

District Export Action Plan

Pulwama District

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❖ Background

Hon'ble Prime Minister's announcement on Independence Day to transform every district into an export hub and realise the goal of Atmanirbhar Bharat is intended to accelerate economic growth, generate employment and promote rural development. Districts as Export Hubs is the first such initiative of Government of India which tries to target export promotion, manufacturing and employment generation at the grass root level and is expected to help realize the true potential of each district. Through this transformative initiative, Government of India intends to bring about a structural change in the lives of the rural population by linking the local production houses to the global supply chains and contribute to the Atmanirbhar mission.

❖ District Export action Plan Features

The District Export Plan will include.

- Details about the support required by the local industry in boosting their manufacturing and exports
- Key district specific bottlenecks for exports
- Strategy to enhance logistics and infrastructure at the district level
- Action plan to increase the exports
- Key recommendation from stakeholders, industry association, export department officials etc.

Chapter 1 - About the District

1.1 Introduction

District Pulwama came into being in the year 1979 in the larger interests of maintenance of law and order, closer supervision, more effective control and above all to ensure balanced development of the area. The district is also called Rice Bowl of Kashmir for maximum production of rice grains in the J & K state. Pulwama is often called the 'Anand of Kashmir' or 'Dudha-Kul of Kashmir' on account of its high milk production. Pulwama is one of the pretty spots on the earth, because of its congenial climate, streams,



waterfalls, fragrant flowers delicious fruits, innumerable springs and other natural sceneries. Apart from above there are some historical places & monuments in Pulwama district viz a viz The Avantishwar Temple. The Payer Temple Asar Sharief Pinjoora, etc. Agriculture is the main activity of this district. There are number of large/medium industries existing in the district e.g. play Board Industries- Pampore, Govt. Cement Factory Woyan, Joinery Mill-Pampore, Brick and Tile Factory

Pampore, Govt. Cement Factory-Khrew. Small Scale Industrial units which are generally skill based-oriented like Food based, wood based and Artisan type etc & the major crops of Pulwama district are Rice/Paddy, Wheat, Maize, Vegetable & Fruits, Oil Seeds, saffron & milk are the main crops of this district

1.2 District Profile

Location & Geography

Pulwama being a part of the beautiful valley is bounded by SRINAGAR in the North by BUDGAM and POONCH Districts the west and by ANANTNAG Districts in the South and East. The district is surrounded by Hilly terrains, which are 2000 Mtrs. above sea level. As per altitude from sea level the district can be divided into three zones i.e. zone 1st falls upto the level of 1700 meters. zone 2nd falls between 1700 to 2000 mtrs. And zone 3rd above 2000 mtrs. Zone 1st covers the entire area of tehsil Pulwama, Pampore and a portion of Tehsil Tral. Zone 2nd major portion of Tehsil Tral is falling under this zone. Forests with extending upto alpine height fall in zone 3rd with a number of meadows. The river Jehlum passes through this district from Anantnag to Srinagar. The water of river Jehlum a navigated channel is utilized for irrigation purposes through lift irrigation system. The maximum rainfall as recorded in district during the schedule year 1998 was 772.30 mm at per station Pulwama. Most of the higher reaches in tehsil Tral experience early snowfall in winters. Pulwama District is bounded by Srinagar in the North side, Budgam & Poonch in the west side and Anantnag in the south side.

Demography

As regards the soil, it is fertile for cultivation of paddy, maize, wheat, oil seeds, vegetables, fruits and pulses etc. For paddy cultivation there are assured irrigation facilities through canals and lift irrigation pumps, besides the terrain areas of Pulwama and Pampore blocks are suitable for saffron cultivation.

Classification of Land (As per annual survey report of 2016-2017)

Particulars	Number (Sq. Km)
Reporting area	60772
Area under forests	412
Area put to non-agriculture use	8387
Un-cultivated land	2542
Permanent pastures and other grazing land	5953
Area under miscellaneous tree crops	1102
Cultivated waste land	3617
Fallow other than current fallow	191
Current fallows	6368
Net area shown	32292

Topography

Pulwama being a part of the beautiful Valley is bounded by Srinagar in the North by Budgam and Poonch Districts the west and by Anantnag Districts in the South and East. The total area of the district is 1090 Sq. Kms. District Pulwama is situated at an altitude of 1500 to 2000 meters above mean sea level. The district is located at 33.8830554(latitude), 74.9208705(longitude). The district is surrounded by Hilly terrains, which are 2000 Mtrs. above sea level. As per altitude from sea level the district can be divided into three zones i.e. zone 1st falls upto the level of 1700 meters. zone 2nd falls between 1700 to 2000 mtrs. And zone 3rd above 2000 mtrs. Zone 1st covers the entire area of tehsil Pulwama, Pampore and a portion of Tehsil Tral. Zone 2nd major portion of Tehsil Tral is falling under this zone. Forests with extending upto alpine height fall in zone 3rd with a number of meadows. The river Jehlum passes through this district from Anantnag to Srinagar. The water of river Jehlum, a navigated channel is utilized for irrigation purposes through lift irrigation system. The maximum rainfall as recorded in district during the schedule year 1998 was 772.30 mm at per station Pulwama.

Most of the higher reaches in tehsil Tral experience early snowfall in winters. The district experiences rainfall during the winter and early summer from western disturbances & monsoon rains from July onward. The district has met with severe drought since a couple of last years also.

Administration setup

S.No	Name of Organizational Unit	Detail of the Organizational Unit
1	Subdivisions	Tral
2	Tehsils	Aripal, Tral, Awantipora, Pulwama, Pampore, Rajpora, Kakapora, Shahoora
3	Development Blocks	Aripal, Tral, Dadsara, Awantipora, Lasipora, Pulwama, Kakapora, Newa, Pampore, Shadimarg, Achgoza
4	Gram Panchayat	189
5	Assembly Constituencies	Tral, Pulwama, Pampore, Rajpora
6	Zila Parishad	Pulwama
7	Nagar Panchayat (Notified area committee)	Pulwama, Tral, Pampore, Khrew, Awantipora

Climate

The Climate of the District is temperate and is more or less the same as that of the Srinagar District, except that its higher regions get heavier snowfalls & experience severe cold in winter

Population

As per 2011 census of India, Pulwama District has a population of 560,440 in 2011 out of which 293,064 are male and 267,376 are female.

Connectivity

By Road: Pulwama is connected with National Highway 444 to rest of India. NH 444 is a branch of National Highway 44.

By Rail: The nearest railways stations that approach to Pulwama are Awantipora railway station, Kakapora railway station and Pampore railway station.

By Air: The nearest airport is Sheikh-ul-Alam International Airport (Srinagar).

Attractions

The district's main tourist attractions are Tarsar and Marsar Lake. The Tarsar and Marsar lakes are situated 3km and 5km away, respectively, from the village of Nagberan

1.3 Industrial Infrastructure

Industry at Glance

Sr. No.	Head	Unit	Particulars
1.	Registered Industrial Unit	No.	1971
2.	Total Industrial Unit	No.	1971
3.	Registered Medium & Large Unit	No.	18
4.	Estimated Avg. No. Of Daily Worker Employed in Small Scale Industries	No.	12838
5.	Employment In Large and Medium Industries	No.	1005
6.	No. Of Industrial Area	No.	03
7.	Turnover Of Small-scale Ind.	In Lacs	14311.20
8.	Turnover Of Medium & Largescale Industries	In Lacs	17664.10

Source: DIC Pulwama

Data Of Small Enterprises as on 31.03.2021

Sr No	District	No. of Unit	Employment	Fixed Investment	Production
				(In Lakhs)	(In Lakhs)
1	Pulwama	1953	12838	83600.00	NA

(Source: DIC Pulwama)

District Wise Status of Large Medium Industry as on 31.03.2021

	District	Units	Fixed Capital Investment (Rs In Lacs)	Working Capital (Rs In Lacs)	Employment	Production (Rs in Lacs)
1	Pulwama	18	47313.10	NA	1005	NA

(Source: DIC Pulwama)

Details of Existing Micro, Small, Medium & Large Enterprises and Artisan Units in the District

S.No.	Type of Industry	No. of Units	Employment	Investment In P&M (Rs in Lakh)
1	Food	168	1549	36827.00
2	Bakery	30	68	127.00
3	Flour mill	38	102	114.00
4	Milk Products	38	235	527.00
5	Spices and Salt	23	54	45.00
6	Dry Fruit	15	115	104.00
7	Rice	24	109	131.00
8	Beverages	0	0	00
9	Cement	117	1325	25820.00
10	Chemical	31	198	287.00
11	Wood	373	4345	7460.00
12	Plastic	66	663	334.00
13	Pharma	03	118	389.00
14	Dal/Oil Mill	56	78	45.00
15	Electric	29	64	25.00
16	Fabrication	206	521	2441.00
17	RMG /Silk/Wool	143	354	572.00
18	Carpet, Cotton, Mattress	10	74	50.00
19	Cattle Feed	08	47	54.00
20	Paint	02	19	52.00
21	Gun	0	0	00
22	Packaging	05	102	519.00
23	Phenyl/Soap	0	00	00
24	Gases	0	00	00
25	Service	163	765	426.00
26	POP	01	08	26.40
27	Pesticides	0	00	00
28	Liquor	0	00	00
29	Paper	48	482	956.00
30	Printing	62	263	132.00
31	Rubber	0	00	0
32	Rolling mill	0	00	0
33	Metal	0	00	0
34	Medical	03	15	156.00
35	Glass	0	00	00
36	Batteries	0	00	00
37	Misc.	309	2170	921
	Total	1971	13843	78540.40

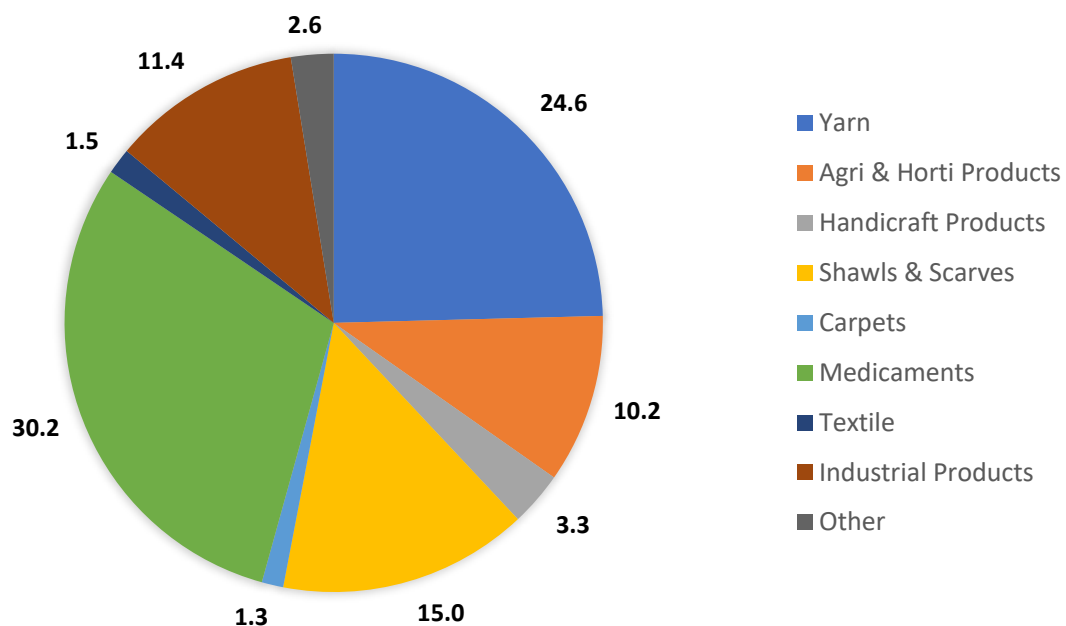
List of Enterprises with huge Investment

S.No.	Name of the Unit	Location of the unit	Investment In P/M (In Crores)
1	M/S Trumboo Industries Pvt. Ltd. Khrew	Khrew	85.52
2	M/S Itifaq cements & Constructions Pvt. Ltd. Khrew	Khrew	7.31
3	M/S Dawar Cements Pvt. Ltd. Khrew	Khrew	9.69
4	M/S Cemtaq Cements Pvt. Ltd. Khrew	Khrew	9.85
5	M/S Green Land Cements Pvt. Ltd Woyen	Khrew	3.60
6	M/S H K Cement Industries Pvt. Ltd. Zantrag Khrew	Khrew	67.26
7	M/S Valley Cements Industry Kutmarg Khrew	Khrew	1.84
8	M/S Fruit Master Pvt Ltd IGC Lassipora	IGC Lassipora	28.95
9	M/S Golden apple IGC Lassipora	IGC Lassipora	10.001
10	M/S Kashmir premium Apple IGC Lassipora	IGC Lassipora	18.12
11	M/S Valley Fresh Cold Chain IGC Lassipora	IGC Lassipora	14.72
12	M/S Shaheen Agro Fresh Pvt.Ltd IGC Lassipora	IGC Lassipora	22.5
13	M/S Kehwa square Pvt Ltd. IGC Lassipora	IGC Lassipora	41.91
14	M/S Kashmir Fruit Preserves IGC Lassipora	IGC Lassipora	10.36
15	M/S Al Noor Agri Fresh Pvt. Ltd IGC Lassipora (I)	IGC Lassipora	18.94
16	M/S Peaks Agro warehouse Pvt Ltd IGC lasspora	IGC Lassipora	16.41
17	M/S Paak Agro Industries IGC Lassipora	IGC Lassipora	1.78
18	M/S Mir Agro Industries IGC Lassipora	IGC Lassipora	10.20
19	M/S Alamdar Cold Store IGC lassipora	IGC Lassipora	32.0
20	M/S Al Noor Agri Fresh Pvt. Ltd IGC Lassipora (II)	IGC Lassipora	16.81
21	M/S Shopian Orchard Fresh IGC Lassipora	IGC Lassipora	5.50

22	M/S Abraaq Agro fresh LLP IGC Lassipora	IGC Lassipora	18.60
23	M/S Shaheen agro Fresh Pvt. Ltd. (II) IGC Lassipora	IGC Lassipora	18.99
24	Panchal Agro Fresh Gund e Achan Lassipora	Achan Lassipora	21.5
25	M/S Gulberg Cold Chain IGC Lassipora	IGC Lassipora	13.11

(Source: DIC Pulwama)

Chapter 2: Export Scenario of Jammu and Kashmir



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

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

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

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

2.1 Jammu and Kashmir EPI Index

Jammu & Kashmir has emerged as one of the best performers in the currently and currently ranks 17th position among all states/UT's and 2nd among UT's in Third Edition of Export Preparedness Index for Financial year 2022 issued by Niti Aayog. J&K recorded an improvement in its score rising to 47.49 from previous scores of 30.07.



Policy 99.52

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

Institutional Framework	99.03
Appointed Export Commissioner	100.00
District Export Promotion Council (DEPC) in district	96.77
Grievance redressal portal: Functional	100.00
International Access: faster export	100.00
State - Centre coordination cell	100.00

Export Ecosystem 44.56

Export Infrastructure	69.15
Agri- Export Zones - Number	25.00
Area covered under Industrial Parks (EPIP, EPZs, SEZ)	0.00
Existence of Trade guide	100.00
Online portals for information for exporter	100.00
Regional disparity: District level	57.33

Trade Support	47.21
Application of TIES scheme	0.00
Capacity building or orientation workshops for exporters	0.93
Conducted Stakeholder Interactions with exporter	100.00
Initiative for maintaining Database for exporters	100.00
Maintains updated district wise/sector wise database of exporter	100.00
Projects approved under (TIES)	0.00
Trade fairs and exhibitions: Numbers	16.36

R&D Infrastructure	17.32
Innovative capacity: India Innovation Index scores	31.50
NABCE: Number	0.00
NABL accredited labs: per exporter	8.21
Research institutes per lakh of population	5.38

Business Ecosystem 35.65

Business Environment	55.37
Ease of doing business index	25.00
Export credit to exporters: % of GSDP	1.84
Increment - FDI inflow	57.12
Increment - Manufacturing GVA	91.02
Power cost - Power tariff (HT)	77.39
Single-window clearance	100.00

Infrastructure	29.85
Cluster Strength	24.71
Internet facilities	24.30
Number of Industrial Parks	1.08
Power Availability: Demand Met	71.07

Transport Connectivity	21.73
Cold storage facilities- Capacity	0.62
Cold storage facilities- Number	1.34
FTW, FTWZ & Integrated Logistics Parks	0.00
Inland container depots- Area coverage	0.00
LEADS index	50.00
Operational Air cargo terminals	33.33
Warehouse facilities- Capacity	0.00
Warehouse facilities- Number	0.00

Export Performance 19.39

Growth and Orientation	25.80
Availing origin certificate: Number of Exporters	33.23
Export growth in 3 years	38.81
GI Products	19.05
IEC [as a percentage of total business]	35.40
Increase in number of exporters	8.70
Merchandise exports to GDP ratio	2.92

Export Diversification	12.98
Export Concentration	0.91
Market Penetration Index	26.51

Overperforming	●
Performing within expected range	●
Underperforming	●

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



2.2 District Wise Export Distribution of Jammu and Kashmir

District	Export In Crores	Percentage Export
Anantnag	2.64	0.16%
Baramulla	0.48	0.03%
Budgam	1.61	0.09%
Ganderbal	0.09	0.01%
Jammu	528.86	31.11%
Kathua	575.11	33.84%
Kistwar	0.08	0.00%
Kupwara	0.46	0.03%
Poonch	0.10	0.01%
Pulwama	1.34	0.08%
Ramban	1.28	0.08%
Reasi	0.02	0.00%
Samba	261.09	15.36%
Srinagar	321.18	18.90%
Udhampur	5.39	0.32%
Grand Total	1699.72	100%

2.3 Export Promotion Committee

In order to enable the UT in general and Districts, in particular to be export hubs and boost exports from J&K, the Government has constituted an Apex Level Export Promotion Committee and District Level Export Promotion Committees vide Government Order No.: 879-Jk(GAD) of 2023 dated 21.07.2023. The Composition of these committees along terms of reference is mentioned below:

Apex Level Export Promotion Committee

Chief Secretary	Chairman
Administrative Secretary, Agriculture Production Department	Member
Administrative Secretary, Finance Department	Member
Administrative Secretary, Industries and Commerce Department	Member
Divisional Commissioner, Kashmir	Member
Administrative Secretary, Planning, Development and Monitoring Department	Member
Divisional Commissioner Jammu	Member
Administrative Secretary, Tourism Department	Member
Deputy Commissioners (All)	Member
Manager Director, J&K Trade Promotion Organization (JKTPO)	Member Secretary
Regional Authority of DGFT	Co- convenor

Representatives of major export promotion council viz., APEDA, WVEPC, HEPC, CEPC, FIEO, or any other similar organization recommended by the committee	Member(s)
Representatives of local trade bodies of JK viz Jammu Chamber of Commerce/Kashmir Chamber of commerce or any other as advised by the committee	Member(s)

Terms of reference

- To coordinate with the district admin to promote District as an Export Hub
- To coordinate with all the departments of UT and Central gov to resolve issues related to exports.
- To assist the UT government in formulation/Implementation of Export policy/Strategy

District Level Export Promotion Committee

Official/Department	Role
Collector/DM/DC	Chairperson
Designated DGFT Regional Authority	Co-Chair
GM – District Industries Centre (DIC)	Convener
Nominated member from the State Government (Commerce& Industries Department)	Member
Lead Bank Manager	Member
Representative - Department of MSME, Govt. of India	Member
Representative – Sector Specific Export Promotion Council	Member
Representative – Quality & Standards Implementation body	Member
Representative from District Trade/Commerce Associations	Member
Sector Specific Ministry in Government of India (Agriculture, Fisheries, plantation boards etc.)	Member
Sector Specific Ministry of the State Government	Member
Sectoral Agencies specific to Product identified in each District (NABARD etc.)	Member
Other State Government Representative (As per requirement)	Member

Terms of reference

- Benchmarking baseline export performance of the district current-situation
- Identification of potential export products from the district
- Create a district level export action plan with quantifiable targets
- Identification of the bottle necks for the export of potential products.
- Act as one point facilitator for export promotion at district level

❖ Chapter 3: District as Export Hub and One district one product

3.1 District as Export Hub

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

3.2 One District one Product

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

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

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

In context to above, the district as well as UT Administration has selected the below listed products for the District under ODOP and DEH

District	Product Identified under ODOP	Products Identified under District as Export Hub (DEH)	GI Tagged product of the district
Pulwama	Saffron	Apple	Saffron

3.3 Saffron

Saffron has been selected as ODOP product from district Pulwama. Saffron a perennial herb known for its aroma and taste, is an important commodity and is of great significance in the agricultural economics of Jammu and Kashmir. Saffron is popularly known as red gold and is used in industries such as food processing, pharmaceuticals, cosmetics, perfumery as well as in textile dyes. In India, most of the saffron production is limited to Jammu and Kashmir. Besides, having tremendous medicinal values, saffron has traditionally been associated with the famous Kashmiri cuisine and undoubtedly represents the rich cultural heritage of Kashmir. Saffron is one of the world's most expensive



spices. Uniqueness and Historical proofs for Kashmir Saffron has been rewarded by Patent Authority of India in the form of Geographical Indication Tag (GI) to Kashmir Saffron Under GI No 635 and Certificate No 366 dated 1-05-2020. Kashmir saffron is unique in the world which is branded with GI Tag from India.

3.4 Export Scenario of Saffron

The global saffron market size was valued at USD 374.6 million in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 8.5% from 2020 to 2028. Growing demand for saffron in medical and cosmetic applications is expected to be a key driving factor for the market in the forecast period. Saffron is rich in antioxidants and offers several health benefits. The main active compounds present in saffron include picrocrocin, safranal, and crocin. These compounds help reduce oxidative damage and inflammation in the human brain. Furthermore, saffron is known for its memory-enhancing, antioxidant, and anti-inflammatory properties, which is likely to propel the growth of the market. With the GI tag, Kashmir saffron is also expected to gain more prominence in the export market.

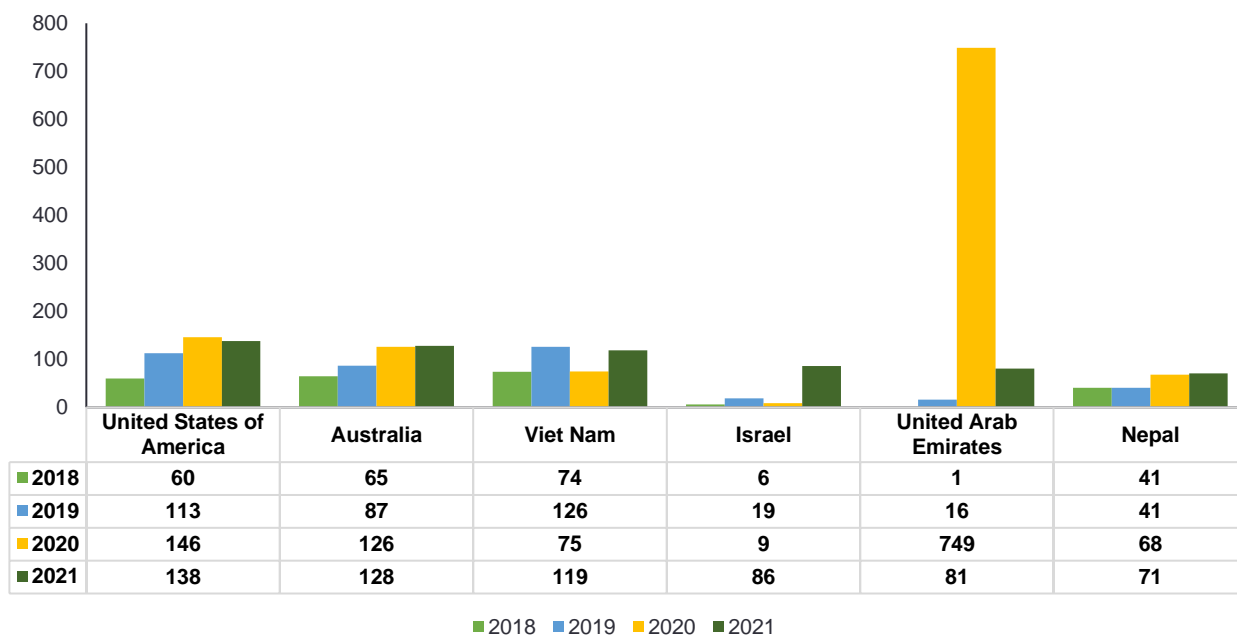
Following HS Code have been used to export Saffron from India

In order to assess export potential of Saffron of J&K, below is the HS-code (of J&K utilizes during exports.

S.No	Product Category	HSN Code
1	Saffron	091020

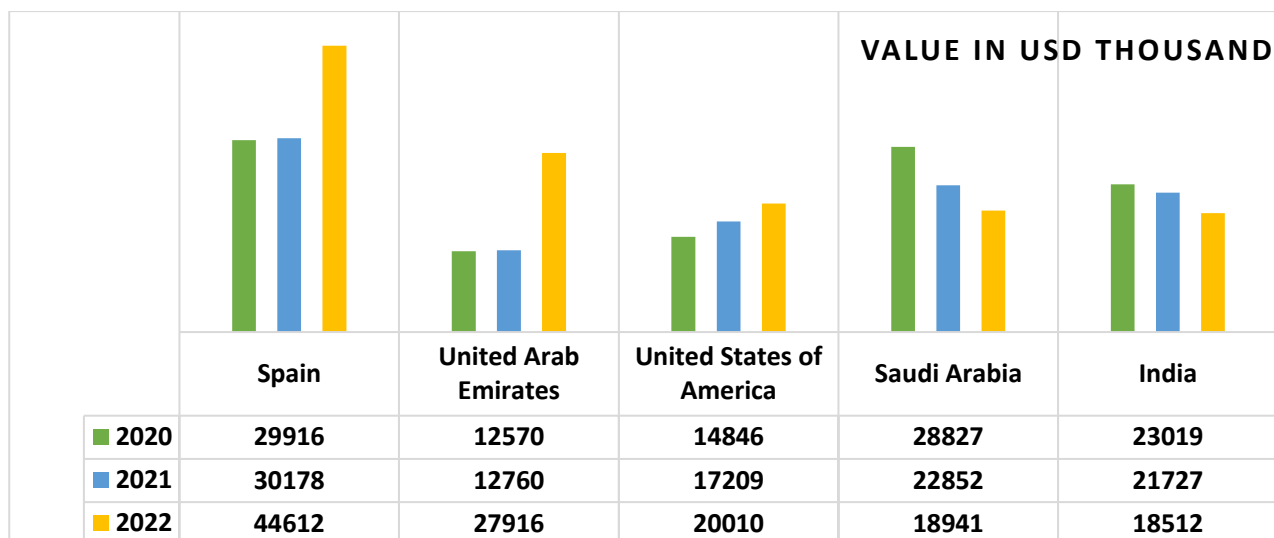
Top Countries India export Saffron under HS Code 091020¹

Value in USD thousand

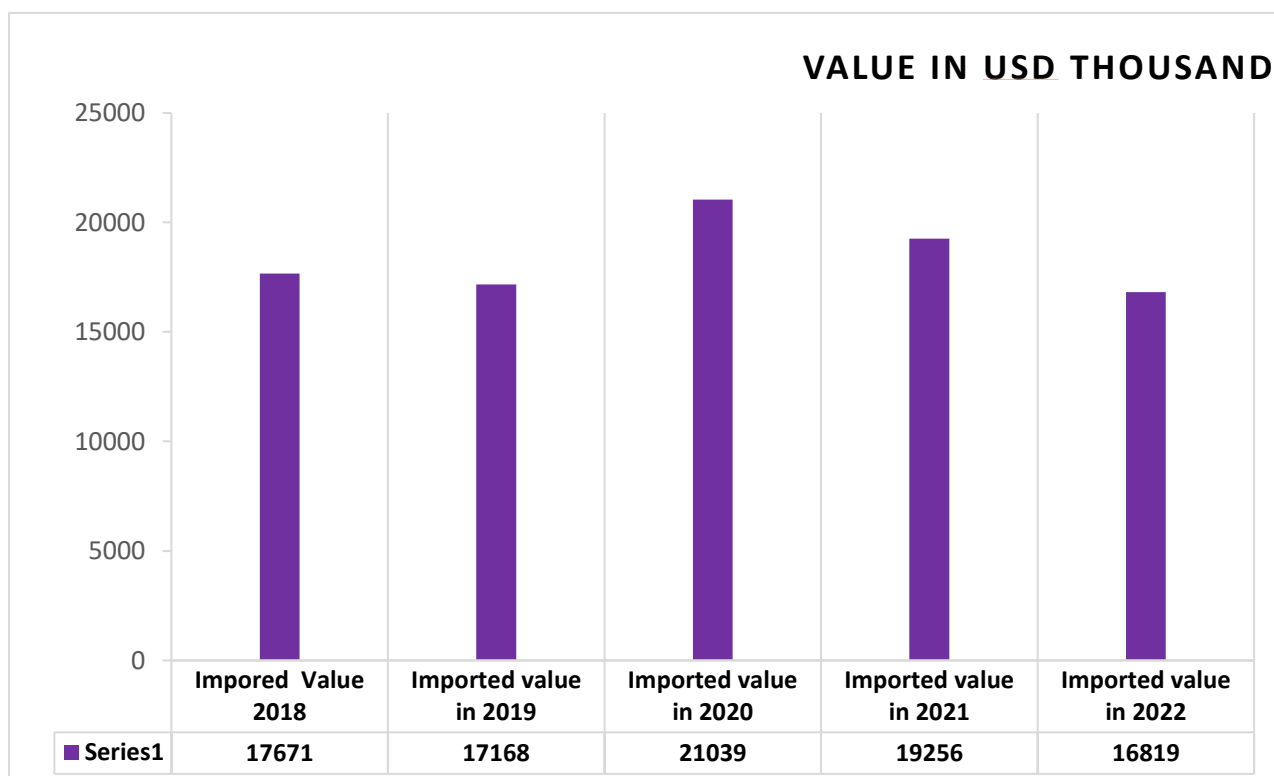


¹¹Trademap.org

Top importing Countries of Saffron Worldwide under HS Code 091020²



- Y-o-Y Saffron imported by India under HS Code 091020³



² Trademap.org

³ Trademap.org

India Export

HSN Code	Product label	2018		2019		2020		2021	
		Exported quantity, Tonnes	Exported Value (Th \$)	Exported quantity, Tonnes	Exported Value (Th \$)	Exported quantity, Tonnes	Exported Value (Th \$)	Exported quantity, Tonnes	Exported Value (Th \$)
'09102090	Saffron: Other	16.68	547	21.332	622	22.27	615	30.27	619
'09102020	Saffron: Saffron stamen	0.118	265	3.368	329	4.067	244	10.317	280
'09102010	Saffron: Saffron stigma	4.178	13	5.767	45	5.389	773	2.056	74
'09102000	Saffron + detailed label not available +	0	0	0	0	0	0	0	0
'09102001	Saffron + detailed label not available +	0	0	0	0	0	0	0	0
'09102002	Saffron + detailed label not available +	0	0	0	0	0	0	0	0
Total		20.976	825	30.467	996	31.726	1632	42.643	973

India Import

HSN Code	Product label	2018		2019		2020		2021	
		Imported quantity, Tonnes	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)
'09102090	Saffron: Other	17.05	17671	20.898	17168	33.95	21039	38.61	19256
'09102010	Saffron: Saffron stigma	0.505	660	1.2	1100	1.729	1447	10.106	2478
'09102020	Saffron: Saffron stamen	0.153	12	0.05	41	0.099	619	0.002	2
'09102001	Saffron + detailed label not available +	0	0	0	0	0	0	0	0

'09102002	Saffron + detailed label not available +	0	0	0	0	0	0	0	0
Total		17.708	18343	22.148	18309	35.778	23105	48.718	21736

World Import

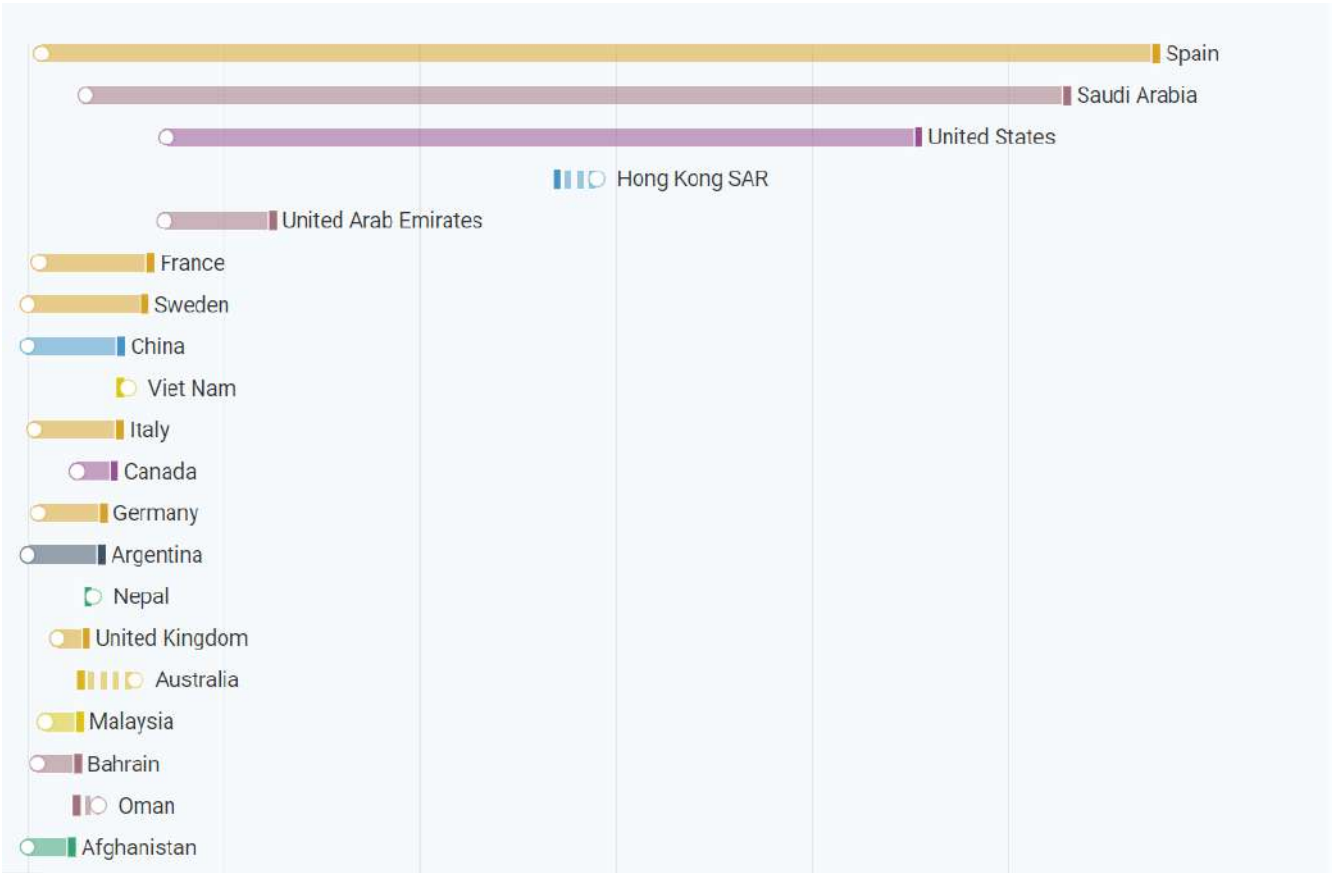
Product code	Product label	2018		2019		2020		2021	
		imported quantity, Tons	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)
'091020	Saffron	2872	301259	2390	223389	2861	272855	1822	237909
Total		2872	301259	2390	223389	2861	272855	1822	237909

World Export

Product code	Product label	2018		2019		2020		2021	
		Export quantity, Tons	Exported Value (Th \$)	Export quantity, Tonnes	Exported Value (Th \$)	Export quantity, Tonnes	Exported Value (Th \$)	Export quantity, Tonnes	Exported Value (Th \$)
'091020	Saffron	1148	471610	1536	408211	2104	325717	5256	288311
Total		1148	471610	1536	408211	2104	325717	5256	288311

Source : Trademap.org

Untapped market of Saffron Global



3.5 GI Tag to Kashmiri Saffron

Uniqueness and Historical proofs for Kashmir Saffron has been rewarded by Patent Authority of India in the form of Geographical Indication Tag (GI) to Kashmir Saffron Under GI No 635 and Certificate No 366 dated 1-05-2020. Kashmir saffron is unique in the world which is branded with GI Tag from India

Benefit of GI tag:

- Once the GI protection is granted, no other producer can misuse the name to market similar products. It also provides comfort to customers about the authenticity of that product
- Promotes economic prosperity of producers of GI tag goods by enhancing their demand in national and international markets.
- Premium price for products
- Increase in turnover and exports

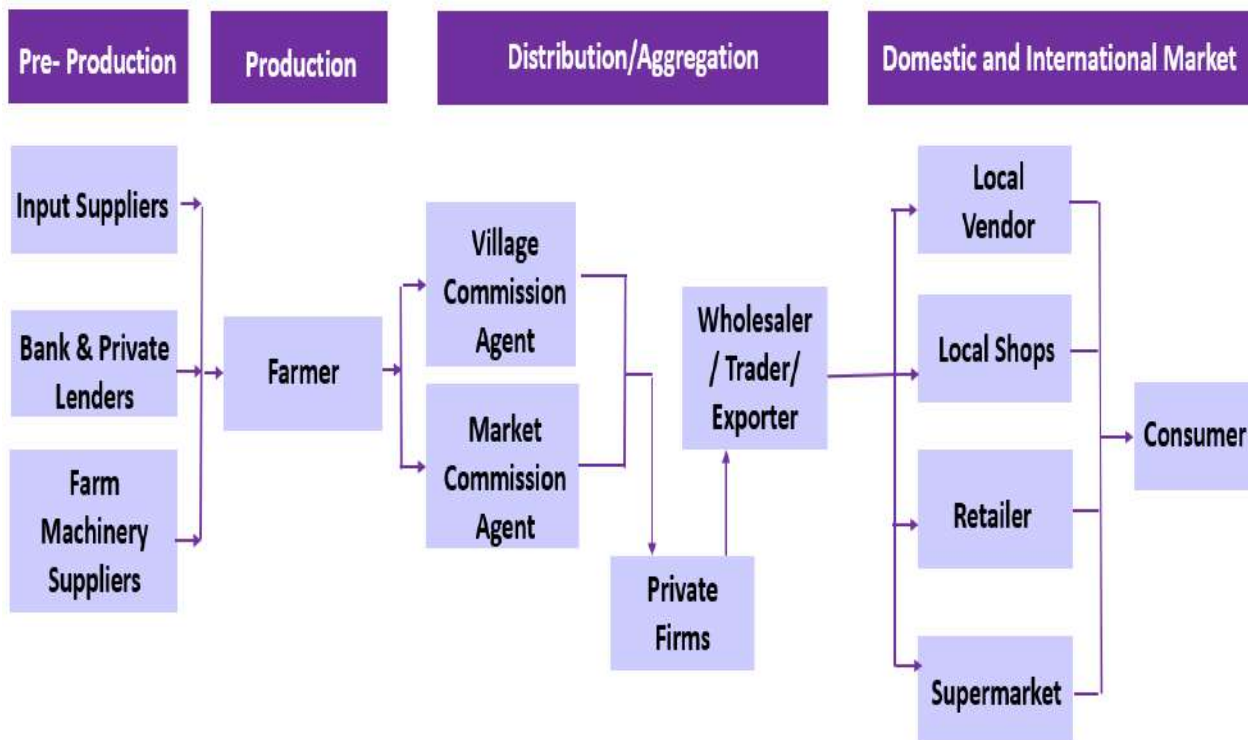


3.6 Production of Saffron

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Production on Kg	14336	14464	14720	4960	15584	14176	15360	5696	16672	17120	16960	16768
Farmers engaged	8000	8500	8420	8420	7520	7800	7850	8500	8650	8886	8886	8886

Source: Department of Agriculture Pulwama

3.7 Value Chain of Saffron Industry in Jammu and Kashmir



3.8 Challenges faced by Saffron Industry in J&K

Critical Issues in the Input Stage	Critical Issues in Processing Stage	Critical Issues in Marketing Stage
<ul style="list-style-type: none"> • Insufficient planting material (corms) • Presence of cement plants around the Pampore area is causing a decrease in productivity of soil resulting in a lower yield of saffron per hectare of the cultivated land • Traditional sowing and cultivation practices are cumbersome and labour-intensive • Lack of irrigation facility • Landholdings of the majority of the growers are small in size 	<ul style="list-style-type: none"> • Traditional harvesting practices are cumbersome and labour-intensive. • Lack of knowledge of current best practices and lack of adoption of technological interventions among saffron cultivators. • Lack of efficient post-harvest techniques like mechanized drying, grading, • packing and storage facilities 	<ul style="list-style-type: none"> • Lack of Standardization, Certification and Quality Assurance • Adulteration of pure Kashmiri Saffron with low quality irani saffron by unscrupulous traders hamper the brand image of Kashmiri saffron in national and international market

3.9 SWOT Analysis of Saffron

Strengths	Weakness
<ul style="list-style-type: none"> • J&K produces is largest of Saffron in India • Kashmiri Saffron has been given the Geographical Indication (GI) tag by the Geographical Indications Registry. • Kashmir saffron is renowned globally as a spice. It rejuvenates health and is used in cosmetics and for medicinal purposes. • Cheap Labor availability • Continuous increasing demand of Saffron 	<ul style="list-style-type: none"> • Traditional method of production • The production system has not been updated from decades. People still use the primitive ways for cultivation where the main focus lies on the quantity and the quality of production. • Shortage of quality planting material • Unorganized and weak marketing mechanisms • Inadequate packaging and labelling • Shortage of skilled labor • No proper supply chain for ecommerce • Non-adoption of international standards of packing • Fall in production • Lack of distribution/consolidation centers • There is shortage of quality plant material and poor orchard management
Opportunities	Threats

<ul style="list-style-type: none"> • Kashmiri saffron had received the GI tag in July 2020 and this has boosted the domestic as well as the overseas business opportunities for Kashmir's Saffron Market • Saffron has a Huge Export Potential • Promoting Awareness and Marketing of GI Tag both domestically and internationally. 	<ul style="list-style-type: none"> • Import of Iranian saffron flooding the Indian market has affected the sale of Kashmiri saffron • Unplanned construction and industrial activities in pampore • Impact of cement factories around the saffron fields. The extracts from these cement factories have had a negative impact on the saffron fields
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3.10 Challenges and interventions

Parameter	Challenges	Intervention
Warehouse for storage	<ul style="list-style-type: none"> ▶ Lack of modern storage facilities causes damage of Horti and Agri products through natural calamities and insect attacks. This leads to selling of these products at much lower price minimizing the profits for the district unit farmers ▶ Lack of required storage facilities at the cultivation level coupled with complex marketing system of saffron leaves growers with a lesser share of margin which has proved to be a vital factor responsible for declining area under saffron cultivation 	<ul style="list-style-type: none"> ▶ Creation of a warehouse with modern storage facilities with controlled atmosphere ▶ Lack of required storage facilities at the cultivation level coupled with complex marketing system of saffron leaves growers with a lesser share of margin which has proved to be a vital factor responsible for declining area under saffron cultivation.
Marketing & Branding	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units

Parameter	Challenges	Intervention
	<ul style="list-style-type: none"> ▶ Lack of participation in national and international events related to the sector 	<p>taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this segment</p> <ul style="list-style-type: none"> ▶ Conduct awareness workshops at block level to create awareness about schemes Freight Schemes, Market Assistance Scheme (MAS) etc. which provides assistance to individuals/associations wishing to participate in marketing events
Post GI Initiative	<ul style="list-style-type: none"> ▶ Lack of promotion of product after being recognised as a GI product 	<ul style="list-style-type: none"> ▶ Target to make 100 authorised users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise awareness workshops within to apprise the stakeholders about the importance of Geographical Indication (GI) for increasing authorised users. (This can be done by DGFT /APEDA/FIEO/ MSME with the help of DIC)
Organic Product	<ul style="list-style-type: none"> ▶ Unawareness about Export of Organic Products 	<ul style="list-style-type: none"> ▶ APEDA may be asked to apprise the stakeholders about benefits under NPOP
Use of Modern technologies	<ul style="list-style-type: none"> ▶ Unawareness about use of modern technology to reduce costs and increase production 	<ul style="list-style-type: none"> ▶ Low-cost production technology may be developed (use best practices) to bring down the cost of production to enable the exporters to compete with competing countries in the international markets. State Agriculture department may take the help of State Agriculture Universities / other technical institutes of repute.
Cost Structure	<ul style="list-style-type: none"> ▶ J&K is a Hilly Territory. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ 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. ▶ The DIC office should organize workshops for exporters to apprise about Export Promotion Scheme of the Department of MSME & Export Promotion, UP such as Market Development Assistant (MDA), Financial Assistance for Foreign fairs/exhibition, Financial Assistance for sending samples to foreign buyers, Subsidy on freight charges upto gate way port Air Freight Rationalisation Scheme etc.

Parameter	Challenges	Intervention
		▶
	▶	▶
Access to Finance	<ul style="list-style-type: none"> ▶ Shortage of working capital to farmers given long cultivation cycle of agri products ▶ The linkages with banks and financial institution in the district are not well established ▶ High quality, genetically modified seeds are often expensive, and farmers do not have enough capital/credit to purchase those directly 	<ul style="list-style-type: none"> ▶ Tie up with the banks/financial institutions for better interest rates, enhanced working capital limits etc. ▶ Handholding of units in the cluster to create awareness about financing schemes viz. ODOP Margin Money scheme.
	▶	▶

3.11 Financial Implications for Saffron

S. No	Intervention	Cost
Hard Interventions		
1	Upgradation of Common Packaging facility for bottling, wrapping , labelling & boxing of Saffron	1.0 Cr
2	Increasing number of Saffron Drying machines	3.0 Cr
3	Installation of Anti animal nets	2.0 Cr
Total		6.5 Cr
Soft Interventions		
4	Organic Certification for Saffron	0.5 Cr
5	Capacity Building Programs for Farmers to enhance skills and create awareness about exports	0.25 Cr
6	Marketing and Promotion of DEH Products and GI tagged Products	0.50 Cr
Total		1.25 Cr
Grand Total		7.75 Cr

3.12 Apple

Apple has been selected as DEH product of District Pulwama. Apple is the most important fruit crop of J&K, about 48% of the area is covered under apple as per the horticulture census 2016-17. It is also important in terms of production (17.26 lakh Mts.) and provides the maximum marketable surplus of about 30% of A grade, 40% of B-grade and 30% of C grade of pre-falls and culled apples which accounts for substantial quantum of around 5.18 lakh Mts. Jammu & Kashmir is the largest producer of apples and contributes about 75% of the total produced in India. Apple is farm-based, labour intensive and commercially attractive economic activity. The income per acre is much higher than any other horticulture crops, if it is done in systematic way. Apple production plays an important role in improving the standard of living, per capita income and employment generation. More than half percentage of the population is engaged in the cultivation of apple directly or indirectly in J&K. The improvement in production is quite important, but the marketing has equal importance to develop a commercial crop. It has been found that the farmers face numerous problems like marketing, storage facilities, good quality pesticides, irrigation etc which contributes a lot for low production. It has been suggested that if these facilities are provided, productivity could be enhanced & improved like in other major Apple producing Counties. There are mainly seven types of Kashmiri Apple grown in Kashmir. There are mainly seven types of traditional Kashmiri Apples grown on a commercial scale in Kashmir.



Delicious, Maharaji, Golden, Balaria, Kinor, Jonthon, Trel, Kulu Delicious, American, Ambri

3.13 Opportunities in Apple

India's apple exports have jumped 82 per cent since 2014. Increase in exports is helping the growers in Kashmir to further push the outbound shipments in different parts of the world. The export scenario of India and Jammu and Kashmir have been analysed basis the export statistics of HS code mentioned below, under which fresh Apples are exported. Total export of USD 7Mn⁵ has been exported from J&K in FY21-22. Jammu & Kashmir is No 1 exporter of Apple in India. Bangladesh is the largest market for Apple Fruit export from India in 2021-2022

Bangladesh imported 8.3 USD million worth Apple Fruit from India. Over the years Bangladesh has become one of the niche markets for Kashmir apples. Local traders are focusing on Bangladesh because it fetches them better returns. Bangladeshi traders offer better rates to Kashmir apple.

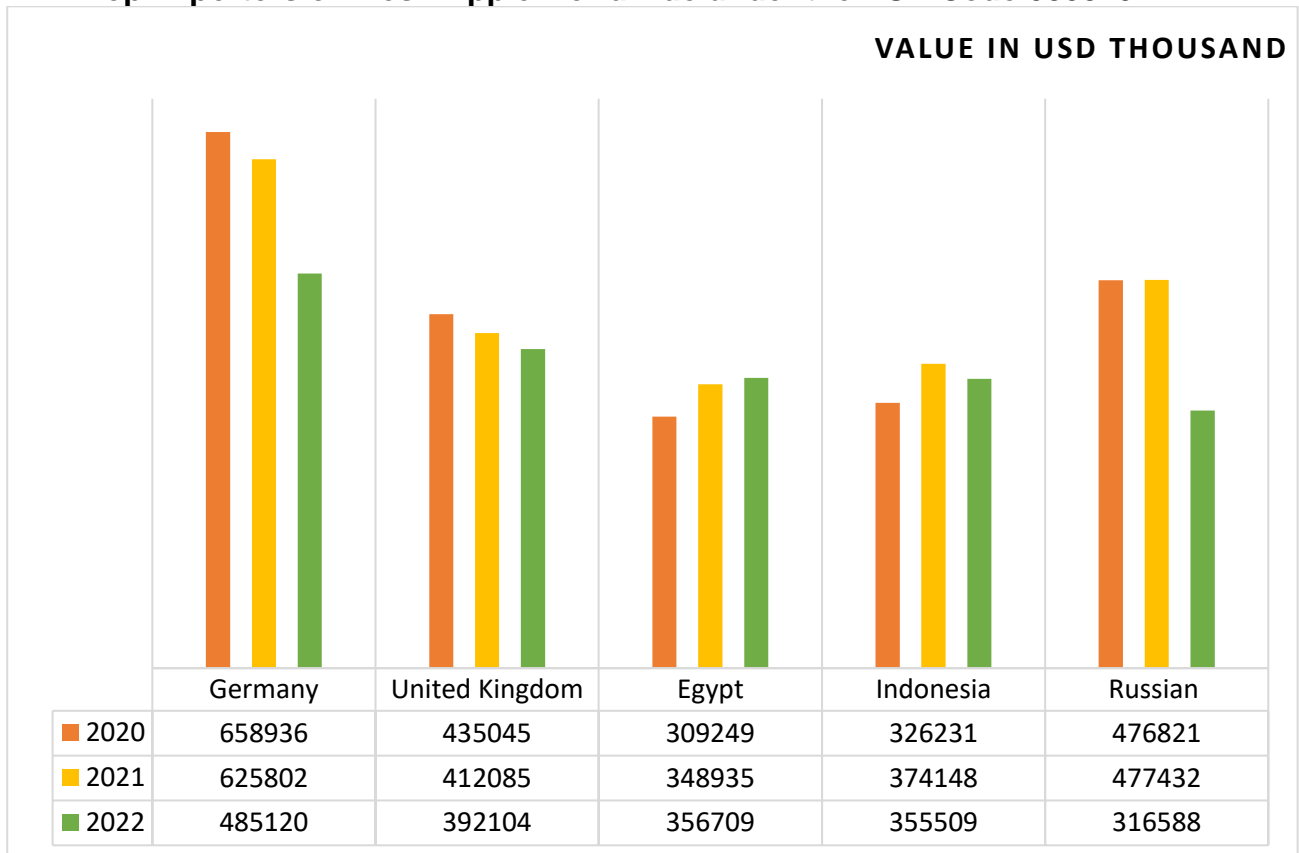
⁵ <http://www.eximanalytics.dgciskol.gov.in/>

3.14 Export Scenario of Apple

Following HS Codes have been used to export apple from India.

HS codes	Description
080810	Fresh Apple

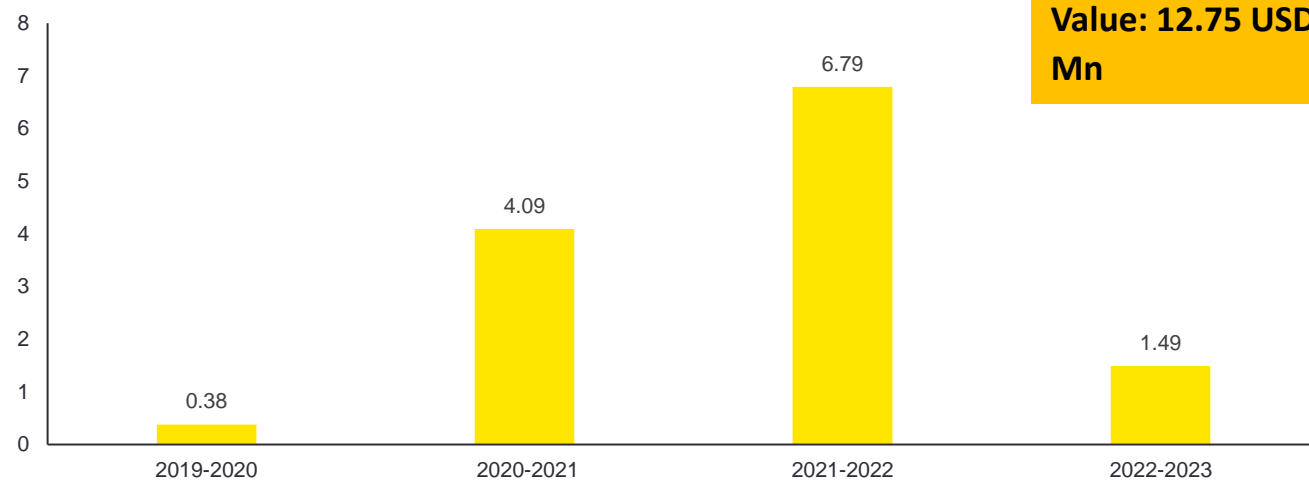
Top Importers of Fresh Apple worldwide under the HSN Code 080810⁶



⁶ Trademap.org

Export value of Fresh Apple from J&K⁷

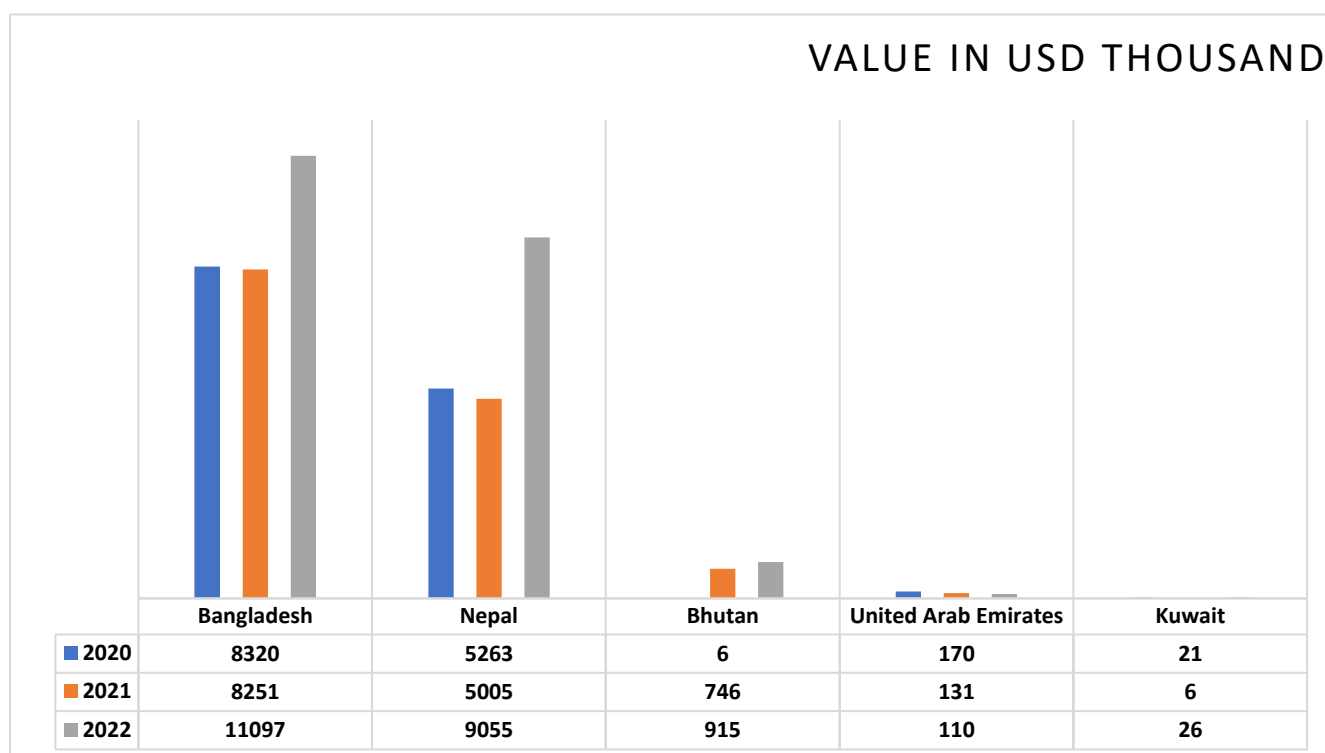
Value in USD Mn



**Total Export
Value: 12.75 USD
Mn**

Top Countries to whom India Exports Fresh Apple under the HSN Code 080810.⁸

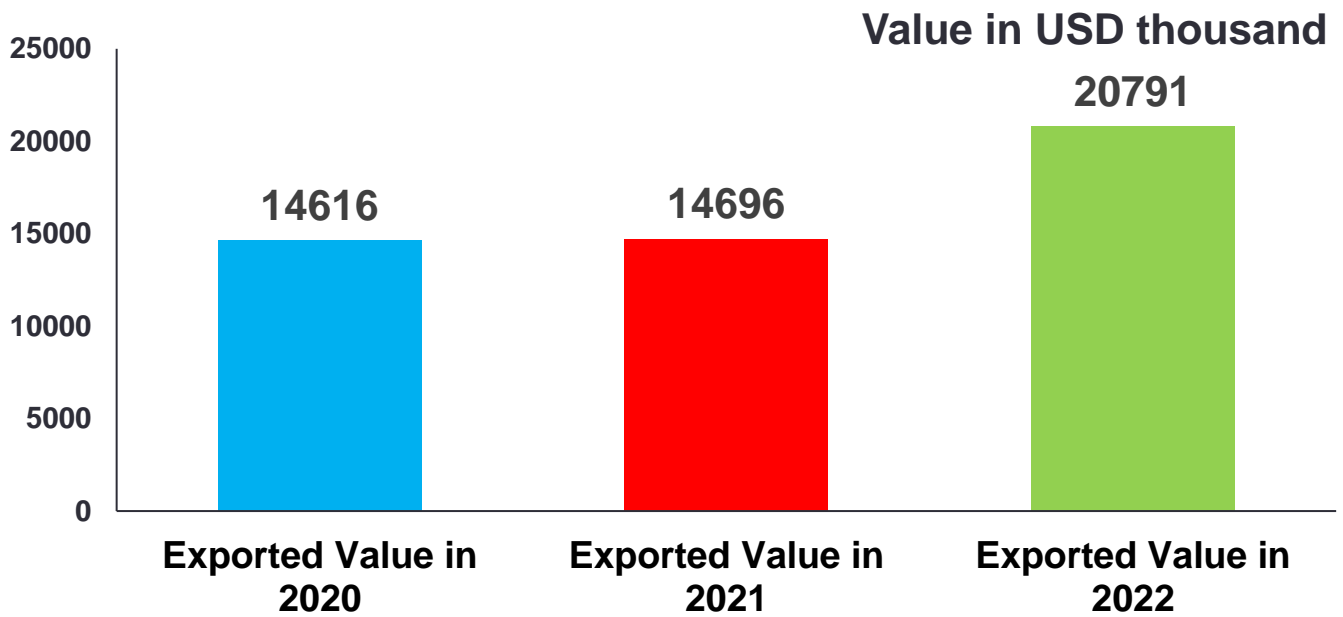
VALUE IN USD THOUSAND



⁷ <http://www.eximanalytics.dgciskol.gov.in/>

⁸ Trademap.org

Year Wise Apple Exported by India under HS Code 080810



3.15 Top Importing companies of Apples (HSN 080810)

List of importing companies in India for the following product
Product category : Apples

Table | Graph | Map | Companies

Download: Rows per page: Default (25 per page) ▼

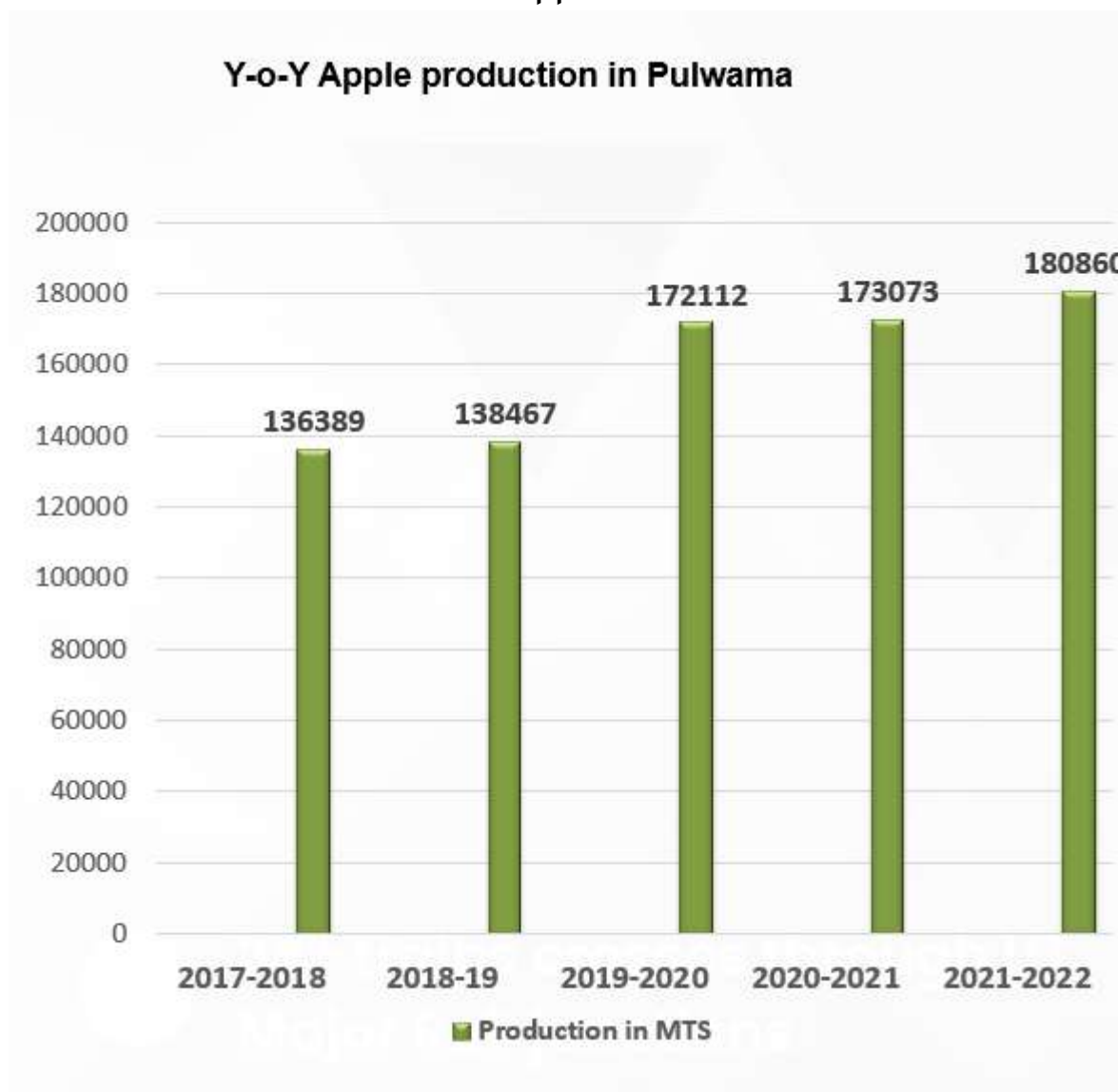
Company name ▲	Number of product or service categories traded	Number of employees	Turnover (USD)	Country	City	Website
Adisca Export Import Private Limited	20			India	Kolkata	http://www.adiscaexportimport.co.in
Emcees Commercial Company	15	15		India	Mumbai	http://www.emceeswalnuts.com
Emmanuel Global Exports	35			India	Bengaluru	http://www.emmanuelglobalexports.org
PBGR Enterprises Private Limited	46			India	Vijayawada	http://www.pbgrglobal.com
SAKA Exports	5			India	Madurai	http://www.sakaexports.com
Sinduja & Company	33	15		India	Chennai	http://www.sindujaexports.com

Sources: [Kompass](#)

3.16 Demand and Supply of Fresh Apples 2021 - (India)

#	Particulars	Quantity (MT)	Source
A	Production	22,75,000	National Horticulture Board (NHB)
B	Consumption	25,77,400	www.indexmundi.com United States Department of Agriculture
C	Exports	29,050	https://www.trademap.org/
D	Imports	4,36,194	https://www.trademap.org/

3.17 Year Wise Production of Apple in District Pulwama ⁹



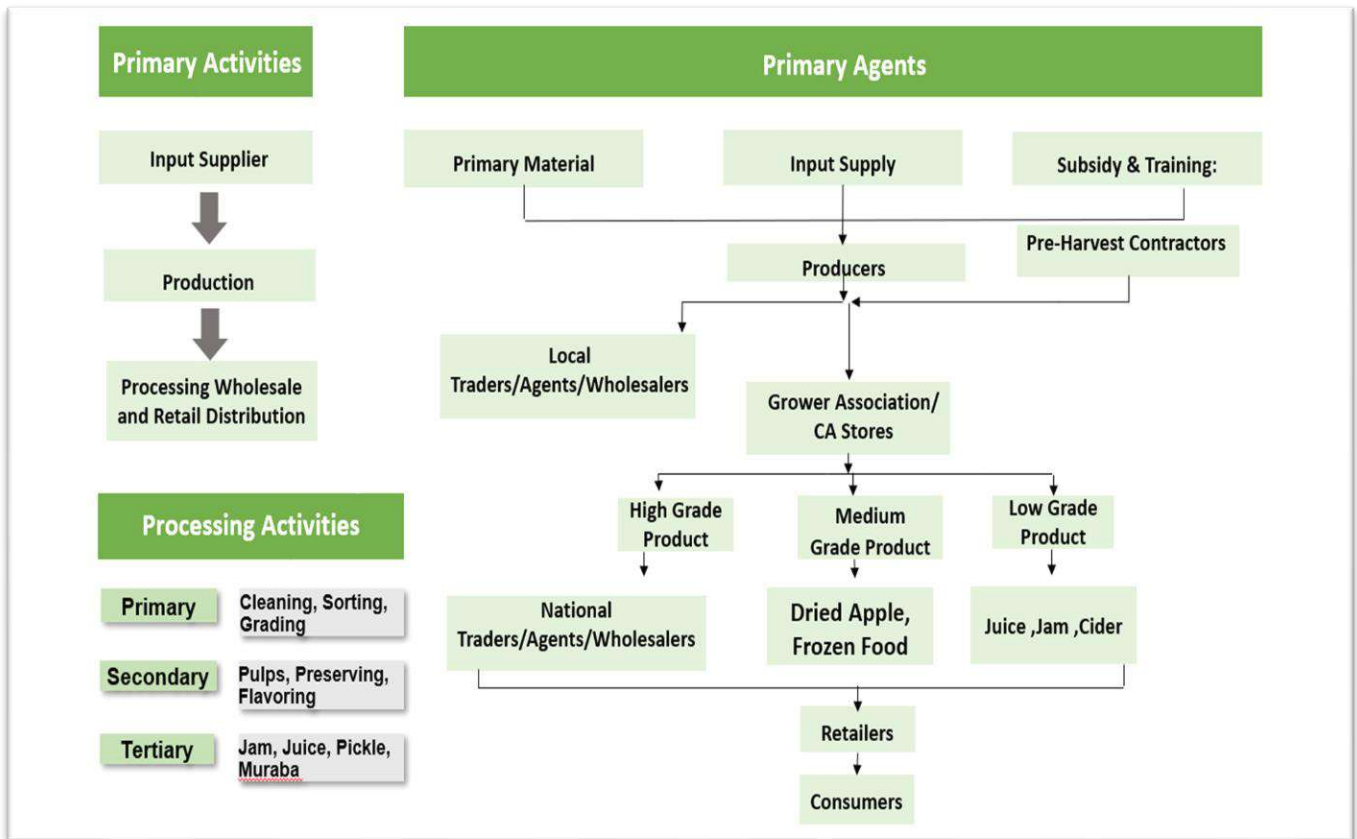
3.18 Statistics of Apple in J&K

Total Consumption = Consumption (B) + Imports (D)	
Total Consumption	30,13,594 MT
Total Production (A)	22,75,000 MT
Balance	7,38,594 MT
Total Area under cultivation for Apples in J&K	1,66,750 Hect

⁹ <https://hortikashmir.gov.in/>

Total production of Apples in J&K	18,79,080 MT
Area under production in Pulwama District (2021-2022)	15,880 Hect
Production of Apples in Pulwama District (2021-2022)	1,80,860 MT

3.19 Value Chain of Apple



3.20 SWOT Analysis of Apple

Strengths	Weakness
<ul style="list-style-type: none"> • Large scale cultivation of Apples from last 60-80 years • The UT of Jammu and Kashmir is the largest apple producing state in India • Good technical knowledge about cultivation practices • Naturally best suited sites for Apple cultivation • Easy supply of good planting material • Cheap Labor availability • Continuous increasing demand of Apple 	<ul style="list-style-type: none"> • Improper and less know- how about Apple Orchard Management • Lack of proper grading and standardization • Improper use of spray, chemicals, insecticides & pesticides • Traditional method of production • Inadequate packaging and labelling • Lack of facility of processing • Degradation of old Apple Gardens • Shortage of CS & CA stores • Lack of proper dialogue with Govt. agencies, research organization, universities and others • Shortage of skilled labor • Lack of distribution/consolidation centers
Opportunities	Threats
<ul style="list-style-type: none"> • Marketing through self-help groups corporation, different sameti & other corporations • Value addition by private sector for Apple orchard management • Opportunities for re – establishment of Apple orchards • Huge Export Potential. 	<ul style="list-style-type: none"> • Absence of adequate Post Harvest Management • Absence of adequate Nutrition Management • Illegally import of Iranian apples flooding the Indian market.

3.21 Interventions

S.no	Description	Current Status
1.	Harvesting Season	July-October

The issue of overlapping apple harvesting seasons in Jammu and Kashmir (J&K) and Himachal Pradesh which has 96.96% market share of India (2021-2022), and proposing a solution to optimize market conditions, increase farmer earnings, and reduce dependence on imports. In addition to the phased movement approach and expansion of cold storage infrastructure, we aim to leverage off-season periods to boost exports of J&K apples.

Currently, the apple harvesting season in J&K spans from July to September, while in Himachal Pradesh, it extends until October. This simultaneity often leads to surplus supply, lower prices, and reduced profitability for farmers. To mitigate this issue and maximize farmer earnings, we suggest adopting the following strategies:

Phased Movement: Implementing a phased movement approach involves dividing the apple harvest into smaller batches and releasing them sequentially into the market. This approach balances supply and demand, preventing a sudden influx of apples and stabilizing prices.

Cold Storage Infrastructure: Expanding the cold storage infrastructure is essential to hold back surplus apple produce during the primary harvesting season. By preserving apples in cold storage facilities, we can release them gradually during off-season periods when supply is relatively low. This strategy enables farmers to fetch better prices for their produce and ensures a steady supply throughout the year.

Export Opportunities: In addition to focusing on the domestic market, we will explore export opportunities for J&K apples during off-season periods. By capitalizing on the availability of apples when other regions face limited supply, we can tap into international markets and reduce the dependence on apple imports from other countries. This will not only increase farmer earnings but also strengthen the overall economy.

The benefits of implementing these measures are as follows:

a. **Increased Farmer Earnings:** By avoiding clashes with the Himachal Pradesh harvest and leveraging off-season periods, farmers in J&K can obtain better prices for their apples. This will enhance their overall earnings, leading to improved economic well-being and sustainable agricultural practices.

b. **Market Stability:** The phased movement approach and balanced supply throughout the year will promote market stability. This ensures fair prices for apples and prevents extreme price fluctuations caused by excessive supply during the peak harvesting season.

c. **Reduced Imports, Increased Exports:** By expanding cold storage infrastructure and strategically exporting apples during off-season periods, we can reduce reliance on imports from other countries. This supports the local economy, strengthens the agricultural sector, and boosts J&K's export potential.

2.	Grading	Manual Grading Minimal automated Grading techniques
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Manual grading is more prone to human error with respect to grade segregation and will affect efficiency, quality of box, finishing such as shining, washing, identification of damaged boxes and others. However, Automatic grading can segregate apples as per quality, texture, nutrient values, damaged fruits, identification of over ripped fruit etc. Considering these advantages of Automatic grading we can enhance segregate apples as per grade, shelf life, nutrient value, oxygen level which will also help in exporting proper product as per nutrient level, phase wise movement of apples as per shelf life and others.

Manual grading has been a traditional method of segregating apples based on their quality, but it is prone to human error and can affect efficiency, as well as the overall quality of the boxed apples. Factors such as grade segregation, finishing touches like shining and washing, and identifying damaged apples can be compromised due to human limitations. However, the introduction of automatic grading systems brings significant advantages to the process.

Automatic grading systems use advanced technology to segregate apples based on various factors such as quality, texture, nutrient values, and identification of damaged fruits. These systems employ sophisticated sensors, cameras, and algorithms to evaluate the characteristics of each apple quickly and accurately. As a result, the grading process becomes more efficient, consistent, and reliable compared to manual methods.

One of the key advantages of automatic grading is the ability to precisely segregate apples according to their quality. The technology can evaluate external factors like appearance and internal factors like nutrient levels, oxygen and CO2 levels ensuring that each apple is assigned to the appropriate grade. This level of accuracy allows for consistent packaging and delivery of high-quality apples to consumers.

Additionally, automatic grading systems excel at identifying damaged or overripe fruits. By quickly detecting and removing such apples from the lot, the system ensures that only the best-quality fruits reach the market. This not only improves the overall consumer experience but also minimizes waste in the supply chain.

Moreover, automatic grading systems provide valuable data that can be used for various purposes. By analyzing nutrient values, oxygen levels, and shelf life, producers can make informed decisions regarding the export of apples. This data enables them to match the nutrient levels of apples with the requirements of different markets and ensure that the apples are in the optimal phase of ripeness for shipment.

In conclusion, the advantages of automatic grading in apple segregation are significant. It offers improved efficiency, consistent quality, and accurate identification of damaged fruits. Furthermore, the technology enables producers to export apples based on specific nutrient levels and optimize the shelf life of the product. By embracing automatic grading systems, the apple industry can enhance its productivity, quality, and customer satisfaction.

3.	Apple Derivatives	Limited Industrial setup to process apple derivative such as apple pulp, Jams, cider vinegar etc.
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Exploring opportunity to optimize the utilization of pre-harvest fall apples, rotten apples, and low-grade apples through the establishment of an industrial setup for processing apple derivatives. This initiative aims to transform these underutilized resources into valuable products such as apple pulp, jams, apple juice, cider vinegar, and more.

Resource Maximization:

By setting up an industrial processing unit, we can effectively utilize apples that would otherwise go to waste. Pre-harvest fall apples, rotten apples, and low-grade apples often face challenges in finding suitable markets due to their appearance or ripeness. However, by processing them into derivatives, we not only reduce food waste but also create opportunities for revenue generation.

Apple Pulp Production:

Apple pulp, derived from the processing of these apples, has significant value in various industries. It can be used as a primary ingredient in baked goods, baby food, fruit-based beverages, and even as a base for apple sauce production. The demand for natural and additive-free products is on the rise, making apple pulp an attractive option for both manufacturers and health-conscious consumers.

Jam Production:

Producing jams from pre-harvest fall apples, rotten apples, and low-grade apples presents a lucrative opportunity. Jams made from these apples can offer unique flavours and textures, appealing to a niche market segment. By positioning them as artisanal or gourmet jams, we can target consumers who are seeking distinctive and sustainable food choices.

Apple Juice Production:

Apple juice is a widely consumed and versatile beverage with a strong market demand. By establishing an industrial setup, we can process the surplus and less visually appealing apples into high-quality apple juice. This product can be packaged in various formats, including bottles, cartons, or pouches, catering to different consumer preferences.

Cider Vinegar Production:

Cider vinegar has gained popularity in recent years due to its health benefits and culinary uses. Establishing an industrial setup would enable us to produce premium-quality cider vinegar from pre-harvest fall apples, rotten apples, and low-grade apples. This product can be marketed to health-conscious consumers, gourmet food enthusiasts, and the hospitality industry.

To successfully implement this initiative, we would need to invest in suitable processing equipment and infrastructure, ensure the availability of skilled personnel, and establish partnerships with local apple growers and farmers, by this J&K can increase its exports of apples by way of its apple derivatives at high value with minimal value addition.

4.	Fertilizers & Pesticides	<ul style="list-style-type: none"> • Regulation of pesticides and fertilizers. • Testing of pesticides & fertilizers • Spraying techniques • Capacity building of orchardists regarding apple diseases and mitigation of the same
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Pesticides and fertilizers play a vital role in the journey of apple fruit. However, it is important that J&K regulates, test these fertilizers and pesticides used by the orchardists.

Moreover, capacity building to orchardists regarding, Spraying techniques, apple diseases and mitigation of the same.

It is also too important to consider the chemical composition of these fertilizers and pesticides which should complement the chemical compositions permissible by other countries for exports.

Emphasizing the importance of regulating, testing, and providing capacity building to orchardists regarding the use of pesticides and fertilizers in apple fruit cultivation in Jammu and Kashmir (J&K).

Regulation and Testing:

Pesticides and fertilizers play a crucial role in ensuring the health and productivity of apple orchards. However, it is vital that J&K implements effective regulations and testing mechanisms to monitor the quality, safety, and appropriate usage of these agricultural inputs. Regular inspections and testing should be conducted to ensure compliance with established standards and guidelines, thereby safeguarding the environment, human health, and the quality of apple produce.

Capacity Building for Orchardists:

To enhance the sustainable management of apple orchards, it is essential to provide capacity building initiatives to orchardists. Training programs and workshops should focus on imparting knowledge about spraying techniques, identifying apple diseases, and implementing effective mitigation strategies. By equipping orchardists with these skills, we can promote responsible pesticide use, reduce chemical residues, and minimize the risk of pests and diseases.

Chemical Composition and Export Considerations:

When selecting pesticides and fertilizers, it is crucial to consider their chemical composition. It is imperative to choose products that align with permissible chemical compositions set by both domestic and international regulations. Adhering to these standards ensures the safety of apple products, enhances their marketability, and facilitates smooth exports to other countries. Regular testing and verification of chemical compositions should be undertaken to maintain compliance and prevent any potential trade barriers.

By regulating, testing, and providing capacity building to orchardists, we can foster a sustainable and responsible apple fruit production industry in J&K. This will not only protect the environment and public

health but also improve the quality of apple produce, thereby enhancing market competitiveness and ensuring long-term success for orchardists.

5.	CA Stores	Only 7 CA stores with total storage capacity of 34,407 MT.
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District Pulwama is only equipped with 7 CA stores with total capacity of 34,407 MT against the production of 34,407 MT

This simply indicates the dire need to enhance the CA store facilities, which will help the district to hold back its stock in peak seasons, proper storage of apples, hold the chemical changes of apples leading to decrease of shelf life which effects its quality required for exports and other markets.

A concerning critical issue of insufficient cold storage facilities in District Pulwama. Currently, the district only has seven Controlled Atmosphere (CA) stores with a total capacity of 34,407 metric tons (MT), which is significantly inadequate considering the apple production of 1,80,860 MT;(2020-2021)

Insufficient Capacity:

The existing cold storage facilities in District Pulwama are unable to cater to the vast quantity of apples produced. This shortage poses a significant challenge during peak seasons when the demand for storage is at its highest. Without adequate storage capacity, farmers and apple producers face the risk of spoilage, quality deterioration, and financial losses.

Proper Storage and Shelf Life:

Enhancing the cold storage facilities in the district is crucial for the proper storage of apples. Apples require specific temperature and humidity conditions to maintain their quality and extend their shelf life. Without suitable storage facilities, the chemical changes that occur in apples during storage and transportation can accelerate, leading to a decrease in shelf life and compromising the quality required for exports and other markets.

Market Competitiveness:

Improving the cold storage infrastructure will have a direct impact on the market competitiveness of apples from District Pulwama. With adequate storage capacity, farmers and apple producers can better control the release and distribution of their produce, allowing them to strategically enter markets with higher demand and better prices. This, in turn, will boost their profitability and contribute to the overall economic growth of the district.

Collaboration and Investments:

Addressing this pressing issue requires collaborative efforts between the government, private sector, and other stakeholders. Investments should be made to expand the cold storage facilities in District Pulwama, both in terms of increasing the number of facilities and enhancing the capacity of existing ones. Additionally, the adoption of modern storage technologies and practices can further optimize the storage conditions and reduce post-harvest losses.

By prioritizing the enhancement of cold storage facilities, District Pulwama can capitalize on its abundant apple production, ensure optimal storage conditions, and maintain the quality of apples for domestic consumption, exports, and other markets.

6.	Production	As per production and consumption stats, we are in not able to cater to consumption demand and to have to fulfil that by importing 4.36 MT Apples.
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According to the statistics presented J&K (Jammu and Kashmir) accounts for 75% of India's total apple production. To make up for the remaining of the production, which amounts to 5,53,945 metric tons, an area of approximately 11,000 hectares would be required for future apple cultivation using high-density plantation. This calculation assumes an average yield of 50 metric tons per hectare. To cater to this approximately 1.04 crore (~10 million) high-density saplings would be needed to meet the demand for the remaining apple consumption.

7.	Marketing Initiatives	Enhancing of market connects
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To promote and market apples from Pulwama, several marketing initiatives can be implemented:

Buyer-Seller Meets: Organize buyer-seller meets and connect apple growers from Pulwama with potential buyers, both domestic and international. These meets provide a platform for direct interaction, negotiation, and business collaborations.

Trade Fairs: Participate in trade fairs and exhibitions related to the food and agricultural industry. These events attract a wide range of buyers, distributors, and retailers, providing an opportunity to showcase Pulwama apples and establish business contacts.

Capacity Building: Conduct workshops, training programs, and seminars for apple growers in Pulwama to enhance their knowledge and skills in apple cultivation, post-harvest handling, packaging, and quality control. This will help them produce high-quality apples that meet international standards.

Brand Development: Develop a strong brand identity for Pulwama apples. This can include creating a unique logo, packaging design, and labelling that highlights the distinct qualities and origin of the apples. A well-defined brand will help differentiate Pulwama apples in the market and build consumer trust.

Market Outreach: Implement marketing campaigns to reach a wider audience. This can include advertising in print and digital media, social media marketing, and targeted promotional activities. The campaigns should emphasize the superior quality and unique characteristics of Pulwama apples.

On-Shelf Products in Stores: Establish partnerships with international and national food/grocery store chains to stock Pulwama apples on their shelves. This will increase visibility and accessibility for consumers, making apples readily available in various markets.

8.	Minimum Import Price (MIP)	Recently notified
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As per notification no. 5/2023 dated 08/05/2023 DGFT.

The Central Government of India has introduced the Minimum Import Price (MIP) for apples in Jammu and Kashmir (J&K) to protect the domestic industry from unfair competition and predatory pricing. By setting a minimum import price, the government aims to prevent apple imports from flooding the market at excessively low prices and provide a level playing field to farmers in J&K.

9.	Quality Parameters	Patulin and other parameters for exporting not been monitored
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According to the World Health Organization (WHO), the maximum acceptable level of Patulin is set at 50 µg/L in apple juice, 50 µg/kg in solid apples, and 10 µg/L in kids and baby apple-based foods (EU, 2002; FDA, 2005; WHO, 2005). People get exposed to Patulin mainly through consuming infected food products.

Patulin level in J&K has not been studied so far which restricts our exports to countries abiding quality parameters of WHO, FDA, EU and others.

Causes:

Penicillium expansum (Green mold) growth which is a psychrotroph and grows usually in cold stores if fruit is primarily infected. It produces patulin. Patulin is highly thermally stable and does not go away with rigorous processes. Patulin is, therefore, the biggest hazard in the apple industry. Factors responsible for that are improper orchard management, poor storage facility, temperature, gas composition in storage, annual precipitation

3.22 Tentative Financial Implications for Apple

S.no	Particulars	Quantity	Tentative cost
Hard Interventions			
Establishment of New Common Facility Centre			
1	Common Cold Chain Facility	5000 MT	4 Cr
2	Common Integrated packing facility	1	0.20 Cr
3	Refrigerated Vans	2	0.16 Cr
4	Fruit washing machine. (To reduce the initial microbial load by washing raw materials with chlorinated water)	5	0.12 Cr
5	Common Sorting or inspection conveyer	4	0.9 Cr
6	High Density Plantation Programme	1	2 Cr
Grand Total			
7	Installation of Anti Hail & Anti animal Nets		2 Cr
Grand Total			9.38 Cr

3.23 Government Schemes to be Utilised

- Micro and Small Enterprises - Cluster Development Programme (MSE-CDP)
- Flatted Factory
- High Density Plantation Scheme
- Mission for Integrated Development of Horticulture (MIDH)

Chapter 4: Strategy & Action Plan

District Pulwama can work on the following pillars for expanding its market in the target countries:

Sno	Parameter	Activity	Responsibility	Duration
1	Infrastructure & Technology upgradation	<ul style="list-style-type: none"> • Establishment of Common Facility Centre at Lassipora leveraging MSE-CDP CFC Scheme with multiple advance facilities like Integrated Packing, grading, boxing & labelling facilities, Fruit washing machine, Cold chain facility, export counter, common storage facility and selling space for fresh Horti & Agri products • Currently Indian International trade centre (IITC) pampore is having packing facility for Saffron which is done manually. So its proposed to upgrade it with latest/advanced technology for packing, boxing , bottling and labelling of saffron as per international standard. • It is also proposed to increase no of Saffron Drying 	DIC/ Directorate of Agriculture and Horticulture/ SIDCO/SICOP/ DLEPC	36-48 Months

		<p>machines to cater the demand.at IITC pampore.</p> <ul style="list-style-type: none"> • SIDCO & SICOP can be nominated as an agency for establishing/upgrading the CFC • Develop standard practices to ensure compliance with global quality and certification practices (grades, sorting and packaging) • District Pulwama is the largest producer of Agri products and currently they are short of storage Warehouses which results in detonation of the crops, and they are sold at very minimal price which is less than actual production cost. So its proposed to establish the common storage warehouse facility at the district. • Installation of Anti Haile, Anti birds & Anti Animal nets for saffron and apple 		
2	Production	<ul style="list-style-type: none"> • Currently, cultivation of saffron is only done at specific cluster in Pulwama. • To cater the demand and to spread the saffron cultivation, 2500 Hect of land is vacant at Malangpora Pulwama which has been declared fertile for the saffron production by department of 	Directorate of Agriculture and Horticulture /SKUAST/DLEPC	6 Months

		<p>Agriculture department and can be utilised for the saffron production.</p> <ul style="list-style-type: none"> • Establishment of nurseries for corm multiplication at Niwa, Parigam • Increase in the production of Apple by opting for High Density Plantation Programme 		
3	Marketing/promotion, branding , packing & Awareness	<ul style="list-style-type: none"> • Institutionalization of GI tag for Branding • Brand development for Pulwama Saffron & Apples by running aggressive marketing campaigns throughout the year • Organising Buyer Seller Meets at district level for market linkage , Global exposure, visits and participation in various national and international trade fairs • Awareness and outreach among food processing manufacturers to participate in fairs and to maintain the export standard of the products. • Conduct export awareness workshops at district levels in association with DGFT, APEDA , FIEO & ECGC • Onboarding training workshops for ODOP mart & 	Directorate of Agriculture and Horticulture/JKTPO/ DGFT, APEDA , FIEO & ECGC /TPCI/ DIC/APEDA/ECGC	Continuous Initiative

		<p>GEM</p> <ul style="list-style-type: none"> • 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. • Collaboration with Indian Institute of Packaging (IIP) for innovative packaging techniques customized as per the product and as per the export standard. When, the latest techniques are adopted , it will help enthrall new customers thus increasing the overall sales. • Collaboration with major hospitality industries, private organizations and government bodies for procuring and promoting products manufactured in J&K region • Identification of big retailers having presence in international markets to increase domestic sale and export of Saffron & Apple , Initiate talks with Walmart, Reliance marts etc for collaboration. • Identification of Kiosk for selling Apple & Saffron at all leading Airports throughout India. 		
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		<ul style="list-style-type: none"> • 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 5 international events in a year by utilizing schemes like IC and MAS etc. 		
4	Access to Finance	<ul style="list-style-type: none"> • Awareness on schemes and policies for financial assistance • MoU with banks to promote quick approval of loans through digital lending • MoU with SIDBI to facilitate easy loans through SIDBI schemes 	DIC, Directorate of Agriculture & Horticulture , Lead Bank	Continuous Initiative
5	Quality Control	<p>Major Challenge:</p> <ul style="list-style-type: none"> • Unaware of global standards and quality ratings • No checks and balances made for quality certification/maintenance • Only few exporters of the district try to maintain the quality standard of Saffron for global market based on customers demand <p>Recommendation</p> <ul style="list-style-type: none"> • Establishment of a testing Lab for quality check and certification of Apple at Lassipora 	Directorate of Agriculture & Horticulture/QCI/SKUAST	6 Months to initiate

		<ul style="list-style-type: none"> • MoU with Quality Council of India defining quality standards. • Collaboration with SKUAST, Kashmir for R&D and pesticide techniques awareness workshops at grower level 		
6	Focus on high Yielding. Export Quality Vegetables and Apples	<ul style="list-style-type: none"> • Breeding program may be initiated in Collaboration. with SKUAST, Kashmir to develop high yielding export quality Agri and Horti products to enable the exporters to sustain their exports in future. 	Directorate of Agriculture & Horticulture/SKUAST	Continuous Initiative
7	Exporter Cell	<ul style="list-style-type: none"> • Establishment of district level Export Cell at DIC for all exporter related issues in collaboration with DGFT 	DIC/DGFT	3 Months
8	Quality Certification	<ul style="list-style-type: none"> • Organising organic certification drives for Saffron(NPOP) at district level in association with Invest India 	Directorate of Agriculture & Horticulture/JKTPO/ APEDA	Continuous Initiative

Note: Interventions will be accomplished under MSE-CDP Scheme and High density Plantation scheme

Summery Action Plan

Soft Interventions

- Collaboration with Indian Institute of Packing for innovations in packaging
- Organic Certification for Saffron(NPOP)
- MoU with Quality Council of India defining quality standards & with SKUAST for R&D & Pesticide awareness
- Post GI Initiative for Saffron
- Established of Export cell at District level
- Skill Development and capacity building at grower Level
- Market linkages with the help of Exhibitions and Fairs
- E-Commerce Linkage & Export awareness Workshops
- Brand development for Pulwama Saffron & Apples

Hard Interventions

- Upgradation of bottling, wrapping ,boxing & labelling machine for Saffron at IICT Pampore
- Increase no of Saffron Drying machines to cater the demand at IITC Pampore
- Setting up of testing lab for quality check and certification for Apple at Lassipora
- Establishment of CFC at Lassipora with common Integrated packing facility, Fruit washing machine, Sorting or inspection conveyer ,grading & storage facilities for Apple
- Increase in the production of Apple by opting for High Density Plantation Programme
- Increase in production of Saffron by establishing more nurseries for Corn Multiplication at Niwa, Parigam. Moreover 2500 Hect of land is vacant at Malangpora Pulwama which has been declared fertile for Saffron production, can also be identified as new saffron cluster
- Identification of Kiosk for selling Apple & Saffron at all leading international airports throughout India
- Installation of Anti Haile, Anti birds & Anti Animal nets for saffron and apple.

Chapter 5: Envisaged Outcomes

- Double the Export Turnover from District Pulwama.
- 20% increase in Digital Literacy, i.e selling of products on e-commerce platforms.
- Eco-Friendly Packaging which complies the International Standards as well as enhance the product's aesthetic appeal.

Annexure

Government Scheme for Cluster and Infrastructure Development

I. MSE-CDP

Objectives:

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

Two components of the MSE-CDP scheme:

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

Funding Pattern

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

Implementing Agencies

Component	Implementing Agency/Fund Receiving Agency
Setting up of CFC	<ul style="list-style-type: none"> ▶ Institutions of Ministry of MSME (MSME-DIs, NSIC, KVIC, Coir Board, Technology Centres, NI-MSME and GIRI) ▶ Organizations of State Governments ▶ National and international institutions engaged in development of the MSE sector ▶ Any other institution / agency approved by the Ministry of MSME
Infrastructure Development Project	State / UT Governments through an appropriate State Government / UT Agency/Integrated Industrial Park Development Agency/State Industrial Development Agency

Process

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

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

Composition of SLSC (State Level Screening Committee)

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

Composition of NPAC (National Project Approval Committee)

Secretary (MSME)	Chairman
AS&DC (MSME)	Member
Adviser (VSE), NITI Aayog	Member
//;Joint Secretary (ARI), Ministry of MSME	Member
Economic Adviser (EA)/IFW	Member

Additional Development Commissioner / JS/DDG of the Cluster Division	Member Secretary
Representative of SIDBI	Member
Representative of CSIR	Member
Representative of NSIC / KVIC	Member
Representative(s) of DPIIT, MoTextile, DoPharma, MeitY, MoRD, MoFPI, MoDefence, DoFisheries, Do Animal Husbandry and 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

II. Flatted Factory

Introduction:

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

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

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

FFC will also consist of Raw material storage, Display Centre, admin space, conference hall, creche', First aid centre, CETP facility, dedicated bank space, commercial shops, dedicated lifts.

Scheme of Ministry of MSME, GOI:

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

III. Ambedkar Hastshilp Vikas Yojana

Under Infrastructure and Technology Support :

Funds are available for

1. Marketing and Sourcing Hub

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

Eligibility:

Central/ State Handloom and Handicrafts Development Corporations and any other eligible Govt. Corporations/ agencies promoted by State Government or local govt. Bodies etc.

- ❖ Eligible Non-Governmental Organizations, Registered SHGs, local statutory bodies, exporter bodies/ associations, Apex cooperative Societies and National level Apex Societies (registered under society act/ trust act, etc.) and organization like IICT, MHSC, HMCM, NIFT, and Export Promotion Councils.
- ❖ Producer companies registered under Section 8 of Companies Act and working for the promotion and development of Handicrafts & Handlooms.
- ❖ Any component can be implemented by department as well.

Financial Assistance and Funding Pattern:

- ❖ The financial ceiling for setting up a marketing hub facility is INR 1000 lakh
- ❖ 75% of the admissible amount shall be borne by the O/o the DC (H) and 25% will be contributed by the implementing agency subject to the ceiling specified.
- ❖ Land will be provided by implementing agencies and will be over and above the 25 % contribution by the implementing agency.

2. Common Facility Centre

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

Eligibility:

Central/ State Handloom and Handicrafts Development Corporations and any other eligible Govt. Corporations/ agencies promoted by State Government or local govt. bodies etc.

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

Deliverables:

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

Funding Pattern:

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

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

Rental amount will be borne by the IA.

3. Raw Material Depot

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

Eligibility:

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

Financial Assistance and Funding Pattern:

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

- ▶ Further for a period of five years, yearly quantitative increase in corpus/stock of raw material may be fixed depending on the raw material which will be indicative of functionality of Raw Material Depot.

4. Technology Upgradation Assistance to Exporters/ Entrepreneurs

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

Eligibility:

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

Financial Assistance and Funding Pattern:

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

5. Testing Laboratories

Testing Laboratory shall be made in the sufficient and adequate spaces with the provision of Machinery & Equipment, Support Fixture & Furniture, Raw-Material Processing Section, Inspecting Section, Packaging & Warehousing Section, Maintenance Section including Master Room for knowledge sharing and future reference etc.

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

- ✓ Set up new labs
- ✓ Strengthen existing labs.

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

Eligibility:

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

Financial Assistance and Funding Pattern:

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

6. Crafts Village

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

The O/o Director Handloom and Handicraft would provide assistance both towards improving infrastructure in existing villages where a substantial number of craftsmen practicing similar crafts are

residing and also setting up of new villages where 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, streetlights, footpaths, shops and display areas. These will be undertaken by the implementing agency and the craftsmen will be rehabilitated with new work sheds and display areas. The display areas will be in form of stalls where the artisans can sell their product. Each project will be approved by a committee headed by the Secretary.

Eligibility:

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

Financial Assistance and Funding Pattern:

- ▶ The financial ceiling for the total amount sanctioned per unit will be INR 1000 lakh.
- ▶ In case of NER, J & K, Ladakh & Andaman and Nicobar Islands, Lakshadweep- 90% of the admissible amount will be borne by the O/o the Director Handloom and Handicraft and 10% shall be contributed by the implementing agency.

IV. High Density Plantation Scheme

High Density Plantation scheme was launched by JK Union Territory Government in collaboration with National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED). The scheme 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 5500 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.

Funding Pattern

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

V. Mission for Integrated Development of Horticulture (MIDH)

Mission for Integrated Development of Horticulture (MIDH) is a Centrally Sponsored Scheme for the holistic growth of Horticulture Sector which facilitates Infrastructure Development, Area Expansion, Protected Cultivation, Horticulture Mechanization, Irrigation Facilities, Capacity Building, Organic Farming, Functional Pack House, etc.