

District Export Action Plan Ramban



Preface

This district export plan for Ramban 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 Ramban as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Ramban 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 Ramban, 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 Pan 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

1 Chapter: Key Highlights

S. No.	Product	Schemes/Particulars	Year of Production						Projection (2023-24)		Remarks by Nodal Deptt. (JKTPO)	Approved Outlay	Employment opportunity	Innovation	Remarks
			2020-21		2021-22		2022-23		Area Covered	Production					
			Area Covered	Production	Area Covered	Production	Area Covered	Production							
1	Anardana(Wild Pomegranate) ²	UT capex	362.14 ha	855.10 MT	365.89 ha	865.10 MT	365.89 ha	866.26 MT	365.89 ha	868.50 MT	CFC proposed for Anardana processing	80% subsidy on plant cost	1460 persons	Drying and Value addition techniques	So far two FPOs of anardana working in the name of - I. Bangus Valley Anardana FPO Sangaldan II. Anardana FPO Batote.
2.	Walnuts	UT capex/HADP	5461.74 ha	8106 MT	5516.48ha	8119 MT	5520.48 ha	8122 MT	5520.48 ha	8122 MT	CFC proposed for walnut processing	80% subsidy on plant cost	22000 persons	Chandler plants will be introduced in the district	The product is organic in nature
3.	Honey	Promotion of bee keeping under HADP & CAPEX	37400 bee colonies	383.5 MT	36820 bee colonies	622.3MT	40880 bee colonies	501.0 MT	42870 bee colonies	800 MT	CFC proposed for Bee keeping & honey processing Quality testing & certification lab proposed	80% subsidy on 2440 Bee Colonies @ one units of 35 bee colonies	210 persons	One advanced honey processing unit is successfully running in the district	Best quality organic honey produced in the district There are two FPOs working for honey marketing in Ramban :- I. Alfalah Farmers Producers Company Ltd. Banihal II. Sanghlaab Valley Fed. Honey Producer Company Ltd. Banihal

² District Industries Office, Ramban

2 Chapter: About District Ramban

2.1 District Profile

Ramban district was carved-out of the erstwhile Doda district keeping in view the remoteness, and aspiration of the people in the region. Ramban started functioning as an independent district since April 01, 2007. The district is situated along the chenab river in the Himalayan region. It shares its boundaries with Reasi, Udhampur, Doda, Anantnag & Kulgam.



District Map of Ramban

Title	Statistics
Area Of District	1329 Sq. Kms
Total Population	2.83 Lacs (as per 2011 Census)
Male Population	1.49 Lacs
Female Population	1.34 Lacs
Population Density	213 Persons/Sq. Km
Panchayats	143 ³

2.2 Geography

The district is situated in the union territory of Jammu and Kashmir, located in the lap of the Pir Panjal Range. The district headquarters is at Ramban town, which is located midway between Jammu and Srinagar along the Chenab River in the Chenab valley on National Highway-44, approximately 121 km from Jammu and 146 km from Srinagar. The boundary lines of Ramban district encompass hill station Patni top as its southernmost point, Assar on

³ District Industries Office, Ramban

its eastern edge, Gool to the west, and Banihal to the north. The terrain of district Ramban is tough and hilly. District Ramban shares its boundary with Reasi, Udhampur, Doda, Anantnag and Kulgam Districts.

2.3 Administrative Setup

Title	Statistics
Subdivisions	04(Ramsoo, Banihal, Gool, Ramban)
Tehsils	08 (Banihal, Ramban, Khari, Rajgarh, Batote, Gool, Ukhral, Ramsoo)
Blocks	11 (Banihal, Ramban, Khari, Rajgarh, Batote, Gool, Ukhral, Ramsoo, Ghandri, Sangaldan, Gundi dhram)
Panchayats	143 ⁴

2.4 Climate

Temperature ranges from 8 to 35 C and above. Diversity of geographical features plays a dominant role in determining the topography, climate and plant species present in the region. Such varied habitats and climatic conditions have encouraged the cultivation of several fruits, vegetable, fodder, oilseed and other commercial crops

2.5 Demography

As of 2011 census, Ramban district has a population of 283,713. The district has a population density of 213 inhabitants per square kilometre (550/sq mi). Its population growth rate over the decade 2001-2011 was 31.81%. Ramban has a sex ratio of 902 females for every 1000 males, and a literacy rate of 54.27%.⁵

⁴ District Industries Office, Ramban

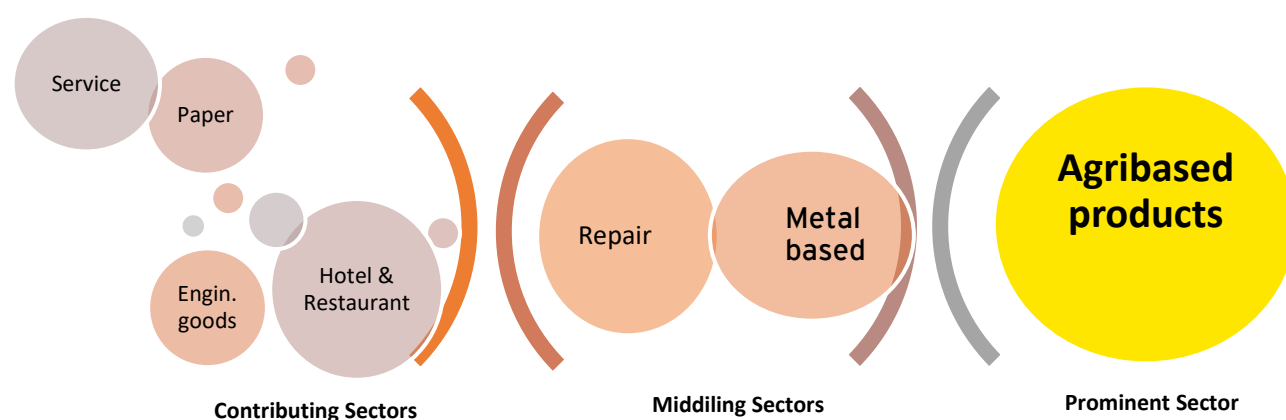
⁵ https://dcmsme.gov.in/DPS_Ramban

3 Chapter: Industrial Profile of Ramban

The district due to its difficult hilly geography has no industrial area. The sector wise Industrial Units in private land in District Ramban is as follows :-

Type of Industry	No. of units	Investment in P&M (Lakh Rs)	Employment
Agro based	4	8.73	13
Cotton textile	1	3.52	6
Mineral based	8	228.77	103
Wood/wooden based furniture	1	16.36	12
Metal based (Steel Fab.)	6	57.36	52
Repairing & servicing	2	20.25	12
Hotel and Restaurant	1	9.08	12
Computer works	3	3.06	11
Printing works	1	1.6	3
Paper and paper products	1	6.40	4
Total	28	355.13	228 ⁶

3.1 Industries at a Glance



⁶ District Industries Office, Ramban

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.⁷

Sr.No.	Head	Unit	Particulars
1	Registered Industrial Unit	No.	28
2	Total Industrial Unit	No.	28
3	Registered Medium & Large Unit	No.	Nil
4	Estimated Avg. No. Of Daily Worker Employed In Small Scale Industries	No.	Nil
5	Employment In Large And Medium Industries	No.	Nil
6	No. Of Industrial Area	No.	Nil
7	Turnover Of Small-Scale Ind.	In Lacs	Nil
8	Turnover Of Medium & Large Scale Industries	In Lacs	Nil

The industries in the district are majorly into 6 sector, where Agro based & Metal based industries are the highest employers

S. No	Sector	No. of Units	Employment	Approx. Investment in P&M (Rs. Lakhs)
1	Agro Based	4	13	8.73
2	Cotton textile	1	06	3.52
3	Mineral based	8	103	228.77
4	Wood based	1	12	16.36
3	Metal based (steel fab.)	6	52	57.36
4	Repairing and servicing	2	12	20.25
5	Hotel and restaurant	1	12	9.08
6	Computer works	3	11	3.06
7	Printing works	1	3	1.6
8	Paper and paper products	1	4	6.40
Total		28	228	355.13⁸

⁷ District Industries Office, Ramban

⁸ District Industries Office, Ramban

3.3 UT Level and District Level Export Promotion Committee

In order 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.

UT Level Export Promotion Committee

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

District Level Export Promotion Committee

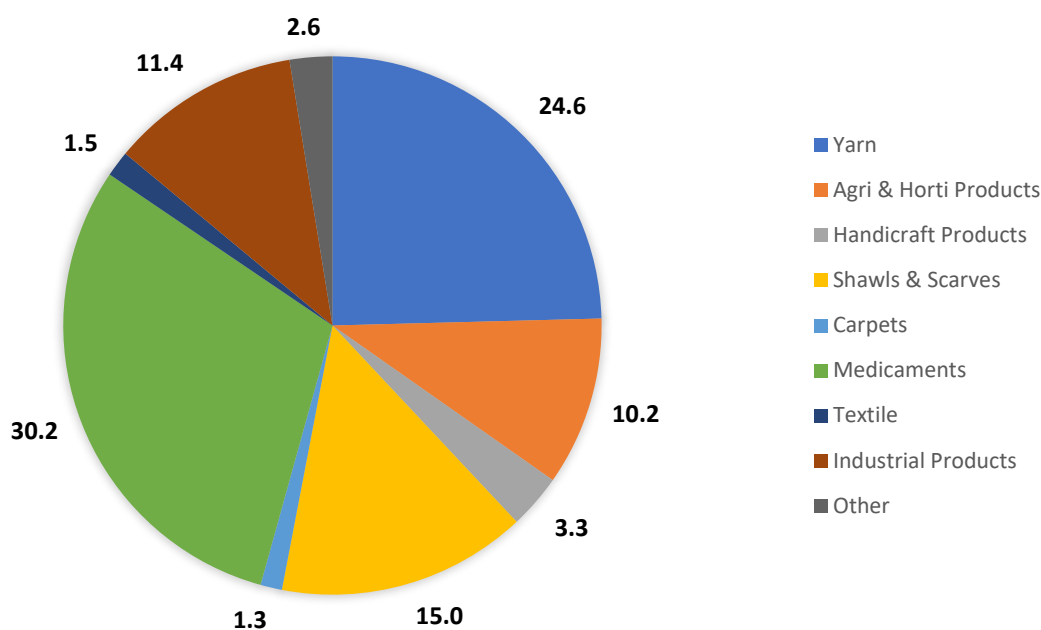
1	Deputy Commissioner	Chairperson
2	Designated DGFT Regional Authority	Co-Chair
3	GM District Industries Centre (DIC)	Convenor
4	Representative from JKTPO	Member
5	Nominated Member from the Govt. (Industries & Commerce Deptt.)	Member
6	Lead Bank Manager	Member
7	Representative Department of MSME Govt. of India	Member
8	Representative - Sector Specific Export Promotion Council	Member
9	Representative - Quality and Standard Implementation Body	Member
10	Representative from District Trade/Commerce Association	Member
11	Sector Specific Ministry in Govt. of India (Agriculture, Fisheries, plantation boards etc.)	Member

12	Sector Specific Ministry of the State Govt.	Member
13	Sectoral Agencies specific to product identified in each district (NABARD etc)	Member
14	Other State Government Representative (As per requirement)	Member

4 Chapter: Export Scenario of Jammu and Kashmir

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

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



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

In the year 2022-23, J&K has exported products worth INR 1,337 Cr which of which Industrial Products such as medicaments, industrial chemicals, cotton / woollen / silk yarn contributed to about 66.2% of the total export, 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 17.⁹

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

⁹ https://www.niti.gov.in/sites/default/files/2023-07/Export-Preparedness-Index-2022_0.pdf

Overall Rank **17**

Category Rank **7**

Jammu and Kashmir

Category: UT/Small States

GSDP - 2020-21 (₹ Lakh)
₹11,394,311

Highest Exporting District (2021-22)
Kathua

Top District's contribution to State/UT's total exports (%)
25.17



Best Performing
Jammu and Kashmir



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 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, 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.

S. No.	Product	Department
1	Walnut	Chief Horticulture Office, Ramban
2	Wild Pomegranate (Anardana)	Chief Horticulture Office, Ramban

5.1 DEH Product of Ramban - Walnut

Persian Walnut (*Juglans regia* L.) is the most important temperate nut grown in India. It is grown mainly in J&K, Uttar Pradesh, and Arunachal Pradesh. Walnut has huge potential in Ramban District and is mainly grown in all parts of the district. It is cultivated in an area of 5520.48 Ha with a production of 8106.0 MT. Most of the plantation is of seedling origin and are in scattered form which produces nuts of variable quality. Walnuts, like other nuts must be processed and stored properly. Poor storage makes walnuts susceptible to insect and fungal mode infestation; the latter products aflatoxin - a potent carcinogen. The ideal temperature to store walnuts is between -3 to 0 Degree Celsius. With humidity of home and industry storage. ¹⁰

Walnuts have high antioxidant activity than any other common nut and this comes from Vitamin E, Melatonin, and polyphenols, which are particularly high in the papery skin of walnuts. The Agro climatic conditions of Ramban are eminently suited for commercial exploitation of Walnuts.

Overall, walnut has remained a low priority crop in otherwise apple dominated regions. Walnut growing suffers from lack of suitable methods of propagations, lack of standard rootstocks, Cultivars, Specific climatic requirements, Pollination behaviour and lack of suitable pollinizers, long juvenile period and harvesting. The progress made in this context to

¹⁰ District Industries Office - Ramban

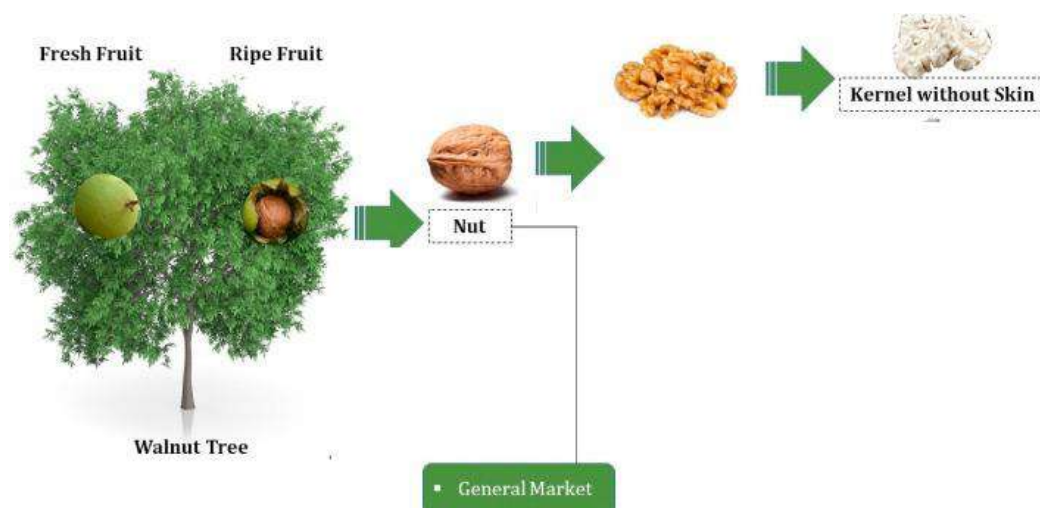
overcome the above-mentioned cultivation problems is discussed with scientists from SKUAST-Jammu which may prove to be a boon for Walnut industries in Ramban District.

S. No.	ODOP product identified	Sectors /Department	Estimated Production 2022-23	Area Covered Ha. (2022 -23)
1	Walnut	Horticulture	8122 MT	5520.48 HA

5.1.1 Cluster Stakeholders

- | | |
|---|--|
| <ul style="list-style-type: none"> ▶ Marketing Unit - Mandi, Mandi Samiti ▶ FPO in collaboration with NABARD ▶ 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. ▶ Govt Schemes & Implementing | <ul style="list-style-type: none"> ▶ District Industries Enterprise Promotion Council (DIEPC) ▶ The Indian Council of Agricultural Research (ICAR)- DMR Solan ▶ PM-KISSAN ▶ Industry Associations ▶ JKTPO |
|---|--|

5.1.2 Value chain



5.1.3 Industry Association

Following are three principal Industry Associations/SPVs that are working for the development of Walnut in Ramban:¹¹

- ▶ The Indian Council of Agricultural Research (ICAR)
- ▶ District Industries Enterprise Promotion Council (DIEPC)

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

5.1.4 SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Availability of various varieties of walnut	Lack of processing & production	Process walnut into oil & other unique value added products	Competition from Top Brands at National Level
Premium quality walnut has demand in local, national market	Lack of Quality Testing & certification facility	Great scope for walnut & walnut shell processing	Low technological investment in the Sector
Favourable Climatic condition leading to production of various tropical temperate 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
Progressive Industrial Policy in UT	Weak Marketing support	Marketing branding as organic product Branding as organic product for better economic returns	National & international brands are better marketed
Positive Atmosphere for Investment	Skill Deficiency	GI Tagging to Unique District exports	Crop requires at least 100 years documented reference in the historical/ religious literature for GI tagging purpose.

¹¹ Stakeholder Consultation

5.2 DEH Product of Ramban - Wild Pomegranate (Anardana)

Anardhana (Wild Pomegranate) is one of the major revenues fetching and common Fruit plant cultivated in some parts of Ramban District and has great economic importance. It grows in the vast track of hilly slopes of mainly Batote, Gandhari, Ramban and Sangaldan blocks of the district in maginal soils of Private, State and Forest lands. Area under Anardhana is 365.89 HA and its production is 866.26 MT. It thrives best under hot dry summer and cold winter. The trees require hot and dry climate during fruit development and ripening. It can tolerate frost to a considerable extent in dormant stage. The major potential areas for growing wild Pomegranate in the District are Dhalwas, Peeraha, Chanderkote, Seri, Tanger, Gandari, Marough, Maitra, Dharmkund, kanga, Pernote, Balawah, Sangaldan, Ashmar, Femrote, Seripora, Chachwa, Lower Dalwa. Its seed are sundried to make Anardana which is acidic and is used as a souring agent. Anardhana worth lakhs is collected from these potential hills and sold in various parts of the country. Besides Anardana seeds, fruit rind is also exported in parts of India for use in various industries. Chutney made of Anardana seed is largely relished by users and also as a souring agent in eatable preparations. The dried Anardana rind yields a fast yellow dye which is used for dyeing cloths and making hair dye. The juice of fresh leaves, young fruits is useful in dysentery, whereas bark contains an alkaloid and punicine which is highly toxic to tapeworm. The wood of the tree is very hard and durable. It is generally used in making Agricultural implements.

S. No	Name of the Department	Name of the product	Total Production (2022-23)	Total Area under Cultivation Ha. (2022-23)
1	Horticulture	Anardana	866.26MT	365.89

Anardana produced is of medium to high quality and has great acceptance in the market and is sold at a rate of Rs 400/- to Rs 500/- per kg. There is no market in the area for its sale and the produce is sold to the local shopkeepers at meagre rates in exchange of other eatable household goods. The produce so collected is sold by the middlemen to other parts of the country at higher prices.

Recently in a major development, efforts have been made for the formulation of Farmer Producing Organisations (FPOs) in different Anardana hamlets of Ramban district viz; Batote, Sangaldan and Gandari blocks and necessary requisite formalities are completed for the welfare of the farming community.

5.2.1 Cluster Stakeholders

- | | |
|---|--|
| <ul style="list-style-type: none"> ▶ Marketing Unit - Mandi, Mandi Samiti ▶ FPO in collaboration with NABARD ▶ 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. ▶ Govt Schemes & Implementing | <ul style="list-style-type: none"> ▶ District Industries Enterprise Promotion Council (DIEPC) ▶ The Indian Council of Agricultural Research (ICAR)- DMR Solan ▶ PM-KISSAN ▶ Industry Associations ▶ JKTPO |
|---|--|

5.2.2 Value chain



5.2.3 Industry Association

Following are three principal Industry Associations/SPVs that are working for the development of Walnut in Ramban:¹²

- ▶ The Indian Council of Agricultural Research (ICAR)
- ▶ District Industries Enterprise Promotion Council (DIEPC)
- ▶ Jammu & Kashmir Agriculture Production & Farmers Welfare Department (JKAPD)

5.2.4 SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
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¹² Stakeholder Consultation

Availability of Raw Material	Lack of processing & production	Process Anardana in various products Value-added products of Anardana for higher economic returns	Competition from Top Brands at National Level
Unique flavour/ taste has demand in local, national market	Lack of Quality Testing & certification facility	FPOs can be promoted for Anardana processing	Low technological investment in the Sector
Favourable Climatic condition leading to production of various tropical temperate vegetables / fruits.	Lack of industrial infrastructure like Common Facility Centre, Food Park, Transportation, Packaging facilities,	Opportunity to explore national & international market through E-commerce	Rare Use of chemical fertilizer/ insecticides and pesticides for management of soil nutrition, pests and diseases.
Progressive Industrial Policy in UT By default the anardana so produced in organic in nature	Weak Marketing support	Marketing branding as organic product	Direct Export Import of vegetable & fruits
Positive Atmosphere for Investment	Skill Deficiency	GI Tagging to Unique District exports	Crop requires at least 100 years documented reference in the historical/ religious literature for GI tagging purpose.

6 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

S. No.	Product	Department
1	Honey	Chief Agriculture Office, Ramban

6.1 ODOP Product of Ramban - Honey

J&K has tremendous potential in beekeeping because of its conducive climate for beekeeping. It is endowed with diverse forest resources. A good area under forests and negligible amount of chemicals use in agriculture in J&K increases the potential of organic honey production. The Doda, Ramban (Banihal), Kishtwar and Udhampur Districts of Jammu region are the most potential and suitable areas of beekeeping. Ramban is producing 70% of the total honey production in the Jammu Province. Beekeeping provides excellent source of employment for the rural unemployed, enhances income of farmers, and the landless beekeepers. It enhances the productivity levels of agricultural, horticultural and fodder crops through pollination services. Several small-scale industries depend upon bees and bee products. Honey and bee products find use in several industries like pharmaceuticals, bees wax industries, bee venom, royal jelly, bee nurseries, bee equipment and hives etc. Ramban is blessed with diversified climate and variety of flora is available throughout the year in one or other part of the district to support bee keeping enterprise. Solai Honey, Acacia Honey and Multi floral honey are three types of honey produced in J&K. Solai Honey is the Unique selling product of the Ramban District. Solai (*Plectranthus rugosus*) is one of unique shrub producing flora for export ready production of honey with high medical value which can provide farmers with remunerative value on their investment made in the beekeeping industry.¹³

S. No.	ODOP product identified	Sectors /Department	Estimated Production	No. of Bee Colonies (2022-23)
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¹³ District Industries Office - Ramban

► District Industries Enterprise Promotion Council (DIEPC)

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

6.1.4 SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Availability of diverse flora & fauna in the district	Lack of processing & production	Develop organic honey of various types	Competition from Top Brands at National Level
Organic honey 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	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
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	

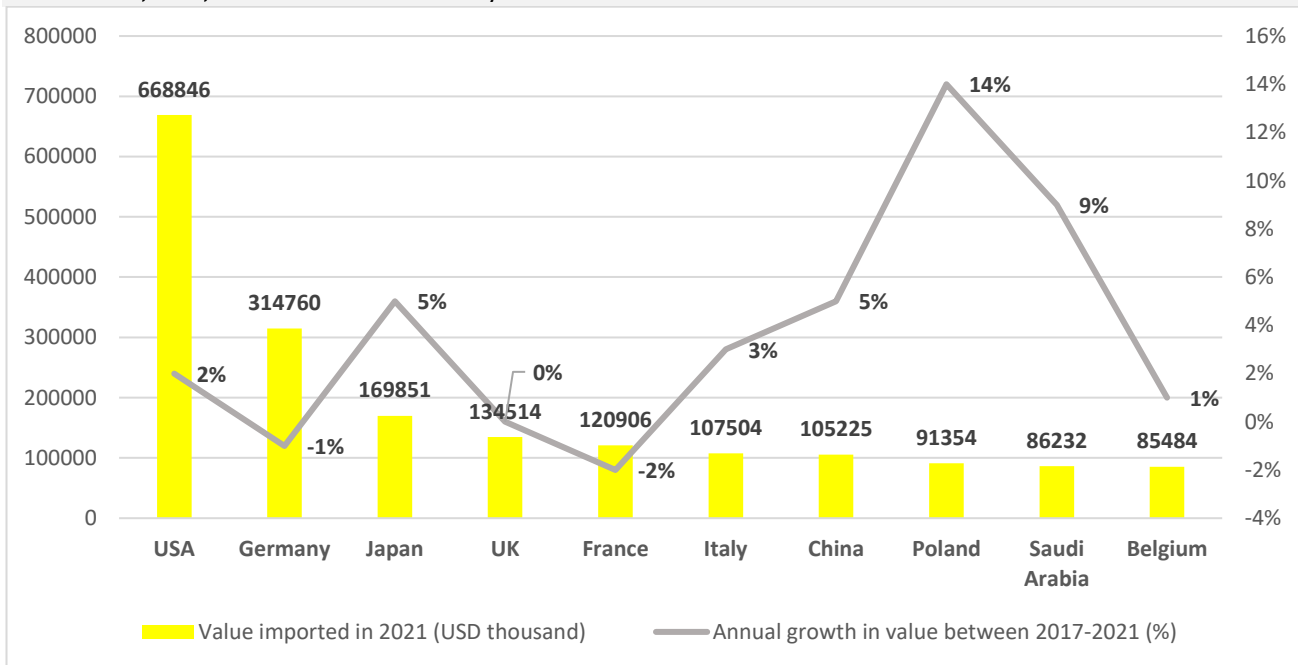
7 Chapter: Export Potential of ODOP & DEH Products

7.1 ODOP Product - Honey

7.1.1 Following HS Code has been used by districts of J&K to export Honey

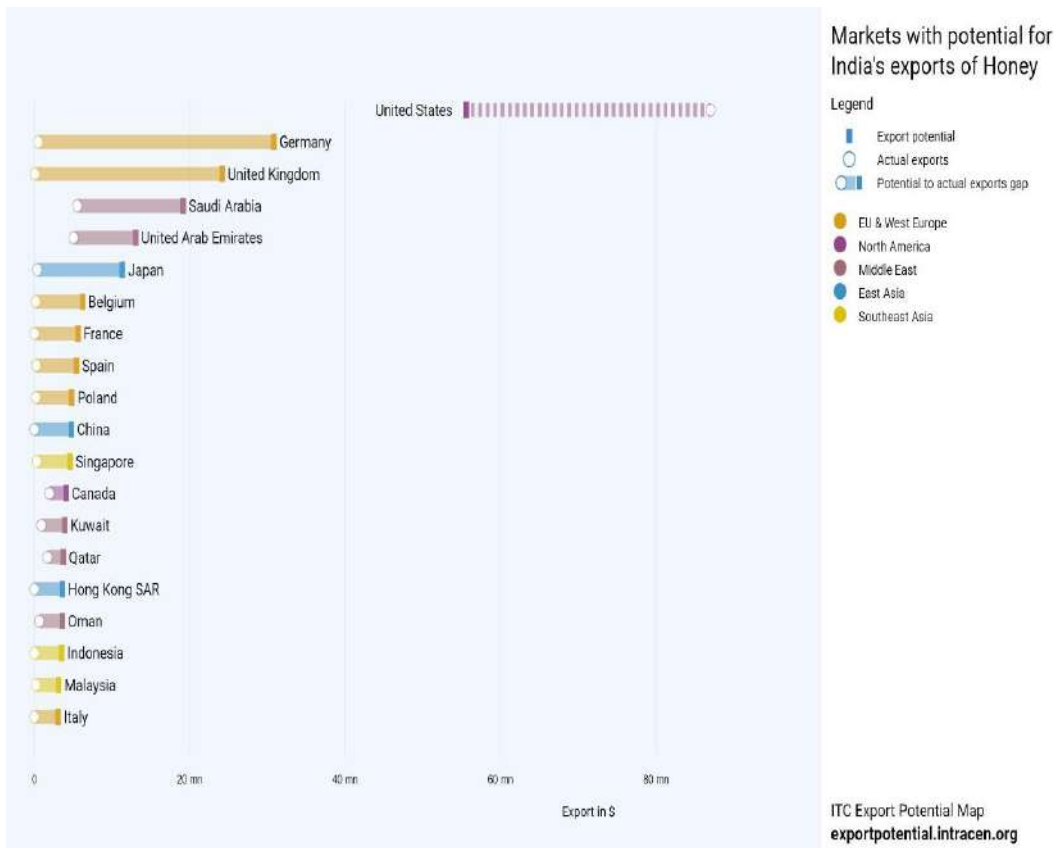
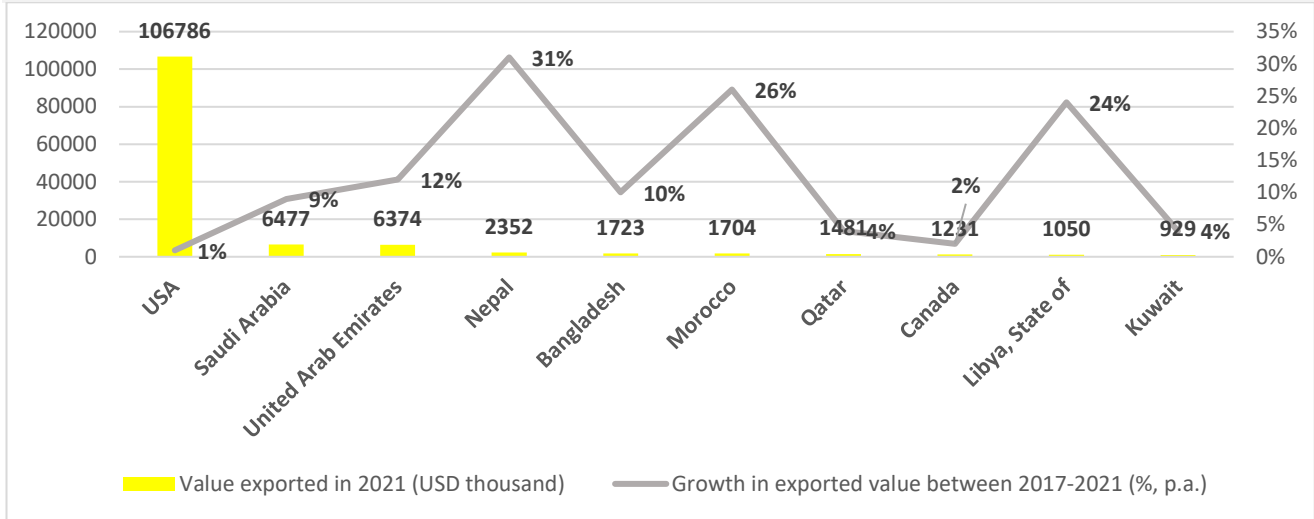
HS codes	Description
04090000	Natural Honey

7.1.2 Top Importers of the Honey under the HSN Code 0409000



The countries USA, Germany, and Japan are classified as long-term priority markets. These markets represent untapped potential that can be realized only if J&K exporters adhere to elevated product quality standards, benefit from subsidized freight rates, and engage in significant marketing efforts. Accommodating these requirements will take time.

7.1.3 Top Countries to whom India Export the Honey under the HSN Code 0409000.



Key Fact of Export

2,719,703 (USD Thousand)

Value of world exports in 2021

136,655 (USD Thousand)

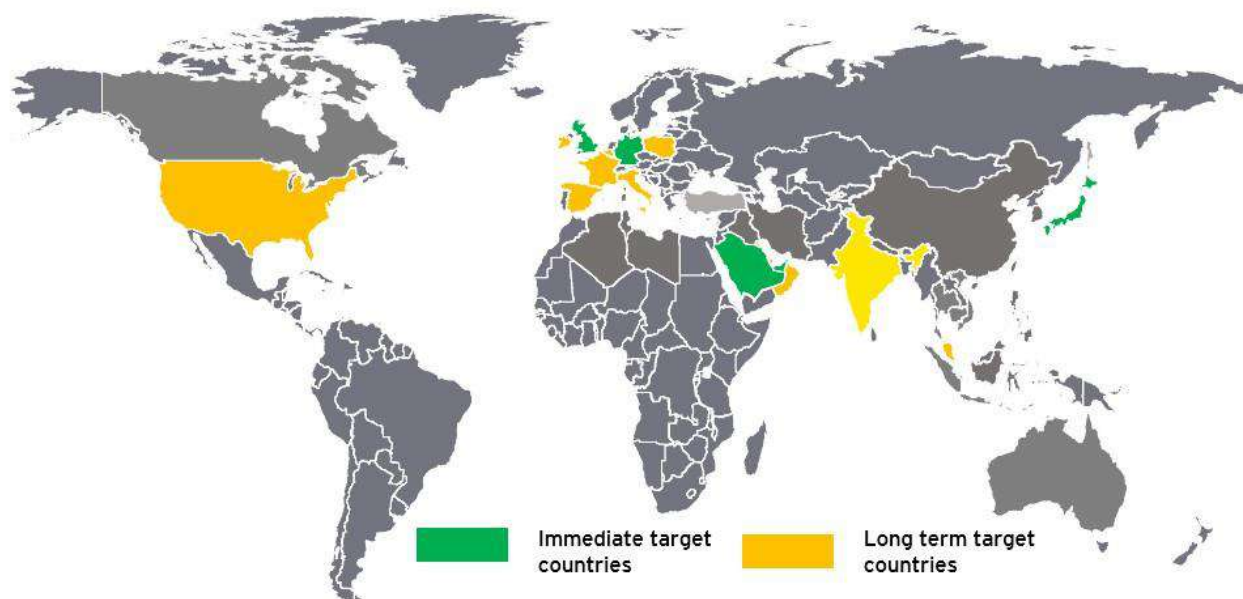
Total Exports from India in 2021

0.00004 (USD Thousand)

Total export from J&K in

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: **Nepal, Morocco, Qatar, Libya, Kuwait**
 - b. High Growth Markets: **Poland, Saudi Arabia, Belgium**
- 2 **Long Term:** The following countries **USA, Germany, Japan** 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 - Walnut

7.2.1 Following HS Code has been used by districts of J&K to export Walnut.

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

7.2.2 Export of Walnut from India (Values in INR Lacs)

S.No.	HSCode	Commodity	2021-22	%Share
1	080299	OTHER NUTS, FRESH OR DRIED, WHETHER OR NOT SHELLED OR PEELED	292.33	0.0093
		India's Total Export	314,618,628.91	

7.2.3 Top Importers of the Walnut under the HSN Code 080299

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

(Source: Trade Map)

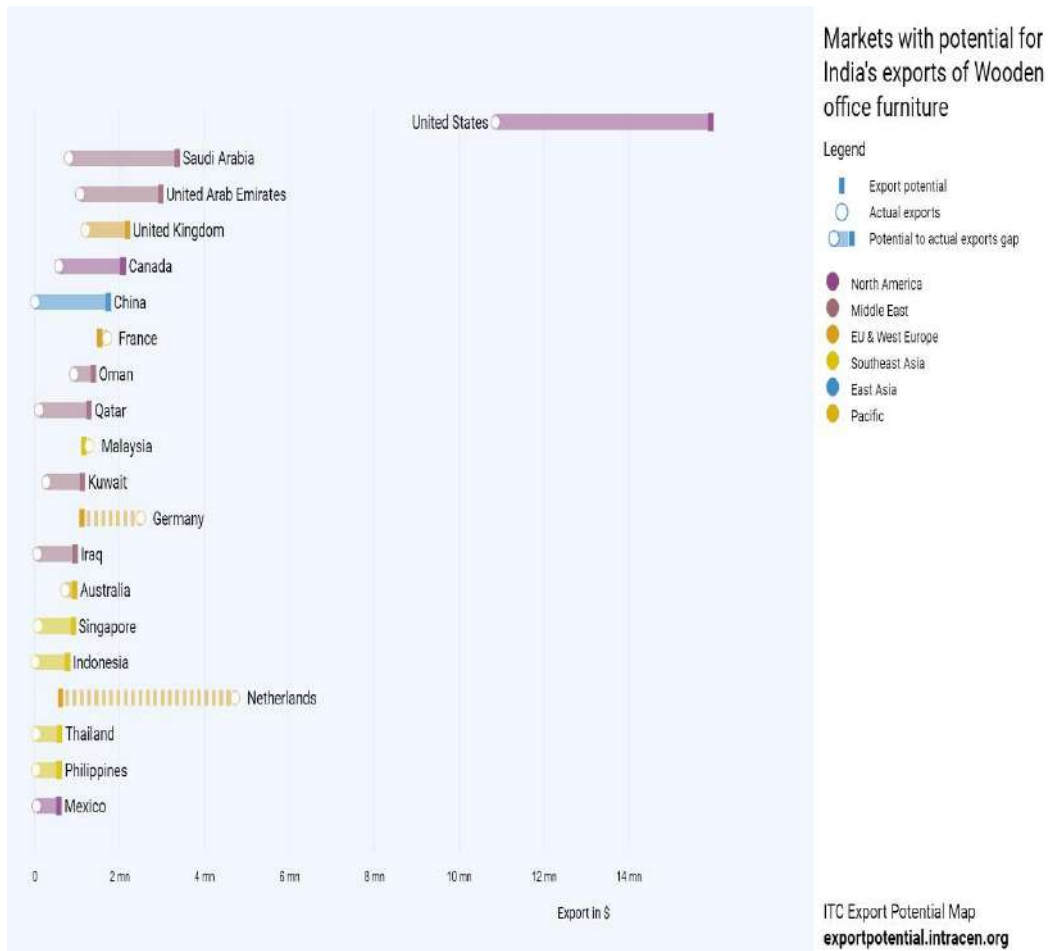
The countries USA, UK, France, Spain, UAE, and Italy are designated as long-term priority markets. These markets harbor untapped potential that can only be realized if J&K exporters adhere to elevated product quality standards, benefit from subsidized freight rates, and undertake significant marketing efforts. Accommodating these requirements will take time.

7.2.4 Top Countries to whom India Export Walnut under the HSN Code 940330.

Exporters	Value exported in 2021 (USD thousand)	Quantity exported in 2021
World	19574509	0
United States of America	8147347	1554393
Turkey	1811131	277261

Spain	897573	146212
Iran, Islamic Republic of	819651	129632
China	778598	183118
Australia	770268	144908
Chile	674732	147083
Germany	645712	67875
Mexico	644943	0
Italy	629417	74428

(Source: Trade Map)



Key Fact of Export

114,382,440 (USD Thousand)

Value of world exports in 2021

1,389,321 (USD Thousand)

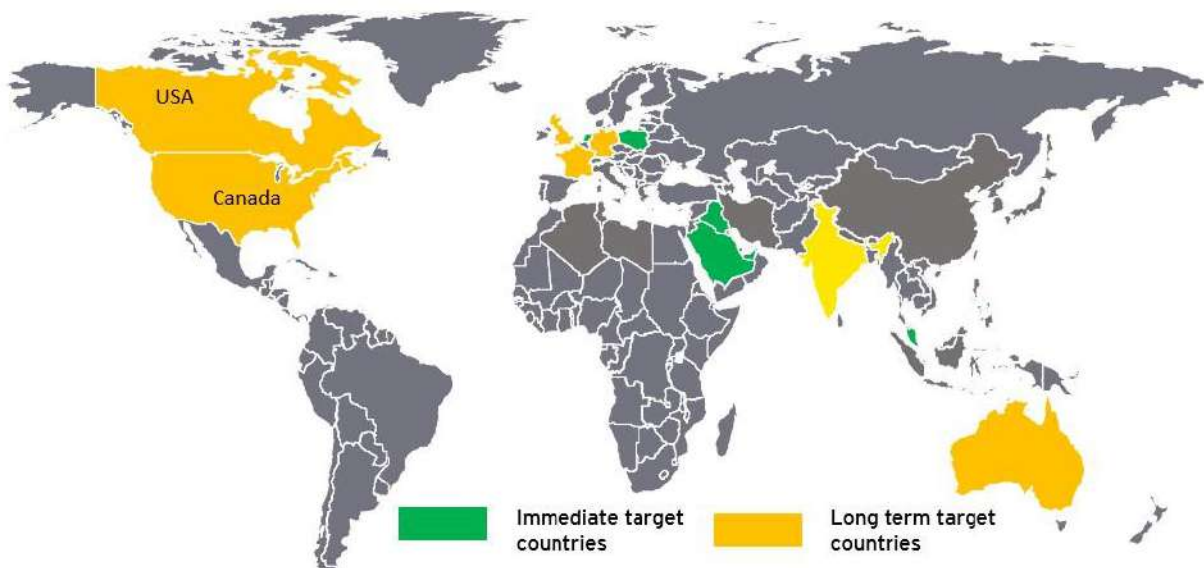
Total Exports from India in 2021

0.002576 (USD Thousand)

Total export from J&K in 2021

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, Oman, Iraq**
 - b. High Growth Markets: **Netherland, Poland**
- 2 **Long Term:** The following countries **USA, UK, France, Spain, UAE, Italy** 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.



7.3 DEH Product - Wild Pomegranate (Anardana)

7.3.1 Following HS Code has been used by districts of J&K to export Anardana.

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

7.3.2 Export of Anardana from India (Values in INR Lacs)

S.No.	HSCode	Commodity	2021-22	%Share
1	080299	OTHER NUTS, FRESH OR DRIED, WHETHER OR NOT SHELLED OR PEELED	292.33	0.0093
		India's Total Export	314,618,628.91	

7.3.3 Top Importers of the Anardana under the HSN Code 080299

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

(Source: Trade Map)

The countries USA, UK, France, Spain, UAE, and Italy are designated as long-term priority markets. These markets harbor untapped potential that can only be realized if J&K exporters adhere to elevated product quality standards, benefit from subsidized freight rates, and undertake significant marketing efforts. Accommodating these requirements will take time.

7.3.4 Top Countries to whom India Export Anardana under the HSN Code 940330.

Exporters	Value exported in 2021 (USD thousand)	Quantity exported in 2021
World	19574509	0
United States of America	8147347	1554393
Turkey	1811131	277261
Spain	897573	146212

Iran, Islamic Republic of	819651	129632
China	778598	183118
Australia	770268	144908
Chile	674732	147083
Germany	645712	67875
Mexico	644943	0
Italy	629417	74428

(Source: Trade Map)

8 Chapter: Action Plan and Strategies

8.1 Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁵
Increasing the overall exports from the state		
Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them	IP cell, DIEPC JKTPO	Continuous initiative
Creation of a Single Window System for speedy clearances. The online portal to include various export schemes of the government along with real time information	MSME-JK, DGFT, DIEPC, JKTPO	Continuous initiative

¹⁵ 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 ¹⁵
<p>about targeted market, tariff rates, freight rate calculations, documents and quality certifications required and product information.</p> <p>Increase in subsidy/re-imburements may reduce cost of transportation (freight rates), Marketing, Quality Certification, Patent registration and Testing to Export Oriented Units.</p> <p>Training planned and organized by DGFT, FIEO and other concern authorities</p>		
<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 JKTPO	Continuous initiative
<p>Sensitization of cluster actors:</p> <p>The individuals of a cluster should be sensitized on the plethora of schemes¹⁶ 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</p> <p>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 JKTPO	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, JKTPO and FIEO	Intermediate
Common interventions across sectors/ clusters		

¹⁶ List of available schemes facilitating exports: <https://www.ibef.org/blogs/indian-export-incentive-schemes>

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁵
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	IP cell, DIEPC JKTPO	Short term
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/JKTPO	Long term
Cost Structure: The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it.	DIEPC/JKTPO DIEPC/JKTPO DIEPC/JKTPO/ FIEO	Long term Long term Short term

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁵
The industry may be informed of this portal.		
Product - Honey, Walnut & Anardana		
Establishment of Common Facility Centre with: Honey Processing & storage Unit Walnut Processing & storage Unit Marketing center for undertaking Buyer-Seller meeting and marketing events Packaging Units Collaboration with KVK's, NABARD, APEDA Vertical Growing Rooms	DHHK, DIEPC, DGFT and IP Cell, JKFCSCA	Long term
Collaboration with ICAR, Indian Centre for Agriculture Research & National Research Centre for Walnut and Pomegranate 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 Wood craft 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

8.2 Sensitization and facilitation in availing Import/ export documents

- ▶ Prepare New Export Policy for Jammu and Kashmir which should encompass Market Development Assistance (MDA), Financial Assistance for Foreign fairs/exhibition, Financial Assistance for sending samples to foreign buyers, Subsidy on freight charges upto gate way port Air Freight Rationalization Scheme, Gate way Port Scheme etc
- ▶ **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.

- ▶ **Creation of an event calendar** comprising of events to be conducted in a Financial Year with a focus on **international marketing events**. Further, DGFT and FIEO can finalize a target to participate in at least 5 international events in a year by utilizing schemes

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
- ▶ 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 export of walnuts,honey & anardana 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.
- ▶ Branding of Carpets as ODOP Product of J&K to promote carpets across the Nation by participating in exhibitions/fairs
- ▶ 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 enthral new customers thus, increasing the overall sales
- ▶ CFC for Testing, Testing Laboratory accredited to IICT Srinagar or NABL Accredited or Global Institutes like Intertek
- ▶ Establishment of CFC having Raw Material Bank, Design Centre, Packaging Centre, Display Centre, Testing Laboratory

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 Honey

The Honey processing is an undeveloped cluster in the district, hence a mini common facility centre along with a cold storage facility is proposed in the district. 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 intervention.

S. No	Intervention	Priority	Timeline	Cost	Implementation	Funding
1	Setting up of quality testing & certification lab for honey, walnut, Anardana & other products	Medium	12-24 months	1.0 Cr	GM-DIC, Directorate of Horticulture	Food Testing Laboratories Scheme
2	Skill Up-gradation and Capacity Building Training for beekeepers	High	1-6 months	0.50 Cr	GM-DIC, Department of Horticulture	PMKVY, SANKALP, MIDH, NBHM
3	Publicity and Promotion of GI Tagging (GI tag branding & participation in GI fairs & events)	High	1-6 months	1.0 Cr	GM-DIC, Department of Horticulture	PMKVY, SANKALP, MIDH, NBHM
4	Marketing and Promotion (organizing	High	1-6 months	1.0 Cr	GM-DIC, Department of	PMKVY, SANKALP, MIDH, NBHM

	exhibition, export events & participating in events, exhibition, and trade fairs)				Horticulture, JKTPPO	
5	Setting up a Common Facility (Bee farming, honey extraction, purification & packaging)	Medium	12-24 months	7.21 Cr	GM-DIC, Directorate of Horticulture	MSE-CDP
Total				10.71 Cr		

10.1.2 Estimated budget for plant & machinery for Common Facility Centre

S.no	Name of Machinery	Quantity required	Function	Cost (INR)	Total(INR)
1	Bee keeping Box	1000	Used for Bee Farming	2,000	20,00,000
2	Honey Processing Machine	5	Consists of - Preheating, humidification and filtration machine	4,50,000	22,50,000
5	Filling Machine	2	Fill honey in bottles	7,00,000	14,00,000
6	Vacuum Packaging Station	1	Vacuum packing & Labelling	8,75,000	8,75,000
6	Packaging station	1		3,00,000	3,00,000
7	CFC infrastructure		43560Sq.Ft @ INR 1500/Sq Ft.	6,53,40,000	6,53,40,000
Total (INR) Approx					7,21,65,000

10.2 Walnut

Walnut processing is a developing cluster in the district, there are some local entrepreneurs involved in walnut sheeling and selling, to enhance the cluster growth a common facility centre can be established along with cold storage facility in the district. A cold storage facility can be established in the CFC. 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 intervention.

S. No	Intervention	Priority	Timeline	Cost	Implementation	Funding
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1	Skill Up-gradation and Capacity Building Training	High	1-6 months	0.50 Cr	GM-DIC, Department of Horticulture	PMKVY, SANKALP, MIDH
2	Marketing and Promotion (organizing exhibition, export events & participating in events, exhibition and trade fairs)	High	1-6 months	1.0 Cr	GM-DIC, Department of Horticulture, JKTPO	PMKVY, SANKALP, MIDH
3	Setting up a Common Facility (Walnut sorting, deseeding & oil extraction)	Medium	12-24 months	7.12 Cr	GM-DIC, Directorate of Horticulture	MSE-CDP
Total				8.62 Cr		

10.2.2 Estimated budget for plant & machinery for Common Facility Centre

S.no	Name of Machinery	Quantity required	Function	Cost (INR)	Total(INR)
1	Sorting Machine	1	Sort walnuts into different categories as per size	12,00,000	12,00,000
2	Shelling Machine	4	Crack the walnut shell and deseed the walnut	2,00,000	8,00,000
3	Oil Extraction Machine	4	Grind the walnut to extract oil	2,50,000	10,00,000
4	Filtration Machine	2	Filter extracted walnut oil	3,00,000	6,00,000
5	Filling Machine	2	Fill extracted oil in bottles	7,00,000	14,00,000
6	Vacuum Packaging Machine	1	Vacuum pack shelled walnut & filtered oil	8,75,000	8,75,000
7	CFC infrastructure		43560Sq.Ft @ INR 1500/Sq Ft.	6,53,40,000	6,53,40,000
Total (INR) Approx					7,12,15,000

10.3 Dried Pomegranate Seeds (Anardana)

Anardana processing is a undeveloped cluster in the district, there are some local entrepreneurs involved in Anardana deseeding, drying and selling, to enhance the cluster growth a common facility centre can be established along with cold storage facility in the

district. A cold storage facility can be established in the CFC. 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 intervention.

S. No	Intervention	Priority	Timeline	Cost	Implementation	Funding
1	Skill Up-gradation and Capacity Building Training farmers & anardana processing	High	6-12 months	0.50 Cr	GM-DIC, Department of Horticulture	PMKVY, SANKALP, MIDH
2	Marketing and Promotion (organizing exhibition, export events & participating in events, exhibition, and trade fairs)	High	1-6 months	1.00 Cr	GM-DIC, Department of Horticulture	PMKVY, SANKALP, MIDH
3	Setting up a Common Facility	Medium	12-24 months	7.09 Cr	GM-DIC, Directorate of Horticulture	MSE-CDP
Total				8.59 Cr		

10.3.2 Estimated budget for plant & machinery for Common Facility Centre

S.no	Name of Machinery	Quantity	Function	Cost (INR)	Total (INR)
1	Sorting Machine	1	Sort Pomegranate into different sizes	12,00,000	12,00,000
2	Cleaning Machine	2	Pomegranate washing machine	2,00,000	4,00,000
3	Deseeding Machine	5	Pomegranate deseeding machine	5,50,000	16,50,000
4	Dehydration Machine	5	Dehydrating pomegranate seeds	2,90,000	14,50,000
5	Vacuum Packaging Station	1	Vacuums packing and labelling	8,75,000	8,75,000
6	CFC infrastructure		43560Sq.Ft @ INR 1500/Sq Ft.	6,53,40,000	6,53,40,000
Total (INR) Approx					7,09,15,000

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	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			

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)

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

Composition of NPAC (National Project Approval Committee)

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

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

11.2 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.

11.2.1 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.

11.3 Ambedkar Hastshilp Vikas Yojana

11.3.1 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

11.3.2 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.

11.4 Common Facility Centre

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

11.4.1 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, 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.

11.4.2 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.

11.4.3 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
Total	300.00	

Rental amount will be borne by the IA

11.5 Raw Material Depot

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

11.5.1 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.

11.5.2 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.

11.6 Technology Upgradation Assistance to Exporters/Entrepreneurs

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

11.6.1 Eligibility:

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

11.6.2 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.

11.7 Testing Laboratories

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

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

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

11.7.1 Eligibility

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

11.7.2 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.

11.8 Crafts Village

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

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

Under this component office of Director Handloom and Handicraft will fund improvements/creation of infrastructure which would include roads, houses of artisans and their work sheds areas, sewerage, water, 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.

11.8.1 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.

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

- ▶ 20-40% increase in wages of the Farmers, Bee keepers.
- ▶ Develop new varieties of Honey Anardana & Walnut products as per the market trends.
- ▶ Eco-Friendly Packaging which complies the International Standards as well as enhance the product's aesthetic appeal.

12.1 Honey

Annual Turnover

Increase of 150% in Honey production in 3 years

Cluster exports

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

12.2 Walnut

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 Anardana (Dried Pomegranate Seeds)

Annual Turnover

Increase of 150% in Anardana & Anardana products in 3 years

Cluster exports

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

13 Chapter: Abbreviation

APEDA

The Agricultural and Processed Food Products Export Development Authority

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

JK	Jammu & Kashmir
JKTPO	Jammu & Kashmir Trade Promotion Organization
USA	United States of America