



Jammu & Kashmir Trade Promotion Organisation

(A J&K Government Undertaking)
6th Floor, Udyog Bhawan, Rail Head Complex, Jammu- 180012
www.jktpo.in

No. JKTPO/MD/23/73

Dated: 20/08/2021

Record note of the Apex Level Export Promotion Meeting Chaired by Mr. Ranjan Prakash Thakur, Principal Secretary to the Government, Industries & Commerce Department, Government of J&K held on 18.08.2021 (Wednesday) at 05:00 PM through Video Conference.

Agenda:

1. Approval for ODOP Items/Products finalized by DLEPC's
2. Approval for Template/Draft District Export Plan
3. Restructuring of existing Export Policy

List of Participants:

SNo.	Name	Designation
1.	Mr. Ranjan Prakash Thakur (IRTS) (Chair)	Principal Secretary to the Govt., I&C Department (Export Commissioner)
2.	Mr. Raghav Langer (IAS)	Divisional Commissioner (Jammu)
3.	Ms. Ankita Kar (IRS)	Managing Director, JKTPO
4.	Mr. Anshul Garg (IAS)	DC, Jammu
5.	Mr. Suvidh Shah, ITS	Joint Director, DGFT (Representative from DGFT)
6.	Ms. Anoo Malhotra (JKAS)	Director I&C Jammu
7.	Ms. Tazayun Mukhtar (JKAS)	Director I&C Kashmir
8.	Mr. Vikas Gupta (JKAS)	Director H&H Jammu
9.	Mr. Mahmood Ahmad Shah (JKAS)	Director H&H Kashmir
10.	Mr. Syed Shabir Shafi	Director Planning, I&C Department
11.	Mr. Jehangir Hashmi (JKAS)	Addl. Secy., Horticulture/Agriculture Department (Rep. From Agriculture Production Department and Horticulture Department)
12.	Mr. Tilak Raj	Dy. CEO, KVIB (Rep. of Secretary/CEO J&K KVIB)
13.	Mr. Saheel Yaqoob, ,	Assistant Director,

		MSME Jammu (Rep. From MSME)
14.	Mr. Rakesh Kaul	PRESIDENT JK BANK
15.	Mr. SHUJAAT ANDRABI	VICE PRESIDENT JK BANK

Introduction: Managing Director, Jammu and Kashmir Trade Promotion Organization welcomed all the Officers/Officials and with permission of Chair underscored the significance of the meeting. The participants were briefed about the accord of Apex Level Committee and interventions required to make flagship program “District as Export Hub” success in J&K. Further it was informed by Managing Director, JKTPO that Institutional and Supportive Mechanisms were formed for finalization of the Export Action Plans along in association with DGFT. The way forward for Export Promotion was also discussed.

Agenda 1- Approval for ODOP Items/Products finalized by DLEPC’s

1. Managing Director presented the list of Products shortlisted by DLEPCs list for final approval by Apex Committee.
2. Mr. Mehmood Ahmad, Director Handicrafts & Handloom Department, Kashmir informed Handicrafts has a huge potential for exports, it was suggested to include Handicraft Products in each District of J&K under ODOP . It was added by Mr. Vikas Gupta, Director Handicrafts & Handloom Department, Jammu highlighting the export potential of Basholi Paintings and Basholi handloom from Kathua District.
3. Mr. Jehangir Hashmi, Addl. Secretary, Agriculture Production Department and Horticulture Department informed the Chair about ODOP items under PMFME Scheme and requested to give one weeks time to give recommendation on products submitted by DLEPCs.

4. Further, Mr. Suvidh Shah (ITS), Addl. DGFT informed that in the Punjab Export Action Plan, products are mostly restricted to 2-4 and same can be followed in J&K too.

In this regard, the Chair directed all the members representing different Departments to submit their recommendations for finalization of products to JKTPO by 23-08-2021 so that the list can be finalized. It was directed to minimize ODOP items per district with focus on high export potential products only.

Agenda 2- Approval for Template/Draft District Export Plan

1. Mr. Suvidh Shah (ITS), Joint DGFT presented the sample template of Jammu District export action plan for inputs from Apex level committee meeting which will be replicated in all the districts for finalization of District export action plan by respective Deputy Commissioners.
2. Mr. Anshul Garg (IAS,)DC Jammu informed that their team will go through the district action plan of Jammu and will rectify any errors in the same before sending to Apex Level committee for approval within a week.
3. It was briefed by Divisional Commissioner Jammu that he chaired a meeting where in JKTPO briefed the Deputy Commissioners on district as export hub and he has already directed all the respective Deputy Commissioners to comply with all the parameters of District as Export hub including institutional and supportive mechanism for making the district as export hub success in J&K.

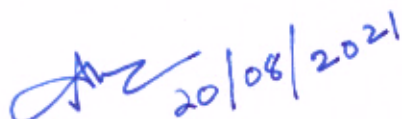
The Chair directed that the template & Plan prepared by DGFT for District Jammu should be sent to all the Districts for finalisation of Export Action Plan in their respective DLEPC on same pattern.

Agenda 3- Restructuring of existing Export Policy

1. Managing Director, JKTPO presented the draft export policy before the committee and highlighted the vision and fiscal & non fiscal incentives proposed in policy. The draft policy has already been sent to all the Departments for recommendations. It was requested to all the members for their suggestions.

The Chair directed all members to submit recommendations on Draft Export Policy by 23-08-2021 after that the policy may be sent to legal department for approval.

The meeting was ended with the vote of thanks to the Chair.


**Managing Director,
JKTPO**

Copy to:

1. Principal Secretary to the Govt., I&C Department, for information please.
2. Principal Secretary to the Government, Agriculture Production Department for information please.
3. Principal Secretary to the Government, Horticulture Department for information please.
4. Divisional Commissioners, Jammu/Kashmir.
5. All Deputy Commissioners of Jammu & Kashmir
6. Representative of ministry of Micro, Small & Medium Enterprises (MSME), Government of India.
7. Representative of Director General of Foreign Trade (DGFT), Government of India.
8. Director, Industries & Commerce, Jammu/Kashmir
9. Director, Handloom & Handicrafts, Jammu/Kashmir
10. Director, Planning Industries & Commerce Department.
11. Secretary/Chief Executive Officer, J&K Khadi & Village Industries Board
12. President Lead Bank.