

# Tourism: A Gateway for Generating Employment Opportunities (A Study of State Jammu & Kashmir, India)

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## ABSTRACT

*The aim of the paper is to boost tourism in the state J&K. The scenic beauty and natural charm of the state J&K is famous world-wide, which we have discussed in detail in the paper. One of the most serious problem of Indian economy and also that of economy of J&K is unemployment. The author has tried to find out the ways to generate employment opportunities in the State J&K through tourism. The paper is based on secondary data as well as the personal visit by the author to various tourist destinations of the state. The paper is divided into 08 sections, inclusive of the introduction; the second section depicts various places of tourist interest of the state; the third section puts forth light on the exquisite handicrafts of J&K; the fourth section depicts the importance of tourism in J&K; the arrival of tourists in the state J&K over the years is discussed in section five; the sixth section explores the various causes of decline of tourism in the state; the seventh section depicts about the unemployment rate of State J&K; Section eight highlights various measures by which employment opportunities can be generated through tourism.*

**Keywords:** Employment, Tourism, Economy, development, J&K

## 1. INTRODUCTION

Tourism has a great potential, to contribute in the development of any economy, as it creates employment opportunities for skilled, semi-skilled and unskilled workers. It also generates high potency avenues for sustainable development which is the need of an hour. The beautiful Jammu & Kashmir state is world-wide famous for its scenic beauty as well as this state has an immense potential for pilgrimage tourism. Amongst them Mata Vaishno devi shrine in Jammu region and holy shrine of Amarnathji are famous one where thousands of devotees visit every year. The natural and picturesque landscape of Kashmir is one of the most popular destinations for tourists from all over India & abroad. Jammu, the “city of temples”, is known for its ancient temples, shrines and forts. The state J&K is rich in natural products as well for various kinds of handicrafts which is described in detail in the paper. The author feels that tourism is a gateway for enhancing employment opportunities in the state. The aim of the paper is to find out ways & means to generate employment opportunities in the state J&K through expansion of tourism sector.

### 1.1 General view of the State Jammu & Kashmir:

The State J&K has three distinct regions comprising Jammu division, Kashmir Valley and Ladakh. The J&K State occupies a foremost strategic place in the map of India with its border touching Pakistan, Tibet and China. It is north western state of India. Population density of the state is 124 people per sq. Km as per 2011 census. Literacy rate of the state is 68.74% with 78.26% male literates and 58.01% female literates as per census 2011. (1); (2);

As far as climate of the state is concerned “every hundred feet of elevation bring some new phase of climate and the vegetation, and in a short ride of thirty miles one can pass from overpowering heat to climate delightfully cool”. Keeping in view the different types of climate in this region, four units become obvious:

The Wind Ward (Jammu Region)

The Lee Ward (Ladakh Region)

The High Altitude Kashmir (Himadri, Pir Panjal)

The Kashmir Valley (1)

On the basis of the climatic conditions of the state also, it can be said that tourist can enjoy all three weathers at a same time by visiting in the state. As far as scenic beauty of the state is concerned, J&K is worldwide famous for its extreme scenic beauty. The state is endowed with both historical sites and natural scenic beauty.

## 2. Places of interest in J&K

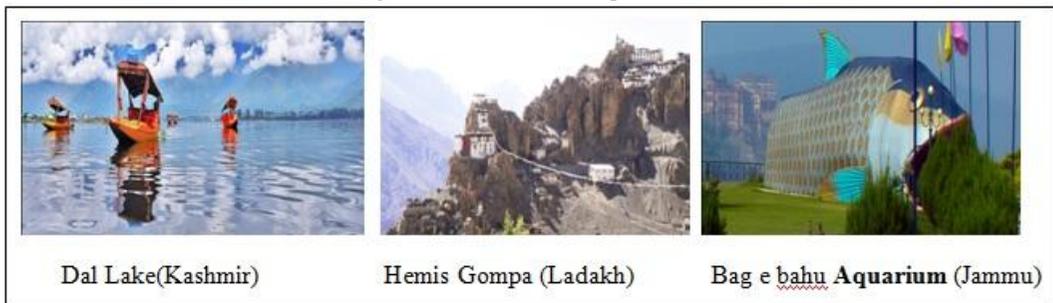
There are a total of 22 districts in J&K and each region has several great tourist attractions to boast of. In Kashmir region there is a wealth of scenic beauty, each surpassing the previous in its natural splendour. (3)

**The various places of interest in J&K are as mentioned below:**

J&K is divided into three regions: Jammu, Kashmir & Ladakh. There are over hundreds of places of tourist interest in the state, some of the most prominent destinations are given below:

In Jammu, the major highlight is the religious destination of **Shrine of Vaishno Devi**, receiving thousands of pilgrims throughout the year. **The Bahu temple**, situated inside the majestic Bahu Fort is another religious attraction. **The underground aquarium** at Bag e bahu is another tourist attraction. **The Amar Mahal Palace**: It is built like a French chateau; Antique articles, books and paintings of city Jammu are kept in a museum located inside the Palace. **Akhnoor fort**: It was built in 1802, having decorated arches and paintings on its walls. **Patnitop**: a Hill station with pleasant weather all year round and scenic beauty located at only a few kms from Jammu city. **Dheraki ki Gali**: This place is like Patnitop and even more beautiful than that and is 35 Km from Rajouri. **Bhaderwah**: a Hill station fondly known as the little Kashmir for its great natural beauty and untouched natural sites. **Kishtwar**: It's a beautiful place with scenic natural beauty and is endowed with dense forest of Deodar and pine trees. **Mantalai and Shivkhori** are other tourist sites. **Mansar Lake**, a big lake is also a very attractive and popular location in the midst of lush green forest-covered hills. (4)(5)(6)

**Srinagar**: a popular shopping destination and hill station of Kashmir and also Summer Capital of J&K. **Dal lake**: highlight of Srinagar, this is a very vast and beautiful lake with house boats lined up on it called the shikharas. **Pahalgam** - A popular hill station known as the valley of shepherds is endowed with great beauty, also nearby is 'Betaab Valley', a green valley, full of scenic beauty, 06 km from Pahalgam. **Sonmarg & Gulmarg**: Hill stations with one of the kind meadows and greenery; Sonamarg is known as 'Meadow of Gold' **Verinag Spring**: It's a beautiful fresh water spring and is considered as a chief & original source of Jhelum River. **Amarnath temple**: For Hindu devotees of Shiva, it's a religious pilgrimage site where a large number of devotees visits every year. **Manasbal Lake** is another attractive site: a beautiful lake in Srinagar famous for its clean water, depth and lotus flowers. **Shalimar and Nishat Gardens** are very popular tourist spots, these gardens are famous for its beauty; **Chashma Shahi** is a garden in the form of terraces, from where one can have a magnificent view of the Dal Lake and surrounding mountain ranges. It has very refreshing and digestive cool water spring. **Kheer Bhawani Temple** is another major religious destination for all Kashmiri pundits, it is situated at Tullmula in Srinagar district & is an important Hindu shrine.



Dal Lake(Kashmir)

Hemis Gompa (Ladakh)

Bag e bahu Aquarium (Jammu)

Source: Destinations: <https://www.jktdc.co.in/>

Filled with pristine beauty is the region of **Leh-Ladakh**, ancient monasteries, gompas, mountain peaks and wildlife safaris are major attractions. **Nubra Valley**, known as the valley of flowers and it is situated in the north of Leh. The Bactrian Camels (Shaggy double hump Camel), Deskit and Samstanling monasteries are the main attraction of this area. **Zaskar**: the monasteries, Zongla, Zongkhul, Stongdey are the tourist attractions of this district. **Shanti Stupa** also known as Buddhist white-domed stupa, holds the relics of the Buddha at its base and is a famous place of tourist attraction. **Hemis Gompa** is a world heritage monastery located in Ladakh. (4)(7)

A very few important & famous places of the state have been mentioned above, whereas there are more so many places in the state which are also places of tourist attraction. The aim of the paper is to throw light on the fact that J&K is full of scenic beauty and if all sites are explored properly for tourists, J&K can be a great tourist destination and with more arrival of tourists in the state more employment opportunities shall be generated in the state.

### **3. Handicrafts of J&K**

J&K is known for its exquisite arts & crafts throughout the world. There is a diverse range of articles crafted by the most uniquely skilled craftsmen of the state. These include woollen textiles; fine hand woven carpets, beautiful and intricate papier-mâché, wood work, Silverware, paintings etc. **Basohli Qalam** paintings are the

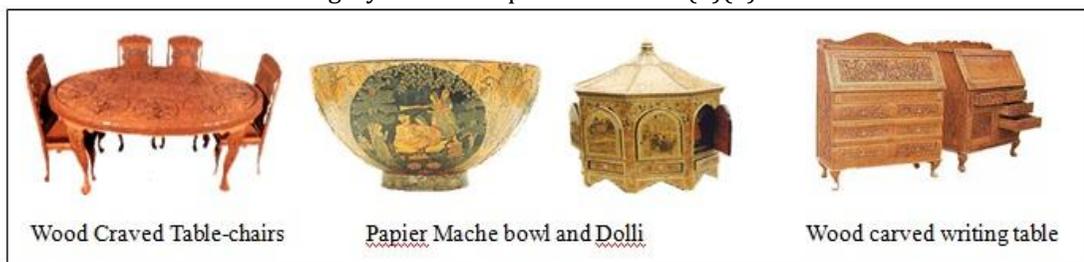
famous paintings of J&K, which are kept in many famous museums around the world. The vast variety of handicrafts of Kashmir is famous in the world. Some of the famous handicrafts of J&K are:

**Carpets:** Carpet weaving is one of the most renowned and most expensive Kashmiri handicraft skills. A lot of hard work is put down by artisans while weaving carpets and that's why they are very much expensive too. Carpet industry is wide spread and even these are found selling in houseboats also. The carpets are of various sizes such as 3 into 6, 9 into 12, 4 into 6, 6 into 9 & 12 into 15 ft. resp. These Kashmiri carpets are well renowned as they are handmade -always knotted, never tufted. **Namdass:** Another speciality of Kashmir is Namda generally manufactured in Srinagar & its price varies as per %age of wool available in it, chain stitch embroidery is worked on these rugs in woollen & cotton thread. **Shawls:** Kashmiri shawls are very popular all over the world, "of all Indian textiles none excels in beauty, colour, texture and design as the famous Kashmir Shawl", owing to their great quality and beauty. Shahtoosh, Pashmina and wool are the three types of fibres used generally in weaving of these shawls. The fibre of Pashmina is very expensive and have different ranges and wool (not as much costly), woollen shawls are famous for embroidery work done on them. Below are some of the famous handlooms of Kashmir:



Source: Handicraft Products: <https://www.jkhandicrafts.com/>

**Papier-Mâché:** One of the most famous item amongst the handicraft work is Papier Machie; this work can be done on bowls, cups, containers, jewellery boxes, lamps etc. and gives a very antique look. **Leather and Fur:** In Srinagar, a variety of products made up of fur & leather such as caps, gloves, children coats, purses, shoes etc. are available in large variety. **Wood Carvings:** The complex art of wood carving is another interesting area of Kashmiri handicrafts. Carved walnut wood-work is among the most important crafts of Kashmir. A variety of carved products bear recurrent motifs of the rose, lotus, iris, bunches of grapes, pears and chinar leaves. **Walnut Wood Items:** The root or the trunk and branches of the walnut tree are used to make items of different kinds. Since it's a soft wood type, the artists are able to carve out chinar leaves and flowers and other intricate designs in it. A variety of walnut wood items like salad bowls, trays and photo frames are made. **Copper wares and silverware:** 'Naqashi' is an art where floral, geometric or leaf designs are engraved or embossed on copper or silver and then oxidized. Samovars, plates and trays and other household items are decorated with such Naqashi by craftsmen. The vibrant and art rich culture of the State J&K can also be seen in the paintings, costumes and gold and silver ornaments which are truly world class. These constitute another handicraft category that is unique to the state. (4)(8)



Source: Handicraft Products: <https://www.jkhandicrafts.com/>

From above mentioned handicrafts of J&K; we can say that if tourism industry is boosted in J&K then the demand for handicrafts of J&K shall increase tremendously, and also with the increase in tourist arrival in the state various types of benefits shall also generate in the economy of J&K which are mentioned below:

#### 4. Importance of tourism for J&K:

- With the enhancement of tourism industry more and more employment opportunities may be generated.
- State's unique & rich cultural heritage and assets will be upgraded.
- More employment opportunities may be generated in unorganized sector especially unskilled workers may also get employed in tourism industry.

- Various Service providers such as Guides, Pony-wallas, Sledge-wallas, Travel agents, workers in hotels/ houseboats shall avail or get direct employment opportunities.
- Allied sectors like Handicrafts, hand looms & transport etc. may get encouraged through tourism.
- It is a good source of foreign earnings as huge number of foreign tourists visit Kashmir to view its scenic beauty.
- It will also stimulate infrastructure investment; as with the enhancement of tourism industry government will make more and more investments in infrastructure such as bettering water & sewage systems, electricity, roads, telephone & Public transportation works.

### **5. Arrival of tourists in the state J&K over the years:**

The table below depicts the arrival of tourists in the State J&K from 2008 to 2017(end Oct.)

**Table 1.1 Tourist arrivals in the state J&K from 2008 to2017 (end Oct).:**

Year	Kashmir Valley		Jammu	Ladakh	Total State
	Amarnathji	Domestic /Foreign	(Mata Vaishno Devi ji)	Domestic/ Foreign	
2008	498075	572100	6576000	72000	7718175
2009	373419	601250	8235064	78573	9288306
2010	458046	736448	8749000	76055	10019549
2011	634000	1314432	10115232	179204	12242868
2012	621000	1308765	10394000	178750	12502515
2013	353969	1171130	9287871	137650	10950620
2014	372909	1167618	7803193	181301	9525021
2015	352771	927815	7776604	146501	9203691
2016	220490	1211230	6823540	179142	8434402
2017(end Oct)	260003	1050480	5739632	259170	7309285

Source: 1. *Economic Survey 2016 (Statistical Supplement: Directorate of Economics & Statistics; J&K Govt.);sub-source-Tourism Department,J&K;P-94;2. Economic Survey 2017:<http://ecostatjk.nic.in/Economic%20Survey%202017.pdf> p-99*

Table 1.1 depicts the trends in arrival of Tourists in the state. It is clear from the table that pilgrims visiting to Amarnath Ji in the year 2009 were 373419 and has increased uptill 2011 to 634000 and afterwards in 2012 it has declined to 621000 and has continuously declined up till 2013 to 353969, then increased again in 2014 to 372909 and then again declined till 2016 to 220490 and then again increased in 2017(end Oct) to 260003. This fluctuation in arrival of tourists is due to unstable conditions of the state. The number of Domestic/ Foreign tourists visiting the state keeps fluctuating, it has increased from 572100 in 2008 to 1314432 in 2011 and has started declining in the year 2012 to 1308765 and further remain declining up till 2015 then increased in 2016 and further declined in2017(end Oct.) . Arrivals of pilgrims to Mata Vaishno devi ji has kept on rising from 6576000 in 2008 to 10394000 in 2012 and then it declined up till 2017(end Oct)to 5739632 . In Ladakh Region, however, Domestic/Foreign Tourists were 72000 in the year 2008,increased to 78573 in the year 2009,further decreased in the year 2010 to 76055 and again increased up till 2011 to 179204, again declined up till 2013 to137650 and has increased to 181301in 2014, again declined in 2015 to146501, again increased in 2016&2017(end Oct.) as depicted in table above, so a serious fluctuating trend has been found in tourist arrivals of Ladakh which is also a matter of concern as generally we expect that tourist arrival should remain increasing in the state as it's the only industry which is without chimney but a good source of income to the economy. As far as total arrival estimates of Tourists in J&K is concerned it has increased from 7718175 in the year 2008 to 12502515 in the year 2012 and has thus started declining in 2013 from 10950620 to 7309285 uptill 2017(end Oct.), this is a matter of serious concern. The above data reveals the fact where the state J&K is famous all over the world for its scenic beauty but overall declining rate of tourist in the state after 2012 onwards is a matter of serious concern. The aim of the present research is to find out the ways and means to increase the number of arrivals of tourist in the state so that the more revenue and employment opportunities may be generated in the state J&K. (9) (10)

**6. Causes of decline in tourism:**

As observed from table 1.1, there has been a fluctuation in arrival of tourists visiting the state J&K. Since tourism is a phenomenon which is both complex and sensitive in nature it should be handled with careful planning and thinking. The following problems faced by the tourist Industry in J&K are the reason behind the declining flow of tourists in the state:

**i. Unplanned and mismanaged utilization of Govt. Funds:** This is the major reason behind most of the infrastructural problems in this field. There is often a gap between the projected and actual utilization of funds formulated for the tourism related developmental work. Over-popularising of some spots like Dal Lake, Pahalgam and under development of other unexplored spots has led to a non uniform development of tourism sector in the state and also destruction of natural resources in the overcrowded spots.

**i. Inadequate Facilities:** Poor facilities like accommodation, clean food, transport, hygiene etc. discourages a lot of tourists visiting the state. The vital components like that of road and transport is a major reason why tourists shy away from further exploring the far off located tourist destinations in the state and stick to few easily accessible primary locations, leading to an overcrowding, non-availability of reservation and other issues like non availability of enough food & water etc. Also, the basic facilities like water, electricity, etc. are unavailable or poorly managed at various tourist spots leading to an increase in dissatisfaction and discouragement among tourists.

**Unstable Political Scenario and terrorism:** This is one of the strongest reasons behind the decline of tourism in the state over the years. J&K has been experiencing many unpleasant incidents of terrorism related activities and other political problems like that of 'Bands', strikes, etc. Owing to this reason the tourists have shifted their place of interest from J&K to other mountainous states of Himachal Pradesh and Uttarakhand etc.

**Natural Factors and safety:** Connectivity in J&K gets badly hit during monsoons and winter snow season due to landslides, road blockages etc. The uneven climate within the state throughout the year is another challenge that tourism Industry has to face in state.

**Coordination among various Govt. Departments in J&K:** The lack of coordination and mismanagement of common resources and the consequent execution, among the various departments is another big reason behind the poor tourism related facilities. The preferences and convenience of visitors have been given little importance in provision of different kinds of services(4)

**7. Unemployment status in the state J&K:**

The unemployment rate signifies the proportion of persons who were available for work but did not get work during the reference period. The person in the age group of 18-29 years had unemployment rate 13.2% at all India level using UPS approach and 10.2 using UPSS approach. In the state J&K, unemployment rate is 24.6 % using UPS approach and 23.8 % using UPSS approach. (11)

In order to counter such high level of Unemployment, expansion in tourism sector shall prove to be very effective. In the following section we will discuss the measures that can be taken to tap the employment generating potential of this Industry.

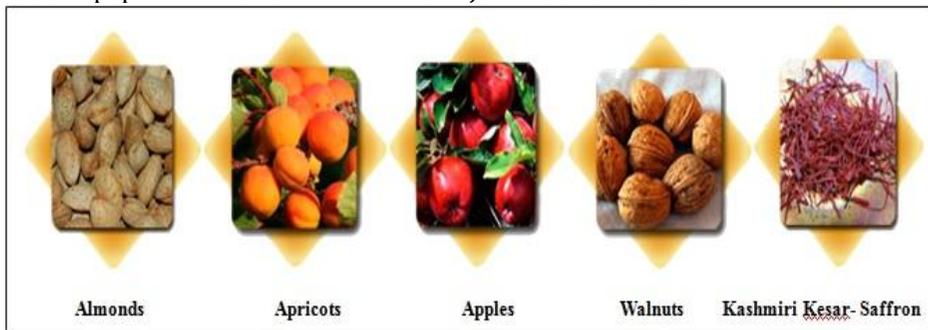
**8. Measures to generate employment opportunities through tourism industry:**

There's a huge potential in J&K to generate tourism related employment opportunities for unemployed youth related to qualification & skill. Tourism in the economy of J&K shall be able to provide employment to large number of people in the state, both in direct and indirect ways as tourism is an industry which is without chimney but has potential to provide employment to large number of people being a labour intensive Industry. The various ways and means are as mentioned below:

- **Income opportunities in remote regions and employment generation:** The remote regions like Kishtwar, Bhaderwah, Patnitop, Mount Tatakuti, Doda, Sonmarg, Pahalgam, Daksum, Gulmarg, Kargil, Leh, Nubra Valley, Zaskar etc., have tourism as the main economic activity and generates a good source of income for the people of that area, and hence creates various types of employment opportunities for the people of those regions. Taxation on these sites and other tourist activities also generate income for the state. An additional income is generated through taxes on hotel-restaurant bills, huts and tickets to gardens, museums and other tourist sites. Facilities like amusement parks, clubs, health resorts, casinos etc., should be established in the state as these provide more options to the tourists for recreation and further generate employment to the connected work-force. This will also encourage tourism in areas like medical & health tourism and provide jobs to those in health related professions.
- **Service sector Employment opportunities:** A large number of people in the state are employed in hospitality and other tourism related services. These include people who work in houseboats, hotels,

guest houses, restaurant, dak-bungalows, tent houses and dormitories and also engage in various business activities. Apart from these, a large number of pony-walas, operators of gandalas & cables, taxi drivers, people engaged in boating services, tourist guides, helpers, fruit sellers etc. directly dependent on tourism. These areas are most benefited from tourism as the greatest proportion of income in service sector comes from salaries and wages. So if proper facilities shall be provided to tourists in unexplored areas of tourism, then it will definitely generate more employment opportunities and hence income also.

- **Employment in Handicrafts, handloom and fruit & Spices related industries:** Jammu And Kashmir State has always been universally famous for the exquisite handicrafts and handlooms. The skill and craftsmanship of these craft workers are awe-inspiring. A large number of handicrafts and handloom industries like the Carpet-making industry; wood carving and willow works industry, and exquisite embroidery works, fur and leather work, papier-mâché art work and pottery making etc. employ a large number of craftsmen and labour in the State. The distinct organic produce of the state, consisting of items like the famous 'Kashmiri kesar'-saffron, walnuts, almonds, apricots, 'Ladakh gold'- sea buckthorn etc., form other specialities. The government should set up emporiums at all the key tourist spots and also provide incentives to local shopkeepers to set up shopping complexes marketing the famous products of J&K. Also, there should be Night Bazaars for tourists so as to provide them with unique shopping experiences and healthy cultural entertainment. If a proper market for handicrafts and other famous produce of the state is developed it may generate not only employment opportunities for craftsmen and farmers but shall also be a good source of income to the state. Some of the famous natural items of the state popular in the tourist markets of J&K are shown below:



**Source:** Specialities of Jammu & Kashmir State: <http://msmedijammu.gov.in/JKSpecial.html#>

- **Opportunities in the field of transport and connectivity:** Transport and connectivity is the most essential component of tourism in any country. In J&K, Public works is another area where there is a need of better connectivity and roads. The various activities like cutting of rocks, clearing landslides, rock blasting activities shall be able to generate employment opportunities for the people of the state. It's also a good source of income for various skilled and unskilled workers. If the workers shall get employed in the state it would discourage the labourers from leaving the state in search of livelihood to other states and hence economy of the state shall get strengthened. Not only this, shortest and new routes should also be searched in order to enhance tourism in the state, e.g. Road from Chamba to Bhadarwah and Lakhanpur to Bhadarwah is not in working condition and if a proper road is constructed a large number of tourists visiting Himachal Pradesh and northern India may come directly through that road to Bhadarwah and shall be able to enjoy the scenic beauty of the state. Constructions of new routes and new roads shall enhance number of tourists as well as employment opportunities for the people of the state.
- **Employment Opportunity in the field of Adventure Sports:** J&K is blessed with spectacular landscapes and landforms and a variety of seasons throughout the year. This makes J&K ideal for various adventure sports like trekking, Mountaineering, Skiing, Water sports, golfing and Fishing. The government should further promote these sports by investing further in the development of the supporting infrastructure and consequently generate more employment in this sector. As adventure sport is an industry in itself, promotion of this aspect of tourism will mark J&K as a major 'adventure destination' on international tourism map and will generate employment in large numbers. Some of the adventure sports appealing to tourists in the J&K state are as under:



Hot Air Balloon

Water-Rafting

Skiing

Trekking

Source: Things to do: Adventure Sports: <https://www.jktdc.co.in/>

- **Employment generation through Wildlife Eco-tourism:** There is a wide scope for employment generation in the unexplored field of Eco-tourism in J&K. In order to attract tourists from all over the world towards the unique flora and fauna of the state J&K, there should be more steps taken for promotion of wildlife Eco-Tourism. Rare animal species like the Kashmir stag 'Hangul', mammal 'bharal', Cinnamon sparrows, wild yak, blue sheep and rare musk deer are only found in this area but still outside the regular tourist's domain. There are also many species of birds unique to the state. Therefore, there is a potential of employment generation in the process of building Eco-tourism infrastructure & services e.g. transportation, connectivity to forests and wildlife: roads & bridges, guides & instructors, nature scientists etc. A development of this type of tourism in the state will attract nature & wildlife lovers and students from all over the world and will impart a major boost to the economy of the state both in terms of foreign exchange and employment opportunities.
- **Employment opportunities for the Artists of the state:** In order to display the rich Art, Culture, Food & Craft of the state, there should frequent organization of international festivals, conferences, Exhibitions etc. This will generate both employment and a regular source of income to the artists of the state, who play a key role in the preservation of the rich cultural heritage of the state through their art. Also this will give tourists, a window into the cultural heritage of diverse J&K state, introducing them to unique folk music, festivals, food and dances of the state. Apart from artists, organising of such events will also generate employment opportunities for other related fields like historians, archaeologists, curators, museum workers, photographers and general man-power etc.

Tourism in J&K has, thus, a lot of potential of combating the unemployment in the state as it opens new vistas for development of all the regions. A trend of urbanization can be seen in remote areas as a result of income and employment generation in these far-off rural regions through tourism. The construction of many more hotels and guest houses, roads and bridges, electricity and telecommunication services will improve the infrastructure of the state and as a result shall boost tourism and create employment opportunities. Also the ever increasing demand of hand crafted textiles and artefacts of J&K is another very rich source of employment generation. Another aspect of tourism – the International tourists, is another area which can be further enhanced to generate more foreign exchange. This can be achieved by further improving the essential infrastructure and tourism related services.

### Conclusion:

The above study indicates towards the great potential in development of employment-generation in the field of Tourism, in the state J&K. The key areas that set apart J&K from many other North Indian states as the favoured tourist destination are: its unique and spectacular topography; rare & special species of forests & wildlife; rich art and cultural heritage; one of the kind exquisite handicrafts & Handlooms; exotic spices and fruits. The famous products of the state, consisting of items like saffron, walnuts, almonds, etc., form other specialities. All these areas that make J&K an attractive tourist destination, also has the capacity to offer sufficient means of livelihood to all those who are engaged in its development and growth. These include all the artisans, craftsmen, farmers, transporters, engineers, builders, drivers, workers, road builders etc. New areas of tourist interest in the state, like that of Adventure Sports, with interesting attractions like Aero sports- Hot air balloon and water sports etc. and that of Eco-Wildlife tourism, also offer ample prospects for employment generation in the state. This shall boost the economy of the state J&K greatly and will help to achieve sustainable growth which is the need of an hour. The differences in the economic prosperity and development within the different regions of the state will be reduced manifold, as there is a popular tourism trend of preference towards the 'unexplored destinations' among the tourists worldwide. This will generate direct employment and revenues in these distant regions of the state. Promotion of the rich and distinct cultural and ethnic heritage of the state through Tourism awareness campaigns has the potential to attract tourists from world-wide as it will help to remove any political misconceptions and other socio-cultural

barriers. Thus, Tourism in J&K should be developed extensively, both by the involvement of Government and the private sector, as it will generate not only employment opportunity for skilled & unskilled workers but shall also bring foreign exchange, business & educational opportunities and an overall prosperity to the J&K state.

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