



Government of Jammu and Kashmir
Department of Industries & Commerce

Jammu Kashmir Trade Promotion Organization

Quarterly Newsletter by JKTPO for
Investment Promotion, Export and
Facilitation

August 2022 | Volume 1, Issue 2

SPOTLIGHT

- **Investor Climate:** Investment scenario in Various Sector of Jammu & Kashmir
- **Sector in Focus:** Handloom & Handicrafts, Agriculture & Horticulture,
- **J&K ODOP Products.**
- **Ease of Doing Business:**
- **Key Events**
- **Media Coverage**

Investment Climate in J&K

Jammu & Kashmir has become the new and most beautiful investment destination after the launch of Special Package for development of both Service & Manufacturing Industries by Gol

- Proposals worth investment of Rs 60,000 Cr received till date.

S.no	Division	No. of Applications	Proposed Investment in (Crores)	Quantum of Land (Kanals)	Employment
1	Jammu	1,236	33,883	22,119	1,26,074
2	Kashmir	2,559	25,987	20,924	1,48,839
	Total	3,795	59,870	43,043	2,74,913

Websites:

- www.jktpo.in
- www.investjk.in
- www.singlewindow.jk.gov.in

Sector In Focus

➤ Handloom & Handicrafts :

Since ages, handicrafts have remained the backbone of Jammu & Kashmir's economy. Besides, it plays a huge role in the preservation of traditional art, heritage and culture, skills as well as talents associated with history and lifestyle of the people. There are about 2.50 lacs artisans who are directly dependent upon handicrafts for their livelihood. There is great potential in this sector for generating more employment opportunities if its markets are expanded and demand is increased. Presently, our handicrafts earn around Rs.1700 crores as foreign exchange annually (Directorate of Handicrafts, Government of Jammu and Kashmir, 2020). The handicraft products of Kashmir include Carpets, shawls, Wood Carving items, Chain Stitch items, Papier Machie, Crewel and Namdha. To fight counter branding, nine products of Kashmir have been issued Geographical Indicator, GI Tags. The products include Kani Shawl, Kashmir

Pashmina, Kashmir Sozani Craft, Kashmir Papier-Mâché, Kashmir Walnut Wood Carving, Khatamband, Kashmiri Hand Knotted Carpet.

Current Scenario

- ❖ 40,000- Weavers employed
- ❖ 1000+ Cr- Handloom exports in last 5 years
- ❖ 3.5 Lakh- Artisans employed

➤ **Agriculture & Horticulture**

- ❖ **India's largest producer of Saffron**
- ❖ **3 Agro- climatic zones enable cultivation of unique produce**
- ❖ **Fruit and Nut export stood at \$10 Million in 2019-2020**
- ❖ **Largest producer of Apple, Walnut, Cherry and Almond in India**

Recommended ODOP Products in J&K

S.No	Region	District	Recommended Product
1	Jammu	Jammu	Basmati Rice
2	Jammu	Samba	Mushroom
3	Jammu	Ramban	Honey
4	Jammu	Reasi	Aromatic Plants
5	Jammu	Doda	Natural Oils(Lavender)
6	Jammu	Udhampur	Garlic
7	Jammu	Poonch	Pecannut
8	Jammu	Rajouri	Walnut
9	Jammu	Kishtwar	Saffron
10	Jammu	Kathua	Basholi Painting
	jammu	Kathua	Basholi Pashmina

11	Kashmir	Anantnag	Trout Fish
12	Kashmir	Bandipora	Crewal
13	Kashmir	Baramulla	Apple
14	Kashmir	Budgam	Kani Shawl
15	Kashmir	Ganderbal	Willow Wicker
16	Kashmir	Kulgam	Red Chillies
17	Kashmir	Kupwara	Walnut
18	Kashmir	Pulwama	Saffron
19	Kashmir	Shopian	Apple
20	Kashmir	Srinagar	Silk Carpet

Ease of Doing Business-EODP

- ❖ 222 Industrial/Citizen services & sub service are made available through J&K Single Window Clearance System without any physical touch point.
- ❖ 2600 + Regulatory compliances reduced by 15th Aug 2022 under 2022 action plan and total of 3100+ burdensome compliances reduce in J&K under 2021-2022 action plan.
- ❖ J&K is the 1st UT integrated with National Single Window System (NSWS)
- ❖ All services are brought under the ambit of *J&K Public Service Guarantee Act 2011*
- ❖ Integration with National Portals like *e-Abgari, OCCMS, e-service Plus enabling Business/Citizens to get hassle free services through J&K Single Window System*
- ❖ Investment Promotion & Facilitation Cell (IPFC) established at Directorate of Industries Jammu & Kashmir
- ❖ Grievance & Query Redressal Mechanism is live on Single Window Clearance System and Nodal Officers of each department appointed for timely disbursal.
- ❖ Information Wizard consisting of all necessary documents/SoPs/User Guide is available on public domain on JK-SW.
- ❖ Transparent MIS Dashboard & Central Inspection System with revamped features is available on JK-SW.

Key Events

JKTPO organized Many events like trade fairs, BSM and exhibitions and invited wider participation in export promotion activities.

June, 2022

1. webinar on 'Strategy for Building Fundable StartUp' 17th June,2022

Jammu and Kashmir Trade Promotion Organization (JKTPO) on organized a webinar for J&K based StartUps, students & entrepreneurs in the presence of eminent Guest speakers from Investor, Incubator and Founder community from across the country.

The objective of this webinar was to educate startup founders identifying worthy ideas in early stage to work on and converting those worthy ideas into fundable startup ventures at the later stage.



Vikram Gupta, Founder & Managing Partner at Ivy Cap Ventures Mumbai, shared his insights from perspective of an Investor on the webinar topic. Pradeep Krishna Kumar CO-Founder & COO of ZOUK based out of Mumbai talked about his Start-up journey and discussed strategies for raising funds for Start-ups. Sudhakar Modem - Asst. Professor at IIT Jammu and Centre In-charge - Institute Incubation & Innovation Council (IIIC), IIT Jammu discussed about importance of role of a Start-up Incubator in the success of any Start-up idea.

Webinar created a lot of enthusiasm among participants and their queries were got resolved by expert guest speakers.

This webinar helped participants expand their mental horizon and equipped them with strategies to succeed with their start-up ventures.

July,2022

Hausla 1.0 Exhibition @Zabarwan Park, Srinagar (18th-24th July,2022)

The seven-day event Hausla Exhibition cum sale was inaugurated by the Additional Chief Secretary Finance, Industries and Commerce, Vivek Bhardwaj who was joined by Managing Director JKTPO, Devnash Yadav.



Under the Hausla initiative JKTPO has extending a hand holding to around 120 women entrepreneurs from both Jammu and Kashmir division and they have



been provided training for the past one year”, he said. He said that these women entrepreneurs have also been provided some market linkages and has been providing them a handholding to grow their and improve their business.



On the occasion, apart from Commissioner Srinagar Municipal Corporation (SMC) Athar Amir Khan, Director Industries & Commerce Kashmir, Mehmood Ahmad Shah, Additional Deputy Commissioner Srinagar, Dr. Syed Haneef Balkhi among others

were also present.



On the occasion various women entrepreneurs had installed their stalls to exhibit their products and were mainly handcraft and clothing products.



The Key Take ways from the event were

- Banking tie ups
- Hausla Women Entrepreneurs to be given access to free stalls in various known exhibitions to showcase their products.
- Access to enterprise education and training with focus on business development and business information.
- Access to women enterprise networks, associations, business premises and market linkages.
- Promote entrepreneurship and the consolidation of business projects for women in rural areas and develop networks of entrepreneurs and businesswomen as a key mechanism of economic revitalisation in rural areas.

LAUNCH OF DISTRICT EXPORT PLANS-15th July 2022 @SKICC, Srinagar, J&K

JKTPO in association with DGFT worked tirelessly towards the success of turning districts of J&K into an export hub. The collective effort to evaluate the existing utilising capacities and to explore the potential of each district, JKTPO and DGFT have charted out District Export Action Plans in consultation with District Magistrates and District Industries Centres of all the districts of Jammu and Kashmir, all of whom have given their recommendations and suggestions while drafting the district export action plans.

On 15th July 2022, the District Export Plan was launched successfully by Shri. Manoj Sinha, Hon'ble Lieutenant Governor of J&K and Smt. Anupriya Patel Hon'ble Minister of State for Commerce and Industry at Sher-i-Kashmir International Convention Centre (SKICC) in presence of all the stakeholders- District Magistrates, HODs, members from trade fraternity and leading exporters of J&K



The aim of the initiative is to help all stakeholders including exporters of carpets, shawls, growers, and overall people who are belonging to art, craft and horticulture can export their products and get good benefits in future. The participants appreciated the authorities for the step and hoped that such types of initiatives will continue in the future.

The event became remarkable in J&K for progressively working towards the initiative of the Hon'ble Prime Minister of India to turn every district of India into an export hub which clearly paves the ways to overcome the challenges faced by the exporters/traders of J&K who are facing various logistical hurdles due to the natural topography

Signing of three MoU's

- i. Dr. Devansh Yadav, IAS, MD JKTPO and Shri Romesh Khajuria, Chairman, Wool & Woollens Export Promotion Council



- ii. Dr. Devansh Yadav, IAS, MD JKTPO and Joseph Julian K G, Director, for Swasti (engaged to implement the Walmart Vridhhi program)



- iii. Dr. Devansh Yadav, IAS, MD JKTPO and Shri Gurmeet Singh, Executive Director, Electronics and Computer Software Export Promotion Council



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District Export Plans unveiled in J-K as districts into export hub

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Buyer Seller meet @ SKICC- 30th July,2022

With a vision to promote sustainable trade and create market linkages, a mega Buyer-Seller Meet (BSM) was organized by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry in association with Jammu & Kashmir Trade Promotion Organization (JKTPO) under the One District One Product (ODOP) initiative at SKICC on 30th July,2022



Speaking on the occasion, Additional Chief Secretary, Industries and Commerce, Vivek Bharadwaj highlighted various strengths of J&K that play vital role in boosting our economy by way of exports. He underlined the importance of following up even after the BSM is completed as it allows sellers to understand market demand through buyers.

Delivering the keynote address at the Buyer-Seller Meet, Additional Secretary, DPIIT Gol, Sumita Dawra spoke about harnessing the immense potential of ODOP products by extending market access. She emphasized the world-class quality of Kashmiri products and discussed ways to address challenges to facilitate trade.

MD, JKTPO, Dr Devansh Yadav on the occasion spoke about the potential of the exquisite products of Handicraft & Handlooms, importance of e-commerce and relevance of the ODOP initiative in achieving the goals of Aatmanirbhar Bharat.

Director Handloom and Handicraft, Kashmir, Tariq Ahmad Zargar, while speaking on the occasion enlightened the gathering about the different products and their potential market. He deliberated on the supply chain hurdles faced by traders/artisans during the COVID-19 pandemic and initiatives by the Government in promoting Handicraft and Handloom with an aim to boost the morale of the artisans and weaver society.

The Buyer-Seller Meet witnessed the presence of different national brands like Reliance Retail, FabIndia, Pashmina.com, Oma Living, etc. having their products available in over a million retail outlets across the world. Sellers, Traders, Farmers, and Aggregators from various districts of Jammu & Kashmir showcased their products which are unique to valley including world-famous Kashmiri saffron, Hand-knotted carpets, Pashmina shawls, Kashmir Willow bats, crewel, and more.



The Buyer Seller Meet provided a platform where different Government departments and institutions came together to boost the trade of selected products. Jammu & Kashmir agriculture, horticulture, and industries department worked together to bring quality products as per market requirements and it was imperative to connect these best-in-class products with renowned brands to improve earning potential of artisans and farmers. Focused trade discussions were facilitated between the buyers and sellers resulting in the signing of 30 Letters of Intent for handicrafts and handloom products amounting to Rs 10.50 crore.



August 2022

MSME @ SKICC- 25-27th August,2022

Lieutenant Governor Manoj Sinha inaugurated the 8th India International MSME Start-up Expo & Summit at New Delhi on 25th August,2022.

The Expo provides a much needed platform to SMEs, startups, trade, industry, service providers to explore new opportunities, buyers-sellers meet, sharing knowledge about central/state's/UTs schemes etc.

Expressing gratitude towards Hon'ble Prime Minister Shri Narendra Modi for bringing a revolution in MSME sector, the Lt Governor said that in the last 8 years the MSME sector has undergone very rapid change. New strength, resilience and global competitiveness of MSMEs will make India a preferred destination for manufacturing for the world, he added.



MSME is the nerve center of the country's business. Our focus is to rejuvenate traditional MSME's with greater access to credit and market linkage to ensure a higher growth trajectory for MSMEs, the Lt Governor observed.

J&K has one of the fastest growing horticulture markets in the country. Our strengths in natural resources & skilled workforce, best in class incentives through new Industrial development Scheme are well known and makes J&K an ideal MSME destination, the Lt Governor further added.



Highlighting the government's endeavours to empower MSMEs, the Lt Governor said that JKTPO is continuously organizing Buyers-Sellers Meetings, Exhibitions, Capacity Building programs to provide entrepreneurs with requisite support for their businesses.

Highlighting the need to adopt holistic approach to tackle fast-moving global business scenario, the Lt Governor advised all stakeholders to pay special attention to three priorities- Sustainability in business, Brand-building with focus on market & customer research and Quality, time bound service & value addition.



The Lt Governor also visited the stalls of MSMEs & other stakeholders from J&K displaying the local products.

Sh Vivek Bhardwaj, Additional Chief Secretary, Industries & Commerce Department J&K ; Sh Sarmad Hafeez, Secretary to the Government, Tourism Department J&K; Sh Rajnish Goenka , Chairman, MSME Development Forum, besides foreign and domestic business delegates, investors, entrepreneurs and members of MSMEs were present on the occasion.

India's Open Network for Digital Commerce (ONDC) also signed a memorandum of understanding (MoU) with the Jammu and Kashmir (J&K) Trade Promotion Organisation (JKTPO), to boost e-commerce in the union territory at the 8th India International MSME Startup Expo and Summit 2022.

The partnership will strengthen joint advocacy and back efforts to accelerate onboarding of sellers or seller service providers among micro, small and medium enterprises (MSMEs), artisans, e-commerce companies, farmer producer organisations (FPOs) and logistics companies on the ONDC network



GI Fair @ Greater Noida (UP) - 26-28 August at India Expo Centre & Mart, Noida,

Jammu and Kashmir Trade Promotion Organization (JKTPO) participated in India Geographical Indications (GI) Fair 2022 scheduled from 26-28 August at India Expo Centre & Mart, Noida, a flagship B2B event organized by Export Promotion Council for Handicrafts (EPCH).



MD, JKTPO, Dr Devansh Yadav mentioned that the participation in India GI Fair 2022 have given exposure to the GI Tag product users of agro and food processing & Handloom & handicraft-based members from J&K to showcase their qualities & strengths & uniqueness, this would help the members to generate more authentic business enquiries and tie-ups for further business growth nationally & Internationally.

He mentioned, J&K has 9 GI tagged Products (Kani Shawl, Kashmir Pashmina, Kashmir Sozani Craft, Kashmir Saffron, Kashmir Paper Mache, Kashmir Walnut Wood Carving,

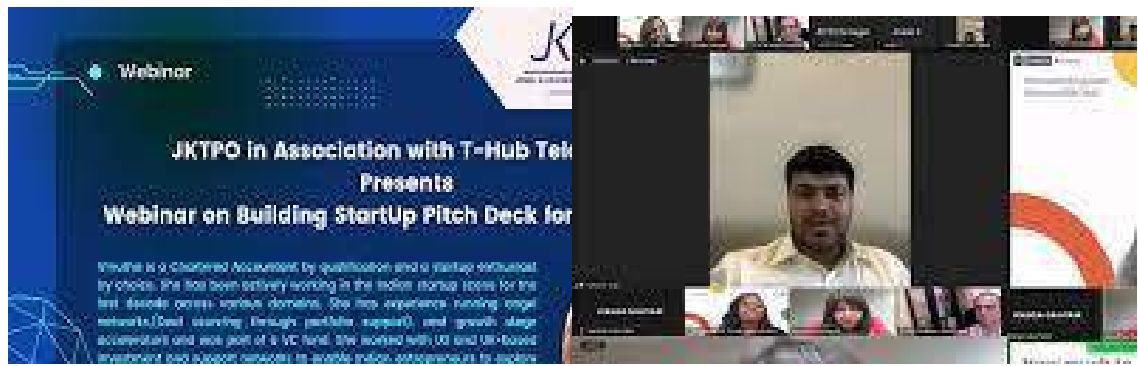
Khatamband, Basmati, Kashmiri Hand Knotted Carpet) and many more are in pipeline to get GI tag. Basohli Painting from Kathua is likely to get GI Tag very soon.

JKTPO sponsored & facilitated 10GI registered users from J&K to showcase their product or service to enhance their visibility during the exhibition as well as to build business connects. The Exhibitors were Pampore Saffron Farmer Producer Company Limited, Sarveshwar Foods Limited, Meeras Carpet Weavers Industrial Co-Operative Limited, Golden Arts, J&K State Handloom & Handicraft Dev. Corp., Basohli Vishwashali Art & Painting Handicrafts ICS Ltd., MehnatKash Kashmir Weavers Handloom Cooperative Society, Corporate Suppliers, M/S Khawaja Aijaz Hussain & Royal Pashmina Crafts.



webinar on "Building Startup Pitch Deck for Fund Raising

Jammu and Kashmir Trade Promotion Organization (JKTPO) in association with best-in-class incubator T-Hub Telangana organized a webinar for J&K based Startups to prepare StartUp Pitch Deck & make J&K StartUp founders ready for delivering presentations for fund raise opportunities.

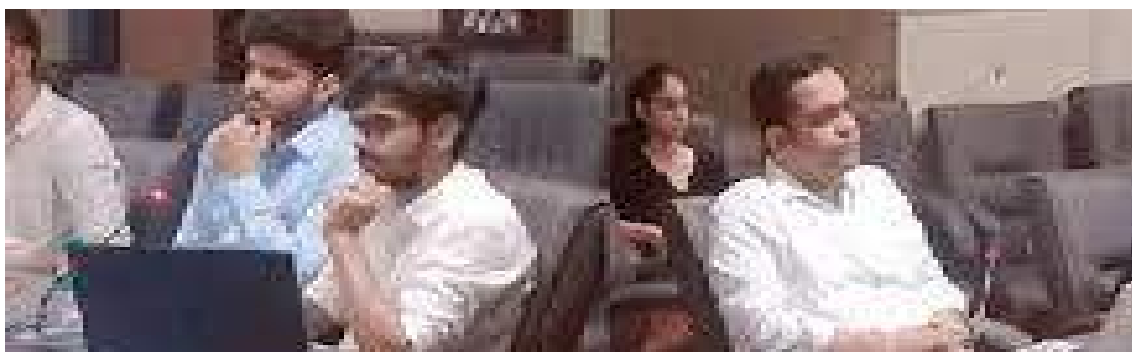


The objective of this webinar was to educate & train startup founders about preparing pitch decks, effective presentation skills and good storytelling to impress & convince Investors to raise funds for their StartUp ideas.. The Guest Speaker, Ms. Vinutha Ralapalli, who is a Chartered Accountant by qualification with over a decade of StartUp ecosystem experience and currently heads StartUp investments and ecosystem at GMR Innovex explained in depth about Fund raising process, Types of Funding, Quantum of money to be raised for StartUps, Things to do before & during StartUp idea pitching. She also took and answered questions of participants during the webinar. Participants got opportunity to learn & interact with senior domain expert from T-hub. This webinar helped StartUp Founders with pitch deck methodology, presentation skills and important points to discuss & highlight during fund raise opportunities. StartUps like Fast Beetle, Thinksta, RideIT, Jammu Basket, Big Beetal and others attended this webinar and got their queries resolved. JKTPO in collaboration with Department of Higher Education, Govt. of J&K is planning to organize Innovation Summit 2022 in the month of September 2022. Interested StartUps can register at www.jktpo.in for more updates.



StartUp Mock Pitching" workshop in Jammu- 29th August 2022

Jammu and Kashmir Trade Promotion Organization (JKTPO) organized a full day StartUp Mock Pitching workshop for StartUps based in Jammu in the presence of domain experts from Invest India, DPIIT, and E&Y. The objective of this workshop was to educate, train & prepare StartUp founders for pitching their venture ideas & delivering a powerful StartUp presentation in front of investors to convey their idea perfectly and creating good impression to receive funding opportunity.



Khalid Jahangir, MD-JKTPO discussed with domain experts regarding steps that can be taken to boost StartUp ecosystem in J&K. This workshop helped participants expand their idea presentation skills and equipped them with strategies to build powerful StartUp pitch deck and delivering impressive presentations.

This exercise was part of pre-event session for the upcoming StartUp event "INNOVATION FEST 2022" which is going to be organized in September 2022 by JKTPO and Higher Education Department, Govt. of J&K

StartUp Mock Pitching" workshop in Srinagar- 31st August 2022

Jammu and Kashmir Trade Promotion Organization (JKTPO) on Wednesday organized a full day StartUp Mock Pitching workshop for StartUps based in Kashmir at Conference Hall, Sannat Ghar, Bemina here in the presence of domain experts from Invest India, DPIIT.

BB & GG (LLP), Daskdán Innovations, Occasions, Baraqah, Wani Agro Tools Plant, SESTI, Agro Tech Plant, Sky Robo Drones, Fastbeetle and other StartUps participated in this physical session and got valuable learnings for idea pitching & presentation skills.



MD-JKTPO, Khalid Jahangir in his message stressed on the importance of Incubators and their role for development of idea into StartUp venture foster entrepreneurship culture and ecosystem in J&K. He assured that JKTPO will continue to support StartUps at each level with help of different stakeholders of Government agencies.

The objective of this workshop was to educate, train & prepare StartUp founders for pitching their venture ideas & delivering a powerful StartUp presentation in front of investors in order to convey their idea perfectly and creating good impression to receive funding opportunity.

This workshop helped participants expand their idea presentation skills and equipped them with strategies to build powerful StartUp pitch deck and delivering impressive presentations.

Webinar- Evaluation and Business Modeling of Potential Start-Ups (20th August)

Jammu and Kashmir Trade Promotion Organization (JKTPO) on organized a virtual session for J&K-based StartUps on Valuation of StartUp with domain experts from StartUp India and Ernst & Young.

The objective of this virtual session was to educate entrepreneurs about the valuation of their StartUp to negotiate with Investors while raising funds against equity for their StartUp.



StartUps from J&K like Genetico, Saffron Mart, Daskdan Innovations, Pure Mart, EcoKash, Ride IT, Aquaplex and others attended this virtual session and got valuable suggestions & advice from domain experts.

This exercise was part of pre-event session for the upcoming StartUp event "INNOVATION FEST 2022" which is going to be organized in September 2022 by JKTPO and Higher Education Department, Govt. of J&K.

Media Coverage





Business

JKTPO organises web startups



Event Detail

Home > Events > Event Detail

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J&K MSME sector's export j cent in FY 21-22: Lt Guv Mar

*Ease of Doing Business for MSMEs: MSMEs in the service an
contribute to eight per cent of the total GDP of Jammu and*

Written by [Ankita Anand](#)

August 26, 2022 5:26:28 pm





JKTPO organized virtual session of StartUp”

Posted on Aug 21, 2022 | Author RK News



For more information, log on to www.jktpo.in

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