

Opportunities and Challenges after 370 in Jammu and Kashmir

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ABSTRACT

In order to present the picture and facts of the 370 clause of Jammu and Kashmir and the impacts of it in the business as an opportunity as well as challenge. The purpose of this thesis is to show the situation that is created after the law and to mention the further benefits that would be possibly come up with further hitches with it. This thesis gives the knowledge of entire business that is been followed over there for so long time and what new business get the change enter over there. This study also provides information about the techniques that should be implied to understand the overall situation in an easier way and to promote the tourism business in a better way.

Keywords: 370, Handicraft, Sericulture, Horticulture, Agri-based business.

INTRODUCTION

The state of Jammu and Kashmir (J&K) is situated in the extreme north of India, and well known for global tourist destination due to its beauty in nature. A part from being tourist destination, there is a lot of scope for adventure sports, spirituality, health tourism, however its economy is mainly based and focused on agriculture. During the period 2011-12, the states GDP grew at a growth rate of 10.30% and is expected to grow at 11.71% in rupee terms by 2018-19 (Rs.1.57million). From 2011-12 to 2017-18, there is an increase in NDP with a annual growth rate of 10.02%. The NDP of the state is likely to reach Rs.1.34trillion in 2018-19. In the period 2018-19, the total exports of the merchandize of the state were US \$ 148.31 million. In the period, 2018-19, that is till February 19th, exports were US \$ 178.26 million. Direct employment is generated to about three lakh forty thousand artisans of the cottage handicrafts sector. The states handicrafts are popular world over and the handicraft sector which is traditional is a large business. The state government provides special facility this sector which generates huge employment and has good export potential. Carpet weaving, shawls, silks, basket making, copperware, silverware, pottery, papier mache & walnut wood are the small & cottage sectors which contribute to the economic and GDP of the state. The state has a large natural resource which has helped to develop cultivational land for growing fruits. The state having a varying climate conditions, there is good scope horticulture in the state. Agricultural linked industries, excluding grinding and extraction units and food processing are developed in the state. The state has a good climate for floriculture and there exists large fauna and flora, also it has the biggest tulip garden in asia.

OBJECTIVES

- To Study the effects of clause 370 in the business of it.
- To explore the major income resources on Development of J&K

RESEARCH METHODOLOGY

The study is based on secondary data which published in various journal, Economic Survey, and research papers.

SCOPE OF THE STUDY

The scope of this research is limited to the Jammu and Kashmir of India.

REVIEW LITERATURE

Handicrafts

Jammu and Kashmir have a long tradition in handicrafts and has won the national and international acclimation. Kashmir handicrafts are famous for its artistic beauty and are one of the major export earners of the state.

Major Handicraft

Sozni embroidery, Mache, Ari staple embroidery, Khatam band, Chain Stitch, Calico printing, Zari embroidery, Leather embroidery, Tilla embroidery, Chamba embroidery, Phoolkari, Namdah, Carpet weaving, Gabba making, Kani Shawl, Chickri wood, Pashmina weaving, Basohli painting, Thanka painting, Meenakari.

This industry is all around the handicraft industry in the state with number of challenges and problems, like, growing competition, poor competitiveness, ineffective market promotion, poor quality and design, conventional methods of manufacture, raw-material problems, and less takers to the art. The solution to most of the above problems would lie in developing this industry on modern lines and provide finance; and certain incentives to the artisans. The market potential for different handicrafts which has remained grossly under-utilized can be explored by using the modern marketing concepts and strategies; by improving quality and designs and by checking the activities of unscrupulous traders etc. The Directorate of Handicrafts serves as the custodian of the interests of 3.50 lakh artisans of the State. It facilitates training of artisans for preservation of traditional craft skills. Artisans are provided improved tools so that they can put their skills to good use and earn a good living. The Directorate works for strengthening the cooperative culture among artisans and facilitates credit availability for them to start their ventures. Further, market avenues are provided to artisans by organizing exhibitions/craft bazaars/export trade fairs within and outside the State.

Handlooms

Handloom sector in the state is also worth mentioning in view of its size and contribution. The production in handloom sector include, tweeds, woolens, pashmina, cotton, silk etc. Pashmina which is famous for its texture, blend etc. has tremendous market potential both within and outside the state. Other handloom products, like tweed has also made an impact in the market. Infact, the handloom sector has only made a beginning and there is sufficient demand for handloom production, however, needs to be activated.

Cooperative societies –Backbone of the handloom sector Weavers are encouraged to form self-help groups and cooperative societies to draw on their collective strength, corporatize them working, avoid exploitation by middlemen and become financially self-sustainable. The focus is on formation of new cooperative societies especially by newly-trained weavers. Today, the handloom sector has 523 cooperative societies with 12,324 members.

Credit Plan Scheme for Handicrafts and Handlooms Sector. Mudra Loan Weavers Credit Card Scheme of GOI was being implemented by the Department with an aim to provide adequate and timely credit. In the handloom sector, a paradigm shift has taken place with its products moving from the commoner to the elite. This has been made possible through handloom infrastructure development, design innovation, technology intervention and creation of efficient marketing channels for Jammu & Kashmir weavers by the Directorate of Handloom Development. Human resource development is undertaken through creation of self-employment opportunities by imparting skill trainings and providing soft loans to weavers and their cooperatives. These initiatives have made a positive impact on the socio-economic status of the members of the weaker sections of society, who directly or indirectly depend on the handloom sector for their livelihood. Development and growth of the Khadi and Village Industries (KVI) sector in the last three decades has led to strengthening of the rural economy by increase in income generation, increased use of local raw materials and optimal use of available capital and labor in Jammu & Kashmir. With major Production industries like handicraft and handloom industries some important Agri base business are the main source which contribute towards GDP of J&K.

Sericulture

Cocoon rearing and silk reeling and weaving has been the age-old activity of many Kashmiris and state has a glorious past in this Industry. For decades, it continued to be the major industry in the state. Kashmir silk was known for its beauty, texture and blend and was famous throughout the world. In view of the historical background of the Silk Factory and its importance for the growth of the silk industry, it was enlisted for comprehensive modernization and upgradation under the World Bank-Funded Project. An amount of Rs 22.85 crores is being spent for the modernization. The modernization project aims at linking the entire value chain of silk—from the cocoon to the end-product, that is, silk fabric. By establishing a silk weaving facility, an assured market would be available for the local cocoon growers who at present are forced to sell their produce outside the State. The State-owned J&K Small Scale Industries Development Corporation Limited (SICOP) has contributed significantly to the development of the small-scale industrial sector in the State. In consonance with J&K State industrial policy, SICOP has been instrumental for the growth of the small-scale industries by providing marketing cover to their end products along with testing facilities.

Floriculture

Floriculture has been the most focused segment of horticulture in view of its vast potential in the State. The demand for various flowers as cut, loose, dry, potpourri bulbs, seeds, bunches, bouquets, ornamental, fillers, etc. is increasing quite considerably over the years both in domestic and international markets. This sector has also assumed greater significance as it has not only huge employment potential but surely has an impact to increase the income levels of various tourism related stakeholders. The flower growers of the state have a increase in their incomes due to the demand from the international & domestic markets, this is the reason for increase in employment generation. However, the state government has taken no steps to encourage this activity.

Horticulture

Horticulture has an important role to play in the economy of the state. There is good scope for cultivating horticulture crops, in which fruits like pear, peach, apricot, apple, plum, cherry, almond, which are temperature related fruits and mango, guava, phalsa, citrus litchi, ber (subtropical fruits), medicinal & aroma plants, mushroom, vegetables etc.

Well known spices like saffron and black zeera are cultivated in some areas of the state. As a result, there is a observable change in the concept of horticulture development in the state. Directly or indirectly around 33 lakhs people from 7 lakh families are linked with horticulture sector. Government focus on the development of horticulture sector and a number of programs have been implemented in the past, it helps in the generation of higher incomes in the rural areas, thereby improving the quality of life in villages.

FINDINGS AND SUGGETIONS

According to economic survey 2018 Agricultural and allied sector shows very low growth compare to other state of country. Major causes of economic backwardness and poverty of the state is under-utilization of natural resources . The state is rich in natural resources such as land, forests, water and minerals and its climate is suitable for the establishment of many important industrial activities such as manufacturing of silk, cotton and woolen textiles, chemicals, etc. but in spite of this, the state has failed miserably to make the best use of these resources for the betterment and upliftment of the people.

CONCLUSION

The main source of household income in J&K is tourism and small-scale industries but due to absence of large-scale industrial investment, according to Clause 370 any kind of investment by outsiders are illegal and cause economic underdevelopment. By revoking clause 370 there is lots of herbal and biological product in valley and that must be present in the market which farmer of J&K will get more benefit from it.

LIMITATION AND FURTHER SCOPE OF THE STUDY

The division of the J&K is characterized by extreme cold weather. The division suffers from lack of resources, necessary infrastructural facilities and worthwhile market base, however, is a place of attraction to the tourists throughout the world. In view of the peculiar features of the Ladakh division, except, tourism

related activities like Hotels and Pashmina goat rearing, there is very little scope for any other industrial activity for the time being. There is a need to develop and promote the tourism potential of the division. The peculiar features of the state, like, climatic conditions, physical charms and demographic distribution makes it distinct from other states of the country. However, like other states in the country, it is an agrarian economy. It draws most of its substance from agriculture sector.

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