

Draft Jammu & Kashmir Export

Form No. 100/1

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1. Background

- a. The Industries and Commerce Department, Government of Jammu and Kashmir has notified Industrial Policy 2021 vide No. 117- IND of 2021 dated: 19.04.2021. The Export Policy 2018 notified by the Industries and Commerce Department, Government of Jammu and Kashmir finds mention of incentives and benefits available under the Industrial Policy 2016 which has practically become reluctant with the notification of Industrial Policy 2021 by the Industries and Commerce Department, Government of Jammu and Kashmir. The revamping of Export Policy is to make J&K strive in the direction of making every district a hub of exports and move in line with India's vision of becoming "Atmanirbhar (self-reliant).
- b. Recognizing India's e-commerce potential which has primarily been driven by increased internet and smartphone penetration and simplified payment systems, the FTP-2023 lays great emphasis on trade facilitation through technology and digitization, seeks to promote e-commerce, and aims to facilitate exports through various schemes and measures, including extending all FTP benefits to e-commerce exports. The policy proposes to create E-Commerce Export Hubs (ECEHs), which would act as a centre for favourable business infrastructure and facilities for cross-border e-commerce activities. These hubs would provide the necessary infrastructure for exports and connect to and leverage the services of the nearest logistics hubs.
- c. In the spirit of 'Local goes Global' and 'Vocal for Local', the section on 'Developing Districts as Export Hubs' has been incorporated in the Foreign Trade Policy-2023 which aims to galvanize districts of the country to become export hubs by identifying products and services with export potential in the district. This marks a major policy shift by calling for an inclusive approach with sharper focus on District-led Export Growth for boosting investment and

entrepreneurship in the districts. A new paradigm of making every district and every seller part of India's export story has been set. This will besides, enhancing the share of exports from India in the global trade, also diversify the product basket and generate livelihoods for small and micro enterprises, artisans and craftsmen. It aims to do so by creating District Export Promotion Committees (DEPCs) and preparing a District Export Action Plan for each district, outlining a district-specific export strategy to promote export of identified products and services. It is, therefore, expedient that Jammu and Kashmir fully utilizes the opportunities that are thrown open by the aforesaid initiative and formulates a comprehensive policy for promotion of exports from the Union territory.

- d. Jammu & Kashmir has been endowed with comparative advantages and strengths in various sectors and domains and looks forward to forging a strong, diversified, resilient and competitive economy with the hope inspired by the goals of the country's development vision articulated through various initiatives and interventions like 'Atmanirbhar Bharat' and 'Local goes Global'. Besides, being known globally for its rich scenic beauty and mesmerizing landscape, Jammu and Kashmir is also an acclaimed leader in various niche and unique products which include a range of handicraft and handloom products and agriculture commodities. The economy is primarily services based and Agri-oriented. Gross State Domestic Product (GSDP) increased at a CAGR of 7.4% between 2015-16 and 2023-24 to reach Rs. 2,30,000 crores. GSDP for the year 2024-25 has been projected at Rs 2,63,399crores which shows a growth of 7.5 % over previous year.
- e. It would be germane and proper to harvest the competitive advantages offered by the unique and diverse product range of Jammu and Kashmir, by putting in

place a vibrant policy framework for realizing remunerative returns through export promotion.

- f. All the states and UT's have conducive framework for export promotion and thus have competitive advantage vis-a-vis the UT of Jammu and Kashmir, due to locational and logistical challenges vis a vis other states for accessing global markets. To offset these disadvantages and facilitate exporters in the UT there is a need of fiscal and non-fiscal interventions under the policy.
- g. The Export Preparedness Index issued by the NITI Aayog for ranking the States/UTs in terms of their performance in exports, is based on various key performance indicators including having an Export Policy notified by the States/UTs. According to NITI Aayog's Export Preparedness Index 2022, Jammu and Kashmir emerged among top performers, reaching 2nd position among UTs in the EPI 2022. Overall rank improved from 23 to 17. Although Jammu and Kashmir has in place the Export Policy of 2018, however, the policy does not provide for any fiscal incentives and also makes reference to the Industrial Policy of 2016, which has been superseded by the Industrial Policy of 2021.
- h. Moreover, the recently announced Foreign Trade Policy – 2023 provides a national policy framework and focuses on facilitation of international trade/exports, thus striving to make India a leader in international trade by seeking to integrate India further into global value chains and to make India an export hub, with a goal of USD 5 Trillion economy. At the same time, the Union Territory Government needs to provide focussed facilitation to exports from J&K in sectors where J&K enjoys competitive advantages. All these factors taken together coupled with the need to give impetus to introduce best

practices, provide for capacity building and enhance quality & competitiveness of exports, call for developing a more conducive export ecosystem and putting in place a robust policy framework to improve export performance and thus it is vital to revamp the existing export policy to achieve much better ranking in the coming years.

2. Vision

To harness export potential of Jammu & Kashmir based on its strengths and key advantages and transform its economy into a competitive export led entity, and make Jammu and Kashmir a ‘haven for exports’, in line with its globally acclaimed status as ‘heaven on earth’.

3. Mission

To achieve an export target of INR 10,000 Crores in next five years, leveraging both the core and emerging areas of exports by providing an effective institutional mechanism, conducive strategies, trade infrastructure and marketing assistance aimed towards facilitating exports.

4. Objectives

The Export Policy-2023 is aimed to achieve the following objectives: -

- a. Identify potential sectors/products for promotion of exports from these sectors/products;
- b. Facilitate substantial incremental growth of export of products identified in the focus sectors by enhancing value addition and quality competitiveness.
- c. Lay emphasis on boosting exports of our unique and world famous handicraft and handloom products and agri-commodities, with special focus on GI tagged products;
- d. Develop new focus areas in exports such as Pharmaceuticals, Medical Devices, IT & ITES, Biotechnology, Electric Mobility, etc.;

- e. Create and improve necessary export related infrastructure in the Union Territory of Jammu and Kashmir;
- f. Promote market diversification with a special focus on access to new markets;
- g. Galvanize the districts as export hub by calling for an inclusive approach with focus on District-led Export Growth for boosting exports;
- h. Encourage skill development and capacity building to improve competitiveness of the export units;
- i. Promote innovation for export of new value added products;
- j. Promote initiatives to enhance product quality & standards and support certification of products exported from the UT;
- k. Promote entrepreneurship in the field of exports;
- l. Facilitate Whole-of-Government approach to improve export competitiveness of domestic exporters;
- m. Put in place a simple, transparent and responsive regulatory environment to improve ease of exporting;

5. Strategy

To achieve the objectives of this policy, the following strategy shall be adopted:

- a. Sector and product specific district export action plans with specific hard and soft interventions, designed to be implemented in the medium and long-term for acceleration of exports.
- b. Revamp of product-specific requirements pertaining to common facility center, processing center, raw material banks, skill development, design innovation, quality & standards, etc. in line with the product demand.
- c. Leveraging schemes such as TIES, MAI, District as Export Hub, etc. to develop export-oriented infrastructure in the Union Territory of J&K.
- d. Stakeholder engagement with export promotion councils, local trade associations, logistic providers, export service providers and other

important organizations associated with trade, for giving impetus to exports.

- e. Providing financial and other incentives to the export-oriented units to give them a head start for competing with other states/UT's.
- f. Addressing gaps in the existing scenario of exports from J&K with reference to the parameters mentioned in the Export Preparedness Index of NITI Aayog.
- g. Create a strong analytical database on exports and exporters in Jammu and Kashmir.
- h. Promote Brand Jammu & Kashmir in domestic and international markets.
- i. Improve visibility of exporters from Jammu and Kashmir in National and International platforms.
- j. Augment and strengthen JKTPO as the Nodal Agency to plan and execute strategies for ensuring sustainable growth of exports from Jammu and Kashmir.
- k. Provide necessary e-governance support to exporters in Jammu and Kashmir.
- l. Facilitate e-commerce exports by leveraging opportunities and easy access to markets offered by this new mode of commerce.
- m. Set up institutional mechanism conducive for promotion and growth of exports.
- n. Promote coordinated approach to designing, planning and implementation of export promotion initiatives and facilitate policy implementation through robust institutional structures.
- o. Set-up physical infrastructure, mobilize knowledge partners and promote capacity building to support Quality and Standards initiatives (testing facilities, certification, etc.).

- p. Implement measures of Export Preparedness Index for capacity building and encouraging trade such as sector specific awareness/outreach & skilling programme, State Export Newsletter to address information gaps, recognizing exporters through award, Trade Guidebook, dedicated export portal etc.

6. Policy Period

The Export Policy shall come into effect from the date of its notification by the Government of Jammu and Kashmir and will be valid for a period of three years or until a revised Export Policy is announced, whichever being earlier.

7. Foreign Trade Policy of India- 2023

The key highlights of New Foreign Trade Policy (FTP), 2023 notified by Directorate General of Foreign Trade (DGFT) on 1 April 2023 are: -

- a. Develop District as Export Hubs is one of the key features of the recently notified Foreign Trade Policy -2023.
- b. There is no end date to the new policy. Subsequent revision(s) shall be done as and when required. Approvals for various permissions under FTP-2023 shall now be online without any physical interface.
- c. Reduction in user charges for Micro, Small and Medium Enterprises (MSME) under Advance Authorization (AA) and Export Promotion Capital Goods (EPCG) schemes.
- d. Revamp of e-Certificate of Origin (CoO) platform for self-certification of CoOs as well as automatic approval of the same is proposed, where feasible.
- e. Paperless filing of export obligation discharge applications for greater use of technology.
- f. Common service providers (CSP) in Towns of Export Excellence (TEE) are now entitled for authorization under EPCG schemes.

- g. Facilitation of e-commerce exports by extending all FTP benefits to such exports.
- h. Introduction of special one-time amnesty scheme for one-time settlement of default in export obligations.

8. Dedicated Nodal Agency for Exports

- The Jammu Kashmir Trade Promotion Organization (JKTPO) has been designated as the Nodal Agency for export promotion in Jammu and Kashmir. It is a Joint Venture Company (JVC) of Government of Jammu & Kashmir with India Trade Promotion Organization (ITPO), Export Promotion Council for Handicrafts (EPCH) and Carpet Export Promotion Council (CEPC) as equity partners, mandated to act as a facilitator of trade promotion activities in the Union Territory of Jammu and Kashmir. The JKTPO will coordinate & facilitate all the activities for promoting and establishing District as Export Hub in tune with the initiatives announced by the Union Government for boosting exports and promoting self reliance. It will also act as a bridge between DGFT and all districts for updating the information/progress made in the preparation and implementation of District Export Action Plans within the UT of J&K. The JKTPO has assisted the District Export Promotion Committee (DEPC) led by respective Deputy Commissioners to revise/ update the District Export Action Plans (DEAPs) and all the District Export Action Plans (DEAPs) have been revised and approved by District Export Promotion Committee (DEPCs). Jammu & Kashmir Trade Promotion Organization has been at the forefront of a comprehensive initiative aimed at promoting and enhancing the One District One Product (ODOP) scheme in the region.

Market Linkages:

JKTPO has successfully bridged the gap between local producers and global markets by facilitating digital partnerships for artisans, weavers, farmers, Farmer Producer Organizations (FPOs), and businesses on renowned e-commerce platforms. These

platforms include Flipkart, Walmart Vriddhi, ONDC, MyStore, GeM, and several others, enabling stakeholders to showcase and sell their products to a vast online audience.

In addition to these digital initiatives, the Jammu and Kashmir Trade Promotion Organization (JKTPO) efforts include organizing and participating in a range of key events, each serving distinct purposes to enhance the region's market presence and economic growth.

- **International Events:**
 - Global Market Penetration
 - International Networking
 - Market Insights
- **Domestic Exhibitions**
 - Regional Promotion
 - Local Business Growth
 - Consumer Engagement
- **One District One Product (ODOP) Festivals**
 - Product Specialization
 - Economic Development
 - Cultural Promotion
- **International Buyer-Seller Meets**
 - Direct Trade Opportunities
 - Market Expansion
 - Partnership Building

These events will serve as a catalyst for J&K's products to gain widespread recognition, enabling them to tap into new markets and customer segments. As a result, the region's distinctive products will experience increased demand, driving economic growth and development in J&K

Publicity & Promotion:

Develop a comprehensive publicity and promotional strategy using various communication channels for popularizing various ODOP, GI and other products of Jammu and Kashmir at the local, national and international levels including e-commerce platforms to showcase and sell products, facilitating wider reach and sales.

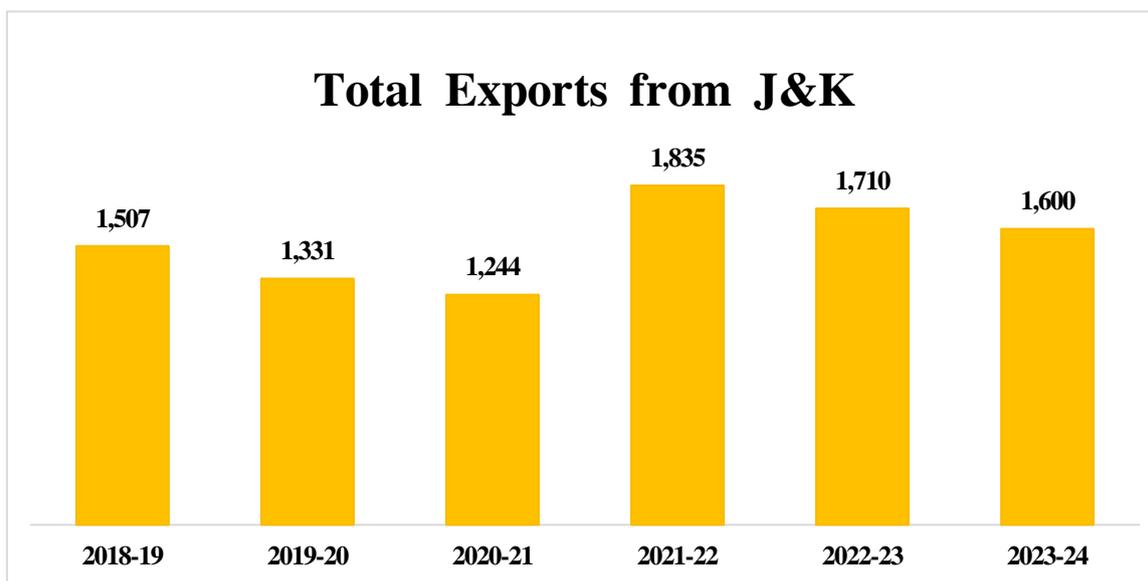
- **Social Media Marketing:** Establish a strong presence on popular social media platforms (e.g., Facebook, Instagram, Twitter, Pinterest). Regularly post engaging content, including product photos, videos, customer testimonials, and stories behind the products. Interact with followers, respond to comments, and address inquiries promptly.
- **Content Marketing:** Create a blog or content section on the website to publish articles, guides, and stories related to products of Jammu and Kashmir and their cultural significance. Share informative and educational content about the production process, artisan stories, and the region's heritage.
- **Email Marketing:** Build an email list of interested customers and send out regular newsletters with product updates, promotions, and exclusive offers. Use personalized email marketing to engage with customers and encourage repeat purchases.
- **Influencer Collaborations:** Partner with local influencers and bloggers to promote products of Jammu and Kashmir through their platforms. Influencers can create content, reviews, and recommendations to reach a wider audience.
- **Data Analytics:** Use data analytics tools to track website traffic, customer behavior, and sales patterns. Adjust your marketing strategy based on insights and customer preferences.

Packaging of ODOP: Jammu and Kashmir Trade Promotion Organization (JKTPO) recognizes the vital importance of packaging in elevating the appeal of Jammu and Kashmir's (J&K) exquisite crafts and products. To address this, JKTPO diligently working on various aspects of packaging, including:

- **Uniform Packaging Standards:** Developing consistent packaging norms to ensure a cohesive brand image for J&K's products, making them easily recognizable and relatable.
- **Eco-Friendly Packaging Solutions: Exploring** sustainable packaging options to minimize environmental impact, aligning with the global shift towards eco-conscious consumerism.
- **Quality Assurance Labels:** Introducing labels that guarantee the quality of J&K's products, reassuring customers of their authenticity and excellence.
- **Creative Packaging Design:** Designing innovative packaging solutions that showcase the unique characteristics of J&K's crafts and products, making them stand out in the market.
- **Packaging Workshops and Training Sessions:** Collaborating with esteemed organizations like the Indian Institute of Packaging (IIP) and National Institute of Fashion Technology (NIFT), as well as other prominent players in the packaging industry, to conduct workshops and training sessions.

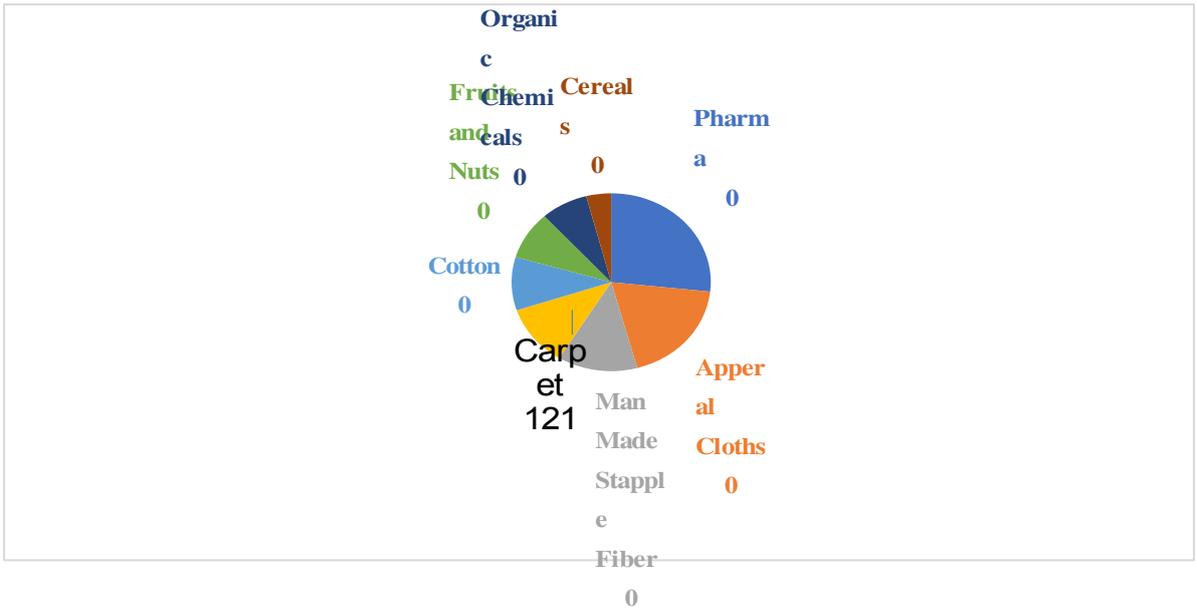
Capacity Building: JKTPO has conducted informative workshops across all districts in J&K. These workshops aim to educate local stakeholders about the ODOP scheme and the potential for their districts to become export hubs. Future plans include organizing training and skill development programs for local artisans and producers to improve product quality, design, certifications and innovation. Additionally, workshops on modern production techniques, packaging, and effective marketing strategies for One District One Products are on the horizon.

9. Current Export Profile of J&K



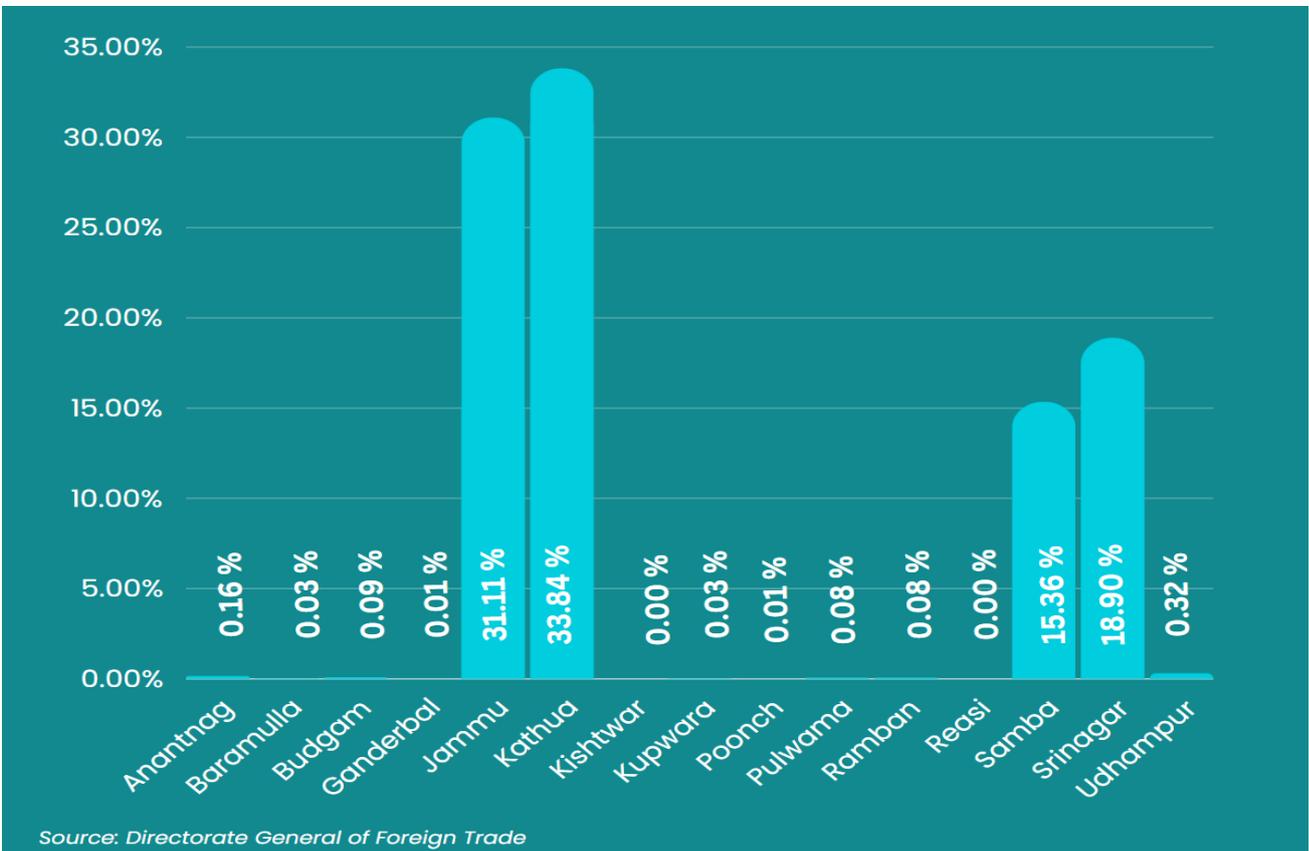
Value of Exports from J&K (2018 to 2024)

Major Composition of J&K's Exports in 2022– 23



The traditional sectors like woolen shawls and carpets are the leading foreign exchange earner for the UT.

10. District Wise Export Percentage for FY22-23



a) Identified Focus Sectors

The focus sectors which hold export potential from UT and can be developed further as identified under Policy includes:

1. Agriculture/ Horticulture (including Agro & Food Processing)
2. Health Care & Pharmaceuticals (including Herbal & Medicinal plant)
3. Tourism & Hospitality (including Film Shootings)
4. IT and ITeS/ Electronics/ Data Centres
5. Handicraft & Handloom
6. Manufacturing (with focus on MSMEs)

11. Institutional Mechanism

a) Export Promotion Board

The “Export Promotion Board” at UT level has been constituted under the chairmanship of Hon’ble Lieutenant Governor of J&K. The detailed composition is mentioned in Annexure A. The mandate of the Board is mainly to select and manage the areas to be declared as Export Promotion Hubs in Union territory of J&K, finalize the Export Policy/Strategy, approve measures for facilitating Ease of Doing Business (EODB) and undertake measures for taking all principal stakeholders connected with the identified export sectors on board.

b) Export Promotion Committees

The Apex Export Promotion Committee & District Export Promotion Committee has been constituted under the chairmanship of Administrative Secretary to the Government, Industries & Commerce Department (Export Commissioner) and District Development Commissioner respectively to boost exports from J&K.

The role of the Apex Export Promotion Committee in J&K, inter alia, is to coordinate with the district administration in each district of the Union territory for promoting the district as an export hub initiative after analyzing the export

potential in each district, assist the Union territory Government in formulation/implementation of Export Policy/Strategy, conduct consultation/outreach programs with exporters on FTAs, WTO norms, Logistics, etc., assist/mentor Export Promotion Councils in the other States/Union territories in planning and execution of Buyer-Seller Meets and trade exhibitions, review key infrastructure projects from export point of view to improve logistics and review and analyze existing and proposed legal, policy and regulatory framework and relevant acts of importance including common export documents, transportation documents, compliance documents, certificate required for shipment of specific goods, invoicing etc. to reduce logistic costs and improve product competitiveness in international market.

Similarly, there will be a District Level Export Promotion Committee headed by the District Development Commissioner/ Deputy Commissioner with General Manager District Industries Center, Lead District Manager, Regional Representative of DGFT, Sectoral Representative of identified products, etc. as members. The District Export Promotion Committee inter alia, shall be responsible for Benchmarking baseline export performance of the District- current situation, Identification of potential export products from the district, Creation of District Level Export Action Plan with quantifiable targets, Identification of bottlenecks for exports of potential products, Creation of subgroups for each identified potential export product-involving stakeholders like manufacturers, artisans' exporters of the identified products, Act as one-point facilitator for export promotion at District Level and Assisting MSMEs/exporters in linking with finance institutions to avail credit at competitive rates.

12.Incentives, Subsidies and Marketing Support

The Industries and Commerce Department is administering and implementing several schemes where incentives are available for export related and service sector

units. Similarly, the exporters can also avail Incentives under various schemes of different Ministries/ Department of the Government of India as per the guidelines.

Applicants availing benefit under this Export Policy will not be eligible for benefits of similar nature offered under any other policy/scheme of the Government of Jammu & Kashmir or Government of India.

In addition, the UT shall extend the following assistance:

A. Market Development Assistance Scheme

Marketing support to Artisans, Weavers, Cooperative Societies, and manufacturers of Handicrafts & Handloom products is provided by the Central Government in different forms. The stalls in foreign exhibitions are provided to the participants at subsidized rates under of Market Access Initiative (MAI) scheme of the Government of India, however, quantum of such assistance is limited due to which a small number of exporters are benefitted these indicators. The Government of Jammu & Kashmir shall extend additional assistance in the form of “Market Development Assistance Scheme” to exporters for participation in approved National/ International Trade Fairs, Buyer seller meets organized by foreign Agencies/ ITPO/ EPCs/ Commodity Boards, etc as per the following details.

| Scheme | Eligibility | Details |
|--|--|--|
| International exhibitions taking place in India and abroad | (a) MSME exporters registered with concerned DIC/ Handloom Handicraft Exporters/ JKTPO/ Other Departments of J&K/ J&K Exporters registered with DGFT | 75% of Stall charges with ceiling of INR 1,50,000/- Economy Class Air fare @ 75% with ceiling of INR 50,000/- |
| | (b) Women Export Entrepreneurs of Jammu and Kashmir registered with concerned DIC/ Handloom Handicraft Exporters/JKTPO/Other Departments of J&K/ | 90% of Stall charges with ceiling of INR 2,00,000/- Economy Class Air fare 90% with ceiling of INR 60,000/- |

This Subsidy shall be subject to the following conditions:

1. Registered Company/Unit having IEC registration with DGFT
2. Exporting company can avail maximum benefit of 2 exhibition (international or domestic) and one buyer seller meet (international or domestic) in a year.
3. Only airfare component shall be reimbursed for buyer seller meet
4. To encourage exporters to take substantial product samples for display during their participation in international trade fairs (supported by Centre/UT Govt), 75% financial assistance of the total cost of sending such samples shall be given subject to a ceiling of Rs 1 lakh per trade fair/exhibition maximum for 2 exhibitions.

5. Exporting Organizations availing Market development assistance under any other scheme of relevant department shall not be eligible for the above-mentioned incentive.

B. Technical Patent Subsidy

A subsidy of 50% of the expenditure incurred in obtaining a patent will be provided, subject to a maximum limit of INR 2 lakh for successful registration and approval of a national patent, and INR 10 lakh for an international patent. This subsidy is intended to encourage original research and innovation. It will be applicable once per unit in a financial year.

C. Export Subsidy

The Export Subsidy shall be provided to an exporter who will achieve substantial growth of exports value over the previous year. The same shall be reimbursed once in a financial year as per the following details:

a. GI Tagged Products:

Maximum of 30% of the increase in export value as compared to the previous financial year limited to INR 10 lakhs if products are GI Tagged.

b. ODOP Products:

Maximum of 30% of the increase in export value as compared to the previous financial year limited to INR 10 lakhs if products are ODOP.

c. Other Products:

Maximum of 10% of the increase in export value as compared to the previous financial.

year limited to INR 05 lakhs for all other products.

Exporter can avail benefit from only one component.

D. Gateway Port Scheme

Geographically, J&K is located far away from the ports of India, and this makes the exporters of J&K at a cost disadvantage as compared to other exporters who are based in States/UTs close to ports of India. To offset this disadvantage, partially, and enable them to remain competitive in International Markets, a Financial Assistance will be provided to J&K exporters registered with DGFT, as per the following details:

- 25% of the total inland Freight charges with maximum ceiling of INR 8000/- for 20" and INR 15000/- for 40" per container up to maximum INR 10 lakh (per unit) in a financial year, shall be admissible to exporting units for sending their goods to the Gateway Port.

E. Air Freight Rationalization Scheme

The exporters, who send their export consignment from the Air cargo complexes of the Jammu and Kashmir, shall be extended subsidy on the export air cargo charges. The assistance would be limited to INR 50 per kilogram or 20% of value of the airway bill, (whichever is lower) up-to a maximum of INR 05 Lakh per year per exporting unit.

F. Refund of Export Oriented Certification Charges

For facilitating exports to European countries, USA, UK, most of the international buyers' demands Conformity Certificates like European (CE), China Compulsory Certificates (CCC), Organic certification, Quality certification, ISO, ZED, etc. Under this policy, Certification charges will be refunded to the exporter once they receive certification from competent agencies. The charges refund would be 50% of the certification cost subject for the maximum of INR 05 lakhs per unit in a financial year.

G. Market Research Fund

Market Research Fund with an allocation of Rs. 1 crore per year under the scheme which will be set up at JKTPO to activate a mechanism for providing live and timely market information on products and markets which will help the SME exporters to enter the export market directly.

13. Felicitating Exporters

Best Exporter Award

To create a spirit of competitiveness and appreciate the export performance among the exporters, “J&K Export Award” shall be organized on annual basis.

Awards in the following categories shall be given to the exporters

- ❖ The Best Exporter of the Year (Top 5 Focus Sector)
- ❖ The Best Employer by an exporting unit.
- ❖ The Best Women Exporter of the Year
- ❖ The Best Start-up Exporter of the Year.

While giving Export Award special focus shall be on micro, small and non-traditional sectors. Application forms, conditions and prizes shall be mentioned separately.

14. Organizing Export Promotion events

- i. To bring attention to exportable products from Jammu and Kashmir and promote Brand Jammu and Kashmir, global events like trade fairs, exhibitions, business conclaves, business delegation meets, etc. will be organized by the Jammu and Kashmir Trade Promotion Organization within and outside country.

15. Export Infrastructure

- ii. The UT shall facilitate projects for development of exports undertaken under Trade Infrastructure & Exports Scheme (TIES) or any other central or UT funded schemes.
- iii. Setting up or upgradation of export related infrastructure and logistics like state-of-art Multi Modal Logistic Parks (MMLP), Logistic Park, Spices Park, Inland Container Depots (ICD), Container Freight Stations (CFS), Air Cargo Facilities, Common Facility Centers, Pack houses, Integrated Cold Chain facilities, Vapor Heat Treatment (VHT) facilities, Export Products exhibition Centre, Quality Testing Centers and Trade facilitation centers, product specific Industrial Parks, etc. shall be given utmost priority to promote exports from Jammu & Kashmir.
- iv. Ensuring supply and availability of quality power, high speed internet, facility etc. at Land Customs Stations (LCSs) and other infrastructures created for Export & Logistic support.
- v. The UT shall endeavor to improve the road connectivity to SEZs, ICDs, Logistics Park, LCSs, Industrial parks, railway stations, etc. for providing to easy access as well as to reduce the cost of transportation in a time bound manner.
- vi. The UT shall encourage:-
 - a. Development of warehouses, cold storages needed for perishable and non-perishable products
 - b. Modernization of existing terminals with increased number of entry points and separate lanes for perishable items,
 - c. Provision of drinking water, toilets, ATMs, Banks and medical facilities, construction of shed for vehicles in the parking lots.

- vii. **Creating Towns of Export Excellence (TEE):** The Government of India has already notified two Towns of Export Excellence, viz., Srinagar and Anantnag for their rich variety of handicrafts products. There is a need to encourage recognized associations, societies, etc. from these two towns to send proposals to the central Government for setting up of infrastructure to improve the value chain and competitiveness of the products. Further, the UT shall also explore the possibility of identifying additional towns that could be notified as Town of Export Excellence (TEE) and pursue with the Central Government, for notification of such Towns, on the basis of their potential for growth in exports. This recognition will maximize their potential, enable them to move higher in the value chain and tap new markets.
- viii. **Development of Quality Management Infrastructure:** The Jammu & Kashmir government shall endeavor to take the following measures towards stepping up quality and standards of the exports, with the assistance of various private partners, central institutions and departments:
- a. Up-gradation of existing quality of products through more research & development, creation of Irradiation & Individual Quick Freezing (IQF) Facilities, and appointment of quality inspection Agencies.
 - b. Efforts to be made to tie-up with national laboratories like, NIFT, NID, CLRI, CFTRI, Indian Institute of Packaging, Phyto Sanitary Laboratory, Textile Lab, etc. to set up testing and certification infrastructure in the State.
 - c. Emphasis on opening up of accredited Testing labs closer to business centers / district centers to save time and cost.
- viii. **Information dissemination:** The Government shall make efforts to increase the availability and access to information regarding the existing infrastructure facilities for the benefit of exporters.

16.Promoting Services Sector

The value of services& exports has increased in India over the years where there has been a demand for Indian services worldwide. Tourism pertaining to leisure, adventure, eco or MICE tourism, has in the past remained a significant foreign exchange earner for the people of the J&K. A chain of golf courses in lush green surroundings has added one more tourism activity for high end tourists. Domestic tourism has increased considerably due to pilgrimage sites. However, the overall tourism of the UT has faced tough time over the years especially the foreign tourism.

With a view to develop J&K as a dynamic, sustainable, and favored destination offering high quality experience and to increase footfall of domestic as well as the international tourists, the Government is working for:

- ❖ Developing potential new and emerging markets through the targeted marketing strategies based on tourist profile.
- ❖ Harnessing the opportunities available in sectors like Adventure, Caravan Tourism, Heliport Tourism, Handicrafts, Pilgrimage, MICE, Heritage, Eco-Tourism and Golf etc.
- ❖ Development of human resources for tourism sector and capacity building.
- ❖ Diversification of Jammu and Kashmir Tourism products.
- ❖ Showcasing Brand Jammu and Kashmir in tourism.
- ❖ Standardization of tourism products and services by eco-friendly infrastructure.
- ❖ Promotion of sustainable tourism and encourage the conservation and preservation of unique natural and cultural heritage of Jammu & Kashmir.
- ❖ Ensuring ‘total quality’ services to tourists by introduction of modern technologies and information dissemination for tourist products and services.

- ❖ Encouragement of strong and sustainable participation by private Sector in creation of tourism infrastructure especially through PPP.
- ❖ Promotion of effective inter-departmental coordination to streamline processes and increase sector performance in areas like Horticulture, Agriculture, Sericulture, Health, Biotech and IT.

17. Promoting Geographical Indications

Intellectual property is gaining importance at global level as it helps to protect interest of a nation as well as to fetch better returns for a product.

There are ten Geographical Indications registered in J&K which includes Kani Shawl, Kashmir Pashmina, Kashmir Sozani Craft, Kashmir Paper Machie, Kashmir Walnut, Wood Carving, Khatam band, Basmati, Kashmiri Hand Knotted Carpet, Kashmir Saffron and Basohli Paintings.

To create awareness about GIs and benefits of its registration amongst the consumers and GI producers, the Government shall pursue the following along with concerned line Ministries:

- ❖ Creating a Nodal Department for GI.
- ❖ Establishing Facilitation Cells (FC) for each GI for addressing quality issues, IP infringement issues and ensuring Logistics Support for accessing offline/online marketplaces.
- ❖ Ensuring Consumer Awareness, through a sustained publicity campaign.
- ❖ Ensuring Orientation, Financial Literacy and Training of GI producers in collaboration with e-Commerce Platforms.
- ❖ Identifying scope for GI Tourism.
- ❖ Registering products which are not GI tagged with DPIIT for GI tagging and subsequent inclusion in e- brochure.

18.Promoting E-Commerce

E-commerce with low cost of convenience and no geographical restrictions, It is an emerging trend for local businesses, especially those of small and medium sizes, to boost exports and introduce their products to potential partners globally. E-marketing shall also eliminate mediators and improve linkages between farmers, food processors, small time artisans/manufacturers and retailers.

- ❖ The UT Government shall also examine the possibility of providing space to ecommerce companies for enhancing handholding of artisans for exporting through e-commerce. Also, artisans shall be trained with modern skills like e-marketing and information & communication technology.
- ❖ The Government shall explore creation of an e-Commerce platform to link artisans and weavers of the region to create online repository of products of individual artisans and weavers. This shall facilitate further on boarding with large e-com portals.
- ❖ On-boarding of sellers from J&K on the ONDC network which lies in the middle of the interfaces hosting the buyers and the sellers. Sellers from J&K can offer their goods and services on the network which could be accessed from different platforms, with the delivery and payments infrastructure being handled by different companies.
- ❖ Establish designated areas as E-Commerce Export Hubs which would act as a center for favorable business infrastructure for E-Commerce activities.

GLOSSARY (ACRONYMS)

| | |
|-------|---|
| APEDA | Agriculture land Processed Food Products Export Development Authority |
| CEPC | Carpet Export Promotion Council |

| | |
|------------|--|
| CGST | Central Goods & Services Tax |
| CST | Central Sales Tax |
| DGFT | Directorate General of Foreign Trade |
| EPCH | Export Promotion Council for Handicrafts |
| GDP | Gross Domestic Product |
| GST | Goods & Services Tax |
| H&UD D | Housing and Urban Development Department |
| ICD | Inland Container Depot |
| ITPO | India Trade Promotion Organization |
| JDA | Jammu Development Authority |
| JKREG P | J&K Rural Employment Generation Programme |
| JKTPO | Jammu & Kashmir Trade Promotion Organization |
| MICE | Meeting, Incentive, Conference, and Events |
| MSME | Micro Small & Medium Enterprises |
| NMDF C | National Minorities Development Fund Corporation |
| PMEGP | Prime Minister's Employment Generation Programme |
| SCFS | Seed Capital Fund Scheme |
| SDA | Srinagar Development Authority |
| SGST | State Goods & Services Tax |
| SPS | Sanitary and Phytosanitary |
| TBT | Technical Barriers to Trade |
| UNESC O | United Nations Educational, Scientific and Cultural Organization |
| VAT | Value Addition Tax |
| YSLs | Youth Start-up Loan Scheme |
| EOU | Export Oriented Units |

Annexure -A – Export Promotion Board

| | | |
|-----|---|-----------|
| 1. | Hon'ble Lieutenant Governor J&K. | Chairman |
| 2. | Chief Secretary J&K. | Member |
| 3. | Advisor (F), (B) & (BK) to Hon'ble Lieutenant Governor | Member(s) |
| 4. | Administrative Secretary, Finance Department | Member |
| 5. | Administrative Secretary, Agriculture Production and Farmers Welfare Department | Member |
| 6. | Administrative Secretary, Horticulture Department | Member |
| 7. | Administrative Secretary, Industries & commerce department. Ex-officio Export Commissioner, J&K. | Member |
| 8. | Administrative Secretary, Department of Mining | Member |
| 9. | Administrative Secretary, Floriculture Department. | Member |
| 10. | Vice Chancellor SKUAST, Jammu/Kashmir | Member(s) |
| 11. | Director General, Foreign Trade (DGFT), Government of India. | Member |
| 12. | Divisional Commissioner, Jammu/Kashmir | Member(s) |
| 13. | Chairman Jammu & Kashmir Bank Ltd | Member |
| 14. | Development Commissioner (Handicraft), Ministry Of Textiles Government of India. | Member |
| 15. | Development Commissioner (Handlooms), Ministry Of Textiles Government of India | Member |
| 16. | Director General, Export Promotion Council for Handicrafts (EPCH) | Member |
| 17. | Managing Director, India Trade Promotion Organization(ITPO) | Member |
| 18. | Executive Director, Carpet Export Promotion Council (CEPC) | Member |
| 19. | Representative of Secretary, Ministry of Micro, Small & Medium Enterprises (MSME) Government of India | Member |

| | | |
|-----|---|-----------|
| 20. | Managing Director, J&K Trade Promotion Organization Excise Commissioner (JKTPO) | Member |
| 21. | Excise Commissioner, J&K | Member |
| 22. | Commissioner, State Taxes Department, J&K | Member |
| 23. | Managing Director, J&K Handloom Handicrafts Development Corporation | Member |
| 24. | Director, Airport Authority of India (AAI), Srinagar Airport | Member |
| 25. | Director, Industries & Commerce, Jammu/Kashmir | Member(s) |
| 26. | Director, Geology & Mining. | Member |
| 27. | Director, Handicrafts & Handloom, Jammu/Kashmir | Member(s) |
| 28. | Director, Agriculture, Jammu/Kashmir | Member(s) |
| 29. | Director, Horticulture, Jammu/Kashmir | Member(s) |
| 30. | Director, Floriculture, Jammu/Kashmir | Member(s) |
| 31. | Managing Director, J&K SIDCO | Member |
| 32. | Managing Director, Jammu & Kashmir Industries Limited. | Member |
| 33. | Secretary/Chief Executive Officer, Khadi and Village Industries Board (KVIB) | Member |

Co-opted members

| | | |
|----|---|--------|
| a) | President, Kashmir Chamber of Commerce & Industries (KCC&I) | Member |
| b) | President, Jammu Chamber of Commerce & Industry (JCCI) | Member |
| c) | President, Federation Chamber of Industries, Kashmir (FCIK) | Member |
| d) | Chairman, Walnut Exporters Association | Member |
| e) | President, Shawls Exporters Association | Member |
| f) | Representative of Confederation of Indian Industry (CII), J&K Chapter | Member |
| g) | President, PHD Chamber of Commerce & Industry, J&K Chapter | Member |
| h) | President, Federation of Indian Chamber of Commerce (FICCI), | Member |

| | | |
|----|---|--------|
| i) | Any other representative from trade and industry or handicrafts and handloom sector or any eminent exporter as may be co-opted the Chairman | Member |
|----|---|--------|

Terms of Reference:

- i. To select and manage the areas to be declared as Export Promotion Hubs in Union territory of J&K.
- ii. To finalize the Export Policy/Strategy formulated by the Apex-level Export Promotion Committee constituted vide Government Order No. 677-JK(GAD) of 2020, dated 25.06.2020.
- iii. To decide any matter related to the amendment of any Government to facilitate Ease of Doing Business (EODB).
- iv. To undertake measures for taking all principal on board connected with the identified export sectors.
- v. Any other matter(s) with the promotion of which may be referred to it by the Government of Union territory of Jammu & Kashmir.

Annexure B – Export Promotion Committees

The constitution of the Apex Level Export Promotion Committee is cited below: -

Apex Level Export Promotion Committee

| | | |
|---|--|----------|
| 1 | Commissioner/Secretary to the Government, Industries & Commerce Department (Export Commissioner) | Chairman |
| 2 | Managing Director, J&K Trade Promotion Organization (JKTPO) | Member |

| | | |
|----|--|-----------|
| | | Secretary |
| 3 | Divisional Commissioner Jammu/Kashmir | Member(s) |
| 4 | Representative of Ministry of Micro, Small & Medium Enterprises (MSME), Government of India. | Member |
| 5 | Representative of Director General of Foreign Trade (DGFT), Government of India. | Member |
| 6 | Director, Industries & Commerce, Jammu/Kashmir | Member(s) |
| 7 | Director, Handloom & Handicrafts, Jammu/Kashmir | Member(s) |
| 8 | Director, Planning, Industries & Commerce Department | Member |
| 9 | Secretary/Chief Executive Officer, J&K Khadi & Village Industries Board | Member |
| 10 | Representative of Agriculture Production Department (Not below the rank of Director) | Member |
| 11 | Representative of Horticulture Department (Not below the rank of Director) | Member |
| 12 | President Lead Bank | Member |

The terms of reference of Committee shall be as under: -

- i. To coordinate with the district administration in each district of the Union territory to promote the district as an export hub after analyzing the export potential in each district.
- ii. To coordinate with all the Departments of the Union territory Government and Central Government to resolve issues related to exports.
- iii. To assist the Union territory Government in formulation/implementation of Export Policy/Strategy.

- iv. To conduct consultation/outreach programs with exporters on FTAs/WTO/TFA/Logistics/TBT/SPS/Trade Remedy (Anti- Dumping, countervailing and safeguard measures).
- v. To assist/mentor Export Promotion Councils in the other States/Union territories in Planning and Execution of Buyer Seller meets and trade exhibitions under the MAI scheme of Department of Commerce.
- vi. To review export performance of various sectors quarterly and recommend industry specific measures.
- vii. To review key infrastructure projects from export point of view to improve logistics.
- viii. To organize regular meetings of Apex Level Export Committee.
- ix. To publish yearly export performance report Of the Union territory.
- x. To review and analyze existing and proposed legal, policy and regulatory framework and relevant acts of importance including common export documents, transportation documents, compliance documents, certificate required for shipment of specific goods, invoicing etc. to reduce logistic costs and improve product competitiveness in international market.

District Level Promotion Committee:

The constitution of the District Level Export Promotion Committee is cited below: -

| | | |
|---|--|---------------|
| 1 | District Development Commissioner | Chairman |
| 2 | Regional Representative of DGFT in J&K | Vice Chairman |

| | | |
|---|--|--------------------|
| 3 | Deputy Commissioners Industries (in the district) | Member Coordinator |
| 4 | District Lead Bank Manager | Member |
| 5 | Representative of Quality and Standards Implementation Body | Member |
| 6 | Representative from FIEO | Member |
| 7 | Sectoral Representative of the identified products from the district | Member |
| 8 | Two Representatives of the major industrial/exporting organizations of the state | Member |
| 9 | Representative from JKTPO | Member |

The terms of reference of Committee shall be as under

- i. Benchmarking baseline export performance Of the District- current situation.
- ii. Identification of potential export products from the district.
- iii. Creation of District Level Export Action Plan with quantifiable targets.
- iv. Creation Of subgroups for each identified potential export product-involving stakeholders like manufacturers, artisans’ exporters of the identified products.
- v. Identification of bottlenecks for exports of potential products.
- vi. Identifying training and development needs of District Industries and coordination for training with other departments.
- vii. Act as one-point facilitator for export promotion at District Level.
- viii. Liaison with and report progress to Apex Level Export promotion committee
- ix. Updating online DLEPC Progress Monitoring Portal.
- x. Assisting MSMEs exporters in linking with finance institutions to avail credit at competitive rates.

The above Committee(s) may co-opt any other member(s) as and when required.

