



सत्यमेव जयते

Government of Jammu and Kashmir  
Department of Industries & Commerce



JAMMU & KASHMIR TRADE PROMOTION ORGANIZATION  
(A Government of J&K Undertaking)

## JKTPO Newsletter

March 2023 | Vol. 1, Issue-5

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# Jammu & Kashmir Trade Promotion Organization JKTPO





# Discovery Of Lithium Resources In Jammu & Kashmir



The Geological Survey of India (GSI) has made a significant discovery of lithium resources in the Salal-Haimana area of Jammu & Kashmir. For the first time, the GSI has established inferred resources of 5.9 million tonnes of lithium, which is a critical element used in batteries for electric vehicles, mobile phones, and other electronic devices.

Lithium is a soft and silvery-white metal that is also known as "white gold" due to its high demand for rechargeable batteries. Lithium has various uses and is a vital component of electrochemical cells used in batteries for electric vehicles, laptops, mobiles, and other devices.

## Advantages

The discovery of lithium reserves in India is significant as it can assist the country in achieving its targets of reducing emissions and moving towards net zero by 2070, by providing a critical component for electric vehicle batteries.

Additionally, the world is currently facing a lithium shortage due to rising demand for EVs and rechargeable batteries, which is estimated to reach 2 billion by 2050.

With 54% of the world's lithium reserves found in Argentina, Bolivia, and Chile, the discovery of lithium reserves in India can help address global shortages and reduce dependence on a few locations.

The Central Electricity Authority of India has estimated that the country will need massive amounts of lithium for the 27 GW grid-scale battery energy storage systems required by 2030.

India is heavily dependent on lithium cells and batteries imports, with over 165 crore lithium batteries estimated to have been imported between FY17 and FY20. This has cost the country over \$3.3 billion in import bills.

To reduce its reliance on China, which is the major source of both raw materials and cells, India is seeking to secure lithium sourcing agreements. However, India is a late entrant into the lithium value chain and is entering at a time when the EV sector is expected to undergo significant disruption.



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## 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)





## Amendments & Upgradation of Policies

Government of J&K has initiated the process of amending and upgrading **JK Industrial Land Allotment Policy 2021-30** and **JK Private Industrial Estate Development Policy 2021** by putting the same on public domain for review and feedback and seeking suggestions from the public and the stakeholders.

The UT government is in process of making amendments to these policies to attract investment in the UT and making Jammu and Kashmir the most investor-friendly Union Territory.

The policy drafts are available on official website of Jammu and Kashmir Industries department, [www.jkindustriescommerce.nic.in](http://www.jkindustriescommerce.nic.in). The decision by the department is believed to be another step to onboard its stakeholders.

These policy amendments aim at creating a progressive, innovative and competitive industrial ecosystem generating employment in the UT while mobilizing investments from across the world.

The policies have been made public to allow the business community, industrialists, investors, trade organizations and other stakeholders to provide feedback.

The Department of Industries and Commerce has already started receiving suggestions from the relevant stakeholders and is looking forward to receive more comments in coming days.

## Introduction of J&K Logistic Policy (Draft)

In response to J&K's rapid development in the logistics industry, the administration of Jammu and Kashmir has developed a Draft Logistics Policy 2023 with the goal to create infrastructure for the transport sector.

Over the next five years, the draft plan calls for a reduction in logistical expenses of at least 50% from their current level."The policy focuses at identifying significant issues and bottlenecks influencing J&K's logistics effectiveness.

The goal of the initiatives is to increase the effectiveness of logistics in key industries like medicines, e-commerce, agricultural, and dairy goods by developing storage and handling facilities at crucial nodes. While mapping the facilities to increase air cargo, the development of air cargo terminals and airfreight stations will be taken into consideration. This programme encourages the growth of e-commerce clusters in high-movement areas near points of demand and on the outskirts of cities. This will meet the demands of the e-commerce industry and reduce congestion in urban areas.

## Upcoming .....

- > **J&K Export & Trade Policy**
- > **J&K Start Up Policy**





# J&K gets first FDI project - 'Mall of Srinagar' by EMAAR

ALMOST A YEAR AFTER CEOs from many Gulf nations visited the Valley to investigate into investment opportunities, the UAE-based Emaar Group, the builder of the Burj Khalifa, declared that it would build a mall and an information technology tower in Srinagar to mark its arrival into J&K. The news was made on the same day that an India-UAE investors' meeting, similar to the one that took place in March of last year, was conducted in Srinagar.

J&K Lieutenant Governor Manoj Sinha performed the 'Bhumi Pujan' (prayer ceremony) for the 10-lakh sq. foot mega-mall — "Mall of Srinagar" — and an IT tower at Sempora on the outskirts of Srinagar



Manoj Sinha, the lieutenant governor of J&K, led the "Bhumi Pujan" (prayer ritual) for the "Mall of Srinagar," a 10-lakh-square-foot mega-mall, and an IT tower at Sempora outskirts of Srinagar. "A 150 crore rupee IT tower will be built in Jammu. For it, land has been provided. Its ground-breaking ceremony would take place the following month, according to Sinha, who also added that the Emaar projects in Srinagar and Jammu will increase job opportunities.

"The first FDI in Jammu and Kashmir has taken shape with the Bhoomi Pujan of the 10-lakh-square-foot Mall of Srinagar by Emaar," he added, inviting businessmen from the UAE to invest in J&K and "become partners in J&K's development."



**UAE'S EMAAR FIRST OVERSEAS COMPANY TO START A MEGA-MALL PROJECT IN KASHMIR**



# Ease of Doing Business Initiative

Business Reform  
Action Plan 2022

J&K Single Window

- ▶ **Evidences of 352 Reforms uploaded for evaluation.**
  - ▶ **2.4 lakh user database submitted for feedback exercise.**
  - ▶ **In evaluation phase-clarification of evidences to be submitted to DPIIT.**
  - ▶ **Ranking of UT will depend upon feedback provided by users (feedback exercise to be started by DPIIT)**
  - ▶ **18 departments' services are integrated with J&K Single Window System under BRAP-2022**
- 170+ online services offering**
  - ▶ **All BRAP services (50+) are brought under J&K PSG Act, 2011**
  - ▶ **Grievance & Query Handling Feature.**
  - ▶ **Dedicated helpline /email-id provided**
  - ▶ **Features like Know Your Approvals, Know Your Incentives, and Incentive Calculator are available**
  - ▶ **Integrated with National Single Window System, Digilocker, e-Abhgari, National Career Service Portal and other National portals.**

## Way Forward

- ▶ **Private Land Bank Module is being prepared for listing of private land parcels on Single Window portal**
- ▶ **Deemed approval (as per the provision laid down in the Single Window Act)**
- ▶ **Improving service delivery timelines through benchmarking with top States**
- ▶ **Implementation of key labour reforms identified from various States**
- ▶ **Integration with Central portals**
- ▶ **Complete integration and redirection of all BRAP-2022 services through SWS**
- ▶ **Setting District Investment Promotion Agency.**
- ▶ **Implement Best Practices of other States**

**JKTP** 



# Major Events, Exhibitions & Activities, Jan-2023

## Export Awareness & Capacity building workshop in Jammu 30<sup>th</sup> January, 2023



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized an export awareness workshop in association with Federation of Indian Export Organizations (FIEO)

Directorate General of Foreign Trade (DGFT), Export Credit Guarantee Corporation of India Ltd (ECGC), Department of Posts, Government of India, and State Bank of India (SBI) in Jammu

These workshops aim 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. Niche products of Districts such as basmati, Fresh fruits, saffron, Pashmina, Basholi Paintings, Carpets, Paper mache etc are prioritized in each district for further hard and soft interventions required at the ground level.

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, e-commerce platforms, Logistics and potential of products of region in international market. On the onset Mr. Khalid Jahangir, Managing Director, JKTPO welcomed the business community members from Jammu and briefed the audience about mandate and various trade and export promotion initiatives undertaken by Jammu and Kashmir Trade Promotion Organization. He further added that JKTPO regularly organizes and participates in various activities like Buyer-Seller Meets, Trade Fairs, Exhibitions, Conferences, Seminars, etc. at National and International level for registered members & women entrepreneurs. He further highlighted the export potential of unique products of Jammu and Kashmir.



### Export Awareness Workshop at District Jammu

#### 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.



30th January 2023

JN Udyog Bhawan, Jammu



February, 2023  
GeM onboarding drive of ODOP-DEH  
products @Srinagar  
1<sup>st</sup> February, 2023



Jammu and Kashmir Trade Promotion Organisation (JKTPO) has organised an onboarding drive of one district one product (ODOP) and District as Export Hub (DEH) Products of District Srinagar on Government e-Market place (GeM) for potential exporters, FPOs and societies of district Srinagar, here at Sanat Ghar, Bemina.

On the directions of Principal Secretary to the Government of J&K, Industries and Commerce Department, Shri Prashant Goyal, and under the overall supervision of Khalid Jahangir, MD JKTPO, JKTPO is reaching out at District Level to aware the entrepreneurs, artisans regarding the benefits of selling products on Government e-Market place.

The drives are planned to be held across the UT for onboarding of the ODOP and DEH products on the GeM platform.

Papier Machie has been selected as one of the products under District as Export hub initiative from district Srinagar and has immense potential for exports. The District Administration is working in full swing with the Government and other export institutions to promote these products.

The drive was attended by more than 40 artisans, societies and exporters from district Srinagar and officers from Handicrafts and Handloom Department, Kashmir. The procedure and benefits of onboarding on Government e-Market place (GeM) was explained in detail and the working of the portal was also demonstrated.

The team of JKTPO also had a one-to-one awareness session with the participants who were on-boarded in this platform and has been actively promoting the e-commerce/export awareness in Jammu & Kashmir by organising different workshops at grass roots level.



### GeM on boarding drive for ODOP & DEH Products SRINAGAR



#### GeM Advantages For Sellers

- Direct access to all Government departments
- One-stop shop for bids /reverse auction on products
- New Product Suggestion facility available to Sellers
- Seller friendly dashboard for selling & monitoring of supplies and payments
- No caution/security money to be charged

11:30 AM - 01 February, 2023

Conference Rooms, Sanat Ghar, Bemina



# GeM onboarding Drive at Udhampur and Anantnag for ODOP & DEH Products



**GeM on boarding drive for ODOP & DEH Products**  
**UDHAMPUR** 11:30 AM - 03 February 2023  
 District Management Unit, J&K, Udhampur

**GeM Advantages For Sellers**

- Direct access to all Government departments
- One-stop shop for bids/reverse auction on products
- New Product Suggestion facility available to Sellers
- Seller friendly dashboard for selling & monitoring of supplies and payments
- No caution/security money to be charged

www.jkpmc.gov.in | JKTP | GeM | ODOP | G20

Jammu and Kashmir Trade Promotion Organisation (JKTPO) organized GeM onboarding drive in UT of J&K, of products under District as exports hub (DEH) & one district one product (ODOP) of Udhampur & Anantnag Districts on Government-Marketplace(GeM) for potential exporters, FPOs/Manufactures/ societies of districts in collaboration with Invest India team.

The drives were planned to be held across the UT for onboarding of the ODOP & DEH products on GeM platform. These are 5th&6th district-level drive for onboarding ODOP products on GeM

Willow bat has been selected as one of the products under District as Export hub initiative from district Anantnag and has immense potential for exports. District Administration is working in full swing with Government and other export institutions to promote the Willow Cricket Bat. The drive was attended by the 60 artisans, societies and exporters from district Anantnag and also by officers of Handicrafts and Handloom Department.

For Udhampur, Pickle has been selected as one of the products under District as Export hub initiative. The drive was attended by 50+ woman pickle producers/ manufacturers along with officials from Invest India and JKRLM.

**GeM on boarding drive for ODOP & DEH Products**  
**ANANTNAG** 11:30 AM - 03 February, 2023  
 Alfa Sports Industry, Hoolmulla Sangam

**GeM Advantages For Sellers**

- Direct access to all Government departments
- One-stop shop for bids /reverse auction on products
- New Product Suggestion facility available to Sellers
- Seller friendly dashboard for selling & monitoring of supplies and payments
- No caution/security money to be charged

www.jkpmc.gov.in | JKTP | GeM | ODOP | G20



# GeM onboarding Drive at Baramulla for ODOP& DEH Products



Jammu and Kashmir Trade Promotion Organisation (JKTPO) in association with Invest India organized an onboarding drive of products under District as exports hub (DEH) & one district one product (ODOP) of District Baramulla on Government-Marketplace (GeM) for potential exporters, FPOs/Manufactures/ societies of the district.

Silk Carpet has been selected as one of the products under District as Export hub initiative from district Baramulla and has immense potential for exports. District Administration is working in full swing with Government and other export institutions to promote the Silk Carpet. The drive was attended by the 40 artisans, societies and exporters from district Baramulla and also by officers of Handicrafts and Handloom Department.

Government e-Marketplace (GeM) is an online platform for public procurement in India and to provide forward market linkages for ODOP/products under DEH on this portal, Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce has taken a joint meeting of all States/UTS in which it was informed that "ODOP Products" are to be onboarded on GeM portal and "District Collectors" have been designated as OEMs to facilitate the GeM portal onboarding drive at district level.

Department of Industries & Commerce | **JKTPO** | INVEST INDIA | GeM | ODOP

## GeM on boarding drive for ODOP & DEH Products

### BARAMULLA

11:30 AM – 05 February, 2023

Craft Community Centre, Pattan  
opp. BSNL Exchange, Baramulla

**GeM Advantages For Sellers**



- Direct access to all Government departments
- One-stop shop for bids /reverse auction on products
- New Product Suggestion facility available to Sellers
- Seller friendly dashboard for selling & monitoring of supplies and payments
- No caution/security money to be charged



# Webinar on "Best Practices to build Technology Startups"



**JKTPO**  
Jammu & Kashmir Trade Promotion Organisation

## Best Practices to build Technology Startups

for  
**J&K based Startups**

Rajarshi is currently heading the North East Entrepreneurship Development Program (NEEDP) for IIM Calcutta Innovation Park. An alumnus of IIM Bangalore and IIT Rourkela, he has corporate and startup experience of over 12 years. In his past roles, he headed the North East business operations for Swiggy, Mepla and Delivery.

**Mr. Rajarshi Sarma**  
Programs Head, NEEDP  
IIM Calcutta Innovation Park

3:00 PM - 08 February, 2024

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

Jammu and Kashmir Trade Promotion Organization (JKTPO) organized a webinar for J&K based Start Ups, students & entrepreneurs with Mr. Rajeshri Sarma as Guest speaker who is currently Heading Northeast Entrepreneurship Development Programme (NEEDP) in IIM Calcutta innovation Park.

The objective of this webinar was to deliberate on the "Best practices to Build Technology Start Ups" in Jammu & Kashmir and also making founders, aspiring entrepreneurs, students 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.

Mr. Khalid Jahangir JKAS, MD-JKTPO talked about JKTPO initiatives and activities towards building a thriving startup ecosystem in J&K by promoting startup culture and fostering entrepreneurship spirit. MD JKTPO said, "Startup is one of the most prioritized area of Government of India & Government of J&K, and Government is working in full swing to promote, facilitate, nurture and inspire the young and entrepreneurial brains of Jammu and Kashmir to pursue innovation and entrepreneurship by creating a vibrant and conducive Startup ecosystem".

This webinar helped participants to understand finding feasible StartUp ideas, doing R&D, importance of innovation and scalability, product lifecycle, valley of death which is important to know during the life cycle of a startup. The session was concluded with Q&A session and closing remarks.



MD- JKTPO

Best Practices to build Technology Startups  
Rajarshi Sarma



## GeM onboarding drive in Doda and Kishtwar for ODOP-DEH products



Jammu and Kashmir Trade Promotion Organisation (JKTPO) organized an onboarding drive of products under District as exports hub (DEH) & one district one product (ODOP) of Doda & Kishtwar Districts on Government-Marketplace(GeM) for potential exporters providing direct access to all the Government departments, FPOs/Manufactures/ societies of districts/other relevant stakeholders.

The drives are planned to be held across the UT for onboarding of the ODOP & DEH products on GeM platform.


Lavender oil has been selected as one of the products under District as Export hub initiative from district Doda and has immense potential for exports. District Administration is working in full swing with Government and other export institutions to promote the Lavender oil. The drive was attended by the members /growers of 25 FPO from district of Doda and senior officers from agriculture and Floriculture department along with the representatives of JKTPO and Invest India.

Saffron of Kishtwar , selected as one of the products under District as Export hub. The onboarding drive in Kishtwar was attended by about 40 saffron producers/ FPO members along with officials from Invest India. Chief Agriculture officer Kishtwar and Saffron Development officer Kishtwar were also present on the occasion.


In these drives, team of JKTPO and Invest India explained the benefits of onboarding on Government e-Market place (GeM) in detail and the working of the portal was also demonstrated wherein the working and benefits of the portal were also demonstrated in both the workshops. JKTPO officials also gave one-to-one awareness session to the participants, who were onboarded on this platform onspot .



**Mumbai's  
Largest Exhibition**




MAACCIA 10




**MAHARASHTRA INTERNATIONAL TRADE EXPO**

**BANDRA KURLA COMPLEX  
17<sup>th</sup> TO 26<sup>th</sup> FEBRUARY, 2023**



**JAMMU & KASHMIR PAVILION**



Jammu and Kashmir Trade Promotion Organization (JKTPO) under the aegis of Department of Industries and Commerce participated in Maharashtra International Trade Expo (MITEX) organized by Maharashtra Chamber of Commerce, Industry and Agriculture (MAACCIA) from 17th February to 26th February 2023.

Major products which remained high in demand during the event were Carpets , Pashmina shawls, Crewel shawls, Sozni works, Saffron, walnut, honey, Raj mash, Honey , Spices, etc . GI tagged Saffron, Silk Carpets , Pashmina and ODOP products of J&K were among major attractions.

The Exhibition generated sale of about more than 50 lakhs with over 1200 sales orders and more than 2000 Business leads for exhibitors of J&K. This has not only helped sellers to generate onspot sales but also helped the sellers to get leads/orders for future business.

JKTPO is providing both physical and virtual e-commerce marketing platform to entrepreneurs of Jammu and Kashmir at the National and International levels. Initiatives like participation in trade fairs/exhibitions, on boarding drives on GeM, ONDC and other e-commerce platforms by providing easy access to both domestic and international markets.





# Export Awareness Workshop @ Srinagar, 13<sup>th</sup> Feb, 2023



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized an export awareness workshop for potential exporters in association with Directorate General of Foreign Trade (DGFT), Department of Posts, FIEO and various other export institutions.

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.

The series of the workshops were initiated on the directions of Principal Secretary to Industries & Commerce, Prashant Goyal, this being the ninth district level workshop in a row after Udhampur, Kishtwar, Jammu, Rajouri, Kathua, Doda Pulwama, and Anantnag.

The emphasis of the workshop was 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. The beneficiaries were briefed regarding the potential of their products for exports, countries to be targeted and procedures of exports.

JKTPO has brought all export agencies/stakeholders to grassroot level through these drives. Special focus was given on ODOP products and other focus products of district Srinagar including Paper Machie, Silk Carpet, Walnut wood carving, pashmina shawls etc. The detailed sessions were conducted by the experts on the benefits of exports, the process of getting an Import/Export code, endorsing local products to an international market, credit linkages for exports and credit risk insurance facilities.





**March,2023**

**International Buyer Seller Meet (BSM) at SKICC, 1<sup>st</sup>  
March,2023**

With a vision to promote Hon'ble Prime Minister Narendra Modi's vision of 'Vocal for Local' with an emphasis on 'Atmanirbhar Bharat', Jammu Kashmir Trade Promotion Organization, under the aegis of the Department of Commerce & Industry of the Government of J&K, in association with the Trade Promotion Council of India, organized an international buyer-seller meet for local agricultural & food processing sector of J&K.

BSM contributed immensely towards forming new strategic partnerships and assistance in developing market linkages, business leads and networking for boosting trade and exports of J&K Agri & food Processing products.

**Chief Secretary addressed International buyer seller meet at SKICC**

***"Calls for more such BSMS in coming financial year for promotion of trade and investment"***

Shri Prashant Goyal, Principal Secretary to the Government, Department of Industries and Commerce in his special address to the buyers and sellers present in the event highlighted the contribution of Agriculture in the development of the economy of J&K. wherein around 70% of the population residing in rural areas directly or indirectly dependent upon this sector for their livelihood and employability. He also highlighted the progressive, competitive & investment friendly policies of the Union Territory of J&K. He highlighted that the NCSS package announced by central government is one of the best financial incentive packages offered by any State/ UT in India with a high return on investment and less input cost. In Addition to the incentives offered by the New Central Sector Scheme, the investor can avail incentives offered by industrial policy & the other Sectoral policies notified by the government.

Earlier, Khalid Jahangir, Managing Director gave opening remarks and welcomed the Buyers and sellers on the occasion. MD JKTPO said that J&K's food and agro products are famous across the world and emphasized the buyers to procure these products from authentic and genuine sellers of J&K. J&K due to its diverse agro climatic conditions is blessed with range of niche products

More than 500 leads were generated during the event which will be expected to be convert in potential orders. Above 120 sellers including Food processing units, entrepreneurs, FPOs from Jammu & Kashmir participated in the event





## Export Awareness and capacity building workshops for district Kupwara and Baramulla



The Jammu and Kashmir Trade Promotion Organization (JKTPO) and District Administration Kupwara and Baramulla organised Export promotion workshops under the District as Exports Hub (DEH) & One District One Product (ODOP) in collaboration with DGFT, APEDA, FIEO, India Post, ECGC and other expert agencies working in the field of Exports. To make each District as Export Hub and to improve overall trade and export ecosystem of UT of J&K, the series of the workshops are being organised on the directions of Principal Secretary to Government, Industries & Commerce, Mr Prashant Goyal and under overall supervision of Mr Khalid Jahangir, Managing Director, JKTPO at district level.

Mr Doifode Sagar Dattatray, Deputy Commissioner Kupwara while inaugurating the workshop and addressing the forum appreciated the JKTPO's initiative of reaching out to district of J&K for export promotion and also said that the District Kupwara has a great potential of exports in Walnut, Handloom & Handicraft products and red rice (Mushkbudij). He also directed all traders and entrepreneurs to redouble their efforts for proper development of Kupwara based export products so that these products become a brand in the world and Kupwara district becomes an export hub. He also requested JKTPO to conduct few more capacity building workshops especially for packaging and marketing of walnuts from Kupwara.





## Export Workshop @Baramulla



The Export Workshop in Baramulla was presided over by Dr. Sehrish Asgar, Deputy Commissioner Baramulla who in her opening remarks said Apple has been selected as ODOP (One District One Product) from district Baramulla with immense potential for exports and other allied derivatives. She also briefed the participants about the benefits of having Import export code and requested the participants to take advantages of such awareness workshops conducted by JKTPO. District Administration is working in full swing with Government and other export institutions to boost exports and make district Baramulla as a hub of exports for its potential products under District as Export Hub Initiative, she added.

The detailed sessions were conducted by the experts on the benefits of exports, the process of getting an Import/Export code, endorsing local products to an international market, credit linkages for exports and credit risk insurance facilities. The participants were also given an opportunity to interact one on one with the experts and all the queries related to exports were resolved. Special focus was given on ODOP products and other focus products of the Kupwara and Baramulla districts including Walnut, red rice, apples and carpets. Onspot Import/Export codes (IEC) registration was done in these drives.



# GeM onboarding Drive for district Ramban for ODOP-DEH product

Department of Industry & Commerce | JKTP | INVEST INDIA | GeM | ODOP

GeM on boarding drive for ODOP & DEH Products  
RAMBAN

09.03.2023 - 10 March, 2023  
Conference Hall, DC Office Ramban

**GeM Advantages For Sellers**

- Direct access to all Government departments
- One-stop shop for all Government tenders and products
- New Product Suggestion Facility available to Sellers
- Seller identity verification for selling & monitoring of supplies and payments
- No bank/financial charges to be charged



Ramban, March 10: GeM onboarding Drive for ODOP-DEH of Ramban District on Government-e Marketplace (GeM) for potential exporters, providing direct access to all the Government departments was organised by The Jammu and Kashmir Trade Promotion Organization (JKTPO) in collaboration with District Administration.

Government Electronic Marketplace (GeM) is an online platform for Government Procurement in India and for providing direct market links for ODOPs/Products under DEH on this portal. The Department of Industry Promotion and Domestic Trade (DPIIT) of the Department of Commerce held a joint meeting of all states and the UTS, which recommended that "ODOP - DEH products" should be onboarded on the GeM portal on priority. The onboarding of "ODOP-DEH Products" is free and GST details are optional for sellers.

Mr. Mussarat Islam, Deputy Commissioner Ramban, while appreciating the Honey Bee Keepers said that, District Ramban has a huge potential for exports of honey. Honey has been chosen as one of the items under the ODOP/District as Export hub project from district Ramban. He further added that District Administration is actively promoting Honey from Ramban alongside the government and other export organisations. The GeM onboarding will help local Honey producers to attract the business from different departments across the country. Members of the FPO from the Ramban district and top agricultural officers, as well as representatives from JKTPO, all participated in the event and were onboarded onspot on GeM platform.

Earlier the JKTPO provided a detailed explanation of the advantages of joining the Government e-Marketplace (GeM) as well as a demonstration of how the portal functions. JKTPO team also provided one-on-one awareness sessions to the participants and onboarded about 15 sellers on GeM portal.



## Export Awareness & Capacity building workshop in Reasi- 10<sup>th</sup> March,2023



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized an export awareness workshop in association with Directorate General of Foreign Trade (DGFT), District Administration, Reasi; Federation of Indian Export Organizations (FIEO), Export Credit Guarantee Corporation of India Ltd (ECGC), Micro Small & Medium Enterprises and State Bank of India (SBI) in Reasi. These workshops are being organized to realize the vision of Hon'ble LG, UT of J&K to increase export from every district of Jammu and Kashmir and making each district of J&K as a potential export hub, with a vision of increasing exports by 3 times in the next 5 years.

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, e-commerce platforms, Logistics and potential of products of region in international market.

Ms Jyoti Salathia, Additional District Development Commissioner Reasi while inaugurating the workshop and addressing the audience highlighted the importance exports for products of Reasi mainly for ODOP-DEH products of district viz. Aromatic plants, Lemon grass, Spices, etc. She also highlighted self-employment among women and how women can take benefits of various schemes without middlemen.

About 100 participants including all District officers of Reasi, including GM DIC Reasi Mr Masood Ahmad Bichoo, CAO Reasi, Mr Harbans Singh, CHO Reasi, Mr Sh. Brij Balab Gupta and members of Industrial associations, entrepreneurs, artisans, FPOs, SHGs and women entrepreneurs attended the session





## JKTPO Participation In AAHAR-23



Jammu and Kashmir Trade Promotion Organization (JKTPO) under the aegis of Department of Industries and commerce, on the directions of Principal Secretary, Industries and Commerce, Prashant Goyal and under overall supervision of Managing Director JKTPO, Khalid Jahangir, participated in AAHAR 2023 - The International Food & Hospitality Fair, a B2B event is organized by India Trade Promotion Organisation (ITPO). JKTPO sponsored and facilitated registered agro and food processing entrepreneurs to showcase their products at the exhibition. saffron, dairy products, rajmash, spices, honey, cold pressed oils, lavender oil, canned cherry, pickles, dry fruits, etc were exhibited in this B2B event

## JKTPO @ Textile Sourcing Fair, 2023



Textile Sourcing Fair, 2023 was held at The Leela Ambience Convention Hotel, Delhi, a B2B flagship event of the Handloom & Handicraft sector organized by the Handloom Export Promotion Council. Indian Textile Sourcing Fair is one of India's largest Textile B2B Trade Fair.

It provides opportunities for retailers and buyers to network and conduct business with new and existing exhibiting suppliers. Kani Shawls, Stoles, Pashmina shawls, chain stitch, Embroidery and Carpets were exhibited in the event. JKTPO also organised an onboarding drive of Open Network for Digital Commerce (ONDC) for the participating exhibitors from J&K at the Leela Ambience Convention Hotel, Delhi. ONDC's Seller Partner Mystore assisted the onboarding of sellers on their platform through which they can sell their products on ONDC Network.



## JKTPO @ International Engineering Sourcing Show 2023- Chennai



International Engineering Sourcing Show 2023 was held at Chennai Trade Centre, Chennai, organized by Engineering Export Promotion Council (EEPC). J&K pavilion was set up and exporters from J&K promoted their engineering products like Transformers, Cables, TMT bars, Electric Switch Panels etc to National & International buyers. Knowledge sessions and B2B meetings were organized during the event and follow-up Virtual B2B meetings are scheduled for next month

## JKTPO @ India Fashion Tex- Delhi



Jammu and Kashmir Trade Promotion Organization (JKTPO) under the aegis of Department of Industries and commerce participated in INDIA FASHION TEX 2023, New Delhi , The three-day exhibition cum Reverse Buyers Sellers Meet attended by more than 200 international buyers from various countries like US, European Union, Scandinavia, UK, Australia, Japan, Middle East, Vietnam, Sri Lanka and other domestic buying/sourcing agents. J&K's products especially Pashmina and Kani shawls were major attractions in the fashion show. During the event an drive for onboarding on Open Network for Digital Commerce (ONDC) for the participating exhibitors from J&K was also organised by JKTPO and ONDC



# JKTPO @ Source India Bangladesh at Dhaka, Bangladesh- 20<sup>th</sup> & 21<sup>st</sup> March 2023



20<sup>th</sup> - 21<sup>st</sup> MARCH, 2023  
RADISSON BLU  
DHAKA, BANGLADESH



Jammu and Kashmir Trade Promotion Organisation (JKTPO) participated in Source India Bangladesh 2023 in Dhaka, Bangladesh. The Exhibition was organized by the Trade Promotion Council of India (TPCI) with the support of the Department of Commerce, Government of India.

The event was inaugurated by Pratik Negi, First Secretary, Economic and Commerce, High Commission of India, Dhaka in presence of Md. Anowar Hossain-General Secretary, Bangladesh Food Stuffs Import and Suppliers Association (BAFISA) and Abul Kalam Azad - Secretary General, Bangladesh Chemical Importers & Merchant Association.

JKTPO in collaboration with TPCI, facilitated the participation of 9 entrepreneurs of J&K from the Agro and Food Processing industry for the event from J&K. The J&K exhibitors received a very good response from the buyers and around 500+ business leads were generated by them in the event. Products like Saffron, Canned Cherries, Honey, Fresh Fruits, Walnuts, Dry fruits, Aromatic oils, etc received very good responses from buyers.





# One District One Product Sampark initiative launched in Srinagar



The ODOP (One District One Product) Invest India, DPIIT, Ministry of Commerce and Industry, Delhi, in collaboration with the Jammu and Kashmir Trade Promotion Organisation (JKTPO), today organised a nationwide awareness campaign for the initiative in Srinagar and interacted with manufacturers, UT government officials and media persons.

The conference was addressed by dignitaries including Mehmood Shah, Director, Handloom and Handicraft; Atul Sharma, MD, Handloom and Handicraft Corporation and Dil Mohammad Makhdoomi, Director Extension - SKUAST.

Officials from Industries Department, JKTPO, Agriculture, Horticulture departments and ODOP sellers and media officials were present on the occasion.

Under the ODOP initiative, 21 products have been identified from 20 districts of Jammu and Kashmir. Products like Kani Shawl, Natural Oils (Lavender), Wicker Willow, Basmati Rice, Basholi Pashmina and Saffron were displayed at the event.





# Export Awareness Workshop at Poonch



The Jammu and Kashmir Trade Promotion Organisation (JKTPO) organised an export awareness workshop in Poonch in association with the Directorate General of Foreign Trade (DGFT), District Administration Poonch, Federation of Indian Export Organisations (FIEO), Export Credit Guarantee Corporation of India Ltd (ECGC), Micro Small & Medium Enterprises and State Bank of India (SBI).

The workshop included detailed sessions on the benefits of exports, the process of obtaining an IEC code, awareness about the India Business Portal and India Trade Portal, credit linkages for exports and credit risk insurance facilities, e-commerce platforms, logistics and the potential of regional products in the international market.

Deputy Commissioner, Inder Jeet inaugurated the workshop and highlighted the importance of exports for products from Poonch. He emphasised the need for capacity building in farming and artisans of woollen products.12



## G20 Export Awareness Workshop at District Poonch

### 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.

28th March 2023

DC Office Complex Poonch

In Association with





## JKTPO participates in 23rd Edition of IndiaSoft at Pragati Maidan



Jammu and Kashmir Trade Promotion Organization (JKTPO), under the guidance of Principal Secretary, Industries and Commerce, Prashant Goyal and supervision of Managing Director JKTPO, Khalid Jahangir, participated in 23rd Edition of IndiaSoft organized by Electronics & Computer Software Export Promotion Council (ESC) at Pragati Maidan, New Delhi. Union Minister of State for Commerce & Industry, Anupriya Patel, inaugurated the IndiaSoft. Grisel Eulalia Reyes Leon, Deputy Minister of communication, Cuba and Rivas Stepke Luciano Alejandro, Regional Governor, Araucania, Chile also attended the inaugural along with their delegations.

The event showcased many innovative businesses to support the Indian electronics and IT industry's global reach, offering a rare chance for multinational corporations searching for cutting-edge solutions like Fintech, cyber security, smart solutions, electronic hardware, cleantech, machine learning, Artificial intelligence, Augmented reality. JKTPO sponsored and facilitated the participation of nine IT companies of Jammu and Kashmir and set up J&K Pavilion in the event. Exhibitors showcased their unique product/service line which included smart learning, Information technology, Application development, Business and Knowledge process outsourcing, Information Technology Skill Development. The event witnessed several B2B meets by J&K companies and over 800 potential business leads by J&K exhibitors which when converted into orders is expected to generate good business, foreign exchange and employment.





## JKTPO, WVEPC organized Export Awareness & Capacity building Workshop for Wool manufacturers



March 31. Jammu and Kashmir Trade Promotion Organization (JKTPO) and Wool & Woollens Export Promotion Council (WVEPC), Union Ministry of Commerce & Industries organized an export awareness workshop for Wool producers in Jammu. The workshop included detailed sessions on Benefits of exports, process of getting IEC code, potential of Woollen products of region in international market.

With a vision of Lieutenant Governor Shri Manoj Sinha to promote and market local produce of J&K in National & International markets and under the guidance of Principal Secretary Industries & Commerce, Prashant Goyal, JKTPO has been organizing such workshops and training sessions to enhance and increase skills of artisans, weavers, farmers and entrepreneurs.

On the onset Ramesh Khajuria, Chairman, WVEPC welcomed the dignitaries and the business community associated with wool produce. He emphasized that the wool industry has the potential in UT of J&K to generate employment in far flung and diverse regions and at present provides employment to thousands of people. India exports wool and woollen blended products to more than 150 countries around the world. He further added that India exported woollen products worth US \$619 Million during 2021-22 and registered growth of 25% over the previous year. During the current year, there is growth of 29% till January 2023

Managing Director, JKTPO, Khalid Jahangir briefed the audience about mandate and various trade and export promotion initiatives undertaken by Jammu and Kashmir Trade Promotion Organization. He further added that JKTPO regularly organizes and participates in various activities like Buyer-Seller Meets, Trade Fairs, Exhibitions, Conferences, Seminars, etc. at National and International level for registered members & women entrepreneurs. He further highlighted the export potential of unique products of Jammu and Kashmir. He added that in FY 2022-23, JKTPO organized and participated in more than 25 Exhibitions, BSMs, Trade expos in which over 85000 business leads worth Rs 250 Cr were generated and about Rs 15 Cr on spot sales were recorded.





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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