



सत्यमेव जयते

Government of Jammu and Kashmir  
Department of Industries & Commerce

**JKTPO** 

JAMMU & KASHMIR TRADE PROMOTION ORGANIZATION

(A Government of J&K Undertaking)

January 2023 | Vol. 1, Issue-4

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- ❖ Start Up Ecosystem
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# Jammu & Kashmir Trade Promotion Organization JKTPO



# J&K-Most Beautiful Investment Destination

Jammu and Kashmir shares its international border with Pakistan. The UT lies in the Greater-Himalayan ranges and is enclosed with mountains and valleys. Chenab, Jhelum and Ravi are the major rivers that flow through it. It is well-connected with an international airport in Srinagar and a domestic airport in Jammu. The UT is home to about 65 industrial estates. J&K's handicrafts are world famous and the traditional handicraft industry has emerged as a large industry. Due to its large employment base and export potential, the industry has been receiving priority attention of the government. The UT is also famous for its small-scale and cottage industries such as carpet weaving, silks, shawls, basketry, pottery, copper and silverware, papier-mâché, and walnut wood. The cottage handicrafts industry provides direct and gainful employment to around 340,000 artisans.

As of August 31, 2022, J&K had a total installed power-generation capacity of 3,511.61 MW, comprising 1,866.08 MW under central utilities, 1,541.82 MW (state utilities) and 103.71 MW (private utilities).

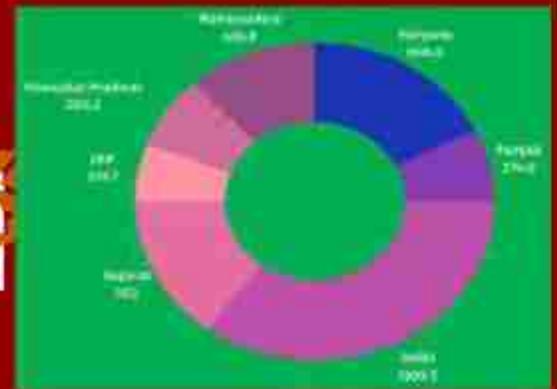
Total exports from J&K stood at US\$ 89.77 million in FY 2022-23 (until August 2022).

## Safe place to do Business

01

**J&K has one of lowest share of crime rate in India**

*Crime Rate is calculated as Crime per one lakh of population*



02

### Availability of Skilled Manpower

- ❖ Jammu only city in India to have IIT, IIM and AIIMS
- ❖ 12 Universities and 208 colleges with a total enrolment of over 13 lakh students
- ❖ 136 ITI's & Polytechnic Colleges imparting technical skills to the youth
- ❖ Centre for Invention, Innovation, Incubation and Training CIIT setup in collaboration with industry



03

### Industrial Policies & incentives

- ❖ J&K has an industrial policy that offers attractive incentives along with a single-window clearance mechanism.
- ❖ Land is allotted at concessional rates in industrial areas on lease for 90 years



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04

### Websites

[www.jktpo.in](http://www.jktpo.in)  
[www.investjk.in](http://www.investjk.in)  
[www.singlewindow.jk.gov.in](http://www.singlewindow.jk.gov.in)



# Start Up Ecosystem- Jammu & Kashmir

01 **Start Up Policy**  
Launched in 2018



13  
04 **Registered**  
**Incubators**



02 **Dedicated**  
**Nodal Department**  
& **Startup Team**



10  
05 **Listed Mentors**  
with **JKEDI**



03 **83**  
**Start ups recognized**  
under **J&K Startup**  
**Policy 2018**



1.20Cr.  
06 **Being sanctioned**  
in favor of **12**  
**startups**



07 **389**  
**DPIIT recognized**  
**Start ups**



08 **Startup Portal**  
<http://www.startupjk.com>  
One stop solution for  
ecosystem players : startups,  
investors, mentors, partners,  
incubators



## STARTUP ENABLERS



भारतीय प्रौद्योगिकी  
संस्थान जम्मू  
INDIAN INSTITUTE OF  
TECHNOLOGY JAMMU



National Institute of  
Technology Srinagar



JAMMU & KASHMIR  
ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE



भारतीय प्रबंध संस्थान जम्मू  
Indian Institute of Management Jammu



IIIM-TBI



Central University of Jammu-  
University Business Incubation  
Centre (UBIC)



## Partners in Growth



### J&K Industrial Policy 2021



Policy to be effective from 01.04.2021 and will remain in force for 10 years



Policy to provide incentives to New, Existing & Existing units undertaking substantial expansion



New units to get 100% exemption on Stamp duty



100% reimbursement on setting up of DG Set



Regulatory mechanism has been reduced/ streamlined and fiscal burden reduced



Application for change of line of activity to be processed within 10 days

- ❑ Units to be incentivized for investment in pollution control equipment and adopting environment friendly production technologies
- ❑ 60% of the cost of Pollution Control Devices maximum of Rs. 50 lakhs
- ❑ 50% subsidy on the expenditure incurred on environment friendly initiatives

### Additional Support to Existing units.

- Turnover incentive for 5 years of 3% for Micro and 2% for Small, Medium and Large units
- Net SGST reimbursement for 10 years

## 41st India International Trade Fair (IITF)

14<sup>th</sup> - 27<sup>th</sup> November, Pragati Maidan,  
Delhi



Chief Secretary, Dr Arun Kumar Mehta launched the celebrations in order to celebrate Jammu & Kashmir day at 41st India International Trade Fair at Pragati Maidan. Dr Mehta, who was the chief guest on the occasion, along with the other officers were given a detailed visit to the JK pavilion where different stalls were put up for display. While interacting with the visitors at the fair, Dr Mehta urged them to visit J&K as the region has numerous scenic spots and destinations dotted across the length and breadth of the Union Territory. The fair started on November 14 and will conclude on 27th November.

Managing Director JKTPO, Khalid Jahangir while giving inaugural speech, appreciated the audience for taking time out of their busy schedule for visiting JK Pavilion and watching cultural show at JK UT Day celebrations.

J&K Pavilion has 58 stalls-accommodating 65 exhibitors from Handloom & Handicraft, Agri & Food Processing, NGO/Society & Government Departments/ Corporations.

Following Government Departments/Corporations were present at J&K Pavilion:

- Directorate Handloom & Handicraft Jammu
- Directorate Handloom & Handicraft Kashmir
- J&K State Handloom & Handicrafts Development Corporation
- J&K Handicrafts (S&E) Corporation
- J&K Industries Limited (JKI)
- J&K Minerals Limited
- J&K Horticulture Produce Marketing & Processing Corporation (JKHPMC Ltd.)
- Directorate of Industries & Commerce Kashmir
- Directorate of Industries & Commerce Jammu
- Department of Fisheries J&K
- Directorate of Agriculture Kashmir

❖ Total Sales generated during the event is more than a crore.

❖ More than 1500 business leads/ connects established during the exhibition.

❖ Overall footfall of more than 5 Lac people was witnessed during the exhibition.



# 16<sup>th</sup> Punjab International Trade Expo (PITEX) 8<sup>th</sup> - 12<sup>th</sup> December 2022, Amritsar, Punjab



Jammu and Kashmir Trade Promotion Organization (JKTPO) participated in 16th edition of Punjab International Trade Expo (PITEX), held from 8th to 12th of December 2022 at Amritsar, Punjab, a flagship B2B and B2C event. **JKTPO sponsors over 30 exhibitors at Punjab International Trade Expo Amritsar** Pavilion setup by JKTPO showcasing the UT's Culture, Heritage, Handloom and Handicraft besides Agricultural products was one of the biggest attractions at the PITEX which received huge rush of visitors. PITEX, which brought together industry, trade and business from all over the country and abroad as well, worked as a catalyst of economic growth in the country. The J&K exhibitors displayed and promoted the uniqueness and strength of J&K among the National and International visitors.

The event provided an excellent platform to the budding and established entrepreneurs of J&K in terms of improved product visibility, retail sales, opportunity for synergetic collaborations through fruitful meets conducted with national and international visitors/buyers, market and competitor knowledge and insights into best practices of business. Huge response in terms of business leads was generated which when converted into orders will result into a good business for the them in future.



**JKTPO sponsors over 30 exhibitors at Punjab Int'l Trade Expo Amritsar**



# Export Awareness & Capacity building workshop organised by JKTPO at Rajouri, 22<sup>nd</sup> November, 2022

| 7

Jammu and Kashmir Trade Promotion Organization (JKTPO), in association with Agricultural and Processed Food Products Export Development Authority (APEDA), Directorate General of Foreign Trade (DGFT), Federation of Indian Export Organisations (FIEO), Export Credit Guarantee Corporation of India Ltd (ECGC) and State Bank of India (SBI) organised an export awareness workshop in Rajouri.

The participants were informed about Credit Facilities, Hedging Benefits and Trading by the customer on the FX-Retail Platform by Mr Chirag, Manager (Regional Treasury Marketing Unit), State Bank of India, Delhi. He explained about various competitive loan products on offer from SBI for exporters.

An exhibition was also set up in the workshop and unique/ ODOP Products of Rajouri like Kalari, Honey, Walnut, Wool & Handloom Products and Chikri wood products were also displayed.



Ministry of Commerce and Industry, Government of India | Directorate General of Foreign Trade | JKTPO | APO | Districts to Export More

### Export Awareness Workshop at District Rajouri

**Objective:**

- Impart knowledge about various Export related government schemes.
- Awareness regarding various Financial Assistance for Exporters.
- Awareness about Information, compliances, documentation etc.
- Target Market for Exports
- Awareness about Insurance for exports.
- Increase in Exports and IEC holders from the districts.

22<sup>nd</sup> November 2022

In Association with

# Export Awareness Drive by Jammu Kashmir Trade Promotion Organization @District Pulwama

Jammu and Kashmir Trade Promotion Organization (JKTPO) under the aegis of Department of Industries and Commerce organized the export awareness workshop for potential exporters of district in association with Directorate General of Foreign Trade (DGFT), APEDA and various other agencies working in the field of Exports. JKTPO is reaching out at District Level to promote exports and aware the entrepreneurs regarding its benefits. This was in continuation of various workshops planned across the UT. These workshops are specially curated in view of demands and requirement of district with focus on ODOP products under District as export hub scheme/ODOP Initiative.

The Experts from JKTPO, Directorate General of Foreign Trade (DGFT), Agricultural and Processed Food Products Export Development Authority (APEDA), Spice Board of India, Sports Goods Export Promotion Council of India, State Bank of India (SBI) and FIEO (Federation of Indian Export Organizations) briefed the participants from various sectors like Agriculture, Horticulture, Handloom & Handicraft, MSMEs on the benefits and various requirements, documentation, IEC registration and market identification for exports to international market.

Additional Deputy Commissioner Pulwama Mr Abdul Aziz Sheikh in his inaugural address stressed on importance of exports and highlighted the potential of unique products of Pulwama. District officers of different departments like horticulture, agriculture, Industries, DLEPC members and More than 170 potential exporters and entrepreneurs from District Pulwama attended the workshop. The participants were allowed to interact with experts, and there was an open and frank brainstorming session related to various aspects of Saffron forward market Linkage, Packing and export promotion. The participants also requested JKTPO to organize Geographical identification (GI) awareness champs in Pulwama. The workshop received a very warm response from local farmers and entrepreneurs.



Export Awareness Workshop at District Pulwama

Objective:

- Impart knowledge about various Export related government schemes.
- Awareness regarding various Financial Assistance for Exporters.
- Awareness about information, compliances, documentation etc.
- Target Market for Exports
- Awareness about insurance for exports.
- Increase in Exports and IEC holders from the districts.

15th November 2022 | Circuit House, Pulwama

In Association with:

# Export Awareness Workshop in District Anantnag November 14, 2022



Jammu and Kashmir Trade Promotion Organization (JKTPO) under the aegis of Department of Industries and Commerce organized an export awareness workshop for potential exporters in association with Directorate General of Foreign Trade (DGFT), APEDA and various other agencies working in the field of Exports.

JKTPO is reaching out at District Level to promote exports and aware the entrepreneurs regarding its benefits. The workshop is in continuation of the planned events to be held across the UT to promote exports from all districts of Jammu & Kashmir under the District as Export Hub Scheme/ODOP initiative. This is fourth district level workshop in a row after Kistwar, Udhampur and Kathua. Export Awareness Workshops at the district level aim to boost and support exports from UT of J&K with a focus on developing each district as an export hub under the District as Export Hub/ODOP initiatives. All stakeholders are made aware regarding potential of their products for exports, countries to be targeted and procedures of exports. JKTPO is bringing all export agencies/stakeholders at district level through this wonderful platform. Special focus was given on ODOP products and other focus products of the Anantnag district including Trout Fish, Willow Cricket bats, and Scented Rice (Mushkbudji)

The detailed sessions were conducted by the experts on the benefits of exports, the process of getting an Import/Export code, endorsing local products of agriculture to an international market, credit linkages for exports and credit risk insurance facilities, and rural empowerment through cultivation processing and marketing of Aromatic Plants.

Dr. Basharat Qayoom, IAS Deputy Commissioner Anantnag while inaugurating the workshop and addressing the forum said, "District Anantnag has a great potential of exports in Trout fishes, Cricket Bats, and scentedrice (Mushkbudij). Trout fish is selected as ODOP (One District One Product) from district Anantnag with immense potential for exports and other allied derivatives. District Administration is working in full swing with Government and other export institutions to boost exports and make District Anantnag a hub of exports for its potential products under District as Export Hub Initiative."

**Export Awareness Workshop at District Anantnag**

**Objectives:**

- Increase awareness about various Export related government schemes
- Awareness regarding various Financial Assistance for exporters
- Awareness about Import/Export, certification, documentation etc.
- Target Market for Exports
- Awareness about Insurance for Exports
- Increase in Exports and DIC number's from the Districts.

14th November 2022 | 1st Seminar, Anantnag

For Sponsorship and Co-Operation with:

- Government of Jammu & Kashmir
- Department of Industries and Commerce
- JKTPO
- DGFT
- APEDA
- Districts
- SBI

November 11, 2022



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized an export awareness workshop in association with Agricultural and Processed Food Products Export Development Authority (APEDA), Directorate General of Foreign Trade (DGFT), Federation of Indian Export Organisations (FIEO), Export Credit Guarantee Corporation of India Ltd (ECGC), State Bank of India (SBI), Invest India and Wool and Woolens Export Promotion Council (WWEPC) in Kathua. This is 3rd workshop in a row after covering Kishtwar and Udhampur.

The workshop included detailed sessions on Benefits of exports, process of getting IEC code, awareness regarding India Business Portal and India Trade portal, credit linkages for exports and credit risk insurance facilities and potential of products of region in international market.

The workshop is in continuation of the planned events to be held across the UT to promote exports from all districts of Jammu & Kashmir under District as Export Hub Scheme/ODOP initiative. Export Awareness Workshops at district level aims to boost and support exports from UT of J&K and with focus on developing each district as export hub under District as Export Hub/ODOP initiatives. The workshop was also focused on potential of ODOP products and other focus products of Kathua district including Mushroom, Basohli Paintings, Basohli Pashmina, etc.

Mr. Atul Gupta, Additional Deputy Commissioner inaugurates the workshop and addressed the gathering informing about major products from Kathua which have potential for exports and highlighted the importance of the export awareness workshop which is very well planned as it covers all the major aspects for exports, right from documents required to get IEC Code, market linkages including e-commerce linkages, financial and insurance assistance. He further added that more such workshop should be organized at district level on continuous basis.

All District officers of Agriculture, Horticulture, State Rural Livelihood Mission, Handicraft and Handloom, Industries and commerce, Agriculture Marketing Officer who are also members of District Level Export Promotion Committees and Industry associations, Industrialists, Self Help Group members, Artisans, Farmers, FPOs, attended the workshop.

**Export Awareness Workshop at District Kathua**

**Objective:**

- Impart knowledge about various Export related government schemes.
- Awareness regarding various financial Assistance for Exporters.
- Awareness about information, compliances, documentation etc.
- Target Market for Exports
- Awareness about Insurance for exports.
- Increase in Exports and IEC holders from the districts.

11th November 2022 | DC Office Complex, Kathua

In Association with: ECGC, FIEO, SBI, WWO

## NOVEMBER 24



Jammu and Kashmir Trade promotion Organisation (JKTPO) organised on boarding drive of Open Network for Digital Commerce (ONDC) at JKEDI, Pampore with ONDC Seller Partner E-Samudaay to assist onboarding of sellers, artisans, retailers, small merchants and traders on their platform through which they can sell their product on ONDC Network. This onboarding drive is the continuation of ONDC awareness workshop organized in September in both divisions of Jammu & Kashmir.

ONDC is being established as a first of its kind initiative globally to pave the way for reimagining digital commerce in India and establishing a globally replicable model for digital commerce. This will be an open network with established registries, enabling wide-scale participation by digital commerce ecosystem players in India through multiple gateways. On boarding of stakeholders also initiated with the workshop which enables J&K to take lead among other states/UT's to be part of digital revolution with access to market linkages for sellers of J&K all over India.

Seller partners of ONDC, E-Samudaay had alone to one networking sessions with participants and onboarded them on the seller platform. This onboarding drive was attending by women entrepreneurs, small entrepreneurs, E-Commerce companies, retailers and artisans of UT. About 70 participants participated in this drive. All the sellers were facilitated by JKTPO Team and E-Samudaay team for onboarding. 20 local companies/sellers were onboarded on spot and rest of the participants initiated the process of onboarding and will be registering their digital catalogues soon. Categories onboarded were Food and Beverages, Handloom and Handicrafts, Groceries and Home Décor.

During onboarding drive, entrepreneurs acknowledge efforts from Jammu and Kashmir Trade Promotion Organization for providing market linkages to them, one of the entrepreneurs, Adnan Ali Khan-Al Kareem Souq Pvt Ltd stated "that onboarding on ONDC platform will help us to have Pan India presence with nominal charges and thanked JKTPO."



9<sup>th</sup> December 2022



Jammu and Kashmir Trade promotion Organisation (JKTPO) organised on boarding drive of Open Network for Digital Commerce (ONDC) at Udyog Bhawan Jammu. ONDC Seller Partners E-Samudaay and Mystore assisted onboarding of sellers, artisans, retailers, small merchants and traders on their platform through which they can sell their product on ONDC Network. This onboarding drive is the continuation of ONDC awareness workshops organized in September in both divisions of Jammu & Kashmir.

Earlier such onboarding drive was also organised in Srinagar by JKTPO. This drive is one of the initiatives of JKTPO for providing marketing platforms for entrepreneurs. This in addition to various physical market platforms being given to entrepreneurs by JKTPO in form of participation in trade fairs, exhibitions, expos and Buyer seller meets.

The onboarding drive was attended by women entrepreneurs, e-commerce players, retailers and artisans and other entrepreneurs. The Session was also attended by Chairperson FICCI Flo-THE WOMEN'S WING OF FICCI, Ritu Singh and other representatives from FICCI Flo-THE WOMEN'S WING OF FICCI, Jammu & Kashmir and Ladakh Chapter. Among those who registered onspot/ initiated onboarding process include Anmol Shakti, Impact Handloom WIC Ltd., Krishna It Services, Meena Crations, Kart Shot, Nazrana Fine Jewells, Pure Mart, Oriental Handloom etc. This onboarding drive is in line of the planned events to be held across the UT for the promotion of ecommerce and attract the local entrepreneurs of J&K towards digitalisation

**JKTPO** **ONDC**  
**ONDC ONBOARDING DRIVE**  
**Mystore ONDC onboarding partners eSamudaay**

**Selling Via ONDC Made Easy For J&K Sellers By Mystore**

**eSamudaay ONDC**  
Selling via ONDC is easy and convenient. You can reach a large number of buyers across the country. You can also reach buyers who are looking for your products. You can also reach buyers who are looking for your products. You can also reach buyers who are looking for your products.



# Investor-Startup Meet” for J&K based Start-ups in 13 Jammu

December 10, 2022



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized Investor Startup Meet for J&K based Startups to interact, discuss and network with prominent Investor at Conference Hall, Jawaharlal Nehru Udyog Bhawan in the presence of other Startup ecosystem stakeholders.

The objective of this Meet was to provide opportunity to J&K based StartUp founders for pitching their venture ideas in front of investor and other Startup ecosystem stakeholders in order to receive seed funding and building relationship for exploring growth opportunities.

Mr. Khalid Jahangir JKAS, MD-JKTPO talked about role and efforts of JKTPO in providing markets and investor connects to startups in J&K. He added that 100+ unicorn Startups coming up from India and there is huge potential of growth opportunities for Startups from J&K. He emphasized on more such programs to connect J&K based Startups for funding opportunities.

70+ year old Startup founder Mr G. D. Sharma from Anmol Shakti FPC working in special type of mushroom cultivation pitched his venture and attracted attention of the visiting team members. Promising Startups from J&K like Studio Agama, Aquaplex, Anmol Shakti FPC, VR-Eco, eSnick, KHIDMAT ventures, SESTI, PayU snap, etc participated in this Meet and presented their Startup pitch deck & discussed their venture with the Investor to raise seed fund.

This Meet helped participating Startups to meet Investor in person and discuss about their business model and initiate further round of meetings. In addition to such events JKTPO is also providing forward market linkages to product and service based startups by providing opportunities to participate in various B2B events, Trade fairs, exhibitions all around the year.

**JKTPO**  
Jammu and Kashmir Trade Promotion Organization  
Jammu - Kashmir - India

**fluidventures**

**Investor Start-Up Meet**  
Inviting J&K based Startups for Elevator Pitch Round

**ATAL INCUBATION CENTRE - BIATTECH**

**Mr. Amit Singal**  
Founding Partner - Fluid Ventures

**Prof. (Dr.) Abha Rishi**  
CEO, Atal Incubation Centre - BIATTECH

3:30 PM - December 10, 2022  
Conference Hall, Udyog Bhawan, Jammu

For Queries: [www.jktpo.in](http://www.jktpo.in) | [jktpo\\_jk](https://www.facebook.com/jktpo_jk) | [contact@jktpo.com](mailto:contact@jktpo.com) | [contact@jktpo@gmail.com](mailto:contact@jktpo@gmail.com)

2nd January 2023

Department of Industries & Commerce

G20

JKTPO

## INVESTORS FACILITATION MEET

2nd January, 2022

Conference Hall, Jawaharlal Nehru Udyog Bhawan, Jammu

11:00 am

[www.jktpo.in](http://www.jktpo.in) | [jktpo\\_jk](https://www.facebook.com/jktpo_jk) | [contact@jktpo](mailto:contact@jktpo)

Jammu and Kashmir Trade promotion Organisation (JKTPO) organised an "Investor Facilitation Meet" for Investors of Industrial Estates of Samba & Kathua at Udyog Bhawan Jammu. Managing Director, JKTPO Khalid Jahangir, JKAS in his inaugural address such meets will be a regular feature in J&K to facilitate investors and look into the issues faced by Investors on the directions of Lt. Governor, UT of J&K. He also highlighted the various steps being taken by the Industry & Commerce Department to improve the business ecosystem of Jammu & Kashmir like fully operational Single Window System. Union Territory of Jammu & Kashmir is ranked among the top destinations in India in terms of investments and has been accorded the status of emerging business ecosystems in the recently released ease of doing business ratings by the Government of India. He also highlighted that stable governance, its position in the Ease of doing Business ranking, competitive cost of doing business, the impact of investment facilitation, best-in-class incentives, and highly skilled human resources are added advantages of investing in the Union territory of Jammu & Kashmir.

The meet was attended by the officers of SIDCO, SICOP, Department of Industries and Commerce and JKTPO. The EoDB (Ease of Doing Business) / Single Window System team presented a Live-demo on J&K Single Window system and addressed the queries of investors regarding Single Window System on-spot. The prominent business investors who attended the meet were M/s Axiom Foods & Beverages Pvt. Ltd. M/s Geneka pharmaceuticals Pvt Ltd. M/s Khema Prithvi Enterprises, M/s Pioneer Agritech industries, M/s Healthonics life-sciences Pvt Ltd, M/s Jamkash Pharmaceuticals, etc



# GeM onboarding Drive for ODOP of Ganderbal- Willow wicker

9<sup>th</sup> January 2023



On the directions of Principal Secretary, Industries & Commerce Department, Prashant Goyal, a special onboarding drive of one district one product (ODOP) of Ganderbal on Government e-Market place (GeM) was organised by Jammu and Kashmir Trade Promotion Organization (JKTPO) today for potential exporters, artisans, FPO's & traders of district Ganderbal at Mini Secretariate, Ganderbal in association with Invest India(ODOP team) and District Administration, Ganderbal.

The drive was aimed to onboard sellers, artisans, exporters and traders selling Willow Wicker product on Government e -Market place.

The willow wicker products have an attractive face value and intricate designs which make them a hit not only in the local markets but are also exported to different parts of the country and abroad. Onboarding on GeM will open Government market for sellers of ODOP products.

The drive was attended by unit Holders, artisans, FPO's, traders & exporters of Willow Wicker from district Ganderbal and also by officers of Handicrafts and Handloom Deptt. All the participants who attended the drive were onboarded on GeM platform.

During this drive 20 artisans/entrepreneurs were onboarded on GeM free of cost .



**Kani Shawl** 9<sup>th</sup> January 2023



On the directions of Principal Secretary, Industries & Commerce Department, Prashant Goyal, a special onboarding drive of one district one product (ODOP) of Ganderbal on Government e-Market place (GeM) was organised by Jammu and Kashmir Trade Promotion Organization (JKTPO) today for potential exporters, artisans, FPO's & traders of district Ganderbal at Mini Secretariate, Ganderbal in association with Invest India(ODOP team) and District Administration, Ganderbal.

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During this drive 20 artisans/entrepreneurs were onboarded on GeM free of cost .



# JKTPO participated in Indus Food 2023,Hyderabad 8th to 10th of January 2023



Glimpse of J&K Pavilion at Indus Food 2023 ,Hyderabad

Jammu and Kashmir Trade Promotion Organization (JKTPO) participated in Indus Food -2023 which was held from 8th to 10th of January 2023 at Hitex International Exhibition Centre, Hyderabad a flagship B2B event organized by Trade Promotion Council of India (TPCI).

Indus Food is the South Asia's largest integrated food and beverage trade fair. It provides retailers and buyers opportunities to network and conduct business with new and existing exhibiting suppliers. Indusfood is the most comprehensive F&B marketplace in the South Asia region, showcasing F&B products, F&B processing, and packaging technology.

On the directions of Principal Secretary Industries & Commerce Department, Prashant Goyal JKTPO set up J&K Pavilion & sponsored and facilitated 11 agro and food processing based registered local entrepreneurs to showcase their product and services in the exhibition to enhance their visibility during the exhibition as well as to build business connects. Major exhibitors from J&K who participated in the event where BST Organics, Noor brand Saffron, Kashmir Roots private limited, M/s M Maqbool (Nadur), Sarveshwar Foods, Nimbark Organics ,Valley Exotic private limited, Saffron Mart, Wazwan of Kashmir& Corporate Supplies. Some of the unique products exhibited included Saffron, Honey, Kehwa, Nadru, Spices, Basmati rice, Mushrooms, Dried vegetables, processed food products, organic and local frozen food products, etc.

Stalls in the "J&K Pavilion" showcasing the Agro & Food processing products was one of the biggest attractions at Indus Food, 2023 and witnessed tremendous footfall, fascinating the domestic/international Buyers through their offering of a unique range of products. The Brand J&K has found excellent acceptability among the visitors boosted by the authenticity and uniqueness of products. The J&K exhibitors displayed and promoted the uniqueness and strength of J&K among the National and International visitors



## GeM onboarding for Walnut(ODOP) by JKTPO at Kupwara



JKTPO in collaboration with Invest India and District administration Kupwara successfully concluded the onboarding drive of ODOP products on Government e-Market place(GeM) for walnut exporters, FPO, entrepreneurs, traders of district Kupwara at DC office complex, Kupwara today.

On the directions of Prashant Goyal, Principal Secretary, Industries and Commerce Department, JKTPO is engaging with all the districts of UT to promote local ODOP products and create awareness regarding advantages of selling their products on the Government's e-Marketplace and other e-commerce platforms.

Walnut is the ODOP of district Kupwara under District as Export Hub Scheme/ODOP initiative. Jammu and Kashmir accounts for more than 98% of walnut production in India. Locally known as "Doen", Walnuts of Kupwara are naturally organic as no sprays and fertilizers are used in their cultivation.

The onboarding will open Government market for ODOP products especially for gifting/souvenir purpose during major government events, conferences, summits especially in view of various G20 meetings to be held across the country in 2023.

During the drive all the participants were made aware regarding the benefits of GeM onboarding was given by industrial experts from JKTPO and Invest India. Around 20 participants attended this onboarding drive. Participants who were onboarded on GeM platform won't be charged any caution/security money.

Event was also graced by the officers of DIC and officers from DC office, Kupwara.



# Webinar on "Building Successful Start-up from J&K" on National Youth Day

| 19

12<sup>th</sup> January, 2023



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized a webinar for StartUps, students & entrepreneurs on "Building Successful Startup from J&K". J&K own successful StartUp founder Ms. Ridhima Arora was Guest speaker/Expert on the occasion. StartUp activities resonate with youth and their spirit, and this webinar coinciding with National Youth Day making it more special.

The objective of this webinar was to spread J&K StartUp Success Stories among J&K based startup founders, aspiring entrepreneurs, students and making them aware of Challenges and opportunities for StartUp ideas in J&K and how to overcome challenges and utilize opportunities in order to succeed as a StartUp founder and raising funds from outside world to validate StartUp ideas and business models.

Ms. Ridhima Arora, is Founder of StartUp "Namhya Foods" for making healthy food items with herbs and ayurvedic ingredients. Namhya Foods has been covered on platforms like Shark Tank India, Josh Talks, TEDx, Better India, Your story, Business World Inc 42, Global Change Makers 2021 Google (As Digital Awards Winners).

Ms. Ridhima talked about her StartUp journey as a founder and shared her thoughts, experience on the theme of webinar. She shared the sales and marketing strategy for startups and how startups can avail benefits of digital commerce through own websites and platforms like, Amazon, Big Basket, etc

She also shared strategy of building brand and how to make your brand global. She spoke about focusing on StartUp idea, fulfilling customer needs, quality and advised participants not to start a venture for the limelight and attention it gets.

She spoke about strategy to raise funds by startups. She shared her real life experience about how female founders face questions about marital status, children, and other gender specific queries while fund raising

**JKTPO**  
Jammu & Kashmir Trade Promotion Organization  
A Government of J&K Organisation

**"Building Successful StartUp from J&K"**  
Secret of Success from Shark Tank India Participant

**NAMHYA**

**Ms. Ridhima Arora**  
Founder - Namhya Foods

3:00 PM - January 12, 2023

For Queries: [www.jktpo.in](http://www.jktpo.in) | [jktpo\\_jk](https://twitter.com/jktpo_jk) | [contact@jktpo](https://www.facebook.com/jktpo.jk) | [contact@jktpo@gmail.com](mailto:contact@jktpo@gmail.com)

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### JKTPO promotes UT's uniqueness at Indus Food exhibition

Post by [Rik News](#) on Wednesday, January 11, 2023



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Investor Facilitation Meet organised by JKTPO at Jammu

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By [KR Desk](#) on 21 September 2022, 21:02. [No Comment](#)

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#### JKTPO organized Session on Export Awareness & Capacity ...

30-Sept-2022 — The workshop is first in line of the planned events to be held across the UT to promote exports from all districts of J&K. It included detailed ...

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#### J&K TPO organizes Export Awareness Workshop at Anantnag

15-Nov-2022 — The aim of the Export Registration Drive was to motivate and train young entrepreneurs for exports. In all, 115 participants... Support free and ...

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#### Kathua News 24 by 7 - Export Awareness Drive by JKTPO reaches ...

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The workshop included detailed sessions on Benefits of exports, process of getting IEC code, awareness regarding India Business Portal and India Trade portal, ...

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For more information, log on to [www.jktpo.in](http://www.jktpo.in)

**Jammu & Kashmir Trade Promotion Organisation (JKTPO)**  
*A J&K Government Undertaking*

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