

Monthly e-Newsletter on Exports

Jammu & Kashmir Export Scenario

Carpet as focused Product & USA as focused Country

Global Trade Insights & J&K's Export Spotlight

- Carpet Weaving in J&K
- Carpet Export
- Significant Carpet export potential

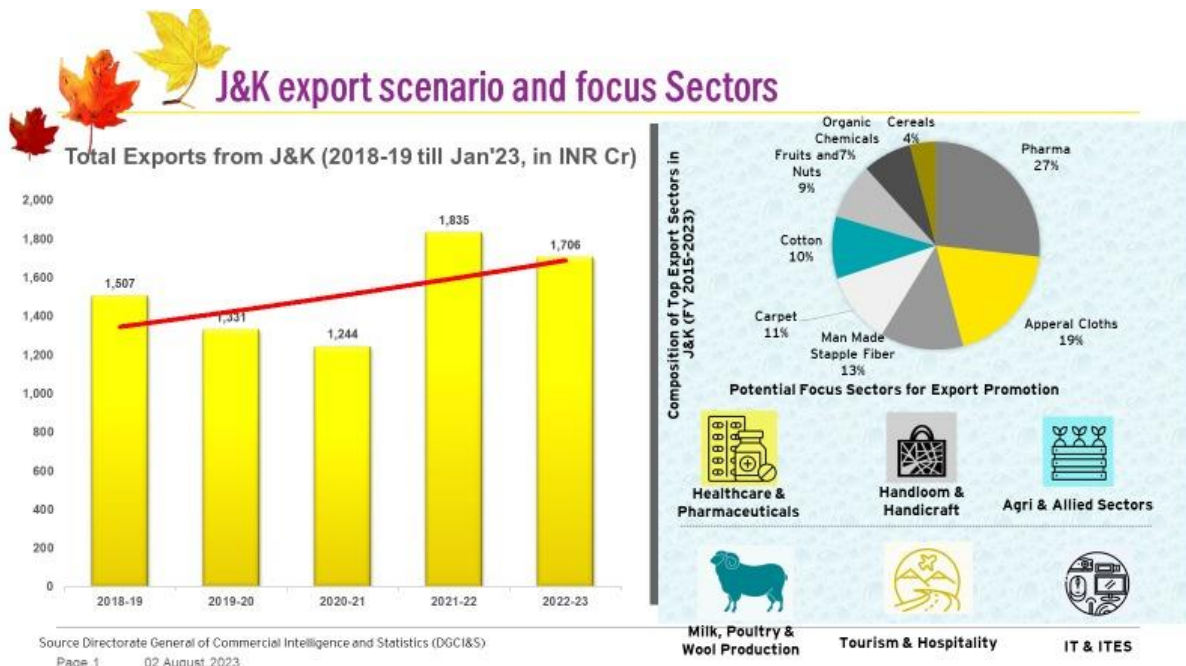
Elevating Spain's Senses with Nature's Finest Delight

- Exploring USA's Carpet Imports
- SWOT Analysis of Kashmiri Carpets
- Kashmiri Carpets world's finest

"J&K Carpets: Weaving Elegance, USA Leading the Global Thread."



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).



Welcome to the latest edition of our newsletter, where we embark on a captivating journey into the world of Kashmiri Carpets, one of Jammu & Kashmir's most cherished export items. This issue spotlights the extraordinary craftsmanship and timeless elegance that these carpets embody, with a special focus on the United States, which proudly holds the title of the highest exporter of these masterpieces worldwide.

Intricately woven with tradition, culture, and a rich heritage, Kashmiri Carpets have not only adorned homes but also served as symbols of artistry and craftsmanship for centuries. As we delve into the depths of this fascinating industry, we will unravel the intricate threads that connect the beautiful region of Jammu & Kashmir to the homes and hearts of people across the globe.

So, fasten your seatbelts as we embark on a voyage filled with vibrant colors, exquisite designs, and the enchanting story of Jammu & Kashmir Carpets, with the USA playing a prominent role in their global prominence. Get ready to be captivated by the beauty, artistry, and global significance of these remarkable handcrafted creations.

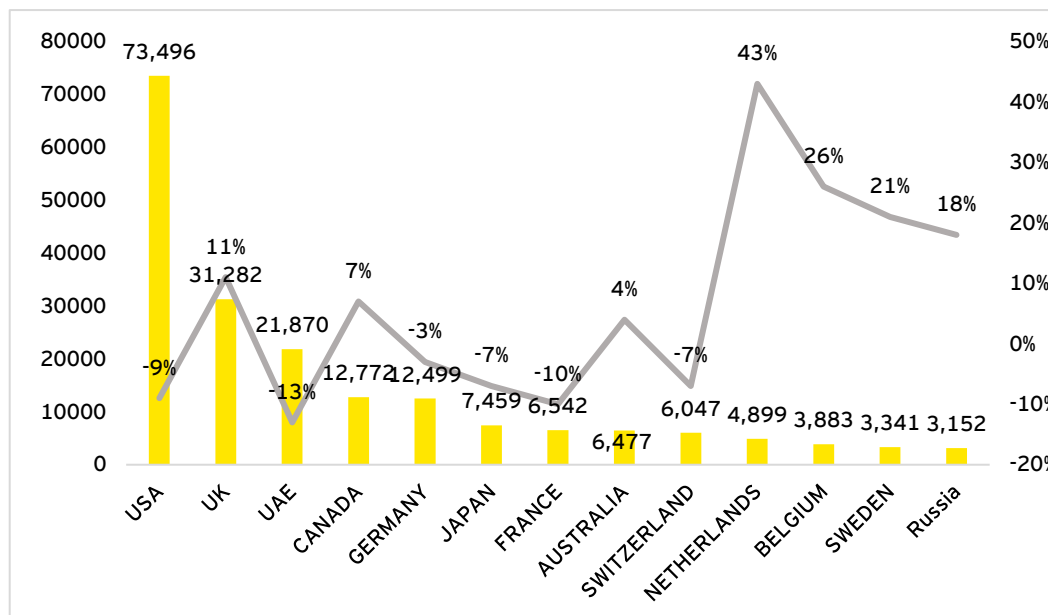
Historical Data of Carpet Exports from Jammu and Kashmir

Carpet Exports in USD million			
Year	India	J&K	J&K Share
2014-15	147.05	12.94	8.8%
2015-16	140.46	10.31	7.3%
2016-17	226.35	6.97	3.1%
2017-18	141.21	7.82	5.5%
2018-19	132.61	17.11	12.9%
2019-20	119.33	20.73	17.4%
2020-21	86.5	5.8	6.7%



Current Export Scenario from Jammu and Kashmir for Carpets

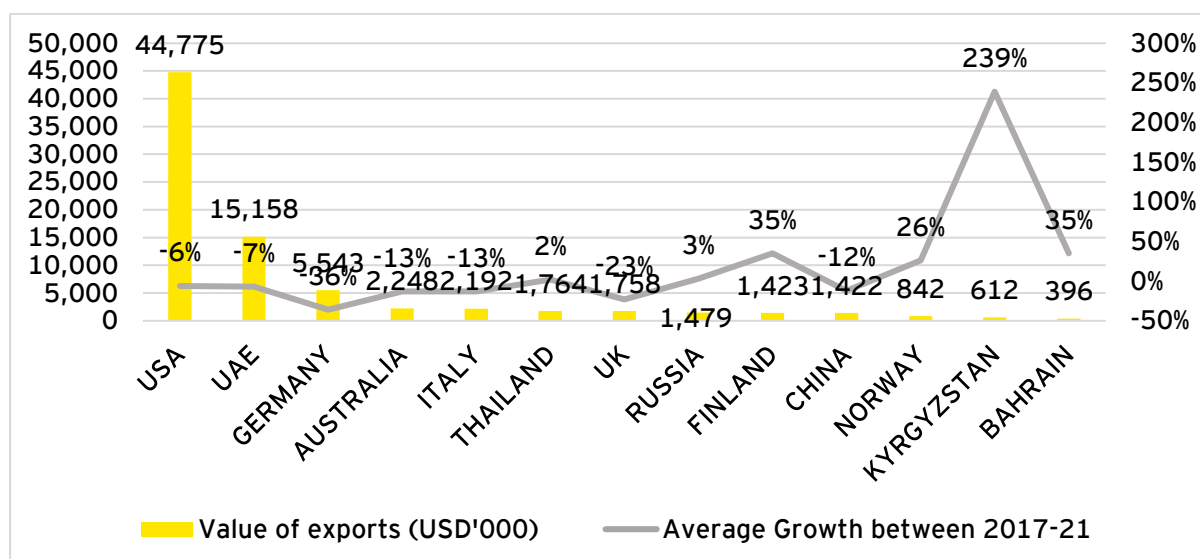
The export scenario of India and Jammu and Kashmir have been analysed basis the export statistics of HS code mentioned below, under which Carpet products are exported. Alongside are the key facts pertaining to the analysed product codes.



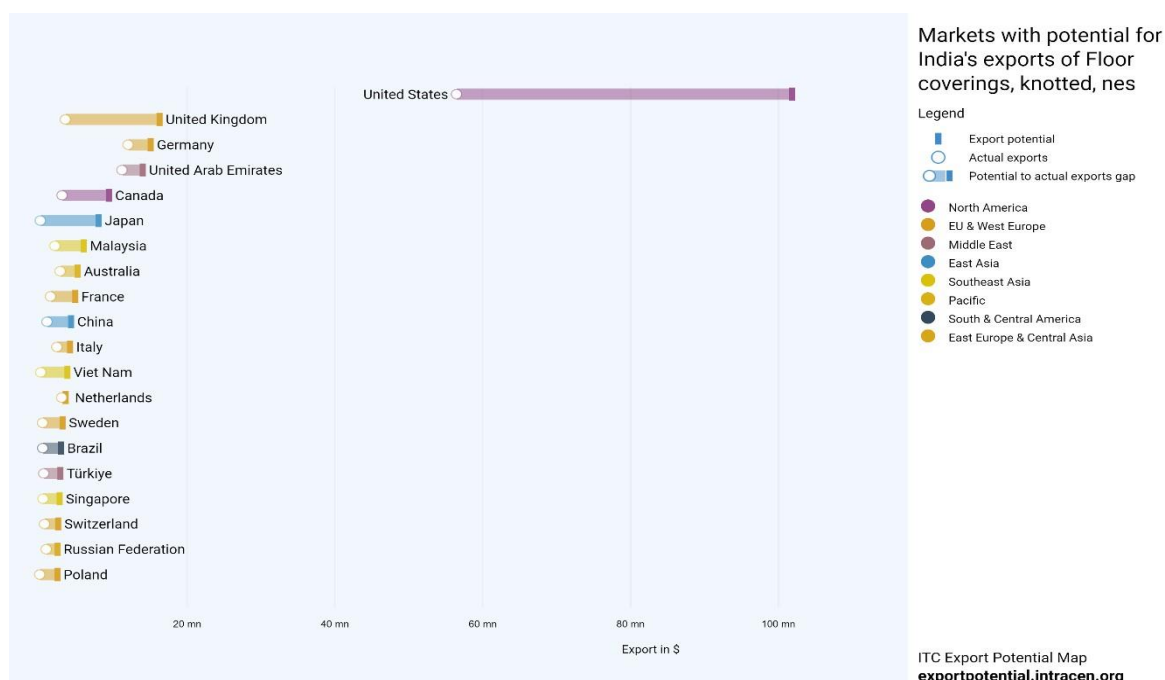
Key Fact of Export

- 397,963 (USD Thousand)**
Value of world exports in 2021
- 91,215 (USD Thousand)**
Total Exports from India in 2021
- 11,670 (USD Thousand)**
Total export from J&K in 2021
- ~12.73%**
Share of J&K in India's exports

Top Countries to whom India Export Carpets



Untapped Potential of India for Carpet Export is USD 118,930 (in Thousands)



Synergies:

- Immediate:** These are those countries where a proper marketing channel will unlock the potential of that market in very short period.
 - Based on Signed FTAs the following can be targeted: **UAE, Japan, Australia, Thailand, Vietnam, Singapore, and Malaysia.**
 - High Growth Markets: **UK, Russia, Bahrain and Kyrgyzstan**
 - Based on Untapped Potential, J&K exporters should target the following countries to expand **Brazil.**
- Long Term:** The following countries **USA, Canada, France, Italy, Germany, Netherlands, Poland, Belgium, Norway, Sweden, Finland and Switzerland** come under Long-term priority market as these are those markets where the untapped market potential can only be fulfilled if J&K exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

Jammu & Kashmir, nestled in the northern part of India, is known for its breathtaking landscapes, diverse culture, and a rich heritage that extends to its exquisite craftsmanship. Among the many traditional crafts produced in this region, handwoven carpets stand out as a unique export item. These intricately crafted carpets have found their way into homes and markets around the world, with the United States emerging as the highest exporter of these beautiful creations.

The Art of Carpet Weaving in Jammu & Kashmir:

The tradition of carpet weaving in Jammu & Kashmir has deep historical roots dating back several centuries. Local artisans have honed their skills over generations, passing down techniques and designs that are now celebrated worldwide. What sets

these carpets apart is the meticulous handwork involved in their creation, with artisans painstakingly crafting each piece, often taking several months to complete a single carpet.

Materials:

Jammu & Kashmir carpets are typically made from high-quality materials, including silk, wool, and sometimes a combination of both. The choice of materials contributes to the unique texture, durability, and vibrancy of the carpets.

Designs and Patterns:

One of the defining features of Jammu & Kashmir carpets is their intricate designs and patterns. These designs are often inspired by the region's natural beauty, including motifs resembling blooming flowers, flowing rivers, and snow-capped mountains. Each carpet tells a story and reflects the artisan's creativity and skill.

Export Potential:

The appeal of Jammu & Kashmir carpets extends beyond India's borders. These handcrafted masterpieces have become sought-after luxury items in international markets. The export potential of these carpets is significant, contributing to the economic growth of the region and providing livelihoods to thousands of skilled artisans.

USA as the Leading Exporter:

Among the various countries that import Jammu & Kashmir carpets, the United States holds a prominent position as the highest exporter of these exquisite creations. Several factors contribute to the USA's dominance in this market:

- **High Demand:** American consumers appreciate the artistry and quality of Jammu & Kashmir carpets, which are often used as statement pieces in homes and offices.
- **Strong Distribution Networks:** The USA has established robust distribution networks, making it easier for these carpets to reach a wider audience.
- **Cultural Appreciation:** Many Americans have a deep appreciation for handmade and artisanal products, aligning with the craftsmanship of Jammu & Kashmir carpets.
- **Economic Strength:** The United States' economic strength allows its citizens to invest in luxury items, including high-quality carpets.

SWOT Analysis of Kashmiri Carpets

Strengths:

Traditional Craftsmanship: Kashmiri Carpets are renowned for their intricate designs and traditional craftsmanship, passed down through generations. This heritage adds immense value to the carpets.

High-Quality Materials: Carpets are woven from high-quality materials like silk and wool, ensuring durability, softness, and a luxurious feel, which attracts high-end markets.

- **Unique Designs:** The unique designs, often inspired by nature and cultural motifs, make Kashmiri Carpets stand out in the global market, catering to diverse tastes and preferences.
- **Cultural Significance:** These carpets carry cultural and historical significance, making them attractive not just as floor coverings but also as art pieces and collectors' items.
- **Skilled Artisans:** Kashmir has a pool of skilled artisans whose expertise in carpet weaving is unmatched, ensuring the production of high-quality, finely detailed carpets.

Weaknesses:

- **Time-Consuming Production:** The meticulous handcrafting process is time-consuming, limiting the production volume. Mass production becomes a challenge due to the intricate nature of the designs.
- **High Labour Intensity:** The production heavily relies on skilled labour, making it susceptible to labour shortages or increased labour costs, impacting the overall production expenses.

Opportunities:

- **Growing Global Demand:** The increasing global interest in handmade, traditional products presents a significant opportunity for Kashmiri Carpets, especially in luxury markets where unique, artisanal items are highly valued.
- **Digital Marketing:** Leveraging digital platforms can open new avenues for marketing Kashmiri Carpets globally, reaching a broader audience and attracting online buyers.
- **Customization:** Offering customization services, where customers can request specific designs or sizes, can cater to niche markets and discerning customers looking for personalized products.

Threats:

- **Competition from Machine-Made Carpets:** Machine-made carpets, although lacking the artistry of handmade ones, often flood the market due to lower production costs. This poses a threat to the traditional handmade carpet industry.

- **Changing Consumer Preferences:** Evolving consumer preferences and trends might shift towards modern, minimalist styles, impacting the demand for traditional, ornate carpets.
- **Economic and Political Instability:** The region's political and economic instability can affect the production and distribution of Kashmiri Carpets, creating uncertainty in the market.
- **Intellectual Property Issues:** Protecting traditional designs from being replicated without authorization is a challenge, especially in a global market where copyright infringement is prevalent.

Conclusion:

while Kashmiri Carpets possess a rich heritage and unmatched artistry, addressing challenges related to production efficiency, adapting to changing market demands, and leveraging digital platforms could enhance their global market presence, ensuring a sustainable future for this traditional craft.

Jammu & Kashmir's handwoven carpets hold a special place in the world of craftsmanship and artistry. These unique pieces of heritage have transcended borders and found their way into the hearts and homes of people around the world. With the United States leading the way as the highest exporter, these carpets not only showcase the region's talent but also contribute significantly to its economy. As long as the demand for exquisite craftsmanship and timeless beauty persists, Jammu & Kashmir's carpets will continue to thrive in the global market.