

**Government of Jammu and Kashmir
Industries and Commerce Department
Civil Secretariat, J&K**

Subject: Constitution of Committee for preparation of an Export Strategy for identification of key products.

**Government Order No. 209 JK-(IND) of 2022
Dated: 08 .12.2022**

Sanction is hereby accorded to the constitution of a Committee under the chairmanship of Director Handicrafts and Handloom, Kashmir to identify some key products with production surplus and potential for export to outside India, and work out export strategy in context thereto. The Committee shall have the following composition:

1. Managing Director, Jammu and Kashmir Trade Promotion Organization.
2. Director, Handicrafts and Handloom, Jammu.
3. Managing Director, Handicrafts and Handloom Corporation, J&K.

The Terms of Reference of the above committee shall be as under:

1. Identify products with production surplus and potential for exports outside India
2. Map the identified products across the 20 districts (one product may be common across two or more districts).
3. Identify the Infrastructural constraints/ barriers and suggest measures for overcoming the same in order to boost the production/exports of these products.
4. Frame the export action plan, including dealing with Technical Barriers to Trade (TBT) for the identified products.
5. Suggest the measures for creation of supply chain for the products identified and also setting up of accredited labs for certification of different products.
6. Identify the areas which require assured input supply/marketing assistance and support and suggest measures thereof.
7. Suggest measures for improvements/refinement in the existing Handicraft and Handloom policy
8. Increase production of identified Handicrafts and Handloom Products and suggest how value could be added to them and product range further diversified.



9. Identify areas for creation of special economic zones and textile parks to boost the export of the identified crafts.
10. Suggest measures for upgradation of the skills of artisans and weavers including design interventions for the identified products.
11. Suggest measures for facilitating credit linkages/ easy availability of credit to the stakeholders.
12. Suggest measure to strengthen the Department of Handicraft and Handloom by roping in the quality human resource.
13. Work out policy to exploit GI tags attached to Handicrafts and Handloom Products.
14. Identify constraints faced by some key Indian exporters of Handicrafts and Handloom products in major export markets outside India and work out strategy to counter those constraints.
15. Interact with the Export Promotion Council and Carpet Promotion Export Counsel of Department of Commerce dealing with H&H products and seek their inputs on promoting exports.
16. Provide a roadmap for redressing the grievances of different stakeholders in the crafts identified

The Committee shall submit its report by 31.12.2022

By Order of the Government of Jammu and Kashmir.

Sd/-

(Prashant Goyal)

Principal Secretary to the Government.

No.IC-GEN/245/2022-02

Dated: 08.12.2022

Copy to the:-

1. Financial Commissioner (Additional Chief Secretary), Agriculture Production and Farmers Welfare Department.
2. Joint Secretary (J&K), Ministry of Home Affairs, Government of India, New Delhi.
3. Secretary to the Government, General Administration Department.
4. Director, Handicrafts and Handloom, Kashmir.
5. Managing Director, Jammu and Kashmir Trade Promotion Organization.
6. Managing Director, Handicrafts and Handloom Corporation, J&K.
7. Director, Archives, Archaeology and Museums, J&K, Srinagar.
8. Private Secretary to Principal Secretary to the Government, Industries & Commerce Department.
9. Incharge Website.
10. Government Order file(W.2.s.c).
11. Stock file.

(Sanjeev Kumar)

Under Secretary to the Government.