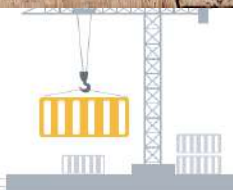


# District Export Action Plan **Rajouri**



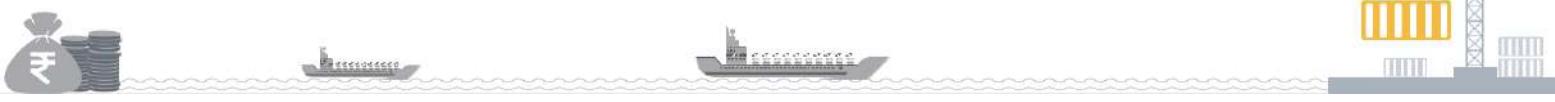
## Preface

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

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

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

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



## Contents

Vision of Districts as Export Hubs .....	4
Chapter 1: District Rajouri .....	5
1.2 District Apex and District Level Committee .....	7
Chapter 2: Export Scenario of Jammu & Kashmir .....	9
2.1 Jammu and Kashmir EPI Index.....	10
2.2 Chapter: District as Export Hub.....	11
2.3 Chapter: ODOP.....	12
Chapter 3: Export Potential of ODOP\DEH Products .....	20
3.1 Walnut.....	20
3.2 Dairy Products .....	26
Chapter 4: Challenges and Gaps .....	34
Chapter 5: Action Plan and Strategies .....	36
Chapter 6: Intervention.....	39
Chapter 7: Govt Schemes under dairy production .....	43
7.1 MSE-CDP .....	43
7.2 Flatted Factory .....	46
7.3 Ambedkar Hastshilp Vikas Yojana .....	46
7.4 Common Facility Centre .....	47
7.5 Raw Material Depot .....	48
7.6Technology Upgradation Assistance to Exporters/ Entrepreneurs.....	49
7.7 Testing Laboratories .....	49
7.8 Crafts Village .....	50
7.9 Procurement and Marketing Support Scheme .....	50
7.10 High Density Plantation Scheme.....	51
Chapter 8: Abbreviation .....	51





## Vision of Districts as Export Hubs

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

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

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

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

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

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



## Chapter 1: District Rajouri

### 1.1 District Profile

**Rajouri** or **Rajpur** is a district in the Jammu division of Indian-administered Jammu and Kashmir in the disputed Kashmir region. The Line of Control lies to its west, Poonch to its north, the Reasi district to the east and the Jammu district to its south. Rajouri is famous for its "Kalari" (made from milk). Representing an ancient principality, Rajouri was a joint district, along with Reasi, at the time of princely state's accession to India in 1947. The two tehsils were separated and Rajouri was merged with the Poonch district. Rajouri again became a separate district in 1968.

#### *District Map of Rajouri*

AREA OF DISTRICT	2630 Sq. Kms
POPULATION	6.42 Lacs (as per 2011 Census)
RURAL POPULATION	Lacs (91.9%)
URBAN POPULATION	Lacs (8.1%)
POPULATION DENSITY	240 Persons/Sq. Km
SUB DIVISIONS	05 (Nowshera, Sunderban, Kalakote, Koteranka, Thanamandi )
TEHSILS	13 (Rajouri, Manjakote, Darhal, Qila, Darhal, Thana Mandi, Kotranka, Khawas, Teryath, Kalakote, Beri, Pattan, Sunderbani, Nowshera, Siot)
BLOCKS	19 (Rajouri, Darhal, kotranka Sunderbani, Doongi, Nowshera, Kalakote, Manjakote, Thanamandi, Budhal Dhangri, khawas, Lamberi, Moghla Panjgrain,Plangar,Qila darhal,Rajnagar,Seri,Siot)
PANCHAYATS	312
VILLAGES	386 (as per census 2011)

### 1.2 Geography

The district is spread across 2630 Sq.Km at an elevation of 915 mtr. from sea level. It is located about 155 kilometres (96 mi) from Srinagar and 150 km (93 mi) from Jammu city on the Poonch Highway. Rajouri is located on the road connecting Poonch to the northwest and Jammu to the south. The surrounding region is composed largely of a portion of the Pir Panjal Range, which trends northwest to southeast (with an average elevation of 9,000 feet 2,750 metres) in the middle Himalayas.



### 1.3 Administrative Setup

Title	Statistics
Subdivisions	05 – Nowshera, Sunderban, Kalakote, Koteranka, Thanamandi
Tehsils	13 (Rajouri, Manjakote, Darhal, Qila, Darhal, Thana Mandi, Kotranka, Khawas, Teryath, Kalakote, Beri, Pattan, Sunderbani, Nowshera, Siot)
Blocks	19 (Rajouri, Darhal, kotranka Sunderbani, Doongi, Nowshera, Kalakote, Manjakote, Thanamandi, Budhal Dhangri, khawas, Lamberi, Moghla Panjgrain,Plangar, Qila darhal, Rajnagar, Seri, Siot)
Panchayats	312

### 1.4 Climate

The climate of Rajouri is somewhat cooler than the other surrounding plains. Summers are short and pleasant. The summer temperature generally does not exceed 41 degrees. Winters are cool and chilly characterized with rainfall due to western disturbances. Snowfall is scanty but may occur in cool months like that of December 2012. Average rainfall is 769 millimetres (26.3 in) in the wettest months The average temperature of summer is 29°C and average temperature of winter is 16°C.

### 1.5 Demography

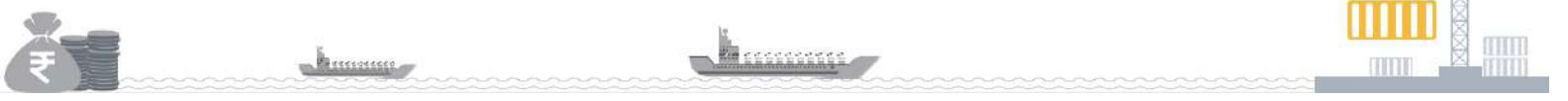
At the 2011 census,[17] Rajouri itself had a population of 37,552 while the population within the municipal limits was 41,552. Males constituted 57% of the population and females 43%. Rajouri had an average literacy rate of 77%, higher than the national average of 75.5%: male literacy was 83% and female literacy was 68%. 12% of the population was under 6 years of age. The people are mostly Gujjars and Paharis.

### 1.6 Industrial Profile of Rajouri

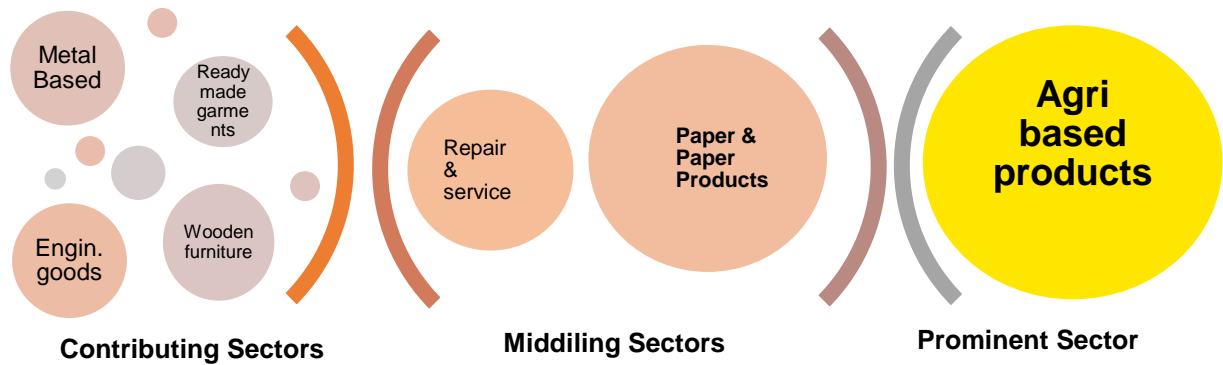
The district has 1 major industrial area Kheara spread across total area of 51.17 kanals<sup>2</sup>.

S. No.	Name of Ind. Area	Land acquired (In Kanals)	Land developed (In Kanals)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Kheara	51.17	51.17	54	54	Nil	30
	Total	51.17	51.17	54	54	Nil	30

<sup>2</sup> DIC Rajouri



## 1.7 Industries at a Glance



## 1.8 Details of Industry

Industries of various sectors have mushroomed across the length and breadth of the district. The cement, mining, food processing and service sector units are major employers in the district.

(Rs. in In Lakhs)

S. No	Sector	No. of Units	Total Manpower employed	Approx. Investment in P&M
1	Agro based	61	180	60.00
2	Soda water	2	10	03.01
3	Ready-made garments & embroidery	96	200	05.20
4	Woollen, silk & artificial Thread based clothes.	21	60	06.10
5	Wood/wooden based furniture	36	240	75.40
6	Paper & Paper products	7	55	28.60
7	Metal based (Steel Fab.)	39	195	120.15
8	Engineering units	5	15	8.800
9	Electrical machinery and transport equipment	36	80	70.014
10	Repairing & servicing	655	901	164.485
11	Others	31	410	775.00
<b>Total</b>		<b>989</b>	<b>2346</b>	<b>1316.759</b>

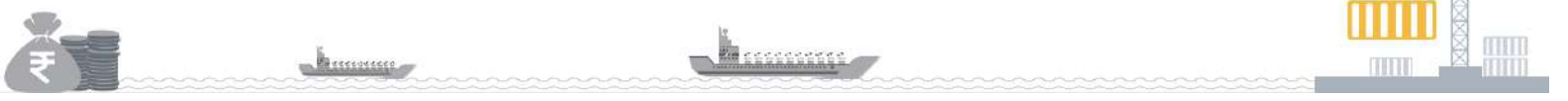
## 1.2 District Apex and District Level Committee

To promote export from the UT, J&K has constituted Apex Level Export Promotion Committee and District Level Export Promotion Committee. Mentioned below is the composition of the committee.<sup>3</sup>

### 1.2.1 Apex Level Export Promotion Committee

1	Commissioner/ Secretary to the Government, Industries and Commerce Department (Export Commissioner)	Chairman
---	---	----------

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



2	Manager Director, J&K Trade Promotion Organization (JKTPO)	Member Secretary
3	Divisional Commissioner Jammu and Kashmir	Member(s)
4	Representative of Ministry of Micro, Small & Medium Enterprises (MSME), GoI	Member
5	Representative of Director General of Foreign Trade (DGFT), GoI	Member
6	Director, Industries and Commerce, Jammu/Kashmir	Member(s)
7	Director, Handloom and Handicraft, Jammu/Kashmir	Member(s)
8	Director, Planning, Industries and Commerce Department	
9	Secretary/Chief Executive Officer, J&K Khadi & Village Industries Board	Member
10	Representative of Agriculture Production Department (not below the rank of Director)	Member
11	Representative of Horticulture Department (not below the rank of Director)	Member
12	President Lead Bank	Member

### 1.2.2 District Level Export Promotion Committee

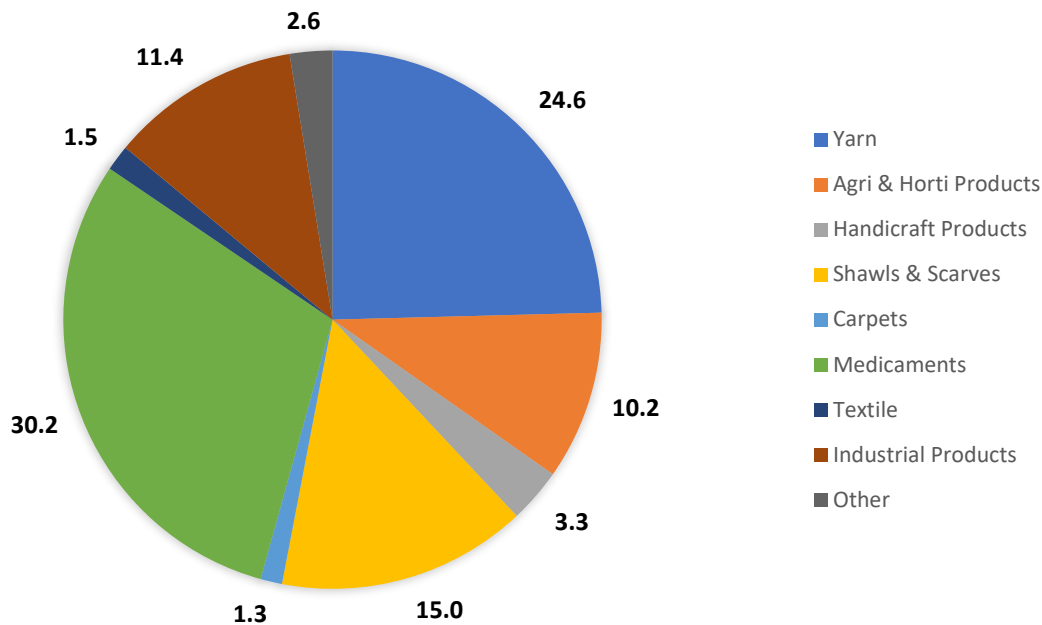
1	District Development Commissioner	Chairman
2	General Manager, DIC	Member Secretary
3	Chief Agriculture Officer	Member
4	Chief Horticulture Officer	Member
5	District Lead Bank Manager	Member
6	Assistant Director, Handicraft	Member
7	Assistant Director, Handloom	Member
8	District Officer, J&K KVIB	Member





## Chapter 2: Export Scenario of Jammu & Kashmir

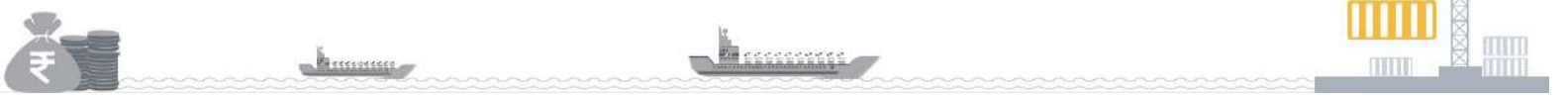
### Export Scenario of Jammu and Kashmir



Jammu and Kashmir, renowned for its stunning landscapes, is also abundant in diverse natural resources and crafts, presenting significant opportunities for export. The region boasts popular agricultural and horticultural products such as apples, saffron, walnuts, basmati rice, mushkbudji rice, and more, which are well-received globally. Additionally, items like walnuts, almonds, cherries, and various fruits and dry fruits are part of the export portfolio. The region is globally recognized for its exceptional handcrafted products, including pashmina shawls, carpets, silk, tweeds, Kashmir willow crickets, and various wooden artifacts, which find their way to different corners of the world.

Jammu and Kashmir's diverse biodiversity hosts numerous medicinal plant species exported for pharmaceutical purposes. The export list also includes minerals like gypsum, limestone, sapphire, granite, and other decorative stones. While not technically categorized as traditional exports, tourism can be considered a service sector export. The region's exquisite natural beauty, rich cultural heritage, and adventure opportunities attract tourists worldwide, generating substantial revenue.

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



## 2.1 Jammu and Kashmir EPI Index

Jammu & Kashmir has emerged among top performers, reaching 3rd position among UT's in Second Edition of Export Preparedness Index 2021 by Niti Aayog. J&K recorded an improvement in its score rising to 30.07 from earlier scores of 12.27. Overall ranking of J&K has improved from rank 36 to rank 23.<sup>4</sup>

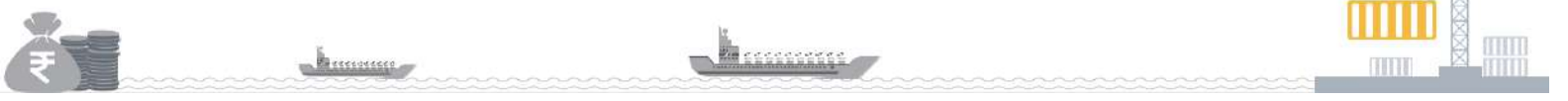


<sup>4</sup> <https://tradedat.commerce.gov.in/>

## 2.2 Chapter: District as Export Hub

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

S. No.	Product	Department
1	Walnut	Chief Agriculture Office, Rajouri
2	Dairy Products	Chief Agriculture Office, Rajouri
3	Wool Products	Animal & Sheep Husbandry, Rajouri



## 2.3 Chapter: ODOP

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

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

For enabling holistic socioeconomic growth across all regions

To attract investment in the district to boost manufacturing and exports.

To generate employment in the district

To provide an ecosystem for Innovation/ use of Technology at the District level to make them competitive with domestic as well as international market.

### 2.3.1 ODOP of Rajouri - Walnut



Walnuts are rounded, single-seeded stone fruits of the walnut tree commonly used for food after fully ripening between September and November, in which the removal of the husk at this stage reveals a browning wrinkly walnut shell, which are commercially found in two segments. Although culinarily considered as "nut" and used as such, it is not a true biological nut. After fully ripen, the shell is discarded, and the seed is eaten.

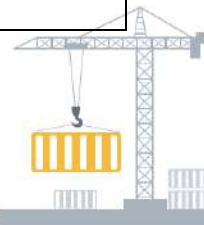
Walnuts, like other nuts must be processed and stored properly. Poor storage makes walnuts susceptible to insect /and fungal mode infestation; the latter products aflatoxin - a potent carcinogen. The ideal temperature to store walnuts is between -3 to 0 Degree Celsius. With humidity of home and industry storage.

Walnuts have high antioxidant activity than any other common nut and this comes from Vitamin E, Melatonin and polyphenols, which are particularly high in the papery skin of walnuts.



### 2.3.2 Walnut Production & Action Plan for next Three Years

District		Rajouri					
Product		Walnut				Action plan of next Year 2023-24	Action Plan of Next Three Years
1	Total Production -	2019-20	2020-21	2021-22 till Dec	2022-23		
		7559	7576	7693	8179	8996.9	10632.7
2	Total Farmers associated	8770	8770	8810	8826	9708	11474
3	Total area under cultivation	4385	4385	4405	4413	4854	5737
4	Total FPO's associated ( with production in each FPO if available)	0	0	0	1	2	5
5	Sale Price per MT	Rs. 28000/-	Rs. 30000/-	Rs. 32000/-	Rs. 35000/-	Rs. 38500/-	Rs. 45500/-
6	Storage/col d storage facility and capacity if any						
<b>7</b>	<b>Walnut clusters in Rajouri district</b>						
		Parameters	Unit value				
		Functional units of production	150	150	150	150	150
		No of jobs in the cluster	1500	1500	1500	1500	1500





		Manufacturing capacity of the cluster	in MT(Annually ) 200 MT	220	242	266	346
		Annual turnover	INR in Cr 6.00	7.04	8.47	10	15.74
		Only xx% of the produce is processed locally	80 MT	0.8	0.8	0.8	0.8
		Percentage is being exported to other states	0.7	0.7	0.7	0.7	0.7
		Percentage is being exported to other Countries	NA	NA			
<b>8</b>	<b>Export</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23 till March</b>		
		6500	6800	7000	7300		

### 2.3.3 Hard & Soft Interventions as of now in District

Hard and soft interventions						
Common Production & Logistic Centre	Nil	Nil	Nil	1	1	3
Testing Laboratory	Nil	Nil	Nil	Nil	Nil	1
Grading Machine Facility	Nil	Nil	Nil	1	Nil	3
Packaging & Labelling Centre	Nil	Nil	Nil	1	Nil	3
Skill Development Centre	Nil	Nil	Nil	Nil	Nil	3
Common Facilitation centre if any (CFC)	Nil	Nil	Nil	Nil	Nil	1
capacity building sessions if any conducted to promote export	Nil	Nil	Nil	Nil	2	10
Marketing Linkages	NA	NA	NA	NA	Rajouri & Narwal Mandi	Rajouri & Narwal Mandi
Capacity enhancement techniques adopted if any	NA	NA	NA	NA	Yes	Yes



Departmental Schemes to enhance exports	Area Expansion under (CAPEX, HADP)					
Focus on high Yielding varieties for Export Quality to increase production	Plantation of Grafted high yielding plants					
<b>Use of Use of Modern technologies</b>						
Cost Structure of new machinery required					40.00 Lacs	120
Setting up of CFC storage					6	18
Centre of Excellence					2	6
Packaging and labelling/GI branding etc					1	1
Quality Control Lab /testing Lab					1	3
					1	1



## 2.3.4 SWOT Analysis

Strength	Weakness
<p>Indian walnut has long shelf life, high oil content and big size of kernel. India, especially Kashmir, has traditional specialization in growing walnut. Its ecosystem has large number of farmers and processes. Transportation system for walnuts is developed. India has established market in in Middle East countries i.e. UAE, Saudi Arabia and Egypt.</p>	<p>External competition from Chile, USA and China. Chilean Walnut has grown market share day by day. Farmers got higher cultivation area in Chile. While Indian walnut has higher industrial grade, low cultivation area and transportation problems.</p>
Opportunity	Threats
<p>Improvement in the connectivity in Jammu &amp; Kashmir will help in logistics. Especially rail link to be established for Srinagar. Market of this product is being increasingly developed in Europe and UK. Since Jammu and Kashmir has come up with new industrial policy, it will attract great investment in in walnut processing. New markets can be developed in Japan and South Korea. There is no phyto sanitary issue in South Korea. South Korea is prosperous and rich country having good market of dry fruits especially walnut. In Covid-19 period, due to rising demand of natural and immunity booster products, walnut is gaining momentum in demand.</p>	<p>Identifying poor quality of walnut especially in this trial grade found in processing. Market has developed quantity of Walnuts and their increasing cultivation area also. USA and its California region has increased capacity of production in walnut. Europe has food quality issue and Middle East countries have also raised several issues of quality for Indian walnut.</p>



## 2.4 Challenges and Interventions

Parameter	Challenges	Intervention
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▶ Presently, there is a lack of a shared facility for producers to undertake the drying, sorting, and peeling processes for walnuts.</li> <li>▶ No warehouses or storage depot for</li> </ul>	<p><b>Hard Interventions</b></p> <ul style="list-style-type: none"> <li>▶ Establishment of <b>Common Facility Centre</b> with technology -enabled machine viz. Peeler, Boiler, Sorter, drying to scale up production &amp; export of walnuts &amp; other DEH products.</li> <li>▶ Establishment of Common Warehousing facility having provision for temperature and humidity control.</li> </ul>
<b>Market</b>	<ul style="list-style-type: none"> <li>▶ Need for infrastructure for marketing and trading for marketing the product.</li> <li>▶ Marketing is done traditionally (offline), online presence is negligible.</li> <li>▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale</li> <li>▶ Lack of knowledge of existing schemes and govt. initiatives</li> <li>▶ Lack of participation in national and international events related to the sector.</li> </ul>	<p><b>Hard Interventions</b></p> <ul style="list-style-type: none"> <li>▶ <b>Expo Mart</b> should be established to encourage and help exporters outgrow in international markets.</li> <li>▶ Establishing Rural Haat/Sales Outlet in the District that would provide a suitable market to the artisans.</li> <li>▶ For Walnut cooperatives, cooperative super bazaar to be established which will also provide a great platform for market.</li> <li>▶ Craft Tourism: Other Interventions as mandated according to Handicrafts and Handloom Policy 2020.</li> </ul> <p><b>Soft Interventions</b></p> <ul style="list-style-type: none"> <li>▶ Awareness and outreach for participating in international, national, and state-level fairs and exhibitions.</li> <li>▶ Tie-ups with companies like IKEA and wall-mart</li> <li>▶ Artisan's linkage with Instagram and other Social Media Platforms</li> <li>▶ Collaboration with E-commerce companies like Etsy, GoCoop, Blue Rickshaw etc. <b>for maximizing sales.</b></li> <li>▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Proposed</li> </ul>



		<p>Market Assistance Scheme (MAS) under Export Policy.</p> <ul style="list-style-type: none"> <li>▶ Awareness regarding recently introduced QR Code based mechanism, first of its kind in the country, for the purpose of Certification &amp; Labelling of produced in Kashmir.</li> <li>▶ By virtue of this QR Code mechanism, the customer would be able to check and verify requisite details of a Willow Wicker in respect of its genuineness/authenticity along with other related parameters with the help of smart phone before purchasing the same.</li> <li>▶ Linkage of Walnut &amp; other Cooperatives in Kupwara District with National Cooperatives Exports Limited(NCEL)</li> </ul>
<b>Packaging</b>	<ul style="list-style-type: none"> <li>▶ Packaging is done in Kashmir as per the requirement of buyers for exports.</li> <li>▶ Lack of innovative packaging of the products.</li> </ul>	<p><b>Soft Interventions</b></p> <ul style="list-style-type: none"> <li>▶ Collaboration with Indian Institute of Packaging.</li> </ul>
<b>Access to Finance</b>	<ul style="list-style-type: none"> <li>▶ Lack of awareness about existing financial institutions and their schemes &amp; policies</li> <li>▶ Blockage of working capital owing to extended payment timelines and return of unsold stock</li> </ul>	<p><b>Soft Interventions</b></p> <ul style="list-style-type: none"> <li>▶ Collaboration with nationalized banks</li> <li>▶ Collaboration with SIDBI</li> <li>▶ Awareness and outreach program for raising consciousness about existing central and state government schemes that can be leveraged.</li> <li>▶ Ease in documentation for producers, Artisans and Weavers in accessing the finance.</li> </ul>
<b>Skill Upgradation</b>	<ul style="list-style-type: none"> <li>▶ Overreliance of Traditional designs and offline marketing</li> <li>▶ Little Upgradation of skills in producing, marketing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Training should be given to farmers, producers &amp; artisan's entrepreneurs for onboarding, cataloguing and engaging in selling activities on e-commerce platform.</li> <li>▶ For youth, sufficient training centers should be established in the District where the youth can learn the skill incorporating innovative designs.</li> <li>▶ Ministry of Skill Development and other allied departments can play a major role.</li> </ul>





<b>Exporter's issue</b>	▶ No focal point to address exporters ongoing issues.	▶ KCCI to act as a focal point for all exporters issues. GM- DIC may be given this responsibility to monitor the cell in consultation with DGFT.



## Chapter 3: Export Potential of ODOPIDEH Products

### 3.1 Walnut

Jammu and Kashmir produces some 3.5 lakh quintals of walnut every year, thus contributing around 98 per cent of the total walnut output in India. The climate of the District Poonch varies from subtropical to temperate. Therefore, the district has the potential to produce a range of fruit varying from subtropical fruits like Citrus, Guava, Pomegranate etc. to temperate fruit like Apple, Pear, Plum, Apricot and Walnut due to warm temperate climate and extreme of both temperate and subtropical climates in district Poonch there is huge potential for good walnut produce. There are some small-scale entrepreneurs involved in walnut cultivation & processing, to enhance the cluster growth a common facility centre can be established along with storage facility.

#### 3.1.1 Walnut Processing

Walnut Processing consists of the following stages:

- **Hulling** – Removing the hull (a dry outer covering located outside of the shell) as the walnuts grow on the tree. This process is performed after harvesting and before walnuts are brought for processing.
- **Walnut Drying** – After the hulling process, they are sent to room basically known as drying room where the walnuts are dried until they reach the desired moisture content.
- **Walnut Storage** – Once they reach the desired moisture content, they stored in storage unit as the harvest season only lasts for a few months supply for rest of the year is fulfilled from storage.
- **Shelling** – In this process, the shells are cracked and removed and once this is done, the kernels are stored by the size of the kernels. The kernels are ran through another machine containing three lasers that sort by kernel colour and remove any leftover shell particles.
- **Packing** - he three methods in which walnuts are packed are: in-shell packed, bulk packed, or retail packed. The retail packed walnuts are the only option where the packaging is for the final consumer.
- **Pasteurization** – The process of removing microorganisms by heating up the nuts to a very high temperature for a short amount of time and then cooling them down.

Following HS Code has been used to export Walnut

HS codes	Description
080299	OTHER NUTS, FRESH OR DRIED, WHETHER OR NOT SHELLLED OR PEELED



### 3.1.2 World Import

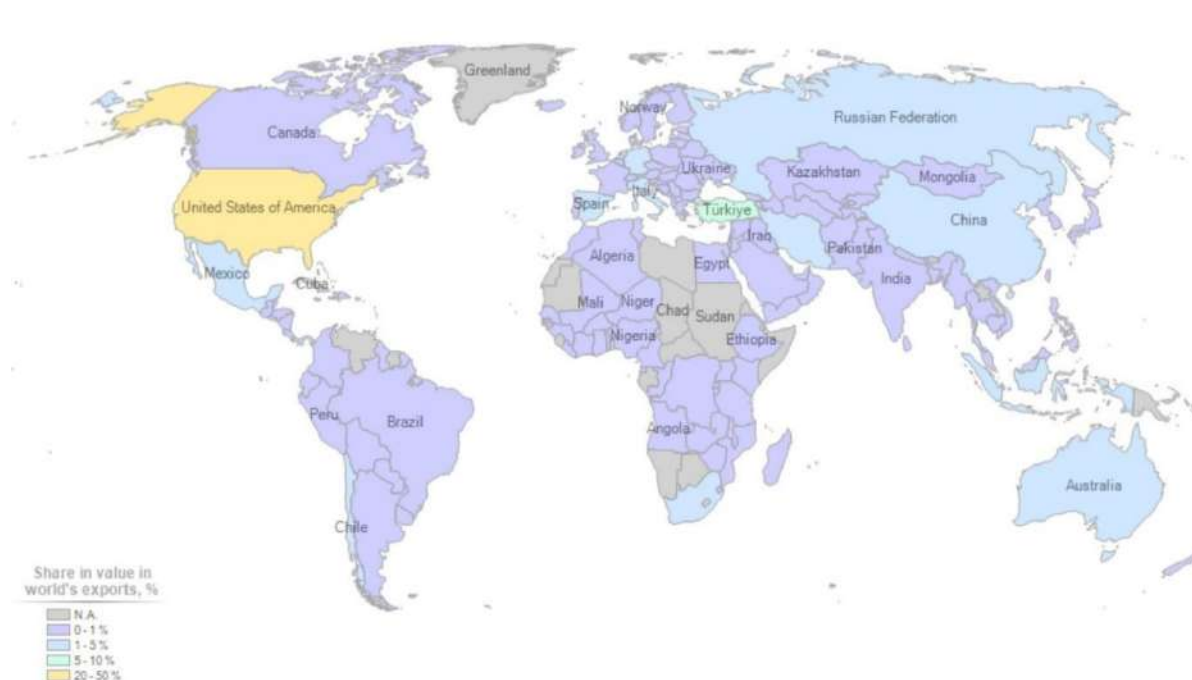
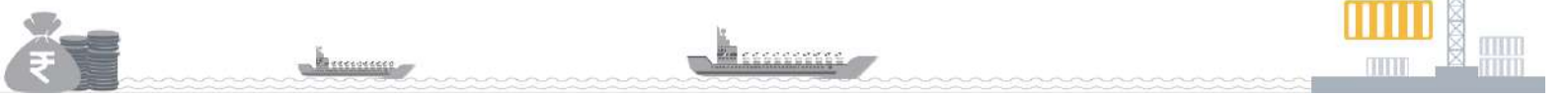


Figure 1 Figure 4: Map of Walnut Exporting Countries

Importers	Value imported in 2021 (USD thousand)	Quantity imported in 2021
World	18071175	0
Germany	2384753	333143
China	1764952	325201
Italy	1361147	233788
India	1345679	326036
United States of America	943976	103350
Spain	941892	195053
France	741742	106190
United Arab Emirates	547330	128875
Netherlands	536530	80826



### 3.1.3 World Export Data

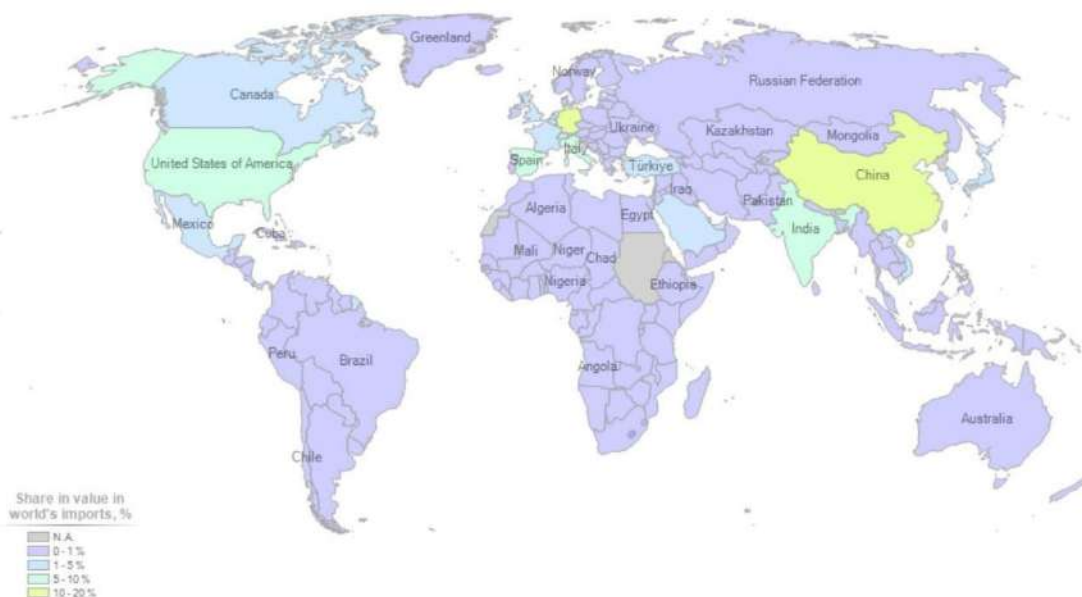
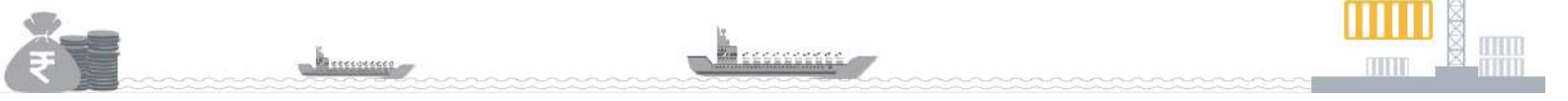


Figure 2 Map of Walnut Importing Countries

Exporters	Value exported in 2021 (USD thousand)	Quantity exported in 2021
World	19574509	0
United States of America	8147347	1554393
Turkey	1811131	277261
Spain	897573	146212
Iran, Islamic Republic of	819651	129632
China	778598	183118
Australia	770268	144908
Chile	674732	147083
Germany	645712	67875
Mexico	644943	0
Italy	629417	74428



### 3.1.4 Export from India

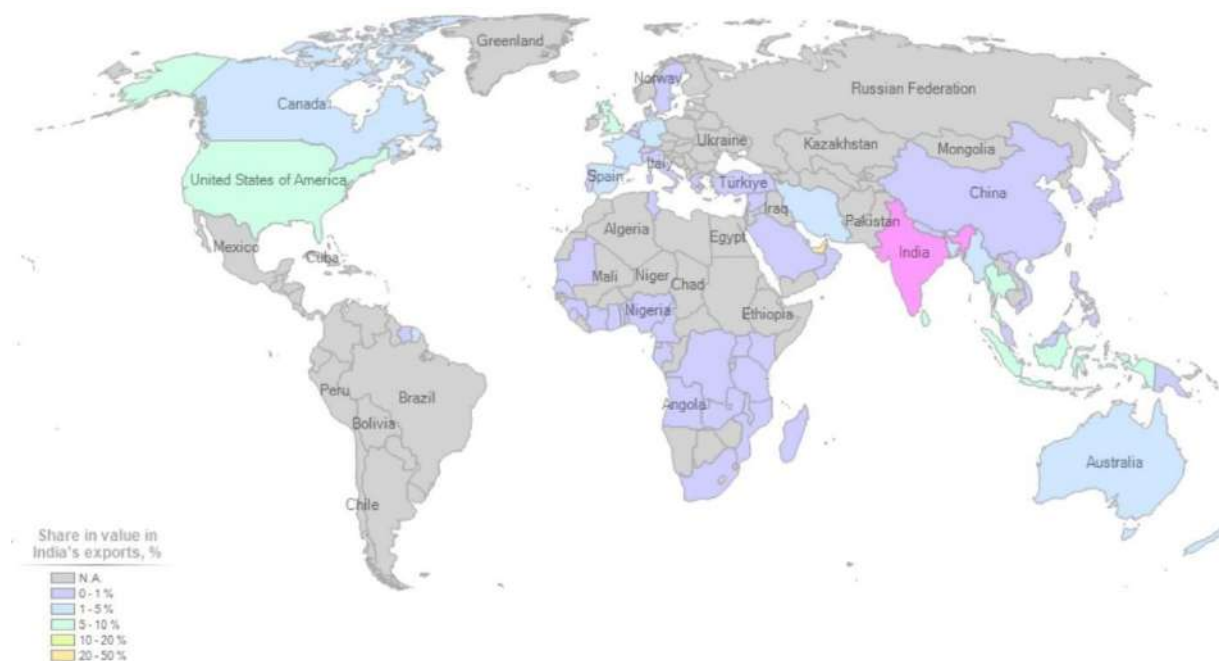


Figure 3 Share of India's Walnut Export

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

Walnut Production in Rajouri	2019-20 (MT)	2021-22 (MT)	2022-23 (MT)
	11523	13325	12500



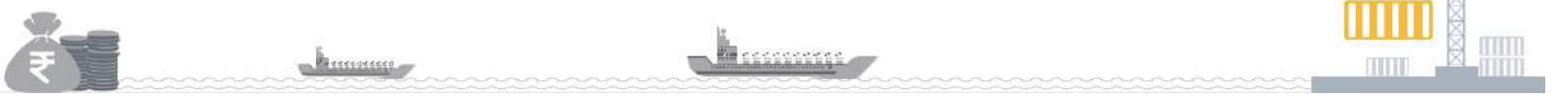


**Synergies:**

- 1 Immediate:** These are those countries where a proper marketing channel will unlock the potential of that market in very short period.
  - a. Based on Signed FTAs the following can be targeted: **UAE, Kuwait, Saudi Arabia.**
  - b. High Growth Markets: **Kuwait, Saudi Arab**
- 2 Long Term:** The following countries **UK, Australia, Canada, Spain, Netherland, Kuwait, USA** come under Long-term priority market as these are those markets where the untapped market potential can only be fulfilled if J&K exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

**3.1.5 Synergies**

<p><b>Immediate</b></p>	<p>These are those countries where a proper marketing channel will unlock the potential of that market in very short period.</p> <ul style="list-style-type: none"> <li>a. Based on Signed FTAs the following can be targeted: UAE, Japan, Australia, Thailand, South Korea Singapore, Mauritius, and Malaysia.</li> <li>b. High Growth Markets: USA, UK, Russia, and Saudi Arabia</li> <li>c. Based on Untapped Potential, J&amp;K exporters should target the following countries to expand France, Germany, Italy, Mexico, and Brazil.</li> </ul>
<p><b>Long Term</b></p>	<p>The following countries Canada, Germany, Netherlands, Poland, Belgium, Norway, Sweden, Finland, and Switzerland come under Long-term priority market as these are those markets where the untapped market potential can only be fulfilled if J&amp;K exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.</p>



### 3.1.6 Estimated budget for proposed intervention.

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

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

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



### 3.2 Dairy Products

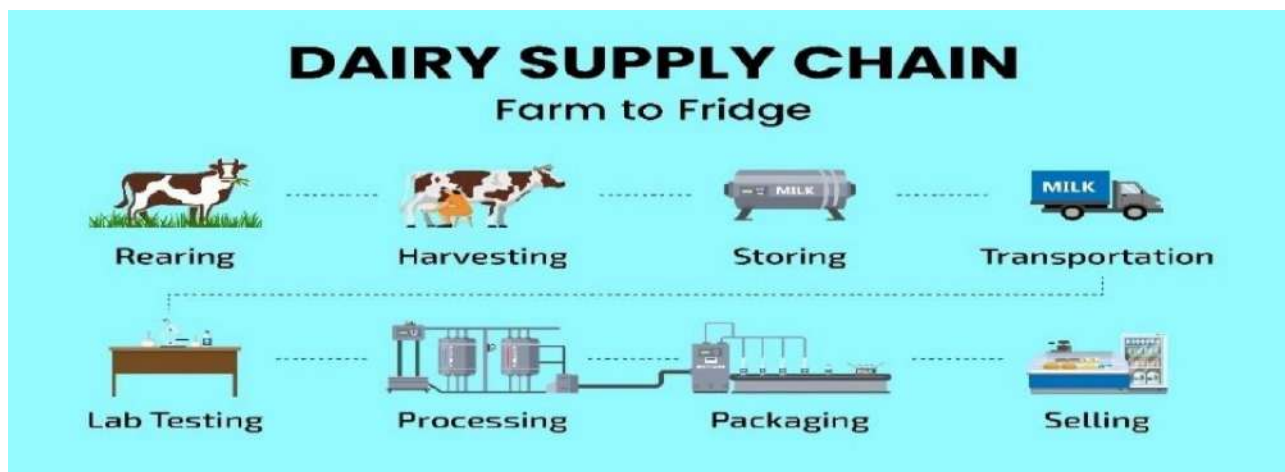
Milk in India is largely consumed in its original form, resulting in the high spend on primary products. In case of secondary products, khoya (reduced milk derivate), ghee (hardened oil) are high consumption products since they are important ingredients in making Indian sweets. Milk-based sweet products processed milk and spreadable fats take up a significant share of consumer spending, with a large presence of small and unorganized players in this category.

The major contribution of livestock sector is from dairy industry and around 25.94 Lakh MT milk is produced in J&K annually which amounts to a turnover of Rs. 9080 Cr. However, the growth rate recorded in the dairy sector is 3.5% as against the country's average of 5.8%.

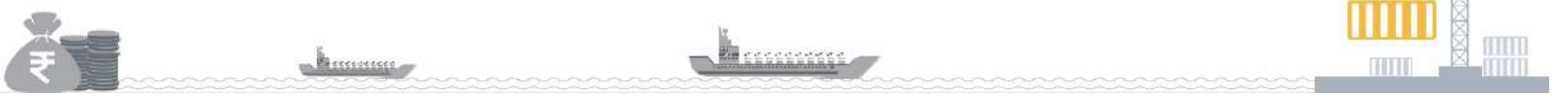
#### 3.2.1 Proposed intervention.

Testing lab	
Packaging & Labelling Centre	
Skill Development	
Common Facilitation Centre	
High Milk yielding breeds of cow/buffaloes for export quality\ Increase in production	
Storage	

#### 3.2.2 SUPPLY CHAIN-DAIRY



The Government of J&K launched four major beneficiary-oriented flagship schemes under UT CAPEX to bridge the gap between demand & supply of livestock products and building entrepreneurship in the sector thereby supplementing & complimenting other centrally sponsored/UT sector schemes for inclusive development of livestock sector.



### 3.2.3 Dairy Products

India's Export by Principal Commodity From Apr-2022 To Nov-2022 Commodity Unit Qty April, 22 To November, 22 Value (INR) April, 22 To November, 22 Value (US \$) DAIRY PRODUCTS KGS 112755770 33251157482 420788287 Source-DGCIS

HS codes	Description
04059020	Dairy Products

India's Export by Principal Commodity From Apr-2022 To Nov-2022				
Commodity	Unit	Qty	April, 22 To November, 22 Value (INR)	April, 22 To November, 22 Value (US \$)
DAIRY PRODUCTS	KGS	112755770	33251157482	420788287

India's Export by Principal Commodity From Apr-2021 To Mar-2022				
Commodity	Unit	Qty	April, 21 To March, 22 Value (INR)	April, 21 To March, 22 Value (US \$)
DAIRY PRODUCTS	KGS	191954015	47441315510	634890220

### 3.2.4 Dairy Products & Action Plan for next Three Years

J&K has a milk production of 2503 Thousand MTs per year & to supplement this production & generate employment in the sector, following major steps have been taken by the Government of UT during 2020-21.



### 3.2.5 Milk Products

Milk in India is largely consumed in its original form, resulting in the high spend on primary products. In case of secondary products, khoya (reduced milk derivate), ghee (hardened oil) are high consumption products since they are important ingredients in making Indian sweets. Milk-based sweet products processed milk and spreadable fats take up a significant share of consumer spending, with a large presence of small and unorganized players in this category.

District		Rajouri						
Products		Dairy				Action plan for next year	Action plan for next three years	
1	Total Production	2019-20	2020-21	2021-22	2022-23	1. establishment of new 200 dairy units 2. Promotion of fodder availability via innovative interventions	1. establishment of new 600 dairy units 2. Promotion of fodder availability via innovative interventions	
		11523 Tonnes	11735 tonnes	13325 Tonnes	12500 Tonnes			
2	Total Farmers associated	71500	71500	71500	71500			
3	Sale Price/Quintal	Rs 5000	Rs 5500	Rs 6500	Rs 7000			
<b>7 Cluster in Rajouri District/Dairy Units established by Department</b>								
		<b>Parameters</b>	<b>Units Value</b>					
		Units Established	117					
		No. of Jobs	227					
		Milk Production capacity	6000					
8	Export	Export	Nil					

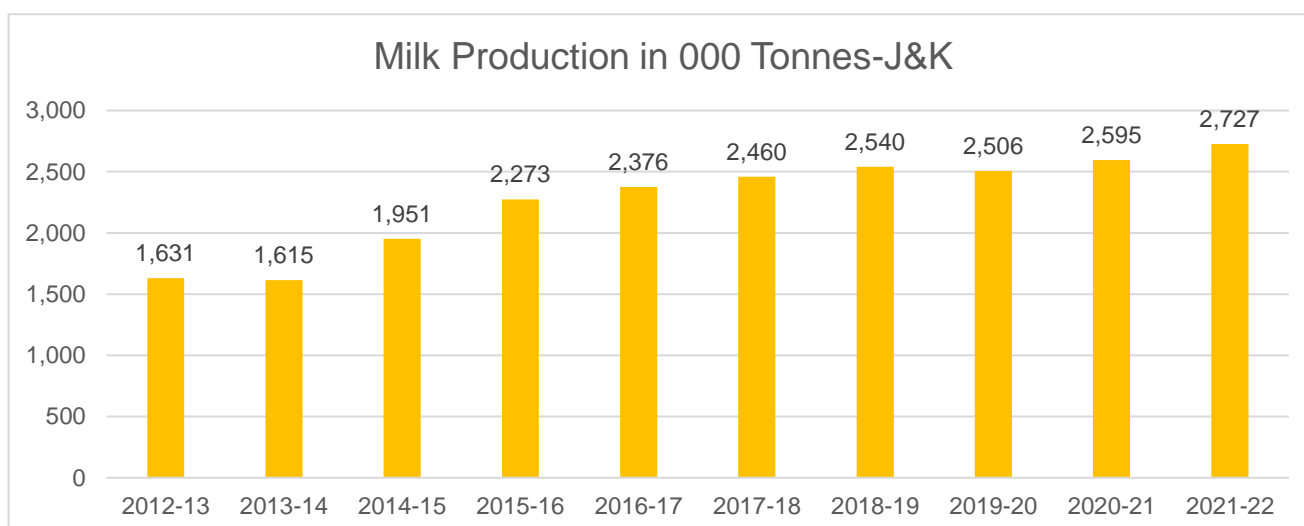




### 3.2.6 Hard & Soft Interventions as of now in District

Hard and Soft Intervention				
Maitris	2019-20	2020-21	2021-22	2022-23
Maitris	Nil	13	17	40
Ahelp	nil	nil	nil	122
Animal Health centre	114			
Diagnostic laboratory	1			
District Veterinary Hospitla	1			
Hatachery	1			
Use of Modern Technologies				
AI	28026	21599	20000	25047
Vaccination	12265734	772050	1033478	707529
LN2 Plant	1			

### 3.2.7 Milk Production in J&K in last 10 Years trend

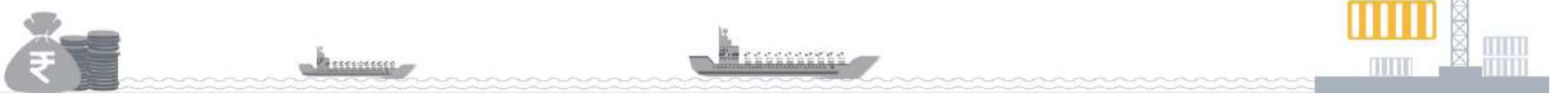


**Criteria - State = Jammu & Kashmir / Commodity = Meat , Dairy And Poultry Products (In Mn Dollars )**

**2021-22**

Commodity group	Total Exports Apr'21 - Mar'22 (\$Mn)	Mar - 22 Exports (\$Mn)	Feb - 22 Exports (\$Mn)	% Growth compared to previous month	% Share in selected criteria's total exports
Meat, Dairy And Poultry Products	0.04	0.02	0	0.00%	0.00%

**2022Apr-Dec 2022**



Total Exports Apr'22 - Dec'22 (\$Mn)	Dec - 22 Exports (\$Mn)	Nov - 22 Exports (\$Mn)	% Growth compared to previous month	% Share in selected criteria's total exports
0	0	0	0.00%	0.00%

Figure 4 Source- <https://niryat.gov.in/>

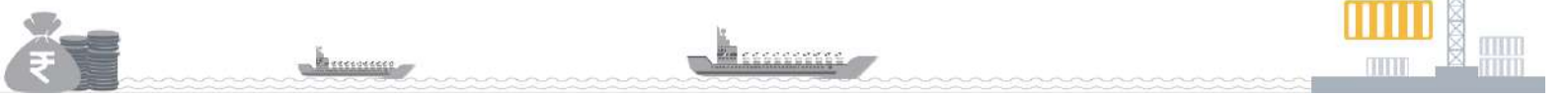
### 3.2.8 Export from India- HSN CODE 04059020: MELTED BUTTER

HS Code	Commodity	2021-2022	%Share	2022-2023 (Apr-Nov)	%Share
4059020	MELTED BUTTER(GHEE)	59,981.00	0.0191	40,990.91	0.0173
	<b>India's Total Export</b>	<b>31,47,02,149.28</b>		<b>23,63,81,841.90</b>	

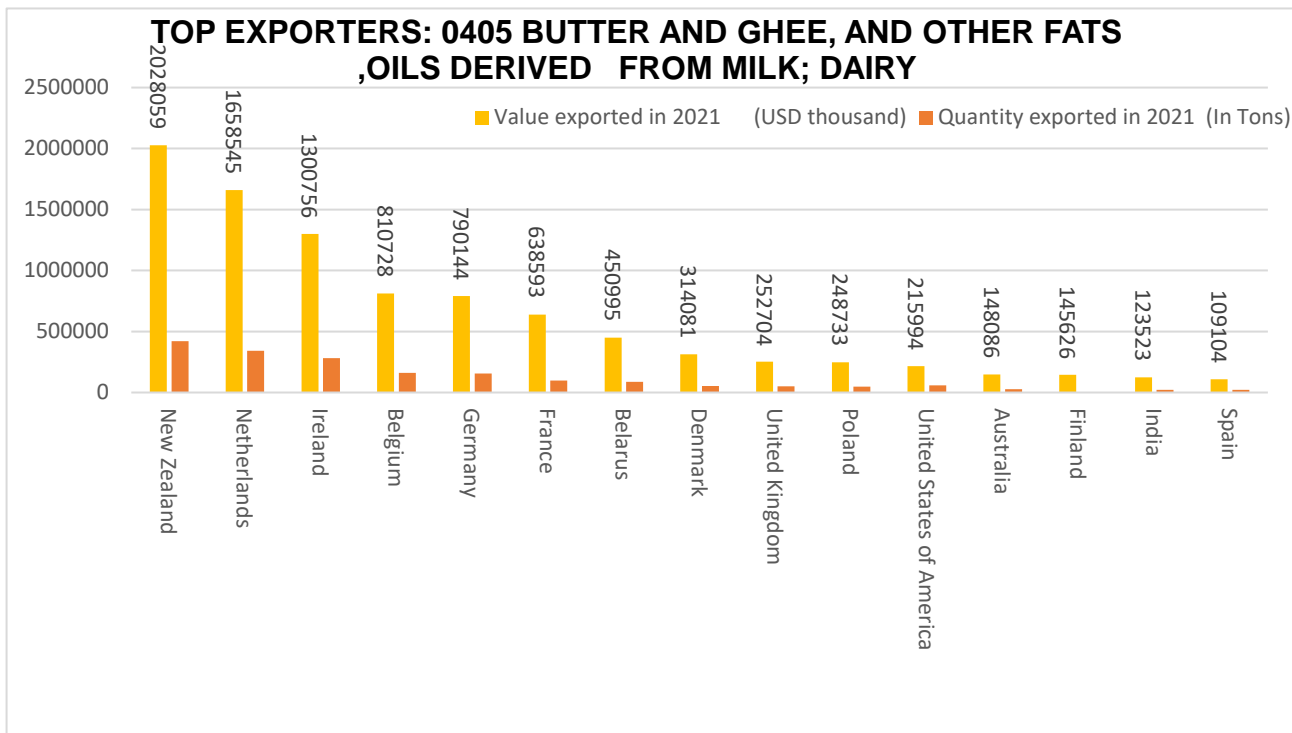
Figure 5 Source: Ministry of Commerce

### 3.2.9 Export from India -Top country wise- HSN code 04059020: Melted butter (GHEE)

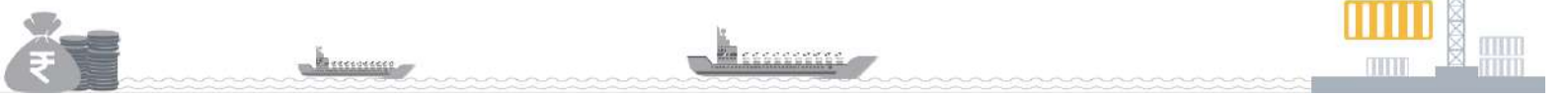
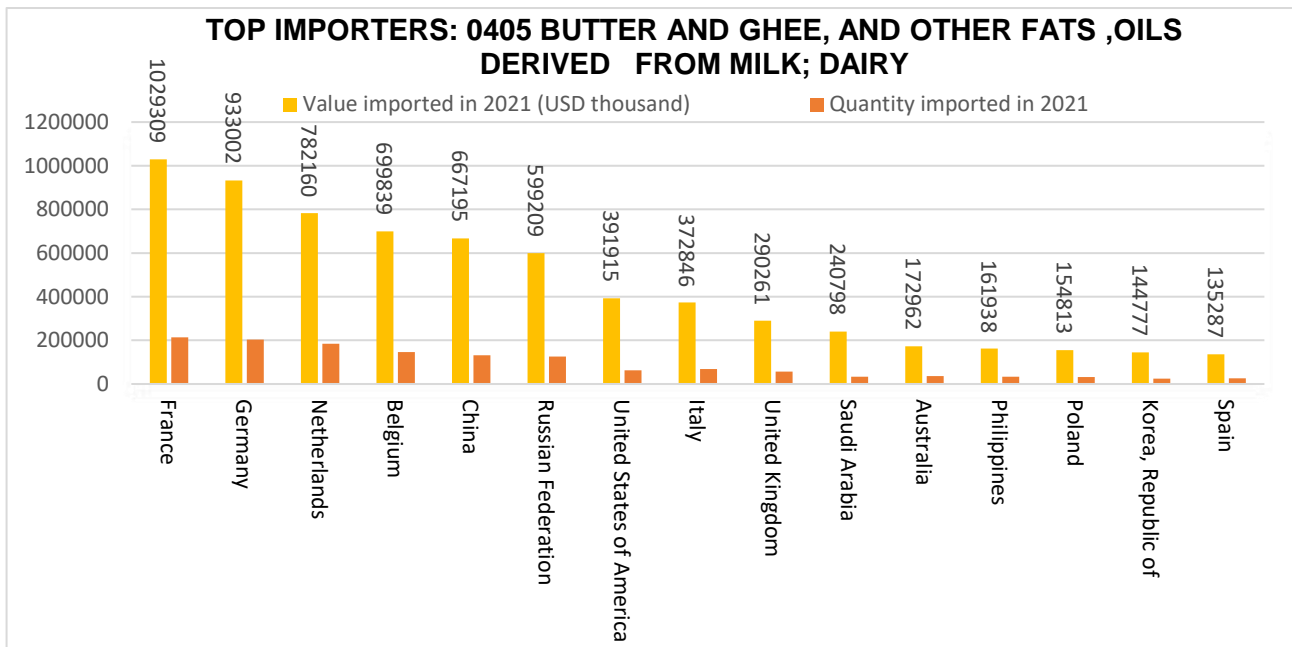
S. No.	Country	Values in Rs. Lacs		Quantity in thousands	
		2021-2022	2022-2023(Apr-Nov)	2021-2022	2022-2023(Apr-Nov)
1	U ARAB EMTS	17,946.69	12,470.63	3,563.03	2,204.52
2	QATAR	8,872.02	3,266.02	1,931.72	551.33
3	U S A	6,537.37	6,110.23	1,169.15	1,039.10
4	SINGAPORE	4,742.90	3,076.41	915.8	517.97
5	SAUDI ARAB	3,929.16	3,787.25	870.38	707.93
6	AUSTRALIA	3,895.55	3,740.16	764.38	683.83
7	OMAN	2,961.53	1,808.68	608.17	319.15
8	KUWAIT	1,743.64	1,059.45	355.29	183.32
9	MALAYSIA	1,476.39	1,195.00	294.81	213.93
10	MAURITIUS	1,076.92	678.9	216.72	115.71



### 3.2.10 TOP EXPORTERS: 0405 BUTTER AND GHEE, AND OTHER FATS ,OILS DERIVED FROM MILK Dairy

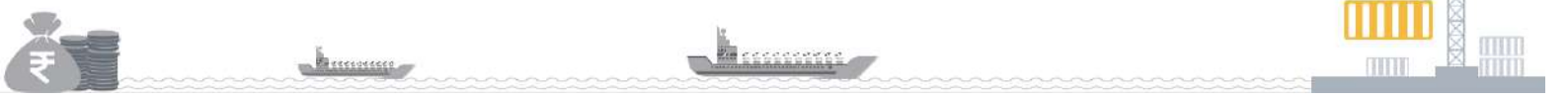


### 3.2.11 TOP IMPORTERS: 0405 BUTTER AND GHEE, AND OTHER FATS, OILS DERIVED FROM MILK DAIRY



### 3.2.12 SWOT ANALYSIS- MILK AND MILK PRODUCTS

Strength	Weaknesses
<ul style="list-style-type: none"> <li>• India is the largest producer of milk and milk products in the world.</li> <li>• India has its own test texture characteristics of its milk product which are different from European and Australian continent milk products.</li> <li>• Due to heavy production of milk products, India needs to develop its export markets. On supply side, we are in good position for the exports.</li> <li>• <b>Dairy entrepreneurship development scheme</b> (to promote setting up of modern dairy farms for production of clean milk)</li> <li>• Under <b>Dairy development scheme</b>, a lot of schemes have been introduced wherein there is a provision to provide subsidy and incentives for setting up of             <ul style="list-style-type: none"> <li>▶ Dairy units</li> <li>▶ Establishment of milk collection/chilling unit/processing unit</li> <li>▶ Establishment of market infrastructure including milk ATMs</li> <li>▶ Establishment of milk transportation system.</li> <li>▶ Environment management of dairy farms</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Jammu and Kashmir has not developed good ecosystem for exports. So, that is why the region needs to improve its exportability of the product.</li> <li>• Farmers in Jammu have no knowledge about these world norms, then trader and processor also have no knowledge about these norms. While at the time of export and at the time of importing in that country, these norms are entrance to Indian Exports.</li> <li>• Dairy products have less shelf life, high transportation cost which are weaknesses for the export.</li> <li>• Lack of structured and clear benefit packages to motivate milk producing farmers.</li> <li>• Milk collection centres are not well equipped.</li> <li>• Insufficient raw milk supply for milk processing plants.</li> <li>• Low level of milk procurement</li> </ul>
Opportunities	Threat:
<ul style="list-style-type: none"> <li>• Indian agricultural products have found a good market in the countries ASEAN and in China. However, there is no market for dairy products in these countries. These countries are the same buyers of dairy products as India. In the northern regions, there are now companies such as Verka, Amul, Vita, Sars, etc. and many others. Processed products from milk can be developed</li> </ul>	<ul style="list-style-type: none"> <li>• Exporters visit developed dairy markets to see if there is a price increase in the sector so that the government can impose export restrictions. The developed European markets such as the Netherlands, Germany and the Australian continent with New Zealand can be our main entry point for our exports.</li> <li>• Dairy farmers are losing interest in dairy farming.</li> </ul>

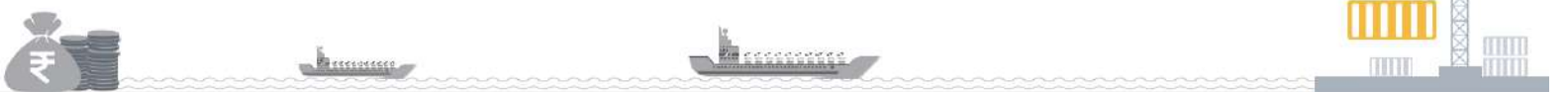


for export.

- More milk producers are willing to join cooperatives.
- Opportunities for convergence with allied departments and other agencies to obtain funding.
- Significant scope for unit modernization and new product development  
Growing milk demand and expandable market share.
- Development of infrastructure such as processing plants, milk cooling plants, cooling centres and feed manufacturing units

The high cost of credit for dairy farmers is inhibiting their expansion.

- Lack of financing programs for dairy farms.
- Lack of appropriate government policies to promote the dairy sector.
- Rising costs of inputs



## Chapter 4: Challenges and Gaps

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





	<ul style="list-style-type: none"><li>• Lack of awareness.</li></ul>	<p>Deputy Commissioner Industries and DHHJ may be given this responsibility to monitor the cell in consultation with DGFT.</p> <ul style="list-style-type: none"><li>• DGFT organize workshops for Export.</li></ul>
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## Chapter 5: Action Plan and Strategies

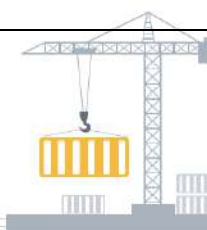
Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>5</sup>
Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them	IP cell, DEPC JKTPO	Continuous initiative
Creation of a Single Window System for speedy clearances. The online portal to include various export schemes of the government along with real time information about targeted market, tariff rates, freight rate calculations, documents and quality certifications required and product information. Increase in subsidy/re-imbursments may reduce cost of transportation (freight rates), Marketing, Quality Certification, Patent registration and Testing to Export Oriented Units. Training planned and organized by DGFT, FIEO and other concern authorities	MSME-JK, DGFT, DEPC, JKTPO	Continuous initiative
Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (Wood craft Products.) by utilizing schemes like IC and MAS	IP cell, DEPC JKTPO	Continuous initiative
Sensitization of cluster actors: The individuals of a cluster should be sensitized on the plethora of schemes <sup>6</sup> available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme	IP cell, DEPC JKTPO	Continuous initiative

<sup>5</sup> Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

<sup>6</sup> List of available schemes facilitating exports: <https://www.ibef.org/blogs/indian-export-incentive-schemes>



(AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP		
DIEPC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment	DIC, JKTP O and FIEO	Intermediate
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	IP cell, DEPC JKTP O	Short term
MoU with QCI for defining quality standards of the products	IP cell, DEPC JKTP O	Short term
Collaboration with IIP to define cluster-wise packing standards	IP cell, DEPC JKTP O	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	JKTP O/DEP C and Banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	JKTP O/DEP C and Banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	IP cell, DEPC JKTP O	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & center and the procedure to apply to avail financial assistance	JKTP O/DEP C	Intermediate
Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports	DEPC JKTP O	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DEPC/DGFT/ JKTP O	Long term
Cost Structure: The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz.	DEPC/JKTP O	Long term



<p>Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.</p> <p>The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website.</p> <p>The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.</p>	<p>DEPC/JKTP O</p> <p>DEPC/JKTP O/ FIEO</p>	<p>Long term</p> <p>Short term</p>
<p>Establishment of Common Facility Centre with: Marketing center for undertaking Buyer-Seller meeting and marketing events. Packaging Units Collaboration with KVK's, NABARD, APEDA Vertical Growing Rooms</p>	<p>DHHK, DEPC, DGFT and IP Cell, JKFCSCA</p>	<p>Long term</p>
<p>Collaboration with ICAR, Indian Centre for Agriculture Research &amp; <b>National</b> Research Centre for Walnut &amp; Dairy Products for cultivation techniques and varieties of crop</p>	<p>IP cell, DEPC JKTPO,</p>	<p>Long term</p>
<p>Increase the usage of the ODOP mart which facilitates the unit holders and artisans to provide information about their products and to sell to large number of customers.</p>	<p>IP cell, DEPC JKTPO</p>	<p>Short term</p>
<p>Establishment of testing laboratory</p>	<p>IP cell, DEPC JKTPO</p>	<p>Long Term</p>
<p>Setting of modern technology based ETPs</p>	<p>JKTPO/DEP C/ District Administratio n</p>	<p>Long term</p>

#### Sensitization and facilitation in availing Import/ export documents

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



## Chapter 6: Intervention

### 6.1 Proposed Soft Intervention

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

Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analysing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in District Export Action Plans

EPCH, CEPC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment.

Jammu and Kashmir Government should make a dedicated App and Platform for Logistics and Cargo Management.

The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the rates to be displayed at the same time at district website. The formation of the Sub-committee comprising the representative of CONCOR and Official from District Industries Center to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

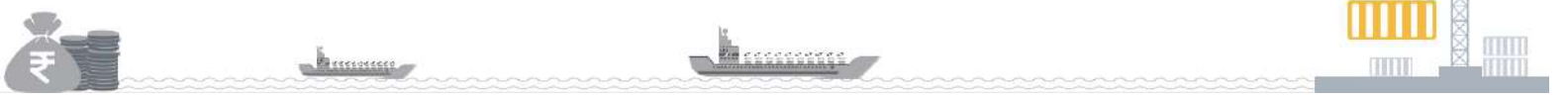
Collaboration with National Skill Development Corporation (NSDC) for providing job-oriented training for skilling and upskilling.

Sensitization of banks and bankers to help them understand the Niche Sector and their specific requirements which shall help banks evaluate projects better while lending credit.

Introduction of revolving working capital within the cluster to help MSMEs, entrepreneurs, weavers procure raw materials and undertake production without hinderances.

Tie up with the banks/financial institutions (SIDBI, BoB, J&K Bank etc.) for better interest rates, enhanced working capital limits etc.

Handholding of MSMEs, Weavers, Artisans, Entrepreneur for increasing their awareness on schemes of UT & centre and the procedure to avail financial assistance.



Identification of big retailers having presence in international markets to increase domestic sale and export of Walnut, Initiate talks with Walmart, IKEA and TARGET Walnut & Dairy products for collaboration.

Collaboration with e-Commerce portals (Flipkart, Amazon, eBay, Etsy, Blue Rickshaw etc.) to boost the sales of the products in the domestic and International Market.

Conduct awareness workshops at block level to create consciousness about different marketing schemes that can be leveraged.

Collaboration with major hospitality industries, private organizations, and government bodies for procuring and promoting products manufactured in J&K region.

MoU with QCI for defining quality standards of the product so that their quality can be maintained/improved.

Collaboration with Indian Institute of Packaging (IIP) will help with innovative packaging techniques customized as per the product. When, the weavers will adopt the latest techniques, it will help enthrall new customers thus, increasing the overall sales

## **SOFT INTERVENTIONS**

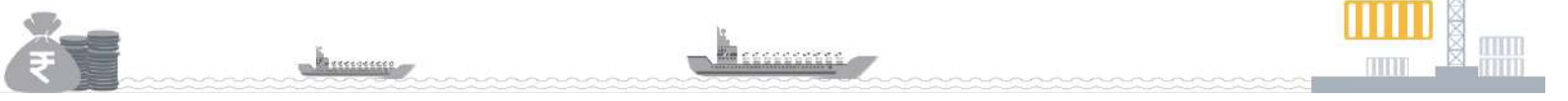
1. Strategies built on strengths and weaknesses of the UT of J&K.
2. Strategies aim to minimize existing weaknesses that are acting as hurdles to tap identified opportunities.
3. Other soft interventions suggested.

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

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

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

- To eliminate hurdles like high tariffs, incompetent airports resulting in grabbing the opportunity of making J&K as the Aviation Hub.
- To eliminate hurdles in connectivity and infrastructure related areas to bring in competitive advantages relating to transportation costs of exports.





- To encourage and equip all stakeholders to meet EU, HACCP and FDA standards resulting in consistent and value-added exports to focus on new markets.
- Stronger Interventions for reducing the higher freight charges for shipment of commodities from the UT, since the place being landlocked.
- Adapting branding of several unique products like saffron, Lavender, Apples, walnuts, Mushkbudji Rice, Red Rice, Masala Tikki and processed products to create value while competing with other exporting Nations / States in global markets.

**Other soft interventions from the State Government suggested are as follow.**

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



## 6.2 Proposed Hard Interventions

The Business activities in District largely depend on the road transport for carriage of their goods/produce outside the district. The road bottlenecks, particularly during winter and rainy season are the main hurdle for producer/growers in the district to sell their produce outside the district. The road network should be improved for all seasons.

The Government shall improve the basic infrastructure and civic amenities at the major local marketplaces.

There are no cold storage facilities in the district due to which the produce of farmers/growers rotten off. It is proposed to construct the cold storage in the district.

The Govt. should support farmers/growers for purchase of controlled atmosphere/reefer vehicles so that perishable products.

Govt. should promote the export and to explore new market for traditional items /local produce with a view to expanding the export from the district.

As the Micro, Small and Medium Enterprise sector is a thrust area in the UT Govt. Industrial development agenda. The Govt. should promote to establish food processing units in the district.

### **HARD INTERVENTIONS**

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

### **Creating Export Infrastructure**

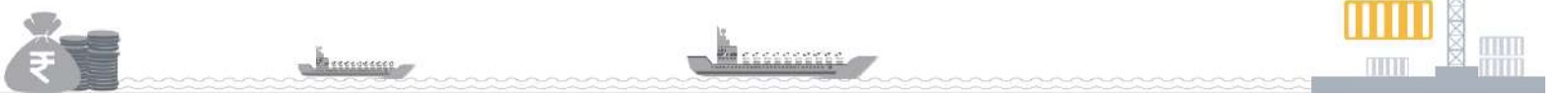
- Government Departments / Organizations which are mandated for development of infrastructure may reserve certain percentage of their annual budget to support critical infrastructure to encourage exports.
- Private participation would be encouraged for the development of Inland Container Depots, Container Freight Stations, Logistics Parks, pre & post-harvest technology centres, ware housing and other infrastructure facilities through PPP mode.
- Trade bodies and industry associations would be encouraged to promote development of infrastructure, R&D Centre, Training Centre, and Testing Centre to augment the development and growth of exports.
- Private participation, Export Promotion Councils, Trade bodies/Industry Associations would be encouraged to create warehousing facilities overseas for exporters near transit ports to help trans-shipment of goods on main line vessels.
- Connectivity to major seaports and airports need to be strengthened and upgrade facilities to meet the demand exporters and enhance the capacity for facilitating exports.
- The rail network in J&K to be strengthened to facilitate speedy movement of goods to ports.

### **Encouraging SEZs**

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

### **Encouraging Development of ICDs & CFSs**

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



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

### SECTOR SPECIFIC INTERVENTIONS

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

## Chapter 7: Govt Schemes under dairy production

### 7.1 MSE-CDP

#### Objectives:

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

#### Two components of the MSE-CDP scheme:

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

Component	Total Project Cost	Funding Pattern		
		Gov grant	State Share	SPV



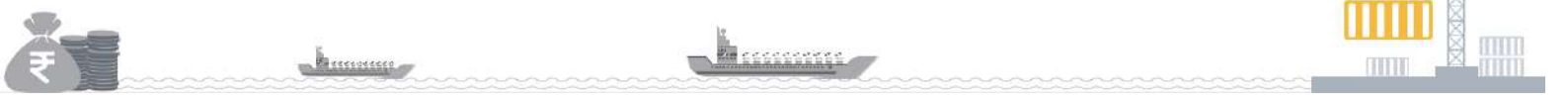
CFCs in NE & Hill States, Island Territories, Aspirational Districts	INR 5 Cr to 10 Cr	80%	15%	5%
CFCs in NE & Hill States, Island Territories, Aspirational Districts	INR 10 Cr to 30Cr	70%	15%	15%
Infrastructure Development in NE & Hill States, Island Territories, Aspirational Districts- New	INR 5 Cr to 15 Cr	70%	30%	
Infrastructure Development in NE & Hill States, Island Territories, Aspirational Districts- Existing	INR 5 Cr to 10 Cr	60%	40%	

## Implementing Agency

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

## 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.

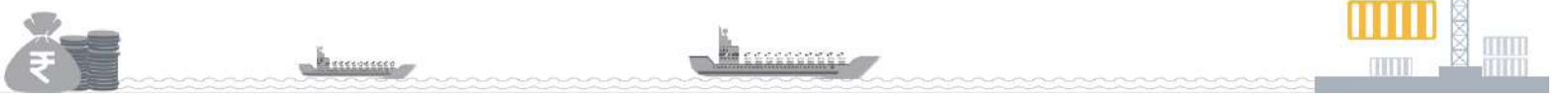
- DPR of the project will be appraised by any branch of SIDBI or any commercial bank. The techno economic feasibility report of the bank and DPR would be placed before the SLSC (State Level Screening Committee)
- The State Level Steering Committee would examine the DPRs, recommend and monitor implementation 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-principal 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 crores will be considered under SFURTI.
- The projects recommended by SLSC will be placed before NPAC (National Project Approval Committee) for consideration and approval.
- The projects must be completed within 18 months from the date of approval order of the project by NPAC.

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

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

### Composition of National Project Approval Committee (NPAC)

Secretary (MSME)	Chairman
AS&DC (MSME)	Member
Adviser (VSE), NITI Aayog	Member
Joint Secretary (ARI), Ministry of MSME	Member
Economic Adviser (EA)/IFW	Member
Additional Development Commissioner / JS/DDG of the Cluster Division	Member Secretary
Representative of SIDBI	Member



Representative of CSIR	Member
Representative of NSIC / KVIC	Member
Representative(s) of DPIIT, MoTextile, DoPharma, MeitY, MoRD, MoFPI, MoDefence, DoFisheries, Do Animal	Member
Director, MSME-DI concerned	Member
Principal Secretary / Secretary (Industries/MSME) / Commissioner / Director of Industries / MSME of the State	Special Invitee
Representative(s) of concerned Industry Association(s) Representative from Financial Institution, Programme Management Service Provider, Appraisal Director (CD)	Special Invitee
	Member

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

## 7.3 Ambedkar Hastshilp Vikas Yojana

### Under Infrastructure and Technology Support

Funds are available for:

#### Marketing and Sourcing Hub

It is proposed to setup Marketing Complex (Hubs) for Handicrafts in commercially viable Cities/Towns etc. on the concept of "One Stop Shopping". It will provide a marketing platform to the wholesaler/retailers/ consumers and foreign buyers to reach the potential target segment by





showcasing the entire range of handicrafts products. Office of DC (H) will provide support towards cost of construction and interior work for the proposed Marketing Hub

Eligibility:

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

Financial Assistance and Funding Pattern:

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

#### 7.4 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.

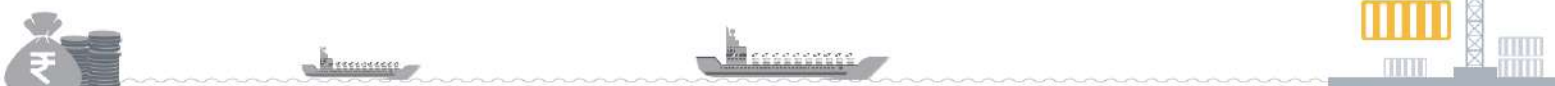
Eligibility:

- 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.

## 7.5 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.

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
<b>Total</b>		<b>300.00</b>

### Eligibility

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

### Financial Assistance and Funding Pattern

- The financial ceiling for a raw material depot is INR 200 lakh, and out of this INR 50 lakh will be earmarked for setting up of godown.
- In case of NER, Jammu & Kashmir, Ladakh and Andaman & Nicobar Islands, Lakshadweep - 90% of the admissible amount will be borne by the O/o the DC (H) and 10% shall be contributed by the implementing agency.
- The GOI assistance shall be provided to the eligible body in staggered manner for capital rotation.



- An MOU will be signed between the grantee and Office of the Development Commissioner (Handicrafts) incorporating different aspects related to functioning of Raw Material Depot.
- Accordingly, the yearly targets to be achieved in terms of physical & financial parameters will be fixed and in case of non – achievement, the Govt. will forfeit the raw material to the extent of grants released.
- Further for a period of five years, yearly quantitative increase in corpus/stock of raw material may be fixed depending on the raw material which will be indicative of functionality of Raw Material Depot.

## 7.6 Technology Upgradation Assistance to Exporters/ Entrepreneurs

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

Eligibility:

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

Financial Assistance and Funding Pattern

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

## 7.7 Testing Laboratories

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

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

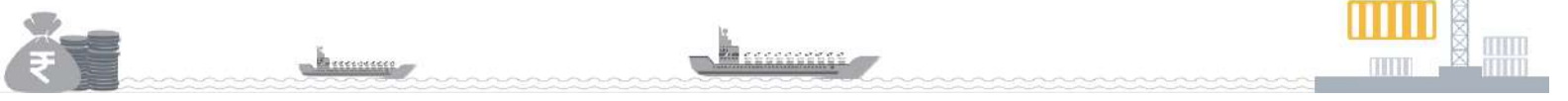
- Set up new labs
- Strengthen existing labs.

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

Eligibility

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

Financial Assistance and Funding Pattern



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

## 7.8 Crafts Village

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

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

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

### Eligibility:

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

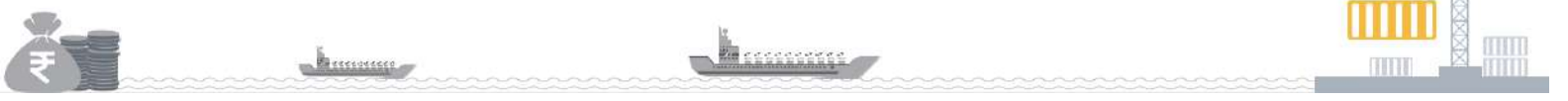
### Financial Assistance and Funding Pattern:

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

## 7.9 Procurement and Marketing Support Scheme

### Objective:

- Promoting new market access initiatives like organizing / participation in National / International Trade Fairs / Exhibitions / MSME Expo, etc. held across the country.
- To create awareness and educate the MSMEs about importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure,



GeM portal, MSME Conclave, latest developments in international / national trade and other subjects / topics relevant for market access developments.

- Eligibility Condition:
- Manufacturing / Service sector MSEs having valid Udyam Registration (UR) Certificate.
- Scheme Components:
- Market Access Initiatives across the country.
- Organizing events like Domestic Trade Fair& Exhibition/ Awareness programs/ National & International Workshops & Seminars/ Vendor Development Programs.
- Vendor Development Programme
- Capacity Building
- Development of Retail Outlet

### 7.10 High Density Plantation Scheme

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

#### FEATURES OF THE SCHEME:

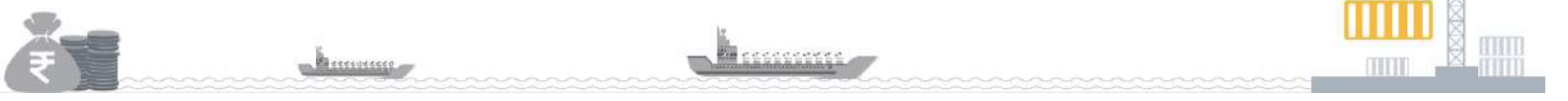
- Department shall register/authorize nurseries having the eligibility criteria.
- Assistance to the tune of 50% of the cost of planting material will be given directly to the farmers through DBT mode on purchase from these authorised nurseries.
- The cost of plants shall be fixed by the Price Determination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

#### Funding Pattern

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

## Chapter 8: Abbreviation

<b>APEDA</b>	<b>The Agricultural and Processed Food Products Export Development Authority</b>
<b>API</b>	Active pharmaceuticals ingredients



<b>CAM</b>	Computer Aided Manufacturing
<b>CFC</b>	Common Facility Centre
<b>CONCOR</b>	Container Corporation of India
<b>CPC</b>	Common Production Centre
<b>DGFT</b>	Director General of Foreign Trade
<b>DHO</b>	District Horticulture Officer
<b>DIC</b>	District Industries Centre
<b>DIEPC</b>	District Industry and Enterprise Promotion Centre
<b>DPR</b>	Detailed Project Report
<b>EPC</b>	Export Promotion Council
<b>EPCG</b>	Export Promotion Capital Goods
<b>FIEO</b>	Federation of India Export Organization
<b>FPO</b>	Farmer Producer Organizations
<b>FTA</b>	Free Trade Agreement
<b>GCC</b>	Gulf Cooperation Council
<b>GI</b>	Geographical Indication
<b>HS</b>	Harmonized System
<b>IC</b>	International Cooperation
<b>IC Engines</b>	Internal Combustion Engines
<b>IEC</b>	Import Export Code
<b>IIP</b>	Indian Institute of Packaging
<b>ISW</b>	Industrial Solid Waste
<b>ITI</b>	Industrial Training Institute
<b>KVK</b>	Krishi Vigyan Kendra
<b>MAS</b>	Market Assistance Scheme
<b>MSE CDP</b>	Micro & Small Enterprises - Cluster Development Programme
<b>MSME</b>	Micro, Small and Medium Enterprises
<b>NHB</b>	National Horticulture Board
<b>NIC Code</b>	National Industrial Classification Code
<b>NIC</b>	National Informatics Centre
<b>NID</b>	National Institute of Design
<b>NIFT</b>	National Institute of Fashion Technology
<b>NSDC</b>	National Skill Development Cooperation
<b>ODOP</b>	One District One Product
<b>PM FME</b>	Pradhan Mantri Formalisation of Micro food Processing Enterprises
<b>PMU</b>	Project Monitoring Unit
<b>QCI</b>	Quality Council of India
<b>R&amp;D</b>	Research & Development
<b>RMB</b>	Raw Material Bank
<b>SIDBI</b>	Small Industries Development Bank of India
<b>SPS</b>	Sanitary & Phytosanitary
<b>SPV</b>	Special Purpose Vehicle
<b>SWOT</b>	Strength, Weakness, Opportunities, Threats
<b>TBT</b>	Technical Barriers to Trade





<b>UAE</b>	United Arab Emirates
<b>UK</b>	United Kingdom
<b>JK</b>	Jammu & Kashmir
<b>JKTPO</b>	Jammu & Kashmir Trade Promotion Organization
<b>USA</b>	United States of America

