

Jammu and Kashmir

MARCH
2013

PARADISE ON EARTH



IBEF 
INDIA BRAND EQUITY FOUNDATION
www.ibef.org

For updated information, please visit www.ibef.org

Jammu and Kashmir

MARCH
2013

PARADISE ON EARTH

Contents

- ❖ Jammu and Kashmir – An Introduction
- ❖ Infrastructure Status
- ❖ Business Opportunities
- ❖ Doing Business in Jammu and Kashmir
- ❖ State Acts & Policies



For updated information, please visit www.ibef.org

Jammu and Kashmir Factfile



Source: Maps of India

- Jammu and Kashmir is the Northern-most state of India and it shares borders with Himachal Pradesh and Punjab, and the neighbouring countries of Pakistan, China and Afghanistan. The state consists of three regions: Jammu, the Kashmir valley and Ladakh.
- The climate of Jammu and Kashmir varies considerably with its topography. The climate is primarily temperate.

- Urdu, Kashmiri and Dogri are the official languages; Hindi, Pahari and Ladakhi are also spoken in some parts of the state.
- Important rivers flowing through the state include the Indus, the Chenab, the Jhelum, the Tawi and the Ravi.

Parameters	Jammu and Kashmir
Capital cities	Summer capital – Srinagar Winter capital – Jammu
Geographical area (sq km)	222,236
Administrative districts (No)	22
Population density (persons per sq km)*	124
Total population (million)*	12.54
Male population (million)*	6.66
Female population (million)*	5.88
Sex ratio (females per 1,000 males)*	883
Literacy rate (%)*	68.7

Sources: Planning & Development Department,
Government of Jammu & Kashmir
*Provisional Data – Census 2011

Jammu and Kashmir in Figures ... (1/2)

Parameter	Jammu and Kashmir	All-States	Source
Economy			
GSDP as percentage of all states' GSDP	0.8	100	CMIE, 2010-11, current prices
Average GSDP growth rate (%)*	12.2	15.9	CMIE, 2004-05 to 2010-11, current prices
Per capita GSDP (US\$)	1,030.1	1,324.3	CMIE, 2010-11, current prices
Physical Infrastructure			
Installed power capacity (MW)	2,393.5	211,766.2	Central Electricity Authority, as of January 2013
Wireless subscribers (No)	6,802,340	864,720,186	Telecom Regulatory Authority of India, as of December 2012
Broadband subscribers (No)	61,622	13,350,938	Ministry of Communications & Information Technology, as of December 2011
National Highway length (km)	1,245	76,818	Ministry of Road Transport & Highways, as of June 2012
Airports (No)	3	133	Airport Authority of India

*Calculated in Indian Rupee Terms

Jammu and Kashmir in Figures ... (2/2)

Parameter	Jammu and Kashmir	All-States	Source
Social Indicators			
Literacy rate (%)	68.7	74.0	Provisional Data – Census 2011
Birth rate (per 1,000 population)	17.8	21.8	SRS Bulletin (www.censusindia.gov.in), 2012
Investments			
Outstanding investments (US\$ billion)	87.5	11,318.3	CMIE (2011-12)
Industrial Infrastructure			
PPP projects (No)	3	881	www.pppindiadatabase.com

PPP: Public Private Partnership, SRS: Sample Registration System

Advantage Jammu and Kashmir ... (1/2)

“Paradise on Earth”

The state is naturally pollution-free and provides a salubrious environment to the resident population. Also, the natural beauty and picturesque locations have made it a traditional destination for international and domestic tourists.

Flora and Fauna

The state is rich in flora and fauna. In Jammu, the flora ranges from the thorn bushes of the arid plains to the temperate and alpine of the higher altitudes. Mountain ranges in the Kashmir valley have dense forests of deodar, pine, fir, walnut, willow, almond and cedar.

Horticulture and Floriculture

The state has an agro-climatic condition best suited for horticulture and floriculture. Horticulture is the bulwark of the rural economy, it provides employment to thousands. The floriculture industry supplies flowers to, both, domestic and international markets.

Advantage Jammu and Kashmir ... (2/2)

Tourist Destination

The state has several beautiful tourist locations with hills, temples and lakes. Jammu is famous for its temples while the Kashmir valley is known for its lakes and gardens. Other prominent locations include Gulmarg, Pahalgam, Patnitop, Leh, Sanasar, Zaskar and Krimchi.

Ease of Doing Business

The state has an industrial policy that offers attractive incentives along with a single-window clearance mechanism. Land is allotted at concession rates in the industrial areas, on lease for 90 years. The cost of setting up operations is, comparatively, lower.

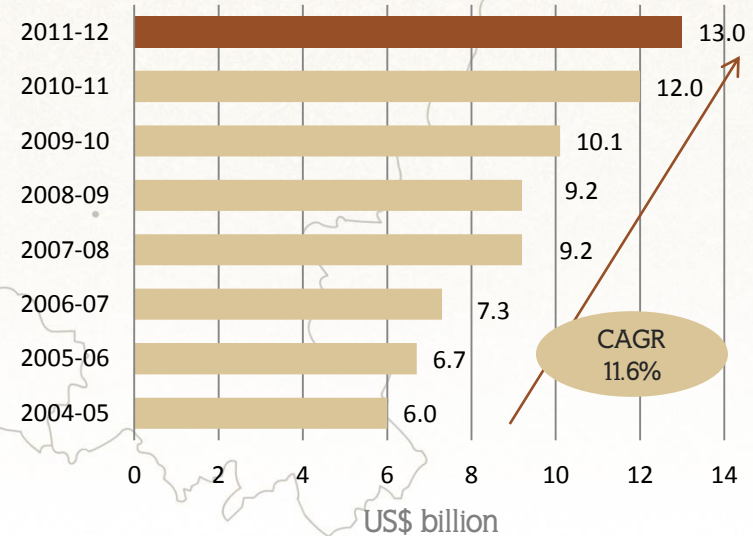
Availability of Skilled Labour

The people of the state are skilled weavers and designers of textile products. This provides a basis for setting up textile units. Also, the traditional skills of fine craftsmanship can be utilised to suit the needs of modern industrial processes, especially, in the field of electronic and precision engineering.

Economic Snapshot – GSDP

- At current prices, the Gross State Domestic Product (GSDP) of Jammu & Kashmir was about US\$ 13.0 billion in 2011-12.
- The average annual GSDP growth rate from 2004-05 to 2011-12 was 11.6 per cent.

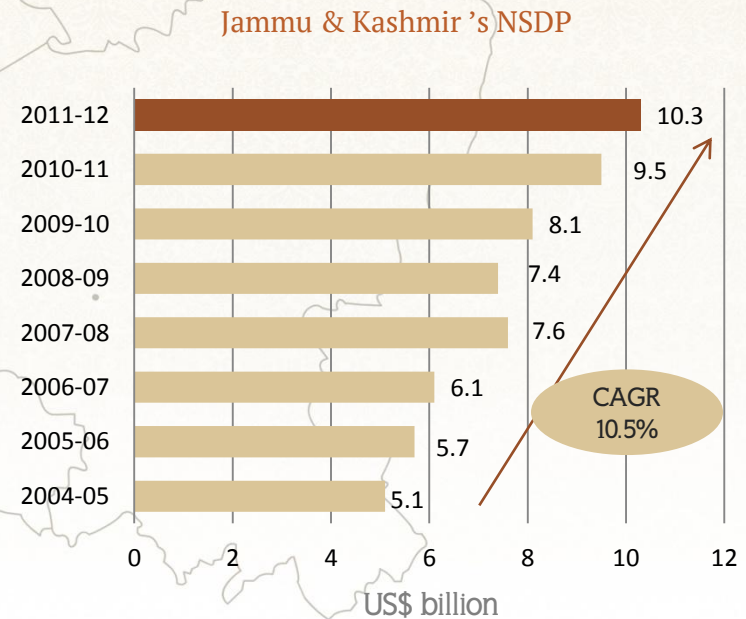
Jammu & Kashmir's GSDP



Source: CMIE

Economic Snapshot – NSDP

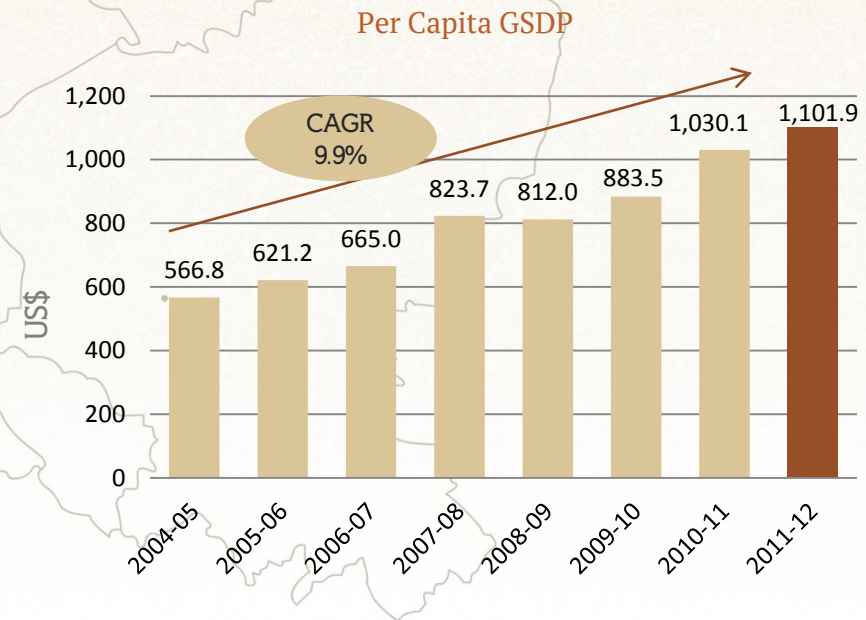
- The Net State Domestic Product (NSDP) of Jammu and Kashmir was about US\$ 10.3 billion in 2011-12.
- The average annual NSDP growth rate from 2004-05 to 2011-12 was about 10.5 per cent.



Source: CMIE

Economic Snapshot – Per Capita GSDP

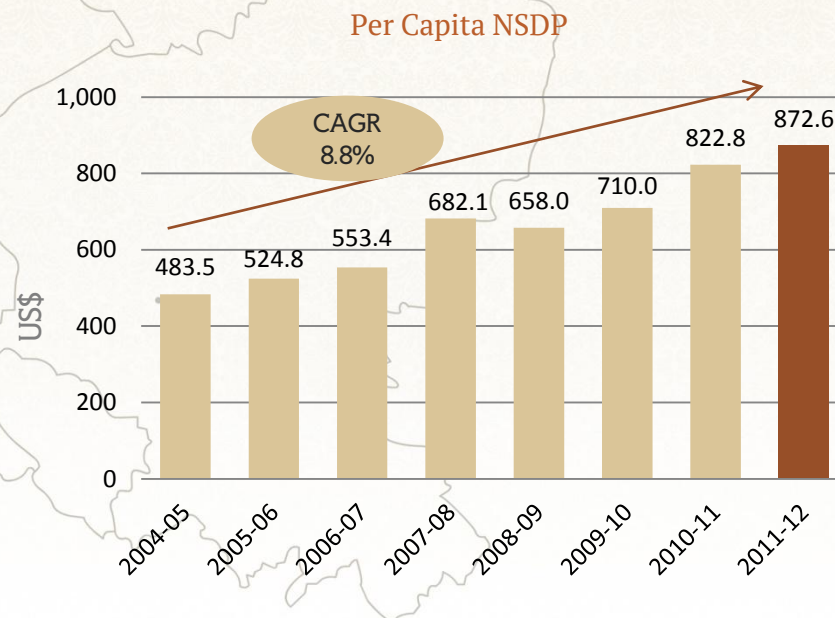
- The state's per capita GSDP in 2011-12 was US\$ 1,101.9 as compared to US\$ 566.8 in 2004-05.
- The per capita GSDP increased at an average rate of 9.9 per cent between 2004-05 and 2011-12.



Source: CMIE

Economic Snapshot – Per Capita NSDP

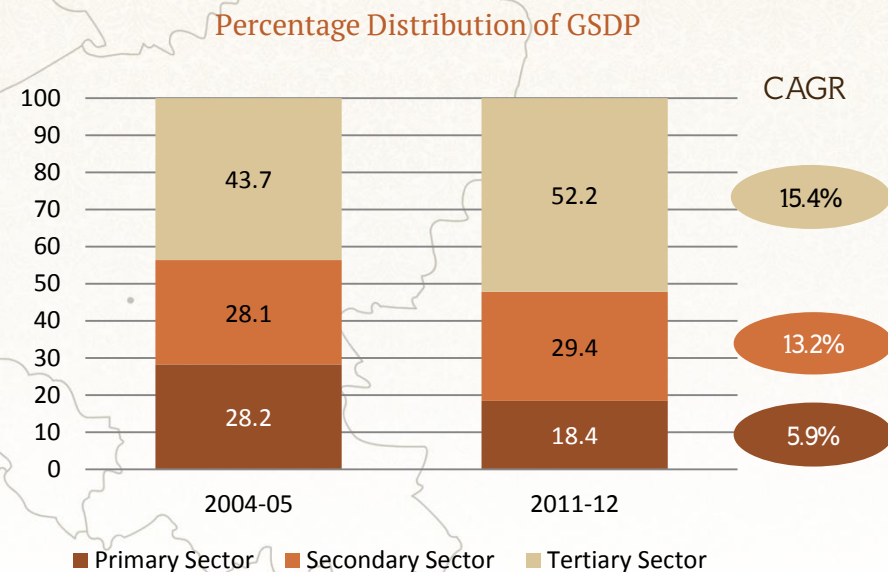
- The state's per capita NSDP in 2011-12 was US\$ 872.6 as compared to US\$ 483.5 in 2004-05.
- The per capita NSDP increased at a Compound Annual Growth Rate (CAGR) of 8.8 per cent between 2004-05 and 2011-12.



Source: CMIE

Economic Snapshot – Percentage Distribution of GSDP

- At current prices, the tertiary sector contributed 52.2 per cent to the state's GSDP in 2011-12. It was followed by the secondary sector at 29.4 per cent and primary sector at 18.4 per cent .
- At a CAGR of 15.4 per cent, the tertiary sector has been the fastest growing among the three sectors from 2004-05 to 2011-12. The growth was driven by trade, hotels, real estate, finance, insurance, communications, transport and other services.
- The secondary sector grew at an average rate of 13.2 per cent between 2004-05 and 2011-12. The growth has been driven by manufacturing, construction and electricity, gas & water supply.
- The primary sector grew at an average rate of 5.9 per cent between 2004-05 and 2011-12.



Source: CMIE

Economic Snapshot – Agricultural Production

- Kashmir region is known for its horticulture industry. Horticulture plays a vital role in the economic development of the state.
- Wood from Kashmir willows is used to make cricket bats. Kashmiri saffron is also renowned the world over and brings the state exports revenues.
- In 2010-11, total fruits production in the state was around 2.2 million tonnes.
- Rice, maize and wheat are the major cereals produced in the state.
- In 2011-12, the total food grain production in the state was 1.49 million tonnes.
- The state is a leading producer of apples. Total apple production in the state was around 1.8 million tonnes in 2010-11.

Crop	Annual Production in 2011-12 ('000 tonnes)
Apple	1,852.4*
Rice	544.7
Maize	490.0^
Wheat	406.3
Potato	150.7*
Onion	63.5*
Total Pulses	14
Total Oilseeds	47
Total Food grains	1,494.9

Sources: Indian Horticulture Database – 2011, National Horticulture Board, Department of Agriculture and Cooperation, Government of India, Reserve Bank of India

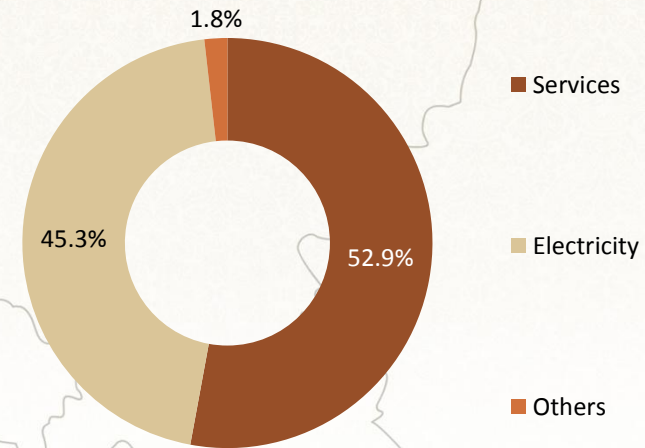
*In 2010-11

^In 2009-10

Economic Snapshot – Investments

- In 2011-12, the outstanding investments in the state were US\$ 87.5 billion.
- Of the total outstanding investments, the services sector and electricity sector accounted for about 52.9 per cent and 45.3 per cent, respectively.

Break up of Outstanding Investments by Sector (2011-12)



Others include manufacturing, mining, irrigation and real estate

Source: CMIE

Jammu and Kashmir

MARCH
2013

PARADISE ON EARTH

Contents

- ❖ Jammu and Kashmir – An Introduction
- ❖ Infrastructure Status
- ❖ Business Opportunities
- ❖ Doing Business in Jammu and Kashmir
- ❖ State Acts & Policies



For updated information, please visit www.ibef.org

Physical Infrastructure – Roads



Source: Maps of India

- As of March 2011, the total road length in the state was about 26,980 km.
- As of March 2011, the state had a road density of 12.14 km per 100 sq km of area. The Central Government has attached high priority to the development and upgradation of its vital road network.

- Road projects are being executed by National Highways Authority of India (NHA) and are as follows:
 - Four-laning of the National Highway from Jammu to Srinagar on Build-Operate-Transfer (BOT) annuity basis in six packages. The estimated value of these six packages is US\$ 2.1 billion.
 - National Highway work amounting to US\$ 50.6 million are being executed by the Border Roads Organisation.
 - The Jammu and Kashmir State Road Transport Corporation (JKSRTC) provides public transportation in the state.

Road Type	Road Length (km) – as of March 2011
National Highways	1,245*
State Highways	67
Total Road Length	26,980

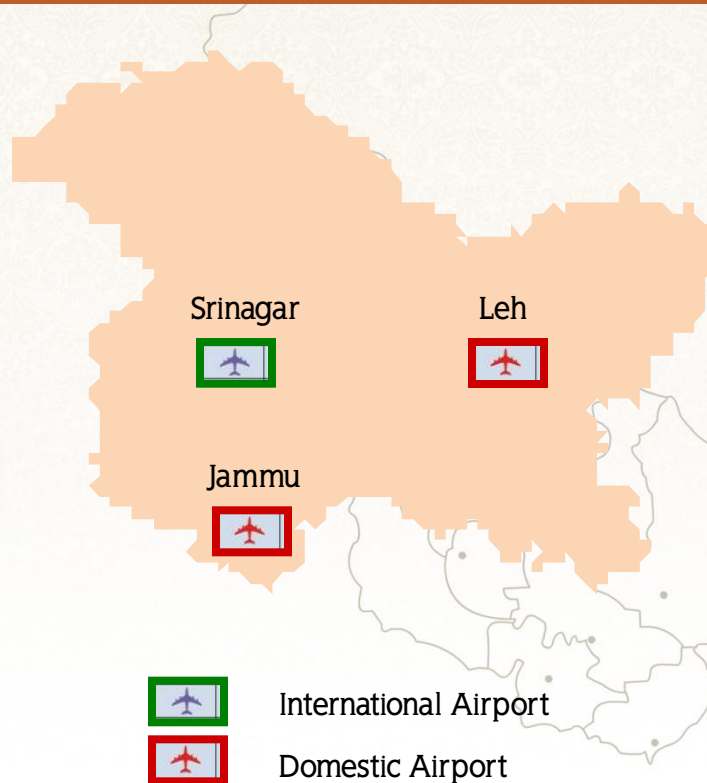
Source: Ministry of Road Transport & Highways
*As of June 2012

Physical Infrastructure – Railways



- Because of its predominantly mountainous terrain, the state is linked with the country's rail network up to the Udhampur district.
- With a view to provide an alternative and a reliable transportation system to Jammu & Kashmir, Government of India is developing a 345 km long railway line joining the Kashmir valley with the Indian Railways network.
- Work on connecting Srinagar and Baramullah is underway. The Udhampur-Katra (25 km), Katra-Qazigund (148 km) and Qazigund-Baramullah (119 km) rail links have been taken-up for construction as national priority projects.
- The first phase of Project between Qazigund and Banihal involving 11 km long tunnel between Pir Panjal range is expected to be ready for commissioning by December, 2012 and the entire project is expected to be completed by 2017-18.

Physical Infrastructure – Airports

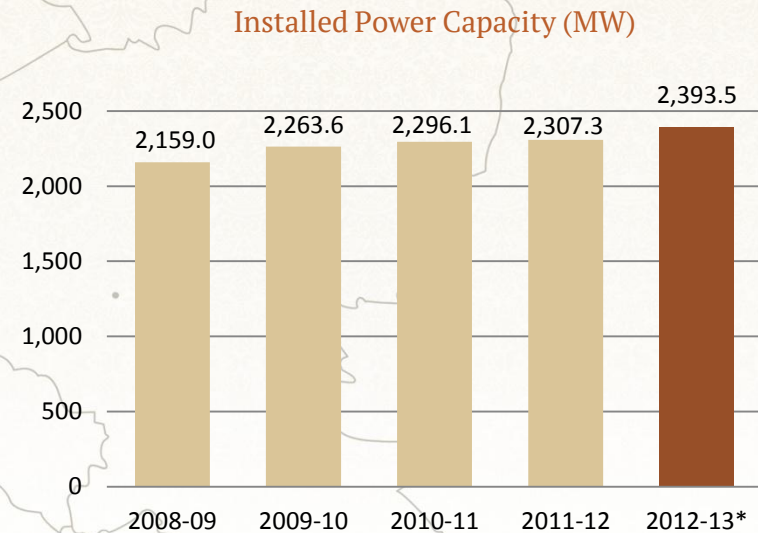


- The Sheik-ul-Alam Airport at Srinagar is a major international airport in the state. Jammu and Leh are the domestic airports.
- In 2012-13 (April–September), the Srinagar Airport recorded a passenger traffic of 1.06 million and Jammu Airport reported 459,654 passengers.
- In 2012-13 (April–September), the Srinagar Airport and Jammu Airport handled 8,128 and 5,543 flights, respectively.
- The domestic airlines and destinations connecting the Srinagar airport include GoAir (Goa, Pune, Delhi, Jammu, Mumbai, Patna, Chandigarh, Bengaluru), Air India (Delhi, Jammu, Leh), JetKonnnect (Delhi, Bengaluru, Leh) and SpiceJet (Mumbai, Bengaluru, Delhi, Jammu).

Physical Infrastructure – Power ... (1/2)

- State-owned power is generated by the Jammu & Kashmir State Power Development Corporation Limited (JKSPDCL). Power Development Department (PDD) is responsible for all functions related to transmission and distribution in the state.
- As of January 2013, Jammu and Kashmir had total power generation installed capacity of 2,393.55 MW. It consisted of 1,299.08 MW under central utilities and 1,094.47 MW under state utilities.
- Of the total power generation installed capacity, 1,576.43 MW was contributed by hydropower, 609.59 MW was contributed by thermal power, 130.53 MW was contributed by renewable power and nuclear power contributed 77.00 MW of capacity.
- The industrial units are allowed to install their captive-power generation plants, which are exempted from paying electricity duty.

→ As of July 2012, the state had achieved 98.2 per cent of village electrification.



Source: Central Electricity Authority
*As of January 2013

Physical Infrastructure – Power ... (2/2)

- Because of being located in the Himalayan region, the state has significant hydropower potential for development.
- Upcoming power projects in the state include five state-sector power projects, totalling 453.61 MW and four central sector power projects totalling to 449 MW.

Upcoming Central-Sector Power Projects

Project Name	Capacity (MW)
Uri-II	240.0
Sewa-II	120.0
Nimo Bazgo	45.0
Chutak	44.0
Total	449.0

Source: JKSPDCL

Upcoming State-Sector Power Projects

Project Name	Capacity (MW)
Baglihar Stage-II	450.00
Pahalgam Unit-III	1.50
Matchil	0.35
Baderwah Unit-III	0.50
Sanjak	1.26
Total	453.61

Source: JKSPDCL

Physical Infrastructure – Telecom

- According to Telecom Regulatory Authority of India (TRAI), Jammu and Kashmir had around 6.8 million wireless subscribers and 199,085 wire-line subscribers with a teledensity of 58.41 per cent, as of December 2012.
- BSNL is one of the major service providers of basic telephony and value added services in the Jammu & Kashmir telecom circle.
- There are five secondary switching areas, namely, Jammu, Srinagar, Udhampur, Rajouri and Leh.
- Jammu & Kashmir had 61,622 broadband subscribers as of December 2011.
- The state has 372 telephone exchanges as of December 2011.
- As of January 2013, the state had 1,655 post offices.

Telecom Infrastructure (December 2012)

Wireless Connections	6,802,340
Wire-line Connections	199,085
Broadband Subscribers	61,622*
Telephone Exchanges	372*
Teledensity (in per cent)	58.41
Post Offices	1,655**

Sources: Telecom Regulatory Authority of India, India Post, Department of Telecommunications, Annual Report 2011-12, Ministry of Communications and Information Technology

*As of December 2011

**As of January 2013

Some of the Major Telecom Operators in Jammu & Kashmir

Bharat Sanchar Nigam Limited (BSNL)

Bharti Airtel


Aircel Limited

Vodafone Essar

IDEA Cellular

Source: Telecom Regulatory Authority of India

Development Projects: Urban Infrastructure

- 
- Under the Jawaharlal Nehru National Urban Renewal Mission (JNNURM), five projects, costing US\$ 125.4 million, have been sanctioned for Srinagar and Jammu.
 - The projects have been sanctioned between 2006-07 and 2011-12. The key areas of development are water supply and sewerage.
 - Under the Urban Infrastructure Development Scheme for Small and Medium Towns (UIDSSMT), US\$ 87 million has been allocated for development of water-supply, storm drainage system, solid waste management and road development in the state.

Source: JNNURM, Ministry of Urban Development, Government of India

Development Projects: Public Private Partnership Projects

Project Name	Sector	PPP Type	Project Cost (US\$ million)	Stage
Four Laning of Chenani to Nashri Section	Roads	BOT - Annuity	552.7	Construction
Four Laning of Qazigund to Banihal Section	Roads	BOT - Annuity	436.0	Construction
Four Laning of Jammu to Udhampur Section	Roads	BOT - Annuity	398.0	Construction

Source: pppindiadatabase.com
BOT: Build-Own-Transfer

Social Infrastructure – Education ... (1/2)

- Education is on top priority of the State Government.
- Jammu and Kashmir is the only state where education is free up to the university level.
- Seasonal schools have been opened for people in the hilly areas and the under-privileged.
- Jammu and Kashmir had 27,095 schools, as of 2010-11.
- As of June 2011, the state had 37 Industrial Training Institutes.
- As of 2011-12, the state had nine Universities and 17 Polytechnics.
- As of December 2012, the state had four Medical Colleges.

Premier Institutions in Jammu and Kashmir

- National Institute of Technology
- University of Jammu
- University of Kashmir
- Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu
- Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir
- Shri Mata Vaishno Devi University
- Islamic University of Science & Technology
- Baba Ghulam Shah Badshah University

Educational Infrastructure (as of 2011-12)

Schools	27,095*
Universities	9
Colleges	328*
Industrial Training Institutes (Government)	37**
Polytechnics	17
Medical Colleges	4^

Sources: University Grants Commission, Medical Council of India, District Information System for Education (DISE) Analytical Tables 2010-11, All India Council for Technical Education, Planning Commission – Annual Report 2011-12, Government of India

^As of December 2012

**As of June 2011

*As of 2010-11

Social Infrastructure – Education ... (2/2)

- Jammu and Kashmir has a literacy rate of 68.7 per cent according to the provisional data of Census 2011; the male literacy rate is 78.3 per cent and the female literacy rate is 58.0 per cent.
- Two central universities have been set up to boost the educational infrastructure in the state, one in Kashmir division and another in Jammu division. They have instruction and research facilities in emerging sectors such as IT, biotechnology and nano sciences.

Literacy Rates (%)

Literacy Rate	68.7
Male Literacy	78.3
Female Literacy	58.0

Source: Census 2011 (provisional data)

Jammu & Kashmir's Education Statistics (2010-11)

Number of Schools	Primary: 26,135 Upper Primary: 960
Pupil-Teacher Ratio	Primary: 14:1 Upper Primary: 13:1
Net Enrolment Ratio	Primary: 95.33 Upper Primary: 80.80

Sources: District Information System for Education (DISE)
Flash Statistics 2010-11,
District Information System for Education (DISE)
Analytical Tables 2010-11

Social Infrastructure – Health

- As of March 2011, the state had 22 District Hospitals, 13 Mobile Medical Units, 397 Primary Health Centres, 1,907 Sub-Centres and 83 Community Health Centres.
- The Central Government has sanctioned US\$ 52 million for constructing super-specialty hospitals in the cities of Jammu and Srinagar.

Health Infrastructure (as of March 2011)	
District Hospitals	22
Mobile Medical Units	13
Primary Health Centres	397
Sub-Centres	1,907
Community Health Centres	83

Source: Ministry of Health & Family Welfare,
Government of India

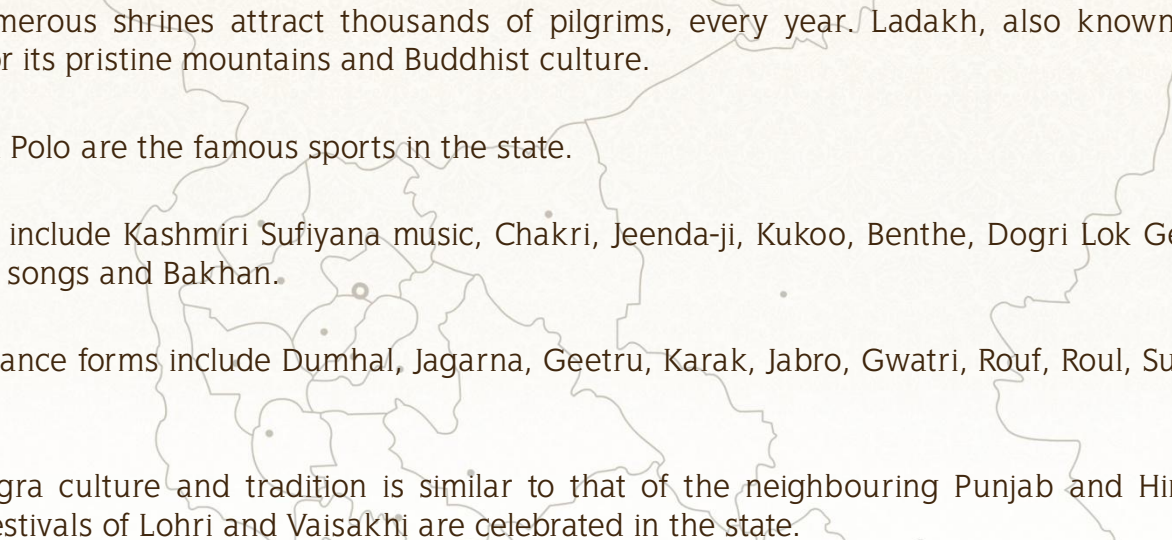
Health Indicators (2011)	
Birth Rate*	17.8
Death Rate*	5.5
Infant Mortality Rate**	41
Life Expectancy at Birth (Years)	
Male (2006-10)	65.0
Female (2006-10)	67.0

Sources: Sample Registration System (SRS) Bulletin 2012
(www.censusindia.gov.in)

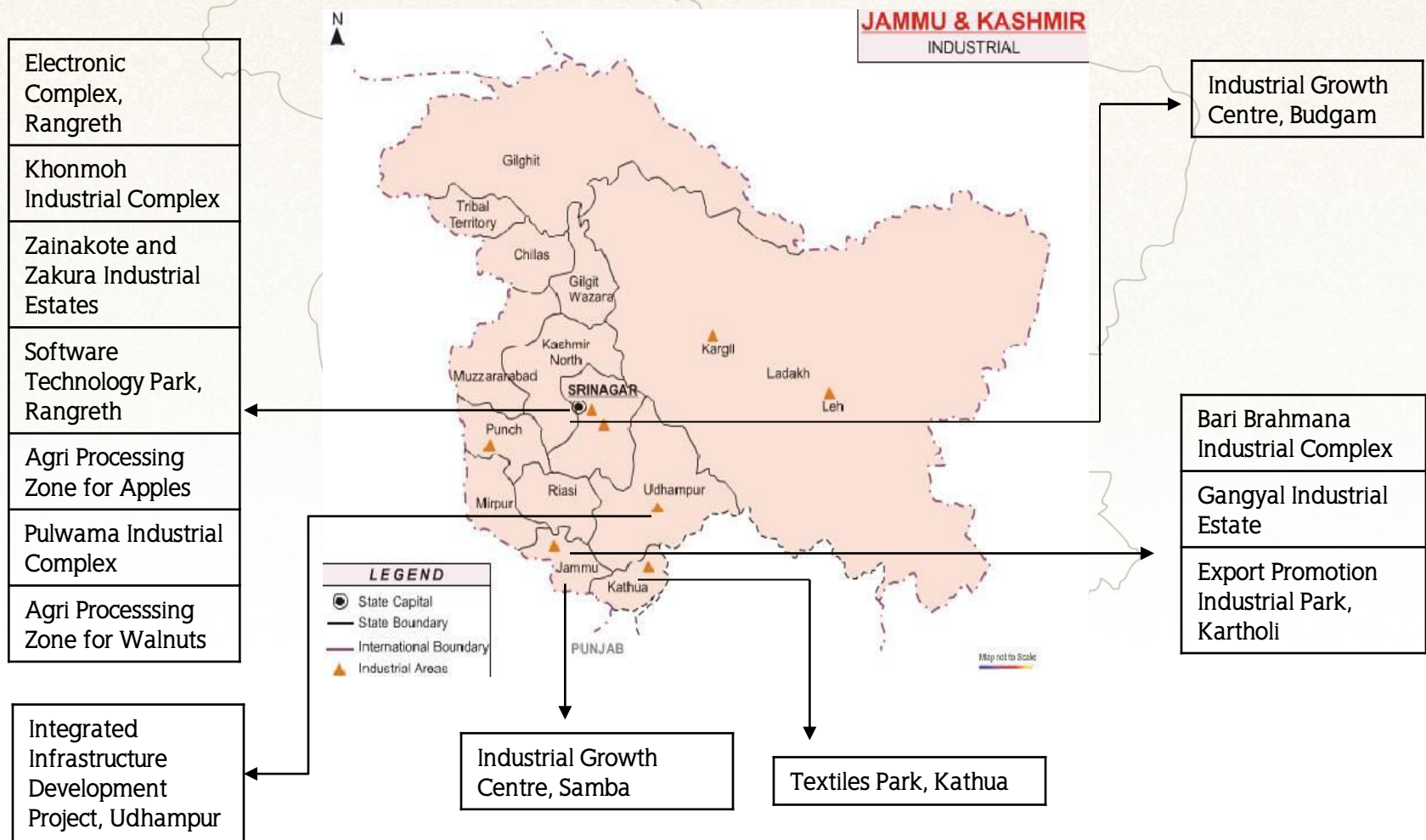
*Per thousand persons

**Per thousand live births

Cultural Infrastructure

- 
- Jammu's numerous shrines attract thousands of pilgrims, every year. Ladakh, also known as "Little Tibet", is renowned for its pristine mountains and Buddhist culture.
 - Archery and Polo are the famous sports in the state.
 - Music forms include Kashmiri Sufiyana music, Chakri, Jeenda-ji, Kukoo, Benthe, Dogri Lok Geet, Gojri Folk songs, Ladakhi folk songs and Bakhan.
 - Traditional dance forms include Dumhal, Jagarna, Geetru, Karak, Jabro, Gwatri, Rouf, Roul, Surma, Kud Pahari and Dogri.
 - Jammu's Dogra culture and tradition is similar to that of the neighbouring Punjab and Himachal Pradesh. The traditional festivals of Lohri and Vaisakhi are celebrated in the state.

Industrial Infrastructure: Industrial Estates



Source: J&K SIDCO

Jammu and Kashmir

MARCH
2013

PARADISE ON EARTH

Contents

- ❖ Jammu and Kashmir – An Introduction
- ❖ Infrastructure Status
- ❖ Business Opportunities
- ❖ Doing Business in Jammu and Kashmir
- ❖ State Acts & Policies



For updated information, please visit www.ibef.org

Key Industries

- Food processing and agro-based industries (excluding conventional grinding and extraction units) thrive in the state because of an excellent climate for horticulture and floriculture.
- Handicrafts, the traditional industry of the state, has been receiving priority attention of the Government in view of its large employment base and exports potential.
- The state is famous for its small-scale and cottage industries such as carpet weaving, silks, shawls, basketry, pottery, copper and silverware, papier-mache and walnut wood.
- Jammu & Kashmir State Industrial Development Corporation (J&K SIDCO) is the nodal agency for promotion and development of medium and large scale Industries in the state.

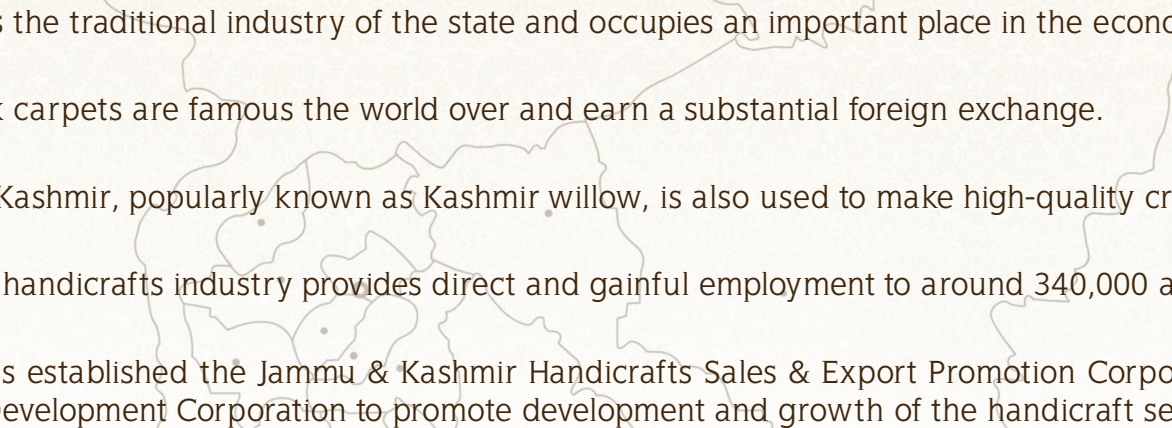
Key Industries

- Horticulture
- Floriculture
- Handlooms and Handicrafts
- Tourism
- Mineral-based Industry
- Gems and Jewellery
- Sericulture
- IT
- Pharmaceuticals

Key Industries – Horticulture and Floriculture

- Horticulture is the bulwark of rural economy in the state, providing employment to thousands, directly and indirectly.
- In 2010-11, total fruits production in the state was around 2.2 million tonnes.
- The state is a leading producer of apples, walnuts, pears, almonds and apricots and has huge potential for exports of processed food and allied services.
- In 2010-11, total apple production in the state was around 1.8 million tonnes.
- The state has suitable agro-climatic conditions for a variety of flowers.
- The floriculture industry supplies flowers to, both, domestic and international markets.
- The state has Asia's largest "Tulip Garden", established by State Floriculture Department.

Key Industries – Handicrafts

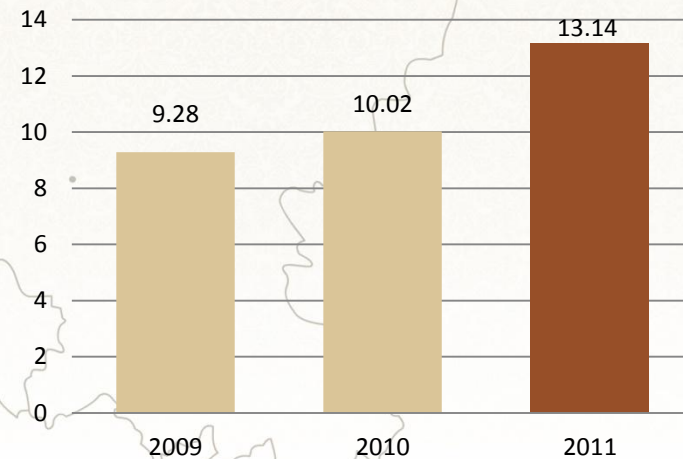
- 
- Handicraft is the traditional industry of the state and occupies an important place in the economy of the state.
 - Kashmiri silk carpets are famous the world over and earn a substantial foreign exchange.
 - Wood from Kashmir, popularly known as Kashmir willow, is also used to make high-quality cricket bats.
 - The cottage handicrafts industry provides direct and gainful employment to around 340,000 artisans.
 - The state has established the Jammu & Kashmir Handicrafts Sales & Export Promotion Corporation and J&K State Handloom Development Corporation to promote development and growth of the handicraft sector.

Key Industries – Tourism

- Tourism has emerged as an important sector and one of the major contributors to the state's economy.
- Around 13.14 million tourists had visited Jammu & Kashmir during 2011.
- Jammu is famous for its temples while Kashmir valley is known for its scenic beauty.
- Major tourist attractions include Chashma Shahi Springs, Shalimar Bagh and the Dal Lake in Srinagar, Gulmarg, Pahalgam and Sonamarg in the valley, Ladakh, Vaishno Devi temple and Patnitop near Jammu.
- The State Government has established 19 Tourism Development Authorities at places with good tourism potential.
- Ladakh festival in September and Sindhu Darshan in June are popular events in the state.

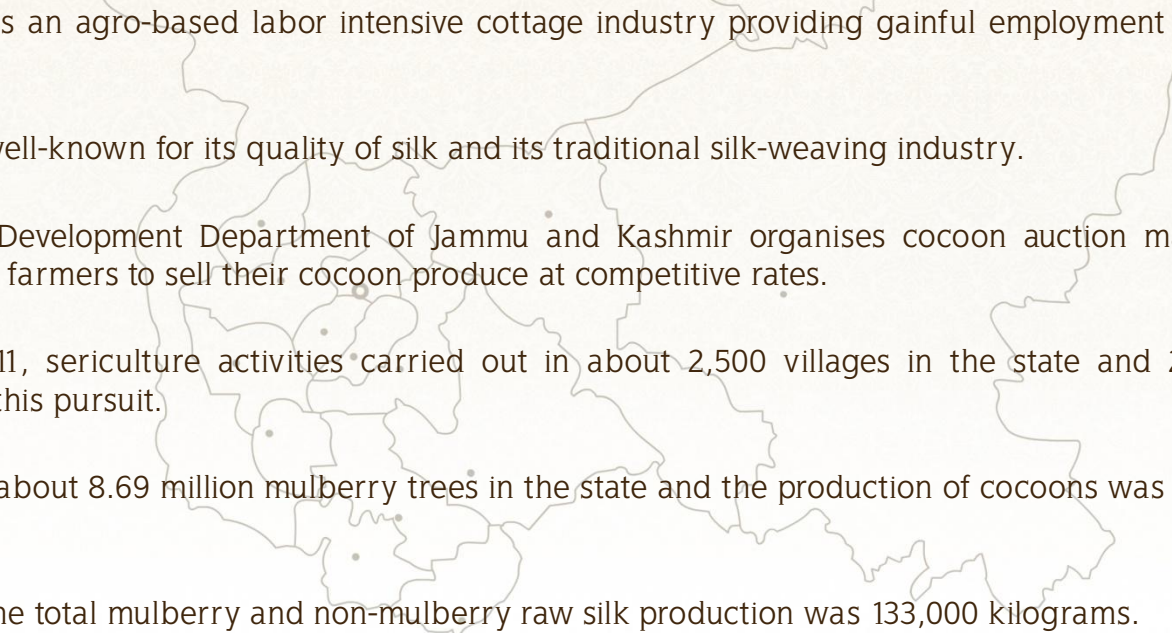
→ The Department of Tourism of Jammu and Kashmir has launched aero ballooning to boost the influx of tourists in the state.

Total Tourists Arrival in Jammu and Kashmir (in million)



Source: Ministry of Tourism, Government of India

Key Industries – Sericulture

- 
- Sericulture is an agro-based labor intensive cottage industry providing gainful employment to rural areas of the state.
 - Kashmir is well-known for its quality of silk and its traditional silk-weaving industry.
 - Sericulture Development Department of Jammu and Kashmir organises cocoon auction market in the state to facilitate the farmers to sell their cocoon produce at competitive rates.
 - As of 2010-11, sericulture activities carried out in about 2,500 villages in the state and 25,500 families were engaged in this pursuit.
 - There were about 8.69 million mulberry trees in the state and the production of cocoons was 860,000 kilograms in 2010-11.
 - In 2011-12, the total mulberry and non-mulberry raw silk production was 133,000 kilograms.
 - About 150,000 metres of silk cloth are produced per annum in the state.

Key Industries – IT and ITeS

- IT is a sunrise industry in the state and is emerging as an important sector in transforming the socio-economic lives of the people.
- The State Government has taken certain initiatives under the IT policy to develop this industry. The state industrial policy also provides an attractive environment for increased investment in the IT industry.
- The State Government is interested in inviting major Indian and overseas players in the sector to spur IT growth in the state. The projects, which are being implemented include setting-up of 1,109 Common Service Centres (CSCs) named 'e-Khidmat centres' for the delivery of services at remote villages.
- A Software Technological Park (STP) has been established at Rangreth in Srinagar.
- A task force in the IT sector is being constituted with experts from companies functioning in the state.
- The State Government is planning to set up an IT park at Ompura in Budgam district to boost delivery of modern information technology facilities.

Key Industrial Units in Jammu and Kashmir ... (1/2)

Indian Telephone Industries Ltd



- Indian Telephone Industries Ltd is a pioneer venture in the field of telecommunications. The company was founded in 1948, this premier public sector undertaking has contributed to 50.0 per cent of the present national telecom network.
- Manufactures the entire range of telecom equipment.
- Has its manufacturing unit in Srinagar.

NHPC Ltd



- NHPC Ltd (Formerly known as National Hydroelectric Power Corporation Ltd) was incorporated in 1975 as a private limited company for the integrated and efficient development of hydroelectric power.
- Has plants and projects in other sources of energy such as geothermal, solar, tidal and wind.
- The company has four power stations; Salal, Uri- I, Dulhasti and Sewa- II, in the state.

Krishi Rasayan Group



- Krishi Rasayan Group is involved in the basic manufacturing of formulation & export of agrochemicals. The group had a revenues of US\$ 138 million in 2011-12.
- The company has a factory at Samba in Jammu.

Key Industrial Units in Jammu and Kashmir ... (2/2)

Zamindara Rice & General Mills



- Zamindara Rice & General Mills was established in 1978 at Village Ranbir Singh Pura, Jammu.
- The unit has received the award for the “Recognition for the Best Quality Basmati Rice ZZ-ZAMINDARA” in 2003.

Sutlej Textiles and Industries Ltd



- Part of the K. K. Birla Group, entered the state with the merger of Chenab Textile Mills of Jammu & Kashmir in 1997.
- Sutlej is an integrated company in the textiles Industry. Its products range from yarn to fabrics to home furnishing and garments.
- Chenab Textile Mills, a unit of Sutlej Textiles and Industries Ltd, located in Kathua (Jammu & Kashmir), manufactures cotton yarn and man-made fiber yarn.

Cadila Pharmaceuticals Ltd



- Cadila Pharmaceuticals Ltd is an integrated healthcare solutions provider, catering to over 45 therapeutic areas.
- The company has a manufacturing facility at Samba in Jammu.

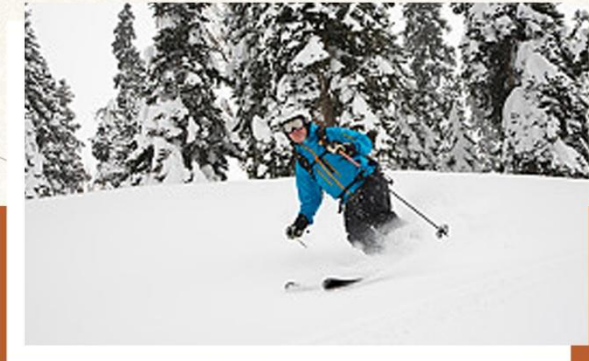
Jammu and Kashmir

MARCH
2013

PARADISE ON EARTH

Contents

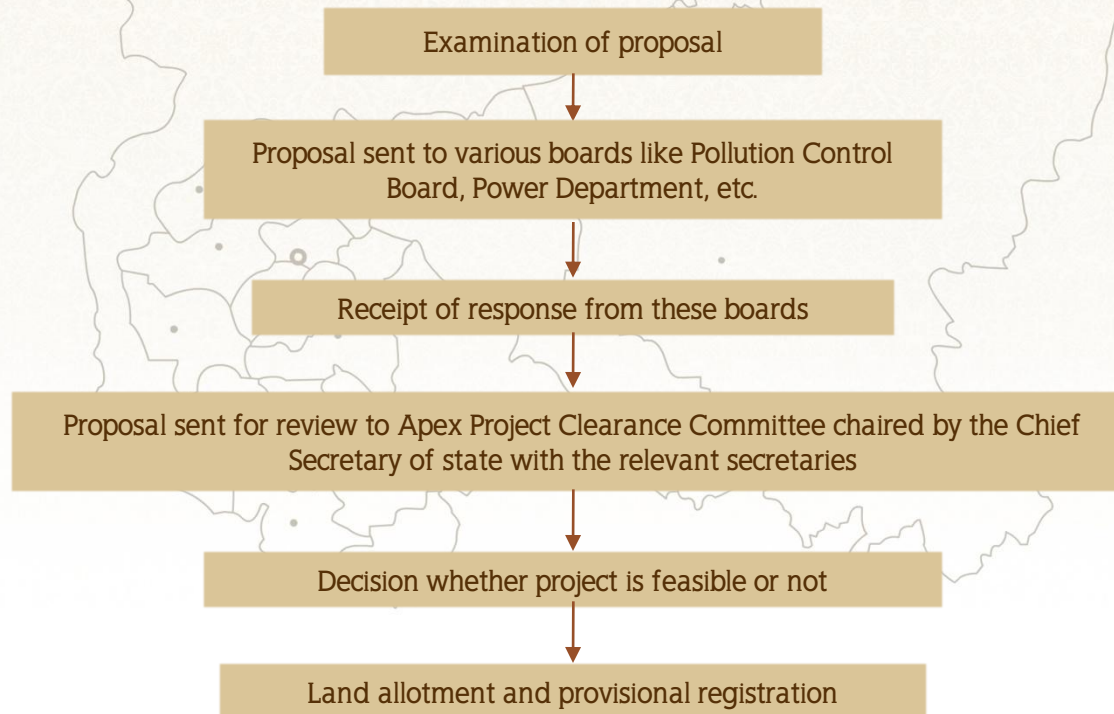
- ❖ Jammu and Kashmir – An Introduction
- ❖ Infrastructure Status
- ❖ Business Opportunities
- ❖ Doing Business in Jammu and Kashmir
- ❖ State Acts & Policies



For updated information, please visit www.ibef.org

Single-Window Clearance Mechanism

→ The following is the procedure for obtaining single-window clearance in the state.



→ The entire procedure is completed within a maximum time-frame of two months.

Key Nodal Agencies for Single-Window Clearance

Agency	Description
<p>Jammu & Kashmir State Industrial Development Corporation (J&K SIDCO) - State-level Nodal Agency for Single-Window Clearance</p>	<ul style="list-style-type: none"> • J&K SIDCO is the nodal agency for promotion and development of medium and large scale Industries in the state. • Established in 1967, its purpose is to act as a catalyst to inspire and accelerate the industrial development. • Since its inception J&K SIDCO has acted as a prime mover in the state for promotion of industrial ventures. It plays the role of "Institutional Entrepreneur". • Activities of the corporation include support to modernisation, brand promotion, rehabilitation of sick units and export promotion. • J&K SIDCO acquires land, constructs internal roads and affluent disposal facilities, provides for supply of water and power in the industrial estate. • The corporation offers a variety of financial assistance for setting up new units and for expansion, diversification, and modernisation of existing units.
<p>Directorate of Industries and Commerce - District-level Committee for Single -Window Clearance</p>	<ul style="list-style-type: none"> • Provides sanctions and clearances for setting-up small scale industrial units in the state. • The General Manager is the key nodal officer for sanctions.

Key Investment Promotion Offices

Agency	Description
Jammu and Kashmir Industrial and Technical Consultancy Organisation Limited (J&K ITCO)	<ul style="list-style-type: none"> Set up in April 1997 as a subsidiary of Industrial Development Bank of India. Primary objective is to provide consultancy services to existing and potential tiny, small and medium scale industrial units.
Jammu and Kashmir State Financial Corporation (JKSFC)	<ul style="list-style-type: none"> Established to act as a regional development bank with the aim of promoting industries and boosting economic development in the state. For existing units, JKSFCC offers term-finance for their expansion, diversification, renovation, modernisation and procurement of quality control equipment and energy saving devices.
Micro, Small and Medium Enterprises (MSME) - Development Institute, Jammu/Srinagar	<ul style="list-style-type: none"> MSME Development Institute (Formerly known as Small Industries Service Institute) provides comprehensive range of industrial extension services ranging from identification of suitable line of production to marketing of the product.

Contact List

Agency	Contact Information
Jammu & Kashmir State Industrial Development Corporation (J&K SIDCO)	Drabu House, Rambagh, Srinagar - 190 015. Phone: 91-194-2430 036, 2434 402 Fax: 91-194-2430 036 Email: info@jksidco.org Website: http://www.jksidco.org/
Jammu and Kashmir State Financial Corporation (JKSFC)	Sehakri Bhawan, Rail Head Complex, Jammu Phone: 91-191-2476465 Website: http://jksfc.nic.in
Micro, Small and Medium Enterprises (MSME) - Development Institute, Jammu/Srinagar	Industrial Estate, Digiana, Jammu - 180 010 (J&K) Phone: 91-191-2431077, 2435425 Fax: 91-191-2431077 E-mail: dcdi-jammu@dcmsme.gov.in Website: www.msmedijammu.gov.in

Cost of Doing Business in Jammu and Kashmir

Cost Parameter	Cost Estimate	Source
Hotel Costs (per room per night)	US\$ 30 to US\$ 250	Leading Hotels in the State
Office Space Rent (per sq ft per month)	US\$ 0.4 to US\$ 2.0	Industry Sources
Residential Rent (2,000 sq ft house)	US\$ 200 to US\$ 700 per month	Industry Sources
Power Cost (per kWh)	Commercial: US 5.0 cents to US 8.6 cents Industrial: US 5.0 cents to US 6.0 cents	Jammu and Kashmir State Electricity Regulatory Commission

Jammu and Kashmir

MARCH
2013

PARADISE ON EARTH

Contents

- ❖ Jammu and Kashmir – An Introduction
- ❖ Infrastructure Status
- ❖ Business Opportunities
- ❖ Doing Business in Jammu and Kashmir
- ❖ State Acts & Policies



For updated information, please visit www.ibef.org

State Acts & Policies ... (1/2)

Policy for Development of Micro/Mini Hydro Power Projects 2011

Objective

- To attract investors for the development of state's water resources in an environment friendly manner to provide a solution to the energy problems in remote and hilly areas where extension of grid system is unviable or uneconomical.

[Read more](#)

Solar Power Policy for J&K 2010

Objectives

- To promote the generation of green and clean power in the state using solar energy.
- To create environmental consciousness among citizens.

[Read more](#)

State Acts & Policies ... (2/2)

Jammu & Kashmir Industrial Policy 2004

Objective

- To develop an action plan to promote industrial growth in the state. The policy to remain in force from February 2004 to March 2015.

[Read more](#)

Jammu & Kashmir IT Policy 2004

Objectives

- To increase the use of IT in all sectors and make it a sunrise industry.
- To encourage and accelerate the investments and growth in IT hardware, software, internet, training, IT enabled services, telecom, e-commerce and related sectors in the state.

[Read more](#)

Annexure

Exchange Rates

Year	INR equivalent of one US\$
2004-05	44.95
2005-06	44.28
2006-07	45.28
2007-08	40.24
2008-09	45.91
2009-10	47.41
2010-11	45.57
2011-12	47.94

Average for the year

Disclaimer

India Brand Equity Foundation ("IBEF") engaged GenX Info Technologies Pvt Ltd ("GenX") to prepare this presentation and the same has been prepared by GenX in consultation with IBEF.

All rights reserved. All copyright in this presentation and related works is solely and exclusively owned by IBEF. The same may not be reproduced, wholly or in part in any material form (including photocopying or storing it in any medium by electronic means and whether or not transiently or incidentally to some other use of this presentation), modified or in any manner communicated to any third party except with the written approval of IBEF.

This presentation is for information purposes only. While due care has been taken during the compilation of this

presentation to ensure that the information is accurate to the best of GenX's and IBEF's knowledge and belief, the content is not to be construed in any manner whatsoever as a substitute for professional advice.

GenX and IBEF neither recommend nor endorse any specific products or services that may have been mentioned in this presentation and nor do they assume any liability or responsibility for the outcome of decisions taken as a result of any reliance placed on this presentation.

Neither GenX nor IBEF shall be liable for any direct or indirect damages that may arise due to any act or omission on the part of the user due to any reliance placed or guidance taken from any portion of this presentation.