

## PROGRAM SCHEDULE

Day 1 – 17/10/2022		
Inaugural Session		
10:00–10:30	Registration	Participants & Delegates
10:30-10:45	Welcome Address	Shri B.N. Jha, Director (Marketing), Spices Board
10:45-10:55	Remarks by	President, Kashmir Chamber of Commerce (Role of KCC in Market Promotion)
10:55-11:05	Remarks by	Prof Sarfaraz A Wani, Director Research, SKUAST-Kashmir (Present market value chain of saffron, missing links and strategies for its improvement)
11:05-11:15	Remarks	Shri Chowdhary Mohd Iqbal, Director (Agriculture), Kashmir (Quality Standards of GI Kashmir Saffron and Opportunities/Facilities for e- marketing)
11:15-11:30	Inaugural Address	MD JK Trade Promotion Organisation
11:30-11:35	Vote of Thanks	Shri Ashutosh Gautam, Scientist & Officer I/C, Spices Board
TEA BREAK 11:35-11:45		
BUYER SELLER MEET – OPEN SESSION		
<p><b>Chairman:</b> Shri B.N. Jha, Director (Marketing), Spices Board</p> <p><b>Co-Chairman:</b> Shri Chowdhary Mohd Iqbal, Director (Agriculture), Kashmir</p> <p><b>Co-Chairman:</b> Prof (Dr) Sarfaraz A Wani, Director Research, SKUAST-Kashmir</p> <p><b>Rapporteur:</b> Shri Ashutosh Gautam, Scientist &amp; Officer I/C, Spices Board</p>		
Time	Topic	Speaker
11:45-12:00	BSM At A Glance – Assistance & Working Procedure for Programs Under Export Development and Promotion For FY 2022-23	Shri B.N. Jha, Director (Marketing), Spices Board
12:00-14:00	<b>Buyer Seller Meet – Open Session (Theme - Export Development &amp; Market Promotion of Kashmir Saffron)</b>	
14:00-14:10	Concluding Remark	Shri B.N. Jha, Director (Marketing), Spices Board
LUNCH BREAK 14:10-14:30		
<p style="text-align: center;"><b>Holistic Discussion on Challenges of Available Market Value Chain of GI Tagged Kashmir Saffron</b></p> <p><b>Chairman:</b> Shri Chowdhary Mohammed Iqbal, Director (Agri), Kashmir, Govt. of J&amp;K</p> <p><b>Co-Chairman:</b> Shri B.N. Jha, Director (Marketing), Spices Board</p> <p><b>Co-Chairman:</b> Prof (Dr) Sarfaraz A Wani, Director Research, SKUAST-Kashmir</p> <p><b>Rapporteur:</b> Prof (Dr) F. A. Nehvi, Consultant Spices Board</p>		
Time	Topic	Speaker
14:30-14:45	Regulation of Use of GI Tag Kashmir Saffron	Shri Chowdhary Mohammed Iqbal, Director (Agri), Kashmir, Govt. of J&K
14:45-15:00	GI and its Importance in Market Promotion.	Director ICAR-CITH, Srinagar

15:00-15:15	NHB for Export Development & Promotion	AD (J&K), National Horticulture Board
15:15-15:30	National Markets and Means of Linkage	Representative of APEDA, Srinagar
15:30-15:45	Role of FICCI in Trade Promotion	Chairman FICCI, Srinagar
<b>Feedback Session 15:45-16:00</b>		
16:00-16:10	Concluding Remark	Prof (Dr) Sarfaraz A Wani, Director Research, SKUAST-Kashmir
16:10-16:20	Concluding Remark & Sum Up	Shri B.N. Jha, Director (Marketing), Spices Board
16:20-16:30	Vote of Thanks	Dr. F.A. Nehvi, Spices Board
<b>Day 2 – 18/10/2022</b>		
10:30-16:00	Visit to IIKSTC (E-trading, Auction and Post Harvest Processing Center), ARSSSS (SKUAST-K), Pampore, Field of Progressive Farmers, FPO, Processing Units, GI Retail Stores along with Buyer & Seller	Shri B.N. Jha Shri Ashutosh Gautam Dr. F.A. Nehvi