

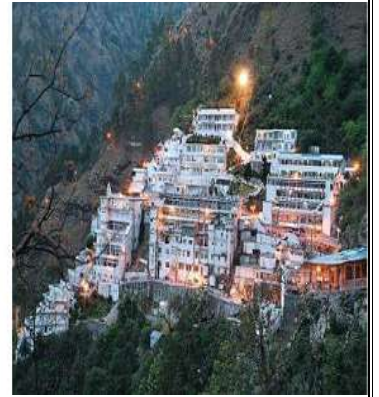


Department of
Industries & Commerce
Government of Jammu & Kashmir



JKTP 

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



District Export Action Plan

REASI

PREFACE

This district export plan for Reasi 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. 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. To implement Hon'ble PM's vision for each district, Govt of J&K is working to promote Reasi as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Reasi 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 Reasi, 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 coordination with the Office of DGFT and Jammu & Kashmir Trade Promotion Organisation (JKTPO). The data has been sourced from multiple sources, including but not limited to data provided by office of DGFT, DICs, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.

LIST OF ABBREVIATIONS

DGFT	Director General Foreign Trade
DGCI&S	Directorate General of Commercial Intelligence and Statistics
DEH	District as Export Hub
SEPC	State Export Promotion committee
DEPC	District Export Promotion committee
GDP	Gross Domestic Product
FIEO	Federation of Indian Export Organisations
ITPO	India Trade Promotion Organization
APEDA	The Agricultural and Processed Food Products Export Development Authority
CEPC	Carpet Export Promotion Council
EPCH	Export Promotion Council for Handicrafts
WWEPC	Wool & Woollens Export Promotion Council
GI	Geographical Indication
ODOP	One district One Product
CDI	Craft Development Institute
GeM	Government e Marketplace
IICT	Institute of Carpet Technology
CSIR	Council of Scientific and Industrial Research
IIIM	Indian Institute of Integrative Medicine
KVK	Krishi Vigyan Kendra
FCSC	Farmer's common service centre
MSME	Micro small and Medium Enterprises
FPOs	Foreign Post Offices
DIEPC	District Industry and Enterprise Promotion Center

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1. Vision of District as Export Hub (DEH)

“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% 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/UT 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 synergizing their efforts to identify the key products, export trends and challenges.

In order to implement the vision of the Hon’ble Prime Minister, Shri Narendra Modi and to convert each district into an export hub, and the finance minister’s statement in her Budget speech of 2020-21, it has been mentioned that each district should be developed as an export hub.

Further, 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.

2. PRODUCTS SHORTLISTED UNDER DISTRICTS AS EXPORT HUB FROM J&K

S No	District	Products Identified under District as Export Hub	Product under ODOP selected by Concerned DC's
1	Jammu	Basmati Rice, Mango, Phulkari , dairy products	Basmati Rice
2	Samba	Bamboo, Amla, Mushroom, Pharmaceutical	Mushroom
3	Kathua	Organic Spices, Basholi painting Basholi Pashmina	Basholi Painting and Basholi Pashmina
4	Udhampur	Pickle, Tourism, Garlic	Garlic
5	Reasi	Spices, Aromatic Plants, Tourism	Aromatic Plants
6	Poonch	Adventure Sport, Walnut, Woollen baby garments, Rajmash, Pecanuts	Pecanuts
7	Rajouri	Dairy products walnut and its products, wool products	Walnut
8	Doda	Natural Oils , Rajmash, Walnut	Lavender Oil
9	Kishtwar	Walnut, Saffron, Rajmash	Saffron
10	Ramban	Honey, Walnut, Anardana	Honey
11	Anantnag	Cricket Bat, Walnut, Scented Rice (Mushkbudji), Honey, Red Chillies Trout Fish.	Trout Fish
12	Bandipora	Honey, Fish (Trout/Crab), Black cumin	Crewal based Shawls
13	Baramulla	Apple, Carpets	Apple
14	Budgam	Kani Shawls, Sozni, Crewel.	Kani Shawl
15	Ganderbal	Wicker Willow, Trout Fish, Kani shawl	Wicker Willow
16	Kulgam	Apple, Walnut, Garlic, Honey, Red Chillies', Crewel, fish, dairy, Products, Sheep Wool	Garlic
17	Kupwara	Red Rice, Walnut.	Walnut
18	Pulwama	Saffron, Apple and its derivatives	Saffron
19	Shopian	Apple	Apple
20	Srinagar	Walnut, Walnut Wood Carving, Carpet, Leather Embroidery, Pashmina, Kani Shawl, Paper Machie	Silk Carpet

3. DISTRICT APEX AND DISTRICT LEVEL COMMITTEE-J&K (DEPC & SEPC)

To promote and monitor export, Govt of J&K has constituted Apex Level Export Promotion Committee and District Level Export Promotion Committee vide Government Order No 667JK(GAD) of 2020 dated 25.06.2020, as amended vide Government Order No 1101JK(GAD) of 2020 dated 09.12.2020.

Sanction is accorded to Designation of Commissioner/Secretary to the Government, Industries and Commerce Department as Export Commissioner Jammu and Kashmir; and Constitution of Apex/District Level Export Promotion Committee(s) Comprising the following, to boost exports from Jammu and Kashmir:

Following is the composition of committees.

Apex Level Export Promotion Committee (SEPC)

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

District Level Export Promotion Committee (DEPC)

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

Provisions As Per New Foreign Trade Policy 2023

As per new foreign trade policy 2023 following provisions have been proposed under district as export hub

Each State shall constitute a State Export Promotion Committee (SEPC) headed by Chief Secretary of the State. The designated Regional Authority of DGFT shall be the co-convenor of the committee.

Districts of the States/UTs have been assigned to the Jurisdictional DGFT Regional Authority and the nodal RA shall be responsible for the districts under their jurisdiction for all activities related to Districts as Export Hubs initiative in those Districts.

DGFT would develop an online monitoring portal that may be accessed on the DGFT website to enable the States/ DGFT (regional Authority) to upload all information related to the products/services with export potential of every District

Implementation of District Export Action Plans

- The District Export Action Plan notified by the District Export Promotion Committee in each District will include clear identification of products (goods and services) with export potential in the district, institutional/other responsibilities, specifics of policy, regulatory and operational reform, and infrastructure/utilities/logistics interventions required across the entire chain from producer/farm to the export destination, to cover aspects like production, productivity/ competitiveness, improvements required in design, tie up of producers with exporters, aggregation, sorting, testing, certification, packaging, transportation through cold chain or otherwise, import export regulatory formalities, fulfilment of destination countries standards etc.
- It may also include Identifying bottlenecks/Issues in GI production, registration, marketing and its exports.
- The plan may also include the support required by the local industry in boosting their manufacturing and exports with impetus on supporting the industry from the production stage to the exporting stage.
- Once the plan is formally adopted by the DEPC of each District, the plan may be implemented by the DEPC by identifying the projects/activities required to be done to promote export growth from the districts.

Convergence of various schemes would be done on priority to build synergy and access the central government and State government scheme funds available for infrastructure development and skill/capacity building activities.

Interventions required to assess the export of potential products

- Identification of structural issues and capacity building issues such as quality assessment, supply chain and logistic documentation/ regulation has been done vide Gap analysis of Export Strategy at district level
- Developing robust world class infrastructure for smooth and conducive export ecosystem
- Developing infrastructure for capacity building, quality improvement and packaging
- Revamping State's/ UT export policy with fiscal and non-fiscal interventions for exporters
- Branding and Promotion of identified products
- Market Outreach and SWOT analysis of products in each district
- Export Data and Analytics
- Market Analysis of key exporting countries
- Key Gaps and Recommendations
- Action Plan for each district
- Knowledge Management – marketing collaterals
- Stakeholder Management – Support in information dissemination

4. 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.
- Informative material on various incentives provided by the Government of India and the respective State Government of exporters will be disseminated to the industry and other potential exporters.

5. INTERVENTIONS AS PER EXPORT POLICY TO BOOST EXPORT FROM UT UNDER DISTRICT AS EXPORT HUB

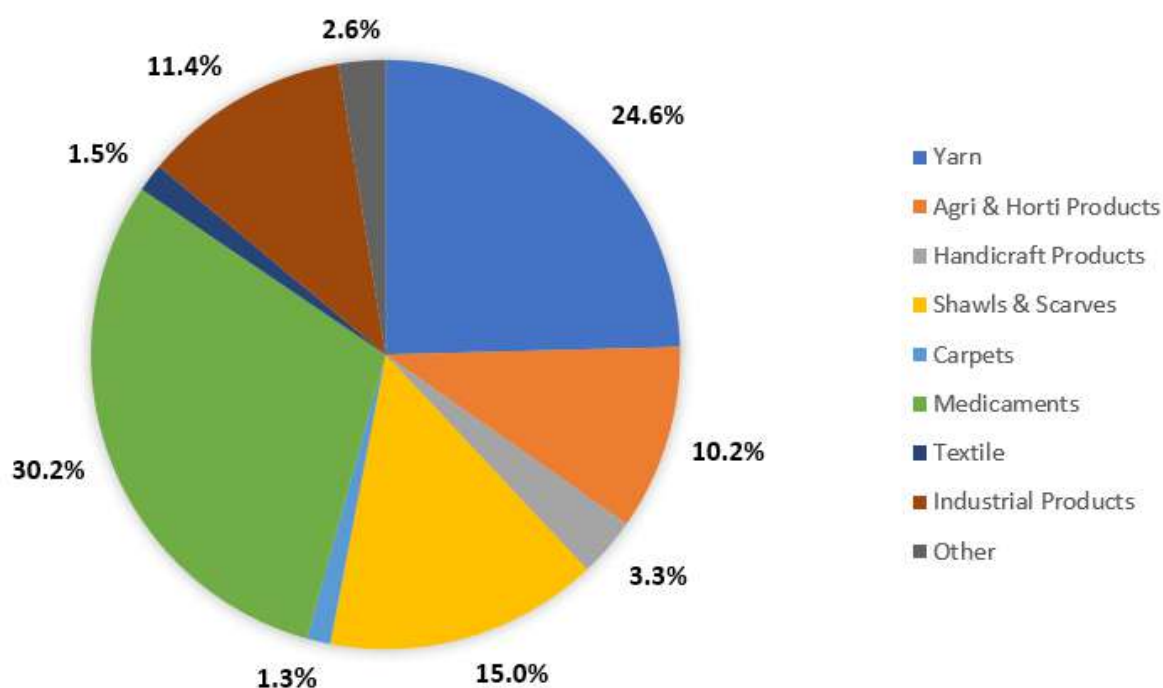
- Fiscal and Non-Fiscal Incentives
- Preparation of database and market research for exporters
- Development of Common Facility Centres for Exporters
- Strengthening of existing infrastructure at district level
- Leveraging E commerce platforms for market linkages at global platform
- Financing of export infrastructure within the funds approved for respective districts.

6. Major commodities exported from J&K 2022-23

S No	Top Exported Commodities in	Value (INR Th. Cr.)	Share in Total export
	FY 2021 - 22 and 2022-23 till Nov 2022		from the State (%)
1	Drug Formulations, Biologicals	0.36	12.86
2	Cotton Yarn	0.18	6.43
3	Manmade Yarn Fabrics and Made-up	0.17	6.07
4	RMG wool	0.11	3.93
5	Fresh fruits	0.08	2.86
6	Organic Chemicals	0.07	2.50
7	Carpet (Excl silk) handmade	0.06	2.14
8	Processed vegetables	0.03	1.07
9	Rice other than basmati	0.03	1.07
10	Agro Chemicals	0.03	1.07
11	Silk carpet	0.02	0.71
12	Electric machinery and equipment	0.02	0.71
13	Residual chemical and allied production	0.01	0.36

S No	Top Exported Commodities in	Value (INR Th. Cr.)	Share in Total export
	FY 2021 - 22 and 2022-23 till Nov 2022		from the State (%)
14	RMG cotton incl accessories	0.01	0.36
15	Paper, Paper board and Product	0.01	0.36
16	Others	1.61	57.50
Total		2.8	100

7. Export Scenario of Jammu and Kashmir



Source-Commerce.gov.in

Jammu and Kashmir (J&K) is a region rich in natural resources, cultural heritage, and skilled artisans, offering a diverse range of products for export. The strategic location of the region, coupled with its unique offerings, presents significant opportunities for economic growth through exports.

Key Export Products includes: -

Horticultural Produce:

Apples: J&K is renowned for its high-quality apple production, particularly varieties like Delicious, Ambri, and American. The region's temperate climate and fertile soil create ideal conditions for apple cultivation, making it a major export commodity.

Other Fruits: Besides apples, J&K also produces a variety of other fruits such as cherries, apricots, pears, and walnuts. These fruits are sought after for their freshness, flavor, and nutritional value in both domestic and international markets.

Handicrafts and Handlooms: Furthermore, Jammu and Kashmir's globally acclaimed handicrafts contribute significantly to its export profile. Items like pashmina shawls, carpets, silk fabrics, tweeds, Kashmir willow cricket bats, and various wooden artifacts enjoy a thriving market across different parts of the world.

Pashmina Shawls: Kashmiri Pashmina shawls, made from the fine wool of Pashmina goats, are highly prized for their softness, warmth, and intricate embroidery. These luxurious shawls have a strong demand in international fashion markets.

Carpets and Rugs: J&K is known for its exquisite hand-knotted carpets and rugs, crafted using traditional techniques passed down through generations. The intricate designs and superior quality of Kashmiri carpets make them coveted items in global home décor markets.

Wood Carvings and Papier-Mâché: The region boasts skilled artisans who create intricate wood carvings and papier-mâché products, including decorative items, furniture, and traditional artifacts. These handicrafts showcase the rich cultural heritage of J&K and are popular among collectors and enthusiasts worldwide.

Saffron: J&K is one of the largest producers of saffron in India, with the saffron fields of Pampore being particularly famous. Kashmiri saffron is known for its unique flavour, aroma, and medicinal properties, making it a valuable export commodity in the culinary and pharmaceutical industries.

Tourism Services:

Besides tangible products, J&K also exports tourism services, including hospitality, adventure sports, pilgrimage tours, and cultural experiences. The region's stunning landscapes, historical sites, and vibrant festivals attract tourists from around the world, contributing significantly to the state's economy through foreign exchange earnings.

Exports play a crucial role in driving economic growth and development in Jammu and Kashmir. By leveraging its abundant natural resources, skilled workforce, and cultural heritage, the region can capitalize on export opportunities to enhance livelihoods, foster entrepreneurship, and contribute to overall prosperity.

The region's rich biodiversity also yields numerous medicinal plant species, which are exported for pharmaceutical purposes. Moreover, minerals like gypsum, limestone, sapphire, granite, and other decorative stones form a notable portion of Jammu and Kashmir's export portfolio.

While tourism is not typically categorized as a traditional export, it can be viewed as an export within the service sector. The captivating natural beauty, cultural heritage, and adventurous offerings of Jammu and Kashmir attract tourists from all corners of the globe, generating substantial revenue for the region.

In the fiscal year 2022-23, Jammu and Kashmir recorded exports worth INR 1,337 Cr. Industrial products, including medicaments, industrial chemicals, cotton/woollen/silk yarn, accounted for approximately 66.2% of the total exports, while agricultural and horticultural products contributed

about 10.2%, and handloom & handicraft products constituted around 19.6%. It is anticipated that the export value of the Union Territory will witness a minimum 15% increase in the fiscal year 2023-24, primarily attributed to the upsurge in industrial production.

8. EXPORT PREPAREDNESS INDEX RATING OF J&K -2022

Jammu & Kashmir has emerged among top performers, reaching 2nd position among UTs from 2nd in last year in of Export Preparedness Index 2022 by NITI Aayog.

J&K recorded an improvement in its score rising to **47.79** from **30.07** in **2021** from earlier scores of 12.27 in 2020. Overall ranking of J&K has improved from **rank 23** to **rank 17**. in 2022, and improved it to 17th Place in India

Overall EPI Ranking Points and Parameters



9. ABOUT DISTRICT REASI - PROFILE -

Reasi district came into existence from 1st of April 2007. It is predominantly a hilly area surrounded in the east by District Udhampur west by Rajouri in the southern side by Jammu and in the north by Ramban while a part of Reasi is touching the boundaries of District Shopian on the northern fringes. Situated at the banks of river Chenab and 24Kms from one of the most venerated shrines of India Shri Mata Vaishno Devi Katra and newly built Chenab bridge which is one of the highest in the world. The primary occupation of the People is Agriculture & allied activities & it is economically an underdeveloped District.

Maize, Wheat are the main crops grown in the district, but now farmers have started to diversity in Horticulture & vegetable crops.

The district is also rich in its flora & has a tremendous potential of Horticulture fruits i.e. Citrus, Quince, Apple, mango, Guava, Apricot and aromatic plants including lemon grass etc. produced in different climatic conditions in the district.

The district has distinction to attract a count of tourists across the globe. Due to Holy Shrine of Shri Mata Vaishno Devi

Source: -reasi.nic.in

History Reasi

Reasi is a district of Jammu and Kashmir, It is predominantly a hilly area surrounded in the east by District Udhampur west by Rajouri in the southern side by Jammu and in the north by Ramban while apart of Reasi is touching the boundaries of District Shopian on the northern fringes. Situated at the banks of river Chenab and 24Kms from one of the most venerated shrines of India Shri Mata Vaishno Devi Katra. Reasi is blessed with many tourist attraction which makes it one of the most beautiful and visited districts of Jammu and Kashmir.

The name Reasi is derived from the town's old name "Rasyal". The erstwhile Bhimgarh State, which is now called Reasi, was established by Bhim Dev in the 8th Century AD.

How To Reach Reasi

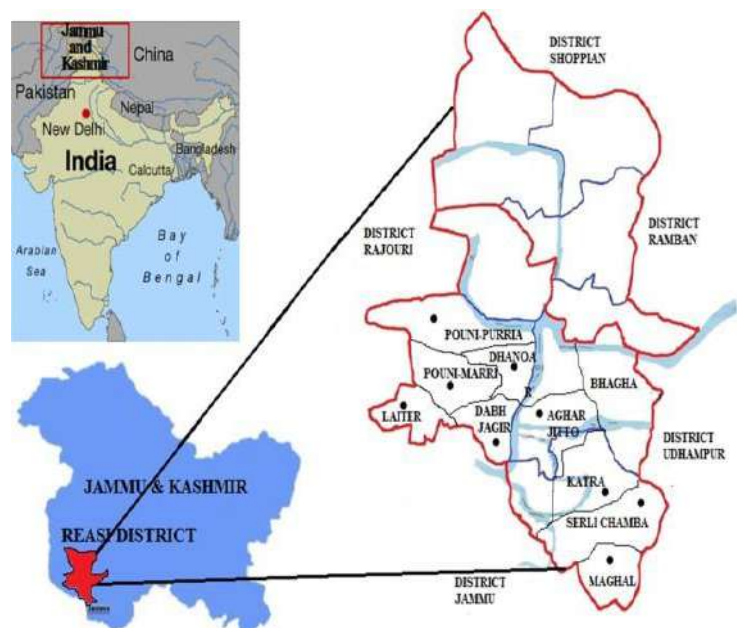
District Reasi is situated in the middle of Trikuta Mountain range and on the south side of Pir Pangal

BY TRAIN

The nearest railway station is Katra (SVDK) which is approximately 30KM from Reasi Town. It took approximately 50 Minutes to reach Reasi from Katra.

BY AIR

The nearest Airport is Jammu Satwari which is approximately 80 KM from Reasi. The time taken by road to reach Reasi from Jammu is approximately 2 hours.



BY ROAD

Reasi is well connected with roads to Jammu and other parts of the state. It is approximately 80 KM from Jammu and nearly 300 KM from Srinagar.

Tourist Attractions Reasi

Reasi is blessed with many tourist attractions which makes it one of the most beautiful and visited districts of Jammu and Kashmir-UT

The major tourist attraction areas are:

<ul style="list-style-type: none">• Shri Mata Vaishno Devi Shrine.• Shri Shiv Khori Shrine.• Shri Bawa Aghar Jitto Ji.• Shri Siarh Baba Ji.	<ul style="list-style-type: none">• Shri Baba Dhansar Ji.• Sh. Dera Baba Bhandra Bahadur Ji.• Ziarat Baji Ismail Sahib Near Bharakh.
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10. INDUSTRIAL PROFILE-REASI

S NO	UNIT INFORMATION	UNIT	PARTICULARS
1	Registered Industrial Units (Small)	Nos	39
2	Total Industrial Units	Nos	39
3	Registered medium and large Industrial Units	Nos	Nil
4	Estimated average number of daily workers employed in small scale industries	Nos	24.7
5	Estimated employment in large /medium industries	Nos	Nil
6	No of Industrial areas	Nos	01 (Granmore)

Source: - DIC REASI

STATUS OF LARGE MEDIUM INDUSTRY AS ON 31.03.2019 (REASI)

S. No.	District	units	Fixed capital investment (Rs in lacs)	Working capital (Rs in lacs)	Employment	Production (Rs in lacs)
1	Reasi	Nil	Nil	Nil	Nil	Nil

Source: DIC REASI

PRODUCTS EXPORTED FROM REASI DISTRICT 2021-22-23

S No	HS Code	Item Exported Description	2021-22(Value in INR)	2022-23Value in INR
1	22029990	OTHERS	9733	103844753
2	84629000	OTHERS	0	172011
3	30049099	Other medicine put up for sale	4122	98682890

Source: - Commerce.gov.in

11. PRODUCTS UNDER ODOP & DEH -REASI

District	Products Identified under District as Export Hub	Prioritized Product under ODOP	GI Product
REASI	Spices, Aromatic Plants, Tourism	Aromatic Plants	NIL

12. Export Potential products of Reasi district

In our quest to explore Reasi's export capabilities, it becomes apparent that the district boasts a diverse array of products well-suited for international trade. After thorough examination, we've pinpointed three primary product categories with notable export potential: spices, aromatic plants, and tourism. Let's delve deeper into each of these sectors: Reasi's export potential is multifaceted, covering a spectrum of offerings including spices, aromatic plants, and tourism. By leveraging its natural resources, cultural heritage, and strategic advantages, Reasi has the opportunity to establish itself in global markets, fostering economic growth, prosperity, and sustainable development for the district and its populace.

A) Spices:

Reasi's favourable climate and soil conditions make it an ideal region for the cultivation of various spices, including cardamom, saffron, and cumin. These spices are renowned for their quality, aroma, and flavours, making them highly sought after in culinary markets worldwide. By focusing on sustainable cultivation practices, quality control, and modern processing techniques, Reasi can position itself as a leading exporter of premium spices, catering to the diverse tastes of consumers globally.

B) Aromatic Plants:

The district's abundant flora includes a wide variety of aromatic plants such as lavender, rosemary, and chamomile, prized for their fragrance and therapeutic properties. By harnessing these natural resources, Reasi can develop a thriving aromatic plants industry, producing essential oils, herbal teas, and skincare products for the international market. Investing in research, cultivation infrastructure,

and value-added processing can enhance the quality and marketability of Reasi's aromatic plant offerings, creating opportunities for export-led growth and economic development.

C) Tourism:

Reasi's breath-taking landscapes, rich cultural heritage, and spiritual landmarks make it a promising destination for tourism development. From the iconic Vaishno Devi Shrine to the tranquil environs of Siar Baba waterfall, the district offers a diverse range of attractions for visitors to explore. By investing in tourism infrastructure, hospitality services, and marketing initiatives, Reasi can attract domestic and international tourists, stimulating economic activity and generating employment opportunities for local communities. Additionally, eco-tourism initiatives focused on sustainable practices can preserve Reasi's natural environment while offering immersive experiences for travellers seeking authentic cultural encounters.

Aromatic Plants

Following HS Code have been used to export Aromatic plants from India

HS codes	Description
1211	Aromatic Plants

Introduction

Aromatic plants are a special kind of plants used for their aroma and flavor. Many of them are also used for medicinal purposes. Aromatic plants are from a numerically large group of economically important plants. Aromatic compounds are present in plants i.e., in root, wood, bark, foliage, flower, fruit, seed etc. Plants produce and exude Aromatic substances which are used in making perfumes, in cooking and in the food, pharmaceutical, and liquor industries. Many aromatic plants are species of the Lauraceae, Umbelliferae, Myrtaceae, and Labiatae families. Many of them are also used for medicinal purposes. Aromatic plants are from a numerically large group of economically important plants.

Aromatic herbs, oils and aroma chemicals are extensively used in perfumery, flavouring, cosmetic and drug industries. Moreover, they have now become indispensable ingredients of every human activity. Eco-tourism coupled with ayurvedic rejuvenation and aromatherapy is increasingly attracting tourists from world over to India. India is famous for superior quality essential oils, spice oils and oleoresins. Cochin oil is the finest lemongrass oil in the world market.

Market Outreach Strategy -Aromatic Plants

Aromatic Plants are marketed as raw material for perfumes, cosmetics, medicines and good products for ayurvedic and aromatic treatments. Market for Aromatic Plants is growing rapidly because of their nice aroma, medicinal elements, and special taste.

As aromatic plants are cultivated by independent farmers, it needs well-crafted marketing strategy to spread awareness about the benefits of aromatic plants in the

community, corporate world, government organizations in domestic as well as global markets. It needs intervention of government and private bodies- to boost a thriving ecosystem for aromatic plant cultivation. Government needs to provide marketing opportunities focused for aromatic plant sector like Trade Fairs, Exhibitions, Buyer-Seller meetings, global road shows, collaboration with Pharma, & Perfume Manufacturers and Cosmetics Industry. Private organizations like Pharma Industry needs to facilitate capacity building programs, latest technology, advance agricultural tools & machinery to aromatic plant farmers in order to grow the number of such farmers resulting in more production and more revenue as well as more employment opportunities.

i) LEMONGRASS

The cultivation of lemongrass has become a new profitable venture for farmers in Reasi district, as the oil extracted from it is in high demand in the market. Commercial cultivation of lemongrass is also helping farmers in the Katra region. Monkeys are the main threat in the area which cause great loss to farmers in Reasi



Crop Features

BOTANICAL NAME: *Cymbopogon khasianus* (Hack.) Stapf. ex Bar x *Cymbopogon pendulus* (Nees ex Steudel) Will.

VARIETY: CKP-25

USES: Essential oil used in perfumery, flavour and fragrance industry.

MAJOR CHEMICAL CONSTITUENTS: Beta-Citral (80-85%), CIS-Ocimene (5%), Geraniol butyrate (1-2%).

CLIMATE: Requires warm and humid climate with sufficient sunlight and average annual rainfall between 100 and 300 cm. High temperature is conducive for development of oil and results in high yields.

LAND: Well drained sandy loam and clay soils are suitable for its cultivation. The land should be ploughed 3 - 4 times and planked twice.

PROPAGATION: Crop is propagated through uprooted slips.

PLANTATION: 3-4 slips are planted at one spot at a spacing of 40 cm x 40 cm and irrigated immediately afterwards.

PLANTING SEASONS: There are two planting seasons i.e., **February-March and September-October**. The crop once planted remains profitable for 4-5 years.

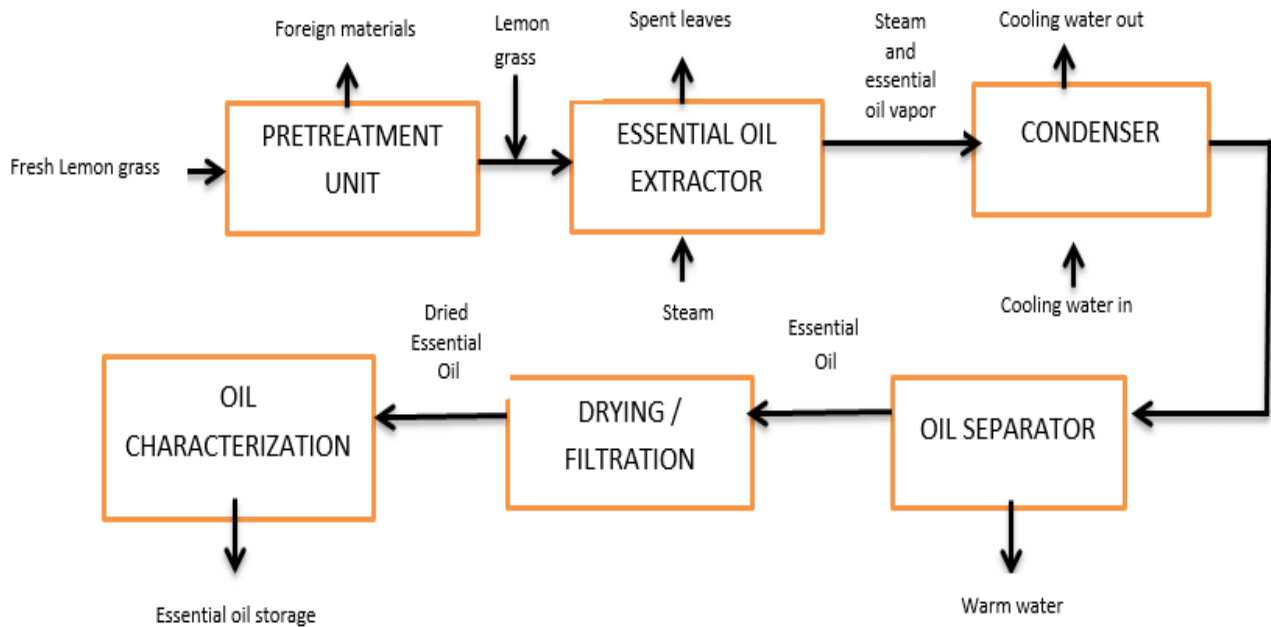
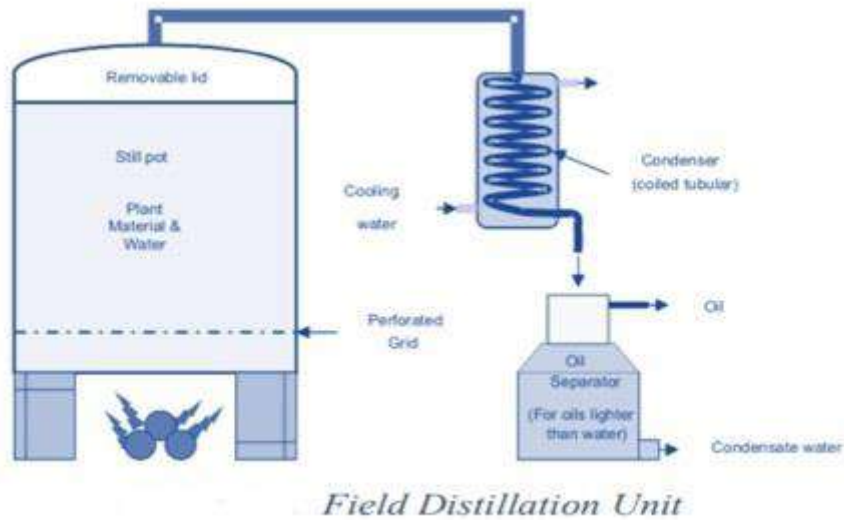
IRRIGATION: Irrigation should be done during the pre- and post-monsoon periods. Irrigate the crop within a day or two after harvesting.

HARVESTING: The harvesting season starts in May and continues up to December.

STANDARD YIELD -: Under conditions of intense care, fresh herbage obtained in 1st year would be 50- 60 t/ha; 2nd to 4th year 80 -85 t/ha; 5th year onwards 60 -65 t/ha. On an average recovery of oil in CKP-25 variety ranges between 0.50 to 0.60 % and thus yields 280 to 300 kg/ha in 1st year and 370 to 400 kg/ha in 2nd and subsequent years.

ECONOMIC RETURN -: Net profit ranges from Rs. 2,52,000 to Rs. 2,70,000 in 1st year, and from Rs. 3,33,000 to Rs. 3,60,000 in 2nd and subsequent years.

Value chain Lemmon grass oil Extraction



13. SWOT ANALYSIS-Aromatic plants

Strengths	Weaknesses
<ul style="list-style-type: none"> ● India is one of the largest producers and exporter of plants in the world. India has developed its market in USA, Germany and Vietnam. India increased its quality in the product; it can expand the market in Europe and USA. ● Source of an effective material for medicines and pharma industry ● Raw materials for extraction of active constituents in a pure form ● Aromatic plants are resistant and strong in physiological aspects. ● Aromatic plants possess medicinal elements. ● Global demand and high return on cultivation cost ● Two bodies Council of Scientific and Industrial Research (CSIR) and the Indian Institute of Integrative Medicine, Jammu (IIIM Jammu) which are responsible for taking the Aroma Mission forward are present in UT can be loop in ● Favorable Weather Conditions for aromatic plant to cultivate. 	<ul style="list-style-type: none"> ● Jammu and Kashmir has not developed good ecosystem for exports and requires improvement. ● All aromatic plant species have not been identified, knowledge of genetics and plant physiology of aromatic plants is unfortunately not as developed as that of food crops. ● lack of research and development of high-yielding varieties and domestication ● low productivity and output, low quality of output ● Limited awareness about advance manufacturing technology for extraction of oils not so organized Cluster. ● Less by-products utilization. ● No warehousing facility for finished products. ● No brand among the masses. ● There are no packaging facilities in the cluster/district. ● Very less awareness about quality standards of incense. ● Access to market to sale the product is very limited. ● No Common Facility Centre for Technology Upgradation.
Opportunities	Threats
<ul style="list-style-type: none"> ● Govt J&K can take steps to add value to aromatic plants to make them exportable. If India can increase its quality in terms of organic and natural production, less use of pesticides, it can export market in quality sensitive countries like Europe and USA. China and Vietnam are traditional markets and India can develop its footprints in other Asian countries like Philippines, Thailand and Malaysia ● Diverse climate appropriate for growth of various medicinal species ● Increase in export revenue & local employment ● Opportunity in international trade ● Infrastructure upgradations such as ● Common Facility Centre may be constructed 	<ul style="list-style-type: none"> ● Agro products have always stabilized market and increased growth in market is very much limited due to increase in use of pesticides. In Agro products deteriorates, especially in exports importing countries after Corona, have stringent the norms of quality of Agro products. ● Having no integrated and systemic approach in planning for aromatic plants ● Drought and climate change ● Having no coordination between ministry of agriculture, industry and commerce for developing relative industries ● Socio-economic constrains in cooperation for utilizing, limited research and development centers ● Un-organized market

to boost productivity, extraction, quality,

- packaging of the product.
 - Participation in National & International Exhibition through JKPTO
 - Demand for natural products is increasing. in global market thus huge opportunity in exports.
 - Onboarding on e-commerce platform will help in reaching wider audience and market.
 - It has antibacterial properties
 - It has antifungal properties. ...
 - It has anti-inflammatory properties. ...
 - It has antioxidant properties. ...
 - It may help prevent gastric ulcers or relieve nausea. ...
 - It may help ease diarrhea.
- Marketing and access to latest technological and market information
 - Deficiency of information sources and lack of information and research systems on aromatic plants
 - Lack of developmental and extension and advisory services
 - Low cost from competing countries like China, Spain, Germany
 - New Generation is not interested in the business.

14. POTENTIAL OF AROMATIC PLANTS IN DISTRICT REASI-EXPORT/IMPORT

J&K is blessed with a diverse flora and fauna. A variety of agro climatic conditions in J&K, varying from subtropical to tropical and alpine/mild temperate to cold arid zones combined with abundant rains and sunshine make it an ideal place for the luxuriant growth of flora. J&K is endowed with incredible natural plant resources that have a great pharmaceutical value.

The plant varieties selected for Jammu and Kashmir include five different varieties of **lemon grass (Cymbopogon), Rose (Rosa), Mint (Mentha), Ashwagandha (Withaniasomnifera) and Phalsa plants.**

Reasi has potential to grow different species of aromatic plants of Lemon grass viz (CKP-25, CPK-F2-38), Rosa grass RRL (J)CN-5, IIM(J)CK-10, Mint RRL(J) ML-4, Phalsa (IIM(J)Shivalik Berry has been developed and can thrive well on different agro-climatic conditions of Jammu region.

Export Potential -from Reasi

Reasi district, Jammu and Kashmir is land of 37 plant species belonging to 23 aromatic plant families which treat various diseases. Reasi is a treasure house of highly valuable aromatic plants. Most of the plant species are trees (37.83%) followed by herbs (35.15%), shrubs (24.32%) and climber (2.70%). The medicinal preparations of aromatic plants include powder, decoction, juice, etc. Aromatic plants play a significant role in meeting the needs of the traditional medicine which, are found both in domestic and overseas markets. India exports Aromatic plants to countries like USA, UAE, UK, Malaysia, Saudi Arabia, Germany, Denmark, Belgium, Japan, Taiwan, Korea, France, Thailand, Canada. Plants under Aromatic plant category available in Reasi District

Aroma Mission in Jammu and Kashmir

In J&K, the Council of Scientific and Industrial Research (CSIR) and the Indian Institute of Integrative Medicine, Jammu (IIIM Jammu) are the two bodies responsible for taking the Aroma Mission forward. \ CSIR-Indian Institute of Integrative Medicine, Jammu (CSIR-IIIM) has also has to take this mission to forward

The institute has also provided free Quality Planting Material (QPM) and end-to-end technology package on cultivation, processing, value addition and marketing of Lavender crop to the farmers, in addition to installing fifty distillation units (45 fixed and five

mobile) at different locations across J&K to support farmers in processing their produce.

EXPORT FROM INDIA

HS CODE 1211: PLANTS AND PRTS OF PLANTS INCLD SEDS AND FRUTS USD FOR PRFUMRY PHRMACY/INSCTCIDL OR SMLR PUR FRSH/DRID, CHLD/FROZ W/N CUT CRSHD

HS Code	Commodity	2021-2022	%Share	2022-2023(Apr-Jan)	%Share
1211	OIL SEEDS AND OLEA. FRUITS; MISC. GRAINS, SEEDS AND FRUIT; INDUSTRIAL OR MEDICINAL PLANTS; STRAW AND FODDER.	3,15,527.66	0.1003	2,88,884.05	0.0972
	India's Total Export	31,47,02,149.28		29,70,65,902.94	

COUNTRIES IMPORTING FROM INDIA

Commodity: 1211 PLANTS AND PRTS OF PLANTS INCLD SEDES AND FRUTS USD FOR PRFUMRY PHRMACY/INSCTCIDL OR SMLR PUR FRSH/DRID, CHLD/FROZ W/N CUT CRSHED **Unit:** Values in Rs. Lacs

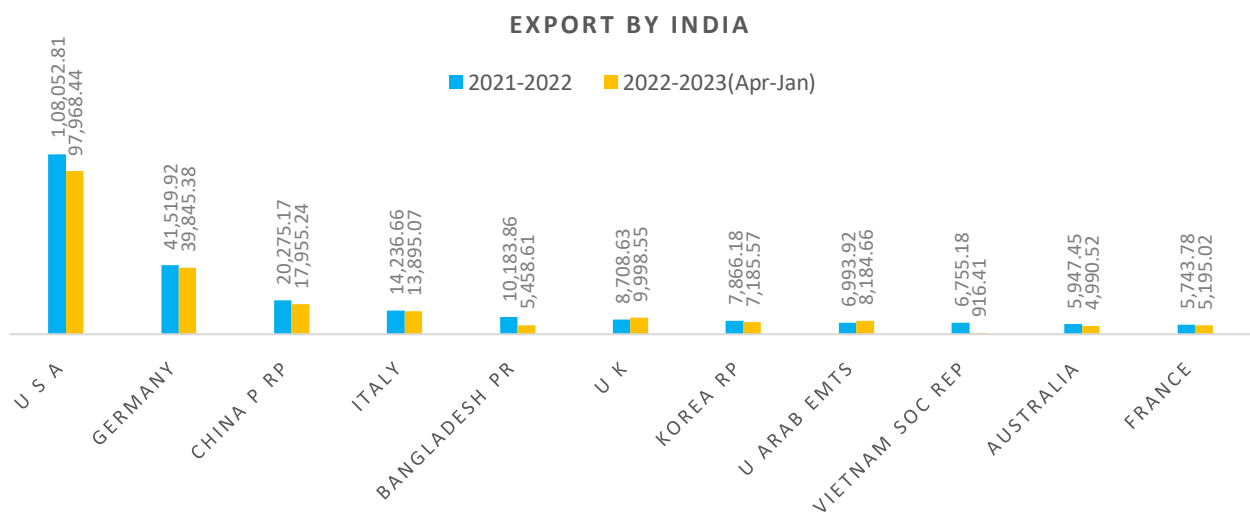
S. No.	Country	2021-2022	2022-2023(Apr-Jan)
1	VIETNAM SOC REP	15,550.44	16,667.70
2	AFGHANISTAN	11,201.72	7,732.21
3	INDONESIA	10,516.94	8,673.82
4	AUSTRALIA	7,190.98	6,539.21
5	NEPAL	6,936.29	5,991.04
6	CONGO P REP	3,814.56	2,212.70
7	NETHERLAND	2,976.28	1,708.20
8	MOROCCO	2,866.05	3,310.34

S. No.	Country	2021-2022	2022-2023(Apr-Jan)
9	CHINA P RP	2,364.01	1,674.99
10	KENYA	1,994.85	936.52

Source: - Commerce.gov.in

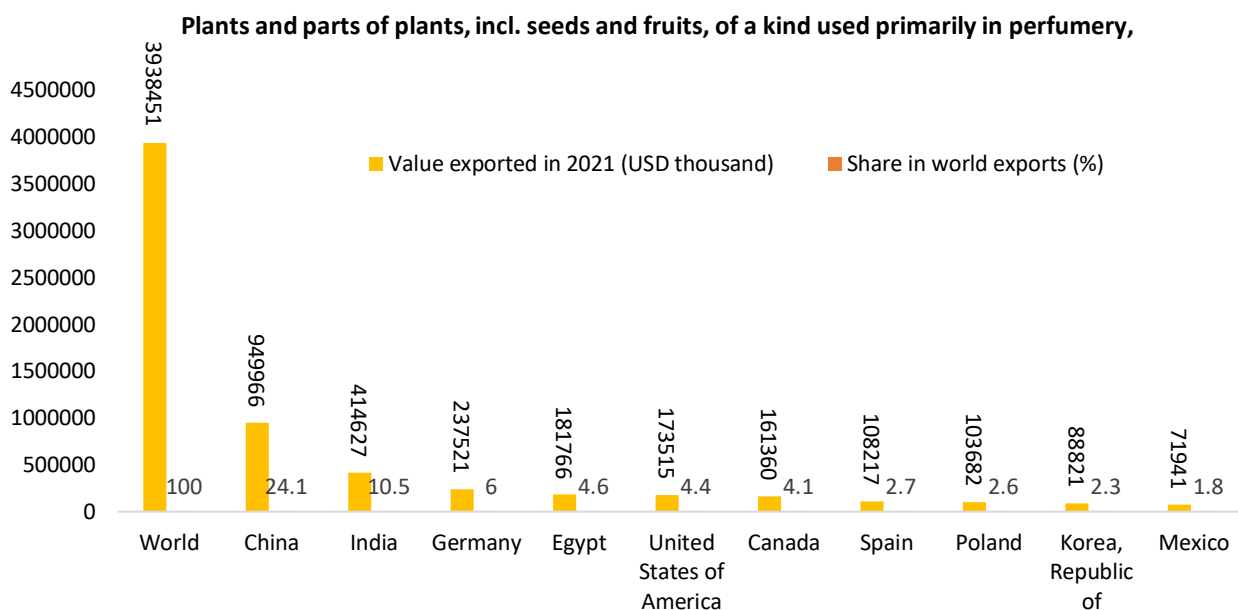
15. TOP EXPORTERS FROM INDIA

Commodity: 1211 PLNTS AND PRTS OF PLNTS INCLD SEDS AND FRUTS USD FOR PRFUMRY PHRMACY/INSCTCIDL OR SMLR PUR FRSH/DRID, CHLD/FROZ W/N CUT CRSHD **Unit:** Values in Rs. Lacs



16. TOP EXPORTERS -Aromatic and Medicinal Plants

List of EXPORTERS for the selected product in 2021-Plants and parts of plants, incl. seeds and fruits, of a kind used primarily in perfumery,



Source-Trade Map

17. EXPORT SCENARIO

Demand and prices for herbal products and essential oils are steadily increasing in national and international markets due to the strong consumer protection movement. In the world of fragrance and flavoring industry, essential oils account share of 17%. Essential oils are used 55-60% for flavors in the food industry, 15-21% for fragrances in the perfumery/cosmetics industry, 10-20% as raw materials for isolating components, 5-10% as active ingredients in pharmaceutical preparations, and 2-5% for natural products. The USA, France and Germany are at the forefront of the essential oil. It is estimated that the annual turnover of the perfume, cosmetics and aroma industry exceeds US \$6 billion and includes more than 100 essential oils worldwide.

Annual foreign exchange earnings from exports amount to about Rs. 130 crores. About 90% of India's essential

Estimated Production in India: -In India, the estimated production of perfumery raw materials is around 5000 t/year worth Rs. 400 crores.

oil requirements are met through domestic production, In the global trade of essential oils, India ranks 28th in terms of imports and 14th in terms of exports. India's contribution is only 1.1% in exports and 0.7% in imports. Domestic demand for essential oils is estimated at 15000 tons and export at 3400 tons.

The annual production of raw materials from medicinal and aromatic plants is worth about 200 million rupees. World production is likely to reach US \$5 trillion by 2050. China, Brazil and Indonesia are strong competitors for Indian aroma oils.

DEMAND ANALYSIS

- The use of essential oils and their products has expanded significantly in the last decade. Of the 18,000 indigenous species in India, 1500 species contain aromatic substances. Only 65 of them have a large and consistent demand in world trade and are therefore cultivated. The estimated annual area under aromatic plants in India is more than 20,000 hectares with a production of 1,500 tons.
- The average productivity of essential oil plants is 75 kg/ha. Pepper, ginger, cardamom, saffron, clove, fenugreek, cumin and celery seed oils and oleoresins are mainly used for flavoring.
- The most commonly traded essential oils are mint, basil, orange, clove leaf, citronella, lemongrass, sandalwood, eucalyptus, geranium, lavender, jasmine and tuberose.
- Domestic demand for basil oil, sandalwood oil, cumin oil, dill seed oil, and juniper oil are fully met by domestic production.
- Essential oils and aroma chemicals form an important group of industrial products. They are components of cosmetics, soaps, pharmaceuticals, perfumeries, confectionery, ice cream, carbonated water, disinfectants, tobacco, agarbathis and a variety of related products.
- The essential oil and flavour industry has a bright future ahead of it due to its wide range of applications in people's daily lives.
- The use of essential oils in therapy is becoming increasingly popular in Japan and in European countries. Aromatherapy involves the use of essential oils and aromatic substances derived from plants to cure diseases.
 - Some of the essential oils are better than antibiotics in many ways due to their safety and broad spectrum of action.
 - The application of essential oils in agriculture as pesticides, repellents, plant insecticides, natural herbicides, and growth promoters are still the subject of fascinating research.
 - International trade is dominated by only a few countries. About 80% of global imports and exports are accounted for by only 12 countries, with temperate Asian and European countries dominating. While Japan and the Republic of Korea are the main consumers of aromatic plants, and China and India are the world's leading producing countries, Hong Kong, the United States, and Germany stand out as important trading centers.

FACTS AND FIGURES -REASI

S No	Parameters	Nos
1	Export from Reasi	NIL (All products sold locally)
2	Cluster	Nil
3	Farmers associated	35
4	Sale per Kg	100-120 per Kg
5	Production per yea	800-2000 Litres
6	FPO	01 (42 Farmers)

PROGRAMS IMPLEMENTED IN REASI FOR PROMOTION OF LEMON GRASS

Year	Intervention	Target		Achievement		No of Beneficiaries
		Physical	Financial (lakhs)	Physical	Financial (Lakhs)	
2020-21	Demonstration	4 HA	2.00	4 HA	2.00	40Nos

2021-22	Demonstration	4HA	2.00	3.5 HA	1.72	55Nos
2022-23	Demonstration	13.75 HA	7.75	11.25 HA	7.24	32Nos

Source-CAO office Reasi

LEMON GRASS OIL EXTRACTION DISTILLATION UNITS IN THE DISTRICT

Unit	Location	Funded agency	Year	Capacity	Expenditure	Locations covered
I	Lemongrass oil Unit at Sirah Kotla Panthal	CSR	2019-20	500 kg	11.00 Lacs	Sirah, Nomain, Panthal
		Agriculture	2022-23	Storeroom	2.00 Lacs	
II	Village Sudheen Pvt Kothian Pouni	Under Operation Sudhbhavana	2020-21	500 Kg	8.00 Lacs	Sudhen, Dadwa, Pauni, Bharkah, Puria

Source-CAO office Reasi

YEAR WISE PRODUCTION/REVENUE GENERATION BY FARMERS

Year	Sirah	Sudheen	Total	Rate Per Litre (Aprox)	Revenue realized by Farmers	No of Beneficiaries
2020-21-	55 Litres	-----	55Ltr	2000/-	1.10 Lacs	3
2021-22	72 Litres	12 Ltr	84 Ltr	2000/-	1.68 Lacs	4
2022-23	76 Litres	18 Ltr	94 Ltr	2000/-	1.88 Lacs	7

Source-CAO office REASI

18. CHALLENGES AND INTERVENTIONS-AROMATIC PLANTS EXPORT

- Based on the findings of identified constraints and reviews of secondary data, the following key strategic intervention proposed in different segment of the value chain.
- In research and development, more attention should be given to the R&D in the aromatic plant production sector .
- New attention should be given to the local aromatic plant variety and its extinction should be prevented
- There are no specific agencies dealing with seed production and distribution
- Lack of public awareness – Awareness among the public should be spread regarding the benefits of aromatic plants & it's medicinal value and market demand & economic returns
- There is hardly any attention to the multi-purpose properties of many aromatic plants, the cultivation of which could serve several developmentally relevant purposes
- Higher cost of finances – Easy financing options should be provided by the banks & conducive schemes for the development of the sector
- Inferior quality packing material – Packaging Quality & materials needs to be improved for greater shelf life.
- Lack of technical knowledge – Proper capacity building sessions needs to or organized to upgrade the knowledge & skills

- Finance crunch is the biggest issue at farmer's level and no specific Govt Scheme

EXPORT ORIENTED ACTIONS TO BE TAKEN BY GOVT

Boosting the export of lemongrass oil from Reasi would involve a combination of hard and soft interventions, ranging from infrastructure development to policy support and market promotion. Following breakdown of both types of interventions:

HARD INTERVENTIONS:

Processing Infrastructure:

- Establish modern processing units equipped with advanced technology for extracting and refining lemongrass oil.
- Ensure the availability of state-of-the-art distillation equipment to maintain product quality.

Research and Development:

- Invest in R&D for lemongrass cultivation techniques to improve yield and oil content.
- Develop and promote high-yielding lemongrass varieties suitable for the region.

Quality Certification:

- Facilitate the acquisition of quality certifications (e.g., ISO, organic certifications) to meet international standards.
- Support local producers in adhering to quality control measures throughout the production process.

Logistics and Transportation:

- Improve transportation infrastructure to reduce transit times and maintain the freshness of lemongrass.
- Establish efficient cold chain logistics for the storage and transportation of lemongrass oil.

Export Facilities:

- Upgrade and expand export facilities at local ports to streamline the export process.
- Develop specialized packaging and labelling facilities to meet international packaging standards.

SOFT INTERVENTIONS:

Policy Support:

- Advocate for favourable export policies, including tariff reduction and simplified export procedures.
 - Collaborate with relevant government agencies to address regulatory barriers and promote exports.
- Capacity Building:
- Conduct training programs for local farmers and producers on best practices in lemongrass cultivation, harvesting, and oil extraction.
 - Provide workshops on global market trends, quality standards, and export regulations.

Market Promotion:

- Implement targeted marketing campaigns to promote Reasi lemongrass oil in international markets.

- Participate in international trade fairs and exhibitions to showcase the quality of the product.

Financial Support:

- Facilitate access to credit and financial support for farmers and producers to invest in technology, infrastructure, and quality improvement.
- Introduce subsidy programs to incentivize the adoption of best practices.

Public-Private Partnerships:

- Foster collaborations between local farmers, producers, and private entities to enhance the entire value chain.
- Encourage partnerships with research institutions and industry experts for continuous improvement.

Networking and Collaboration:

- Establish networks with international buyers and distributors to create market linkages.
- Foster collaboration with relevant industry associations and chambers of commerce.
- By combining these hard and soft interventions, Reasi can create a conducive environment for the sustainable growth of lemongrass oil exports, enhancing the region's economic prospects and promoting its unique agricultural products on the global stage.
- In addition to above following has been recommended by DEPC committee
- Deputy Commissioner Reasi suggested to create 1300 Ha of land in lemongrass cultivation from 13 hectares (i.e 100 times of its current size) to align with export goals.
- of additional acreage for aromatic cash crops, especially on rainfed/degraded land throughout Reasi after due identification of such areas by concerned department.
- Provide technical and infrastructural support for distillation and value addition to farmers across the country.
- Two to three more distillation plants required to be installed and costing Rs -10-15 lakhs.
- Packaging labelling facility of international level.
- Tie ups with IIM and CSIR for providing technical support.
- Training centre for farmers to be setup for updated knowledge especially by KVK of the area .
- Store facility for both raw material and oil
- Common facility center to be established on priority.
- Govt Schemes for providing subsidy etc for purchasing plants and other manure.
- Irrigation facility to be arranged and if possible, Drip irrigation can also be introduced.
- To provide substantial benefits to the farmers in achieving higher profits, utilization of waste lands and protection of their crops from wild and grazing animals.
- More aromatic plants like Lavender, marigold etc can also be planted to enable Indian farmers and the aroma industry to become global leaders in the
- production and export of some other essential oils on the pattern of menthol mint.
- Enable effective buy-back mechanisms to ensure remunerative prices for farmers/ cultivators. Add value to essential oils and aromatics to integrate them into global trade and economy.
- E-commerce solutions are advance internet-based solutions that enable both buyers and sellers to interact in a virtual world and satisfy their needs easily. With the advent of ecommerce business solution, companies can attract clients even thousands of miles away from its geographical establishment and establish a healthy and profitable business relation within no time

Some of the potential ecommerce ventures for online sales of aromatic plants

- | | |
|------------|--------------|
| • Flipkart | • India Mart |
| • Amazon | • Alibaba |
| • Snapdeal | • Ninja cart |
| • Bijak | • 1mg |

19. CHALLENGES AND INTERVENTIONS-UNDER AROMA PLANTS/OIL PRODUCTION AND EXPORT

Parameter	Challenge/s	Intervention	Department/ Agency
Packaging, Branding and Marketing	<ul style="list-style-type: none"> • Farmers are unable to market and pack oil with high value in suitable bottle etc • Dependence on wholesalers and traders for reaching to new markets; Direct sell is limited. • Offline marketing is predominant form of marketing. 	<p>Hard Interventions</p> <ul style="list-style-type: none"> • Common Facility Centre for packaging and labelling to increase the aesthetic appeal of the lemon grass Oil. <p>Soft Interventions</p> <ul style="list-style-type: none"> • Marketing outlets may be open in at prominent public places. • Buyer Seller Meets, Global Exposure • Visits and Participation in various national and international Trade Fairs through JKTPPO etc. 	IIP/JKTPO/APEDA/IIIM Jammu
Quantity & Quality Control	<ul style="list-style-type: none"> • Unaware of global standards and quality ratings. • Very few farmers in the Cluster try to maintain the quality standard of global market based on customer's demand. • Absence of quality testing for the final product in the cluster other than one in IIIM Jammu. 	<p>Soft Interventions</p> <ul style="list-style-type: none"> • Unaware of global standards and quality ratings. • Very few farmers in the Cluster try to maintain the quality standard of global market based on customers demand • Absence of quality testing for the final product in the cluster other than one in IIIM Jammu. <p>Hard Interventions</p> <ul style="list-style-type: none"> • Establishment of a R&D 	QCI/IIIM Jammu/APEDA

		centre for the development of fragrances and a Testing centre for final product testing may be established in the form of Common Facility Centre for FPOs. FFDC, CSIR Aroma Mission, IIIM Jammu can help in getting BIS standardization for the production process thereby helping FPOs, entrepreneurs grow their sales	
Technology, Infrastructure & Fuel	<ul style="list-style-type: none"> • Conventional extraction techniques like Hydro and Steam Distillation - Need for advance technology to • remove impurities in raw material. Currently extraction machines are used only once in a year. 	<ul style="list-style-type: none"> • Technological interference is required which will have common facilities for farmers like advanced machinery for extracting and removing impurities, Packaging, Quality Control, • Display Centre for marketing, • warehouse for finished products, • Cultivating new varieties 	<ul style="list-style-type: none"> • Agriculture department/IIIM Jammu
Capacity building and Skill Development Training	No training and capacity development centres are available in Reasi and other support system like facility centre etc	With the help of IIIM , SKUAST and KVK etc a good quality capacity development center for farmers can be developed in Reasi for regular update etc	IIIM/SKUAST Jammu/APEDA
Access to Finance	Difficulty in receiving timely financial support. Too much paperwork and time for taking financial support from banks	Soft Interventions <ul style="list-style-type: none"> • Interest Subvention • Collaboration with nationalized • banks to facilitate quick loan approval and disbursement through digital lending. (ex. SIDBI and J&K Bank) • Awareness and outreach program for raising consciousness about existing schemes 	SIDBI/Agriculture department

20. Financial Implications

Estimated budget for proposed Hard intervention- Aromatic Plants					
S. No	Intervention	Priority	Timeline	Funding Scheme	Cost
1.	Setting up of 3-4 Oil Extraction / Distillation units at Reasi /Value Addition and Product Diversification	Medium	6-12 months	NABARD/ICAR/CSIR	6.00 Cr
2.	Setting up of Quality Assurance and Testing Lab at Reasi	Medium	6-12 months	QCI / National Medicinal Plants Board (NMPB)/ Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)	1.0 Cr
3.	Setting up a Common Facility centre which will include Community radio station	Medium	6-12 months	MSE-CDP - SFURTI/NABARD/HADP	2.0 Cr
4.	Storage of aromatic plants after cutting like Lemmon grass and other aromatic plants before oil extraction /construction of storage facilities, drying yards, and packaging units	Medium	6-12 months	MSE-CDP -SFURTI	2.0 Cr
Estimated budget for proposed Soft intervention					
5.	Market Linkages and Export Promotion (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	High	1-6 months	APEDA/JKTPO	1.00 Cr
6.	Skill Up-gradation and Capacity Building Training to enhance the skills of farmers and increase the production	High	6-12 months	KVK/SKUAST/ National Mission on Agricultural Extension and Technology (NMAET)	0.50 Cr
Total					12.50 Cr

SPICES

Following HS code used to export spices from India.

HS codes	Description
0910	SPICES

Reasi has potential of following three Spices for Production and Export

1. Turmeric
2. Garlic
3. Ginger

Indian spices include a variety of spices grown in the Indian subcontinent (a subregion of South Asia). Because of the different climates in different parts of the country, India produces a wide variety of spices, many of which are native to the subcontinent, others have been imported from similar climates and have been grown locally for centuries. Pepper, turmeric, cardamom and cumin are some examples of Indian spices. Spices are used in various forms: whole, chopped, ground, roasted, sautéed, fried, and as toppings. They blend foods to extract nutrients and bind them in a savory form. Some spices are added last for flavor - they are usually heated in a pan with ghee or cooking oil before being added to a dish. Lighter spices are added last and spices with strong flavors should be added first. In Indian cooking, "curry" refers to any dish that contains several spices that are either dry or mixed with a sauce. In cooking, the word spice refers to any dried part of a plant other than the leaves that is used to season and flavor a recipe, but not as the main ingredient. Why not the leaves? Because the green, leafy parts of plants used in this way are considered herbs. The district of Reasi has a variable climate, ranging from subtropical to temperate. Reasi district consists of three major agro-climatic zones. The lower hills of Katra, Painthal, Reasi, Pouni and Talwara fall in the subtropical belt. The middle zone includes Arnas, Kanthan, Thanpal, Judda, Dharmari, etc. The higher hill zone includes Buddan, Mahore, Chasana, Lar, Deval etc.

❖ STATUS OF SPICES -REASI

Total farmers associated with Spices Growing in the region	348
FPO under formulation	03
Storage capacity available	Nil
Export -total	Nil

❖ YEAR WISE PRODUCTION STATUS -SPICES

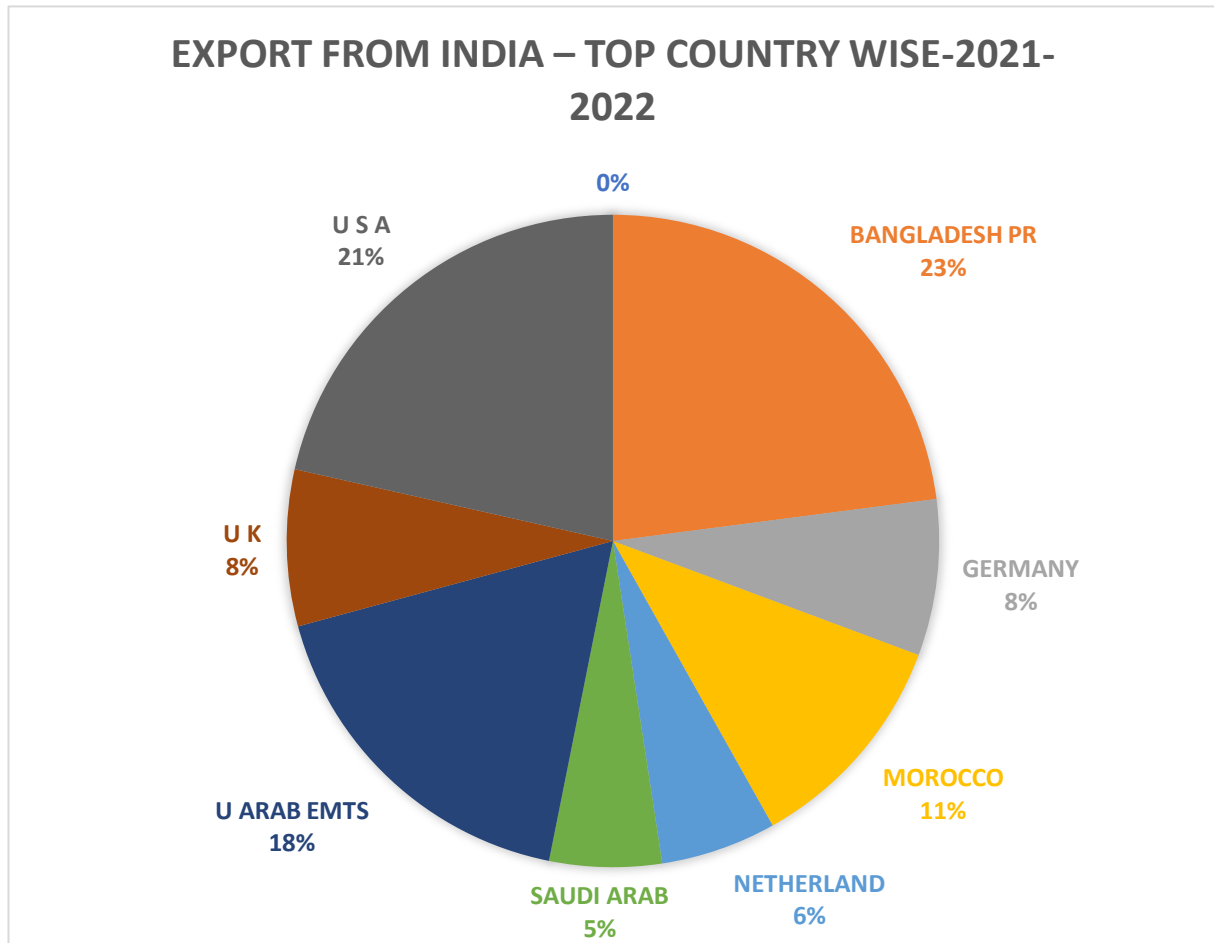
Year	Spices	Area (Ha)	Production
2021-22	Ginger	145	1775
	Turmeric	166	20321
	Garlic	143	750
2022-23	Ginger	170	2089.3
	Turmeric	65	812.5
	Garlic	148	1761.2

Source-CAO, Agriculture Department Reasi

S. No.	HS Code	Commodity	2021-2022	%Share	2022-2023 (Apr-Jan)	%Share
1	0910	COFFEE, TEA, MATE AND SPICES.	4,03,116.21	0.1281	3,21,945.15	0.1084
		India's Total Export	31,47,02,149.28		29,70,65,902.94	

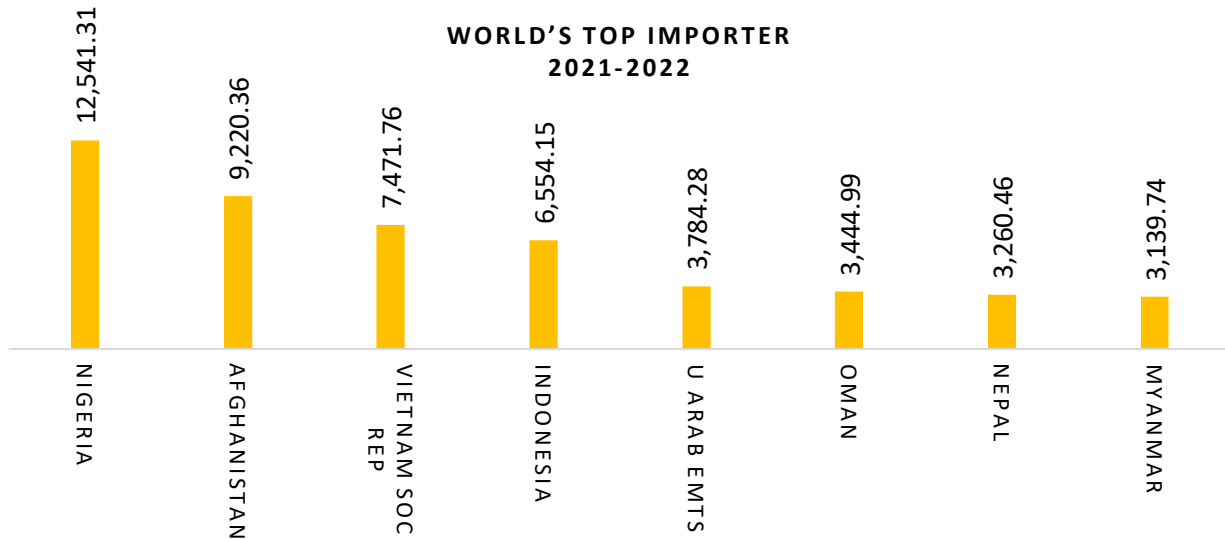
Source-Commerce.gov.in

❖ Export from India – Top Country wise-



HS CODE 0910: GINGER, SAFFRON, TURMERIC (CURCUMA), THYME, BAY LEAVES, CURRY AND OTHER SPICES

❖ **World's Top Importer**



HS CODE 0910: GINGER, SAFFRON, TURMERIC (CURCUMA), THYME, BAY LEAVES, CURRY AND OTHER SPICES

Source:- Commerce.gov.in

21. SWOT ANALYSIS -SPICES

<p>Strength:</p> <ul style="list-style-type: none"> • Being largest producers and exporter of spices in the world, India has developed its market in China, Thailand and Vietnam. • Reasi district has immense potential for growing spices namely onion, garlic, ginger and turmeric in specific pockets of the district. If quality in the product is increased, it could expand the market in Europe and USA. 	<p>Weakness:</p> <ul style="list-style-type: none"> • Ecosystem to export goods from district like Reasi has not developed as required. • The region needs to improve its exportability of the product
<p>Opportunities:</p> <ul style="list-style-type: none"> • If Reasi can increase its quality in terms of organic production and less use of pesticides, it can export market in quality sensitive countries like Europe and USA. India can also develop its footprints in other Asian countries like Philippines, Thailand and Malaysia. 	<p>Threat</p> <ul style="list-style-type: none"> • Agro products have always stabilized market and increased growth in market is very much due to increase in the use of pesticides. • In Agro products deteriorates, quality especially in exports importing countries after Corona, have stringent norms of quality of Agro products.

22. CHALLENGES IN EXPORT OF GARLIC GINGER & TURMERIC

- Garlic and Ginger both are high-risk, labour-intensive crops to grow successfully.
- The Committee DEPC Reasi suggested to increase area of production in turmeric and garlic production to 1000 metric tonnes in the next three years.
- To survive, each garlic producer must strive to obtain maximum yield and quality.
- Marketing of garlic and Ginger can also be quite difficult for the smaller producer.
- Present market is demanding large, clean unblemished bulbs that are well graded and well packaged.
- Inadequate infrastructural facilities with producers, traders, processors and at market level which result in marketing inefficiencies.
- Insufficient storage facility at producer's level
- Limited primary and secondary processing units for garlic and its by-products such as garlic peeling/ paste unit.
- Less market information regarding prevailing prices, arrivals etc. which force farmers to sell in same vicinity of production i.e in same district itself.
- In the clusters, there is an absence of alternate channels of marketing. So, farmers typically sell only through village level traders.
- The existence of a long chain of middlemen also reduces the producer's share in consumer's rupee.
- Garlic and Ginger have several non-tariff barriers and qualitative restrictions. Especially in developed countries like USA and EU, stringent norms are to be followed for exports of Garlic USFDA (United States Food and Drug Administration), MRL (Maximum Residue Levels) in EU are to be followed for the export of Garlic in these countries. It is very hard for Indian exporter to follow these norms.

23. Interventions for strengthening value chain

- Dissemination of information through District level exhibition, Kisan Melas, Printed materials, electronic media.
- Market led extension approach is necessary to increase farmers income. Increasing Research-Extension –Farmers linkages by organizing farmers– scientists' interaction, Field Days and Farmers' Field Schools.
- Setting up alternate channel to sell directly from Farmer to processor or large retail shops.
- Storage facility for farmers as part of FCSC's (**Farmer's common service centre**)
- Provision of Pick-up van services to the farmers.
- To make farmer aware about quality parameters of Garlic for processing like value added products, washing/Cleaning & Grading facilities as part of FCSC's
- At the post-harvest stage, critical constraints may be viewed in terms of inadequate cold storage facilities, drying, curing, grading, and processing facilities. The FCSCs established that can cater to the insufficient quantity and uneven quality of supply to the buyers.
- At the processing stage there are limited processing units in the regions and the UT in producing the value-added Garlic products including dehydrated garlic/Ginger Ginger -garlic paste, garlic pickle, garlic/Ginger powder and vinegar.
- The expand in FCSCs to include such processing facility for Garlic is required. The appropriate start up counselling may also address the issue as potential individual agri-entrepreneurs can be trained for the same.
- In terms of intervention on the production front, productivity is low which is also partly.

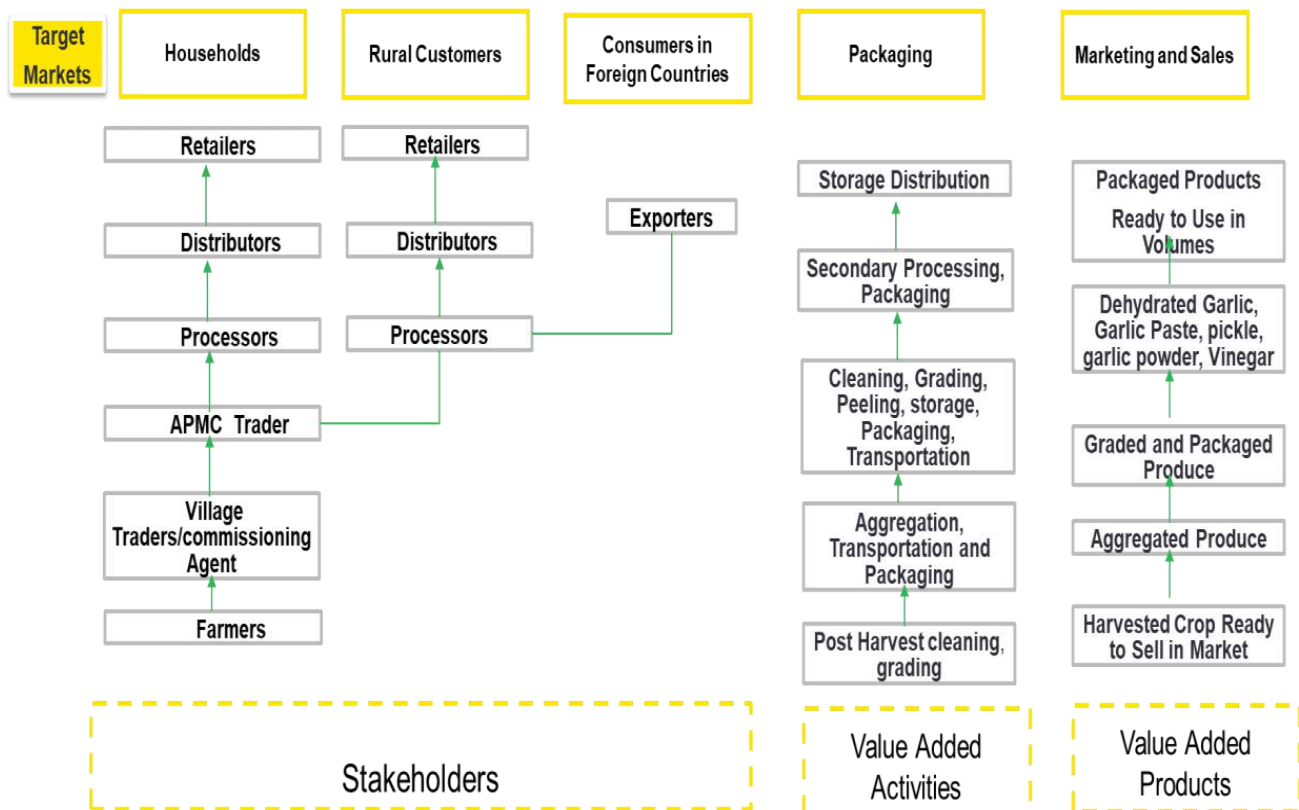
because of inadequate availability of high yielding varieties. There is, therefore, scope for intervention by the way of introduction of new high yielding varieties in the region.

- Line departments under J&K Agriculture and NGO service provider may support the initiatives in terms of dissemination of benefit of going in for new high yielding varieties. Traditional package of practices results in lower yield as against potential. There is therefore needed to train farmers on the best package of practices. This could also be undertaken by stakeholders like large processors.
- There have been limited efforts in capacity building of farmer leaders (entrepreneurs) at the field-level. In this regard, it may be appropriate to enable FPOs to meet minimum scale requirements for upgrading as well as developing alternate market channels.
- Also, bank linkages under KCC scheme etc. may be explored.
- The J&K Agriculture department along with line departments need also work in coordination.
- with the NGO/service providers and the KVK etc. on high dirt content in harvested gram,
- harvesting of immature grains and inadequate post-harvest infrastructure facilities for
- storage. The storage facility may be established as an FCSC with assistance under the project.

Processed form of Garlic and Ginger

- Fresh Garlic and Ginger
- Pickled, preserved,
- Crystallized (or candied), (Garlic Ginger Paste Dehydrated garlic Ginger
- Garlic oil, Peeled Garlic and powdered/ground.

24. VALUE CHAIN -GARLIC/GINGER /TURMERIC



In the existing value chain of garlic, the farmers are basically limited to the production of garlic/ginger and selling it at village points or nearest mandis to the local traders/ mandi commissioning agents. Currently, their share in the consumer's rupee is 45% while other stakeholders such as traders, processors, wholesalers, and retailers share 55% value of the consumer's rupee. At the farm level, there is lack of farm mechanisation modern market led production technologies due to which the yield is lower, and quality of produce is compromised. Even the post-harvest facilities such as cold storage and cleaning, grading, and sorting units are negligible at the cluster level.

INTERVENTIONS FOR MARKET LINKAGES

Increase in agricultural production is the most important factor in the quantity of marketed supply. If the number of products increases, the likelihood that the marketed supply will also increase; as a result, supply and demand will balance each other.

Distance is a factor that can determine the frequency of market participation and the number of sales. As the distance from the market increases, the probability of market participation increases market participation and sales intensity decreases. Therefore, logistics are detrimental to the long-term economic growth of the district.

Access to timely market information on prices and quantities plays a critical role in reducing the risk of losing money in a market transaction. Market information includes price information, demand for the product, quantity supply, the market, and cooperation between producers and consumers.

The availability of financial institutions in the target area significantly improves overall agricultural production. Consequently, access to credit is one of the driving factors for increasing production by purchasing inputs and improving marketed supply.

Use of the ***E - Nam Portal***, National Agriculture Market (e- NAM) is an India-wide electronic trading portal that links existing Agricultural Produce Marketing Committee (APMC) mandis to create a single national market for agricultural products. The portal, NAM, provides a one-stop shop for all APMC-related information and services.

As most of their production absorbed in local market at Katra, if production increases top e- marketing tools can be loop in. The top private e -commerce websites in India Collaboration with e-commerce companies that focus on selling vegetables and fruits, such as Big Basket, Natures Basket etc.

25. APEDA-HARD AND SOFT INTERVENTIONS REQUIRED TO INTRODUCE TO PROMOTE EXPORTS

FOR SUCCESSFUL IMPLEMENTATION OF DISTRICT EXPORT ACTION PLAN, THE FOLLOWING POINTS CAN BE CONSIDERED-

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.

2. 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 and processed products to create value while competing with other exporting Nations / States in global markets.

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

- Export Awareness Programs.
- Export Training Programs.
- Export Management Training Programs.
- Seminars, Workshops & Conferences.
- Interaction and Open House Meetings.
- Participation in National/International Exhibitions & Trade Fairs for Promotion of Trade
- Financial support to all farmers, 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.
- 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.

HARD INTERVENTIONS

- CREATING EXPORT INFRASTRUCTURE
- ENCOURAGING SPECIAL ECONOMIC ZONES (SEZS)
- ENCOURAGING DEVELOPMENT OF ICDS & CFSS
- 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

- Inland Container Depot (ICDs) / Common Facility Centres (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 UT. 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 spices 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.

26. Challenges And Interventions- Export of Spices

Parameter	Challenges	Intervention	Department/Agency responsible
Focus on high Yielding Export Quality	Challenges in developing high	To help exporters to maintain their exports in the future, a breeding program may be started to provide high yielding	Agriculture department

Parameter	Challenges	Intervention	Department/Agency responsible
Turmeric and Garlic	yielding export quality rice	spices for export (Turmeric and Garlic) It is possible to make the necessary arrangements for the distribution to farmers at discounted or reasonable costs.	
Cluster based approach	Setting up of export quality belts/zones	<p>To identify export quality belts/zones for production of spices to meet the requirement of exports. The Department of agriculture, under the chairmanship of chief agriculture officer is responsible for defining the area of Cluster and number of Farmers/FPOs/FPCs in the cluster as per suitability and goals of export promotion. It will also be responsible for monitoring the cluster development work, promotion to increase the area under cultivation of exportable items and facilitate cluster level coordination among key departments and various stakeholders.</p> <p>DIC Industries and representative of State Agricultural Department may examine the proposal for setting up at least one clusters for spices in the district and submit the same to the state/UT level Export Monitoring Committee.</p> <p>Liaisoning amongst Industry department, Agriculture department, APEDA, FIEO, DGFT, NABARD, EXIM Bank, FPOs, cooperatives Spice board etc. may be developed for farmer friendly policy formation to promote export.</p>	Agriculture department /DIC /Nodal agency for FPO formation. /
Promotion of export of organic produce	Unawareness about promoting organic products	It is suggested that special efforts should be made to promote the export of organic products such as Ginger Garlic and Turmeric from the district.	APEDA/ JKTPO
Training program to educate the cultivators	Unawareness about technical standards in international market	<p>Training on efficient use of Soil Health Card in line with the recommendations given by the authorized testing laboratories for soil, water, and plant analysis.</p> <p>Regional DGFT officer & APEDA /spice board may chalk out the program on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.</p>	APEDA/Jammu/DGFT/ JKTPO

Parameter	Challenges	Intervention	Department/Agency responsible
		<p>Steps shall also be taken to promote organic cultivation and certification and required skill training in this area shall be promoted involving the APEDA and the State Agriculture Department. Organic Certification under National Program for Organic Production (NPOP) can be initiated.</p> <p>Quarterly/Half-yearly workshop may be organized with FPOs, farmers, Spice industries etc. to update about emerging practices and technologies in as per the national and international spice research institutes for its promotion.</p>	
Distribution of Certified seeds	Challenges in distribution of certified seeds	Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Jammu and Farmer Producers Organization	KVK /Agriculture
Use of Modern technologies	Unawareness about use of modern technology to reduce costs and increase production	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/UT Agriculture department may take the help of State/UT Agriculture Universities / other technical institutes of repute.	Agriculture department/Jammu/S KUAST Jammu/Spice board of India
Use of Modernized technology	Many spice processing plant owners are not using modernized technology for better recovery and reducing the wastage.	All processing has to be fully modernized to get more output with less wastage.	Agriculture department/Jammu/S KUAST Jammu/Spice Board of India
Marketing & Promotion of products	<p>Offline marketing is broadly used over online marketing.</p> <p>Increasing the participation in International Trade fairs</p> <p>Limited Market diversification</p> <p>Lack of knowledge of existing schemes and govt. initiatives</p> <p>Lack of participation in national and</p>	<p>Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.</p> <p>DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment.</p> <p>Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), etc which provides assistance to individuals/</p>	APEDA/Jammu/DGFT/ JKTPO/FIEO

Parameter	Challenges	Intervention	Department/Agency responsible
	international events related to the sector	associations wishing to participate in marketing events. The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase	
Access to Finance	Shortage of working capital to farmers given long cultivation cycle of agri products The linkages with banks and financial institution in the cluster are not well established. High quality, genetically modified seeds are often expensive, and farmers do not have enough capital/ credit to purchase those directly.	Tie up with the banks/financial institutions for better interest rates, enhanced working capital limits etc. Introducing the Kisan credit card scheme in the cluster Handholding of units in the cluster to create awareness about financing schemes viz. ODOP Margin Money scheme. Introduction of revolving working capital within the cluster to help farmers procure high quality seeds and fertilizers and undertake production without hinderances	Agriculture department
Cost Structure	India's cost of logistics is one of the highest in the world. In J&K, logistic cost remains 10-15% more than national average.	The JKTPD/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 JKTPD/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 up to gate way port Air Freight Rationalization Scheme etc. The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website. The formation of the Sub-committee comprising the representative of CONCOR	DIC

Parameter	Challenges	Intervention	Department/Agency responsible
		and concerned DIC 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.	

27. Estimated budget for proposed intervention.

Estimated budget for proposed Hard Intervention-Spices					
S. No	Intervention	Priority	Timeline	Funding Scheme/Agency	Cost
1.	Quality Testing and Certification Lab at district level for garlic, Ginger & turmeric	Medium	6-12 months	MSE-CDP/APEDA	2.0 Cr
2.	Common Facility Centre Plant & Machinery: Washing, Peeling, Grinding & Packaging (including infrastructure cost)	Medium	6-12 months	MSE-CDP	2.0 Cr
3.	Investment in infrastructure such as cold storage facilities, warehouses, and processing units/agricultural technologies eg drip irrigations.	Medium	6-12 months	MSE-CDP/APEDA	1.0 Cr
Estimated budget for proposed soft interventions-Spices					
4.	Marketing and Promotional linkages, E commerce etc (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	High	1-6 months	IIIM/ JKTPO/APEDA	1.00 Cr
5.	Skill Up-gradation and Capacity Building Training to enhance the skills of farmers and increase the production	High	6-12 months	APEDA/Agriculture	0.50 Cr
Total					6.50 Cr

Tourism

Reasi is a district in the North Indian region of Jammu and Kashmir. Situated in the middle of the Trikuta range, a large number of tourists visit every year to experience the historical, religious and adventure places together. The most prominent place in this district is the shrine of Vaishno Devi situated on the Trikuta Hills. Pilgrims walk 13 kms from the Katra base camp to reach the shrine. The Reasi town is one

of the oldest in the Jammu and Kashmir. It was the seat of the 8th century old Bhimgarh state. The Bhimgarh fort near Reasi town built on the bank of river Anji on a hillock is also a tourist site. The holy cave of Shiv Khori dedicated to Lord Shiva is a revered shrine to the pilgrims. 9 kms from the Katra town is the Nau Devi Mata Mandir and Dera Baba Banda Bahadur in the Bhabbar area are also significant religious sites.

- Shri Mata Vaishno Devi Shrine
- Shri Shiv Khori Shrine.
- Shri Bawa Aghar Jitto Ji.
- Shri Siarh Baba Ji.
- Shri Baba Dhansar Ji.
- Sh. Dera Baba Bhandra Bahadur Ji.
- Ziarat Baji Ismail Sahib Near Bharakh

RELIGIOUS TOURISM-REASI

Religious tourism in Reasi, Jammu and Kashmir, is an integral part of the region's cultural and spiritual heritage. Reasi is known for its picturesque landscapes, lush greenery, and a rich religious and cultural history. Here are some of the prominent religious attractions in Reasi:

Reasi district is blessed with many tourist spots. Many tourists visit Shri Mata Vaishno Devi shrine. One can enjoy river rafting in Chenab River or one can go for trekking on Trikuta hills. There are many tourist attractions ranging from pious to adventurous. The main tourist attractions are:

- **SHREE MATA VAISHNO DEVI TEMPLE**

Vaishno Devi is also known as Mata Rani and Vaishnavi, is a manifestation of the Hindu Goddess Mata Adishakti. The temple or Bhawan is 13.5 KM from Katra and various modes of transportation are available like electric vehicles , ropeway, ponies , palkies, Helicopter etc.

- **SHIV KHORI CAVE TEMPLE**

Shiv-khori is a famous cave shrine of Hindus, devoted to lord Shiva, situated in the District Reasi located in Ransoo a Village in the Pouni which attracts lakhs of devotees annually. - It is situated in between the hillocks about 80km from Katra. Buses and light vehicles go up to Ransoo, the base camp of pilgrimage. People have to traverse about 3 km on foot on a track from Ransoo to reach Shiv Khori Cave



- **BHIMGARH FORT**

Reasi is one of the ancient towns of Jammu & Kashmir. It is said to have been developed by Raja Bhim Dev in 8th century. Popularly known as Reasi Fort, this ostentatiously designed fort is located on a hillock which is about 150m high. The Bhimgarh fort was initially constructed of mere clay. However, one of the heirs of Maharaj Rishipal Rana rebuilt it using stone. The renovation of Reasi Fort was started in the year of 1817 by Gulab Singh of Jammu and Kashmir and the work ended in 1841.



- **BABA DHANSAR**

The holy place of Baba Dhansar is located at KaruaJheel (Pond) near village karua, 13 Km for Katra towards Shiv Khouri. The approach involves a walk of 200 meters from the road. A large number of devotees visit the place every year on the day of Mahashivratri when an annual fete (mela) is organised.

- **NAU DEVI MATA MANDIR**

A highly reputed temple situated 9 kms away from Katra town. The darshan can be performed in the form of Pindies.

- **BABA AGHAR JITTO**

Aghar Jitto, which is just 5km from Katra, on the Katra-Reasi Road is major tourist attraction. Baba Jitto was a peasant by occupation, and a firm follower of the Goddess Vaishno Devi. He is remembered by the peasants for his revolutionary act of encounter with the landlord's domination and consequently laying down his life for the justice. A temple and holy springs are main sites to pay attraction.

- **DERA BABA BANDA**

The 300-year old Dera Baba Banda Bahadur has a historic Gurudwara which has the Samadhi of Banda Bahadur the famous jathedar appointed by Shri Guru Gobind Singh. It is situated in the Reasi District on the bank of river Chenab, approximately 25 Km from Katra.

- **SALAL POWER PROJECT**

Salal power station is run-of-the- river scheme with an installed capacity of 690 MW. It is about 10Km form Reasi Town and it provide electricity to different states of the countrylike Delhi, Himachal Pradesh, Haryana, Jammu& Kashmir, Punjab, Rajasthan, Uttrakhand & Uttar Pradesh

- **CHENAB RIVER RAFTING**

Chenab River Rafting which is just 24 Km from Katra towards Ransoo is a major stop for adventure lovers. Tourists reach this place satisfy the passionate adventurer within by experiencing exhilarating activity of river rafting in Chenab River.

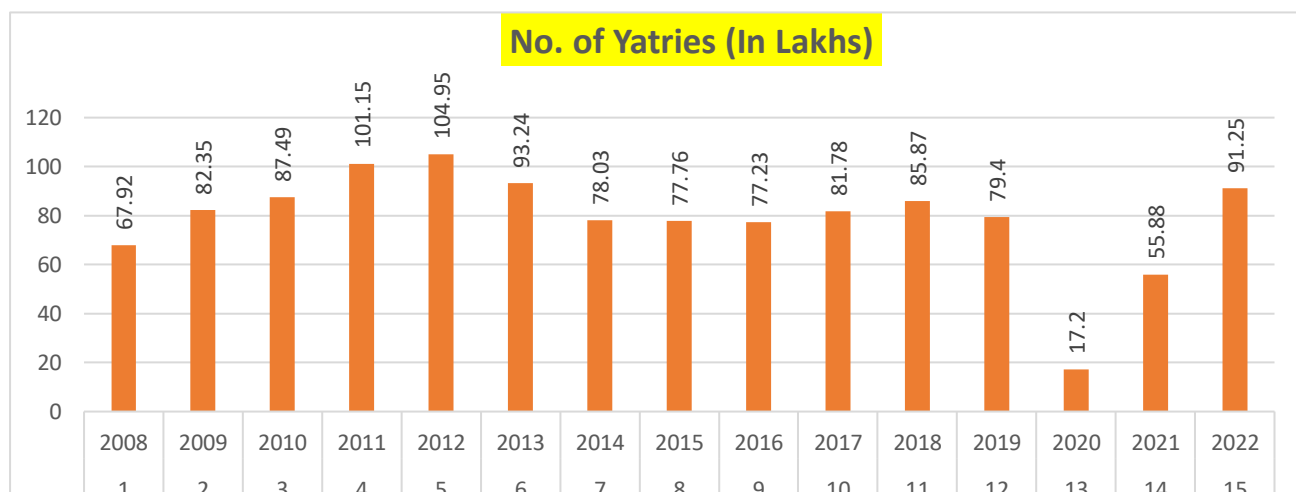
Religious tourism in Reasi is not only about visiting these holy sites but also about experiencing the local culture, cuisine, and traditions. The natural beauty of the region, including its mountains, rivers, and forests, adds to the overall appeal of Reasi as a religious tourism destination. Visitors can enjoy trekking and other outdoor activities while exploring these religious sites. It's important to note that the region's security situation

may change, so it's advisable to check for the latest travel advisories and safety updates before planning a visit to Reasi, especially given the sensitive geopolitical situation in Jammu and Kashmir.

Total Footfall of Tourists In Reasi

S No	Year	Total Footfall
1	2018-19	96,14,098
2	2019-20	93,61,736
3	2020-21	21,90,288
4	2021-22	79,34,276
5	2022-23	

Total Revenue Generated



S No	Year	Revenue in Rupees
1	2018-19	187090
2	2019-20	46895
3	2020-21	18700
4	2021-22	145720
5	2022-23	208188
	Total revenue generated -last five years	759081.00

Source-Tourism Office Reasi

Foot Fall at Shri Mata Vaishno Devi Shrine Board Katra -Reasi -Month wise breakup Yatries

S. No.	Month	No. of Yatries
1	Aug-22	8,77,762
2	Sep-22	8,28,382
3	Oct-22	7,51,434
4	Nov-22	6,01,565
5	Dec-22	5,61,832
6	Jan-23	5,24,189
7	Feb-23	4,14,432
8	Mar-23	8,94,650
9	Apr-23	10,18,540
10	May-23	9,95,773
11	Jun-23	11,95,844
12	Jul-23	7,76,800
13	Aug-23	7,10,914

Source: - https://www.maavaishnodevi.org/yatra_statistics.aspx

28. SWOT ANALYSIS-Reasi Tourism

Potential of Religious and Rural Tourism in Reasi

Reasi has a great potential of religious tourism due to the home of Shri Mata Vaishno Devi Ji and apart from this there are many other places in Reasi which have rich religious significance and devotees who visit Vaishno Devi Ji also visit places around the city at like Shri Shiv Khori Shrine, Shri Bawa Aghar Jitto Ji. Shri Siarh Baba Ji, Shri Baba Dhansar Ji, Sh. Dera Baba Bhandra Bahadur Ji, Ziarat Baji Ismail Sahib Near Bharakh, NO DEVI Temple (Nine Devis)

Under Mission Youth three villages of Reasi have been shortlisted for rural tourism.

<p>Strength</p> <p>The district is 2hrs. distance from Jammu. Rail link up to Katra and its connection Banihal will boost tourism and reduction of transportation charges for the district line connectivity to every part of India. Air distance-47 Km</p>	<p>Weakness</p> <p>Logistic cost to send goods to seaports is relatively higher to any other parts of India, which impacts both import and export. Ecosystem towards industries has not fully developed yet in the region.</p>
<p>Threat</p> <p>Due to increase in freight, decrease of availability of containers, local industries suffered a lot because of being remote place of India. Industries developed here are mostly MSMEs, having less advantage in aggressive marketing and aggressive brand building.</p>	<p>Opportunities</p> <p>Due to openness coming in government policies, liberal land availability and very attractive Jammu Kashmir industrial policy will bring robust future for exports. Lithium, a non-ferrous metal which is one of the key components in EV batteries were discovered in Salal Kotli village, around 22 to 23 kms from Reasi district headquarters which will boost the economy of region in coming future.</p>

29. Measures to be taken to improve/promote Tourism in Reasi

To improve tourism in Reasi, Jammu and Kashmir, several interventions can be considered to attract more visitors and enhance the overall tourism experience. These interventions should focus on infrastructure development, promotion, conservation of natural resources, and ensuring the safety and comfort of tourists. Here are some key interventions:

1) Infrastructure Development:

- **Roads and Transportation:** Improve Road connectivity to Reasi and the surrounding areas. Develop and maintain well-paved roads to ease access for tourists.
- **Accommodation:** Increase the availability of comfortable and affordable accommodation options, including hotels, guesthouses, and homestays.
- **Restaurants and Eateries:** Encourage the development of quality restaurants and eateries to cater to the diverse culinary preferences of tourists.
- **Public Facilities:** Ensure the availability of clean public restrooms, drinking water, and waste disposal facilities at key tourist spots.

2) Heritage and Cultural Promotion:

- **Preservation:** Protect and preserve the cultural heritage and historical sites in the region. Restore and maintain historical structures and monuments.
- **Cultural Events:** Organize cultural events, festivals, and exhibitions to showcase the rich heritage and traditions of Reasi to tourists.
- **Local Art and Crafts:** Promote local artisans and handicrafts, creating opportunities for tourists to purchase souvenirs and support the local economy.

3) Marketing and Promotion:

- Online Presence: Create an informative and user-friendly website that provides information about tourist attractions, accommodation, and transportation options in Reasi.
- Digital Marketing: Utilize social media, travel blogs, and other digital platforms to promote Reasi as a tourist destination.
- Collaborations: Partner with travel agencies and tour operators to include Reasi in their itineraries and packages.
- Tourism Events: Host tourism-related events, such as roadshows and travel expos, to attract travel agents and tourists.

4) Adventure Tourism:

- Trekking and Hiking: Promote trekking and hiking opportunities in the scenic mountainous areas of Reasi, ensuring safety measures and professional guides.
- Water Sports: Develop water sports facilities along rivers and lakes, including activities like rafting and kayaking.

5) Environmental Conservation:

- Sustainable Practices: Encourage sustainable tourism practices, including waste management and conservation of natural resources.
- Wildlife Conservation: Protect and conserve the local flora and fauna. Develop eco-tourism initiatives that promote responsible wildlife viewing.

6) Safety and Security:

- Tourist Police: Establish a dedicated tourist police force to ensure the safety and security of tourists.
- Emergency Services: Provide access to emergency medical services and information for tourists.

7) Community Engagement:

- Training and Awareness: Educate local communities about the importance of tourism and its benefits. Train them to provide quality services to tourists.
- Homestays: Encourage local residents to open their homes as homestays, providing tourists with an authentic cultural experience.

8) Accessibility and Connectivity:

- Air Connectivity: Improve air connectivity by developing or upgrading airports near Reasi.
- Railway Connectivity: Enhance railway infrastructure to make travel to Reasi more convenient.

7) Regulatory Support:

- Tourism Policies: Develop and implement tourism-friendly policies that facilitate investment and ease of doing business in the tourism sector.
- Incentives: Provide incentives and support to entrepreneurs and businesses looking to invest in tourism-related ventures.

Tourist Information Centers: Establish tourist information centers at key entry points and popular tourist destinations to provide information and assistance to visitors.

Implementing these interventions in a coordinated and sustainable manner can help boost tourism in Reasi, generate employment opportunities, and contribute to the overall economic development of the region. Additionally, involving local communities and ensuring responsible tourism practices are essential for long-term success.

30. Strategy and action plan for promoting Reasi as tourist destinations.

Based suggestions given by district export action plan committee, following measures can be taken to promote tourism in the district:

- Promoting tourist destinations like Shiv Khori and Mata Vaishno Devi shrine at Katra to the countries with Hindu beliefs,
- Positioning Katra and Bhingarh fort Reasi as wedding destinations.

Positioning Katra and Bhingarh Fort as wedding destinations can be a strategic move to attract couples seeking unique and picturesque settings for their special day. These locations, with their distinctive charm and scenic beauty, offer an unparalleled backdrop for couples seeking a memorable and enchanting wedding experience. Here's a note outlining the key points for this positioning:

1. Scenic Beauty and Serenity:

Katra, nestled in the picturesque Trikuta Mountains, provides a serene and spiritually uplifting atmosphere. The natural beauty surrounding the town sets a tranquil tone for wedding celebrations. Bhingarh Fort, with its historical significance and majestic architecture, adds a touch of grandeur and charm, creating a unique and memorable setting for weddings.

2. Cultural Richness:

Katra, being a significant pilgrimage site, carries a rich cultural heritage. Incorporating local customs and traditions into wedding ceremonies can provide a unique and culturally immersive experience for couples and their guests.

Bhingarh Fort, as a historical marvel, offers a regal ambiance that can be beautifully infused with wedding rituals, adding a touch of royal elegance to the celebrations.

3. Diverse Venue Options:

Katra boasts a range of venue options, from intimate spaces with stunning mountain views to larger banquet halls, catering to various wedding sizes and preferences.

Bhingarh Fort provides a one-of-a-kind setting for couples looking for an exclusive and unconventional venue. The fort's courtyards and ramparts can be transformed into breath-taking wedding spaces.

4. Accessibility:

Katra's accessibility, particularly for pilgrims, can be leveraged to attract couples who wish to combine their wedding celebrations with a spiritual journey.

Bhingarh Fort's proximity to Katra and its accessibility make it a convenient yet extraordinary choice for destination weddings.

5. Marketing and Collaboration:

Implement targeted marketing strategies showcasing the beauty and uniqueness of Katra and Bhingarh Fort as wedding destinations.

Collaborate with local wedding planners, hospitality services, and vendors to enhance the overall wedding experience.

Positioning Katra and Bhingarh Fort as wedding destinations aligns perfectly with the growing trend of couples seeking distinctive and offbeat locations for their special day. By capitalizing on the natural beauty, cultural richness, and historical significance, we can create a truly unforgettable experience for couples and their guests.

31. Funding source for hard and soft interventions for Reasi exportable potential products

For Hard interventions

As we strategize to develop Reasi into a thriving export hub for products such as spices, aromatic plants, and tourism, it's essential to identify the funding sources that can support hard interventions required for infrastructure development, technological upgrades, and capacity building. Following is the overview of potential funding avenues for hard interventions:

i. Government Schemes and Grants:

Government schemes and grants can provide significant financial support for hard interventions aimed at enhancing the production, processing, and marketing infrastructure for Reasi's export products. Programs such as the Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Infrastructure Development Scheme for Export-Oriented Units (EOUs), and Swadesh Darshan Scheme for tourism infrastructure development offer funding for irrigation facilities, processing units, and tourism infrastructure respectively. By aligning with these schemes, Reasi can access funds for critical infrastructure upgrades.

ii) Special Purpose Vehicles (SPVs):

Establishing Special Purpose Vehicles (SPVs) through public-private partnerships (PPPs) can facilitate investments in infrastructure projects related to export promotion. SPVs bring together government agencies, private investors, and local stakeholders to jointly finance, develop, and operate infrastructure assets. Reasi can explore the formation of SPVs for building warehouses, cold storage facilities, and packaging units to support the export value chain for spices and aromatic plants.

iii) Development Financial Institutions (DFIs):

Development Financial Institutions (DFIs) such as the National Bank for Agriculture and Rural Development (NABARD) and Small Industries Development Bank of India (SIDBI) provide long-term financing for infrastructure projects in sectors like agriculture, agro-processing, and tourism. Reasi can leverage loans, grants, and technical assistance from DFIs to invest in hard interventions such as setting up processing units for spices and aromatic plants, improving irrigation facilities, and upgrading tourist accommodations.

iv) Export Promotion Councils and Boards:

Export Promotion Councils and Boards associated with spices, medicinal plants, and tourism sectors offer financial support and guidance to exporters for infrastructure development and market expansion. Reasi can collaborate with these organizations to access funding for establishing common facilities centers, quality testing laboratories, and promotional activities aimed at enhancing the competitiveness of its export products.

v) Corporate Social Responsibility (CSR) Funds:

Companies operating in Reasi's vicinity, especially those in the agriculture, pharmaceutical, and hospitality sectors, may allocate funds for CSR initiatives focused on community development and sustainable livelihoods. Reasi can engage with corporate entities to secure CSR funding for hard interventions such as skill development programs for farmers, eco-friendly tourism projects, and rural infrastructure development.

For Soft interventions

i) Government Skill Development Programs:

Government skill development programs such as the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Skill India Mission offer funding for training and capacity building initiatives. Reasi can collaborate with training providers and vocational institutes to offer specialized courses in spice processing techniques, essential oil extraction, and hospitality management. By leveraging these programs, Reasi can equip its workforce with the necessary skills to meet the demands of the export market.

ii) Export Promotion Schemes:

Government export promotion schemes such as the Market Access Initiative (MAI), Trade Infrastructure for Export Scheme (TIES), and National Export Insurance Account (NEIA) provide financial support for market development, trade promotion, and export insurance. Reasi can utilize funds from these schemes to participate in trade fairs, organize buyer-seller meets, and conduct market research to identify export opportunities for its products.

iii) Industry Associations and Chambers of Commerce:

Industry associations and chambers of commerce associated with spices, aromatic plants, and tourism sectors offer support in the form of training programs, market intelligence, and networking opportunities. Reasi can collaborate with these organizations to access funding for capacity building workshops, export promotion campaigns, and participation in industry events aimed at enhancing the competitiveness of its export products.

iv) Microfinance Institutions (MFIs) and Self-Help Groups (SHGs):

Microfinance institutions and self-help groups play a crucial role in providing financial assistance to small-scale entrepreneurs and artisans in rural areas. Reasi can partner with MFIs and SHGs to offer micro-loans, revolving funds, and financial literacy programs to women's groups, farmers, and artisans engaged in spice cultivation, aromatic plant cultivation, and handicraft production. These funds can be used for purchasing equipment, raw materials, and marketing support.

v) International Development Agencies:

International development agencies such as the United Nations Development Programme (UNDP), World Bank, and International Trade Centre (ITC) offer technical assistance and funding for capacity building, trade facilitation, and export promotion initiatives. Reasi can collaborate with these agencies to access grants, loans, and training programs focused on enhancing the competitiveness of its export products and improving market access.

32. Financial Implications

Estimated budget for proposed hard intervention Reasi Tourism					
S. No	Intervention	Priority	Timeline	Funding Scheme /Agency	Cost
1	Infrastructure Development/ Setting up of Tourist information centre cum J&K Emporiums etc	Medium	6-12 months	Prasad Scheme/Swadash Darshan Scheme/JKTDC	2.50 Cr

2	Heritage Conservation and Site Preservation/ Public-Private Partnerships (PPPs)	Medium	12-23 months	Prasad Scheme/Swadesh Darshan Scheme/JKTDC	5.0 Cr
3	Tourist Kiosks at various tourist locations in the district and out of UT for information, travel & accommodation bookings.	Medium	1-6 months	Prasad Scheme/Swadesh Darshan Scheme/JKTDC	2.50 Cr
Estimated budget for proposed soft intervention					
4	Investment in digital marketing strategies, website development etc	Medium	6-12 months	Prasad Scheme/Swadesh Darshan Scheme/JKTDC	1.50 Cr
5	Pilgrim Tourism Promotion and Marketing (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	High	1-6 months	Prasad Scheme/Swadesh Darshan Scheme/JKTDC/JKTPO	2.00 Cr
Total					13.50 Cr

33. STRATEGY AND ACTION PLAN-FOR REASI DISTRICT

Schedule	Categories	Strategies	Action Plan
Short Term and Medium	Skill Development	Organize outreach programs/ workshops for the farmers/prospecting exporters. Work towards continuous feedback from the farmers Upskill the existing workforce for enhancing the production	<ul style="list-style-type: none"> Concerned stakeholders to be invited to Conducting of business events/workshops with concerned stake which will provide market linkages to exporters. Agriculture Dept. must make effective use of existing training institutes for imparting training in present industries. The Agricultural University and Colleges located in the district are to be sensitized for providing best practices far the farmers to grow the quality products
	Financial assistance	Provide term loans to small and medium enterprises to enable them to upgrade export production capability. Assist exporters with pre-shipment and post-shipment credit.	Support smaller units in establishing their business through financial <ul style="list-style-type: none"> Information Dissemination of information to exporters and other relevant stakeholders about existing financial schemes. Export Credit Guarantee Corporation of India Limited can be loop in for providing credit for export.
	GI Marketing &	Adoption of modern packaging	With the help of Indian Institute of

	Packaging Support	technology would reduce the packaging cost of the products. Latest marketing techniques to promote the exports of Products like lemon grass oil and spices etc	Packaging (IIP), district can work towards improving the quality standards & manufacturing compliances, learning new techniques etc. Adoption of innovative methods in the growth of quality Agri products will help to enhance exports, farmers / exporters etc
	Export Facilitation Cell/	It will act as Grievance Redressal system. Create Awareness Market Intelligence Share Best Practices among farmers etc Export Policy Recommendations if any	Will provides market intelligence for exports. Export cell will analyze and suggestions. Latest measures to strengthen the existing and establish new infrastructure facilities to promote the present industries. The cell shall work towards establishing direct linkage between FPOs and Exporters for promoting the exports and the farming requirements for quality production
Long Term	Branding and Promotion	Design logos for Agri products Leveraging the power of social media	Appointment of independent agency for designing of the logo and ensure only quality products use this logo which will ensure product differentiation. Tie up with various e-commerce players to market the products on their online e-commerce platforms.
	Infrastructure	Quality testing and certification labs for exports Logistical infrastructure should be developed. Uninterrupted Power Supply Agri Export Zones	Set up an Agri Export Zone In Jammu district for Spices like Ginger Garlic, Lemon Grass oil and Turmeric etc products. Mega food/Industrial parks should include creation of processing infrastructure near the farm, transportation, logistics and centralized processing centers. This would facilitate food processing units and other industries to meet environmental and safety standards
	Policy Inputs/Regulatory Reforms	Capitalizing on the existing TIES scheme to support the export logistics. Online single window system (No physical touchpoints between the applicant and department from the time of application process till the final decision)	Identification of relevant projects to address the gaps in infrastructure which are not addressed by any other scheme. Encourage investor/ entrepreneur to apply for all the licenses/approvals through the online single window portal. Single Window System should be integrated with SMS gateway/ emails so that applicant gets notification at every critical stage of application processing.

34. Quantifiable Interventions for Export action plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation
Increasing the overall exports from the state		
<p>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 and to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	IP cell, DEPC JKTP0	Continuous initiative
<p>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-imburements 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</p>	MSME-JK, DGFT, DEPC, JKTP0	Continuous initiative
<p>Cost Structure: 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 CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website. 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.</p>	DEPC/JKTP0 DEPC/JKTP0 DEPC/JKTP0/ FIEO	Long term Long term Short term
<p>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 by utilizing schemes</p>	IP cell, DEPC, JKTP0	Continuous initiative
<p>Sensitization of cluster actors:</p>	IP cell, DEPC , JKTP0	Continuous initiative

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation
The individuals of a cluster should be sensitized on the plethora of schemes ¹ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials. 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		
DEPC 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	DRPC, JKTPo and FIEO	Intermediate
Common interventions across sectors/ clusters		
E-commerce support		
Collaboration with e-commerce companies like Amazon, GEM , Flipkart etc.	IP cell, DEPC, JKTPo	Short term
Quality and Packaging		
MoU with QCI for defining quality standards of the products	IP cell, DEPC, JKTPo	Short term
Collaboration with IIP to define cluster-wise packing standards	IP cell, DEPC, JKTPo	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	JKTPo/ DEPC and Banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	JKTPo/ DEPC and Banks	Intermediate
Financial support		
Tie up with the banks/financial institutions (SIDBI, etc.) for better interest rates, enhanced working capital limits etc.	IP Cell, DEPC, JKTPo	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & center and the procedure to apply to avail financial assistance	JKTPo/ DEPC	Intermediate

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation
Sensitization of cluster actors from this sector on Make in India initiative for leveraging the assistance provided to the sector to enhance productivity and expand exports	DEPC JKTP0	Short term
DEPC 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/JKTP0	Long term
Product – Spices (Garlic & Turmeric), Aromatic plants and Tourism		
Infrastructure and institutional support		
Establishment of Common Facility Centre with: Spices Processing & storage Unit Aromatic plants oil Processing & storage Unit Marketing center for undertaking Buyer-Seller meeting and marketing events. Packaging Units Collaboration with KVK's, NABARD, APEDA Vertical Growing Rooms	DHHK, DEPC, DGFT and IP Cell,	Long term
1) Collaboration with CSIR-Central Institute of Medicinal and Aromatic Plants (CSIR-CIMAP) is a premier multidisciplinary research institute of Council of Scientific and Industrial Research (CSIR), 2) Collaboration with IIIM Jammu for cultivation techniques and varieties of crop and spice board of India and Central Institute of Medicinal and Aromatic Plants	IP cell, DEPC JKTP0, IIIM & Spice board of India	Long term
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.	IP cell, DEPC JKTP0,	Short term
Establishment of testing laboratory	IP cell, DEPC JKTP0	Long Term
Setting of modern technology based ETPs	JKTP0/DEPC/ District Administration	Long term
Skill Upgradation		
Collaboration with NSDC for providing job-oriented training for skilling and upskilling.	NSDC/ Directorate of concerned department	Continuous Initiative

Note:- Long term-12-36 months, Short- 6-24 months Intermediate -12-24 months

35. STRATEGIC INTERVENTIONS -REQUIRED FOR EXPORT

The following strategic interventions are being taken by Govt of J&K to boost and augment exports from the UT of J&K in next coming years:

- Strengthening UT associations with Export Promotion Councils, International trade bodies, FIEO (Federation of Indian Exports Organization), ITPO (India Trade Promotion Organization), NCTI (National Centre for Trade Information and Product Sectoral Associations)
- Strengthening the engagement with various organizations like APEDA, CEPC, EPCH, WWPEC, SPICE Board for promotion of local products and Brand JK worldwide
- Hands on support for promotional activities such as external publicity, participation in fairs and exhibitions, promotion of exclusive exhibitions and trade fairs of specific products in targeted markets for export-oriented units.
- Export related training and capacity building, and liaison with DGFT and industry chambers for facilitating these initiatives.

Further, to above various activities are being implemented for Ease of doing Exports as under:

- Reduction of procedural formalities for export transactions by way of faster processing of export-related documents by different agencies of the UT Government, reduction of procedural formalities for export transactions and speedy redressal of exporters' grievances etc.
- To identify the possibilities of Integration of SWIFT program (Single Window Interface for Trade) system with the state's Single desk portal in accordance with the Atmanirbhar' s initiative of Hon'ble PM.
- Under District as Export Hub, 20 more products to be finalized.
- Preparation of a holistic vision strategy aiming at cluster-based needs for bringing all the cluster players at one platform for exploring potential of ODOP Export products procured at international level,
- Knowledge transfer of various export schemes to the identified ODOP products and benefits available in availing the same related to exports.
- Assisting exporters in linking with finance institutions to avail credit at competitive rates.
- Geographical Indicator (GI) products identification for every district pertaining to local strength and resources available.
- To make every district an Export hub, diversification study, for identified GI products to be conducted to locate potential markets.
- Activities like Outreach programs, Export awareness workshops/capacity building sessions Export Haats, Virtual meetups with Stake holders, Knowledge sessions to be organized by DEPC/JKTPO to encourage export in all districts.
- Organization of buyer seller meets at Permanent Exhibition Centres – Jammu Haat and Kashmir Haat etc
- Providing e-Commerce platform for artisans and weavers through ONDC, GEM Onboarding etc
- Logistics Infrastructure for exports to be speed up. ie Government shall improve basic infrastructure and civic amenities at the major loading and unloading points/warehouses and overnight parking lots for the goods carriers.

- Develop human resources and skills to create a better workforce. Special attention is given to human resource development and skills development to improve employability in the trade and commerce sector.
-

Annexures

GOVERNMENT SCHEMES ENCOURAGING EXPORT

Government is encouraging and promoting Indian exports in international markets and initiate suitable interventions from time to time. The key schemes/interventions taken are:

Market Access Initiative (MAI) Scheme provides assistance to Export Promotion Organizations/Trade Promotion Organizations/National Level Institutions/ Research Institutions/Universities/Laboratories, Exporters etc., for enhancement of exports through accessing new markets or through increasing the share in the existing markets.

'Transport and Marketing Assistance (TMA) for Specified Agriculture Products' provides assistance for the international component of freight, to mitigate the freight disadvantage for the export of agriculture products, and marketing of agricultural products, is under implementation.

Assistance to the exporters of agricultural products is also available under the Export Promotion Schemes of Agricultural & Processed Food Products Export Development Authority (APEDA), Marine Products Export Development Authority (MPEDA), Tobacco Board, Tea Board, Coffee Board, Rubber Board and Spices Board.

Trade Infrastructure for Export Scheme (TIES) helps Central and State Government agencies for creation of appropriate infrastructure for growth of exports.

Remission of Duties and Taxes on Exported Products (RoDTEP) provides remission of Central, State and Local duties/taxes/levies which are incurred in the process of manufacture and distribution of exported products but are currently not being refunded under any other duty remission scheme.

Common Digital Platform for Certificate of Origin to facilitate trade and increase FTA utilization by exporters.

Champion Services Sectors have been identified for promoting and diversifying services exports by pursuing specific action plans.

Active role of EPCs, Commodity Boards and Indian missions abroad towards promoting India's trade, tourism, technology and investment goals has been enhanced.

PROMOTION OF E-COMMERCE EXPORTS THROUGH POSTAL ROUTE- DAK NIRYAT KENDRAS

DAK GHAR NIRYAT KENDRAS shall be operationalised throughout the country to work in a hub-and-spoke model with Foreign Post Offices (FPOs) to facilitate cross-border e-Commerce and to enable artisans, weavers, craftsmen, MSMEs in the hinterland and land-locked regions to reach international markets.

EXPORT PROMOTION CAPITAL GOODS (EPCG) SCHEME

ECGC is essentially an export promotion organisation, seeking to improve the competitiveness of the Indian exports by providing them with credit insurance covers. ECGC Ltd. also administers the National Export Insurance Account (NEIA) Trust which caters to project exports of strategic and national importance.

It provides credit risk covers to exporters against non-payment risks of the overseas buyers / buyer's country in respect of the exports made. It also provides credit Insurance covers to banks against lending risks of exporters.

For aromatic Plants/oil

National Aromatic Mission (NAM):

NAM is a centrally sponsored scheme aimed at promoting the cultivation of aromatic crops, including herbs and medicinal plants, across the country.

Under NAM, farmers in Reasi and other regions of Jammu and Kashmir can receive support for the cultivation of aromatic plants through subsidies on inputs, training programs, and infrastructure development for processing and value addition.

National Medicinal Plants Board (NMPB) Schemes:

NMPB, under the Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy), implements various schemes to support the cultivation and conservation of medicinal plants, many of which have aromatic properties.

Farmers and entrepreneurs in Reasi can benefit from schemes such as the Central Sector Scheme for Promotion of Medicinal Plants, which provides financial assistance for cultivation, processing, and marketing of medicinal plants, including those used for essential oils.


GOVERNMENT OF JAMMU AND KASHMIR,
GENERAL ADMINISTRATION DEPARTMENT,
 Civil Secretariat, J&K.

Subject:- Re-constitution of UT Level Export Promotion Committee and District Level Export Promotion Committee(s)-reg.

Ref: U.O. No. IC-GEN/245/2022-01 received from Industries & Commerce Department.

Government Order No: 879-JK(GAD) of 2023
Dated:21-07-2023

In partial modification of Government Order No. 677-JK(GAD) of 2020 dated 25.06.2020, sanction is hereby accorded to re-constitution of the UT Level Export Promotion Committee and District Level Export Promotion Committee(s), comprising the following, as per the New Foreign Trade Policy 2023-28, to boost exports from J&K:-

UT Level Export Promotion Committee:-

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

District Level Export Promotion Committee(s):-

1	Deputy Commissioner	Chairperson
2	Designated DGFT Regional Authority	Co-Chair
3	GM-District Industries Center (DIC)	Convener
4	Representative from JKTPO	Member

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

The terms of reference of these Committees shall remain same as notified vide Government Order No. 677-JK(GAD) of 2020 dated 25.06.2020.

By order of Government of Jammu and Kashmir.

Sd/-
(Sanjeev Verma) IAS
Commissioner/Secretary to the Government

No. GAD-ADM0IV/194/2022-09-GAD

Dated: 21.07.2023

Copy to the:-

1. Administrative Secretary, Agriculture Production Department.
2. Principal Secretary to the Government, Finance Department.
3. Principal Secretary to the Lieutenant Governor, J&K.
4. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
5. Commissioner/Secretary to Government, Industries & Commerce Department. The Industries and Commerce Department shall ensure that the first meeting of the Committee(s) is convened at an early date.
6. Divisional Commissioner, Kashmir.
7. Secretary to the Government, Planning, Development & Monitoring Department.
8. Divisional Commissioner, Jammu.
9. Secretary to Government, Tourism Department.
10. All Deputy Commissioner(s).
11. Managing Director, JKTPD.
12. Director, Archives, Archaeology & Museums.
13. Private Secretary to the Chief Secretary, J&K.
14. Private Secretary to Commissioner/ Secretary to the Government, GAD.
15. Government Order/Stock file/Website, GAD. Hindi and Urdu version shall follow.


(Mohit Raina) JKAS
Under Secretary to the Government



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

Districts
as Export Hubs



Jammu and Kashmir Trade Promotion Organization

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Railhead Complex, Jammu,
Jammu and Kashmir 180012
Phone-0191 246 6988

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