







Agricultural and Processed Food Products
Export Development Authority
Ministry of Commerce and Industry, Govt of India



E-Catalogue For Export Of Millets And Value Added Products JAMMU & KASHMIR AND LADAKH



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डॉ. एम अंगमुथु, आई ए एस
अध्यक्ष

Dr. M. Angamuthu, IAS
Chairman



कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

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FOREWORD

The extraordinary effort of Government of India resulted in the announcement of year 2023 as International Year of Millets and is a pivot move with the effect in bringing down emissions and health budget of homes. Our Honorable Prime Minister Shri Narendra Modi well emphasized the rich nutritional and cultural value of this smart food – the Indian Millets. In his 92nd Mann Ki Baat on Sunday 28th, August 2022, he could be heard quoting, “India is the largest producer of Millets in the world, so the responsibility of making this initiative a success also rests on the shoulders of the people of India. Together we all have to make it a mass movement, and also increase awareness of millets among the people of the country.”

Withstanding capacity in terms of extreme climates and potential of multiple harvests, millet is the natural insurance for the farmer with the protection of higher income and hedge for global food security. The wave of colonialism brought the new culture of food, beverage and textile or altered local culture in various countries. The need of increased calories and new consumer trends in the industrial era waned the consumption of millets and took away local food culture from our food plates during last two centuries. The Industrial Revolution 4.0 has redefined the life style and ‘need of food calories’. The millet is a smart food with climate compliant, nutrition security and true food of human civilisation.

The high protein content of millets make them ideal breakfast food for vegetarian and vegan population. The urbanization of society has resulted into the prominence of millets in the modern diet. The unique selling proposition of millets in the export markets emerge from its character of gluten free nature, nutraceutical and dietary food for specific medical purposes through processed food. The resurrection of ‘Bharatiya Food Export’ in global market through millet is a reality.

APEDA, being the apex export promotion vehicle of India, is dutiful - ‘Path of Kartavya’ - to propagate millets in global scale. An E-Catalogue of millet value chain by APEDA is the first step towards introducing our products to global market. The purpose of this E-catalogue is to create ‘credible open source’ information on material and market in terms of value chain to the Farmers, FPOs, Traders, Exporters and Importers.

I am thankful to my team APEDA, who worked hard to realize my instinct and idea of this E-catalogue’s creation.

Dr. M. Angamuthu

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01 INTRODUCTION

1.1 Brief State Profile - UTs of Jammu & Kashmir and Ladakh

UTs of Jammu and Kashmir and Ladakh located in Northern Himalayan region and bestowed with temperate condition. The region produces high value Two Pseudo Millets specially Buckwheat and Amaranthus. Both the products are grown

in hilly terrains and generally rain fed, therefore, highly nutritious and natural with negligible use of agrochemicals and fertilizers while cultivation. Following is the political map of UTs of Jammu and Kashmir and Ladakh.



1.2 Potential Millets and Varieties Grown

Buckwheat and Amaranthus are grown in Kishtwar District of Jammu region. Buckwheat is grown in Nubra Valley of Leh District and Khalste region of Kargil District of UT of Ladakh. Chemical fertilizers/agri inputs are not used for production of both the Pseudo Millets in the region.

Millet varieties grown in the UTs of Jammu and Kashmir and Ladakh

Two Pseudo Millets such as Buckwheat and Amaranthus are grown in the region:

- i) **Buckwheat** (*Fagopyrum esculentum*) is a flowering plant in the knotweed Polygonaceae cultivated for its grain like seeds. The commonly known name of Buckwheat is Kuttu. The name Buckwheat is used for several other species such as *Fagopyrum tataricum* a domesticated food plant raised in Asia. Despite its name, buckwheat is not closely related to wheat. It is not a cereal nor is it even a member of the grass family. Buckwheat is related to sorrel, knotweed and rhubarb and is known as a pseudocereal because its seeds' culinary use is the same as cereals.
- ii) **Amaranthus** *cruentus* is also a flowering plant species that yields the nutritious staple Amaranth grain. The commonly known



Buckwheat flowering

name of Amaranth is Chaulai. In addition several common names such as Shravani Maath or Rajgira, Cjhuvanna Cheera or Cheera Dantina Soppu. Three Amaranthus species cultivated as a grain source, *Amaranthus cruentus*, *Amaranthus hypochondriacus* and *Amaranthus caudatus*.



Amaranth flowering

02 MILLET PRODUCTION STATISTICS

2.1 UTs of Jammu and Kashmir and Ladakh

The area wise millet production in UTs of Jammu and Kashmir and Ladakh is as follows:

No.	Districts	Name of Millet crop	Area in Hectares 2020-21
1	Gandarbal	Buckwheat and Amranth	20
2	Baramulla	Buckwheat and Amranth	88
3	Bandipora	Buckwheat and Amranth	290
4	Kupwara	Buckwheat and Amranth	38
5	Jammu	Buckwheat and Amranth	5052
6	Smba	Buckwheat and Amranth	14
7	Udhampur	Buckwheat and Amranth	10
8	Doda	Buckwheat and Amranth	23
9	Kishtwar	Buckwheat and Amranth	1707
10	Ramban	Buckwheat and Amranth	27
11	Kathua	Buckwheat and Amranth	37
	Total		7306

Source: Directorate of Agriculture Jammu and Kashmir Divisions

It is estimated that approximately 400-500 MT Buckwheat and 80-100 MT Amaranth can be sourced from the UTs for exports from the next harvest season. **Kishtwar** District of Jammu region for Buckwheat and Amranthus, **Nubra Valley** of Leh District and **Khalste** region of Kargil District are main sourcing points for Buckwheat and its products. Recently a startup company from Leh has introduced Buckwheat Tea as value added product.

2.2 Districts




UTs	District	Local area/Villages for sourcing Millets
Ladakh	Leh	Khalste, Domkar, Skurbuchan, Achinathang, Lehdo, Turtuk Bogdang
	Kargil	Garkhon, Darchiks, Bheema
Jammu and Kashmir	Kishtwar and Jammu	Kishtwar and Jammu wholesale market




List of Buckwheat Producers Kishtwar District:						
No.	Name	Parentage	Village	Panchayat	Area	Contact No.
1	Daulat Singh	Dina Nath	Machael	Machael	1.00	9797864770
2	Sansar Singh	Tahkur Chand	Machael	Machael	0.75	7051055442
3	Jagmit Narbu	Sant Ram	Hungo	Machael	1.00	9596779768
4	Mast Ram	Jia Lal	Chashoti	Machael	1.00	8492002701
5	Ranbir Singh	Bihari Lal	Chashoti	Machael	1.00	8082240558
6	Teshi Dorjay	Ram Lal	Lossaine	Machael	1.00	8492053093
7	Kungu Tundup	Hakam Chand	Lossaine	Machael	0.50	8082316902
8	Sonam Narbu	Pama Sonam	Suncham	Machael	3.00	7051345135
9	Mool Raj	Ram Nath	Tiyasi	Tiyasi	2.00	8082361311
10	Vinod Kumar	Darbar Singh	Tiyasi	Tiyasi	3.00	8803680872
11	Manoj Kumar	Mangat Ram	Tiyasi	Tiyasi	0.50	8082112181
12	Om Parkash	Naib Chand	Tiyasi	Tiyasi	1.25	8899459805
13	Saroop Singh	Hakam Chand	Tiyasi	Tiyasi	0.50	8899837540
14	Jagjeet Singh	Kunj Lal	Chitto	Tiyasi	0.25	9596934303
15	Pawan Kumar	Nath Ram	Chitto	Tiyasi	0.50	8282281090
16	Jagdish Raj	Sham Lal	Chitto	Tiyasi	3.00	8082119712
17	Bansi Lal	Punnu Raj	Chitto	Tiyasi	2.00	8082213804
18	Hakam Singh	Hem Raj	Tiyasi	Tiyasi	1.00	7051362642

Source: Directorate of Agriculture Jammu Division

03 VALUE ADDED PRODUCTS

3.1 Following are the Ready to Eat, Ready to Cook and Ready to Serve products:

Two Pseudo Millets	Products
<p>Buckwheat</p>	<p>Whole seed and Flour</p>  
	<p>Buckwheat tea</p> 

	<p>Buckwheat Pancake mix</p> 
<p>Amranthus</p>	<p>Amaranth seeds whole and puffed</p>  

3.2 UTs of Jammu and Kashmir and Ladakh produce Two Pseudo Millets especially Buckwheat and Amranthus. Limited quantity of major millets such as Jowar, Bajra and Foxtail millet is grown for local consumption.

04 STATE MISSION ON MILLETS

Both the UTs of Jammu and Kashmir and Ladakh have identified Two Pseudo Millets especially Buckwheat and Amaranthus for enhancing production. Both the UTs have included Buckwheat and Amaranth for extensive cultivation. With the recent intervention, the Jammu region of UT of Jammu and Kashmir has advised its Agriculture Extension Wing of Kishtwar District to promote extensive cultivation of both the Pseudo Millets.

05 List of Farmers Producer Organizations (FPOs) of Millets

The list of FPOs/Startups of Two Pseudo Millets such as Buckwheat and Amaranthus from the region is given as follows. A startup company from Leh has recently introduced Buckwheat tea.

No.	Name of Startups & FPOs	Contact Details
1.	Rangyul Organic Producer Company Ltd. (Kargil, FPO)	Name: Mr. Ahmed Ali Contact No: 7051597909
2.	Sham Valley Apricot Producers Cooperative Ltd.(Leh, FPO)	Name: Mr. Tsewang Nurbu Contact No: 7780932508
3.	Sagam FPO Anantnag District FPO	Name: Mr. Shabir Ahmad Baba Contact No: 9906537364
4.	Agventure Farmers Producers Cooperative Ltd. Kathua	Name: Mr. Rakesh Kundal Contact No: 9596430125
5.	Himalayan Rajma Farmer Producer Co-opt. Ltd. Kishtwar	Name: Mr. Amir Rasool Contact No: 9103181364

06 List of New Entrepreneurs / Start Ups

No.	Name of Startups & FPOs	Contact Details
1.	Ladakh Basket (startup)	Name: Thinles Nurboo Co-Founder Contact No: 9622957424 E mail ID: thinleynorboo@gmail.com
2.	Nima Goos Goos (startup)	Name: Rigzin Angmo Contact No: 6006850406, 9797189411 E mail ID: nimagoosgoos@gmail.com

07 List of Stakeholders / State Agencies

UTs of Jammu and Kashmir and Ladakh are yet to frame millet mission. Recently, Jammu region has initiated enhancement in production of Two Pseudo Millets such as Buckwheat and Amaranthus. The contact details of concerned stakeholders/Agencies are as follows:

- i) Director-Agriculture Kashmir Region
Agriculture Complex
Lal Mandi, Srinagar-190007
Tel: 0194-2310675
diragrikmr@gmail.com;
- ii) Director-Agriculture Jammu Region
Gole Pully, Talab Tillo, Jammu-180002
Tel: 0191-2505201
diragrijammu-jk@jk.gov.in;
- iii) Director Commerce and Industry
District Industries Centre Leh
Near District Court
Skampari, Leh 194101
Tel: 01982-259233
directorindustriessladakh@gmail.com;

APEDA Office Details:

- i) APEDA-Srinagar
Room No. 211 & 212, 1st Floor,
Old Building (Directorate of Agriculture)
Agriculture Complex
Lal Mandi, Srinagar-190007
Tel: 0194 3512459
Email: dprasad@apeda.gov.in; consssrn@apeda.gov.in;



- ii) APEDA-Jammu
Room No. 3 & 4, 1st Floor,
Agriculture Extension Building (Directorate of Agriculture)
Gole Pully, Talab Tillo, Jammu-180002
Tel: 0191 2955645
Email: dprasad@apeda.gov.in; consjammu@apeda.gov.in;
- iii) APEDA-Ladakh
District Industries Centre Leh
Near District Court
Skampari, Leh 194101
Tel: 011-20867006
Email: dprasad@apeda.gov.in; consleh@apeda.gov.in;





APEDA HEADQUARTER

Agricultural and Processed Food Products Export Development Authority

Ministry of commerce and industry, Govt of India

www.apeda.gov.in

3rd Floor, NCUI Building 3, Siri Institutional Area, August Kranti Marg,
(Opp. Asiad Village), New Delhi - 110 016, India

Phone: 91-11-41486013, 20863919, 20867008, 20867007 | E-mail: headq@apeda.gov.in

MUMBAI

Agricultural and Processed Food Products Export
Development Authority
4th Floor, Unit No. 3 & 4, Banking Complex Bldg. No.II,
Sector 19/A, Vashi New Mumbai-400705
Phone: +91- 022-27840949, 27845442, 27840350
Fax: +91- 022-27842273. E-mail: ravindra@apeda.gov.in

BENGALURU

Agricultural and Processed Food Products Export
Development Authority
1st Floor, Beeja Bhavan, Bellary Road, Hebbal, Bengaluru
- 560024. Phone: +91- 080 - 29731200, 080 - 29731206,
080-23419272. E-mail: ravindra@apeda.gov.in

KOLKATA

Agricultural and Processed Food Products Export
Development Authority
Mayukh Bhawan, 4th Floor, Bidhan Nagar (Salt Lake),
Kolkata - 700091 (W.B.), Landmark- Near Bikash Bhawan,
Salt Lake
Phone: +91- 033-23378363. Fax: +91- 033- 40669291
E-mail: sandeep@apeda.gov.in

TELANGANA

Agricultural and Processed Food Products Export
Development Authority
Room No. 908, 9th Floor, C.G.O. Towers, Kavadiguda,
Secunderabad - 500080
Phone: +91- 040-24745940, 2474594
E-mail: udharmarao@apeda.gov.in

GUWAHATI

Agricultural and Processed Food Products Export
Development Authority
Housefed Complex, West End Block Building, 4th Floor,
Beltola-Basistha Road, Dispur, Guwahati,
Pin - 781006, Assam. Phone: +91- 0361-2221485
E-mail: sunita@apeda.gov.in

AHMEDABAD

Agricultural and Processed Food Products Export
Development Authority
Mardia Plaza, A-wing, 6th floor, CG Road, Near National
Handloom Corporation, Ahmedabad, Gujarat
Pin: 380006. Phone: 079 - 35333479
E-mail: harpreet@apeda.gov.in, apedaahm@apeda.gov.in

VARANASI

Agricultural and Processed Food Products Export
Development Authority
Horticulture Compound, Near Collectorate, Infront of
Circuit House Kuchahari, Varanasi, 221002. Phone: +91-
0542-2979288
E-mail: cbsingh@apeda.gov.in, povaranasi@apeda.gov.in

CHANDIGARH

Agricultural and Processed Food Products Export
Development Authority
Plot No. 2A, Sector 28-A, Madhya Marg
Chandigarh-160002
Phone: +91- 0172- 4640128
E-mail: csdudeja@apeda.gov.in, apedachd@apeda.gov.in

BHOPAL

Agricultural and Processed Food Products Export
Development Authority
26, Kisan Bhawan, Arera Hills, Bhopal, Madhya Pradesh-
462011. Phone: +91- 0755-4700764
E-mail: saurav@apeda.gov.in, apedabho@apeda.gov.in

CHENNAI

Agricultural and Processed Food Products Export
Development Authority
IIND FLOOR, Tamil Nadu State Marketing Board Building;
CIPET, Thiru Vi Ka Industrial Estate GUINDY CHENNAI-
600032. Phone: +044-29500249
E-mail: shobana@apeda.gov.in

KOCHI

Agricultural and Processed Food Products Export
Development Authority
Room No. 4 C, 4th Floor, 'Sugandha Bhavan', Office of
Spices Board, N.H.By Pass, Palarivattom. P.O Kochi-
682025, Kerala, India. Phone: +91- 11-20863871
E-mail: simi@apeda.gov.in, apedakochi@apeda.gov.in

JAMMU

Agricultural and Processed Food Products Export
Development Authority
1st Floor, Room No. 3 & 4, Agriculture Extension Building
(Directorate of Agriculture) Gole Pully, Talab Tillo,
Jammu-180002. UT of Jammu and Kashmir
Phone: +91-0191-2955645
E-mail: dprasad@apeda.gov.in, apedajammu@gmail.com

LADAKH

Agricultural and Processed Food Products Export
Development Authority
District Industries Centre Leh, Near District Court,
Skampari, Leh 194101. UT of Ladakh. Phone: +91-11-
49076237
E-mail: dprasad@apeda.gov.in, apedaladakh@gmail.com

