



# MILK, POULTRY, WOOL & FISHERIES

## MILK

One of the highest per capita availability of milk with production of 75 Lakh Litres per day.

## POULTRY

One of the biggest consumers of eggs and poultry meat- 84% of population being non vegetarian.

## WOOL

2<sup>nd</sup> largest producer of wool in India with production of ~72 lakh KG production in 2018-19.

## FISHERIES

No.1 in trout production in India.

# J&K OVERVIEW



## MILK

- Dairy is the potential source of income augmentation of the people of Jammu and Kashmir State, especially for the rural mass.
- Dairy is considered an effective instrument for improving the economic conditions of rural families, particularly those of the small and marginal farmers and landless agricultural labourers.
- Milk production in Jammu and Kashmir is steadily increasing from 1615 thousand MTs in 2013-14 to 2460 thousand MTs in 2018-19.
- Per capita availability in 2017-18 was 401 gms/ day which is well above the national average of 375 gms/ day during the period.



## POULTRY

- In 2017-18 J&K imported 96 lakh broiler chicken, 87.75 crore eggs, 5.84 crore day-old chicks and 85,000 MT of feed from other states.
- In 2018-19, J&K imported 92 lakh broiler chicken, 94.69 crore eggs, 5.74 crore DOCs and 78,255 MT of feed from other states.
- In 2017-18, J&K witnessed a demand of 87,000 MT poultry meat out of which 75,000 MT is locally produced while 12,000 MT is imported from other states.



## WOOL

- As per year 2018-19 statistical data, J&K is the 2nd largest wool producing zone in India.
- J&K produced 7,218 MT of wool in year 2018-19.
- J&K holds 18.1% share in total wool production of India.
- Wool industry plays an important role in the upliftment of rural communities and linking them with manufacturing industry in J&K.
- The agro-climatic condition are conducive for wool production and is a primary occupation for transhumance tribes.



## FISHERY

- 1st in trout production in India
- Potential to increase trout production to 5,000 MT in the next 3-4 years
- 71% of country's Trout Production – 600 MT
- 250 High Altitude lakes ideal for Trout fishing

## ADVANTAGE JAMMU & KASHMIR

Tie up with agricultural universities for providing consultancy and expertise in the establishment of MPWF units



Tie up with Industries & Commerce department for facilitation of potential investors.



UT is inviting proposals for Public Private Participation for development and running of Milk, Poultry, Wool & Fishery (MPWF).



UT is providing strong policy framework and various schemes for development of MPWF Industries.



Value chain financing support by way of focussing on supply of all inputs for development of MPWF Industries.



Opportunity to earn more by way of contract farming by eliminating middlemen.





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2nd largest producer of wool in India

50 KL capacity of Milk Production. With 25 K farmers engaged & activities 415 SHGs & 40 Milk routes

Policy support from govt/ single window clearance approvals

250 High Altitude lakes ideal for Fishery Industry

Proximity to consumer market of 46 million (4% of India's population)

## GROWTH DRIVERS



- JKMPCL is eyeing to clock Rs 115 crore annual turnover by the end of 2024-25 and scale up its milk procurement to 180 lakh kg per year.
- Target to engage 1 Lakh farmers, 1560 SHG's and produce 250KL of Milk expanding to 400 Milk routes within the next 3 years.



- Use of Modern Poultry equipment.
- Modern farm-house innovation
- Value addition in the present status of poultry processing.
- Implementation State of the art Post-harvest technologies.



- Sheep population of J&K is 3.4 million which is 5% of India's sheep population.
- Average yield of wool per sheep in J&K is around 2.28 kg greater than the national average



- 0.40 Lac Ha area of lakes/ reservoirs/ ponds
- 1.37 crore trout seed.
- 6.25 crore carp seed.

## POLICY HIGHLIGHTS

Commercial layer/broiler farms with rearing capacity of more than 10,000 birds per unit shall be provided capital investment incentive for access to credit @ 30% of the investment in plant and machinery (Farm automation/ equipment's) with upper limit of ₹ 50 lakh.

Commercial layer/broiler farms on their substantial expansion anywhere in J&K shall be given an interest incentive @ 3% on working capital credit advanced by the scheduled banks or central/ UT, Financial Institutions for first five years from the date of commencement of commercial production/operations.

Promotion of Maize Cultivation in J&K

Promotion of Poultry manure as organic manure

Support for Industry Academia partnership


Preservation and conservation of germplasm




## CONTACT DETAILS

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