6-12 months	0.25 Cr
4.	Publicity and Promotion of GI Tagging	Medium	6-12 months	1.0 Cr
5.	Marketing and Promotion	High	1-6 months	2.0 Cr
6.	Market Research/Study	Medium	6-12 months	0.5 Cr
7.	Setting up a Common Facility	High	1-6 months	0.67 Cr
<b>Total</b>				<b>4.57 Cr</b>



## Estimated budget for plant & machinery for Common Facility Centre

S. No.	Name of Machinery	Required Quantity	Function	Cost (In INR)	Total (In INR)
1	Land - 1 acre	1		20,00,000	20,00,000
2	Screw feeder	4	For cutting of walnuts	450000	1800000
3	Grinder	4	Grinders and converts the Walnut into power	250000	1000000
4	Sorting or inspection conveyer	4	For inspection, cutting and sorting	225000	900000
5	Retort, crates, Electric hoist, rotary flat can body reformer, body Blanks (cans), washer & sterilizer, working tables, Steam, boiler, trolleys, barrels, knives, weighing scale			600000	600000
6	Infrastructure			15400000	15400000
<b>Total</b>					<b>21700000</b>





### 3.0.5 SWOT Analysis of Pecan Nut

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Unique Flavour Profile: Pecan nuts from Poonch may have a distinct and unique flavour compared to those from other regions, making them stand out in the market.</li> <li>2. High Nutritional Value: Pecans are a good source of healthy fats, protein, fibre, and essential nutrients, which can appeal to health-conscious consumers.</li> <li>3. Natural and Fresh: Poonch's pecans might be grown in natural and pristine environments, ensuring a fresh and premium quality product.</li> <li>4. Local Origin: Locally grown pecans can create a sense of pride and support from consumers who prefer to buy products with a regional connection.</li> </ol>	<ol style="list-style-type: none"> <li>1. Limited Scale of Production: Poonch might have limited pecan production compared to major pecan-producing regions, which could lead to supply constraints.</li> <li>2. Distribution Challenges: If the infrastructure for distribution and transportation is not well-developed, it may be challenging to reach broader markets effectively.</li> <li>3. Brand Recognition: Pecans from Poonch might lack awareness and recognition on a global scale, making it harder to compete with established brands.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Niche Market Penetration: Pecans from Poonch can target niche markets and gourmet food stores, appealing to consumers seeking unique and exclusive products.</li> <li>2. Export Potential: If the quality and flavour of Poonch's pecans are exceptional, there is an opportunity to explore export markets and reach international consumers.</li> <li>3. Value-Added Products: Diversifying into value-added products such as pecan-based snacks, spreads, or baked goods can open new revenue streams.</li> </ol>	<ol style="list-style-type: none"> <li>1. Competition: Poonch's pecans may face tough competition from well-established pecan-producing regions, which are already recognized and trusted by consumers.</li> <li>2. Climate and Weather Risks: Unfavourable weather conditions, such as droughts or extreme temperatures, could impact pecan production and quality.</li> <li>3. Pests and Diseases: Pecan trees are susceptible to various pests and diseases, which could lead to reduced yields and quality if not adequately managed.</li> </ol>

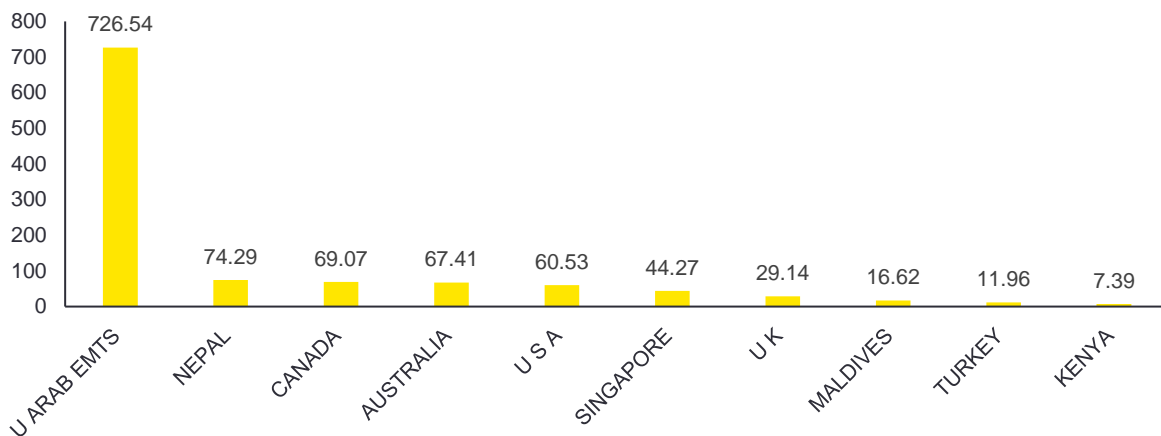
### 3.0.6 Export Potential Pecan Nut



S.No.	HSCode	Commodity	2022-2023	%Share in total import from India
1	08029910	Fresh, dried, pecans	1,141.62	0.0003
		<b>India's Total Import</b>	<b>36,20,63,094.86</b>	

### 3.0.7 Top Countries to imports of Pecan under the HSN Code 08029900

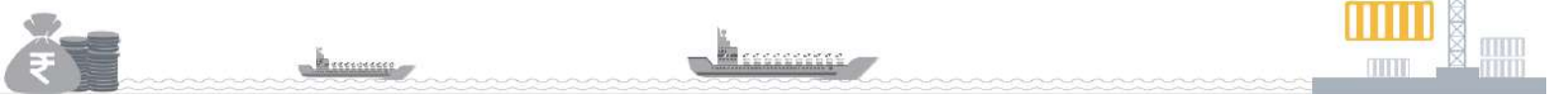
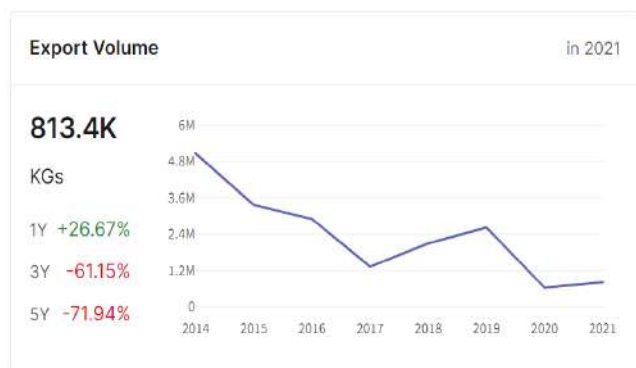
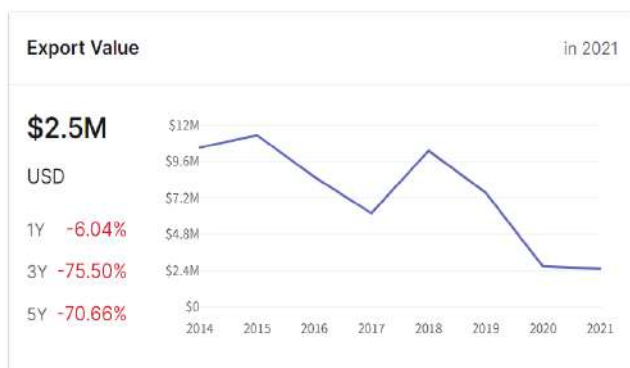
Values in Rs. Lacs 2022-2023



### 3.0.8 India - Pecan Nut Export Value & Volume

#### Overview of Exports

The export value of India was USD 2.52M, and the export volume was 813.36K metric ton in 2021.





■ Asia 
 ■ North America 
 ■ Europe 
 ■ Oceania 
 ■ Africa 
 ■ Others



## 3.1 Walnut

### Walnut:

Jammu and Kashmir produces some 3.5 lakh quintals of walnut every year, thus contributing around 98 per cent of the total walnut output in India. The climate of the District Poonch varies from subtropical to temperate. Therefore, the district has the potential to produce a range of fruit varying from subtropical fruits like Citrus, Guava, Pomegranate etc. to temperate fruit like Apple, Pear, Plum ,Apricot and Walnut due to warm temperate climate and extreme of both temperate and subtropical climates in district Poonch there is huge potential for good walnut produce.

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.





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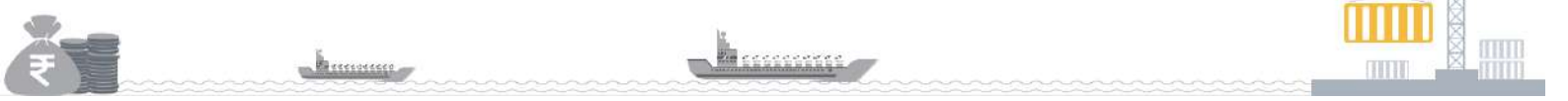
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### 3.1.2 Synergies

<p><b>Immediate</b></p>	<p>These are those countries where a proper marketing channel will unlock the potential of that market in very short period.</p> <ul style="list-style-type: none"> <li>a. Based on Signed FTAs the following can be targeted: UAE, Japan, Australia, Thailand, South Korea Singapore, Mauritius, and Malaysia.</li> <li>b. High Growth Markets: USA, UK, Russia, and Saudi Arabia</li> <li>c. Based on Untapped Potential, J&amp;K exporters should target the following countries to expand France, Germany, Italy, Mexico, and Brazil.</li> </ul>
<p><b>Long Term</b></p>	<p>The following countries Canada, 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&amp;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.</p>

### 3.1.3 Export Scenario of Walnut



S.No.	HSCode	Commodity	2020-21	%Share	2021-22	%Share
1	080299	OTHER NUTS, FRESH OR DRIED, WHETHER OR NOT SHELLLED OR PEELED	158.79	0.0074	292.33	0.0093
		India's Total Export	<b>215,904,322.13</b>		<b>314,618,628.91</b>	

Figure 2 (Source: Ministry of Commerce, India)

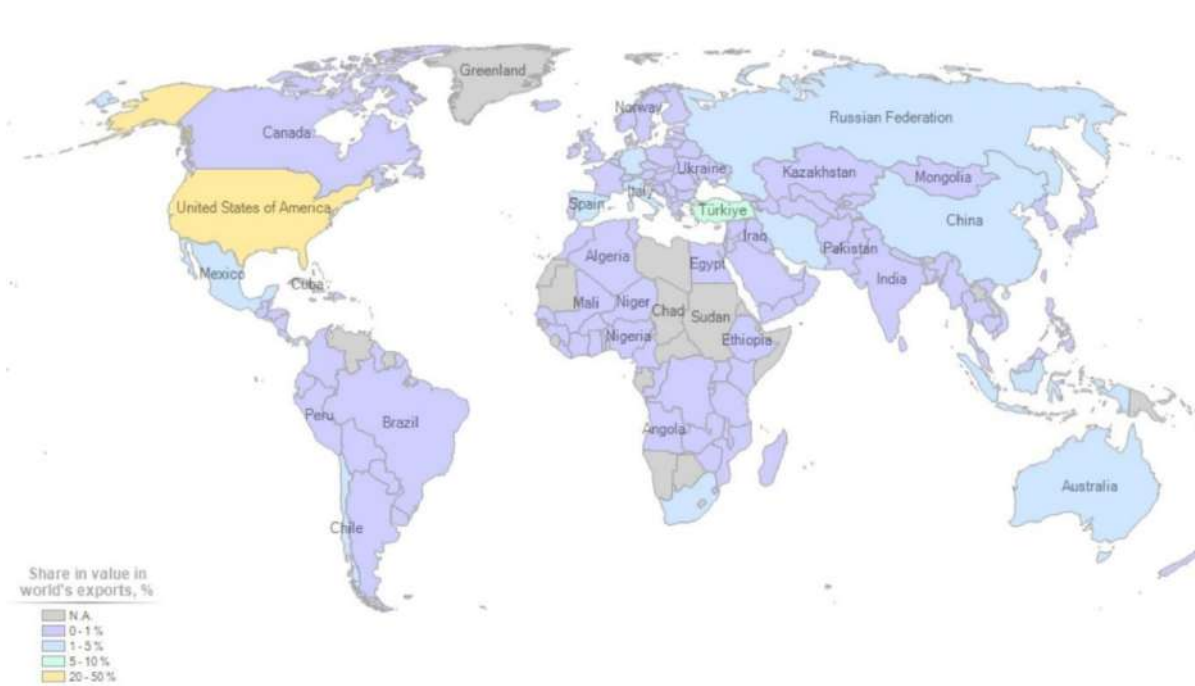
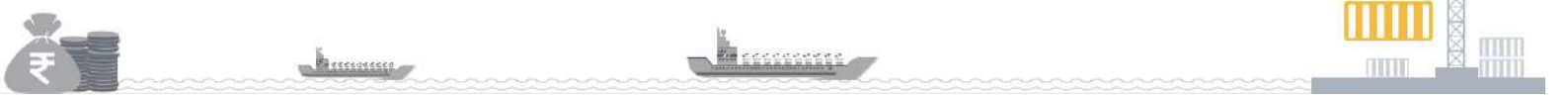


Figure 3 Map of Walnut Exporting Countries

### 3.1.4 World's Top Exporters of Walnut

Exporters	Value exported in 2021 (USD thousand)	Quantity exported in 2021
World	19574509	0
United States of America	8147347	1554393
Turkey	1811131	277261
Spain	897573	146212
Iran, Islamic Republic of	819651	129632
China	778598	183118
Australia	770268	144908



Chile	674732	147083
Germany	645712	67875
Mexico	644943	0
Italy	629417	74428

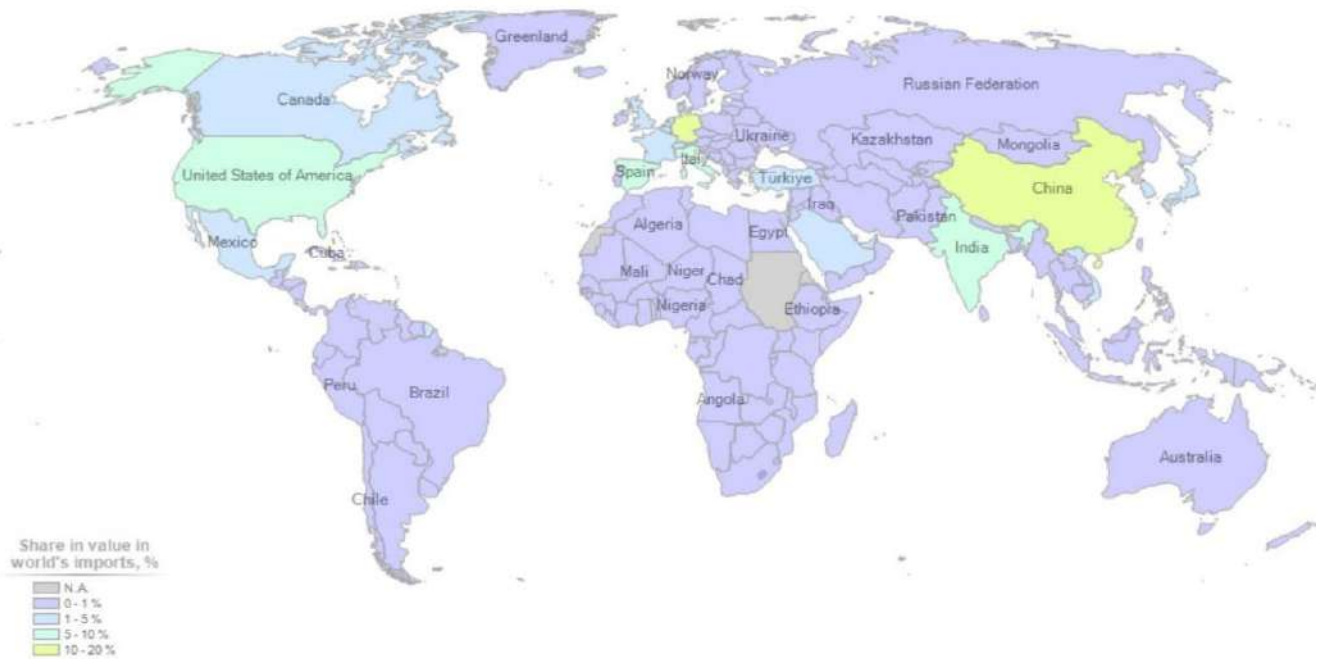
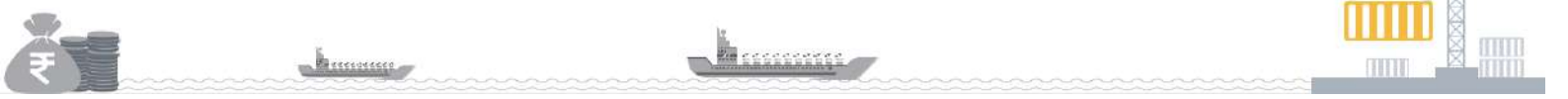


Figure 4 Map of Walnut Importing Countries

### 3.1.5 Worlds Top Importers of Walnut

Importers	Value imported in 2021 (USD thousand)	Quantity imported in 2021
World	18071175	0
Germany	2384753	333143
China	1764952	325201
Italy	1361147	233788
India	1345679	326036
United States of America	943976	103350
Spain	941892	195053



France	741742	106190
United Arab Emirates	547330	128875
Netherlands	536530	80826

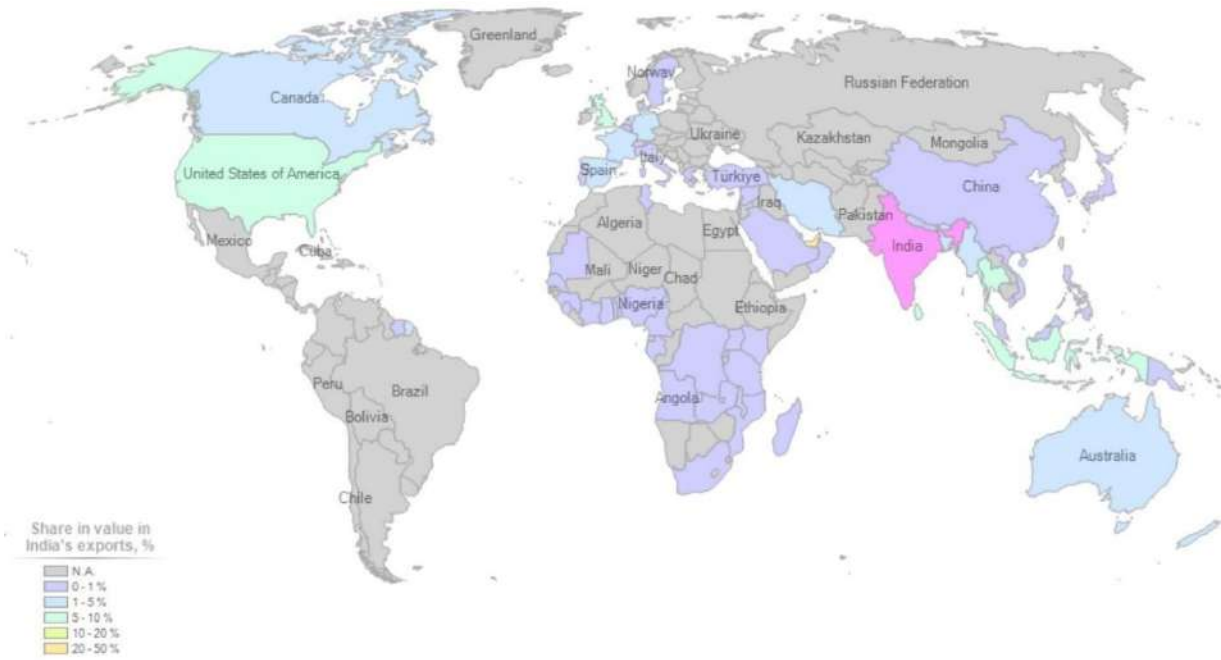
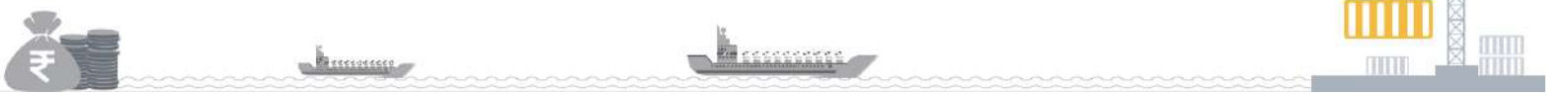
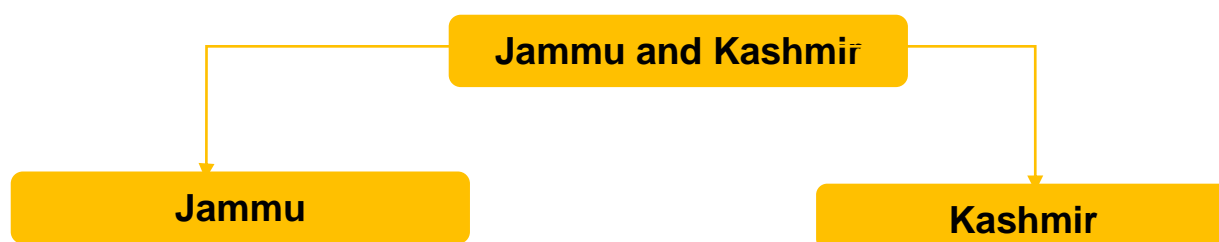


Figure 5 Share of India's Walnut Export



## 3.2 Tourism Scenario of Jammu & Kashmir

Tourism sector plays an important role in the J&K economy. Tourism sector contributes almost 7% to the UT's GDP. Tourism is a major source of employment and foreign exchange; in addition to that, the sector also provides various opportunities to local handicraft and handloom industries. UT has immense potential for eco-tourism, adventure tourism, spiritual as well as pilgrimage tourism. Kashmir is known as, "Paradise on Earth" because of its unmatched scenic beauty and attractive landscapes. Jammu, also known as the "City of Temples" is an important destination for pilgrimage tourism. Department of Tourism is entrusted with overall planning and execution of schemes for the development and upgradation tourism infrastructure in different parts of the UT. The vicinity of Jammu & Kashmir has provided opportunities of adventure and herbal Tourism. It is a promising tourist resort which when exposed to the outside world can make a mark on tourist landscape. This potential tourist spot offers excellent opportunity for adventurous Tourism activities as the area receives heavy snowfall during winter months.<sup>5</sup>



### Attributes

Some of the key attributes of the tourism industry in J&K are as follows:

Pristine Areas

Climate

Landscape

Architecture

Pilgrimage

Culture

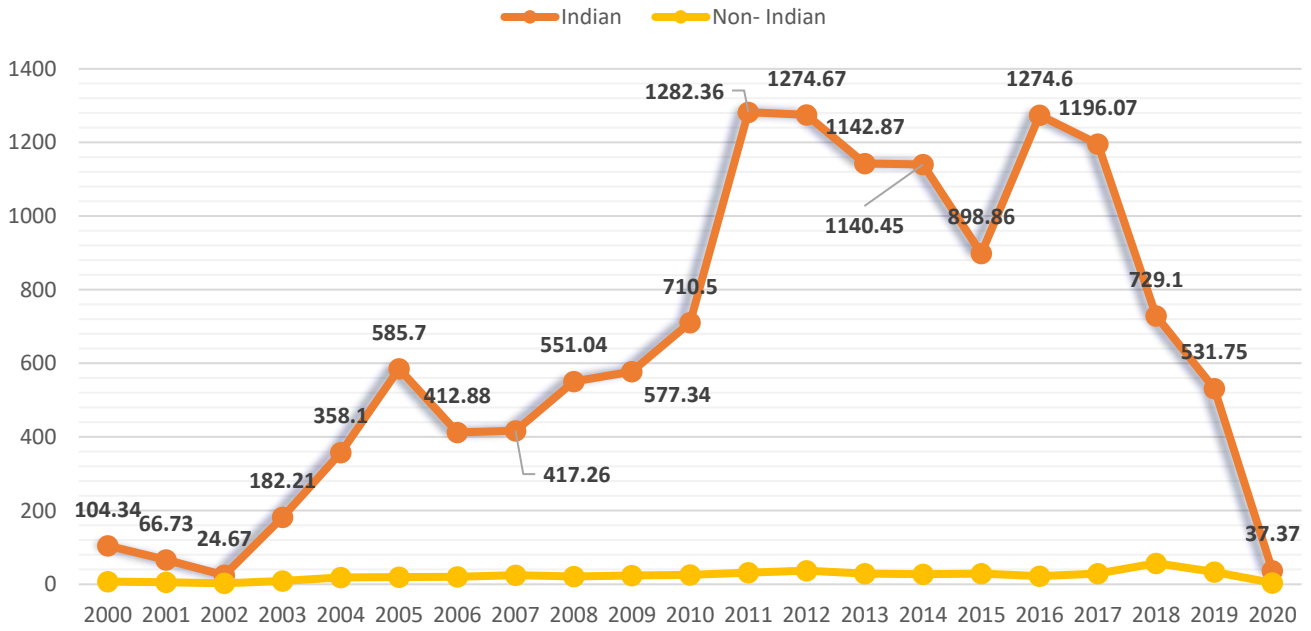
Handicrafts

Historical Heritage, etc

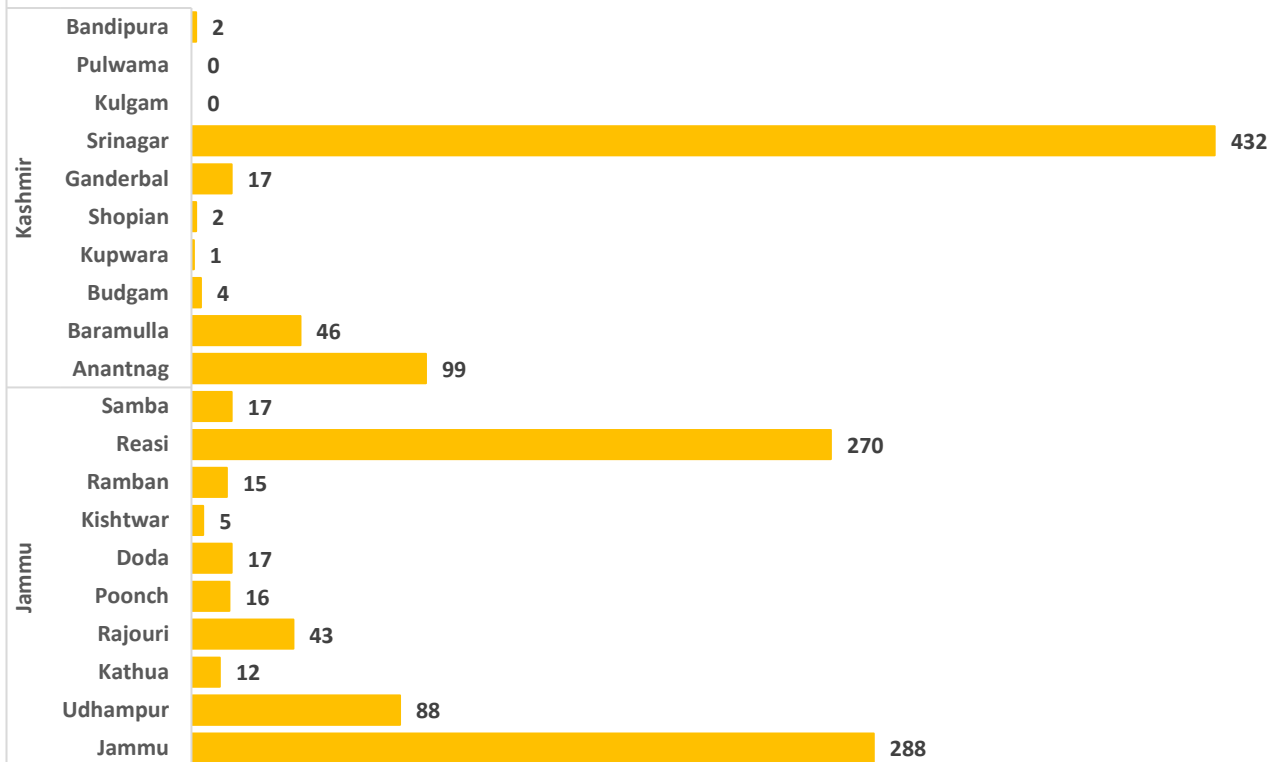
<sup>5</sup> <http://jammutourism.gov.in/>



## TOURIST STATISTICS IN JAMMU AND KASHMIR- INDIAN VS NON INDIAN



## LIST OF HOTELS REGISTERED WITH TOURISM DEPARTMENT





### 3.2.1 Tourist Destinations in Poonch

Poonch is known as a Mini Kashmir due to natural beauty, Glamour's scenic spots and people of good faith. Poonch is one of the remote and border district of Jammu and Kashmir state situated at Line of Control. Poonch has distinction on global map for trade across LOC and crossing point at Chakan-da-Bagh

Poonch has been bestowed with stunning scenic beauty. Snow covered peaks, lush green meadows, dense forest, natural beautiful lakes, waterfall etc elevate the gorgeousness attracting nature loving tourists. Poonch has rich religious heritage. A large number of religious tourists reach Poonch to pay pilgrimage every year.

In Poonch there are very attractive places/scenic spots which can be developed from the tourism point of view. Poonch is also famous for Border Tourism as the same is located near the LOC. Keeping in view, the importance of Poonch a separate authority namely Tourism Development Authority Poonch was established in the year 2005-06 vide Govt. Order No.209-TSM of 2005 Dated:-27-09-2005 and started functioning in 2006-07.

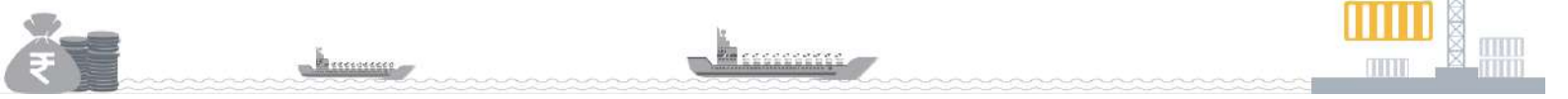
### 3.2.2 Tourism Scenario of Poonch

The District Poonch has distinct historical background, rich cultural heritage, charming natural spots and famous shrines and sufi dargahs etc. These fabulous destinations are categorized as:

#### I. Pilgrim Tourism

There is a great potential of religious tourism in this region because some important Hindu, Muslim & Sikh shrines with deep religious background are located in this region, It has distinct historical background, rich cultural heritage, charming natural spots and famous Religious Shrines and Sufi Darghas. Apart from the renowned Muslim shrines there are some popular Hindu and sikh religious places like as follows:

- Ziarat Sain Miran
- Ziyarat Habib Shah & Matoo Shah
- Ziyarat Danna Shahsitar
- Ziyarat Jammu Shaheed
- Ziarat Pir Chottay Shah
- Ziarat of Sain Allahi Bakhsh Sahib
- Ziarat Than Pir
- Dashnami Akhara Temple



- Sh. Buddha Amar Nath Temple
- Ram Kund Temple
- Lohar Devta Temple
- Gurudwara Dheri Sahib near chaKan-Da-Bagh
- Dera Nangali Sahib Poonch
- Shiv Temple Behramgala

## II. Heritage Tourism

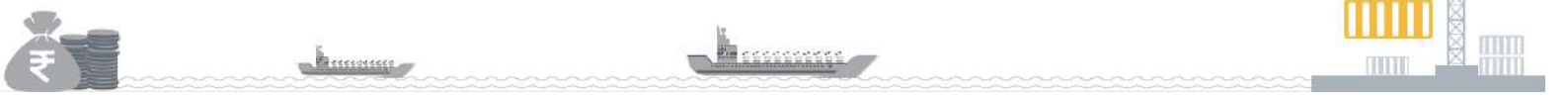
The Poonch is very rich and distinct from other parts of UT from Heritage points of view. Its marvellous old palaces, attractive Forts, old Temples, Bowlies with inscription and idols of pre-historic time, Mughal constructions alongside the Mughal Road few of these are as follows:

- Sheesh Mahal
- Poonch Fort
- Moti Mahal
- Baldev Mahal
- Bagh Deodi

## III. Natural Tourism

The Poonch District has great scenic tourism potential. As it is located on the foot hills of Pir Panchal range, there are series of mountain ranges with snow covered lofty peaks, thick belts of forests on the slopes, number of beautiful valleys, gushing streams, lush green pastures with multi colour flowers, milky waterfalls and crystal clear lakes etc.

- Bimber Gali
- Dera-Ki-Gali
- Tota Wali Gali
- Dana Shah Star Top
- Krishna Ghati
- Jabi Toti
- Nandi Chool Waterfall
- Sankhdoda
- Narian Sawjian



- Ranjati Hill
- Dehr
- Seven Lakes
- Tatakuti Peak
- Noorichamb Waterfall
- Jallian Tourist Park
- Chandimar Tourist Park

#### IV. Adventure Tourism

Adventure Tourism If the world-famous resorts like Gulmarg, Yousmarg, Aharbal Fall are located on the northern slope of Peer Panchal, then the most beautiful natural spots like Sawajian, Loran, Valley of Seven Lakes, Noorichamb & Nandichool Water Falls, Snow Capped Peaks, Meadows, Dhoks with colourful Tribal life are situated in the southern slopes of Poonch. These places are connected with each other through important passes like Noor Pur Pass, Jamia Pass, Choti Gali Pass and Pir Gali Pass etc. There is a tremendous scope of Adventure Tourism in District Poonch.

- Skiing
- Rafting
- Para-Gliding
- Zipline
- Hot Air Balloon

### 3.2.3 Tourist Data District Poonch

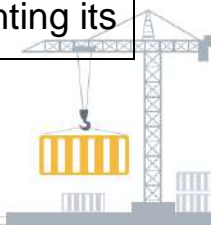
Tourist data -Poonch District	
Total Tourist footfall in Poonch	37,96,938 (Seven Years)
Adventure	
Pilgrimage	
Leisure tourism	
Eco-Tourism	
MICE Tourism	



Domestic tourists' footfall	<b>37,96,938 (Seven Years)</b>
International tourists' footfall	last ten/five years trend
Top Ten counties in terms of international footfall in Poonch	05 years trend
<b>Hotel Information</b>	
Hotels available /registered under various categories	18 Hotels, 37 PGHs
Rooms and beds available in Poonch	670
Additional bed requirements if any	
<b>Potential of Tourism in Poonch</b>	
Potential of new and emerging markets/locations/spots in Poonch under Adventure Tourism.	<ol style="list-style-type: none"> <li>1. <b>Paragliding</b>-Gulpur</li> <li>2.<b>Rafting</b>-Suran-Poonch River</li> </ol> <p><b>Trekking: -</b></p> <ol style="list-style-type: none"> <li>1.Hari to Jabbi touti via Jammu Shaeid—8kms</li> <li>2. Poonch--Gulpur Halipad— Chackan-Da- Bagh -7kms</li> <li>3.Gali Pandi to Sankh Doda via Noorpur-8kms</li> <li>4. Narian to Magiana Seri via Rangawada—7-8kms</li> <li>5. Behramgala to Seven lake via Girgan and Seri mastan meadows 18 kms+</li> <li>6. Murrah Kalali to Tatakuti via hill Kaka -20-25kms</li> <li>7. Sultanpatri to Nandi Chool --5kms</li> <li>8.Behram gala- Noorichamb — to Dahr --4-5kms</li> <li>11. Sanai to Danna Shastar 6-7kms</li> </ol>
Opportunities available in the sectors like Adventure, Caravan Tourism, Heliport	Yes, Opportunities are Available in the sector like



Tourism, Handicrafts, Pilgrimage, MICE, Heritage, Eco-Tourism and Golf etc;	Adventure, Caravan Tourism, Handicrafts, Pilgrimage, Heritage, Eco-Tourism etc.
Human resources availability for tourism sector	Need of Tourists Guide, Adventure Spots Instructors, and hospitality sector training etc.
Capacity building of the tourism stakeholders; required etc	Hotels, Guest House and Home Stay, Logging, Restaurants, Huts and Transport accessibility.
Infrastructural Gaps or modernization through PPP mode etc	<p>The Public-Private Partnership (PPP) mode in Poonch District. Infrastructure development is a dynamic process and initiatives may have been undertaken since then.</p> <p>Infrastructure gaps and potential PPP projects, it's essential to consider various sectors, such as transportation, healthcare, education, water supply, Tourism and more. The specific needs and priorities of the district will influence the types of projects.</p>
Showcasing Brand Jammu and Kashmir in tourism;	Promoting tourism for a region as culturally rich and naturally stunning as Jammu and Kashmir involves highlighting its



	unique features, experiences, and attractions The local products like Rajmash, Nuts, Pecan nut, Ghee/Honey, Maize, is famous handicraft and wood work items.
Introduction of modern technologies and information dissemination for tourist products and services;	Need to online advertise and publicity to increase tourist footfall media campaign to attract more people.
Coordination with other departments like Floriculture, Horticulture to streamline promotion	Increase local products like Rajmash, Apple, Wall Nuts, Ghee, Maize, Rice, Honey, Green Pear and area cultivation like Turlip Garden.
Promotional gap or Present status of promotion of tourism	Govt scheme and department activities are being implemented but there is a need for huge capital investment at all levels including infrastructure accessibility, Human resources and modern technologies.
SWOT -analysis of Poonch Adventure Tourism	<b>Strength-</b> Rich nature, waterfalls, meadows, Huge mountains, wildlife and trekking. <b>Weaknesses-</b> Poor Connectivity and accessibility, infrastructure gap, less publicity, absence of trained

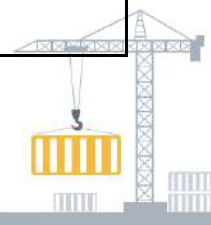




	<b>Opportunities-</b> Human resource and explosive. <b>Threats-</b> Environment degradation, Security Scenario, Remote location.
Total revenue generated-last five years	40.00 lakhs

### 3.2.4 SWOT Analysis of Poonch Tourism:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li><b>Scenic Beauty:</b> Poonch District is known for its breath-taking natural landscapes, including lush green valleys, snow-capped mountains, and picturesque rivers, making it attractive to nature lovers and adventure seekers.</li> <li><b>Rich Cultural Heritage:</b> The district has a diverse cultural heritage with a blend of various ethnicities, traditions, and historical sites, providing an enriching experience for tourists interested in cultural exploration.</li> <li><b>Historical Attractions:</b> Poonch boasts historical landmarks and monuments that attract history enthusiasts, including ancient forts, palaces, and temples.</li> <li><b>Hospitality and Local Cuisine:</b> The region is known for its warm hospitality, and visitors can savor authentic local cuisine, which is a significant draw for food tourists.</li> </ol>	<ol style="list-style-type: none"> <li><b>Limited Infrastructure:</b> While transportation has improved, the overall infrastructure for tourism may still be lacking, including accommodation options, tourist facilities, and tourist information centres.</li> <li><b>Security Concerns:</b> The district is situated in a region that may have security challenges, which could deter potential tourists concerned about safety.</li> <li><b>Seasonal Dependency:</b> Tourism in Poonch might be highly dependent on certain seasons, limiting opportunities for year-round tourism and affecting local businesses.</li> <li><b>Lack of Promotion:</b> Poonch's tourism potential may be untapped due to inadequate marketing and promotional efforts.</li> </ol>



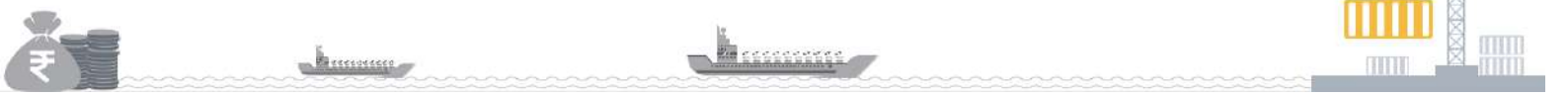
Opportunities	Threats
<ol style="list-style-type: none"> <li><b>Adventure Tourism:</b> The district can tap into adventure tourism by promoting activities like trekking, mountaineering, and river rafting in its scenic landscapes.</li> <li><b>Cultural Events and Festivals:</b> Organizing and promoting local cultural events and festivals can attract tourists interested in experiencing the unique traditions and celebrations of the region.</li> <li><b>Community Involvement:</b> Involving the local community in tourism initiatives can help.</li> <li><b>Ecotourism and Sustainability:</b> Promoting eco-friendly and sustainable tourism practices can attract environmentally conscious travellers. create a sense of ownership and pride, leading to better experiences for tourists.</li> </ol>	<ol style="list-style-type: none"> <li><b>Political Unrest:</b> Ongoing political instability or conflict in the region could significantly impact tourism and deter potential visitors.</li> <li><b>Competition from Other Destinations:</b> Poonch may face competition from other popular tourist destinations in the region, requiring effective differentiation strategies.</li> <li><b>Environmental Challenges:</b> Environmental factors such as natural disasters or climate change can pose threats to the region's tourism.</li> <li><b>Changing Travel Trends:</b> Shifts in travel preferences and trends may affect the demand for traditional tourism offerings in Poonch. infrastructure and attractions.</li> </ol>

### 7.1.1 Estimated budget for proposed intervention

S. No	Intervention	Priority	Timeline	Cost
1.	Setting up of Tourist cum ODOP Kiosk	High	1-6 months	0.5 Cr
2.	Skill Up-gradation and Capacity Building Training	Medium	6-12 months	0.25 Cr
3.	Marketing and Promotion	High	1-6 months	2.0 Cr
4.	Market Research/Study	Medium	6-12 months	0.5 Cr

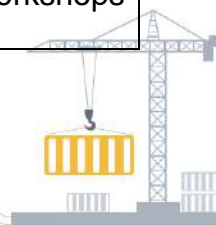


<b>5.</b>	<b>Setting up a Skill &amp; Training Institute</b>	<b>High</b>	<b>1-6 months</b>	<b>1.63 Cr</b>
<b>Total</b>				<b>4.88 Cr</b>



## Chapter 4: Challenges and Gaps

Parameter	Challenges	Interventions
Quality assurance certification and technology upgradation	<ul style="list-style-type: none"> <li>Lack of knowledge on the modern technological processing methods.</li> <li>Lack of awareness of the global standards and quality rating.</li> </ul>	<ul style="list-style-type: none"> <li>Common testing and certification level at the district level.</li> <li>Awareness workshop at the district levels.</li> </ul>
Logistic and Supply Chain	<ul style="list-style-type: none"> <li>Lack of proper storage facility</li> </ul>	<ul style="list-style-type: none"> <li>Storage facility centre in all the zones</li> </ul>
Harvesting	<ul style="list-style-type: none"> <li>Traditional harvesting process is cumbersome and labour intensive.</li> </ul>	<ul style="list-style-type: none"> <li>Upgrading the skills with the best practices around the world</li> </ul>
Land holding	<ul style="list-style-type: none"> <li>Artisans have a small land holding</li> </ul>	<ul style="list-style-type: none"> <li>Providing high-density crop to the farmers</li> </ul>
Marketing & Branding support	<ul style="list-style-type: none"> <li>Lack of innovation and inadequate knowledge for value addition has also discouraged the product to directly go to international markets.</li> <li>Lack of Export related information and linkages.</li> </ul>	<ul style="list-style-type: none"> <li>Awareness and outreach amongst traders/manufacturers for participating in fairs and exhibitions.</li> <li>Leverage marketing assistance schemes of UT and Gol for financial assistance of small manufacturers.</li> <li>Organize state and national level exhibitions.</li> <li>Design and product development centre can be established along with testing lab in the cluster along with a collaboration with NIFT, NID and IIP.</li> </ul>
Exporter's issue	<ul style="list-style-type: none"> <li>No focal point to address exporters ongoing issues.</li> <li>Lack of awareness.</li> </ul>	<ul style="list-style-type: none"> <li>DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries and DHHJ may be given this responsibility to monitor the cell in consultation with DGFT.</li> <li>DGFT organize workshops for Export.</li> </ul>



## Chapter 5: Action Plan and Strategies

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>6</sup>
<b>Increasing the overall exports from the state</b>		
<p><b>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 be set 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</b></p>	<p>IP cell, DIEPC JKTPO</p>	<p>Continuous initiative</p>
<p><b>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-imbursments 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</b></p>	<p>MSME-JK, DGFT, DIEPC, JKTPO</p>	<p>Continuous initiative</p>
<p><b>Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3</b></p>	<p>IP cell, DIEPC JKTPO</p>	<p>Continuous initiative</p>

<sup>6</sup> Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months



Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>6</sup>
international events in a year per product category/industry (Wood craft Products.) by utilizing schemes like IC and MAS		
<p><b>Sensitization of cluster actors:</b></p> <p>The individuals of a cluster should be sensitized on the plethora of schemes<sup>7</sup> available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials.</p> <p>Currently, majority of the exporters and traders focus on selling their goods to USA, UK, and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP</p>	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 number of 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
<b>Common interventions across sectors/ clusters</b>		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	IP cell, DEPC JKTPO	Short term
MoU with QCI for defining quality standards of the products	IP cell, DEPC JKTPO	Short term
Collaboration with IIP to define cluster-wise packing standards	IP cell, DEPC JKTPO	Short term

<sup>7</sup> List of available schemes facilitating exports: <https://www.ibef.org/blogs/indian-export-incentive-schemes>





<b>Quantifiable activity/ intervention</b>	<b>Responsible authority</b>	<b>Timeline for implementation<sup>6</sup></b>
<b>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</b>	JKTPO/DEPC and Banks	Short term
<b>Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances</b>	JKTPO/DEPC and Banks	Intermediate
<b>Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.</b>	IP cell, DEPC JKTPO	Intermediate
<b>Handholding of MSMEs for increasing their awareness on schemes of state &amp; center and the procedure to apply to avail financial assistance</b>	JKTPO/DIEPC C	Intermediate
<b>Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports</b>	DIEPC JKTPO	Short term
<b>DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.</b>	DIEPC/DGFT /JKTPO	Long term
<b>Cost Structure:</b> <b>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.</b> <b>The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website.</b> <b>The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue</b>	DIEPC/JKTP O  DIEPC/JKTP O  DIEPC/JKTP O/	Long term  Long term  Short term

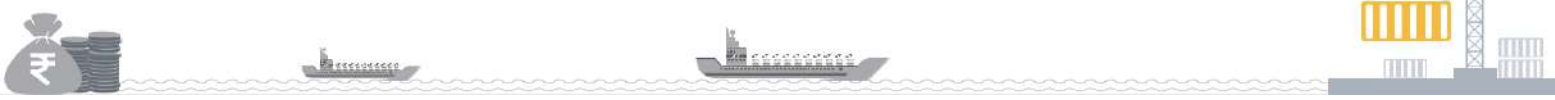


Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>6</sup>
and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	FIEO	
<b>Product – Pecan Nut, Walnut &amp; Tourism</b>		
<b>Establishment of Common Facility Centre with:</b> <b>Pecan Nut Processing Plant</b> <b>Walnut Processing Plant</b> <b>Tourist cum ODOP Kiosk</b> <b>Storage facility</b> <b>Marketing center for undertaking Buyer-Seller meeting and marketing events</b> <b>Packaging Units</b> <b>Collaboration with KVK's, NABARD, APEDA</b> <b>Vertical Growing Rooms</b>	DHHK, DIEPC, DGFT and IP Cell, JKFCSCA	Long term
<b>Collaboration with ICAR, Indian Centre for Agriculture Research &amp; National Research Centre for Walnut NRCOG for cultivation techniques and varieties of crop</b>	IP cell, DEPC JKTPO, DHHK	Long term
<b>Increase the usage of the ODOP mart which facilitates the unit holders and artisans to provide information about their Wood craft products and to sell to large number of customers.</b>	JKFCSCA, IP cell, DEPC JKTPO, DHHK	Short term
<b>Establishment of testing laboratory</b>	IP cell, DEPC JKTPO	Long Term
<b>Setting of modern technology based ETPs</b>	JKTPO/DEPC/ District Administration	Long term



## Sensitization and facilitation in availing Import/ export documents

Most of the cluster participants are uninformed of the import-export code, which is essential for engaging in international trade even though they are interested in and sensitive to exports. Even though some of them are informed, they have trouble applying. Therefore, a camp should be organised at the district level once every three months to assist those interested in trade in understanding the necessary paperwork for import and export and to help them obtain it.

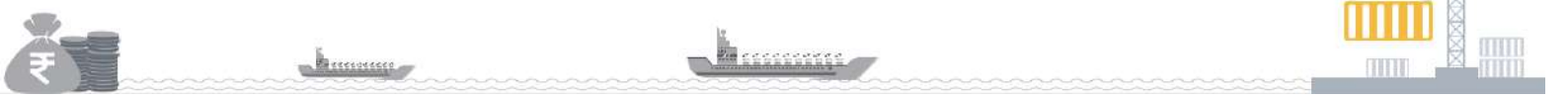


# Chapter 6: Proposed Intervention

## 6.0.1 Soft Interventions

The members of a cluster should be made aware of the variety of plans at their disposal for maximising the potential for exports. Various exemptions are offered to facilitate exports under the Merchandise Exports from India Scheme, the Service Exports from India Scheme, etc. Additionally, programmes like the Duty-Free Import Authorization (DFIA Scheme) and Advance Authorization Scheme (AAS) ensure the procurement of imported raw materials free of duty.

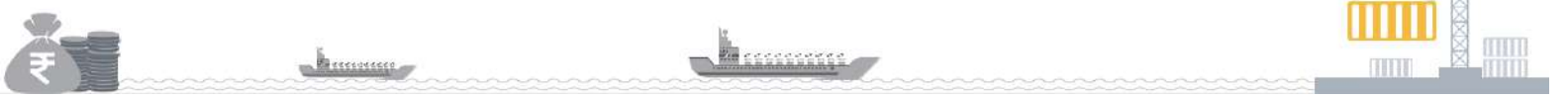
- Currently, majority of the exporters and traders focus on selling their goods to USA, UK, and European countries without correctly analysing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in District Export Action Plans
- EPCH, CEPC 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 organized by FIEO and other organizations may be proposed as a target under this segment.
- Jammu and Kashmir Government should make a dedicated App and Platform for Logistics and Cargo Management.
- The CONCOR rates are to be made available at regular intervals to the DIC office for updating the rates to be displayed at the same time at district website The formation of the Sub-committee comprising the representative of CONCOR and Official from District Industries Centre 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.
- Collaboration with National Skill Development Corporation (NSDC) for providing job-oriented training for skilling and upskilling.
- Sensitization of banks and bankers to help them understand the Niche Sector and their specific requirements which shall help banks evaluate projects better while lending credit



- Introduction of revolving working capital within the cluster to help MSMEs, entrepreneurs, weavers procure raw materials and undertake production without hinderances
- Tie up with the banks/financial institutions (SIDBI, BoB, J&K Bank etc.) for better interest rates, enhanced working capital limits etc.
- Handholding of MSMEs, Weavers, Artisans, Entrepreneur for increasing their awareness on schemes of UT & centre and the procedure to avail financial assistance.
- Identification of big retailers having presence in international markets to increase domestic sale and export of carpets, Initiate talks with Walmart, IKEA and TARGET for collaboration.
- Collaboration with e-Commerce portals (Flipkart, Amazon, eBay, Etsy, Blue Rickshaw etc.) to boost the sales of the products in the domestic and International Market.
- Conduct awareness workshops at block level to create consciousness about different marketing schemes that can be leveraged.
- Collaboration with major hospitality industries, private organizations and government bodies for procuring and promoting products manufactured in J&K region.
- MoU with QCI for defining quality standards of the product so that their quality can be maintained/ improved.
- Collaboration with Indian Institute of Packaging (IIP) will help with innovative packaging techniques customized as per the product. When, the weavers will adopt the latest techniques, it will help enthrall new customers thus, increasing the overall sales
- CFC for Testing, Testing Laboratory accredited to IICT Srinagar or NABL Accredited or Global Institutes like Intertek

## Soft Interventions

1. Strategies built on strengths and weaknesses of the UT of J&K.



2. Strategies aim to minimize existing weaknesses that are acting as hurdles to tap identified opportunities.
3. Other soft interventions suggested.

### **6.0.2 Strategies built on strengths and weaknesses of the UT of J&K**

- To leverage strengths in agri products to grab opportunities and building on existing exports and expansion in emerging Asian and Middle East markets.
- Leveraging on dominant position in apple cultivation in India, grab the opportunity to become an APPLE EXPORT/PROCESSING HUB for global markets.
- To promote exports of unique, rare, and distinguishable fresh and processed products in new rapid growth markets.
- To execute a knowledge Hub (for retention and innovation) in the State to grab opportunities in product innovation and creation across the globe.

### **6.0.3 Strategies aim to minimize existing weaknesses that are acting as hurdles to tap identified opportunities.**

- To eliminate hurdles like high tariffs, incompetent airports resulting in grabbing the opportunity of making J&K as the Aviation Hub.
- To eliminate hurdles in connectivity and infrastructure related areas to bring in competitive advantages relating to transportation costs of exports.
- To encourage and equip all stakeholders to meet EU, HACCP and FDA standards resulting in consistent and value added exports to focus on new markets.
- Stronger Interventions for reducing the higher freight charges for shipment of commodities from the UT, since the place being landlocked.
- Adapting branding of several unique products like saffron, Lavender, Apples, walnuts, Mushkbudji Rice, Red Rice, Masala Tikki and processed products to create value while competing with other exporting Nations / States in global markets.

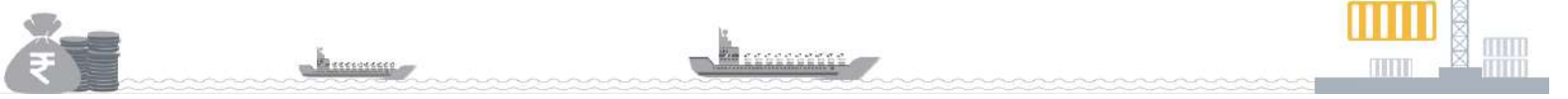
### **6.0.4 Other soft interventions from the State Government suggested.**

- Export Awareness Programmes.
- Export Training Programmes.
- Export Management Training Programmes.
- Seminars, Workshops & Conferences.





- Interaction and Open House Meetings.
- Participation in National/International Exhibitions & Trade Fairs for Promotion of Trade
- Financial support to the all Artisans, SC, ST, Women Entrepreneurs of Micro and Small enterprises, who participate in the Trade Fair and Exhibitions.
- Conferring State Export Awards for Export Excellence.
- Market Development Assistance (MDA) Scheme for Overseas Visits / Trade Fair for business promotion.
- Reverse Buyer-Seller Meet through Market Access Initiatives and Market Development Assistance of Govt. of India.
- Disseminating Overseas Live Trade Enquiries. o Incubation Centre, Facilitation Cell, R&D Cell, Entry strategies.
- Assisting the traders/exporters in certification for the export/ import of commodities.
- Trade Point to provide live trade enquiries, Global Directory Services & Online Trading facility.



## 6.1 Proposed Hard Interventions

- Farmers in the region may face challenges related to the lack of knowledge about modern Pecan nut cultivation techniques, processing, and market requirements. Providing training and technical support can significantly improve the quality of produce.
- The Business activities in District largely depend on the road transport for carriage of their goods/produce outside the district. The road bottlenecks, particularly during winter and rainy season are the main hurdle for producer/growers in the district to sell their produce outside the district. The road network should be improved for all seasons.
- The Government shall improve the basic infrastructure and civic amenities at the major local marketplaces.
- The Govt. should support farmers/growers for purchase of controlled atmosphere/reefer vehicles so that perishable products.
- Govt. should promote the export and to explore new market for traditional items /local produce with a view to expanding the export from the district.
- As the Micro, Small and Medium Enterprise sector is a thrust area in the UT Govt. Industrial development agenda. The government should promote and establish food processing units in the district.

### 6.1.1 HARD INTERVENTIONS

- a. Creating Export Infrastructure
- b. Encouraging SEZs
- c. Encouraging Development of ICDs & CFSS
- d. Segment specific Strategies

### 6.1.2 Creating Export Infrastructure

- Government Departments / Organizations which are mandated for development of infrastructure may reserve certain percentage of their annual budget to support critical infrastructure to encourage exports.
- Private participation would be encouraged for the development of Inland Container Depots, Container Freight Stations, Logistics Parks, pre & post harvest technology centres, ware housing and other infrastructure facilities through PPP mode.



- Trade bodies and industry associations would be encouraged to promote development of infrastructure, R&D Centre, Training Centre and Testing Centre to augment the development and growth of exports.
- Private participation, Export Promotion Councils, Trade bodies/Industry Associations would be encouraged to create warehousing facilities overseas for exporters near transit ports to help trans-shipment of goods on main line vessels.
- Connectivity to major seaports and airports need to be strengthened and upgrade facilities to meet the demand exporters and enhance the capacity for facilitating exports
- The rail network in J&K to be strengthened to facilitate speedy movement of goods to ports.

### Encouraging SEZs

- Development of SEZs both multi product and sector specific, would be encouraged in the State by dovetailing the provisions available in the Central / State SEZ Policy.

### Encouraging Development of ICDs & CFSs

- ICDs / CFSs and logistic parks would be developed in the clusters and in the major industrial areas of potential districts to facilitate exports.

## 6.1.3 Interventions Proposed by District Export Committee (Poonch)

Hard and soft interventions							
1	Common Production & Logistic Centre					1	2
2	Testing Laboratory					1	3
3	Grading Machine Facility					1	3
4	Packaging & Labelling Centre					1	1
5	Skill Development Centre					1	1
6	Common Facilitation centre if any (CFC)						
7	capacity building sessions if any conducted to promote export	3	5	6	6	10	25



8	Marketing Linkages	F&V MARKETS AT JAMMU, SRINAGA R & RAJOURI ARE AVAILABL E	F&V MARKET POONCH UNDER DEVELOPME NT	F&V MARKET POONCH, OTHER MARKETS OF THE STATE AND COLLABORATII ON WITH E- MARKETPLACE S
9	Capacity enhancement techniques adopted if any	ORGANNIZED VARIOUS TRAINING PROGRAMME IN COLLABORATION WITH CONCERNED DEPTT.		
10	Departmental Schemes to enhance exports	BUYER SELLER MEETS, EXPORT MELAS, E MARKETPLACES AND STALLS WITHIN STATE AND THROUGHOUT COUNTRY		
11	Focus on high Yielding varieties for Export Quality to increase production	HYBRID/GRAFTED WALNUT PLANTS NEEDS TO BE IMPORTED FOR BETTER YIELD AND GOOD QUALITY		

Use of Modern technologies		
1	Cost Structure of new machinery required	0.50 Cr
2	Setting up of CFC	1.0Cr
3	storage	1.0 Cr
4	Centre of Excellence	1.0 Cr
5	Packaging and labelling/GI branding etc	0.75 Cr
6	Quality Control Lab /testing Lab	1.0 Cr

CFS facilities would be encouraged at potential locations to help exporters especially in MSME segments, which generally ship small quantities as they cannot utilize a full container load.



## 6.2 SECTOR SPECIFIC INTERVENTIONS

- Food parks / Agri special zones / Agri Logistic Parks / Corridors would be encouraged for establishment at different locations across the State. These parks will have the entire required infrastructure facilities like pre-harvest & post-harvest technology, cold chain, and temperature-controlled warehouses and refrigerated transport / reefer trucks to minimize the loss in storage and transit.
- It is proposed to support the establishment of better connectivity from fruits and vegetables growing areas to ports and to the National / State highways to facilitate easy movement of goods.
- Market intelligence reports to be provided for dissemination of information to farmers on a real time basis.
- Modern packaging technology would be encouraged to reduce the packaging cost. The State would support the establishment of a branch of Indian Institute of Packaging in this regard.

### 6.2.1 Estimated budget for proposed intervention.

S. No	Intervention	Priority	Timeline	Cost
1.	Setting up of Storage	High	1-6 months	0.15 Cr
2.	Skill Up-gradation and Capacity Building Training	Medium	6-12 months	0.5 Cr
3.	Publicity and Promotion of GI Tagging	Medium	6-12 months	1.0 Cr
4.	Marketing and Promotion	High	1-6 months	1.0 Cr
5.	Market Research/Study	Medium	6-12 months	0.5 Cr
6.	Setting up a Common Facility	High	1-6 months	0.648 Cr
<b>Total</b>				<b>3.798 Cr</b>



## 6.2.2 Estimated budget for plant & machinery for Common Facility Centre

S. No	Intervention	Cost
1	Pecan Shaker/Drying/Cracking/Drying/Sorting & Grading/ Harvesting Equipment's	0.5 Cr
2	Storage Facilities	1.0 Cr
3	Quality Control Technology	0.25 Cr
4	Publicity and Promotion of GI Tagging	1.0 Cr
5	Marketing and Promotion	1.0 Cr
6	Market Research/Study	0.5 Cr
7	Setting up a Common Facility	0.648 Cr
<b>Total</b>		<b>5.648 Cr</b>



# Chapter 7: Government Schemes for Cluster and Infrastructure Development

## 7.1 MSE-CDP

### Objectives:

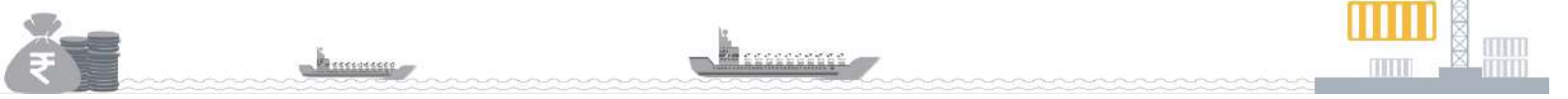
- To enhance the sustainability, competitiveness, and growth of MSEs by addressing common issues such as improvement of technology, skills & quality, market access, etc.
- To build capacity of MSEs and Start-ups for common supportive action through integration of self-help groups, consortia, district 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%





<b>CFCs in NE &amp; Hill States, Island Territories, Aspirational Districts</b>	INR 10 Cr to 30Cr	70%	15%	15%
<b>Infrastructure Development in NE &amp; Hill States, Island Territories, Aspirational Districts- New</b>	INR 5 Cr to 15 Cr	70%	30%	
<b>Infrastructure Development in NE &amp; Hill States, Island Territories, Aspirational Districts- Existing</b>	INR 5 Cr to 10 Cr	60%	40%	
<b>Infrastructure Development Project</b>	State / UT Governments through an appropriate State Government UT Agency/Integrated Industrial Park Development Agency/ State Industrial Development Agency			

## Implementing Agencies

## 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/ Start-ups /Green Field MSEs/FPOs for CFC with project cost of above Rs 10 crore and above
- Minimum 10 MSEs/ Start-ups /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

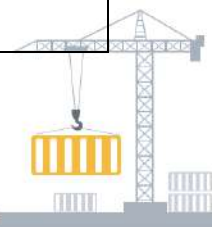


### Composition of SLSC (State Level Screening Committee)

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
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 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



## 7.2 Flatted Factory

- 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.

## 7.3 Scheme of Ministry of MSME, GOI:

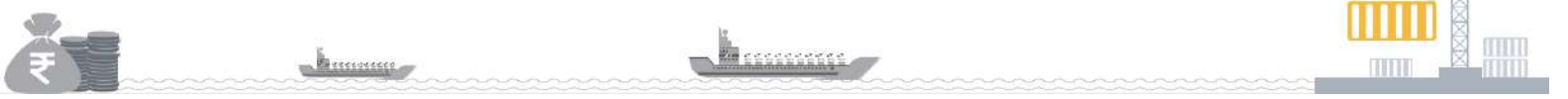
Ministry of MSME, Government of India through its MSE-CDP Scheme is supporting the State Government Agencies by providing GOI grant restricted to 60% of the project from INR 5.00 crore to INR 15.00 Crore for setting up of FFC.

## 7.4 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 (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.

## 7.5 Common Facility Centre

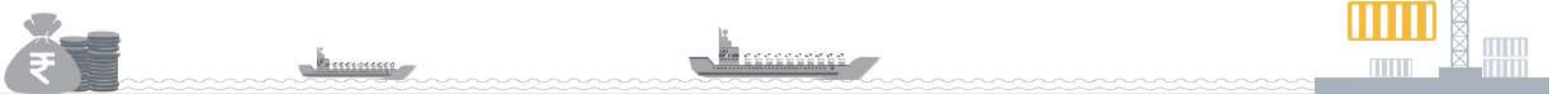
**Objective:**

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.

<b>S.No</b>	<b>Expenditure Items</b>	<b>Funds Permissible ( In Lakhs)</b>
<b>1</b>	Own building (Interior Work/construction) Rented building (IA must have Agreement of at least 15 years for running the CFC) <i>Interior Work/ Construction</i>	50.00
<b>2</b>	Tools Machinery and equipment related to production and testing including installations, packaging etc	225.00
<b>3</b>	Fixed Asset	4.50
<b>4</b>	Expenditure towards training of machine operators	5.00
<b>5</b>	Contingency	3.00
<b>6</b>	Erection and commissioning	12.50
<b>Total</b>	<b>300.00</b>	

Rental amount will be borne by the IA



## 7.6 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.

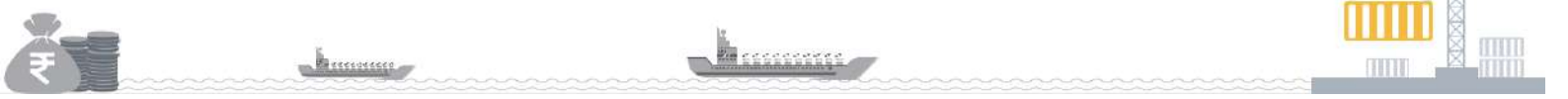
Eligible Non-Governmental Organizations, Registered SHGs, local statutory bodies, SPV promoted by banks, Apex cooperative Societies and National level Apex Societies (registered under society act/ trust act, etc.) and organization like IICT, MHSC, HMCM, NIFT, and Export Promotion Councils.

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.





- 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.

## **7.7 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.

### 7.8 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 craftsman 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.

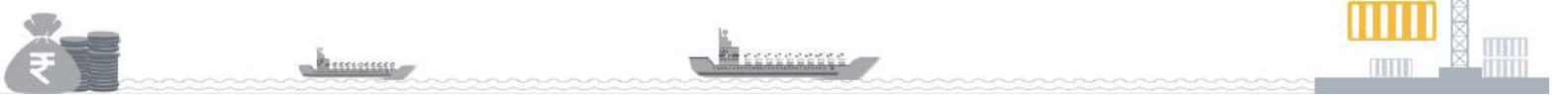
### Eligibility:

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

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

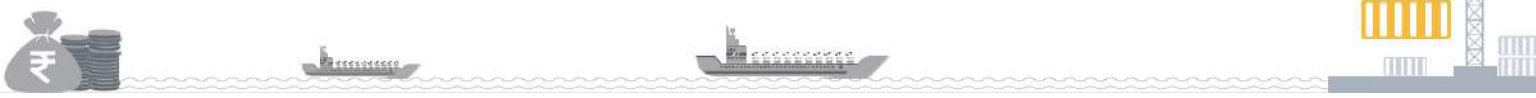
## 7.9 Procurement and Marketing Support Scheme

### **Objective:**

- Promoting new market access initiatives like organizing / participation in National / International Trade Fairs / Exhibitions / MSME Expo, etc. held across the country.
- To create awareness and educate the MSMEs about importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international / national trade and other subjects / topics relevant for market access developments.
- Eligibility Condition:
- Manufacturing / Service sector MSEs having valid Udyam Registration (UR) Certificate.
- Scheme Components:
- Market Access Initiatives across the country.
- Organizing events like Domestic Trade Fair& Exhibition/ Awareness programs/ National & International Workshops & Seminars/ Vendor Development Programs.
- Vendor Development Programme
- Capacity Building
- Development of Retail Outlet

## 7.10 High Density Plantation Scheme

High Density Plantation scheme was launched by JK Unio Territory Government in collaboration with National Agricultura Cooperative Marketing Federation of India Ltd. (NAFED). The schem has been launched for High Density Plantation of Apple, Walnut Almond, Cherry, Mango, Litchi, Olive etc. The scheme shall remain effective w.e.f. March 2021 to March 2026. A targeted area of 550C hectare will be covered in the Union territory of Jammu and Kashmir under the scheme.



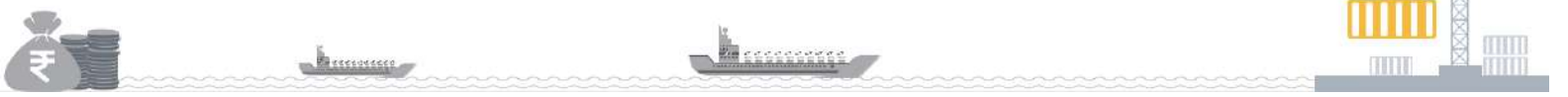
The scheme has been launched with the objectives of enhancing production & productivity and raising the farmers income.

#### FEATURES OF THE SCHEME:

- Department shall register/authorize nurseries having the eligibility criteria.
- Assistance to the tune of 50% of the cost of planting material will be given directly to the farmers through DBT mode on purchase from these authorised nurseries.
- The cost of plants shall be fixed by the Price Determination Committee.
- To Facilitate the scheme, an online Monitoring Information System (MIS) shall be put in place for registration of eligible nursery growers & farmers, and demand as well as availability of plants.
- The Assistance shall be provided after Verification of Plantation.

#### Funding Pattern

Funding Pattern under the scheme will be 50:50 between Government and the farmer.



# Chapter 8: Envisaged Outcomes

Double the Export Turnover from District Poonch.

20% increase in Digital Literacy, i.e selling of products on e-commerce platforms.

20-40% increase in wages of the Farmers.

Creation of New varieties of pickle as per the market trends.

Eco-Friendly Packaging which complies the International Standards as well as enhance the product's aesthetic appeal.

25% increase in tourism economy through home stays, premium hotels and leisure park.

## Pecan Nut

### Annual Turnover

Increase of 150% in Pecan Nut product in 3 years

### Cluster exports

Direct export growth will be exponential if planning of development of cluster goes as decided

## Walnut

### Annual Turnover

Increase in annual turnover from existing one to a growth rate of 100% in 3 years

### Cluster exports

Direct export growth will be exponential if planning of development of cluster goes as decided

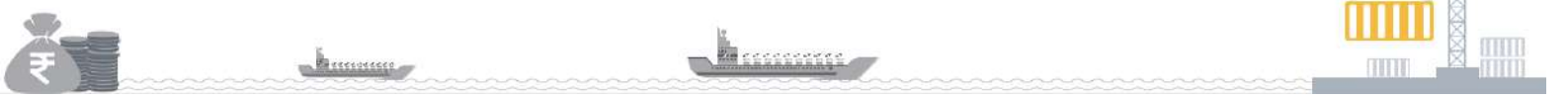
## Tourism

### Annual Turnover

Increase of 50% in annual income from tourism sector in 3 years

### Cluster exports

Increase in number of national & international tourist by 50%



## Chapter 9: Abbreviation

<b>APEDA</b>	<b>The Agricultural and Processed Food Products Export Development Authority</b>
<b>API</b>	Active pharmaceuticals ingredients
<b>CAD</b>	Computer-Aided Design
<b>CAM</b>	Computer Aided Manufacturing
<b>CFC</b>	Common Facility Centre
<b>CONCOR</b>	Container Corporation of India
<b>CPC</b>	Common Production Centre
<b>DGFT</b>	Director General of Foreign Trade
<b>DHO</b>	District Horticulture Officer
<b>DIC</b>	District Industries Centre
<b>DIEPC</b>	District Industry and Enterprise Promotion Centre
<b>DPR</b>	Detailed Project Report
<b>EPC</b>	Export Promotion Council
<b>EPCG</b>	Export Promotion Capital Goods
<b>FIEO</b>	Federation of India Export Organization
<b>FPO</b>	Farmer Producer Organizations
<b>FTA</b>	Free Trade Agreement
<b>GCC</b>	Gulf Cooperation Council
<b>GI</b>	Geographical Indication
<b>HS</b>	Harmonized System
<b>IC</b>	International Cooperation
<b>IC Engines</b>	Internal Combustion Engines
<b>IEC</b>	Import Export Code
<b>IIP</b>	Indian Institute of Packaging
<b>ISW</b>	Industrial Solid Waste
<b>ITI</b>	Industrial Training Institute
<b>KVK</b>	Krishi Vigyan Kendra
<b>MAS</b>	Market Assistance Scheme
<b>MSE CDP</b>	Micro & Small Enterprises - Cluster Development Programme
<b>MSME</b>	Micro, Small and Medium Enterprises
<b>NHB</b>	National Horticulture Board
<b>NIC Code</b>	National Industrial Classification Code
<b>NIC</b>	National Informatics Centre



<b>NID</b>	National Institute of Design
<b>NIFT</b>	National Institute of Fashion Technology
<b>NSDC</b>	National Skill Development Cooperation
<b>ODOP</b>	One District One Product
<b>PM FME</b>	Pradhan Mantri Formalisation of Micro food Processing Enterprises
<b>PMU</b>	Project Monitoring Unit
<b>QCI</b>	Quality Council of India
<b>R&amp;D</b>	Research & Development
<b>RMB</b>	Raw Material Bank
<b>SIDBI</b>	Small Industries Development Bank of India
<b>SPS</b>	Sanitary & Phytosanitary
<b>SPV</b>	Special Purpose Vehicle
<b>SWOT</b>	Strength, Weakness, Opportunities, Threats
<b>TBT</b>	Technical Barriers to Trade
<b>UAE</b>	United Arab Emirates
<b>UK</b>	United Kingdom
<b>JK</b>	Jammu & Kashmir
<b>JKTPO</b>	Jammu & Kashmir Trade Promotion Organization
<b>USA</b>	United States of America

