

Issue: 2. Volume 1

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Monthly e-Newsletter on Exports

Jammu & Kashmir Export Scenario

Basmati as focused Product & Iran as focused Country



Global Trade Insights & J&K Exports Spotlight

- About Basmati
- Nutritional Value of Basmati Rice
- Exports from Jammu Kashmir
- Iran's Culinary Symphony, J&K's Basmati Excellence
- SWOT Analysis of Basmati

J&K Basmati: Elevating Taste, Defining Quality – Every Grain a Masterpiece.

- Basmati Rice – Jammu & Kashmir
- Basmati Rice – R.S Pura, Jammu
- Export of Basmati Rice from J&K to Iran Way Ahead.

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Global Trade Insights & J&K Exports Spotlight

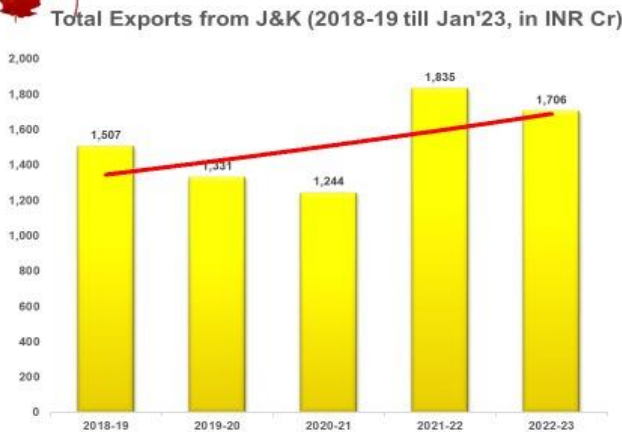


Savour the Essence of J&K: Basmati Rice, Where Himalayan Purity Meets Iranian Palates.

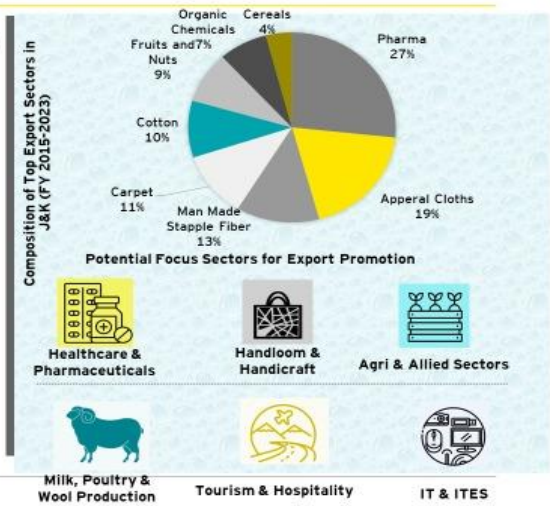
This month's issue focuses on Basmati export from Jammu & Kashmir keeping in mind the highest demand of basmati in Saudi Arabia.



J&K export scenario and focus Sectors



Source Directorate General of Commercial Intelligence and Statistics (DGC&S)
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In 2021-22, J&K exported goods worth US\$246 Mn. Of the total exports, Pharma sector contributed 50% of the total exports followed by cotton yarn (24% of total exports) and Man-Made Yarn (10% of total exports)

We are delighted to bring you exciting news from the heart of Kashmir, the land of enchanting orchards and lush greenery! In our latest venture, we are thrilled to introduce the world-renowned Kashmiri Apples to the discerning consumers of Germany.

About Basmati Rice

“Basmati” is long grain aromatic rice grown for many centuries in a specific geographical area, in the Himalayan foothills of the Indian sub-continent, blessed with characteristics of extra-long slender grains that elongate at least twice their original size with a characteristics soft and fluffy texture upon cooking.

There are over a thousand aromatic rice varieties but only a handful of those varieties can be called 'Basmati'. The name comes from two Sanskrit root words – Vas which means aroma; and Matup which means ingrained. Having distinguished itself as the 'white pearl', basmati is an ancient grain of India.

Exceptional Aroma and Flavor:

Basmati rice is celebrated for its characteristic aroma, often described as nutty or floral. This unique scent adds an extra layer of richness and depth to the dining experience.



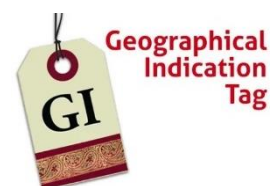
Long, Slender Grains:



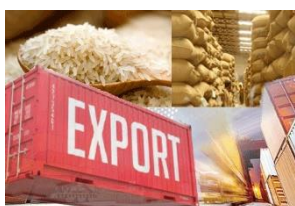
The elongated grains of Basmati rice, known for their slender and delicate appearance, contribute to its regal status. When cooked, these grains remain separate and fluffy, enhancing the overall appeal of the dish.

Geographical Indication (GI) Status:

Basmati rice has received Geographical Indication (GI) status, acknowledging its unique characteristics attributed to the specific geographical regions of cultivation. This legal protection reinforces its authenticity and premium status.



Global Demand and Export:



Basmati rice has become a staple in households and restaurants worldwide, with a significant demand for its premium quality. India, particularly the Basmati-rich regions, has emerged as a major exporter, meeting the preferences of discerning consumers globally.

Symbol of Premium Quality:

Basmati rice has become synonymous with premium quality in the rice category. Its association with royalty and the fine dining experience has positioned it as a symbol of excellence and sophistication in the culinary world.



Nutritional Value of Basmati Rice:

If you think rice is just rice, think again! Here are just a few of the reasons why Basmati is best and why it's worth choosing Basmati over ordinary rice. Basmati is gluten-free and low in fat. In addition to containing all eight essential amino acids and folic acid, it's very low in sodium and cholesterol-free.

1) Contributes to brain health

Not only is basmati rice an excellent source of dietary fiber and antioxidants, but it's also a good source of thiamine found in Vitamin B1. Thiamine is known to be an essential element responsible for maintaining brain health while eliminating the risk of a significant life-threatening disease – Wernicke encephalopathy caused due to the deficiency of Thiamine.



2) Helps In Weight Loss



As improbable as it may seem, Basmati rice can aid your weight loss journey. The fiber in Basmati rice breaks down gradually in the body, causing you to feel content for long durations and allowing you to eat less all through the day. Moreover, Basmati rice contains lesser calories than its grainy counterparts. One serving can lower the calorie count by 20 calories. Basmati rice is, therefore, an excellent choice if you're trying to lose weight

3) Good source of dietary fiber

Basmati rice is a better source of dietary fiber than its other rice siblings. This makes basmati rice low on the glycemic index. When you eat rice, you get a lot of fiber — a type of non-starchy vegetable gum. This is beneficial because it helps with digestive purposes, as well as cleansing your body. Fiber is also known to prevent heart disease and digestive cancers. Increased dietary fiber consumption can assist in lowering the risk of getting Type 2 diabetes.



4) Diabetic-friendly diet

Best Rice for Diabetic Patients



Diagnosed with Diabetes but love eating rice? Worry not because Basmati rice is here to rescue you. This is due to Basmati rice's low glycemic index, ranging between 50 to 58, which allows dietary sugars in the blood to be metabolized to glucose. You can eat Basmati rice in moderation without fluctuating your sugar levels.

5) Good for heart health

Although not a heart for those who want to keep a fiber makes it a good choice Basmati rice is associated and hypertension. It's serving of Basmati rice to



medication, rice is a good choice heart-healthy diet. Its richness in for people with heart disease. with lowering cholesterol levels probably time to add another your weekly diet.

6) Promotes digestion

Your digestive system will perform as smoothly as it should if you consume enough fiber. This also allows it to digest waste and move it out of the body while acquiring all vital nutrients and dispersing them to the appropriate body parts. Because the digestive system produces roughly 80% of the body's immunity, a healthy intestinal system is a vital sign of overall health.

help with better digestion.



7) Rich in minerals



Because of its rich content in minerals like iron, zinc, phosphorous, magnesium, and copper, you should include this in your daily diet. Given its mineral content, you can count basmati rice as one of the healthiest cereals available.

8) Nutritional value of rice

A serving of rice comes with about 210 calories. It comprises 5-6 grams of protein, 46 grams of carbs, 0.5 grams of fat, and 0 grams of sugar. Moreover, it is relatively low in cholesterol, as well as high in fiber.

Nutritional Value Of			
Organic BASMATI RICE		BASMATI RICE	
Fat	0.5gms	0.0gms	Fat
Fibre	0.7gms	0.7gms	Fibre
Calories	210	148	Calories
Carbs	45.6gms	32.39gms	Carbs
Protein	4.4gms	3.22gms	Protein

9) Reduces the risk of developing Cancer cells

Diets high in fiber can help lower your chance of acquiring certain malignancies, including colorectal cancer. Consuming 3 ounces of whole grains every day can reduce the risk of developing this cancer by roughly 17%. According to certain studies, it can also lower the risk of breast cancer.



10) Regulates your blood pressure

Magnesium and Potassium calm the blood flow. It helps to circulation in our you add Basmati rice suffering from high

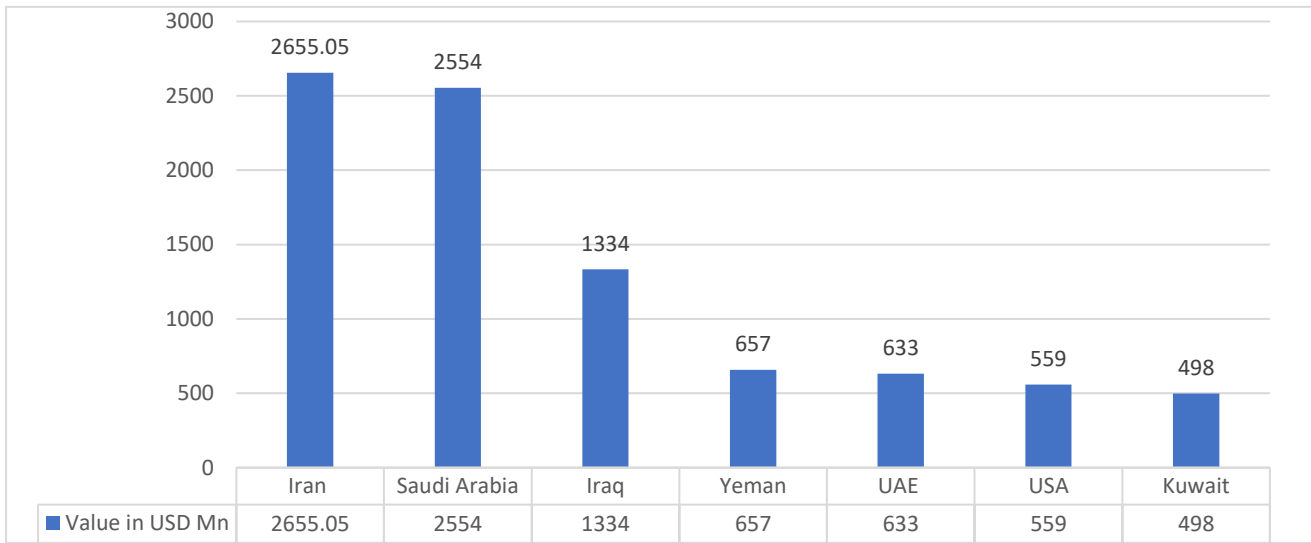


potassium-rich Basmati rice reducing blood pressure. blood vessels and enhances improve the overall blood body. It is recommended that to your diet if you are blood pressure.

Top rice Exporting Countries in World



Top Countries India export



Exports from Jammu Kashmir

Country/UT	Quantity (Lakh Qntls)	Amount In Lakhs	%age of Share
India	394.82	2641.65	
J&K (UT) Direct Exp.	0.50	3.35	
J&K UT Indirect Exp.	3.50	23.42	
Total J&K UT Share	4.00	27.76	1.01

The Middle East stands out as a significant consumer of Basmati rice, predominantly importing this aromatic grain from India. This region holds a substantial share, constituting as much as 37.8% of the overall rice consumption globally. Key players in this import market include Iran, Saudi Arabia, and the United Arab Emirates, collectively contributing to 30% of India's Basmati rice exports.

Year 2021-22

Sr No.	Country	Qty (MT)	Value (Lacs)
1	Iran	9,98,045.45	6,11,113.76
2	Saudi Arab	6,74,851.09	4,82,457.14
3	Iraq	4,86,296.21	2,98,587.28
4	UAE	2,57,258.44	1,64,829.57
5	Yemen	2,05,948.08	1,37,266.60
6	Kuwait	1,47,484.93	96,124.61
7	Oman	77,469.38	54,691.26

8	Qatar	71,724.10	47,833.18
9	Jordan	62627.82	42657.42
10	Bahrain	34675.82	24301.89
	Total	30,16,381.32	19,59,862.71

India's top ten Gulf export destination for Basmati Rice (2021-22)

Source: DGCIS Annual Export 2018



Basmati Rice – Jammu & Kashmir

Jammu and Kashmir boasts diverse agro-climatic zones, fostering a rich array of agricultural and horticultural produce, some exclusive to the region. The Jammu region, with its sub-tropical climate, is renowned for high-quality crops such as 'Basmati,' 'Rajmash,' and Black Caraway ('zeera'). Meanwhile, the agricultural sector, along with its allied industries, significantly contributes to employment, economic growth, and export earnings in Jammu and Kashmir, representing the broadest economic sector demographically. Engaging directly and indirectly with approximately 70% of the Union Territory's population, it plays a pivotal role in the overall socio-economic fabric. With a gross cultivated area of around 12.04 lakh hectares and a net cultivated area of about 7.52 lakh hectares, featuring a net irrigated area of 3.48 lakh hectares and an average landholding size of 0.59 hectares, Jammu and Kashmir's agricultural landscape is both extensive and diverse.



Rice, a staple for half of the global population, holds paramount importance. Basmati rice, renowned for its exceptional aroma, aesthetic taste, and excellent cooking qualities, has achieved widespread market penetration. Considered the "taste for the elite," it is a preferred

choice for various occasions such as weddings, Eid celebrations, and both private and corporate gatherings. This ceremonial consumption of Basmati rice emerges as a significant driver for market growth. Furthermore, the substantial export of Basmati rice worldwide underscores the necessity for a robust supply chain, ensuring a fair outcome that benefits all stakeholders, from farmers to consumers.

Basmati Rice – R.S Pura, Jammu



RS Pura, often referred to as the rice bowl of the Jammu region, stands out as a prominent cultivator of high-quality Basmati rice. The enchanting aroma and exquisite taste of Basmati rice from RS Pura have gained international acclaim over the years.

The Union Territory of J&K annually produces approximately one lakh metric tonnes of diverse Basmati rice varieties, with around thirty thousand metric tonnes being exported worldwide. The cultivation of Basmati rice in the floodplains of the Tawi River in the Jammu region benefits from mineral-rich soil transported from the

Himalayan region. Notably, Basmati rice requires fewer chemical fertilizers compared to other rice varieties. RS Pura has earned a well-deserved reputation for consistently producing top-notch Basmati rice for several decades.

According to the 'Note of Information 2014-15' provided by the Department of Agriculture, Jammu, nearly one lakh hectares of the net cultivated area in Jammu are dedicated to paddy cultivation, with approximately forty thousand hectares solely devoted to Basmati rice. While Basmati is cultivated in various areas of Jammu, Kathua, and Samba Districts in the Jammu Division, the Basmati grown in the R.S. Pura Sector of Jammu District is renowned for its superior quality. The fertility of the R.S. Pura belts, irrigated by the Ranbir Canal—a tributary of the Chenab River—coupled with the infusion of melted ice waters from the Himalayas, imparts a rich aroma to the Basmati cultivated in the region. Moreover, the area's unique characteristics, including ideal temperature, humidity levels, and a distinctive combination of warm short days and cool long nights during the grain development stage (September and early October), contribute to the production of the highest quality Basmati rice.

SWOT Analysis of Basmati Rice (J&K)



Strengths:

1. Unique Geographical Advantage: Jammu & Kashmir's diverse agro-climatic zones and fertile soil, especially in areas like RS Pura, provide an ideal environment for cultivating high-quality Basmati rice.
2. Global Recognition: Basmati rice from Jammu & Kashmir, particularly RS Pura, has gained international acclaim for its exceptional aroma, taste, and cooking qualities.
3. Basmati of J&K has been given the Geographical Indication (GI) tag by the Geographical Indications Registry.
4. Cultural Significance: Basmati rice plays a crucial role in local culinary traditions and cultural practices, enhancing its demand in both domestic and global markets.



Strengths

Weaknesses:

1. Limited Cultivated Area, the net cultivated area for Basmati rice in Jammu & Kashmir, although significant, may be limited compared to other rice-producing regions, potentially impacting overall production volumes.
2. No proper supply chain for ecommerce, non-adoption of international standards of packing
3. Dependency on Weather Conditions, Basmati rice cultivation is susceptible to weather fluctuations, and any adverse weather events can affect the quality and quantity of the harvest.



Weaknesses

Opportunities:

1. Increasing Global Demand, The rising global demand for Basmati rice presents an opportunity for Jammu & Kashmir to expand its exports and capture a larger share of the international market.
2. Diversification of Varieties, Introducing and promoting different varieties of Basmati rice tailored to specific market preferences can cater to a broader consumer base.

**Opportunities****Threats:**

1. Competition from Other Regions, Intense competition from other Basmati rice-producing regions in India and neighbouring countries may pose a threat to Jammu & Kashmir's market share.
2. Conversion of paddy fields for other commercial purposes, new generation not interested in this business.
3. Environmental Challenges: Climate change and environmental factors may pose challenges to consistent and reliable Basmati rice production, affecting both quality and quantity.

**Threats****"Iran's Culinary Symphony, J&K's Basmati Excellence: A Fusion of Flavor and Quality."**

The largest importer of the commodity in 2017-18, 2018-19, 2019-20 and 2021-22. Iran imported 935,567 metric tonnes of basmati in 2014-15, and the amount peaked in 2018-19 at 1.4 million metric tonnes. The figure for 2022-23 was 998,879 metric tonnes.

**Export of Basmati Rice from Jammu and Kashmir to Iran:
Identification of Target Market:**

- Recognizing Iran as the highest importer of Basmati rice globally.
- Strategic focus on aligning Jammu and Kashmir's Basmati rice production with the demand in the Iranian market.



Quality Assurance:

- Ensuring high-quality standards to meet the specific preferences of the Iranian market.
- Adhering to international quality certifications and standards to enhance market acceptance.



Quality Assurance
CHANDRIRA

Varietal Selection:

- Emphasizing the cultivation of Basmati rice varieties that are popular and preferred in Iran.
- Collaborating with agricultural experts to optimize yield and quality based on Iranian market preferences.



Trade Agreements and Partnerships:



- Exploring and leveraging existing trade agreements between India and Iran to facilitate smoother export processes.
- Establishing partnerships with Iranian importers, distributors, and retailers to strengthen market penetration.

Compliance with Regulations:

- Ensuring compliance with international trade regulations and standards applicable to Basmati rice.
- Facilitating the necessary documentation and certifications required for exporting to Iran.



Market Research and Trends:



- Conducting ongoing market research to stay updated on Iranian consumer preferences and market trends.
- Adapting export strategies based on evolving market dynamics and demands in Iran.

Logistics and Transportation:

- Streamlining logistics and transportation processes to ensure timely and efficient delivery of Basmati rice to Iranian markets.
- Exploring cost-effective and reliable shipping routes to enhance competitiveness.



Promotion and Branding:



- Implementing targeted marketing and promotional campaigns to raise awareness of Jammu and Kashmir's Basmati rice in the Iranian market.
- Building a distinctive brand image for Basmati rice from Jammu and Kashmir through effective branding strategies.

Customized Packaging:

- Designing packaging that aligns with Iranian consumer preferences and cultural nuances.
- Highlighting the unique qualities of Jammu and Kashmir's Basmati rice through attractive and informative packaging.



Trade Delegations and Exhibitions:

- Participating in trade delegations and exhibitions in Iran to directly engage with potential buyers and distributors.
- Showcasing the quality and diversity of Basmati rice from Jammu and Kashmir to Iranian stakeholders.



Sustainable and Organic Practices:

- Emphasizing sustainable and organic farming practices to meet the growing demand for environmentally friendly products in international markets.
- Promoting the natural and premium attributes of Basmati rice from Jammu and Kashmir.



By focusing on these key points, Jammu and Kashmir can strategically enhance its exports of Basmati rice to Iran, capitalizing on the country's status as the largest importer of this premium rice variety.



Basmati, renowned as the "King of Rice," reigns supreme in the culinary world. Originating from the fertile plains of the Indian subcontinent, particularly Jammu and Kashmir, it is celebrated for its exceptional aroma, long slender grains, and culinary versatility. With a royal reputation for its unique flavour and cultural significance, Basmati stands as the preferred choice on global dining tables, symbolizing premium quality and sophistication in the realm of rice.

Syed Mujtaba Safvi

Handwritten signature of Syed Mujtaba Safvi.