

# District Export Action Plan Udhampur



## Preface

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

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

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

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# 1 Vision of Districts as Export Hubs

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

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

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

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

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

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



## 2 Chapter: District Udhampur

### 2.1 District Profile

Udhampur District is a part of Indian Union Territory of Jammu and Kashmir. It is the third-largest city of the Jammu region and the fifth-largest city in the UT of Jammu and Kashmir. Named after Raja Udhm Singh, it serves as the district capital and the Northern Command headquarters of the Indian Army.



*District Map of Udhampur*

AREA OF DISTRICT	4550 Sq. Kms
POPULATION	5.55 Lacs (as per 2011 Census)
RURAL POPULATION	4.47 Lacs (80.54%)
URBAN POPULATION	1.08 Lacs (19.46%)
POPULATION DENSITY	211 Persons/Sq. Km
SUB DIVISIONS	04(Basantgarh, Ramnagar, Chenani, Dudu)
TEHSILS	08 (Udhampur, Ramnagar, Chenani, Majalta, Mounгри, Panchari, Latti, Basantgarh)
BLOCKS	17 (Udhampur, Ramnagar, Chenani, Majalta, Ghordi, Panchari, Tikri, Mounгри, Parli Dhar, Latti-Marothi, Chanunta, Kulwanta, Narsoo, Jaganoo, Dudu-Basantgarh, Khoon, Sewna)
PANCHAYATS	236
VILLAGES	357 (as per census 2011)

### 2.2 Geography

The district is spread across 4550 Sq.Km at an elevation of 755 mtr. from sea level. The district is in the Shivalik range of Himalayas, and the terrain is mostly mountainous. The upper reaches of the district experience snowfall in the winter season. It is situated in the southern part of the Jammu & Kashmir UT and is bounded by Reasi district in the west, Ramban district in the North, Doda in North-East, Samba & Kathua district in South-East and Jammu district in the south-west.

## 2.3 Administrative Setup

Title	Statistics
Subdivisions	04 – Chenani, Ramnagar, Dudu, Basantgarh
Tehsils	08- Udampur, Chenani, Basantgarh, Ramnagar, Latti, Mougri, Panchari, Majalta
Blocks	17- Chanunta, Chenani, Dudu, Ghordi, Jaganoo, Khoon, Kulwanta, Latti Marothi, Majalta, Mougri, Narsoo, Panchari, Parli Dhar, <sup>2</sup> Ramnagar, Sewna, Tikri, Udampur
Panchayats	236

## 2.4 Climate

The city's climate is subtropical. Summer temperatures may exceed 40 degrees while temperatures below freezing have been recorded in winter. The annual rainfall is 130 cm, mainly in monsoons and winters. Central Udampur rarely experiences snowfall, though its outer regions do occasionally. <sup>3</sup>Due to changing climate patterns, heavier snowfall has been experienced in recent years. In 2011, there was about 15 cm snow. Heavy hailstorms with piles of hail can be experienced in February and March

## 2.5 Demography

As per 2011 Indian census, Udampur had population of 554,985 of which male and female were 296,784 and 258,201<sup>4</sup> respectively. As per Census 2011 out of total population, 19.5% people live in Urban areas while 80.5% live in the Rural areas. The large male percentage is due to the army constituting a large part of the city's population. Udampur has an average literacy rate of 68.49%.

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<sup>2</sup> <https://udampur.nic.in/>

<sup>3</sup> <https://udampur.nic.in/>

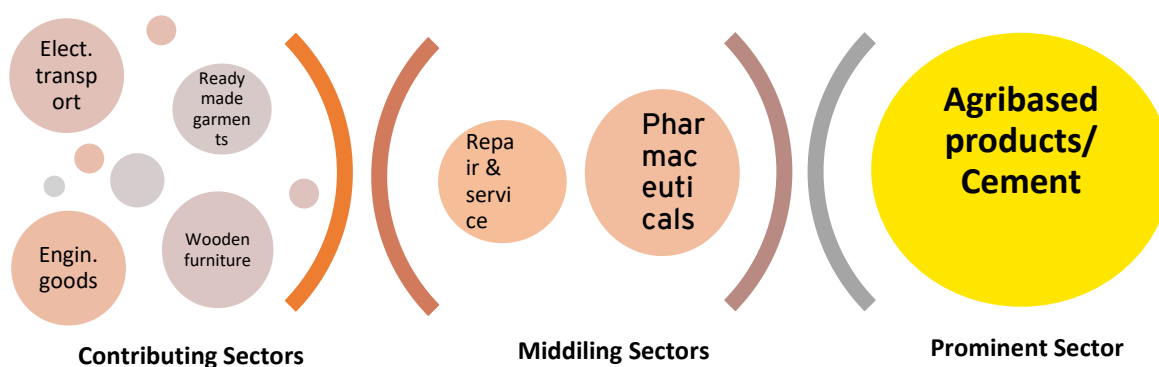
<sup>4</sup> <https://udampur.nic.in/>

## 3 Chapter: Industrial Profile of Udhampur

The district has 2 major industrial area Thanda Padder & IID Battal Ballian spread across total area of 1091 kanals with total investment of INR 78.32 crs<sup>5</sup>.

Estates	Land (Kanals)	Units	Investment (Crores)	Employment
Thanda Padder	49.4	23	0.25	18
IID Battal Ballian	1042	97	78.07	1097
Total	1091.4	120	78.32	1115

### 3.1 Industries at a Glance



### 3.2 Details of Industry

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

S. No	Sector	No. of Units	Total Manpower employed	Approx. Investment in P&M (Rs. in In Crores)
1	Brick Kilns	18	365	60.14
2	Cement Manufacturing	8	298	15.41
3	Cement based products	15	175	3.51
4	Stone Crusher	19	325	10.12
5	Pesticides/Insecticides	5	132	15.19
6	Wood Based	54	162	0.90
7	Nonmetallic minerals	9	63	4.45
8	Lead Based	4	19	0.335

<sup>5</sup> Export Promotion Plan 2021-2022- DIC Udhampur



9	Metal Fabrication	153	495	1.23
10	Paper & Paper Products	35	52	1.389
11	Electrical & Electrical Repair	8	17	0.48
12	Flour Mills	6	78	1.024
13	Chemicals Based	3	11	2.754
14	Cold Storage	1	5	0.97
15	Food Processing	145	385	7.24
16	Mineral Water	2	12	1.042
17	Photography	15	45	1.65
18	Rubber and Plastic Units	11	41	62.37
19	Readymade Garments/ Tailoring	79	164	0.36
20	Service Sector	276	549	2.74
21	Rope way	01	45	52.59
<b>Total</b>		<b>867</b>	<b>3438</b>	<b>243.53</b>

### 3.3 District Apex and District Level Committee

To promote export from the UT, J&K has constituted Apex Level Export Promotion Committee and District Level Export Promotion Committee. Mentioned below is the composition of the committee.<sup>6</sup>

#### Apex Level Export Promotion Committee

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

1	District Development Commissioner	Chairman
2	General Manager, DIC	Member Secretary

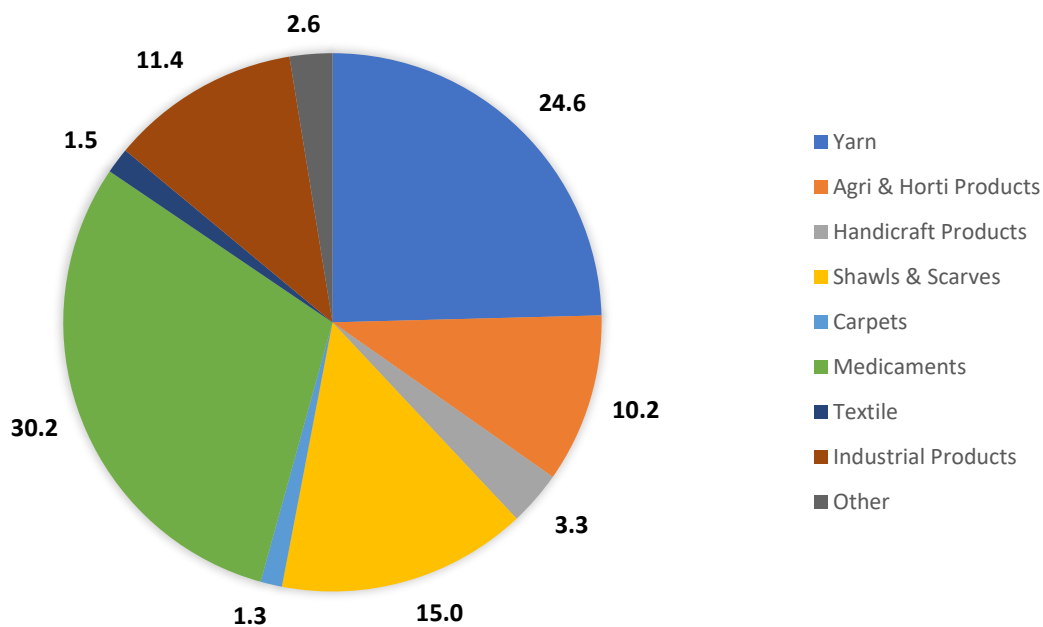
<sup>6</sup> Export Promotion Plan 2021-2022- DIC Udhampur

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

## 4 Chapter: Export Scenario of Jammu & Kashmir

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

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



Though not technically counted under traditional exports, tourism can be considered as an export in the service sector. The exquisite natural beauty, rich cultural heritage, and adventure opportunities have attracted tourists from around the world. The demand for tourist services generates substantial revenue for the region. In the year 2022-23, J&K has exported products worth INR 1,337 Cr which of which Industrial Products such as medicaments, industrial chemicals, cotton / woollen / silk yarn contributed to about 66.2% of the total export, where as agri and horticulture products contributes to about 10.2% and Handloom & handicraft products was about 19.6%. In the year 2023-24, the export value of the UT is expected to be increase by atleast 15% due to increase in the industrial production.

## 4.1 Jammu and Kashmir EPI Index

Jammu & Kashmir has emerged among top performers, reaching 2nd position among Small States/UT's in Export Preparedness Index 2022 by Niti Aayog. J&K recorded an improvement in its score rising to 47.79 from earlier scores of 30.07. Overall ranking of J&K has improved from rank 23 to rank 17.<sup>7</sup>

Rank	State	Score
1	Goa	51.58
2	Jammu and Kashmir	47.79
3	Delhi	47.69
4	Andaman and Nicobar Islands	40.65
5	Ladakh	31.51
6	Chandigarh	31.27
7	Puducherry	24.24
8	Dadra Nagar and Haveli & Daman and Diu	18.74
9	Lakshadweep	11.3



<sup>7</sup> [https://www.niti.gov.in/sites/default/files/2023-07/Export-Preparedness-Index-2022\\_0.pdf](https://www.niti.gov.in/sites/default/files/2023-07/Export-Preparedness-Index-2022_0.pdf)

# Jammu and Kashmir

## 47.79

### Policy

#### 99.52

#### Export Promotion Policy

#### 100.00

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

#### Institutional Framework

#### 99.03

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

### Export Ecosystem

#### 44.56

#### Export Infrastructure

#### 69.15

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

#### Trade Support

#### 47.21

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

#### R&D Infrastructure

#### 17.32

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

### Business Ecosystem

#### 35.65

#### Business Environment

#### 55.37

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

#### Infrastructure

#### 29.85

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

#### Transport Connectivity

#### 21.73

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

### Export Performance

#### 19.39

#### Growth and Orientation

#### 25.80

Availing origin certificate: Number of Exporters	33.33
Export growth in 3 years	38.81
GI Products	19.05
IEC [as a percentage of total business]	35.40
Increase in number of exporters	8.70
Merchandise exports to GDP ratio	2.92

#### Export Diversification

#### 12.98

Export Concentration	0.91
Market Penetration Index	26.51

Overperforming

Performing within expected range

Underperforming

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

## 5 Chapter: District as Export Hub

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

In reference to the above, a District Level Export Promotion Committee (DLEPC) meeting was constituted vide Govt. order no. 677-JK (GAD) of 2020 dated 25.06.2020 chaired by the DDC Udhampur on 03.01.2021. The District Level Export Promotion Committee (DLEPC) meeting chaired by the DDC Udhampur on 14.09.2021, keeping in view the ample marketable surplus quantity available in Agricultural produce like Garlic, Ginger, Tarad, vegetables, etc. and Horticulture Produce like raw Mango and Amla and Sericulture product Cocoon etc, the following products (Pickle, Garlic and Cocoon) have been unanimously decided as One District One Product due to their forward and backward linkages for District Udhampur.

In addition, Tourism was also put forth and kept as additional focus area due to its ample scope in the district Udhampur as the region is thronged by thousands of visitors every year. However, as per the decisions taken in the meeting chaired by Divisional Commissioner Jammu held on 11.11.2021 through Video Conferencing, all the Districts are advised to propose not more than three products under ODOP. Accordingly, Cocoon has been dropped from the list of ODOP proposed in respect of District Udhampur. The District Level Export Promotion Committee meeting held on 03-12-2021 to finalize the export potential products by the District Export Promotion Committee constituted vide Govt. Order No. 677-JK(GAD) of 2020 dated 25-06-2020. The committee after threadbare discussions, unanimously agreed the below mentioned products for export from the district.<sup>8</sup>

S. No.	Product	Department
1	Garlic	Chief Agriculture Office, Udhampur
2	Pickle	District Industries Office, Udhampur
3	Tourism	Tourism Office, Udhampur

<sup>8</sup> Export Promotion Plan 2021-2022- DIC Udhampur



## 5.1 DEH Product - Pickle

The UT of Jammu & Kashmir lies on Himalayan belt is rich in biodiversity and have ushered mankind with numerous gifts for survival and existence. The art of pickling is believed to have developed independently among the different communities of this region. In this region, the main meal is supplemented with pickles or achar that not only adds flavour, but also enhances the value of the meal and often comes with inherent health benefits.

Pickle is a spicy preparation and one of the most important accompaniments for the main dish that are most often made from certain varieties of vegetables, fruits and meat that are marinated in brine (salt and water) or edible oils along with various spices. The most common spices that go into the pickles are ingredients like asafoetida, red chili powder, turmeric, fenugreek. Salt is generally used both for taste and for its preservative properties.

The region offers a wide variety of pickles. Most common of the Indian pickles are the Mango Pickle and the lemon pickle, but Udhampur boasts of authentic pickles that are made from vegetables like Mango, Lemon, Kadam, Kasrod, Nandru, Lasooda, Tyou, Tarad, Galgal, Jimikand, Gralic, Green and Red chillies, Potatoes, Radish, Carrot, Beans and list goes on.<sup>9</sup>

### 5.1.1 Cluster details

The district has only few registered units that are involved in the manufacturing of Pickles. Apart from this there are some Self-Help Groups (SHGs) involved in pickle processing at a small scale.<sup>10</sup>

S.No.	Name of Individual/group and address	Location of unit	Contact Details	Established since	Whether registered
1	Rohit Salaria S/o Kulbhushan Kumar r/o Saillan Talab Udhampur.	Village Ritti	Mb No.- 9086564600	2014-15	Yes FSSAI
2	Green Himalaya Group Prop. Sushma De R/o Village Bashat & Others	Village Bashat (Chenani)	Mb No.- 9682140914	2018-19	Yes FSSAI
3	M/s Usha Pickle Industries. Prop: Usha Devi W/o Kuldeep Kumar R/o Sudhmahadev	Kah Morh (Tordi)		2020-21	Yes FSSAI
4	M/S Ambika Food Industries R/o Saillan Talab	Saillian Talab	Mb No.- 9419161425	2003	Yes DIC/FSSAI
5	M/S Verma Pickles R/o Mohan Lal S/o Lt Mangu Ram r/o Thill	Roun Domail	Mb No.- 7006979277	2001-02	Yes FSSAI

<sup>9</sup> Export Promotion Plan 2021-2022- DIC Udhampur

<sup>10</sup> Export Promotion Plan 2021-2022- DIC Udhampur

As of now the product (Pickle) is marketed within District Udhampur as well as other neighbouring Districts (Jammu, Ramban, Kishtwar, Doda etc) of UT of Jammu & Kashmir.<sup>11</sup>

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The district has good availability of raw material required for pickle processing due to high agriculture produce.<sup>12</sup>

S No	Department	Raw material used for pickle processing	Total Quantity produced (in MTs)	Indigenous Consumption (in MTs)	Surplus (in MTs)	Cultivated in Area
1	Agriculture Department	Garlic	6108	2200	462	Chenani
		Ganthia Garlic	67	4.5	62.5	Chenani
		Ginger	892	195.90	696.70	Ghordi
		Colocasia	510	105	405	Ghordi
		Tarad	1.4	1.4	0.0	Ramnagar & Majalta
		Vegetables	73542	10208	63334.20	Chenani & Pancheri
		Mushroom	286	286	0.0	Udhampur
2	Horticulture Department	Mango	3828	1550	2278	Udhampur Majalta
		Amla	383	154	229	Udhampur, Majalta
		Citrus	2714	1086	1628	Udhampur, Majalta, Ramnagar

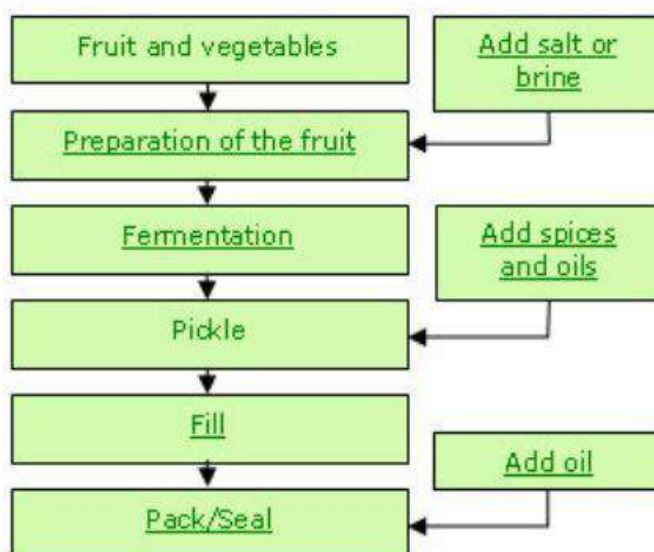
### 5.1.2 Cluster Stakeholders

<ul style="list-style-type: none"> <li>▶ Marketing Unit - Mandi, Mandi Samiti</li> <li>▶ FPO in collaboration with NABARD</li> <li>▶ Village Knowledge Centres</li> <li>▶ Financial institutions J&amp;K Bank, Cooperative Bank, State Bank of India, Punjab National Bank, Punjab &amp; Sind Bank, Allahabad Bank, Cooperative Bank and HDFC bank etc.</li> <li>▶ Govt Schemes &amp; Implementing</li> </ul>	<ul style="list-style-type: none"> <li>▶ District Industries Enterprise Promotion Council (DIEPC)</li> <li>▶ The Indian Council of Agricultural Research (ICAR)- DMR Solan</li> <li>▶ PM-KISSAN</li> <li>▶ Industry Associations</li> <li>▶ JKTPO</li> </ul>
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<sup>11</sup> Stakeholder Consultation

<sup>12</sup> Export Promotion Plan 2021-2022- DIC Udhampur

### 5.1.3 Value chain



### 5.1.4 Industry Association

Following are three principal Industry Associations/SPVs that are working for the development of Pickle in Udhampur:<sup>13</sup>

The Indian Council of Agricultural Research (ICAR)

District Industries Enterprise Promotion Council (DIEPC)

Jammu & Kashmir Agriculture Production & Farmers Welfare Department (JKAPD)

### 5.1.5 SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Availability of Raw Material as the District is Agriculture rich region.	Low presence of Cold Storage	Develop pickle from unique vegetable & fruits produced in the region	Competition from Top Brands at National Level
Unique flavour has demand in local, national market	Lack of Quality Testing & certification facility	Untapped food Processing Sector	Low technological investment in the Sector
Favourable Climatic condition leading to production of various tropical vegetables / fruits.	Lack of industrial infrastructure like Common Facility Centre, Food Park, Transportation, Packaging facilities,	Opportunity to explore national & international market through E-commerce	Use of chemical fertilizer

<sup>13</sup> Stakeholder Consultation

Progressive Industrial Policy in UT	Weak Marketing support	Marketing branding as organic product	Direct Export of vegetable & fruits
Positive Atmosphere for Investment	Skill Deficiency	GI Tagging to Unique District exports	

## 5.2 DEH Product - Tourism

Udhampur is known for its astounding natural beauty and as the hub of the Northern Command, Indian Army. The city boasts of its natural scenic viewpoints and offers a multitude of adventure and sightseeing activities for tourists coming over from various parts of India. Being located in the Shivalik Range, this city offers tranquillizing views of the snow-covered mountains and lush green forests.

The city has been receiving very heavy snowfall and these snowfalls have been making the arena for various skiing and sledging activities. Tourists often choose Udhampur for carrying out adventure activities starting from rock climbing to trekking and parasailing. Apart from adventure tourism scenic locations the region is also known for religious tourism destinations.<sup>14</sup>

### 5.2.1 Cluster Details

Presently average 4-5 lakh tourists Per year (Domestic as well as Foreigners) used to visit the renowned tourists' destinations like Patnitop and Mansar Lake In District Udhampur. Similarly, a good number of tourists mostly locals used to visit the famous religious tourists Destinations like Sudh Mahadev and Mantali in Chenani tehsil and Shankari Devta temple In Panchari Tehsil of District Udhampur. The heritage sites Like Krimchi and Mansar are also attracts many tourists from within and outside UT every year.<sup>15</sup>

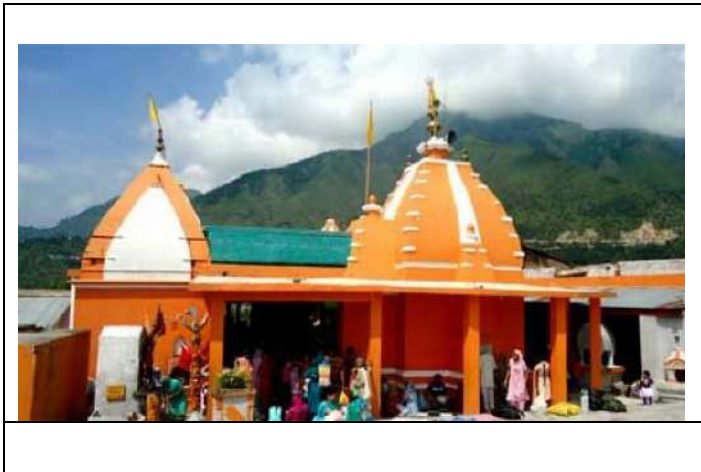
### 5.2.2 Tourist destinations in Udhampur

#### Sudh Mahadev & Mantalai Temple:

This highly revered Shiva temple is located at 42 Kms from Patnitop and 112 Kms from Jammu. The Legend has it that after bathing at a spring called Gouri Kund just short of Sudh Mahadev, the Goddess Parvati would worship the Shivling here that is believed to be at least 3000 years old. The temple also houses a black marble statue of local Shiva and Parvati. A trishul of Lord Shiva is also preserved here. Pilgrims in large number visit the shrine on the full moon night of Sawan to participate in the festival to worship Lord Shiva.

<sup>14</sup> <https://jammutourism.gov.in/>

<sup>15</sup> Export Promotion Plan 2021-2022- DIC Udhampur

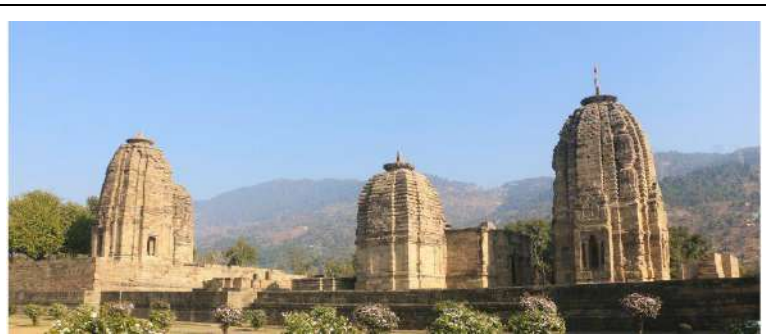


Every year on Pooranmashi of Ashad month, a Mela is held which last for three days. In front of the temple there is a Gadda, which is believed to be of Bhimsen's. A flame in the temple first kindled by Jogi Sarup Nath is an Akhand Jyoti and the ashes of the Dhooni are never removed. Also of interest are wooden sculptures, crafted locally, accommodation is available in tourist sarai managed by J&K

Tourism Development Corporation and Dharamshala managed by the Dharamarth Trust.

### **Krimchi Temples:**

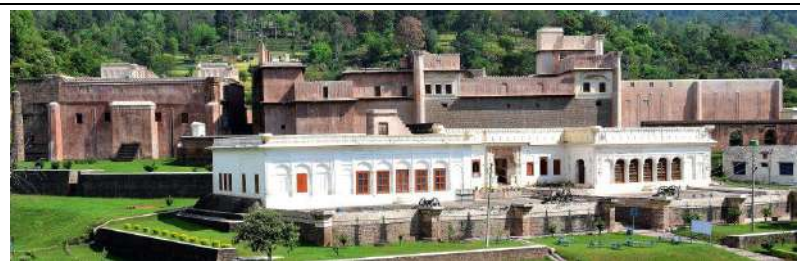
Krimchi temples is a complex of seven ancient temples in Udhampur District in Jammu and Kashmir. It is located on bank of a stream Birunala in village Krimchi, 12 km from Udhampur. This group of temples is locally known as the Pandava Temples. Krimchi is a small village in



Udhampur district of Jammu & Kashmir UT. The local tradition says that in the past it was a halting place on Jammu- Kashmir route through Banihal. According to the contemporary of Pandavas of Mahabharata was responsible to lay the foundation of this place. Another tradition says that Krimchi was capital of Bhuti which had been one of the principalities of Jammu region under the successors of Daya-Karan, a ruler of Kashmir.

### **Ramnagar Fort:**

Ramnagar is situated on the left bank of Kud river in mid Himalayan range, about 40 Kms west of Udhampur. Ramnagar also served as the capital of old Bandarlta State. Ramnagar Fort is believed to have been

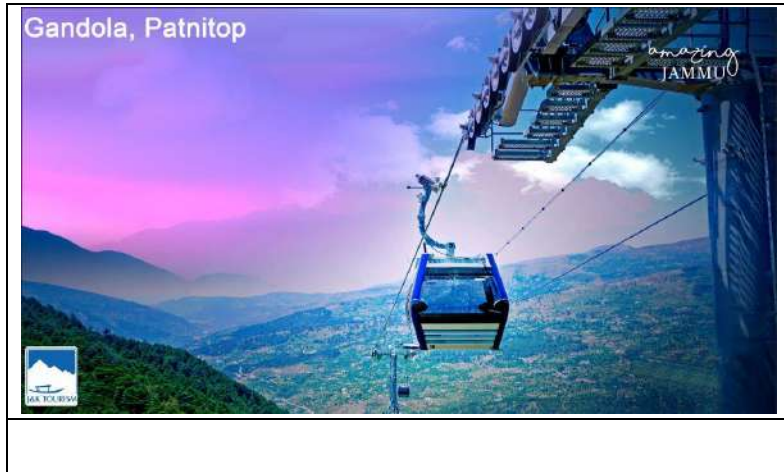


built by Raja Suchet Singh, who died in 1844. His wife performed sati nearby. There is a Samadhi of Maharani at the site where the sati was performed. The fort was renovated and undertaken by the Archaeological Survey of India in 1972. It is a protected monument of the Archaeological department.



### Patnitop-Sanasar Circuit:

Another circuit that is popular with tourists and pilgrims visiting Katra is the Patnitop - Sanasar Circuit. Most of the destinations on this circuit are located at altitudes of over 6000 ft.<sup>16</sup> It is a mélange of meadows and coniferous forests with breath taking views of higher mountain ranges beyond. The climate in summers is bracing and



pleasant, a soothing change from the sweltering heat of the plains. In winters the circuit becomes a wonderland which attracts visitors to enjoy the chills and thrills of winter. Especially when it snows, these destinations become playgrounds for winter sports like skiing and sledging and frolicking in the snow. A large No. of tourists visits Patnitop every year. From Katra one proceeds towards Udhampur. 12 Kms from Katra, is Chidai Muttal, famous for its wells and well side sculptures. An ancient temple stands beside a small garden here, shaded by Chinar trees normally associated with Kashmir. A brief stopover at this place refreshes one's soul and mind.

### Kud:

The first hill resort on this circuit, Kud (1738 meters), is a picturesque town located just 9 Kms short of Patnitop.<sup>17</sup> With green pines growing all around this resort commands a panoramic view of the terraced valley downwards and the mountains beyond. A new Mall Road is presently under construction, which will provide a very good walk around the town giving breath taking view of the scenic beauty, relaxing the body and mind. A garden laid out at the lower end of the town is nice picnic spot. Besides enjoying a cool climate in summer, it is also has a number of sweets shops and is famous for 'Patisa', a specialty sweet prepared in Desi ghee which simply melts in the mouth. People also quench their thirst with the gushing waters of a spring in the marketplace. Several hotels and guest houses besides the Tourist Bungalows of the JKTDC here provide decent accommodation for a quiet stay in the hills.

### Devika River:

Devika river is also known as the younger sister of the Ganges. This sacred river has its origin at near Sudhmahadev and at Venisung it merges with Suryaputri Tawi and this confluence is a place of pilgrimage, where a fair is organized on the eve of Baisakhi every year. It again appears near Gangera in Udhampur whose ancient name is



<sup>16</sup> Export Promotion Plan 2021-2022- DIC Udhampur

<sup>17</sup> Export Promotion Plan 2021-2022- DIC Udhampur



believed to be Gauraan. Devika manifests itself in the form of small rivulet at Sudhmahadev, Udhampur, Jindrah, Purmandal and Uttarvehni after which it merges with Basantar. As it appears and disappears at many places, Devika is also known as Gupt Ganga.<sup>18</sup>

### **Shankri Devta:**

Shankri Devta temple is situated on a hillock in village Meer of block Panchari in a scenic spot which is surrounded by meadows, lofty mountains and lush green forests. Village Meer and Block Headquarter, Panchari are linked with pucca road from Udhampur town. The District Administration organizes the Shankri Devta Mela in the month of April/May every year. Youth Services and Sports Department, Udhampur organized rural sports competitions including Kabaddi, Tug of war, weightlifting events for the entertainment of people and also to expose the talent of students in culture and games. The district administration has made adequate arrangements of drinking water facility, Medicare, electricity, sanitation, transport etc. To educate the people about various state and centrally sponsored government schemes,



different departments have put up their stalls at the site of Mela.<sup>19</sup> Local traders had also constructed their makeshift stalls of Jalebi, Pakora, bangles and toys etc. at the spot. J&K Indian Style Wrestling Association in collaboration with Local Dargal Committee also organized wrestling competitions during the first day of the Mela in which famous wrestlers of different areas participated.

### **Moungri Caves:**

In the ancient times the village Moungri was known as Sonara. The word Sonara means a land of hundred water springs. In Dogri language, water spring is called Naaras. According to the legend, it was an abode of Nag Devta (King of the snakes), and once hundreds of natural stone made water springs used to flow. Still at present number of such water springs found in the area.<sup>20</sup> According to another ancient



legend, associated with the Kansar Shrine, a small stone shrine of Lord Shiva was discovered by an irate local villager. To remove the impediment in the process of cultivation, agriculture being the mainstay of the local population, the stone structure was uprooted and flung into the Kansar stream.

<sup>18</sup> Export Promotion Plan 2021-2022- DIC Udhampur

<sup>19</sup> Export Promotion Plan 2021-2022- DIC Udhampur

<sup>20</sup> Export Promotion Plan 2021-2022- DIC Udhampur

**Mansar:**

Mansar 62 km (39 mi) from Jammu City, Mansar Lake is a lake fringed by forest-covered hills, over a mile (1.6 km) in length by half-a-mile (0.80 km) in width.<sup>21</sup> Mansar is primarily fed by surface run-off and partially by mineralized water through paddy fields. Besides being a popular excursion destination in Jammu, it is also a holy site, sharing the legend and sanctity of Lake Manasarovar. On the Eastern Bank of the Lake



there is a shrine to Sheshnag (a snake with six heads). The shrine comprises a big boulder on which are placed a number of iron chains perhaps representing the small serpents waiting on the tutelary deity of the Sheshnag. Two ancient temples of Umapati Mahadev & Narsimha as also a temple of Durga are situated in the vicinity of the Mansar lake. People take a holy dip in the water of the lake on festive occasions.

These temples are just 25 kms from Udhampur town on Dhar road. It is located in the Manwal village. These are ancient temples with stone structured, express the art and design expertise of artists of that time.

**Babore Temples:**

These temples are just 25 kms from Udhampur town on Dhar road. It is located in the Manwal village. These are ancient temples with stone structured, express the art and design expertise of artists of that time.

**Shiv Gali/DuduBasantgarh:**

Shiv Gali is the Dividing point (Mountain Pass) between Dudu & Basantgarh, which is at nearly 112 kms via Chenani & 100 kms via Ramnagar from District HQ Udhampur. The Place and the view from the top are unmatched. There is an ancient CHANDI MATA Temple that sits peacefully on the Hilltop of SHIV GALI.

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<sup>21</sup> Export Promotion Plan 2021-2022- DIC Udhampur



Shiv Gali is rewarded by a breathtaking view of the Dudu valley, with thick pine forests on mountain slopes and snow-clad mountains to the north. The geographical significance of the Shiv Gali is that it is right on the edge of two great watersheds - one sloping toward Ujj river basin flowing through Basantgarh and secondly sloping towards Tawi river basin of the Dudu valley. Two temples at Shiv Gali add spiritual dimension to the mountain pass. A tourist Sarai is coming up at Shiv Gali which already has a viewpoint with a panoramic view of the two valleys and adjoining Dhars covered with conifers.

### **Basantgarh:**

Tehsil Headquarter Basantgarh situated at distance of around 101kms via Ramnagar and 126kms via Chenani is a beautiful hill station. There is vital scope of Adventure Tourism, Ecotourism and Winter sports at Basantgarh and its surrounding locations including Punara, Khaned, Loudhra, Rai Chak Kadwah, Berli, Lalaon, Chochru Galla and many other beautiful but least developed sites.



### **Latti:**

Headquarter of Tehsil Latti Marothi situated at a distance of around 87km via Chenani and 122kms via Ramnagar Latti is yet another bewitching location for tourist activities. Headquarter of Tehsil Latti Marothi situated at a distance of around 87km via Chenani and 122kms via Ramnagar Latti is yet another bewitching location for tourist activities. Surrounded by thick forest cover and high-altitude mountains Latti



can be developed as an independent tourist destination as there are many other unexploited beautiful places in Latti and its adjoining area. Other places having tourism significance in adjoining area of Latti are Jakhed, Kanda Top, Kaond Top, Dehra Top Ram Rachna and many others. All these places are very beautiful and significant for Religious Tourism, Adventure Tourism, Trekking & Winter Sports activities.



**Dudu:**

Dudu locally known as Parla Dudu is situated at around 105 kms via Chenani and 104 kms via Ramnagar from District Headquarter Udhampur. Dudu is a beautiful place situated almost 500 meter upwards from River Tawi falls within jurisdiction of Tehsil Latti Marothi and Assembly constituency Chenani Ghordi. Along with amazing scenic beauty



Dudu is also a point of attraction for Devotees of Vasuki Naag jee. There is an ancient Temple of Vasuki Naag looked after by a management committee of Local people of Dudu. Dudu is base camp of Baskund Yatra from where officially annual Baskund Yatra commences every year in August-September in which thousands of devotees participate from different parts of district Udhampur. Moreover, there is also an amazing waterfall on the bank of river Tawi at distance of almost four hundred meters from Vasuki Naag’s Temple.

**5.3 Existing Scenerio:**

A large no. of tourists (Local as well as from outside the state) are visiting the tourist desitnations like Patnitop, Mansar, Krimchi Temples, Sudhmahadev, Sankri Devata, Manwal Temples, Ramnagar Forts etc. The annual footfall at Patnitop before Corona pandemic during year 2015 was 6.03 Lakh, 2016 was 5.56 Lakh, 2017 was 2.83 Lakh, 2018 was 2.21 Lakh. Similarly, at Mansar annual footfall during year 2015 was 4.38 Lakh, 2016 was 4.57 Lakh, 2017 was 5.54 Lakh, 2018 was 10.77 Lakh. Annual footfall however was reduced during the year 2020-21 due to Corona Virus.

**5.3.1 SWOT Analysis:**

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Climatic advantage	Poor Road connectivity	Multiple employment opportunities	Weather related Landslides and other disruptions
Locational Advantage (Proximity to Katra)	Accommodation/ Amenities are almost invisible except at few locations	Untapped Tourism Sector	Low investment in the Sector
Presence of Naturally Abundant picturesque locations	Weak Transport sector	Adventure, Religious, Medical and Historical Tourism	Terrorist attack
Medical and Religious Tourism	Weak Marketing (Promotions) support	Creation of Backward, Forward and Sideway Linkages	

## 6 Chapter: ODOP

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

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

For enabling holistic socioeconomic growth across all regions

To attract investment in the district to boost manufacturing and exports

To generate employment in the district

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

### 6.1 ODOP Product - Garlic

Jammu Kashmir garlic is a rare, single-clove variety of *Allium sativum*. Known as Snow Mountain garlic and Ek Pothi Lahsun in Hindi, it is only harvested once a year from the high altitudes of the Himalayas and is well-known throughout India for its health benefits. Research has shown Kashmiri garlic to be seven times more potent than commercial garlic, in terms of beneficial compounds and properties. Jammu & Kashmiri garlic has a hard, golden-brown husk and looks like an individual clove of garlic. It has a rounded, bulbous shape with a stiff, flattened portion on one side coming to a point at the tail end of the clove. The small, single cloves measure 1.5 to 4 centimetres in diameter. The hardened outer layers form a protective husk for the bulb while it develops in sub-zero degree temperatures. The clove beneath is a bright white to creamy-white colour and offers a strong, pungent garlic flavour without the acidity present in other varieties.<sup>22</sup>

It is a good source of manganese, vitamins B6 and C, as well as copper, selenium, and phosphorus. It is also a source of calcium and vitamin B1. Garlic contains the enzymes alliin and alliinase and combine to form the compound allicin when the cloves are crushed or minced. Allicin is the compound that gives garlic its pungent smell as well as its health benefits. It has anti-inflammatory, antioxidant, and anti-bacterial properties. Jammu & Kashmiri garlic can be used both raw and cooked. To maximize the beneficial properties in the garlic, crush or mince before using. In India, Jammu Kashmiri garlic is most consumed raw for the health benefits. The so-called 'pearls' are crushed and then swallowed, followed by drinking two glasses of cool water. It is used in pesto and other sauces or dips.

#### 6.1.1 Cluster details

The total production of garlic in Udhampur is 38136 Qtls /annum. Out of which 7128 Qtls is consumed indigenously and surplus of 31008 Qtls is exported with in the UT.<sup>23</sup> The Garlic is exported to Jammu, Samba, Kathua, Doda districts in Jammu division.

<sup>22</sup> Export Promotion Plan 2021-2022- DIC Udhampur

<sup>23</sup> Export Promotion Plan 2021-2022- DIC Udhampur

### Block wise Area under Garlic Cultivation in the District (Area in Hect):

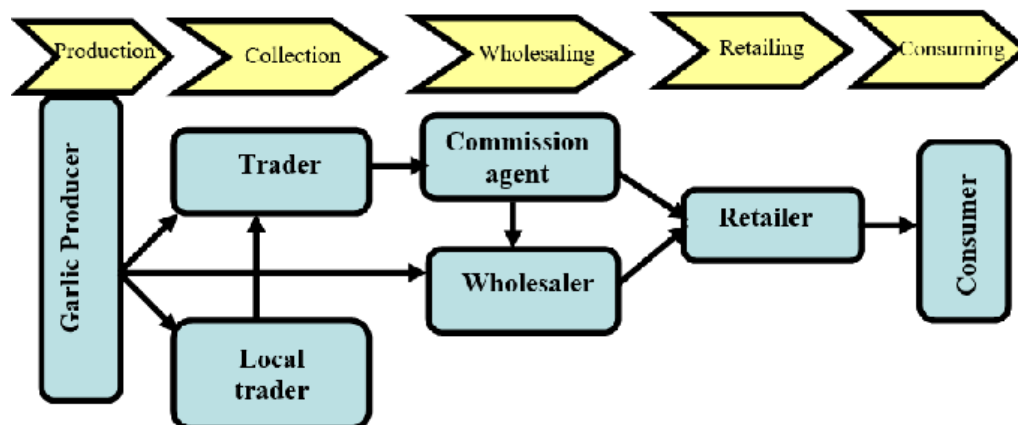
S.No	Blocks	No of farmers cultivating spices	Total cultivation (in Ha)	Garlic Area
1	Chenani	520	130	
2	Jaganoo	310	24	
3	Moungri	256	6	
4	Narsoo	253	9	
5	Panchari	152	10	
6	Sewna	131	7	
7	Tikri	524	6	
8	Udhampur	1666	19	
9	Chanunta	41	2	
10	Dudu-Basantgarh	197	28.5	
11	Ghordhi	1058	25	
12	Khoon	230	8	
13	Kulwanta	220	5	
14	Latti	39	37	
15	Majalta	547	14	
16	Parlidhar	298	5	
17	Ramnagar	294	5	
Total		6736	340.5	

#### 6.1.2 Cluster Stakeholders

<ul style="list-style-type: none"> <li>▶ Marketing Unit - Mandi, Mandi Samiti</li> <li>▶ FPO in collaboration with NABARD</li> <li>▶ Village Knowledge Centres</li> <li>▶ Financial institutions -J&amp;K Bank, Cooperative Bank, State Bank of India, Punjab National Bank, Punjab &amp; Sind Bank, Allahabad Bank, Cooperative Bank and HDFC bank etc.</li> <li>▶ Govt Schemes &amp; Implementing</li> </ul>	<ul style="list-style-type: none"> <li>▶ District Industries Enterprise Promotion Council (DIEPC)</li> <li>▶ The Indian Council of Agricultural Research (ICAR)- DMR Solan</li> <li>▶ PM-KISSAN</li> <li>▶ Industry Associations</li> <li>▶ JKTPO</li> </ul>
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#### 6.1.3 Value chain





#### 6.1.4 Industry Association

Following are three principal Industry Associations/SPVs that are working for the development of garlic in Udhampur:<sup>24</sup>

The Indian Council of Agricultural Research (ICAR)

District Industries Enterprise Promotion Council (DIEPC)

Jammu & Kashmir Agriculture Production & Farmers Welfare Department (JKAPD)

#### 6.1.5 SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Availability of Raw Material as the District is Agriculture rich region.	No processing units for garlic and its by-products such as garlic peeling/ paste unit	Multiple employment opportunities	Excessive soil erosion
Huge consumer demand in local, national/ international level	Lack of awareness about garlic processing	Processed Garlic has huge demand in national/international market	Excessive use of pesticides
Widely used for producing herbal products pastes and medicines.	Lack of industrial infrastructure like Common Facility Centre, Food Park, Transportation, Cold storage, Packaging facilities,	Health benefits	Reduced accuracy of crop estimates
The raw garlic is used in making of garlic powder, garlic salt, garlic vinegar, and garlic bread etc. providing strong	94% of the area is un-irrigated and totally dependent on rains.	Organic Cultivation Practices hold promising potential	Infestation of insect-pest & other epidemic disease

<sup>24</sup> Stakeholder Consultation

base for processing industry.			
Progressive Industrial Policy in UT	Lack of market Marketing & Branding		Fluctuate in time of sowing due to climate change

## 7 Chapter: Export Potential of DEH & ODOP Products

### 7.1 DEH Product- Pickle

#### 7.1.1 Following HS Code has been used to export Pickle

HS codes	Description
20019000	OTHER EDIBLE PARTS OF PLANTS PREPARED OR PRESERVED BY VINEGAR/ACETIC ACID

#### 7.1.2 Total Export of the "Other Edible Parts Of Plants Prepared Or Preserved By Vinegar/Acetic Acid" under the HSN Code 20019000

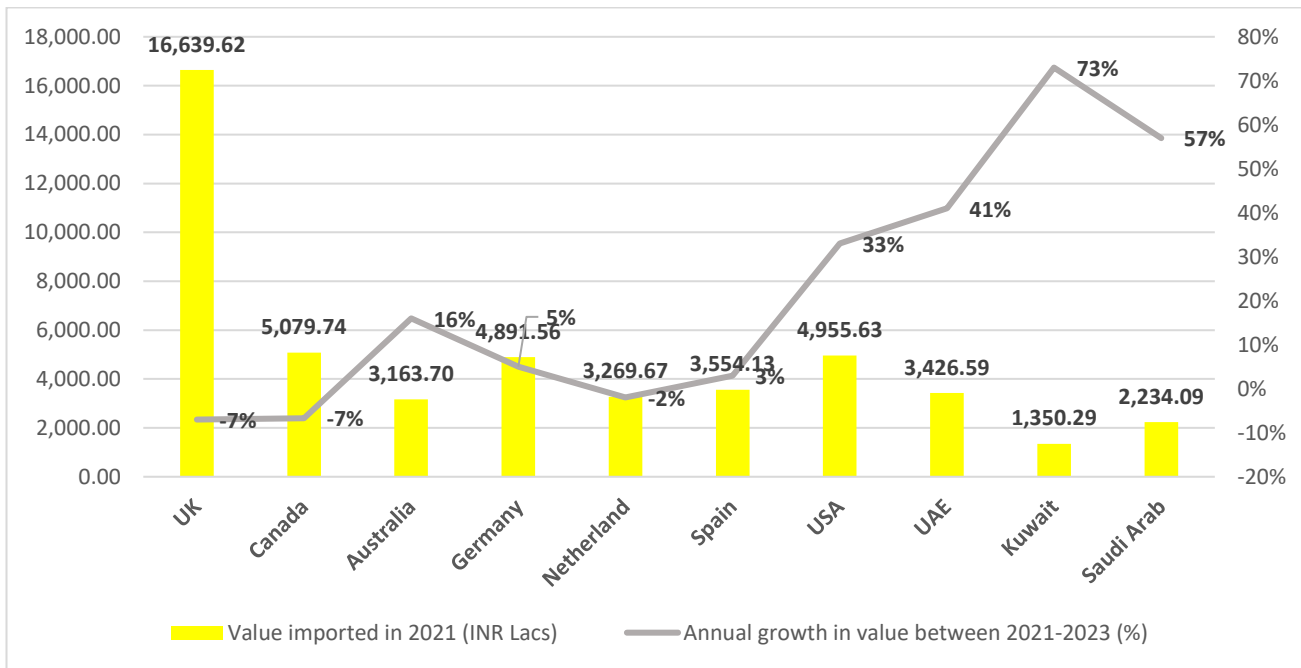
S.No.	HSCode	Commodity	2022-2023	%Share in total export from India
1	20019000	OTHER EDIBLE PARTS OF PLANTS PREPARED OR PRESERVED BY VINEGAR/ACETIC ACID <sup>25</sup>	63,516.10	0.0175
		India's Total Export	36,20,63,094.86	

#### 7.1.3 Total Import of the "Other Edible Parts Of Plants Prepared Or Preserved By Vinegar/Acetic Acid" under the HSN Code 20019000

S.No.	HSCode	Commodity	2022-2023	%Share in total import from India
1	20019000	OTHER EDIBLE PARTS OF PLANTS PREPARED OR PRESERVED BY VINEGAR/ACETIC ACID	721.18	0.0001
		India's Total Import	57,33,95,859.64	

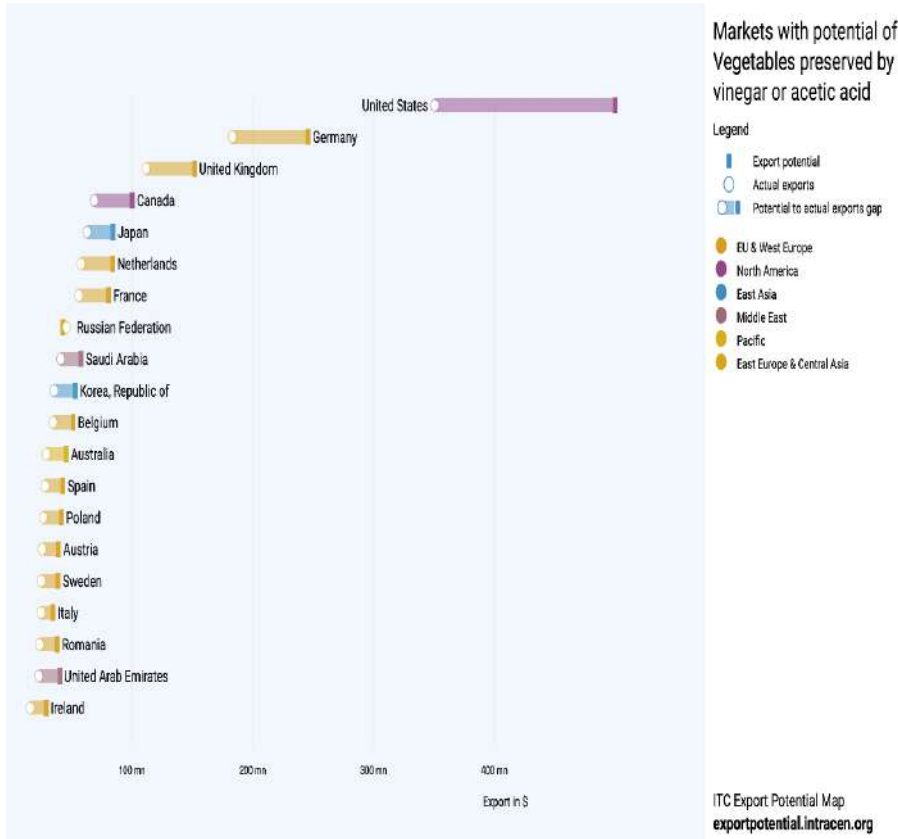
<sup>25</sup> <https://tradestat.commerce.gov.in/>

**7.1.4 Top Countries to imports of Pickle under the HSN Code 2001900.<sup>26</sup>**



J&K can explore UK, Australia, Canada, Spain, Netherlands, Kuwait, USA - for long-term priority markets. These markets possess untapped potential that can only be realized through compliance from J&K exporters to elevate product quality standards, benefit from subsidized freight rates, and undergo significant marketing efforts. Accommodating these factors will necessitate a considerable amount of time.

<sup>26</sup> <https://tradestat.commerce.gov.in/>

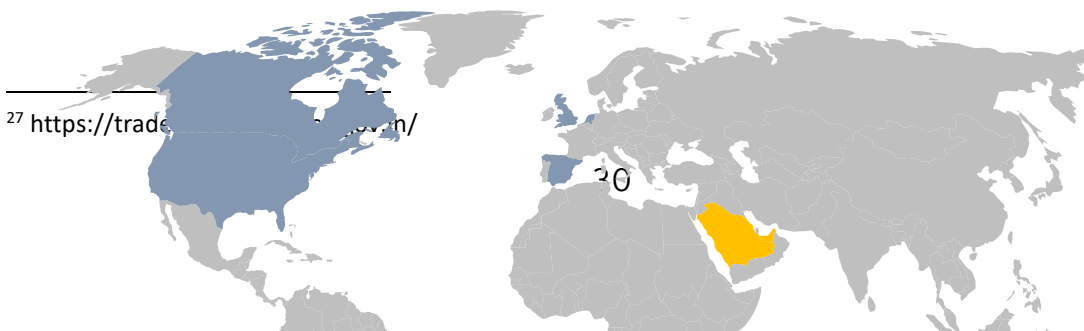


**Key Fact of Export**  
**63,516.09 (INR Lacs)**  
 Value of world exports in 2023  
**362,063,094.86 (INR Lacs)**  
 Total Exports from India in 2023  
**0.0175 (%)Share of India**

### 7.1.5 Area and Export Potential of Pickle from Udhampur under the HSN Code 2001900<sup>27</sup>

#### Synergies:

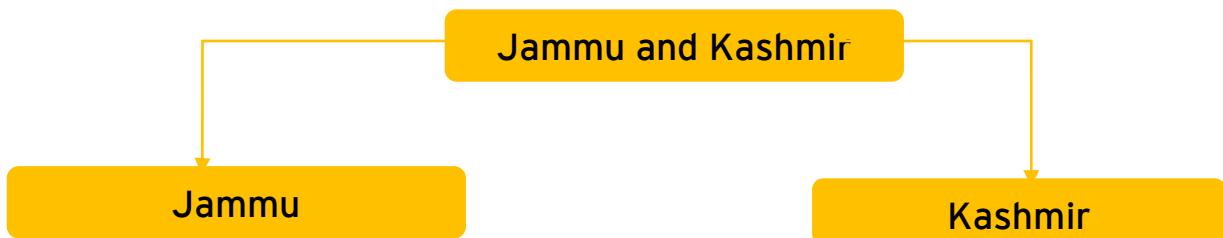
- 1 **Immediate:** These are those countries where a proper marketing channel will unlock the potential of that market in very short period.
  - a. Based on Signed FTAs the following can be targeted: **UAE, Kuwait, Saudi Arabia.**
  - b. High Growth Markets: **Kuwait, Saudi Arab**
- 2 **Long Term:**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





## 7.2 DEH Product - Tourism

Tourism sector plays an important role in the J&K economy. Tourism sector contributes almost 7% to the UT's GDP. Tourism is a major source of employment and foreign exchange; in addition to that, the sector also provides various opportunities to local handicraft and handloom industries. UT has immense potential for eco-tourism, adventure tourism, spiritual as well as pilgrimage tourism. Kashmir is known as, "Paradise on Earth" because of its unmatched scenic beauty and attractive landscapes. Jammu, also known as the "City of Temples" is an important destination for pilgrimage tourism. Department of Tourism is entrusted with overall planning and execution of schemes for the development and upgradation tourism infrastructure in different parts of the UT. The vicinity of the Ramban has provided opportunities of adventure and herbal Tourism. It is a promising tourist resort which when exposed to the outside world can make a mark on tourist landscape. This potential tourist spot offers excellent opportunity for adventurous Tourism activities as the area receives heavy snowfall during winter months.<sup>28</sup>



### Attributes

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

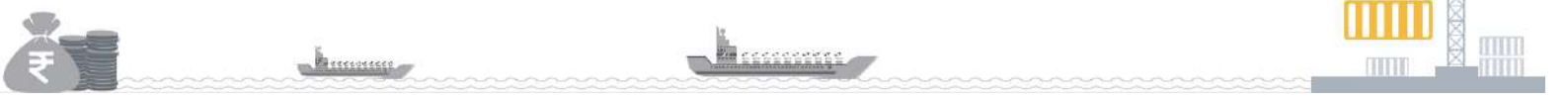
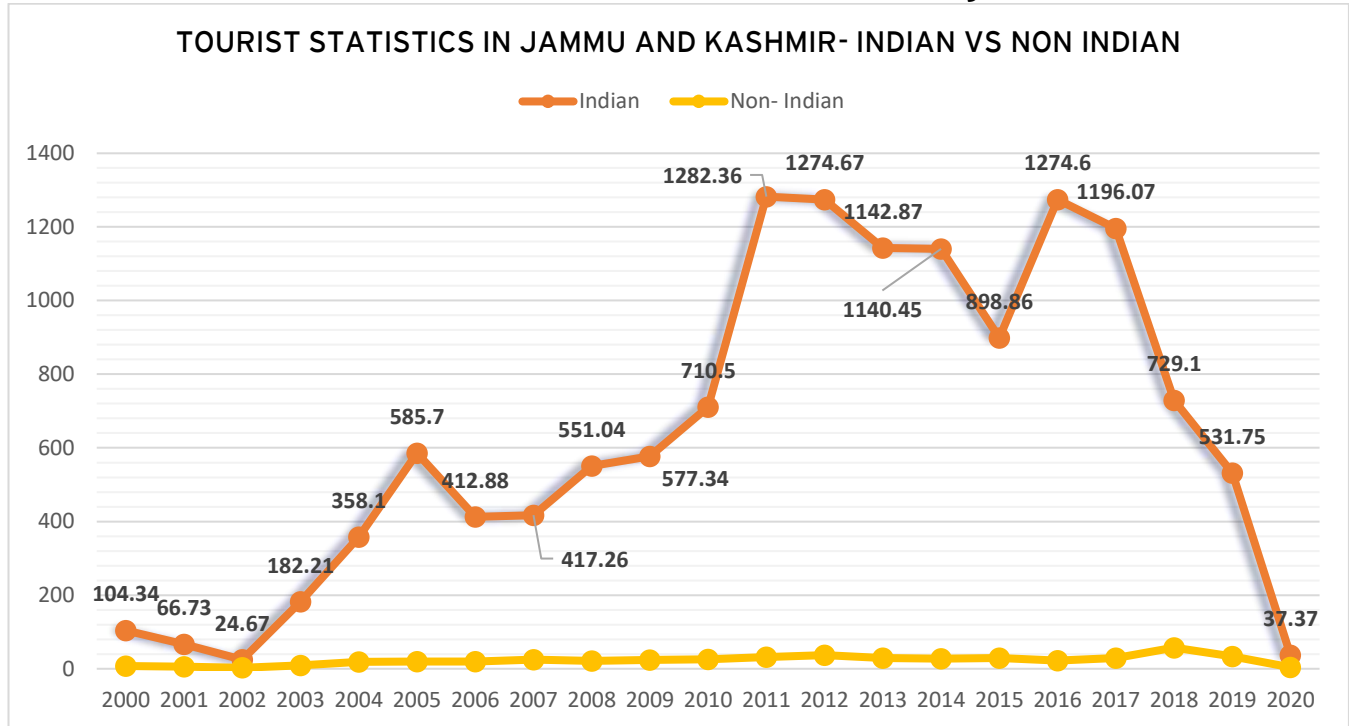
Pristine Areas  
Climate

Landscape  
Architecture

<sup>28</sup> <http://jammutourism.gov.in/>

Pilgrimage  
Culture

Handicrafts  
Historical Heritage, etc





## 7.3 ODOP Product - Garlic

### 7.3.1 Following HS Code has been used to export Garlic

HS codes	Description
70320	GARLIC FRESH OR CHILLED

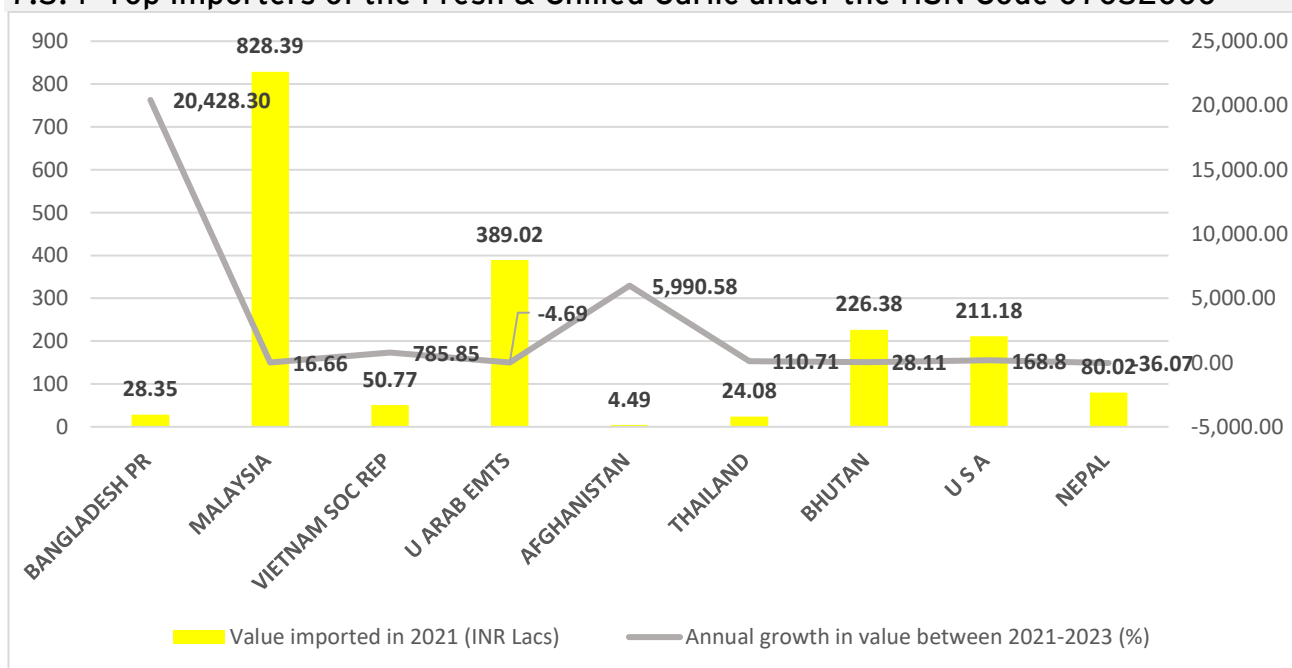
### 7.3.2 Total Import of the "Garlic Fresh Or Chilled" under the HSN Code 70320<sup>29</sup>

S.No.	HSCode	Commodity	2022-2023	%Share in total import from India
1	70320	GARLIC FRESH OR CHILLED	2,297.02	0.0004
		India's Total Import	57,33,95,859.64	

### 7.3.3 Total Export of the "Garlic Fresh Or Chilled" under the HSN Code 70320<sup>30</sup>

S.No.	HSCode	Commodity	2022-2023	%Share in total export from India
1	07032000	EDIBLE VEGETABLES AND CERTAIN ROOTS AND TUBERS.	9,115.20	0.0025
		India's Total Export	36,20,63,094.86	

### 7.3.4 Top Importers of the Fresh & Chilled Garlic under the HSN Code 07032000



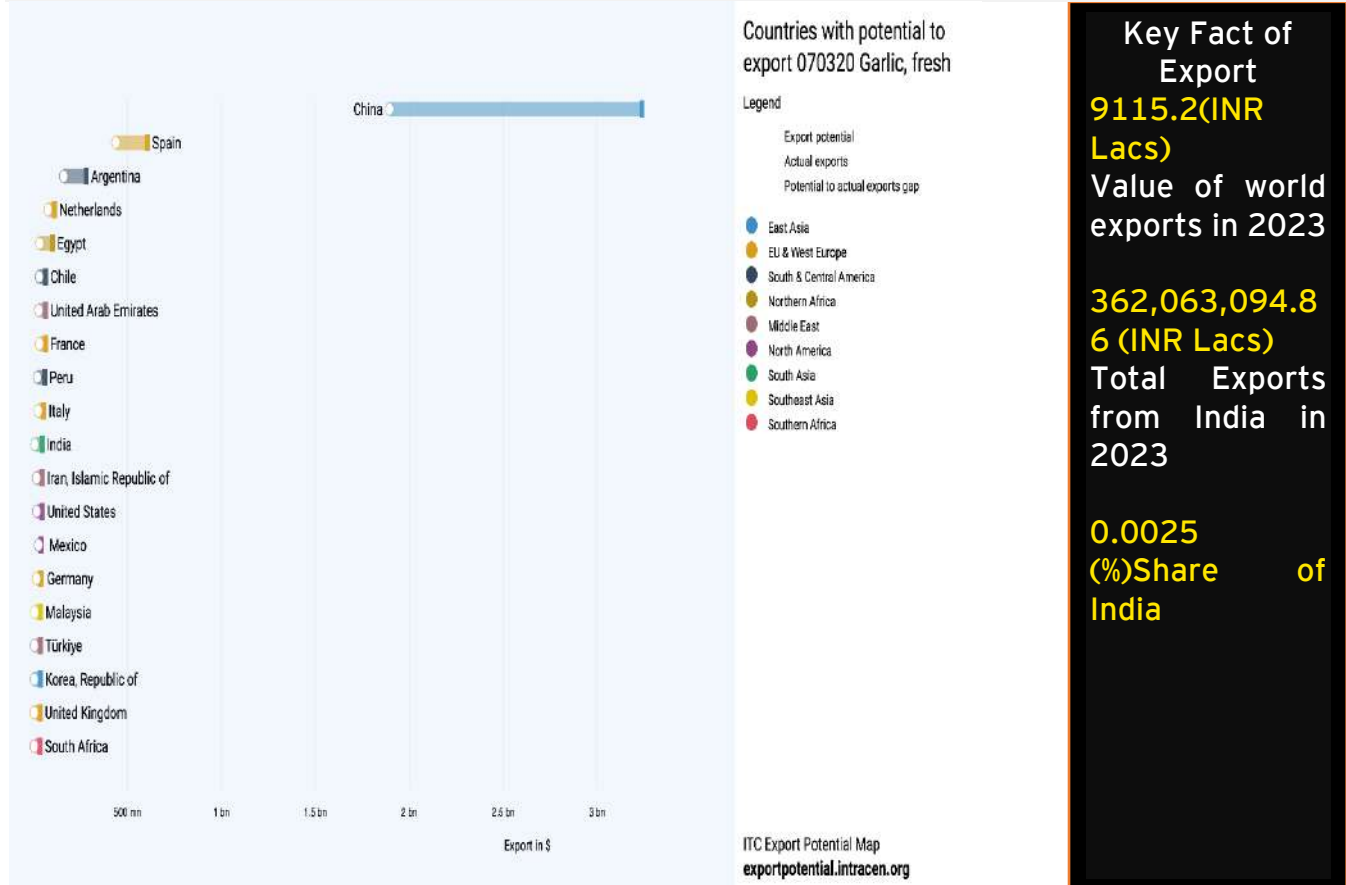
(Source: Trade Map)

The countries USA, UAE, and Nepal are categorized as long-term priority markets. These markets harbor untapped potential that can be unlocked only through the adherence of J&K exporters to elevated product quality standards, subsidized freight rates, and substantial marketing efforts. Accommodating these requirements will take time.

<sup>29</sup> <https://tradestat.commerce.gov.in/>

<sup>30</sup> <https://tradestat.commerce.gov.in/>

### 7.3.5 Area and Export Potential of Garlic from Udhampur under the HSN Code 07032000



#### Synergies:

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

## 8 Chapter: Action Plan and Strategies

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>31</sup>
<b>Increasing the overall exports from the state</b>		
<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. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	<p>IP cell, DIEPC JKTPO</p>	<p>Continuous initiative</p>

<sup>31</sup> Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>31</sup>
<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, DIEPC, JKTP0	Continuous initiative
<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 (Wood craft Products.) by utilizing schemes like IC and MAS</p>	IP cell, DIEPC JKTP0	Continuous initiative
<p>Sensitization of cluster actors: The individuals of a cluster should be sensitized on the plethora of schemes<sup>32</sup> available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP</p>	IP cell, DIEPC JKTP0	Continuous initiative
<p>DIEPC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment</p>	DIC, JKTP0 and FIEO	Intermediate
<b>Common interventions across sectors/ clusters</b>		
<p>Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.</p>	IP cell, DIEPC JKTP0	Short term

<sup>32</sup> List of available schemes facilitating exports: <https://www.ibef.org/blogs/indian-export-incentive-schemes>

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>31</sup>
MoU with QCI for defining quality standards of the products	IP cell, DIEPC JKTPO	Short term
Collaboration with IIP to define cluster-wise packing standards	IP cell, DIEPC 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/DIEPC and Banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	JKTPO/DIEPC and Banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	IP cell, DIEPC JKTPO	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & center and the procedure to apply to avail financial assistance	JKTPO/DIEPC	Intermediate
Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC JKTPO	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/J KTPO	Long term
<b>Cost Structure:</b> The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. 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. 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.	DIEPC/JKTPO  DIEPC/JKTPO  DIEPC/JKTPO/ FIEO	Long term  Long term  Short term
<b>Product - Pickle, Garlic &amp; Tourism</b>		
Establishment of Common Facility Centre with: Garlic Processing Plant Pickle Processing Plant	DHHK, DIEPC, DGFT and	Long term

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>31</sup>
Tourist cum ODOP Kiosk Cold Storage facility Marketing center for undertaking Buyer-Seller meeting and marketing events Packaging Units Collaboration with KVK's, NABARD, APEDA Vertical Growing Rooms	IP Cell, JKFCSCA	
Collaboration with ICAR, Indian Centre for Agriculture Research & National Research Centre for Onion and Garlic NRCOG for cultivation techniques and varieties of crop	IP cell, DIEPC JKTPO, DHHK	Long term
Increase the usage of the ODOP mart which facilitates the unit holders and artisans to provide information about their Garlic & Pickle products and to sell to large number of customers.	JKFCSCA, IP cell, DIEPC JKTPO, DHHK	Short term
Establishment of testing laboratory	IP cell, DIEPC JKTPO	Long Term
Setting of modern technology based ETPs	JKTPO/DIEPC/ District Administration	Long term

Sensitization and facilitation in availing Import/ export documents

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

## 9 Chapter: Proposed Soft Intervention

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CFC for Testing, Testing Laboratory accredited to IICT Srinagar or NABL Accredited or Global Institutes like Intertek



## 10 Chapter: Proposed Hard Interventions

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

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

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

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

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

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

## 10.1 ODOP Product - Garlic

The Garlic processing is an undeveloped cluster in the district, hence a mini common facility centre along with a quality testing & certification facility is proposed. The location of CFC & Cold Storage to be decided by DLEPC. An SPV can be formed among the FPOs, entrepreneurs and subject experts to manage operation of the CFC.

### 10.1.1 Estimated budget for proposed Hard & Soft intervention.

Estimated budget for proposed Hard intervention						
S. No	Intervention	Priority	Timeline	Cost	Implementation	Funding
1	Quality Testing and Certification Lab at district level for garlic, pickle & other products.	Medium	12-24 months	2.00 Cr	GM-DIC, Directorate of Agriculture	Food Testing Laboratories Scheme
2	Common Facility Centre Plant & Machinery: Washing, Peeling, Grinding & Packaging (including infrastructure cost)	Medium	12-24 months	6.698 Cr	GM-DIC, Directorate of Agriculture	MSE-CDP
Estimated budget for proposed Soft intervention						
3	Marketing and Promotion (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	High	1-6 months	1.00 Cr	GMDIC, Department of Agriculture, JKTPO	PMKVY, SANKALP, MIDH
4	Skill Up-gradation and Capacity Building Training to enhance the skills of farmers and increase the production	High	6-12 months	0.50 Cr	GMDIC, Department of Agriculture, JKTPO	PMKVY, SANKALP, MIDH,
<b>Total</b>				10.198 Cr		

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

S.no	Name of Machinery	Quantity	Function	Cost (INR)	Total (INR)
1	Vegetable washing machine	4	To reduce the initial microbial load by washing	50,000	2,00,000
2	Sorting or inspection conveyer	2	Belt conveyer can be used for cutting,	1,00,000	2,00,000
3	Peeling Machine	4	Peeling the Garlic	70,000	2,80,000
4	Dehydrate Machine	6	To dry garlic	60,000	3,60,000
5	Grinder Machine	6	Grinder dry or wet garlic into powder or paste	50,000	3,00,000
6	Packaging Station	1		3,00,000	3,00,000
7	CFC Infrastructure		@ INR 1500/Sq Ft.	6,53,40,000	6,53,40,000
<b>Total (INR) Approx</b>					<b>6,69,80,000</b>

P.S: The construction/infrastructure cost as per actual to be decided by DLEPC at the time of construction.

### 10.2 DEH Product - Pickle

Pickle processing is a developing cluster in the district, there are some small-scale entrepreneurs involved in pickle processing, to enhance the cluster growth a common facility centre can be established along with cold storage facility. The location of CFC & Cold Storage to be decided by DLEPC. An SPV can be formed among the FPOs, entrepreneurs and subject experts to manage operation of the CFC.

#### 10.2.1 Estimated budget for proposed hard & soft intervention.

Estimated budget for proposed Hard intervention						
S. No	Intervention	Priority	Timeline	Cost	Implementation	Funding
1	Setting up of Cold Storage for vegetables	High	12-24 months	1.0 Cr	GM-DIC, Directorate of Agriculture	MSE-CDP
2	Setting up a Common Facility: Pickle making & packaging	High	12-24 months	6.69 Cr	GM-DIC, Directorate of Agriculture	MSE-CDP
Estimated budget for proposed Soft intervention						
3	Skill Up-gradation and Capacity Building Training to enhance the skills of farmers and increase the production	Medium	6-12 months	0.5 Cr	GMDIC, Department of Agriculture, JKTPO	PMKVY, SANKALP,

4	Marketing and Promotion of the product (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	High	1-6 months	1.0 Cr	GMDIC, Department of Agriculture, JKTPD	PMKVY, SANKALP,
<b>Total</b>				<b>9.19 Cr</b>		

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

S.no	Name of Machinery	Quantity	Function	Cost (INR)	Total(INR)
1	Vegetable washing machine	4	To washing raw materials	50,000	2,00,000
2	Sorting or inspection conveyer	2	Belt conveyor can be used for cutting, inspection and	1,00,000	2,00,000
3	Slicing Machine	4	Slicing the Garlic in to various sizes	70,000	2,80,000
4	Grinder Machine	6	Grinder dry or wet garlic into powder or paste	50,000	3,00,000
5	Mixing Machine	4	Mixing oil, vegetable along & Spices	70,000	2,80,000
6	Packaging centre	1		3,00,000	3,00,000
7	CFC infrastructure		@ INR 1500/Sq Ft.	6,53,40,000	6,53,40,000
<b>Total (INR) Approx</b>					<b>6,69,00,000</b>

P.S: The construction/infrastructure as per actual to be decided by DLEPC at the time of construction.

### 10.3 DEH Product - Tourism

Tourism is a developing cluster in the district, there are some small-scale & large entrepreneurs involved in hospitality industry, adventure sports & restaurants. To enhance the cluster further tourist kiosk is proposed at various tourist destination in Udhampur as decided by the DLEPC. A tourist information centre cum art emporium is proposed in udhampur to facilitate travel, accommodation bookings and promote art & culture. An SPV can be formed among the FPOs, entrepreneurs and subject experts to manage operation of the CFC.

#### 10.3.1 Estimated budget for proposed hard & soft intervention.

Estimated budget for proposed hard intervention						
S. No	Intervention	Priority	Timeline	Cost	Implementation	Funding
1	Setting up of Tourist information centre cum Art Emporium	Medium	12-24 months	1.20 Cr	GMDIC, Directorate of Tourism	PRASHAD, Swadesh Darshan, SAATHI, Dekho

						Apna Desh and NIDHI
2	Tourist Kiosks at various tourist locations in the district for information, travel & accommodation bookings (1000 Sq.Ft each	Medium	12-24 months	0.50 Cr	GMDIC, Directorate of Tourism, Directorate of H&H	PRASHAD, Swadesh Darshan, SAATHI, Dekho Apna Desh and NIDHI
<b>Estimated budget for proposed soft intervention</b>						
3	Skill Up-gradation and Capacity Building Training to enhance the skills of hospitality staff, tourist guide & tourist unit owners	Medium	6-12 months	0.50 Cr	GMDIC, Department of Tourism	PMKVY
4	Marketing and Promotion (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	High	1-6 months	2.00 Cr	GMDIC, Department of Tourism	PMKVY
<b>Total</b>				4.20 Cr		

### 10.3.2 Estimated budget for proposed hard interventions

S.no	Name of Infrastructure	Quantity	Function	Construction Cost (INR)	Total (INR)
1	Tourist Information centre cum Art Emporium	1	Information of tourist location & travel, lodging bookings along with handicraft & handloom shop (Area 10000 SqFt)	1200/ Sq.Ft.	1,20,00,000
Total (INR) Approx					1,20,00,000

P.S: The construction/infrastructure as per actual to be decided by DLEPC at the time of construction.

# 11 Chapter: Government Schemes for Cluster and Infrastructure Development

## 11.1 MSE-CDP

### 11.1.1 Objectives:

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

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

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

### 11.1.3 Funding Pattern

Component	Funding Pattern
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	Total Project Cost	Govt grant	State Share	SPV
CFCs in NE & Hill States, Island Territories, Aspirational Districts	INR 5 Cr to 10 Cr	80%	15%	5%
CFCs in NE & Hill States, Island Territories, Aspirational Districts	INR 10 Cr to 30Cr	70%	15%	15%
Infrastructure Development in NE & Hill States, Island Territories, Aspirational Districts- New	INR 5 Cr to 15 Cr	70%	30%	
Infrastructure Development in NE & Hill States, Island Territories, Aspirational Districts- Existing	INR 5 Cr to 10 Cr	60%	40%	
Infrastructure Development Project	State / UT Governments through an appropriate State Government UT Agency/Integrated Industrial Park Development Agency/ State Industrial Development Agency			

#### 11.1.4 Implementing Agencies

SPV Formation: There shall be a SPV for the projects for CFC, which would be a Company registered under Section 8 of the Company Act. FPO/ FPC registered under Section 8 of the Company Act are allowed as the SPV provided they have required number of members as provisioned in the guidelines of the scheme.

- To ensure that CFC is a collective initiative, certain number of members are required
- Minimum 20 MSEs/ Start-ups /Green Field MSEs/FPOs for CFC with project cost of above Rs 10 crore and above
- Minimum 10 MSEs/ Start-ups /Green Field MSEs/FPOs for CFCs with project cost of below Rs 10 crore
- Any contribution higher than the minimum contribution could be by way of unsecured interest free loans
- The members in the SPV should have a minimum contribution by way of equity capital to bring more sense of ownership. Minimum members direct contribution for the project:
- 20% of the project cost for CFCs with project cost more than Rs 10 crore



- 10% of the project cost for CFCs with project cost less than Rs 10 crore
- Land Identification: Post SPV formation next step is to identify the land for the structure. The cost of land will be included in the cost of project (subject to a maximum of 25% of Project Cost)

#### **11.1.5 DPR Preparation**

The SPV or state government will prepare a DPR which will clearly establish how the CFC will improve the competitiveness of the MSE units in the cluster and should be aligned with their common aspirations. A credible market study/ survey should be conducted to establish the value chain of the facility.

- DPR of the project will be appraised by any branch of SIDBI or any commercial bank. The techno economic feasibility report of the bank and DPR would be placed before the SLSC (State Level Screening Committee)
- The State Level Steering Committee would examine the DPRs, recommend and monitor implementation and operation of approved Projects in the State to ensure satisfactory and time-bound implementation of the activities and operations thereafter
- The proposal once recommended by SLSC, would be forwarded by concerned MSME-DI online with its recommendations before the same is considered in Office of DC, MSME
- If the SLSC fails to recommend or reject a proposal within the stipulated time for recommendation as given at Annexure 6, the proposal will be treated as deemed recommended by the SLSC
- SLSC may act as a single window for all the clearances required for the project. Director (Industries) may be nominated as the nodal officer for such clearances
- There shall not be any in-principle approval of any project. Either a project would be approved or not approved
- The proposals for projects with no State Government funding support, may be directly submitted to O/o DC-MSME after due examination by MSME-Dis for final approval, however, recommendation of SLSC would be required
- The project costing up to Rs. 5 Crore will be considered under SFURTI
- The projects recommended by SLSC will be placed before NPAC (National Project Approval Committee) for consideration and approval
- The projects must be completed within 18 months from the date of approval order of the project by NPAC

Composition of SLSC (State Level Screening Committee)

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

<b>Additional Development Commissioner / JS/DDG of the Cluster Division</b>	<b>Member Secretary</b>
Representative of SIDBI	Member
Representative of CSIR	Member
Representative of NSIC / KVIC	Member
Representative(s) of DPIIT, MoTextile, DoPharma, MeitY, MoRD, MoFPI, MoDefence, DoFisheries, Do Animal Husbandry and Dairying	Member
Director, MSME-DI concerned	Member
Principal Secretary / Secretary (Industries/MSME) / Commissioner / Director of Industries / MSME of the State Govt	Special Invitee
Representative(s) of concerned Industry Association(s), Representative from Financial Institution, Programme Management Service Provider, Appraisal Agencies etc	Special Invitee
Director (CD)	Member

Composition of NPAC (National Project Approval Committee)

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

## 1.1 Flatted Factory

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

Flatted factories are high-rise developments with common facilities

The building has a particularly good factory layout with maximum and efficient use of unit space. It is also equipped with basic amenities.

The building is subdivided into small separately occupied units which are used for manufacturing, assembly, and associated storage.

Flatted factories, a subset of light industrial properties, are stacked-up manufacturing space used for general manufacturing

With a view to optimize on the limited vacant land, concept of flatted factories has been introduced for small scale industries. Provision for flatted factories to accommodate MSME units may be made for the new industrial units. This will facilitate the industry to reduce the

lead time in setting up of the project besides huge investment on land and building, thus promoting the entrepreneurship in the region.

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

#### **1.1.1 Scheme of Ministry of MSME, GOI**

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

### **1.2 Ambedkar Hastshilp Vikas Yojana**

#### **1.2.1 Under Infrastructure and Technology Support**

Funds are available for Marketing and Sourcing Hub

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

#### **1.2.2 Eligibility:**

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

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

- Producer companies registered under Section 8 of Companies Act and working for the promotion and development of Handicrafts & Handlooms.
- Any component can be implemented by department as well.
- Financial Assistance and Funding Pattern:
- The financial ceiling for setting up a marketing hub facility is INR 1000 lakh
- 75% of the admissible amount shall be borne by the O/o the DC (H) and 25% will be
- contributed by the implementing agency subject to the ceiling specified.
- Land will be provided by implementing agencies and will be over and above the
- 25 % contribution by the implementing agency.

### **1.3 Common Facility Centre**

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

#### **1.3.1 Eligibility:**

- Central/ State Handloom and Handicrafts Development Corporations and any other eligible

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

### 1.3.2 Deliverables:

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

### 1.3.3 Funding Pattern:

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

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

Rental amount will be borne by the IA

## 1.4 Raw Material Depot

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

#### **1.4.1 Eligibility:**

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

#### **1.4.2 Financial Assistance and Funding Pattern:**

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

### **1.5 Technology Upgradation Assistance to Exporters/ Entrepreneurs**

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

#### **1.5.1 Eligibility:**

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

#### **1.5.2 Financial Assistance and Funding Pattern:**

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

### **1.6 Testing Laboratories**

Testing Laboratory shall be made in the sufficient and adequate spaces with the provision of Machinery & Equipment, Support Fixture & Furniture, Raw-Material Processing Section,

Inspecting Section, Packaging & Warehousing Section, Maintenance Section including Master Room for knowledge sharing and future reference etc.

In order to standardize / certify raw materials/ products, it is proposed to Set up new labs Strengthen existing labs. The objective is to offer total Testing and Quality Assurance support for Handicrafts

#### **1.6.1 Eligibility**

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

#### **1.6.2 Financial Assistance and Funding Pattern**

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

### **1.7 Crafts Village**

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

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

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

#### **1.7.1 Eligibility**

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

#### **1.7.2 Financial Assistance and Funding Pattern**

The financial ceiling for the total amount sanctioned per unit will be INR 1000 lakh.

In case of NER, J & K, Ladakh & Andaman and Nicobar Islands, Lakshadweep- 90% of the admissible amount will be borne by the O/o the Director Handloom and Handicraft and 10% shall be contributed by the implementing agency.

Land will be provided by implementing agency and it will be over and above its 20% contribution, attributed in the funding pattern



Component	Implementing Agency/Fund Receiving Agency
Setting up of CFC	Institutions of Ministry of MSME (MSME-DIs, NSIC, KVIC, Coir Board, Technology Centres, NI-MSME and GIRI) Organizations of State Governments National and international institutions engaged in development of the MSE sector Any other institution / agency approved by the Ministry of MSME

## 12 Chapter: Envisaged Outcomes

Double the Export Turnover from District Udhampur.

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

20-40% increase in wages of the Farmers.

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

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

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

### 12.1 ODOP Product - Garlic

#### Annual Turnover

Increase of 150% in Garlic product in 3 years

#### Cluster exports

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

### 12.2 DEH Product - Pickle

#### Annual Turnover

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

#### Cluster exports

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

### 12.3 DEH Product - Tourism

#### Annual Turnover

#### Cluster exports

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

Increase in number of national & international tourist by 50%

## 13 Chapter: Abbreviation

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

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

## 14 Chapter: Minutes of the Meeting

### Minutes of Meeting

#### DEAP - Udhampur District

11-05 May 2023, 12:00 Hrs, DIC office, Udhampur.

**Topic:** Discussion on District Export Action Plan

**Participants:**

Mr. Pankaj Kumar, GM DIC (General Manager District Industries centre), Udhampur  
Mr. Anuroop Satle, Senior Consultant, EY, Knowledge Partner to JKTPO

Mr. Kumar was briefed about data requirement for preparation of District Export Action Plan for identified products in Udhampur District. Three products namely, Pickle, Garlic & Tourism are identified for export promotion in the district. Mr. Kumar was requested to share details like District Overview, District Infrastructure & Connectivity, Administrative Setup, Details of existing micro, small, medium & large enterprises, and units in the district.

**The identified products of the Udhampur districts are:**

Pickel  
Garlic  
Tourism

The district export plan will focus on existing scenario, identify the gaps and propose interventions for export promotion of each product.

**Mr. Pankaj Kumar highlighted the following points:**

The district has leading production of vegetables & garlic, although Vegetables are used for pickle production, where there are mainly 5 micro household units in the district.

Garlic is not processed in any form and sold as raw material locally.

The district requires CFC, cold storage, packaging & testing facility to promote garlic and pickle processing.

Pickle produced in the district are majorly marketed with the UT.

Patnitop & Panchari are the major tourist destination in the district.

The district lacks tourist infrastructure like information kiosk.

Branding & Promotion of tourism activities is required at Airport & other tourist location in the UT.

There is no course to provide hospitality training in the district.

Mr. Kumar has been suggested to provide the data related with list of farmer producer organisation in the district also a list of tourist infrastructure by the UT government to be provided.

**Key points:**

Pickle processing is a undeveloped cluster in the district and requires technological and infrastructure upgradation.

Garlic is not processed in the district and requires technological and infrastructure upgradation.

Patnitop & Panchari are two tourist location which can be promoted through marketing & infrastructure interventions

**Photographs:**

Meeting with GM DIC, Udhampur



# Minutes of Meeting DEAP - Udhampur District

11-05 May 2023, 15:00 Hrs, M/S Ambika Food Industries, Udhampur.

**Topic:** Discussion on District Export Action Plan

**Participants:**

Mr. Subash Chander, Proprietor M/S Ambika Food Industries, Udhampur

Mr. Anuroop Satle, Senior Consultant, EY, Knowledge Partner to JKTPO

Mr. Chander was briefed about preparation of District Export Action Plan for identified products in Udhampur District. Three products namely, Pickle, Garlic & Tourism are identified for export promotion in the district. Mr. Kumar was requested to share details like Raw material procurement, Pickle processing, Equipment and technology used for processing, identified market, branding & packaging technology used and any other factors necessary to increase production.

**The identified products of the Udhampur districts are:**

Pickel

Garlic

Tourism

The district export plan will focus on existing scenario, identify the gaps and propose interventions for export promotion of each product.

**Mr. Chander highlighted the following points:**

They established pickle processing unit in 2003

They produce 2 type of pickle mango pickle and mix vegetable pickle.

10-12 workers are employed in the peak season, whereas 5-6 are employed through-out the year.

The pickle produced is marketed in neighbouring districts Reasi, Kishtawar, Doda, Ramban & Jammu

The pickle produced in their units is not certified by national agencies hence they are unable to export product outside the UT.

They require assistance for brand, marketing , certification and technological upgradation to increase production.

They require GST subsidy to sell their product at competitive price in the market.

**Key points:**

**Technology and infrastructure intervention is required**

**Certification facility is required**

**Photographs:**



Production unit



Vegetable cutting machine



Masala mixing machine



Brining of Pickle



Packaging



Packaging



Branding



Packaged Pickle



Assistant Director  
Handloom Udhampur

Assistant Director  
Handicraft Udhampur

KVIB  
Udhampur

District Lead Bank  
Udhampur

Chief Horticulture Officer  
Udhampur

Chief Agriculture Officer  
Udhampur

Tourist Officer  
Udhampur

General Manager  
District Industries Centre  
Udhampur

**(Member Secretary)**

District Development Commissioner, Udhampur  
**(Chairman DLEPC)**