



## Jammu & Kashmir Trade Promotion Organisation

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

No. JKTPO/MD/194/114

Dated: 06/12/2021

**Record note of the 2<sup>nd</sup> Meeting of Apex Level Export Promotion Chaired by Mr. Ranjan Prakash Thakur, Principal Secretary to the Government, Industries & Commerce Department, Government of J&K held on 06.12.2021 (Monday) at 03:00 PM through Video Conference.**

### **Agenda:**

1. To approve the list of products (Priority wise list) under District as Export Hub program.
2. Finalization of Draft District Export action plan for all the Districts as per products finalized by DLEPCs.

### **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.	Mr. Pandurang K. Pole (IAS)	Divisional Commissioner (Kashmir)
4.	Ms. Ankita Kar (IRS)	Managing Director, JKTPO (Member Secretary)
5.	Mr. Suvidh Shah, ITS	Joint Director, DGFT (Representative from DGFT)
6.	Ms. Anoo Malhotra (JKAS)	Director I&C Jammu
7.	Mr. Mahmood Ahmad Shah (JKAS)	Director I&C/H&H Kashmir
8.	Mr. Vikas Gupta (JKAS)	Director H&H Jammu
9.	Mr. Syed Shabir Shafi	Director Planning, I&C Department
10.	Mr. Jehangir Hashmi (JKAS)	Addl. Secy., Horticulture/Agriculture Department (Rep. From Agriculture Production Department and Horticulture Department)
11.	Representatives from J&K Bank	

1. 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.

**Agenda 1- To approve the list of products (Priority wise list) under District as Export Hub program.**

1. Managing Director, JKTPO presented the overview of District as export hub and interventions required to make the flagship program "District as Export Hub" success in J&K. Further it was informed about the priority list of the products selected for Jammu Division and Kashmir Division by District Level Export Promotion Committee(s) and further confirmed by their Divisional Commissioners before being placed before the Apex Level Export Promotion Committee.
2. Mr. Jehangir Hashmi (JKAS), Additional Secretary, Agriculture Production Department and Horticulture Department informed that ODOP list is mostly based on food sector as per the Ministry of Food Processing Guidelines and most of the products have already been included in the list. It was suggested to add **Dairy Products** in District Jammu and **Bakery Products** in District Srinagar.
3. It was informed by Mr. Mahmood Ahmad Shah (JKAS), Director Industries & Commerce Department/Handloom & Handicrafts Department, Kashmir that 11,000 Metric Tonne Trout Fish farm is under construction which will be the largest Trout farm of the country. It was added that **Trout Fish** can be added in District Anantnag and District Ganderbal.
4. Ms. Anoo Malhotra (JKAS), Director Industries & Commerce Department, Jammu added that Pharmaceutical Sector can be included in District Samba. It was also informed that **Pharmaceutical Products** are the only products that are currently being exported from District Samba.

***In this regard, the Chair directed to incorporate the aforementioned additions in the final list and share the same with all the members.***




**Agenda 2- Finalization of Draft District Export action plan for all the Districts as per products finalized by DLEPCs.**

1. Mr. Suvidh Shah (ITS), Addl. DGFT presented and discussed the Export Action Plan of Jammu District, Kishtwar District & Anantnag District and stated that all District Export Action Plans are being formulated on similar lines.
2. It was informed that the Competition of J&K is with other hilly states like Himachal Pradesh and Uttrakhand and as the new Industrial Policy is also incorporated in the Export Action Plan, the ranking of J&K UT will definitely improve.

***The Chair directed DGFT to add the Per Capita Income of J&K and to incorporate the additions made in the Product list in the respective Export Action plans at the earliest so that the same can be shared by JKTPO with all members of Apex Level Export Promotion Committee and District Level Export Promotion Committee.***

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

  
06/12/2021  
**(Ankita Kar), IRAS  
Managing Director,  
JKTPO**

**Copy to:**

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