

District Export Action Plan
Doda District



Preface

This district export plan for Doda 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 state 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 Doda as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Doda 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 Doda, 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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❖ 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%¹ 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.

¹ DGFT Report Jan 2021 – Developing Districts as Export Hubs

❖ District Overview

District Infrastructure & Connectivity

Doda is a district in eastern part of Jammu region. It is the third largest district in Jammu & Kashmir after Leh & Kargil. Lying in the middle & outer Himalayan ranges, the district has mostly a hilly terrain. In July 2006, the state government has trifurcated the district into three districts viz Doda, Ramban & Kishtwar for making the whole area administratively manageable. The district is surrounded by Anantnag District of Kashmir Division on its north, Kishtwar district in the north east, Chamba area of Himachal Pradesh in the south, Kathua district in the south, Udhampur district in the south-west & Ramban district in the west.

Lying in the outer Himalayas range in J&K state, district Doda falls between 32 degree-53' & 34 degree-21' north latitude & 75 degree-1' & 76 degree-47' east longitude. There are most famous peaks in district Doda like Marble Pass, Nunkun on the Srinagar Border which rise to a height of 2300ft above the sea level. Two other mountain peaks are Brahma & Moon Siki. The total area of district Doda is 4500sqkm (approx.).

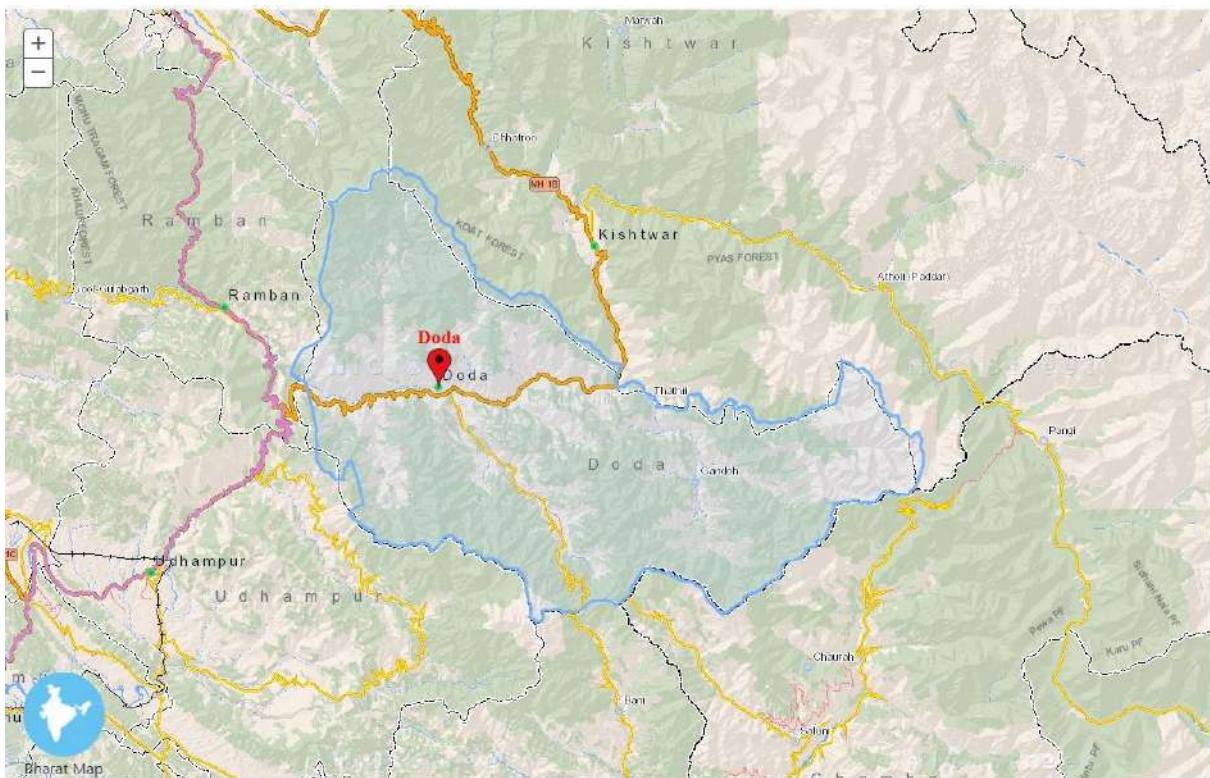


Figure 1: District Landscape

(Source: DIC Doda).

Doda is one of the largest districts in the Jammu region. Doda town, after which the district is named, is situated at an altitude of 5000 feet above the sea level. The district boundaries do not touch with international borders or the LOC. The district

shares border with Anantnag district of the Kashmir valley & Chamba district of Himachal Pradesh. The entire district is hilly. It has four tehsils viz Doda, Bhaderwah, Gandoh and Thathri. District Doda comprises of eight blocks, Bhaderwah, Gandoh, Thathri, Ghat, Gundna, Baghwah, Assar & Marmat. The total population of the district is 4.09 Lacs as per the census 2011.

Administrative Setup

Doda has 01 Sub-district, 03 Sub-divisions, 17 Tehsils and 31 Niabats. Doda is divided in 02 assembly constituencies viz. Doda and Bhaderwah. There are 237 panchayats in the district.

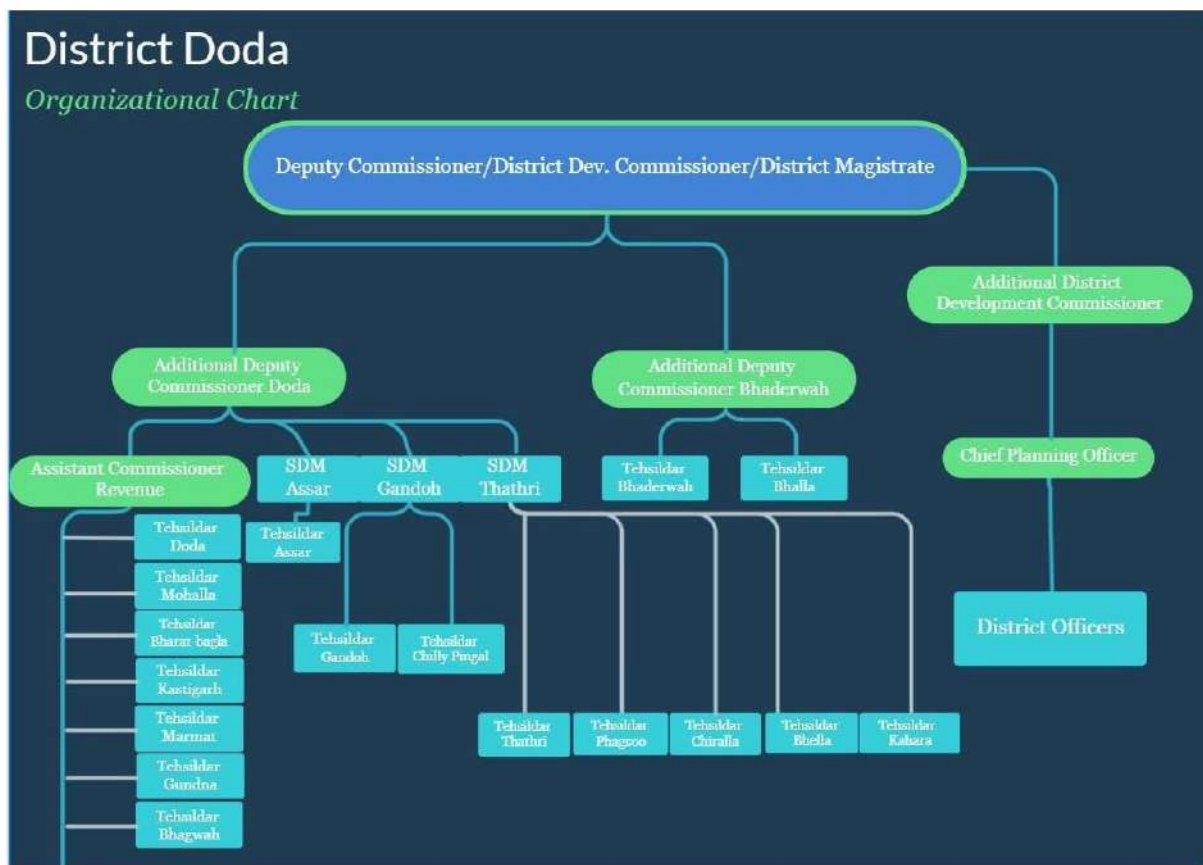


Figure 2: Administrative Setup

(Source: DIC Doda).

The district is known for its rich mineral deposits. lead, mica, gypsum, manganese, marble, graphite copper etc are found here. The district is pre-dominantly rural and has agricultural and pastoral economy.

The district has good potential for tourism including pilgrimage and adventure. Monuments of archaeological importance in the district include a fort at Bhadarwah.

Kashmiri, Dogri, Bhadarwahi, Deswali, Siraji, Punjabi etc are the languages being spoken here in different areas.

Industrial Scenario of Doda District

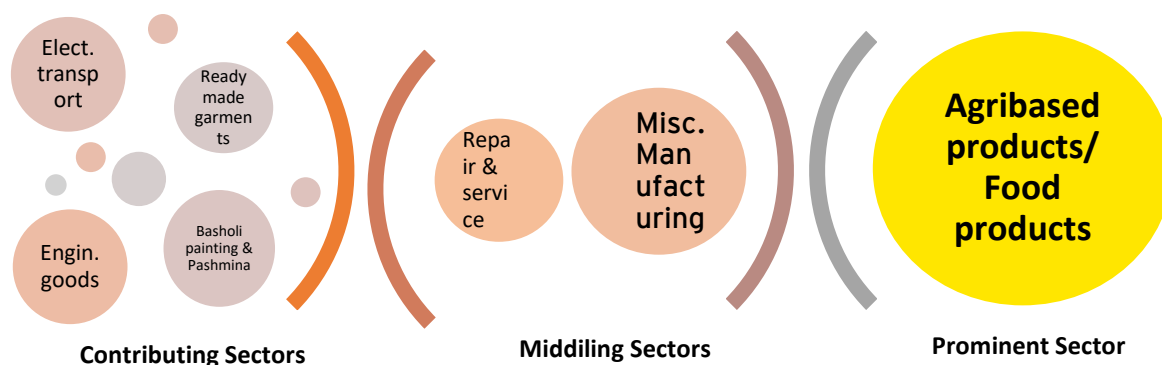


Figure 3: MSME Landscape

(Source: DIC Doda).

Sr. No.	Head	Unit
1.	Registered Functional Industrial Units	224
2.	Total Industrial Units	224
3.	Registered Medium & Large Units	0
4.	Estimated Avg. No. of Daily Workers Employed in Small Scale Industries	662
5.	Employment in Large and Medium Industries	646
6.	No. of Industrial Areas	01
7.	Turnover of Small-Scale Ind.	3781.87
8.	Turnover of Medium & Large Scale Industries	Nil

Table 1: Industrial Unit data

(Source: DIC Doda).

Details of existing micro, small, medium & large enterprises and artisan units in the district

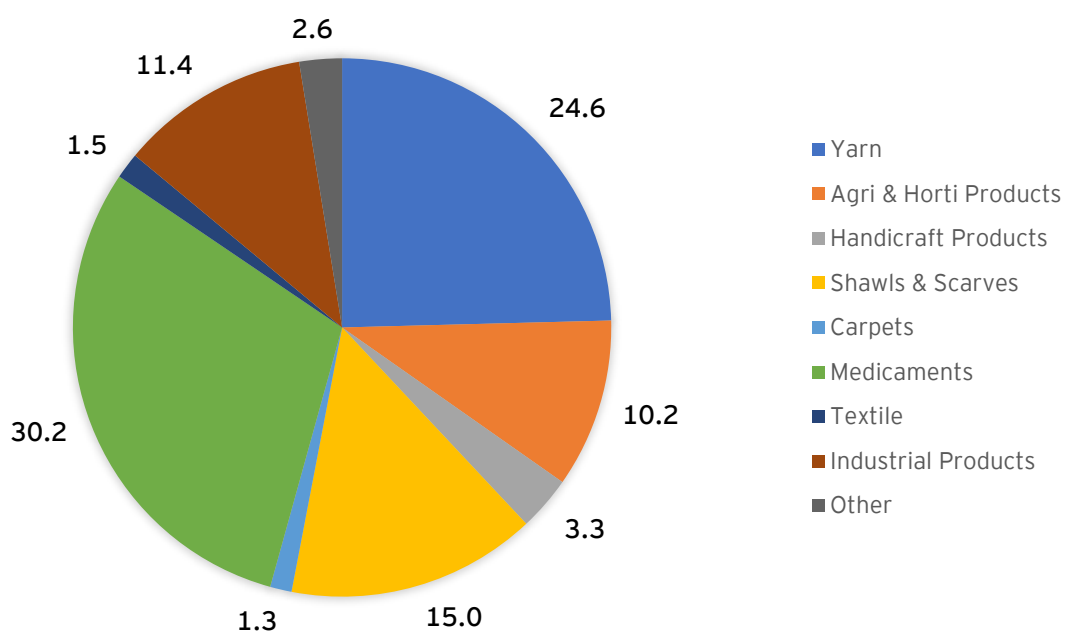
S.NO.	TYPE OF INDUSTRY	NO. OF UNITS	EMPLOYMENT	INVESTMENT IN P&M (RS IN LAKH)
1	Wood Based	25	63	156.60
2	Bready made garments	03	6	8.50
3	Composite Mills	24	51	45.05
4	Steel works	12	26	56.00
5	Welding Works	13	29	63.75
6	Bakery Products	2	4	5.00
7	Food Processing	6	21	19.70
8	Oil Extraction Mills	15	43	36.90

9	Cedar Wood Oil Extraction	03	52	88.72
10	Automobile Workshops	9	21	50.85
11	Printing Press	4	12	37.60
12	Watches and Radio Repair	9	18	16.00
13	Blacksmith	9	20	22.40
14	Gas and Stove Repair	3	6	7.80
15	Electric and Electronic Repair	14	35	41.00
16	Photography	10	22	40.00
17	Photostat	07	14	23.50
18	Woolen Blankets	2	4	4.90
19	Bags manufacture	9	104	905.32
20	Cement Works	3	19	51.74
21	Data Processing	12	25	51.50
22	Painting press	3	6	7.80
23	Tyre Retarding	2	6	15.60
24	Dry Cleaning	2	4	3.00
25	Candle Manufacture	1	2	1.80
26	Barbed Wires and Chain Fencing Manufacture	1	5	16.72
27	Atta Chakki	10	22	22.93
	Total	216	646	1808.68

Table 2: Details of MSME & Artisans

(Source: DIC Doda).

❖ Jammu and Kashmir Export Scenario



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

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

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

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

❖ Jammu and Kashmir EPI Index

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



Jammu and Kashmir

30.06

56.99
Policy

	Score
Export Promotion Policy	60.44
Existence of a valid sector specific for exports	100 ●
Existence of district export action plan	100 ●
Existence of valid export promotion policy/ Strategy	100 ●
Thrust sectors for export	100 ●
Policy emphasis on product quality and standards	0 ●
Marketing support	100 ●
Facilitation measures: Performance measurement system	0 ●
Facilitation measures: Awards for excellence in export	0 ●

	Score
Institutional Framework	53.54
Appointment of full time export commissioner	100 ●
Existence of a state centre coordination cell	100 ●
International access	100 ●
Existence of export promotion councils	100 ●
Existence of DEPCs	0 ●
Establishment & functioning of empowered committee	100 ●
Meeting frequency of empowered committee	0 ●
Newsletters	0 ●
Grievance redressal	100 ●

36.61
Business Ecosystem

	Score
Business Environment	41.35
Ease of doing business index	9.54 ●
No. of investor summits	7.32 ●
MOU's/Lol's signed per summit	1.90 ●
Value of MOU's/Lol's signed	3.20 ●
Power cost	79.32 ●
Single window clearance	100 ●
Labour reforms	25.64 ●
Innovative capacity	39.96 ●

	Score
Infrastructure	56.14
Power Availability	0 ●
Internet facilities	38.49 ●
Number of industrial corridors	0 ●
Industrial land	0.53 ●
Number of clusters	23.29 ●
Number of IT/SFT/food parks	0.31 ●

12.24
Export ecosystem

	Score
Export Infrastructure	1.90
Area under Export promotion industrial parks, EPZ & SEZ	0 ●
No. of Agri Export Zones	4.88 ●
Presence of knowledge and info portal for exporters	0 ●
Total area under trade exhibition centres	0 ●
Trade guide	0 ●

	Score
Trade Support	0.38
Capacity Building/ Orientation Workshops	2.35 ●
Memberships of exporters in TPC	0 ●
No. of trade fairs by govt dept	0 ●
Projects approved under TIES	0 ●

	Score
R & D Infrastructure	22.21
No. of NABL accredited labs	0.63 ●
No. of Inspection agencies	0 ●
Research institutes	8.41 ●
R&D Spending (% of GSDP)	49.49 ●
No. of professional colleges	20.27 ●

7.87
Export Performance

	Score
Growth & Orientation	2.50
Import Export Code (IEC)	0 ●
Export as a% of State GDP	3.15 ●
Manufacturing exports to GDP ratio	2.81 ●
Service exports to GDP ratio	0 ●
Increase in number of exporters	88.63 ●

	Score
Export Diversification	13.24
Export Concentration	1.91 ●
Market Penetration Index	26.00 ●

	Score
Key	
Overperforming	●
Performing within expected range	●
Underperforming	●

Relative scores are pillar, sub pillar and indicator wise for this year. Strengths and Weaknesses are relative to 10 states/UTs with similar GDP: Ladakh, Himachal Pradesh, Goa, Tripura, Uttarakhand, Chandigarh, Meghalaya, Puducherry, Manipur, Sikkim.



❖ District as Export Hub Overview

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 Doda on 03.01.2021. The District Level Export Promotion Committee (DLEPC) meeting chaired by the DDC Doda on 14.09.2021, keeping in view the ample marketable surplus quantity available in Agricultural produce like Lavender Oil, Rajmash and Walnut have been unanimously decided as District as Export hub products of Doda and Lavender Oil was selected as One District One Product due to their forward and backward linkages for District.

S. No.	Product	Department
1	Lavender Oil	Chief Floriculture Office, Doda
2	Rajmash	Chief Agriculture Office, Doda
3	Walnut	Chief Horticulture Office, Doda

ODOP Product: Natural Oils (Lavender)

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

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

Cluster Stakeholders

- | | |
|--|--|
| <ul style="list-style-type: none"> ▶ Village Knowledge Centres ▶ Financial institutions – J&K Bank, Cooperative Bank, State Bank of India, Punjab National Bank, Punjab & Sind Bank, Allahabad Bank, Cooperative Bank and HDFC bank etc. | <ul style="list-style-type: none"> ▶ District Industries Enterprise Promotion Council (DIEPC) ▶ Industry Associations ▶ JKTPD ▶ CAO, CHO & CFO ▶ Govt Schemes & Implementing agencies such as Govt., PSUs, Joint Ventures, NGOs, Coop Sector, industrialists etc. |
|--|--|

Value Chain

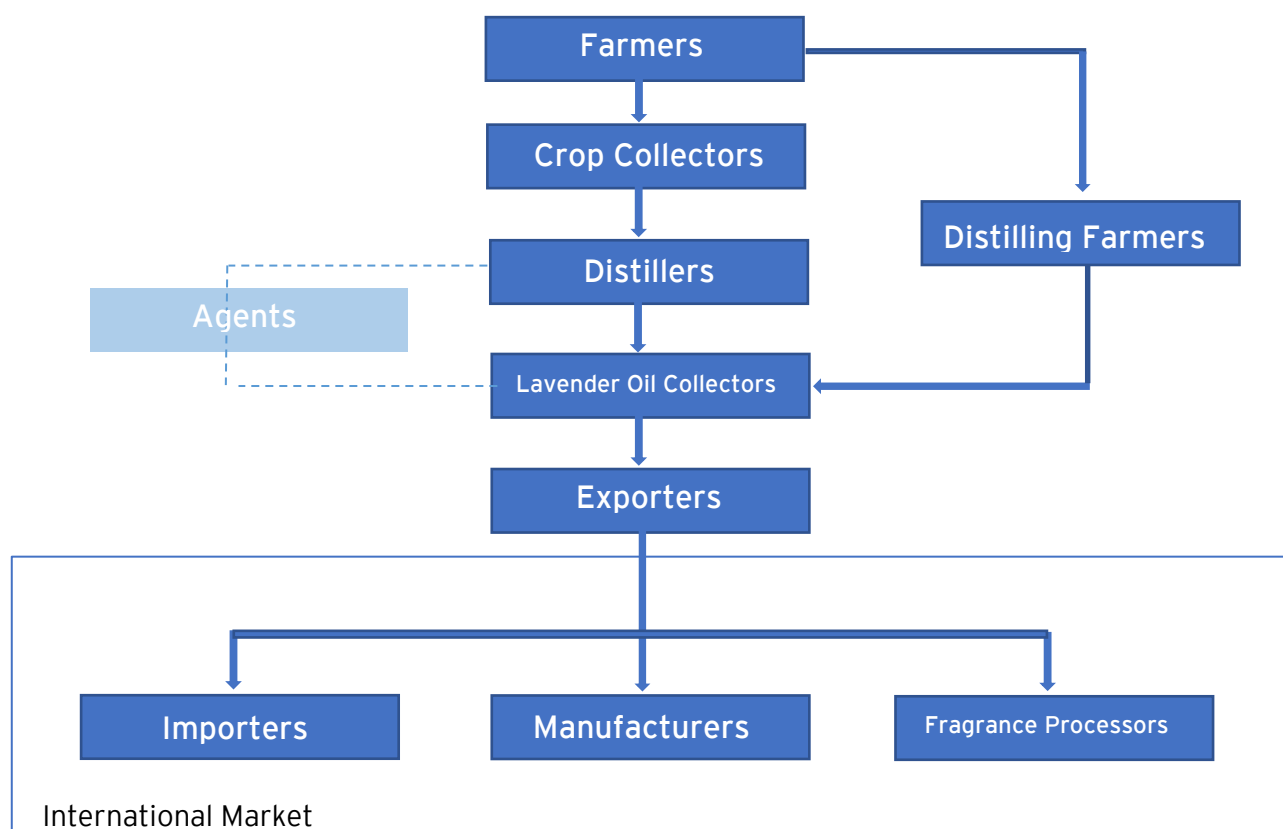


Figure 4: Value chain of Natural Oils (Lavender)

❖ Export Scenario

Natural Oils (Lavender)

33012979 - Terpene less, oils, lavender.

World Import Data

Importers	Value imported in 2022 (USD thousand)	Quantity imported in 2022
World	5773813	-

United States of America	1178814	52479
France	465585	12961
Germany	400956	24985
China	307406	10954
Ireland	305478	-
United Kingdom	292987	13315
India	285416	11807
Netherlands	201238	6332
Spain	177240	7226

Table 3: World Import Data

(Source: Trade Map)

World Export Data

Exporters	Value exported in 2022 (USD thousand)	Quantity exported in 2022
World	5810027	-
India	975816	37857
United States of America	865794	35995
France	503319	7999
China	310858	17206
Brazil	279001	47486
Indonesia	248411	8078
Germany	237713	8116
Netherlands	231303	6140
United Kingdom	196515	8980

Table 4: World export Data

(Source: Trade Map)

Export from India (Values in INR Cr)

HSCode	Commodity	2020-2021	%Share	2021-2022	%Share
330129	OTHER ESSENTIAL OILS OTHER THAN THOSE OF CITRUS FRUIT	823.14	0.0381	930.97	0.0296
	India's Total Export	2159043.22		3146186.29	

Table 5: Export from India

(Source: Ministry of Commerce, India)

SWOT Analysis

Strength	Weakness
The strength of the product is its characteristics especially against immunity. This product is produced in no other place in India due to soil condition.	Low level of developed market from India and greater competition among traditional growers around the world. Lavender oil has not developed the marketing and advertising capacity in the world.
Opportunity	Threat
Opportunities can be developed in developed and reach countries like European Union, USA and Japan. Now, market has more in search of different type of oils other than traditional oils like olive, mustard, groundnut and soya.	Threat can be analyzed specially from India itself. Traditional farmers are Acetate to develop their skills in growing non-traditional oil. Quality conscious markets like EU and USA have stringent pesticides norms. Indian grower has not much concern about pesticides, so this product is vulnerable for rejection in developed countries.

Production of Lavender in Doda for year 2020-21 - 8 Quintals
(Source Floriculture Officer, Doda)

Challenges and Interventions

Parameter	Challenges	Intervention	Responsible Agency
Infrastructure	No proper storage for the saffron	Construction of CFC for the packaging and storage of saffron	GM DIC, Department of Floriculture
Marketing & Promotion	No proper marketing / promotion of products and what ever is done it done using traditional method	Expo Mart should be established to encourage and help exporters outgrow in international markets. Establishing Rural Haat/Sales Outlet in the District that would provide a suitable market to the artisans	GM DIC, Department of Floriculture
Packaging	Lack of innovation in packaging	Collaboration with Indian Institute of Packaging for improvement in Packaging	GM DIC, Department of Floriculture, DIC, IIP

Access to Finance	<p>Lack of awareness about existing financial institutions and their schemes & policies</p> <p>Blockage of working capital owing to extended payment timelines and return of unsold stock</p>	<p>Collaboration with nationalized banks</p> <p>Collaboration with SIDBI</p> <p>Awareness and outreach program for raising consciousness about existing central and state government schemes that can be leveraged.</p> <p>Ease in documentation for farmers in accessing the finance.</p>	GM DIC, Department of Floriculture, SIDBI, DIC
Skill Upgradation	<p>Lack of understanding about online marketing tools.</p> <p>Farmers using traditional methods for cultivation and harvesting</p>	Organizing workshops for training farmers in modern techniques of cultivation and understanding the importance of online marketing	GM DIC, Department of Floriculture, DIC, Indian Institute of Integrated Medicine
Socio Economic Factors	MSP to be fixed	Minimum Support Price (MSP) is a form of government intervention to insure the growers/Weavers against a steep decline in the prices of their goods and to help them prevent losses. It is the minimum price set by the government for certain products.	Department of Floriculture, GM DIC
Exporter's issue	<p>No focal point to address exporters ongoing issues.</p> <p>No Sector Specific</p>	JKTPO to act as a focal point for all exporters issues. GM-DIC may be given this responsibility to monitor the cell in consultation with DGFT.	JKTPO, GM DIC, Department of Floriculture

	Export Council in district Ganderbal		
	Lack of awareness		

Financial Implications:

S. No	Hard Intervention	Priority	Timeline	Implementing Agency	Cost	Source of Fund
1	Setting up a Common Facility	High	06-12 months	Chief Floriculture Office	8.785 Cr	MSE-CDP Scheme
Total					8.785 Cr	

S. No	Soft Intervention	Priority	Timeline	Implementing Agency	Cost
1	Capacity Building Program to enhance the skills of farmers and increase the production	Medium	12-24 months	Chief Floriculture Office	0.25 Cr
2	Marketing and Promotion of the product (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	Medium	12-24 months	Chief Floriculture Office	0.60 Cr
Total					0.85 Cr
Grand Total					9.635 Cr

Financial Implication to set-up one CFC:

SI No.	Name of the Machinery	Quantity	Function	Cost / Unit	Total Cost
1	Hydro Distillation Unit	3	Extracting oil from lavender flowers	0.1	0.3 Cr
2	Cold Storage Unit for lavender oil	1	Storing of extracted lavender oil	5.0	5.0 Cr

			under controlled temperature		
3	SS 304 Stainless Steel Storage Tank	3	Storage of extracted oil	0.045	0.135 Cr
4	Solar Dryer of 1 ton	3	Drying of the fresh flowers	0.05	0.15 Cr
5	Packaging Machine	2	Packaging of Oil and Dry Flowers	0.15	0.3 Cr
6	Testing and Certification Lab	1	Verifying the authenticity and purity of an essential oil	0.7	0.7 Cr
7	Land Leveling, dressing and Infrastructure			2.20	2.20 Cr
				Total	8.785 Cr

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: **Spain, USA and UAE.**
 - b. High Growth Markets: **France, Germany**
- 2 **Long Term:** The following countries **China, Netherlands and Belgium** 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.

❖ Challenges & Way forward

- There is hardly any attention to the multi-purpose properties of many aromatic plants, the cultivation of which could serve several developmentally relevant purposes.
- In research and development, more attention should be given to the R&D in the aromatic plant production sector which is a soft intervention for this issue.
- New attention should be given to the local aromatic plant variety and its extinction should be prevented.
- There are no specific agencies dealing with seed production and distribution which can be seen as hard intervention.
- Lack of public awareness - Awareness among the public should be spread regarding the benefits of aromatic plants & it's medicinal value and market demand & economic returns.
- Shortage of suitable cultivation technology: Need more R&D work in the field of cultivation technology to ease producer's labour.
- Higher cost of finances - Easy financing options should be provided by the banks & conducive schemes for the development of the sector.
- Inferior quality packing material - Packaging Quality & materials needs to be improved for greater shelf life.
- Paucity of research on the high yielding varieties: Need to do more R&D to produce high yielding varieties.
- Lack of technical knowledge - Proper capacity building sessions needs to be organized to upgrade the knowledge & skills as soft interventions for the cluster.
- Poor coordination among different stakeholders: Need to bring strong linkage between farmers, government, private players, and industry to give a boost to aromatic plant cultivation ecosystem.

Rajmash

071333 - KIDNEY BEANS INCL WHITE PEA BEANS DRIED AND SHELLLED

It is king of pulses with supreme taste and delicacy. The climber nature of plant requires support for growth and is cultivated as intercrop in the Maize fields in high altitude areas. Its production is localized with locally acclimatized varieties

World Import Data

Importers	Value imported in 2022 (USD thousand)	Quantity imported in 2022
World	12797681	-
India	2102260	2601934

China	1105185	2514399
Pakistan	760302	1226232
Turkey	670372	973278
Bangladesh	624235	1355812
United States of America	548600	656009
United Arab Emirates	493330	745023
Egypt	372163	443892
Italy	360486	498962

Table 6: World Import Data

(Source: Trade Map)

World Export Data

Exporters	Value exported in 2022 (USD thousand)	Quantity exported in 2022
World	12308827	-
Canada	2947370	5250255
Australia	1441650	2716848
Myanmar	937301	1000937
United States of America	875073	1125405
Turkey	690697	804925
Russian Federation	639540	1520829
Argentina	458755	573816
India	322767	343284
China	322413	185754

Table 7: World Export Data

(Source: Trade Map)

Export from India (Values in INR Cr)

HSCode	Commodity	2020-2021	%Share	2021-2022	%Share
071333	KIDNY BEANS INCL WHITE PEA BENS DRIED AND SHLD	47	0.0022	60.18	0.0019
	India's Total Export	2159043.22		3146186.29	

Table 8: Export from India

(Source: Ministry of Commerce, India)

Total Production of Rajmash from Doda during year 2021-22 : 1750 tonnes
(Source CAO Doda)

Value Chain of Rajmash

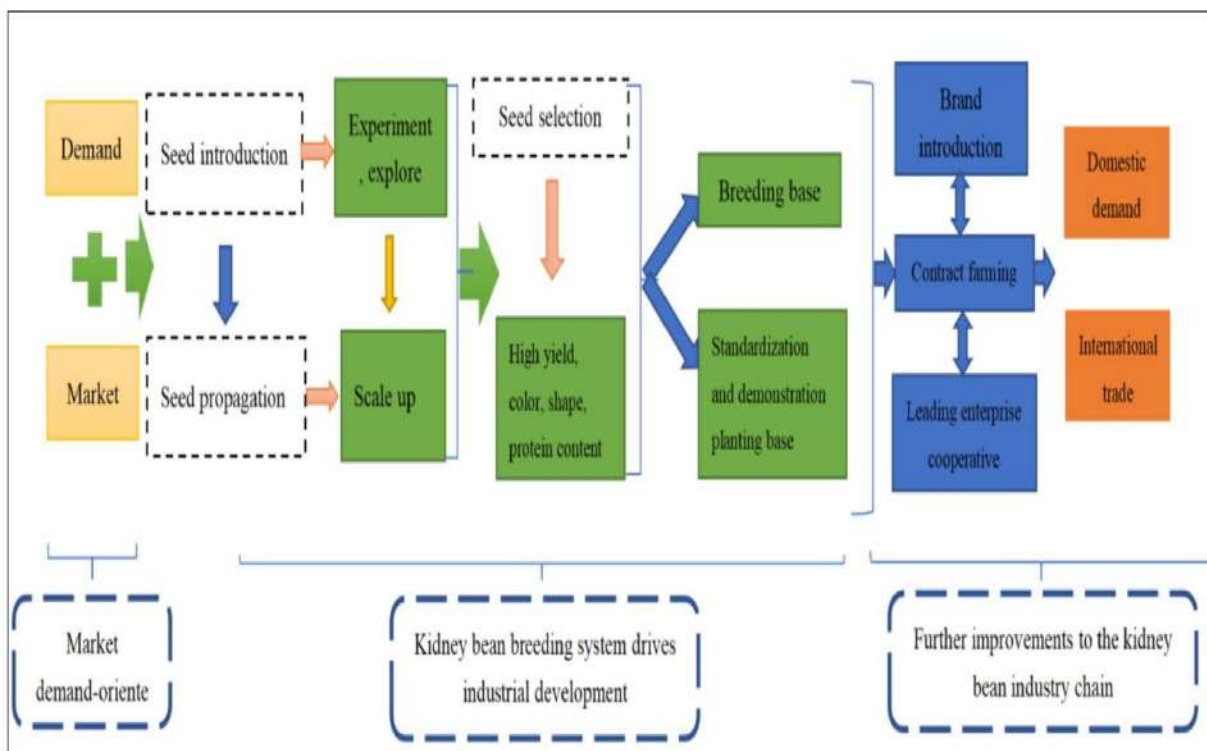


Figure 5: Value Chain of Rajmash

SWOT Analysis

Strengths	Weakness
Rajma of Jammu region is famous for or its small size, good cooking capacity, beautiful texture, delicious taste. In India, also it has developed its own market. Farmers in the region are not much prone to use pesticides and fertilizers.	Weakness of the product can be summarized as less exportability from India. India's export in pulses sector is very less. The export of Rajma is below 20 crore per annum, it is in significant towards total Exports.
Opportunities	Threats
Opportunity can be developed especially in Gulf countries where India has developed market of its own Agro products. Food style and habits of UAE, Qatar and Iran are very much similar to India.	Threat it is analyzed in terms of productivity. Traditionally, India has very low production in pulses especially in Rajma. So hard productivity with good quality is the solution towards Exports.

Financial Implication:

S. No	Hard Intervention	Priority	Timeline	Implementing Agency	Cost	Source of Fund
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1	Setting up a Common Facility Centre	High	06-12 months	Chief Agriculture Office	2.50 Cr	SFURTI / MSE-CDP Scheme
Total					2.50 Cr	

S. No	Soft Intervention	Priority	Timeline	Implementing Agency	Cost
1	Capacity Building Program to enhance the skills of farmers and increase the production	Medium	12-24 months	Chief Agriculture Office	0.25 Cr
2	Marketing and Promotion of the product (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	Medium	12-24 months	Chief Agriculture Office	0.35 Cr
Total					0.60 Cr
Grand Total					3.10 Cr

Financial Implication to set up one CFC:

S.no	Name of Machinery	Quantity	Function	Cost/Unit (INR) Crores	Total (INR)
1	Testing and Certification lab		Testing of Rajmash seed and certification	0.5	0.5 Cr
2	Sorting and grading machine	1	Belt conveyor can be used for sorting and grading	0.15	0.15 Cr
3	Packaging machine	1	Packaging of Rajmash	0.15	0.15 Cr
4	Land Levelling, dressing and Infrastructure			1.5	1.5 Cr
Total (INR)					2.50 Cr

Synergies:

- 3 **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: **China, UAE and Saudi Arabia.**
 - b. High Growth Markets: **Germany, USA and Spain.**
- 4 **Long Term:** The following countries **Italy, Netherlands, Belgium, and Egypt** 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.

Walnut

HS CODE 080299: OTHER NUTS, FRESH OR DRIED, WHETHER OR NOT SHELLLED OR PEELED

A walnut is the nut of any tree of the genus *Juglans* (Family Juglandaceae), particularly the Persian or English walnut, *Juglans regia*. A walnut is the edible seed of a drupe, and thus not a true botanical nut. It is commonly consumed as a nut. After full ripening for its edible seed, when the shell has been discarded, it is used as a garnish or a snack. Nuts of the eastern black walnut (*Juglans nigra*) and butternuts (*Juglans cinerea*) are less commonly consumed.

World Import Data

Importers	Value imported in 2022 (USD thousand)	Quantity imported in 2022
World	18071175	0
Germany	2384753	333143
China	1764952	325201
Italy	1361147	233788
India	1345679	326036
United States of America	943976	103350
Spain	941892	195053
France	741742	106190

United Arab Emirates	547330	128875
Netherlands	536530	80826

Table 9: World Import Data

(Source: Trade Map)

World Export Data

Exporters	Value exported in 2022 (USD thousand)	Quantity exported in 2022
World	19574509	0
United States of America	8147347	1554393
Turkey	1811131	277261
Spain	897573	146212
Iran, Islamic Republic of	819651	129632
China	778598	183118
Australia	770268	144908
Chile	674732	147083
Germany	645712	67875
Mexico	644943	0
Italy	629417	74428

Table 10: World Export Data

(Source: Trade Map)

Export from India (Values in INR Cr)

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

Table 11: Export from India

(Source: Trade Map)

Walnut Production Data from Doda	
Year	Total Production (MT)
2019-20	16624.66
2020-21	17622.18
2021-22	19167

Table 12: Walnut Production from Doda

(Source: Ministry of Commerce, India)

Total Area under walnut production in Doda 6414 hectares (As per 2020-21 data)

Value Chain of Walnut

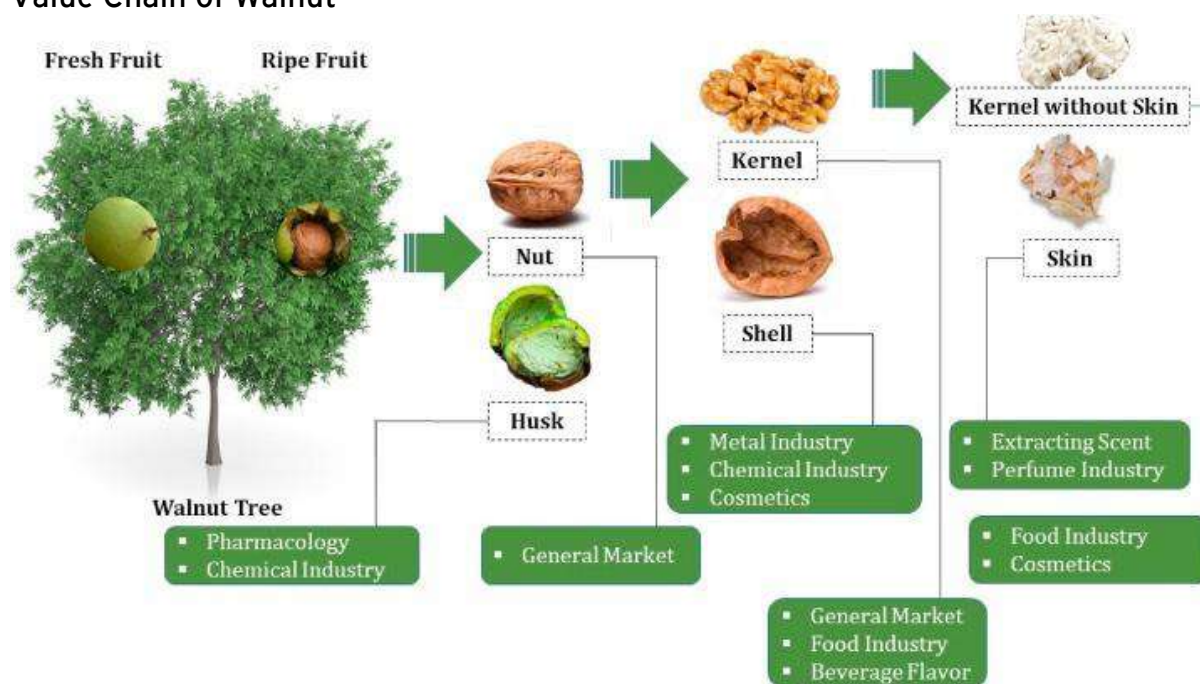


Figure 6: Value chain of Walnut

SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> • Availability of various varieties. • Premium quality has demand in national & international market. • Favourable Climatic condition for cultivation 	<ul style="list-style-type: none"> • Lack of processing & production. • Lack of Quality Testing & certification facility. • Lack of Marketing & Branding.
Opportunities	Threats
<ul style="list-style-type: none"> • Process walnut into oil & other unique value-added products. • Opportunity to explore national & international market through E-commerce. • Achieve organic certification & GI tag for Marketing branding promotion. 	<ul style="list-style-type: none"> • Competition from Top Brands at National Level. • Use of chemical fertilizer. • Crop requires at least 100 years documented reference in the historical/ religious literature for GI tagging purpose.

Financial Implications:

S. No	Hard Intervention	Priority	Timeline	Implementing Agency	Cost	Source of Fund

1	Setting up a Common Facility Centre	High	06-12 months	Chief Horticulture Office	2.32 Cr	SFURTI / MSE-CDP Scheme
Total					2.32 Cr	

S. No	Soft Intervention	Priority	Timeline	Implementing Agency	Cost
1	Capacity Building Program to enhance the skills of farmers and increase the production	Medium	12-24 months	Chief Horticulture Office	0.25 Cr
2	Marketing and Promotion of the product (organizing exhibition, event, workshops, social media, participation in trade fair, exhibition)	Medium	12-24 months	Chief Horticulture Office	0.35 Cr
Total					0.60 Cr
Grand Total					2.92 Cr

Financial Implication for setting up CFC of Walnut

S.no	Name of Machinery	Quantity	Function	Cost/Unit (INR) Crores	Total (INR)
1	Sorting Machine	2	Sort walnuts into different categories as per size	0.12	0.24 Cr
2	Shelling / Cracking Machine	6	Crack the walnut shell and deseed the walnut	0.02	0.12 Cr
3	Dehulling / Peeling Machine	2	Removing the seed coat and splitting the cotyledons	0.03	0.06 Cr
4	Walnut Drying Machine	2	Drying of walnut	0.025	0.05 Cr
6	Land Leveling, dressing and Infrastructure			1.50	1.50 Cr
Total (INR)					2.32 Cr

Synergies:

- 5 **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, UK, Oman and China.**
 - b. High Growth Markets: **Germany, Italy**
- 6 **Long Term:** The following countries **Saudi Arabia, France and 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.

❖ Actions Required

Parameter	Actionable	Responsible Authority	Timeline for Implementation
Market Research and Analysis	Conduct a comprehensive market research and analysis to identify potential export markets for products or services from Doda district. This could involve studying global trade trends, identifying demand for specific products or services, and evaluating competitor activities in target markets.	DIC, CAO, CHO, CFO	Immediate
Product Development	Identify the strengths and unique selling points of	CAO, CFO, CHO	Immediate

<p>and Customization</p>	<p>products or services from Doda district and work on product development and customization to meet the requirements and preferences of target markets. This could involve improving product quality, packaging, branding, and customization based on cultural or regulatory requirements of the target markets.</p>		
<p>Capacity Building and Skill Development</p>	<p>Provide training and capacity-building programs to local entrepreneurs and businesses in Doda district to enhance their export capabilities. This could include training on export procedures, documentation, quality standards, and language skills for effective communication with international buyers.</p>	<p>JKTPO, DIC, CAO, CFO, CHO</p>	<p>Midterm Intervention</p>
<p>Access to Finance and Export Incentives</p>	<p>Facilitate access to finance for local exporters by working with financial institutions and government agencies to provide favourable financing options, export credit facilities, and export incentives such as tax rebates, duty drawbacks, and subsidies. This could</p>	<p>DIC, CAO, CFO, CHO</p>	<p>Long-term Intervention</p>

	help local exporters overcome financial barriers and become competitive in international markets.		
Export Promotion and Marketing	Develop a robust export promotion and marketing strategy to create awareness about products or services from Doda district in international markets. This could involve participation in trade fairs, exhibitions, and business forums, organizing buyer-seller meets, and leveraging digital marketing platforms to showcase Doda district's export capabilities.	JKTPO, DIC	Long-term Intervention
Export Documentation and Logistics	Streamline export documentation procedures and logistics to ensure smooth and efficient export processes. This could involve providing support and guidance on export documentation, customs clearance, transportation, and logistics to local exporters, and collaborating with government agencies and logistics providers to simplify export processes.	JKTPO, DIC	Short-term Intervention

Quality Assurance and Compliance	Implement quality assurance measures and comply with international standards and regulations to build trust and confidence among international buyers. This could involve obtaining necessary certifications, adhering to quality control processes, and complying with export regulations and trade agreements.	CAO, CHO, CFO, DIC	Long-term Intervention
Networking and Partnerships	Foster networking and partnerships with relevant stakeholders such as industry associations, trade chambers, diplomatic missions, and international trade organizations to leverage their expertise, networks, and resources for export promotion and market access.	DIC, JKTPO, CAO, CFO, CHO	Mid-term Intervention
Monitoring and Evaluation	Establish a monitoring and evaluation framework to track the progress and impact of the export action plan. This could involve setting key performance indicators (KPIs), conducting periodic reviews, and making necessary adjustments to	DIC, CAO, CHO, CFO	Long-term Intervention

	the export strategy based on feedback and results.		
Government Support and Coordination	Collaborate with government agencies at the local, regional, and national levels to obtain necessary support and coordination for export promotion initiatives. This could involve seeking policy support, regulatory reforms, and financial incentives from government agencies to facilitate export activities in Doda district.	DIC, CAO, CHO, CFO	Long-term Intervention

Annexure

Government Schemes for Cluster & Infrastructure Development

MSE-CDP

Objectives:

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

Two components of the MSE-CDP scheme:

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

Funding Pattern

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

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

Implementing Agencies

Process

- ▶ SPV Formation: There shall be a SPV for the projects for CFC, which would be a Company registered under Section 8 of the Company Act. FPO/ FPC registered under Section 8 of the Company Act are allowed as the SPV provided they have required number of members as provisioned in the guidelines of the scheme.
- ▶ To ensure that CFC is a collective initiative, certain number of members are required:
 - Minimum 20 MSEs/ Start-ups /Green Field MSEs/FPOs for CFC with project cost of above Rs 10 crore and above.
 - Minimum 10 MSEs/ Start-ups /Green Field MSEs/FPOs for CFCs with project cost of below Rs 10 crore.
 - Any contribution higher than the minimum contribution could be by way of unsecured interest free loans.
- ▶ The members in the SPV should have a minimum contribution by way of equity capital to bring more sense of ownership. Minimum members direct contribution for the project:
 - 20% of the project cost for CFCs with project cost more than Rs 10 crore
 - 10% of the project cost for CFCs with project cost less than Rs 10 crore
- ▶ Land Identification: Post SPV formation next step is to identify the land for the structure. The cost of land will be included in the cost of project (subject to a maximum of 25% of Project Cost)
- ▶ DPR Preparation: The SPV or state government will prepare a DPR which will clearly establish how the CFC will improve the competitiveness of the MSE units in the cluster and should be aligned with their common aspirations. A credible

market study/ survey should be conducted to establish the value chain of the facility.

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

Composition of SLSC (State Level Screening Committee)

ACS/ Principal Secretary/ Secretary (Industries/MSME)	Chairman
Commissioner / Director of Industries / MSME	Co Convener
Managing Director or Representative of Implementing Agency	Member
Representative of Finance Department	Member
Director, MSME-Development Institute	Member Secretary/Convener
General Manager, Concerned District Industries Centre	Member

Special invitees (if any) like representative of SIDBI or any financial institution or any official required for the purpose	Member
A representative from Technical Institution/MSME-Technology of M/o MSME	Member

Composition of NPAC (National Project Approval Committee)

Secretary (MSME)	Chairman
AS&DC (MSME)	Member
Adviser (VSE), NITI Aayog	Member
Joint Secretary (ARI), Ministry of MSME	Member
Economic Adviser (EA)/IFW	Member
Additional Development Commissioner / JS/DDG of the Cluster	Member Secretary
Representative of SIDBI	Member
Representative of CSIR	Member
Representative of NSIC / KVIC	Member
Representative(s) of DPIIT, MoTextile, DoPharma, MeitY, MoRD, MoFPI, MoDefence, DoFisheries, Do Animal Husbandry and Dairying	Member
Director, MSME-DI concerned	Member
Principal Secretary / Secretary (Industries/MSME) / Commissioner /	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

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.

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.

Ambedkar Hastshilp Vikas Yojana

Under Infrastructure and Technology Support :

Funds are available for

1. Marketing and Sourcing Hub

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

Eligibility:

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

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

Financial Assistance and Funding Pattern:

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

2. Common Facility Centre

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

Eligibility:

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

Govt. Corporations/ agencies promoted by State Government or local govt. bodies etc.

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

Deliverables:

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

Funding Pattern:

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

S.No	Expenditure Items	Funds Permissible (In Lakhs)
1	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
Total	300.00	

Rental amount will be borne by the IA

3. Raw Material Depot

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

Eligibility:

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

Financial Assistance and Funding Pattern:

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

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

4. Technology Upgradation Assistance to Exporters/ Entrepreneurs

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

Eligibility:

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

Financial Assistance and Funding Pattern:

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

5. Testing Laboratories

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

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

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

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

Eligibility:

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

Financial Assistance and Funding Pattern:

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

6. Crafts Village

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

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

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

Eligibility:

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

Financial Assistance and Funding Pattern:

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

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