



Confederation of Indian Industry

# VISION DOCUMENT J&K Reimagine J&K @ 2047



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# J&K UT PROFILE

Union Territory of Jammu and Kashmir lies to the north of the Indian States Himachal Pradesh and Punjab and west of Union Territory of Ladakh. Jammu and Kashmir has 3.66% (1,20,355 sq. Kms - including PoK) of country's geographical area and is 12th largest among the 37 State/UT in terms of geographical area.



J&K UT occupies 19th rank in terms of the population, with 1,22,67,013 souls as per 2011 census. J&K UT has two distinct regions, viz. Kashmir and Jammu comprising of 20 districts and 6,431 villages as per census, 2011

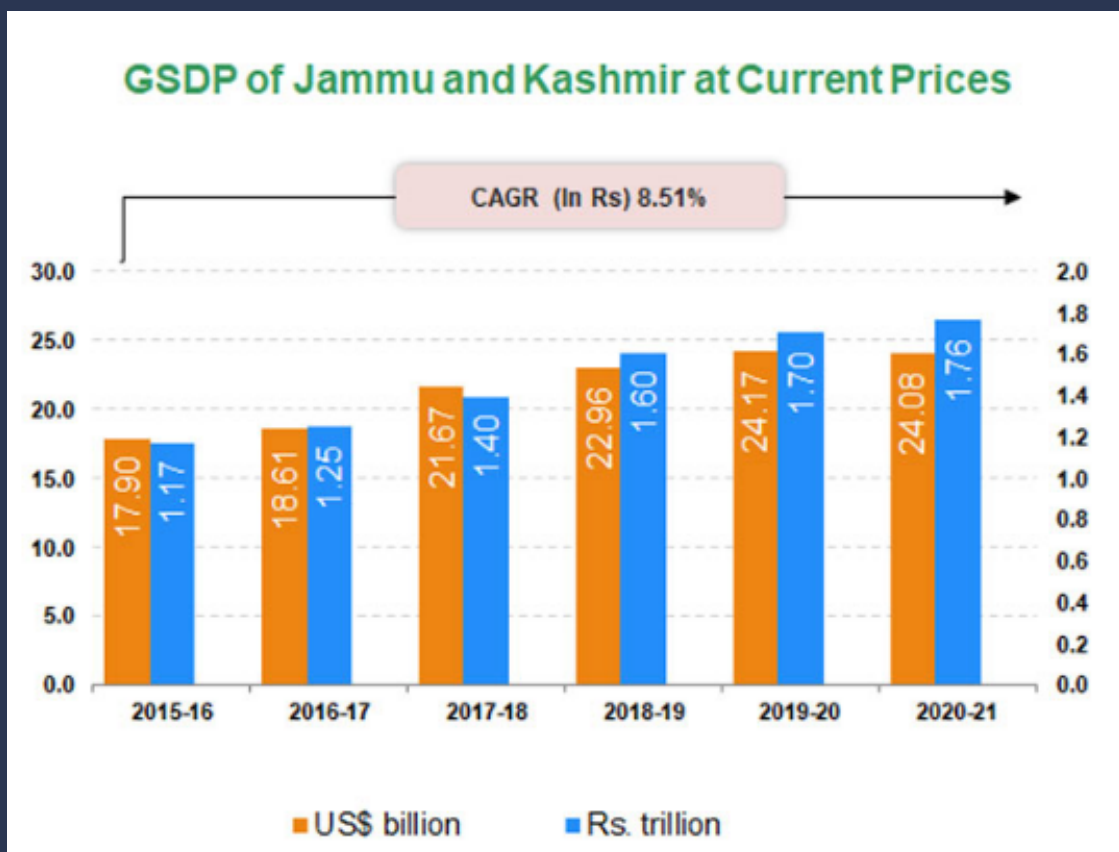


# J&K ECONOMY

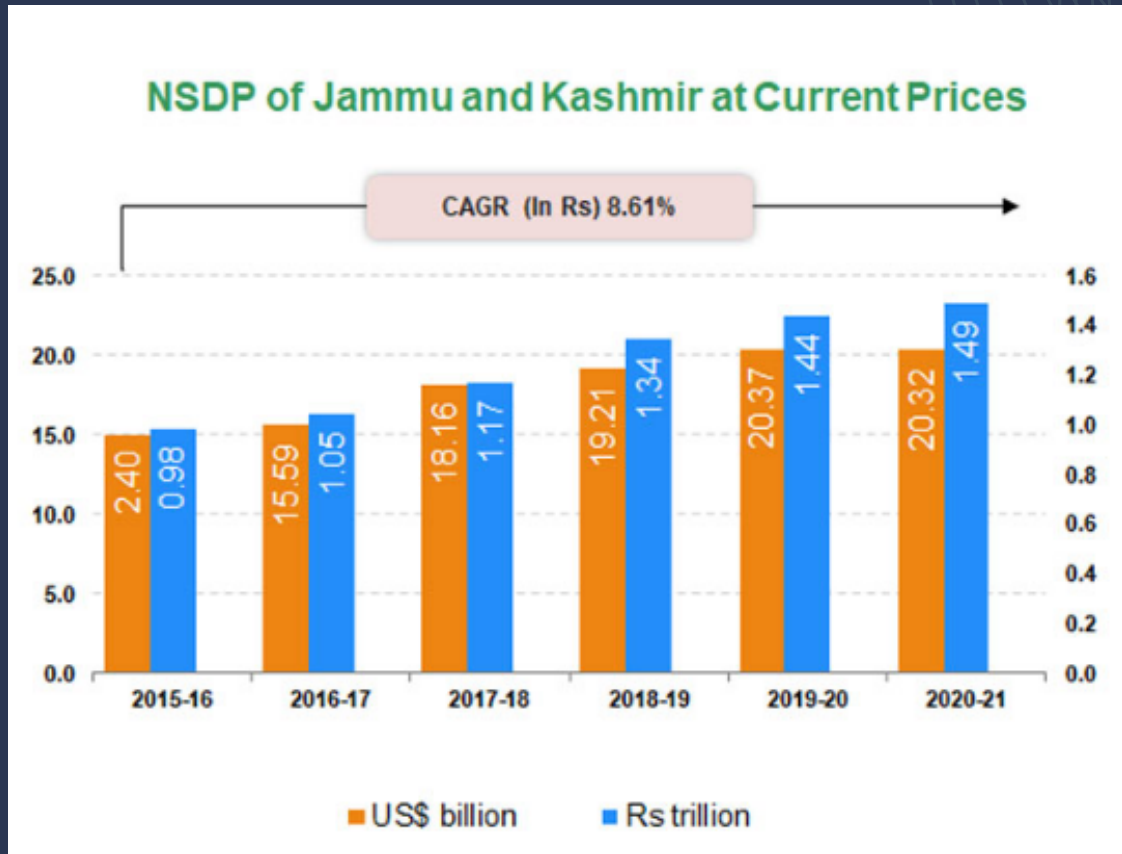
Jammu and Kashmir (J&K) is a Union Territory (UT) of India, located in the country's northern part, and a global tourist destination. In addition to traditional recreational tourism, a vast scope exists for adventure, pilgrimage, spiritual, and health tourism.

The economy is primarily services based and agri-oriented. The Gross State Domestic Product (GSDP) increased at a CAGR (in Rs.) of 8.51% between 2015-16 and 2020-21 to reach Rs. 1.76 trillion (US\$ 24.28 billion). J&K's NSDP increased at a CAGR (in Rs.) of 8.61% from 2015-16 to 2020-21 and reached Rs. 1.49 trillion (US\$ 20.49 billion).

A vast natural resource base has enabled J&K to develop land for cultivating major fruits. With varied agro-climatic conditions, the scope for horticulture is significantly high in J&K. Food processing and agro-based industries (excluding conventional grinding and extraction units) thrive in the UT. J&K has an ideal climate for floriculture and an enormous assortment of flora and fauna. J&K has Asia's largest tulip garden.



# J&K ECONOMY



J&K's handicrafts are world famous and the traditional handicraft industry has emerged as a large industry. Due to its large employment base and export potential, the industry has been receiving priority attention of the government. The UT is also famous for its small-scale and cottage industries such as carpet weaving, silks, shawls, basketry, pottery, copper and silverware, papier-mâché, and walnut wood. The cottage handicrafts industry provides direct and gainful employment to around 340,000 artisans.

J&K's energy requirement reached 16,513 MU in 2019-20. As of March 2022, J&K had a total installed power-generation capacity of 3,510.13 MW, comprising 1,866.08 MW under central utilities, 1,541.82 MW under state utilities and 103.32 MW under private utilities.

Total exports from J&K stood at US\$ 188.18 million in 2019-20. In FY21, exports from J&K stood at US\$ 159.64 million and increased to US\$ 199.43 million in FY22 (until January 2022).

# SKILL & LIVELIHOOD

Education is one of top priorities of the UT Government. Jammu district has 960 primary schools, 300 middle schools, 108 high schools and 62 higher secondary schools.

Education in J&K is free up to the university level. Seasonal schools have been opened for people in the hilly areas and underprivileged population.

J&K has a literacy rate of 67.20%, the male literacy rate is 78.26% and female literacy rate is 58.01%.

As per the Budget 2020-21, the Government of Jammu & Kashmir has allocated Rs. 2,392 crore (US\$ 326.97 million) as revenue expenditure for the education sector.

In January 2020, the government has established 25 'smart schools' in Srinagar. In March 2021, Lieutenant Governor Mr. Manoj Sinha announced launch of the Super-75 scholarship scheme to support education of meritorious girls in streams such as medicine, engineering, ITI and social sciences.

In April 2021, Union Minister Dr. Jitendra Singh stated that in the last seven years, Jammu has emerged as the education hub of North India, with presence of AIIMS, three government medical colleges, Indian Institute of Mass Communication, IIMs, IITs, within 10-20 km range.

## Literacy rates (Census 2011)

**Literacy rate (%) 67.20 Male literacy (%) 78.26 Female literacy (%) 58.01**

**Premier institutions in J&K:- IIT , IIM , AIIMS, NIT , University of Jammu ,University of Kashmir , Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu , Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir , Shri Mata Vaishno Devi University , Islamic University of Science & Technology , Baba Ghulam Shah Badhshah University.**

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# SKILL & LIVELIHOOD

## Vision

- To create IT Ecosystem in the UT
- Affordable and Easily available Education
- Inculcate a spirit of Entrepreneurship from the beginning

## Gaps

- Limited Quality institutes and education centres.
- limited skill training centres

## Action Plans

- Government has to establish more skill and training centres in rural areas.
- industry academia partnerships
- Building high-class education infrastructure.

## How can CII Support

- Organize Job fairs in collaboration with the J&K Skill department
- Series of mentorship programs for startups and aspiring entrepreneurs.

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# HEALTHCARE

The Health & Medical Education Department is striving to deliver state of Art and Affordable Healthcare to the citizens of J&K. With the support of the Ministry of Health and Family Welfare, Government of India, the Healthcare delivery of J&K has seen a tremendous rise in its quality due to the huge funding and bridging of the gaps of Human Resource and Health care Infrastructure which is aimed at raising the standards of Health care delivery in the UT of J&K.

The Universal Health care scheme introduced by the Government of India in addition to the Ayushman Bharat PMJAY is a fully funded Health care Insurance scheme for all the citizen of J&K which is focused on reducing the out of pocket expenses for the general public and especially for the Poor and Economically Weaker Section of the society.

As of May 2020, J&K had 31 District Hospitals, 749 Primary Health Centres, 2,868 Sub-Centres and 135 Community Health Centres. Under National Rural Health Mission (NRHM), Rs. 485.82 crore (Rs 75.38 million) has been allocated for the UT out of which Rs. 373.26 (US\$ 57.91 million) has been released for 2017-18. As per the Budget 2020-21, the Government of Jammu & Kashmir has allocated Rs. 1,268 (US\$ 173.40 million) as revenue expenditure for health and medical education

Health infrastructure (as of 2020)

Health Indicators:

District Hospitals 31

Primary Health Centres 749

Sub-Centres 2,868

Community Health Centres 135



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# HEALTHCARE

## Vision

- Create World-class Healthcare Facilities.
- Access to affordable healthcare and medical insurance for all.

## Gaps

- limited number of doctors and medical staff.
- limited high-quality hospitals.

## Action Plans

- Improve the Healthcare Infrastructure by upgrading with technologically advanced equipment.
- Build quality Medical Institutes.
- Invite professional doctors back to the UT.

## How can CII Support

- Health checkup Camps in rural areas.
- Awareness Campaigns on life-threatening diseases like AIDS, Cancer etc.

# INFRASTRUCTURE

The following are some of the major initiatives taken by the Government to promote Jammu & Kashmir as an investment destination:

- According to the Department for Promotion of Industry and Internal Trade (DPIIT), cumulative FDI inflows in J&K stood at US\$ 0.22 million between October 2019-December 2021.
- In March 2022, the UAE pledged to invest Rs. 3,000 crore (US\$ 391.8 million) in J&K.
- J&K has an industrial policy that offers attractive incentives along with a single-window clearance mechanism. Land is allotted at concessional rates in industrial areas on lease for 90 years.
- National Highway Infrastructure Development Corporation (NHIDCL) is developing five tunnels in the UT at a cost of US\$ 3.42 million. The tunnels will have all weather access and will be completed by 2024.
- In 2019-20, total production of horticulture crops was expected to be 3,912.91 thousand metric tonnes and area under production was 400.25 thousand hectares. In 2019-20, the total production of vegetables and fruits was estimated at 1337.12 thousand metric tonnes and 2541.16 thousand metric tonnes, respectively.
- In February 2021, Prime Minister Mr. Narendra Modi inaugurated the second Khelo India Winter Games in Gulmarg with the objective of making Jammu and Kashmir a hub for winter sports.



# AGRO-BASED & ALLIED INDUSTRIES

Food processing & agro-based industries (excluding conventional grinding and extraction units) thrive in the UT due to an excellent climate for horticulture & floriculture.

The Kashmir region is known for its horticulture industry. The industry plays a vital role in the UT's economic development. In 2019-20, total production of horticulture crops in the UT was expected to be 3,912.91 thousand metric tonnes and area under production was 400.25 thousand hectares.

In 2019-20, the total production of vegetables and fruits in the state was estimated at 1337.12 thousand metric tonnes and 2541.16 thousand metric tonnes, respectively.

The State Level Sanctioning Committee (SLSC) approved Rs. 601.12 crore (US\$ 82.19 million) annual action plan of Pradhan Mantri Krishi Sinchayee Yojana for the year 2020-21

Kashmir is well known for its quality of silk and traditional silkweaving industry. Sericulture is an agro-based labour intensive cottage industry, providing gainful employment to about 30,000 families in rural areas of the UT.

J&K's Sericulture Development Department organises cocoon auction markets in the UT to facilitate farmers to sell their cocoon produce at competitive rates. In 2016-17, the UT produced about 973 MT of cocoons, which further helped in generating a huge income through silk production.

About 150,000 metres of silk cloth is produced per annum in J&K. In 2019-20(P), 117 MT of raw silk was produced in the UT. It had a production target of 142 MT for FY21.

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# AGRO BASED & ALLIED INDUSTRIES

## Vision

- Setting up world-class facilities
- Well-trained workers and farmers.
- Access to insurance facilities.
- Setting up Mega Food Parks.
- Affordable and easily available resources.

## Gaps

- Limited Government support.
- Limited skilled and trained workers.

## Action Plans

- Adequate financial assistance/credit facilities
- Food processing training centres should be established.
- Annual agro & food fairs should be organised.
- Setting up export and import centres.



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# HANDICRAFT & HANDLOOM AND ALLIED INDUSTRIES

Handicraft is J&K's traditional industry and occupies an important place in economy of the UT.

Kashmiri silk carpets are famous globally and earn substantial foreign exchange. Wood from Kashmir, popularly known as Kashmir willow, is used to make high-quality cricket bats. The cottage handicrafts industry provides direct and gainful employment to around 340,000 artisans.

The UT has established the Jammu & Kashmir Handicrafts Sales & Export Promotion Corporation and Jammu and Kashmir State Handloom Development Corporation to promote development and growth of the handicraft sector.

The handicrafts and handloom sectors have engaged several people as artisans and weavers. The total number of handicrafts and handloom establishments in the UT are 60,397. As per the Budget 2020-21, the Government of Jammu & Kashmir has allocated Rs. 750 crore (US\$ 102.58 million) for upskilling 5,000 craftsmen and building capacity of craft instructors under the handicrafts sector.

In October 2020, the J&K government signed an MoU with Flipkart to provide an online platform to showcase and encourage local artisans/craftsmen/weavers to meet clients worldwide. This is a significant step towards fostering the rural economy and boosting sale of authentic exotic handicraft and handloom products and seeking new destinations for niche handmade Jammu and Kashmir products.

There are 523 registered handloom industrial cooperative societies in the UT and have a membership of 15,275 weavers.

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# HANDICRAFT & HANDLOOM AND ALLIED INDUSTRIES

## Vision

- Increase in export.
- Setting up world-class facilities
- Well-trained workers and artists.
- Affordable and easily available resources.

## Gaps

- Limited Government support to local bodies
- limited skilled and trained workers.
- New generation is not adopting the old skillsets.

## Action Plans

- Adequate financial assistance/credit facilities
- Setting up training centres in the far-flung areas.
- Setting up export and import centres.
- Organising training and skill development programmes as per the needs.

# TOURISM & HOSPITALITY INDUSTRY

Jammu is famous for its temples, while the Kashmir Valley is known for its scenic beauty.

The tourism sector in the UT has a huge employment potential for skilled persons as well as for people without any specialised skills such as guides, sledgewallas, ponywallas, etc.

Major tourist attractions include Chashma Shahi Springs, Shalimar Bagh and the Dal Lake in Srinagar; Gulmarg, Pahalgam and Sonamarg in the Kashmir Valley Vaishno Devi temple and Patnitop near Jammu. Darshan in June is popular event in the UT.

The Department of Tourism of J&K has launched aero ballooning to boost the influx of tourists.

Total tourist arrivals to the UT reached 16.22 million in 2019, of which 16.16 million were domestic tourists and 57,920 were foreign tourists. In September 2020, Rs. 1,350 crore (US\$ 182.83 million) economic package was announced in Jammu Kashmir to boost tourism and the other sectors.

In January 2021, tourist arrivals in Srinagar were recorded at 19,000 in contrast to 3,750 in January 2020. In April 2021, the government announced its plan to establish an adventure tourism hub in J&K. It initiated the key stakeholder to identify and map potential areas, along with promotion of pre-notified areas, as per the J&K tourism policy.

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# TOURISM & HOSPITALITY INDUSTRY

## Vision

- To establish a world-class international Airport.
- Road connectivity to unexplored areas
- National and International events to showcase the versatility of J&K culture, tourism, cousins & hospitality.

## Gaps

- Limited resources.
- Inadequate infrastructure and policies.

## Action Plans

- Promoting new tourism destinations like Archeological and religious tourism, Adventure sports, Farm and Heritage Tourism, Film and entertainment.
- Participating in national and international tourism-related events.
- Renovation & maintenance of heritage buildings

## How can CII Support

- CII will engage the J&K government in national & international roadshows & organise events like the J&K festival in other states of India





## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India completes 75 years of Independence in 2022, it must position itself for global leadership with a long-term vision for India@100 in 2047. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2022-23 as Beyond India@75: Competitiveness, Growth, Sustainability, Internationalisation has prioritized 7 action points under these 4 sub-themes that will catalyze the journey of the country towards the vision of India@100.

With 62 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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