

Subject: Constitution of Investment Facilitation Cell of the JKTPO

Office Order No: JKTPO/K/01
Dated: 02/06/2023

Whereas, the Government of Jammu and Kashmir in pursuance of the SAC decision No- 103-11-2019 dated 08-05-2019 and Government Order No- 99-Ind of 2019 dated 14-05-2019 decided to hold the Jammu & Kashmir Global Investors Summit (JKGIS);

Whereas, the JKTPO was nominated as the Nodal Agency for receiving Expression of Interest (EOIs) from various companies enquiring to Invest in UT of J&K vide Government Order No- 276-IND of 2019 dated 10-12-2019;

Whereas the JKTPO signed 857 MOUs during various Roadshows organized in the run up to the JKGIS up to August 2021 and after that guided the investors to apply on the Single Window Portal;

Whereas, the Jammu and Kashmir Trade Promotion Organization vide Govt. Order no- 143-IND of 2020 dated 07-09-2020, has been designated as the Investment Promotion Agency (IPA) for the Union Territory of Jammu and Kashmir;

Whereas, in the 11th Board of Directors meeting of JKTPO, it has been decided to increase the focus on investment facilitation activities and to create a structure for Investor Facilitation Cell in JKTPO, particularly to provide continued aftercare service to the investor for grounding their investment;

Whereas, a three-tier Investment Promotion Cell within the organization to facilitate the investors was established within JKTPO vide office Order No JKTPO/MD-03 of 2020, dated 05-04-2021 to guide investors with whom MOUs were signed to apply on Single Window Portal;

Whereas JKTPO has onboarded the Knowledge Partner in February 2022 with a detailed scope of work with investor facilitation being an integral part of the scope of work;

Whereas, it has been observed that Investment Facilitation currently is being done by Knowledge Partner in an isolated manner without requisite focus.

In view of the above, and to ensure that Investment Facilitation is a continuous process in the JKTPO, it is hereby ordered to create a 2 Tier Investment Facilitation Cell in the JKTPO with following composition-

A. Tier – I

1. Team Leader (Knowledge Partner)
2. Two Consultants (Investment Promotion Experts from Knowledge Partner Team)
3. Two NICSI Resource

B. Tier – II

1. General Manager, JKTPO
2. Manager/Assistant Manager, JKTPO
3. NICSI Resource.

I. Terms of Reference for Investors Facilitation Cell

Tier-I

a. Lead Generation

1. Work as a help desk/ grievance redressal cell and act as a first point of contact for investors.
2. Develop a Country specific & Sector specific Lead Generation strategy.
3. Identify the top companies and rigorously follow them up for their investment in J&K.
4. Facilitate B2B & B2G meetings.
5. Maintain a Database of investors and develop Investor Follow-up Strategy
6. Prepare a list of key Investible projects for J&K in coordination with all concerned departments and ground investors.
7. Conduct a survey to identify district-wise key sectors/line of activities that can be recommended to investors for their investments.

b. Aftercare

1. Follow-up MOUs signed by the JKTPO/ Department of I&C for grounding;
 2. Constant/ Continuous liaison with all applicants on SWS to resolve their grievances/issues;
 3. Organize Investor Facilitation Meets with Government functionaries;
 4. Handholding & end-to-end support to investors, from the date of application to the commencement of production;
 5. Continuous engagement with nodal officers of all departments for redressal of issues/queries of investors;
 6. Track and monitor the status of all investors who have applied on the Single Window Portal.
- The Tier-1 shall submit a weekly work done report to Tier-2.
 - Tier-1 shall maintain a data repository of investors/ investment proposals received/employment generation/district-wise data/sector-specific data in a well-organized manner.

Tier-II

1. Monitors the overall progress of the Tier-I of the Investor Facilitation Cell & evaluates the reports submitted for further submission to Administrative Department
2. Attend B2G meetings and highlight major issues including policy level interventions required to higher authorities.
3. Conduct meetings & Formal communication with senior officers of various departments wherever required to resolve issues of investors.
4. Apprise progress of Investor Facilitation Cell to higher authorities.

The Managing Director, JKTPO shall regularly review the activities of the Investor Facilitation Cell and advise for necessary measures as required for fulfilling the mandate of the Investor Facilitation Cell.

II. Evaluation/Monitoring Parameters of Investor Facilitation Cell

The evaluation of the Investor Facilitation Cell shall be done on basis of following parameters -

1. Number of investors attended.
2. Number of investors motivated to apply on Single Window System
3. Number of Queries Resolved
4. Number of B2B, B2G meetings organized.
5. Quantum of investment record on Single Window Portal
6. Arranging Site visits of investors
7. Number of Single Window System (SWS) registered investors outreached through calls and emails.
8. Queries resolved regarding policy/incentives/ other issues
9. Meetings held with Departmental/ Nodal officers
10. Number of units issued LOIs/commenced work on ground.
11. Quantum of Investment grounded
12. Quantum of Employment generated.
13. Any other as deemed necessary.


Managing Director
JKTPO

02/06/23

Copy to:

1. Commissioner/Secretary to Government, Industries and Commerce Department for information.
2. All concerned for necessary action.