

Starting of Business in Jammu and Kashmir After Removal of Article 370 and Article 35(A)

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INTRODUCTION

Modi government had finally dropped the big Kashmir bomb by removing two key constitutional provisions i.e. Article 370 & Article 35(A) on 6th August 2019. Under Article 370, the Centre needs the State government's Concurrence to apply laws except in defense, foreign affairs, finance and communication. It means the State's residents live under a separate set of laws, including those related to citizenship, ownership of property and fundamental rights as compared to other Indians. As a result of this provision, Indian Citizens from other state cannot purchase land or property in Jammu & Kashmir.

OBJECTIVES

- 1.) To Understand the provision and rules required for starting of Business in Kashmir after removal of Article 370 & 35(A).
- 2.) To Understand the marketable area to locate the targeted Customers according to the requirement of the business.
- 3.) To Understand the need and requirement of the people according to the selected Business.
- 4.) To Study the level of Income of local people and the Price of product of selected.
- 5.) To study various measures that can be adopted to promote products at various level.

“BOLO CHAI GARAM!”

India consumes around 0.72 pounds of tea per year (as of 2016) 7 out of 10 people in India prefers tea over coffee. It has been observed that a Layman can avoid everything except its daily necessity things.

The Idea of starting up a tea stall can be considered superior, after seeing the taste, local people's preference, their income level, working life style, etc

It can also be a profitable business if it is started near school, colleges or offices of the people.

A chai stall can be effective stress reliever for the people. It will also help to create a lot of employment amongst the local people

Government has also come with various offer for making interest for investment and making startups in Kashmir. New startups shall be provided with a monthly allowance of up to \$166.90 (INR 12,000) for a period of one year

Recognized startups shall receive a onetime allowance of \$16.7k (INR 12lakh) for product research and development

CONCLUSION

From the above short research, we can conclude that there are various provisions and offers, provided by government for attracting the people towards industrial sector of Jammu and Kashmir. We can get an idea about various advantages and opportunities available for newly started business in Jammu and Kashmir. We also get an idea about how market can be setup easily according to the needs and requirement of local people in Jammu and Kashmir.