

Newsletter

Jammu & Kashmir Trade Promotion Organization

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Messages from MD-JKTPO



Mr. Khalid Jahangir
JKAS
Managing Director
JKTPO

"Jammu and Kashmir have tremendous potential in Horticulture, Agricultural, Handicrafts, Handlooms and other sectors which contributes significantly towards the economy of Jammu and Kashmir. Jammu and Kashmir Trade Promotion Organization (JKTPO) serve as a reference point for in the Union Territory of Jammu and Kashmir for Indian Industry and the International Business Community to create forward market linkages to support and promote products from Jammu and Kashmir".

About Export Awareness Workshops

"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. This 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"

JAMMU AND KASHMIR TRADE PROMOTION ORGANIZATION (JKTPO)

A Joint Venture of Government of J&K, Indian Trade Promotion Organization (ITPO) and Export Promotion Council for Handicrafts (EPCH).





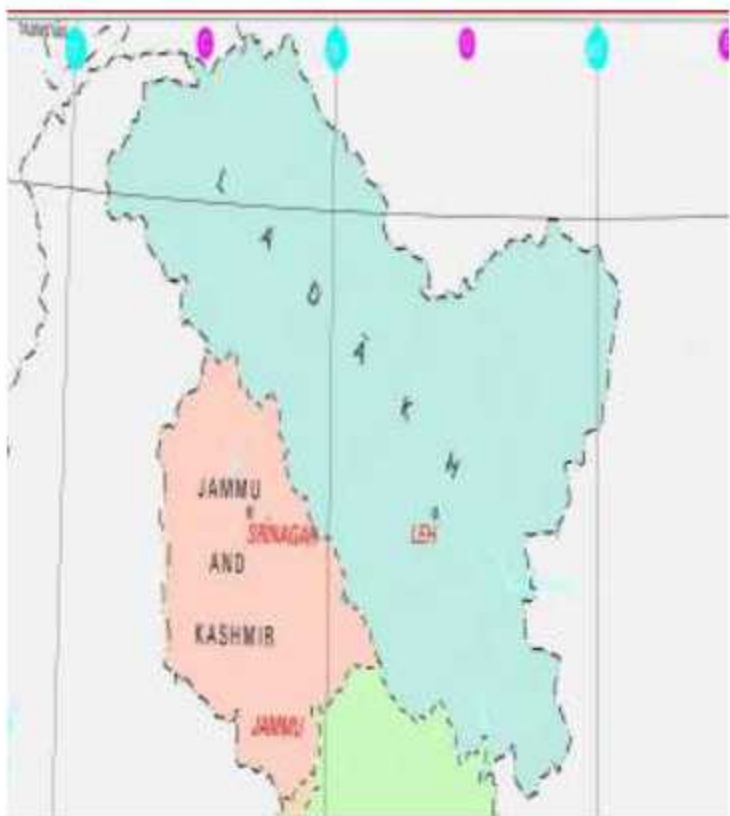
Advantage Jammu & Kashmir



Our USPs as a preferred investment destination...

International Air Cargo Facility available at Srinagar

6 Districts of J&K figure among top performing districts under PMGSY



2 commercial Airports operating 100+ flights daily.

9 Airports proposed under UDAN Night Flights started from Jammu and Srinagar

24+ trains crosses through UT Major Rail junctions

Double line Rail Connectivity between Jammu and rest of India

4 - Lane connectivity between Delhi and Jammu travel time to reduce to 9-10 hours

All weather Road connectivity between Srinagar and Jammu connectivity by 2024

Udhampur-Srinagar-Baramulla Rail link-272km in length to Kashmir will be completed within a year



Advantage Jammu & Kashmir



Our USPs as a preferred investment destination...

136 ITI's & Polytechnic Colleges imparting technical skills to the youth

Jammu only city in India to have IIT, IIM and AIIMS

Safe place to do Business-J&K has one of lowest share of crime rate in India

Best in Class Incentives-Highest Return on Investment (ROI) in the Country with up to 400% for all industries



Policy Interventions

- New Central Sector Scheme for Industrial Development of UT of J&K
- J&K Industrial Policy 2021-30
- J&K Industrial Land Allotment Policy, 2021-30 J&K Private Industrial Estate Development Policy 2021-30
- J&K Wool Processing, Handicrafts and Handloom Policy 2020 Financial Support Scheme for Cooperatives/Self Help Groups
- Credit Card Scheme for Artisans and Weavers notified
- Change in Land use Policy will boost investments in Private Industrial estate development in J&K
- Karkhandar Scheme

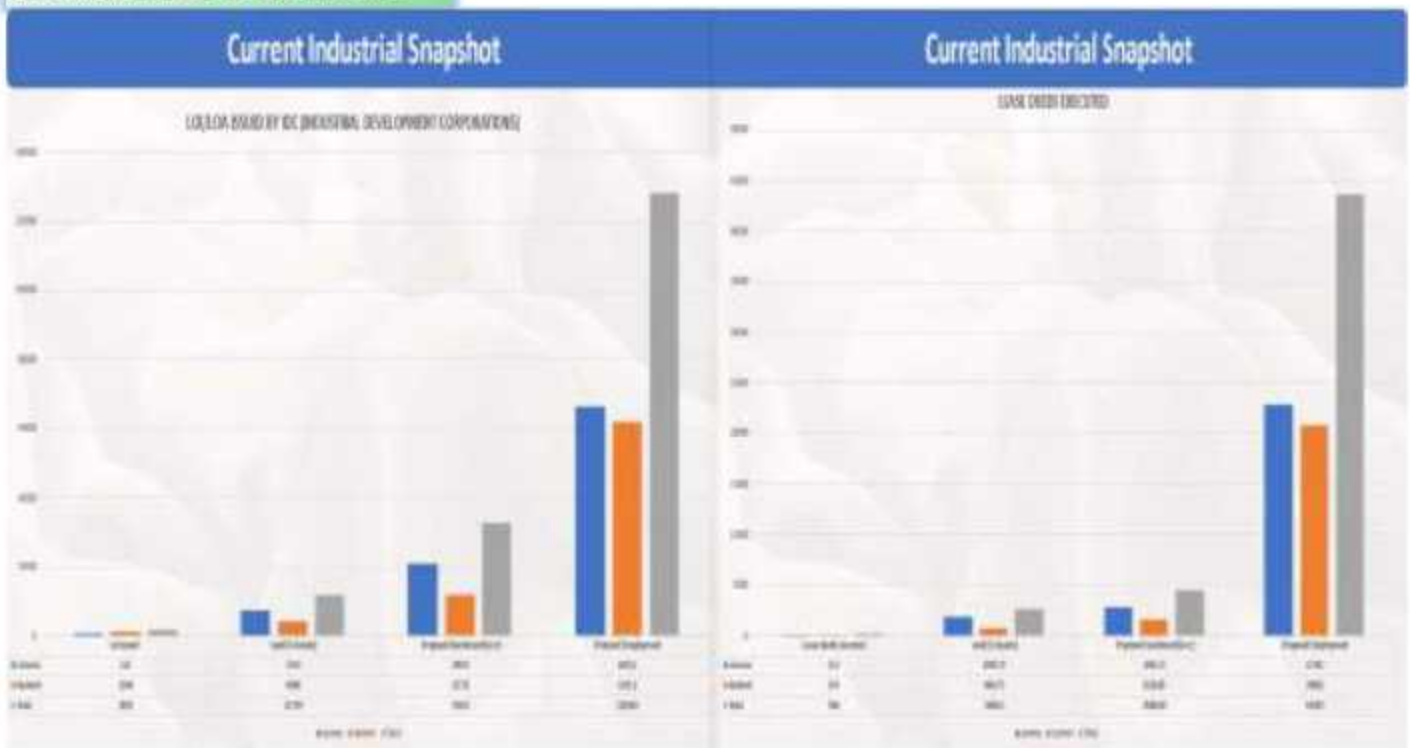


Ease of Doing Business-EoDB

Business Reform Action Points (BRAP-2022)

- 298 points fully complied (84.7%) out of 352 total BRAP-2022 recommended reforms by DPIIT.
- 52 points partially complied
- 160+ Services under BRAP-2022 successfully onboarded on J&K Single Window System
- JKSW is integrated with multiple portals and integration with other central portals are in process

Industrial Scenario





Event & Exhibitions

September- Activities

Workshop with Open Network for Digital Commerce (ONDC)

A workshop for familiarising Open Network for Digital Commerce (ONDC) was organised by JKTPO at Convention Centre, Jammu on 2nd September 2022.

In Kashmir, ONDC workshop was organized at JKEDI Pampore on 5th September 2022.

Managing Director, JKTPO, Khalid Jahangir said - Trade through E-Commerce is going at a rapid pace due to internet and mobile penetration and provides enormous opportunities of growth. He further said that the products of Jammu and Kashmir can reach not only national markets but even international markets, adding that as per report, "the transaction taking place on e-commerce would reach by USD \$350 Billion in India, thus for next decade opportunity lies in e-commerce. This workshop is the first step to give an exposure to the small entrepreneurs, E-Commerce Companies, Logistic Companies, Retailers, Artisans and FPOs of the Union Territory in promoting the business through e-commerce platforms. Through ONDC they will be able to expand in new markets, their products may be displayed on Network Partners of ONDC which will increase the visibility of their products.

He further added that ONDC will enable local commerce across segments like Grocery, food, Hotel booking, Mobility etc. The Platform aims to create new opportunities, curb digital monopolies in eCommerce sector led by Flipkart, Amazon etc.

The workshop was led by Shireesh Joshi, Chief Business Officer ONDC. He said "ONDC aims to increase the number of sellers in e-commerce platform to 20 Lakhs and consumers to 20 crores in next 5 years." He explained every aspect of ONDC along with process of on boarding on the same.



Key Takeaways:

- ❖ More than Local 50 companies participated in this day long workshop
- ❖ Local entrepreneurs were introduced to network partners of ONDC & one-on-one meetings were also conducted
- ❖ Local entrepreneurs got the broader exposure regarding the e-commerce platforms and all the 50 companies agreed to get onboarded on ONDC platform
- ❖ The list of enterprises who attended the event will be shared with ONDC. Through its network partners ONDC will approach and connect with participants who are willing to onboard with Network partners or directly with ONDC.
- ❖ The participants were given the opportunity to interact with the ONDC team and their partners during which open and frank brainstorming relating to various aspects of E-Commerce was done
- ❖ All the participants appreciated JKTPO for conducting this workshop and encouraged to conduct more such workshops in near future





September- Activities

Webinar

JKTPO Organized Webinar On "Strategy For Building Start-Up From Scratch"



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized a webinar for J&K based StartUps, students & entrepreneurs in the presence of a successful StartUp founder as eminent Guest speaker.

The objective of this webinar was to educate startup founders, aspiring entrepreneurs, students about different stages of StartUp Life cycle and challenges & opportunity ahead in the journey from scratch to StartUp.

The Guest speaker for this webinar was Winny Patro, Co-Founder & CEO at Recordent (Building a new age credit bureau for businesses).

Patro talked about cash flow issues faced by startups & SMEs which is one of the major issues to tackle and impacts business growth. He explained about timely payments of bank loan EMIs but delayed payments by businesses. He stressed on importance of data management, data analytics, Artificial Intelligence & Machine learning, New tech features based on block chain in the startup business.

He took the questions from the participants and answered about Idea validation & Prototyping, funding schemes and government initiatives.

Dr. Yamini Raut, Faculty member at SKUAST Jammu with her students attended this webinar for this insightful knowledge session.

ESPA Learn, Saffron Mart and other StartUps also participated and got suggestions to improve their product offerings & business models.

This webinar helped participants upgrade their knowledge & skills for running a StartUp and inspired & motivated them to keep working in the times of adversity too.

Workshops

JKTPO Organized Session On Export Awareness & Capacity Building At Kishtwar & Doda



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized a comprehensive export awareness workshop in association with DGFT and FIEO for Doda and Kishtwar districts in Kistwar.

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 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.

Deputy Commissioner, Kishtwar, Dr. Devansh Yadav welcomed the business community members from Doda and Kishtwar and emphasized about the importance of proper branding to make the products export ready. He also highlighted the opportunity for women entrepreneurs to build a brand from scratch by utilizing the benefits of HAUSLA scheme, an initiative for women entrepreneurs of J&K

Deputy DGFT, Jammu, A K Bhushan conducted the session on introduction of various Government scheme for export and documentation required for IEC registration. Introduction to Indian Business Portal and Indian Trade portal was delivered by Gaurav Gupta, Assistant Director FIEO. He also discussed ways to cater to the international demand of products through the local suppliers of Doda and Kishtwar.

Romesh Khajuria, Chairman WVEPC addressed the gathering to highlight the opportunities available for exports from Kishtwar especially wool and woollen products and discussed the initiative of forming of wool producers' organization. Earlier Mukesh Thappa, GM, JKTPO welcomed the participants and briefed about various trade and export promotion initiatives taken by J&K Trade promotion organization including women entrepreneurship promotion under Hausla programme. He added that this is one of the initiative of Government to make each District an Export Hub under the District as Export Hub scheme



September- Activities

Bluerickshaw's visit to Handicraft industries in Jammu and Kashmir



Bluerickshaw is a B2B cross-border wholesale platform helping Indian SMEs go Global. Bluerickshaw is a curated platform, it handpicks the sellers & products on its platform through a 5 touch-point checklist, ensuring: -Market Viability -Product Quality -Price Points -Customer Feedback -Background Check/ Experience. Bluerickshaw is looking to get 4000+ sustainable, eco-friendly, and ethically sourced handcrafted products from India across multiple categories. 100% transparency right from order arrival to order delivery with online tracking software and an active team of customer service.



The objectives of these visits were to facilitate Jammu & Kashmir Company's for the following opportunities:

- Develop new business contacts
- Business development by showcasing products & services online
- Showcase latest development of products in Handicrafts & Handlooms
- Understand the future requirements
- Effective discussions to forge business relationship
- Wide Market outreach
- Networking
- Bulk Buying orders
- National & International Exposure
- B2B linkages for Artisans and handicraft manufacturers



October 2022- Activities

JKTPO Participated in 54th IHGF Delhi Fair 2022



Jammu and Kashmir Trade Promotion Organization (JKTPO) has participated in 54th IHGF Delhi Fair 2022 edition at Delhi, a flagship B2B event of Handloom & Handicraft sector organized by Export Promotion Council for Handicrafts (EPCH).

JKTPO sponsored & facilitated 10 Handloom & Handicraft exhibitors to showcase their products to enhance their visibility during the exhibition. M/S The Pure Handicraft Sozni exhibited Sozni Shawls, Pashmina Shawls, Sozni Stoles, Sozni Suits etc., M/S Badam Pashmina Raffal Handloom Weavers Industrial Coop. Ltd. Exhibited Kani-Shawl, Raffal, Pashmina Shawls, Stoles etc., M/S N.B Shawls exhibited Shawls, Kani Shawls, Jamawar etc., M/S Rahi Handloom Weavers Co. Ltd. Exhibited Pashmina Shawls, Kani Shawls & other Handmade Products, M/S Multi Crafts Development Works H/C ICS Ltd. Exhibited Sozni & Pashmina Shawls, M/S Tsanga Teholinga Stone Jewellery & Mix Embroidery Works H/C ICS Ltd. Exhibited Pashmina Shawls, Woolen Shawls & Jewellery, M/S New Style Handloom Weavers ICS Ltd. Exhibited Handloom Blankets & Pashmina Shawls, Sweaters, M/S Meeras Carpet Weavers Industrial Co-Operative Limited exhibited Carpets & Rugs.

Jammu and Kashmir Industries Limited (JKI) & J&K State Handloom & Handicraft Dev. Corp. showcased variety of unique and range of GI products of J&K were displayed at the event viz. Pashmina Shawl, Paper Machie, Hand knotted Carpets, Sozani work, Woollens, Walnut made products etc.

Khalid Jahangir, MD, JKTPO emphasized that showcase of J&K Handloom & Handicraft products in such kind of big events help to improve overall business ecosystem of trade and export in UT.

He stressed on importance of promoting GI tagged authentic handloom & Handicraft products of J&K at national & international level to curb the competition from unauthentic products.





October 2022- Activities

JKTPO facilitates participation of agri based product sellers in CII Agro Tech India



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized the participation of 30 strong contingent of Agri and Agri based products sellers from Jammu & Kashmir in the CII Agro Tech India 2022, the premier Agri & Food Technology Fair of India. It worked as an ideal interactive platform between the Farm Producers and the Agro Industry, creating linkages for value creation and value addition. The event was inaugurated in the presence of Jagdeep Dhankar, Vice President of India. It saw participation of hundreds of exhibitors from across the world, with display of state-of-the-art equipment & Technology, innovation and best practices, providing a deeper insight into Indian Agri industries and shaping the way of its growth. The event has provided an excellent platform to the budding and established entrepreneurs of J&K in terms of improved product visibility, high on spot sale, opportunity for synergetic collaborations, market and competitor knowledge, insights into best practices of business and use of technology in business development.

Stalls in the J&K Pavilion are witnessing tremendous footfall, fascinating the customers 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. Our exhibitors comprised of start-ups, FPOs, and individual sellers and came with a wide range of products with special focus on ODOP products from J&K. The products included honey, saffron, dry fruits, spices, kahwa, natural oils etc, and the event ensured great insight into the demand and likeability of these products. It also encouraged the participating exhibitors to further participate in such outreach exercise. Buoyed by the huge crowd thronging their stalls, all the exhibitors from J&K Pavilion, expressed gratitude for the opportunity provided by JKTPO and urged to organize more such engagements going forward.

Like this event 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 & Hausla women entrepreneurs.





November 2022- Activities

Export Awareness Drive by JKTPO at District Kathua



Jammu and Kashmir Trade Promotion Organization (JKTPO) organized an export awareness workshop at DC Office Complex on 11th November 2022. The workshop was organised 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). 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.

Export Awareness Workshops at district level 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. The workshop was also focused on potential of ODOP products and other focus products of Kathua district including Mushroom, Basohli Paintings, Basohli Pashmina, etc. Speaking on the occasion, ADC Kathua Atul Gupta highlighted major products of the District, which have potential for export and emphasised the importance of the export awareness workshop which is very well planned as it covers all the major aspects for exports.

Earlier, Business Development Manager, APEDA, Jammu Kausar Fatima, started the session with a brief introduction about APEDA. She underlined the need to take local agricultural and allied products of Kathua to the global market. Special focus was on Mushroom and other local products of the district which have a huge export potential and are currently in huge demand in the international market. Deputy DGFT, Jammu, A.K. Bhushan, in his address, apprised the participants about the role of DGFT in international trade. Introduction to Indian Business Portal and Indian Trade portal was given by Assistant Director FIEO. The participants were informed about Credit Facilities, Benefits to the customer and Trading on FX-Retail Platform, Credit Risk Insurance and related services for exports. They were given a detailed insight on how exporters can safeguard their shipments and money for exports. Harpreet Singh of Invest India gave a presentation on the "One District One Product" initiative undertaken by Invest India in Jammu and Kashmir.

Chairman Wools and Woolen Export Promotion Council (WWEPC), Romesh Khajuria mentioned that more than 12 lakh families are associated with wool producing activities in Jammu & Kashmir. He further added that Basohli Pashmina from Kathua District is soon to get GI tag and highlighted that with collaboration with JKTPO a GI tag awareness campaign should also be organized for Basohli Pashmina in the future.



November 2022- Activities

JKTPO organizes session on export awareness, capacity building at Udhampur



Export Awareness Workshop at District Udhampur

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.

17th November 2022 | DC Office Complex, Udhampur

In Association with:

Jammu and Kashmir Trade Promotion Organization (JKTPO) organized export awareness workshop in association with Agricultural and Processed Food Products Export Development Authority (APEEDA), 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) and Council of Scientific Research, Indian Institute of Integrative Medicine (CSIR-IIIM Jammu) at Udhampur.

The workshop is in continuation to the planned events to be held across the UT to promote exports from all districts of Jammu and Kashmir under District as Export Hub Scheme/ODOP initiative. The workshop also focused on potential of ODOP products and other potential products of Udhampur district including Garlic, Aromatic Oils, etc.

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

Debi Prasad, Executive Officer, ECGC Srinagar gave details about Credit Risk Insurance and related services for exports.

Dr Sumeet Gairola, Principal Scientist, CSIR - Indian Institute of Integrative Medicine gave a brief Introduction to Aroma Mission and importance of Testing for Aromatic Plants. He emphasized that Udhampur has a lot of potential in aromatic plants such as Lemon Grass and Lavender which has a huge local and international demand.

Chief Planning Officer, Mudassar Yakoob Zargar, closed the session by conveying the message of Deputy Commissioner Udhampur.

Earlier, Mukesh Thappa, General Manager, Jammu and Kashmir Trade Promotion Organization (JKTPO) briefed the audience about mandate and various trade and export promotion initiatives undertaken by J&K Trade promotion



**JAMMU AND KASHMIR
TRADE PROMOTION ORGANIZATION (JKTPO)**

A Joint Venture of Government of J&K, Indian Trade Promotion
Organization (ITPO) and Export Promotion Council for
Handicrafts (EPCH).





November 2022- Activities

J&K TPO Organizes Export Awareness Workshop At Anantnag



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.

This is the fourth district level workshop in a row after Kishtwar, Udhampur and Kathua. Export Awareness Workshops at the district level aims 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.

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)

Dr. Basharat Qayoom, IAS Deputy Commissioner Anantnag while inaugurating the workshop and addressing the forum said that the District Anantnag has a great potential of exports in Trout fishes, Cricket Bats, and scented rice (Mushkbudij).

He said Trout fish is selected as ODOP (One District One Product) from district Anantnag with immense potential for exports and other allied derivatives. A.K. Bhushan, ITS Deputy DGFT, J&K, during his address, apprised the participants of the role of DGFT in international trade. He reflected upon the kind of documentation and procedures necessary for entering the international business/IEC registration and other related issues.

He provided the necessary guidance to the participants to update their knowledge by explaining to them about various Government of India Export-related schemes like MEIS.

Debi Prasad, Executive Officer, ECGC Srinagar gave details about Credit Risk Insurance and related services for exports and gave a detailed insight on how exporters can safeguard their shipments and money for exports.

Sehreen Maqbool, Business Development Manager, APEDA, Kashmir started the session with a brief introduction about APEDA and with a focus to take local agricultural and allied products of Anantnag to a global market. The special focus was on scented rice, trout fish, and other local products of a district that have huge export potential and is currently in huge demand in the international market.

Tarun Dewaan, Executive Director Sports Goods Export Promotion Council of India, Ashutosh, Scientist Spice Board of India, and Dr. Parvaiz Qadri, Pr. Scientist CSIR-IIIM Srinagar and other senior officials from DIC Anantnag, Horticulture and Handicraft & handloom department were present at the event.

in various activities like Buyer-Seller Meets, Trade Fairs, Exhibitions, Conferences, Seminars, etc. at the National and International levels for registered members and women entrepreneurs.

For participation in these events, Startup Exporter/ Entrepreneurs/ FPOs/ other Sellers can register themse. The participants were informed about Credit Facilities, Hedging Benefits, and Trading by the customer on the FX-Retail Platform by Mr. Aditya Kumar, AGM (Regional Treasury Marketing Unit), State Bank of India, Delhi. He explained various competitive loan products on offer from SBI for exporters.





November 2022- Activities

J&K TPO Organizes Workshop For Potential Exporters In Pulwama



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 | District Head, Pulwama

In Association with:

Jammu and Kashmir Trade Promotion Organization (JKTPO) under the aegis of Department of Industries and Commerce today 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.

The workshop was organised with an aim to promote exports under the District as Export Hub Scheme/ODOP initiative and aware the entrepreneurs regarding its benefits.

Dr. Sheikh Abdul Aziz, ADDC Pulwama inaugurated the workshop. Addressing the forum, he said that the District Pulwama has a great potential of exports in Trout Fish, Saffron, Apple and other Horticulture products. He said Saffron is selected as ODOP (One District One Product) from district Pulwama 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 Pulwama a hub of exports for its potential products under District as Export Hub Initiative, he added. He reflected upon the kind of documentation and procedures necessary for entering the international business/IEC registration and other related issues. He provided the necessary guidance to the participants to update their knowledge by explaining to them about various Government of India Export-related schemes like MEIS.

The awareness programme/ workshop was attended by Unit Holders, Fruit Growers, Saffron Growers, SHG's, NRLM unit holders, Fish Farm unit holders, besides Chief Agriculture Officer, Handicrafts and Handloom Deptt, and other concerned officers.





Media Coverage



JKTPO Facilitated Participation Of Agril Based Product Sellers From J&K, In The 69 Agri Tech India 2022 Under J&K Pavilion

77 | 100 | 100 | 100 | 100

Headlines: JKTPO Facilitated Participation Of Agril Based Product Sellers From J&K, In The 69 Agri Tech India 2022 Under J&K Pavilion



Special Awareness Drive by JKTPO creates further...



Kashmir Images

HOME & TOWN LOCAL BUSINESS TRAVEL WORLD SPORTS OPINION

JKTPO participates in 54th IHGF Delhi Fair 2022

RELATED CONTENT

JKTPO Organizes Awareness Workshop For Potential Exporters In Pulwama

77 | 100 | 100 | 100 | 100



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

The workshop was organized with a view to provide export under the Direct and Export Incentive Schemes (DEIS) and share the information regarding its benefits.

This session was held in the presence of J&K Trade Promotion Organization, Jammu & Kashmir.

Headlines: JKTPO Organizes Awareness Workshop For Potential Exporters In Pulwama

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ONDC, JKTPO join hands to boost e-commerce in J&K



Jammu & Kashmir Trade Promotion Organisation (JKTPO)

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Important links:

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