



OPPORTUNITIES FOR SMALL SCALE INDUSTRIES IN DISTRICT PULWAMA AND ANANTNAG OF JAMMU AND KASHMIR

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ABSTRACT

Small scale industries are globally declared as the engine of economic growth and promotion of equitable development. This sector is called nursery of entrepreneurship. Countries like India, where resources are abundant, population is large, capital is scarce and unemployment is at its peak having best way to deal with the multiple social and economic problems through the growth and development of small scale enterprises. Present study is about two districts (Pulwama and Anantnag) of Jammu & Kashmir state, located in the northern India and is very rich in Agro, Horticulture, Forest, & Live Stock resources that opens opportunities for the different small scale industrial units like Food Processing, Sports Goods, Engineering Products, Leather Goods, Electronics, etc. The handicraft of the J&K is very famous around the globe that opens windows for different types of entrepreneurship activities. J&K is called the paradise on earth because of its scenic beauty that opens full entrepreneurship opportunities in the tourism sector. In the present study an attempt has been made to highlight the opportunities for small scale industrial units in Jammu and Kashmir, particularly in two districts Pulwama and Anantnag. Both the primary and secondary sources of data were approached in the study. Primary data was collected through field survey and secondary data from the Government and non government published sources. The paper concludes that there are full opportunities for small scale entrepreneurs in the state. But there is a need of bold steps from the state and central government to improve the industrial environment through policies and programmes in the state.

KEYWORDS: *Small scale industries, opportunities, challenges, unemployment, resources*

INTRODUCTION

Industrialisation is playing a key role in the economic growth and development of a nation (Dar and Ahmad, 2013). For developing economies it is a main driver for employment generation and poverty reduction (Subrahmanya, 2005). Countries like India, where capital is scarce and unemployment, poverty, income inequalities are at their peak; small scale enterprises have a great significance, because of higher employment potential with low capital investment in a short period of time. Present study is about the two districts (Pulwama and Anantnag) of Jammu and Kashmir, situated in the northern India. The economy of the state is largely dependent upon agriculture and allied activities (Paul, 2018). The State is a producer of different varieties of fruits and crops like *Apple, Almond, Apricot, Walnut, Saffron, Rice, Wheat, Maize*, etc. offers huge opportunities for the food processing units in the state. The state has about one-third of its total area under forests. These forests are supplying different kinds of raw material and put forward wide range of opportunities for the wood-based industrial units in the state.

Worldwide, tourism industry has been accepted as a key driver for the sustainable socio-economic development (Alhovaish, 2016). The state is famous around the globe for its scenic beauty, apple valleys, natural waterfall, deep gorges, deodar trees, chinars, wonderful panorama, snow capped mountains,

fascinating gardens, enchanting lakes etc. This unparalleled beauty is a center point of attraction, magnetize tourist around the globe. The tourism sector of the state is full with the opportunities for the different kind of entrepreneurship activities such Hotels, Restaurants, Transport and the tourism is a labour-intensive industry that provides employment opportunities for skilled and unskilled labours.

DEFINITION OF MICRO, SMALL AND MEDIUM ENTERPRISES

The definition of small scale industries differ from country to country or vary in a same country from time to time. In India, the new classification of small scale industries was done on the basis of investment. According to latest definition of small scale industries by MSMEs Development Act, 2006 under the section of 7, small scale industries are divided into three enterprises on the investment basis like Micro, Small and Medium enterprises. The new classification of small scale industries is given below in (Table 1).

Classification	Manufacturing Enterprises (Investment Limit in Plant and Machinery)	Service Enterprises (Investment Limit in Plant and Machinery)
Micro	Up to RS. 25 Lakh	Up to RS. 10 Lakh
Small	Up to RS. 5 Crore	Up to RS. 2 Crore
Medium	Up to RS. 10 Crore	Up to RS.5 Crore

Source: Ministry of Micro, Small and Medium Enterprises, India

OBJECTIVES OF THE STUDY

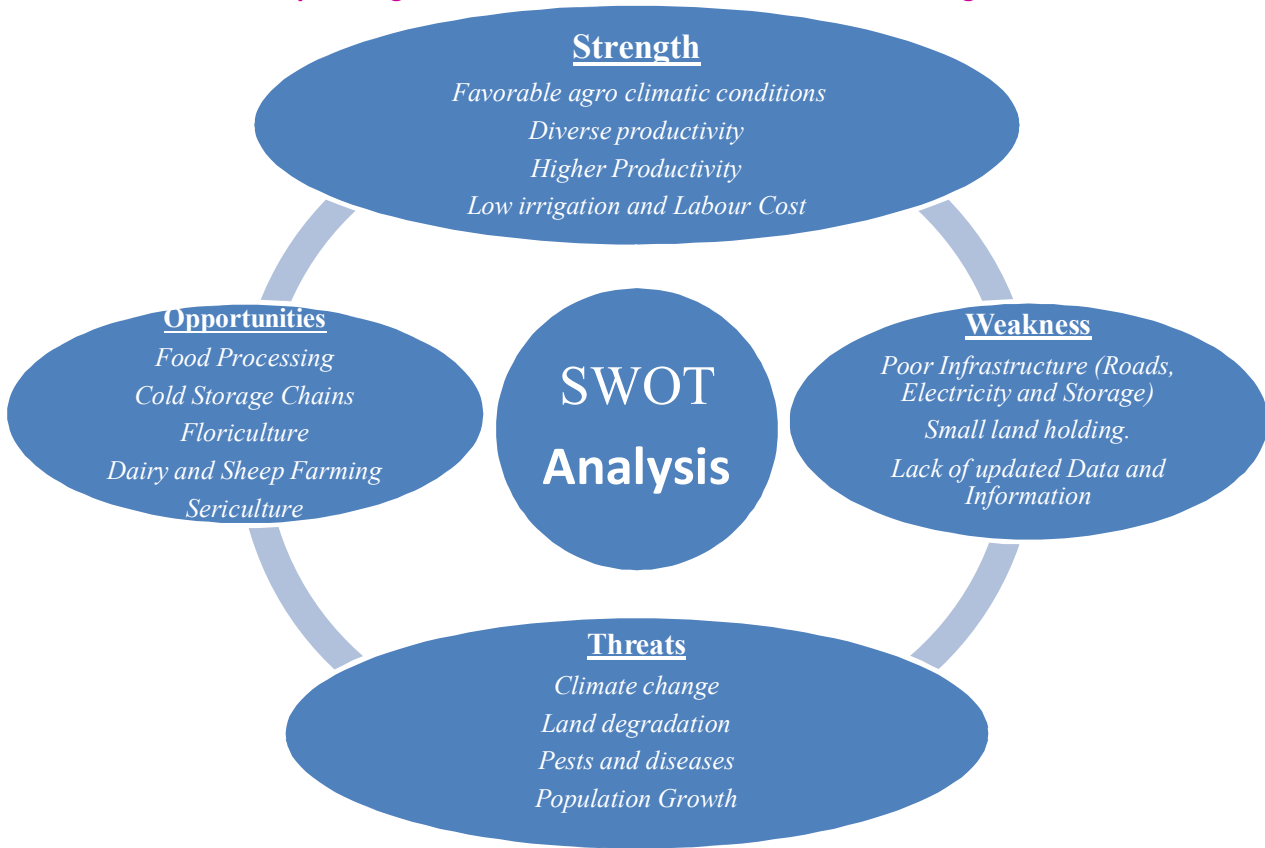
- To highlight the opportunities for the small Scale industries in district Pulwama and Anantnag of the Jammu and Kashmir.

METHODOLOGY

The present study attempts to highlight the opportunities for the small scale enterprise in the district Pulwama and Anantnag of J&K. To accomplish the objectives of the study both primary and secondary sources of data were approached. In the first phase of the study the published data of different governmental and nongovernmental originations has been invigorated to screenshot the picture of state economy. In the second phase of study, after scrutinizing the potential of economy and the resource availability; facts has been validated through the focus group discussions and the observations. The SWOT (Strength, Weakness, Opportunities and Treats) has been conducted to different sectors of economy of study area to highlight the opportunities for the small scale enterprises.

Study Area: The present study has been carried out into two districts (Pulwama and Anantnag) of Jammu and Kashmir. Both the districts are located in the south Kashmir, District Anantnag is one of the oldest districts of valley; covered the entire south Kashmir before its bifurcation in 1979. The economy of the both districts is largely dependent upon agriculture and tourist based activities. The total area of study area is 4,315 km² (Pulwama1, 398 km²and Anantnag 2,917 km²). The population is 1,639,132 (Male 852,831 and Female 786,301).

SWOT Analysis of Agriculture sector of District Pulwama and Anantnag of J&K



SWOT Analysis of Tourism sector of district Pulwama and Anantnag of Jammu and Kashmir

Strengths:

The strength of tourism sector of J&K is justifying by a famous *quote* of mughal emperor *Jehangir* “*Gar Firdaus bar-rue zamin ast, hami asto, hamin asto, hamin ast.*”(If there is heaven on earth, it is here, it is here, it is here). The Mountain locked valleys, sloppy peaks, unspoiled forests, freshwater lakes, chilling springs and vast meadows are exemplify a long rich heritage and history. Enchanting beauty of valley is magnetizing the tourists around the globe.

Weaknesses

The tourism infrastructure of the state is poor, like hotel and accommodation, railway, roadways, healthcare, entertainment etc. The airlines, railways and road transportation of the state are very poor as compare the others states of the nation. The online cab booking services like Ola and Uber concepts are still very far. J&K has no concrete tourism policy.

Opportunities

The tourism sector of the state is full with opportunities, only click is required. Still the hundreds of eye-catching green valleys are untapped. The eco-tourism has a vast scope in the state. The entrepreneurship opportunities in the tourism sector are Moving Restaurants, Tour Guides, Reservations centres, Translators, Ride-sharing, Eco and Urban Tourism, Rental Tent and Bike services, Water Transportation, etc.

Threats

Tourism and peace are highly correlated each other, unfortunately J&K is under political turmoil from last two and half decades; cots precious lives and choked the potential economic sectors of economy particularly tourism. The big treat to the tourism sector of J&K is the rising of political unrests.

Opportunities for Micro, Small and Medium Enterprises in District Pulwama and Anantnag of J&K.

There are diverse opportunities for Micro, Small and Medium enterprises in the state, particularly in the district Pulwama and Anantnag. The state has been conferred by nature with rich mineral and resources (Govt. of J&K, 2008). These resources offer a wide range of opportunities for small scale enterprises in different areas. The Kashmir valley has endowed with implausible beauty and is called as "Paradise on Earth". The *Stunning Chinar Trees, Small Hill Stations, Alpine Vegetations, Snow Capped Mountains, Mesmerizing Valleys and Crystal Blueish water* of Lidder (River) is centre point of attraction that magnetizing the tourists from every corner of world. Nowadays, tourism is not limited to only recreation but a key driver of economy that generates employment opportunities for all types of labours. The tourism sector of state offers various employment opportunities for small scale enterprises like *Moving Restaurants, Online Booking Services, Tour Guides, Rental Tent Services, Rental Bike Services, Boating*, etc. Restaurant industry is witnessing a good growth worldwide, due to strengthen of standard and life style of common citizens. Today people have no time to wash clothes, no time to clean home and no time to prepare food for themselves; approaching readymade concept. Keeping this opportunity in mind, moving restaurants have a good prospect because of multiple advantages. Tourist spots of state are very distant from the markets where restaurants are not available. To approach restaurant for lunch or dinner costs time of tourists. Moving restaurants can offer them food in place at every time.

Globally, food processing sector has been declared a sunrise sector because of its huge potential and entrepreneurship opportunities (Rais et al, 2013). The urbanization has increased the demand for high-value food commodities like fruits, milk, meat, eggs, vegetables and fish. The state has a rich agriculture sector, particularly district Pulwama and Anantnag. The state is a producer of diverse agriculture products, demanded worldwide like Apple, Almond, Walnut, Saffron, etc. Keeping the agricultural products and demand in consideration, food processing industry has a good scope in areas of grading, processing and packing in the state. Pickle is mouth-watering food and consumed within and outside the state highly. To start a pickle manufacturing unit has a great prospect because investment is low and returns are very high. The district Pulwama and Anantnag of J&K are large producers of milk that offers opportunities for milk processing activities like milk processing, curd, cheese, Ice cream, butter, milk packing, etc.

Cricket bat manufacturing industry has been accepted one of the most vital wood based industry of state (Dar and Thokar, 2012). The demand of cricket bats is rising worldwide, particularly in the Asian countries; because of large followers. Kashmiry willow is well recognised for manufacturing quality cricket bats (Bhat, et al, 2017). To start a small scale cricket bat manufacturing unit has a great prospect in district Pulwama and Anantnag of J&K, because of multiple advantages. Both the districts are producers of high quality willow, both the districts are located near the national highway and availability of skilled labour. To start a handloom and handicraft mechanized unit with advancement according the taste and preference of consumers has a good prospect in state. The handicraft products of state are demanded worldwide because of their exquisite designs and craftsmanship (Mohiuddin, 2015).

SUGGESTIONS

An attempt has been made to sketch some suggestions for the overall growth and development of entrepreneurship culture. Government should provide financial support to the existing units and encourage the youth of state in world of entrepreneurship through attractive financial initiatives like subsidies, low-interest rate on loans, easy producer for loan applications, etc. The mindset of governmental agencies should be changed from red-tapism to red carpet, welcome to new entrepreneurs that would inspire the

investor confidence and boost the industrial activities in the state. Government should focus keenly on the infrastructural development of the state. Government should focus on the tourism industry, new areas should be identified and promotion of village, pilgrimage, tribal, health, and eco-tourism should have first priority. The long-pending political dispute of J&K should be solved peacefully, because it is the main blockage in the economic activities of the state, particularly in the industrial sector.

CONCLUSION

Entrepreneurship is a main engine for economic growth and a vital tool for the employment generation and poverty eradication. The state of Jammu and Kashmir is industrial backward area because of political and geographical conditions. However, the state is full of the resources and minerals that offer full opportunities for the entrepreneurship activities, particularly micro, small and medium enterprise. Different hurdles are coming in the way of industrial development of the state; there is an immense need to remove them. It is time to take bold steps both by the center and state governments to boost the entrepreneurship atmosphere in the state by attractive investment incentives.

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