

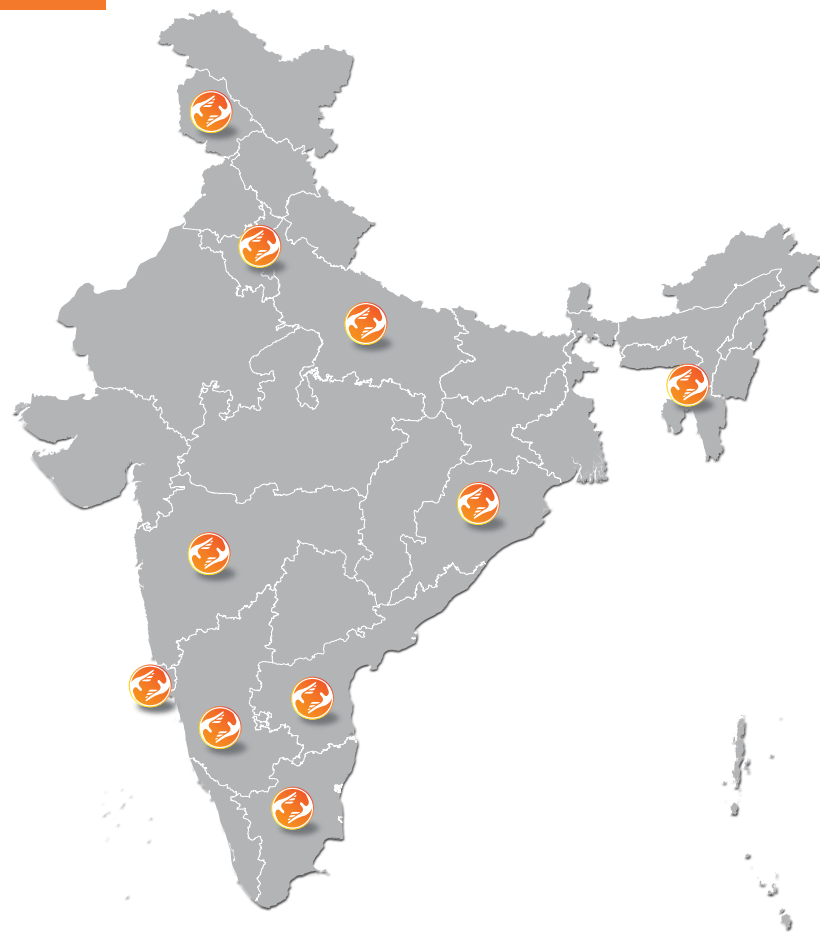


# STRENGTHENING TIES WITH THE PEOPLE OF JAMMU & KASHMIR THROUGH POLICY, ADVOCACY AND GROUND LEVEL ENGAGEMENT — A SUMMARY





## Our Presence



## About Us

**PARC is an independent think-tank and socio-economic development-oriented implementation agency, direct and third party agency for conducting primary research and impact assessment for various sectors.**

- Engages in progressive impact-driven policy intervention & impact assessment
- Focuses on building dialogue – for impact with members of the Central / State Governments, bureaucracy, corporates, small and medium scale enterprises, entrepreneurs, domain experts, academicians, NGOs, other concerned institutions and individuals
- Aims to engage, structure, study, evaluate & revise policies, reforms and initiate action to positively impact society and evaluate them based on the interest of the nation and citizens

**Vision:** Enhancing human life with policy interventions and application

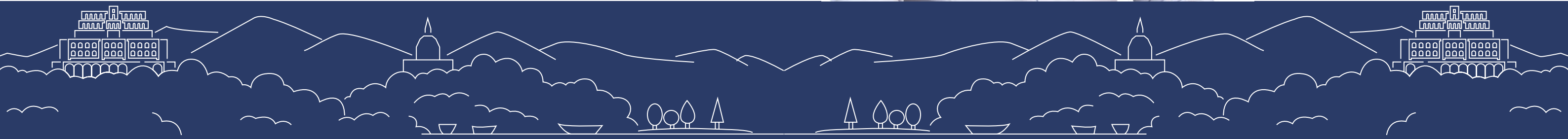


## Director's Message

### **POLICY ADVOCACY RESEARCH CENTRE (PARC)**

To spearhead initiatives towards Driving the Nation Ahead through Engagement for Policy Development, Project Facilitation, Implementation and Assessment leading to Stakeholder Empowerment.

**Vikram Sankaranarayanan**  
Executive Director, PARC



## Our Expertise



### Policy Formulation & Research:

Policy formulation & Research to deliver pragmatic suggestions backed by comprehensive stakeholder mapping, credible primary & secondary data & research driven exercise.



### Designing Interventions & Implementation:

Designing the intervention (including legislative, market & federal structure) for implementing the policy to ensure desired outcome.



### Evaluation & Impact Assessment:

PARC undertakes sectoral evaluation, impact assessment of policies, schemes, budgets, financial & empirical evaluation of properties & initiatives both at the central & state level using relevant econometric & statistical models and tools



### Stakeholder Engagement:

Creating a structured dialogue between various stakeholders on policy matters at the State and Central level for catalyzing socio-economic development.



### Human Capital Empowerment:

Enhancing the efficiency of public & private institutions through training & skill development programmes leading to widening the scope for employability and entrepreneurship.



### Advocacy & Development:

PARC undertakes advocacy for policies and initiatives that act as enablers for socio-economic development, propelling the nation towards a thriving and prosperous future which benefits both the people and the country in the larger national interest

## Our Verticals



Territory Development



Political Economy



Economics & Econometrics



Tourism Development



Skill Development



Wildlife Research



Political Development & Governance



Environment & Sustainable Development

## Jammu & Kashmir — Emerging New Opportunities for Development



### OBJECTIVES

- To provide research based submissions for policy framing and development related matters.
- To catalyze socio-economic growth through action oriented measures or suggestions to increase productivity in various sectors.
- To measure the effectiveness of initiatives and evaluate the significance of changes affected and design recommendations.
- To establish collaborative relationships with key stakeholders and decision makers for catalysing socio-economic development.
- To empower human capital with skill sets to enhance employability and entrepreneurship and enhance institutional efficiency
- To provide solution-oriented constructive methods of advocacy for catalysing change.

### MODUS

- Alliance with the Administration of the Union Territory of Jammu & Kashmir.

- Engagement with Local Bodies and Stakeholders through MoUs and Contracts

### SCOPE OF WORK

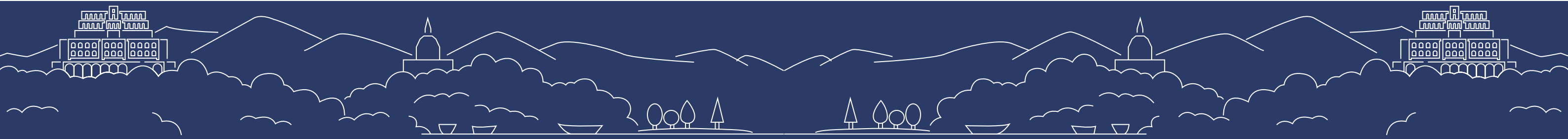
- Research Based Policy Creation, Interventions and Analysis
- Catalysing investment & Enabling Socio-Economic Development
- Training & Capacity Building
- Market Linkages
- Technological Interventions
- Impact Assessment of Schemes and Developmental Projects.

### INVESTMENT IMPACT

- Industries & Commerce INR. 10 Crores
- Agriculture & Horticulture INR. 30 Crores

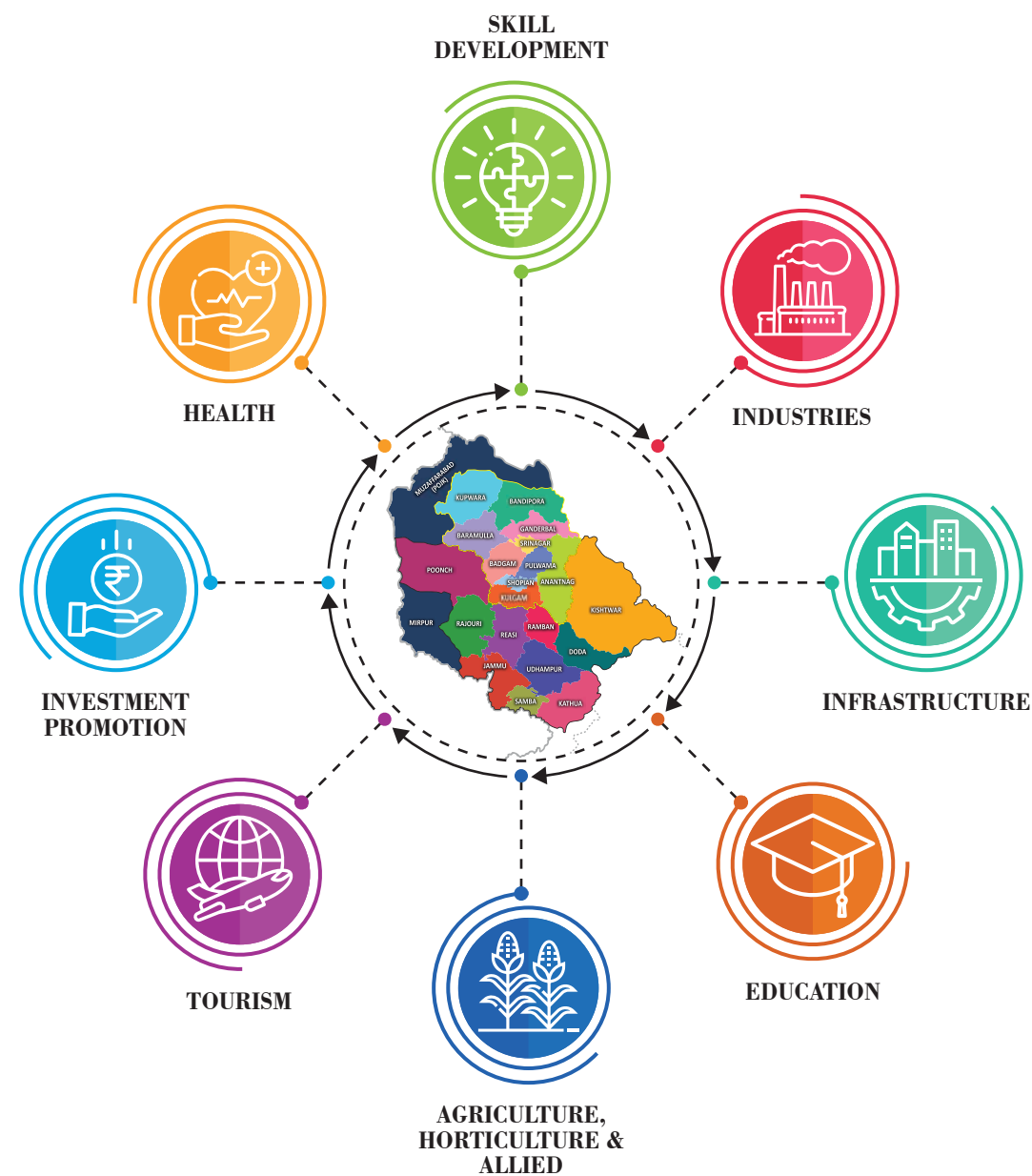
### USP

- Sound researched understanding of the ground
- Strong sectoral connections on the ground





# Action Areas



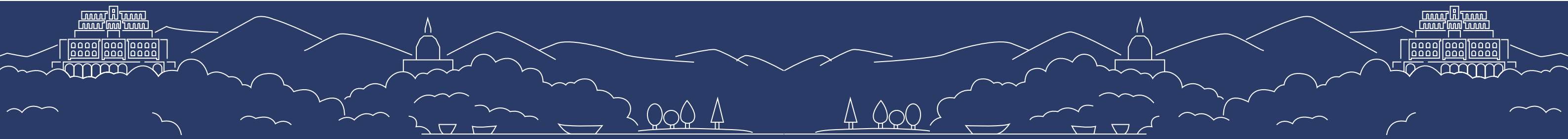
# Policy Formulation & Research

## RESEARCH BASED POLICY CREATION, INTERVENTIONS AND ANALYSIS

- PARC has drafted the Jammu & Kashmir Sports Policy 2022 jointly with the Department of Youth Services & Sports and Jammu Kashmir Sports Council in the Union Territory of Jammu & Kashmir (UT-J&K) through MOU and an official mandate from the Department of Youth Services & Sports.



- Submissions towards the PARVAZ scheme for mobilization of perishable agriculture / horticulture commodities.
- Evaluating the on-ground feasibility through collaboration with Jammu & Kashmir Horticultural Produce Marketing & Processing Corporation Ltd (JKHPMC) through MOU.







- Gap analysis through on-ground research work across the 20 districts of the UT-J&K and submissions to the department and administration leading to the formulation of development plans and projects.

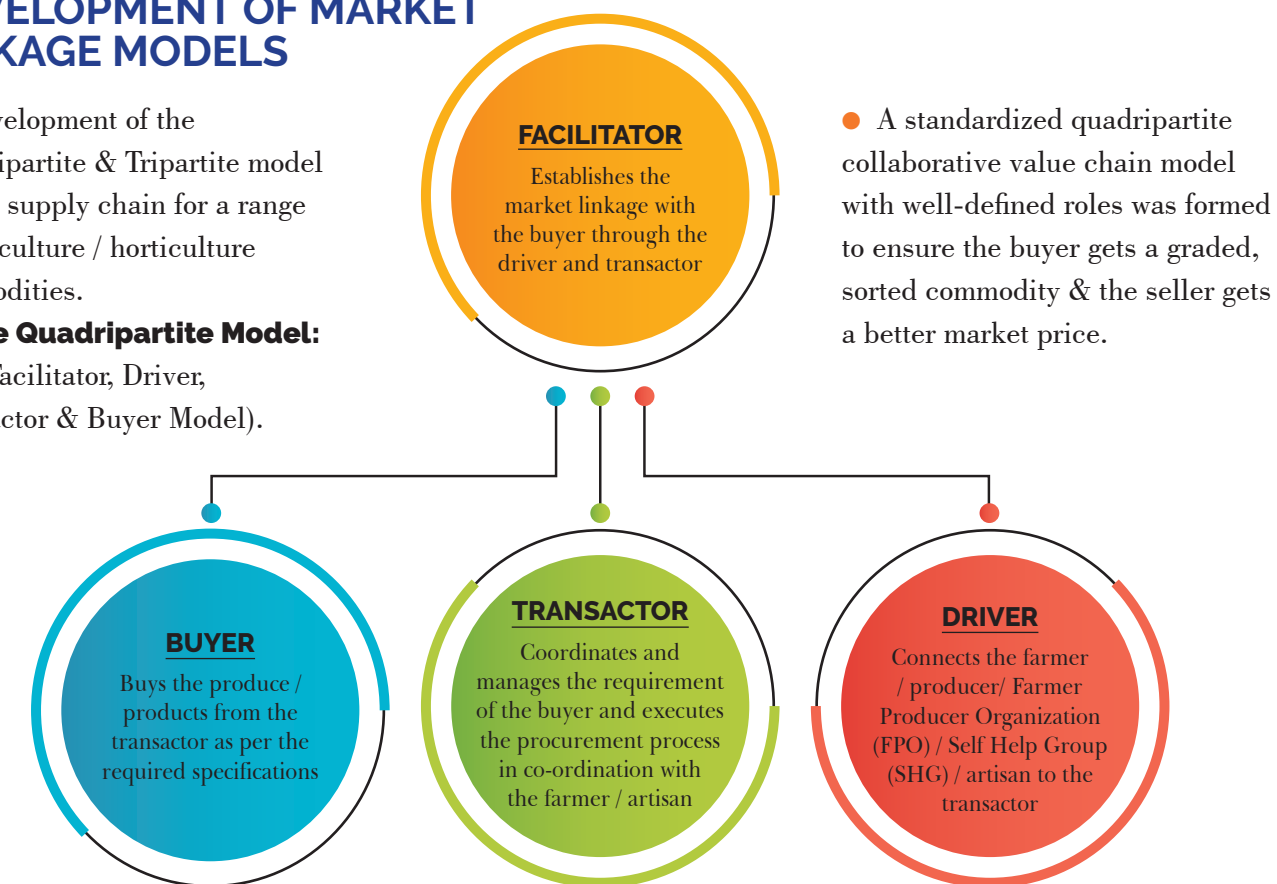
- 360 degree understanding of the challenges and issues related to various sectors for bringing about strategic interventions that are favourable to the stakeholders.
- Understanding the gaps in the value chain of apple with special reference to the challenges in cold storage and processing of C grade apples through on-ground interaction with a range of stakeholders and analysis of the findings in coordination with Horticulture Planning & Marketing.



# Designing Interventions & Implementation

## DEVELOPMENT OF MARKET LINKAGE MODELS

- Development of the Quadripartite & Tripartite model for the supply chain for a range of agriculture / horticulture commodities.
- **The Quadripartite Model:** (The Facilitator, Driver, Transactor & Buyer Model).



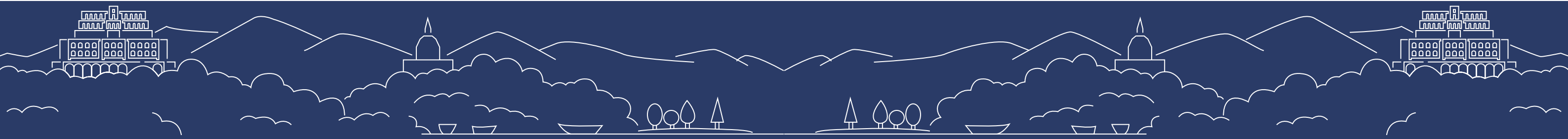
- **The Tripartite Model:** (The Facilitator, Driver & Buyer Model)  
A standardized Tripartite collaborative value chain

model with well-defined roles was formed to ensure the buyer gets the commodity / product directly from the seller & the seller gets a better market price.



- Successful pilots and capacity building of the quadripartite model with Big Basket and the tripartite model with Reliance fresh as the

respective buyers were carried out. A local transactor like JKHPMC got a first time market outside the UT-J&K through this model.







## ESTABLISHING & FACILITATING MARKET LINKAGES

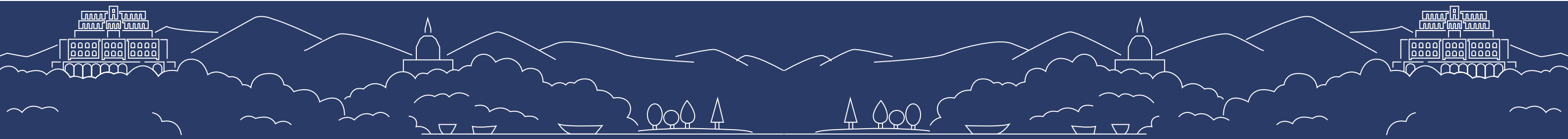
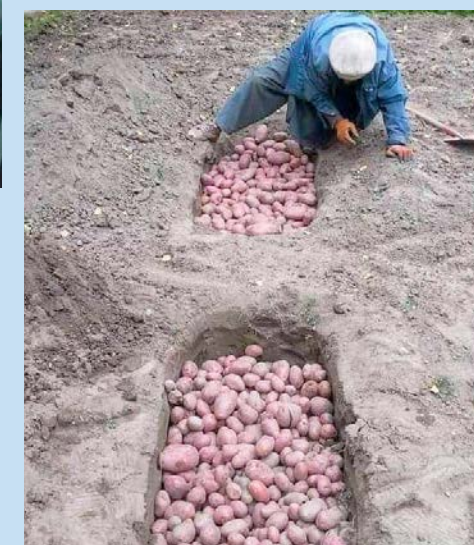
- Creation of a Division-wise crop calendar for the commodities available in UT-J&K for assessing the possibilities for market linkages.
- Value chain development for a range of agriculture / horticulture commodities and Kashmiri trout facilitating trade through market linkages across the country.
- Facilitation of large format companies to support the supply & value chain development for various commodities from the UT-J&K to work towards the national vision of doubling farmers' income.



- Establishing and facilitating market linkages for entrepreneurs, start ups FPOs and Self Help Groups (SHGs) from UT-J&K.



- Case study for demand pull catalyzation towards creating market linkages for potatoes from Gurez Valley in Kashmir.
- Creating new markets for Agricultural produce like potatoes, green peas, kala jeera, morels and others from the far-flung border areas to other parts of the country through the Direct to Business (D2B) model for Big Basket through JKHPMC.
- Connection of a Mumbai-based start-up with Kashmir-based startup from Tral in Pulwama district for honey.





# FACILITATION TOWARDS ATMANIRBHAR BHARAT THROUGH INNOVATIONS AND INTERVENTIONS

● Undertaking joint initiatives with external private & public-sector stakeholders to make *India Atmanirbhar* in certain agriculture / horticulture commodities that grow in agro-climatic conditions found in the respective divisions of the UT-J&K.



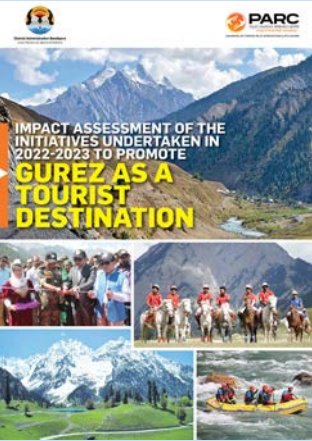
- Catalysing investments in the agriculture, horticulture and allied sectors like fisheries and sericulture to contribute towards economic growth, employment creation, trade opportunities and growth in GDP of the UT-J&K.
- Supporting the establishment and promotion of innovations and interventions in various sectors.
- Supporting local entrepreneurs and facilitating exposure to explore new markets in various parts of the country for a range of goods & commodities.



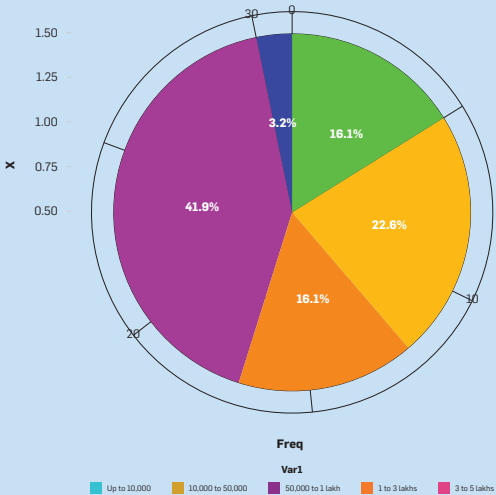
## Evaluation & Impact Assessment

### IMPACT ASSESSMENT OF SCHEMES, DEVELOPMENTAL PROJECTS & INTERVENTIONS

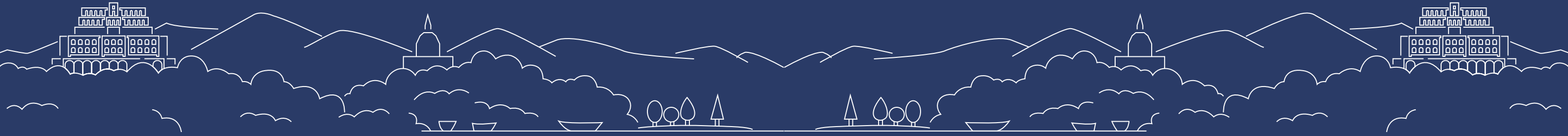
● Impact Assessment of the Initiatives taken in 2022-23 to Promote Gurez as a Tourist Destination as mandated by the Bandipora District Administration, Kashmir Division through primary and secondary data collection.



Family Income Increase Distribution



- Evaluation of the impact of market challenges on the supply and value chain development of agricultural crops like saffron.
- Creation of awareness and promotion of GI tagged saffron.





● Evaluation and need assessment based on submissions from the department, farmer producers and industry stakeholders for contract farming and other models for a range of crops like maize, lavender, saffron, kala zeera, apples etc.

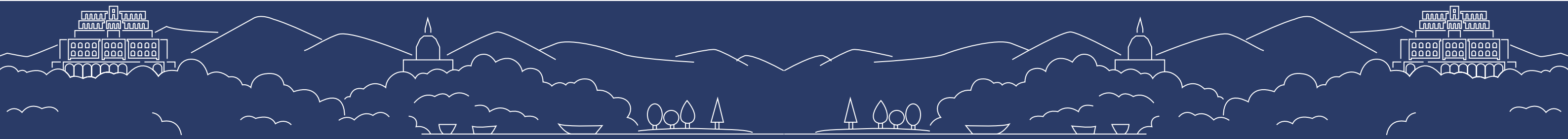


● On-field feasibility assessment for new varieties of maize and millets in border areas of Chakroi – Jammu, Bhawani – Rajouri and Poonch in the Jammu Division.

● Supporting the initiative to drive the value chain development of low-resource intensive, climate change resilient local nutri-cereals within the UT-J&K, namely minor millets and pulses under Prime Minister's National Millets (Nutri-cereal) Mission and addressing food & nutrition security.



● On-ground evaluation and understanding the challenges in the value chain development of value-added products of lavender in Budgam, Ganderbal and Doda districts with industry stakeholders.





# Stakeholder Engagement

## CATALYSING INVESTMENT & ENABLING SOCIO-ECONOMIC DEVELOPMENT

- Supporting the implementation of the Jammu & Kashmir New Industrial Policy 2021 through channelling Industrial Investment in UT-J&K.



- PARC supports facilitation of industrialists to interact with the UT-J&K administration for developmental projects.

## BUILDING SYNERGIES & COLLABORATIONS THROUGH MOUS & AGREEMENTS

- Association with administrative departments, district offices, local institutions and industry associations for sector-specific developmental solutions.



- Working towards developing, catalysing and driving the value chain development and research for a range of Agricultural and Horticultural Commodities of the UT-J&K and creating domestic-international farm-to-market linkages.
- Supporting Food & Nutrition Security initiatives.

## Jammu Kashmir Trade Promotion Organization (JKTPO)

- Developing, catalysing and driving growth in trade, investment and employment generation for the UT-J&K to achieve the following objectives:
  - To catalyse investments in sectors which contribute towards economic growth, employment creation, trade opportunities and growth in GDP in the UT-J&K.
  - To showcase sector-wise opportunities in UT-J&K to potential investors and drive strategic sector-specific investments from private sector stakeholders.



- Establishing market linkages for produce like honey, saffron, lavender oil, guchhi mushroom, potatoes, fruits & vegetables and value-added products to buyers across the country.
- Supporting local startups from UT-J&K.

## Animal/Sheep Husbandry & Fisheries Department

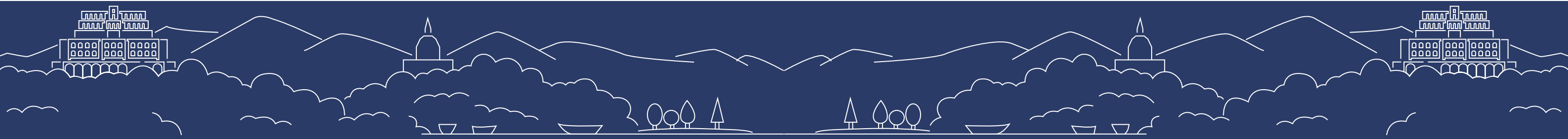


- Developing, strengthening and driving the value chain & research for Kashmir Trout produced in the UT-J&K and creating domestic/international farm-to-market linkages.
  - Strengthening investments in fisheries sector to compliment production & marketing for stakeholder & regional economic growth, employment generation, trade opportunities and growth of fisheries sector in the UT-J&K.
  - Executing short and long-term research & development initiatives with private & public stakeholders for the development of fisheries sector.

## Directorate of Handicrafts & Handloom Kashmir

- Building synergies, conceptualizing and executing projects of socio-economic developmental value with impactful and strategic outcomes for the production and promotion of handicrafts and handlooms in the UT-J&K.
  - Execution of craft-based scope analysis to bring about policy interventions for the long term sustainability of traditional handicrafts and handloom work to support

- livelihood generation opportunities.
  - Facilitation of exposure and providing platforms to artisans for better outreach and development of skills.
  - Dissemination of information and promotion of Geographical Indication (GI) tagged products
  - Catalyse capacity building of trainers and artisans through training programs, exhibitions, fairs, craft fairs and exposure visits.





## Jammu & Kashmir Horticultural Produce Marketing & Processing Corporation Ltd (JKHPMC) and Jammu Kashmir Agro Industries Ltd (JK Agro)

- Providing market linkages for better value chain development in local and national markets to aid growth.
- Providing insight, consultancy and awareness for events, entities, interest groups, and new policies.
- Collaboration for arranging and supporting buyer seller meets and other related events.

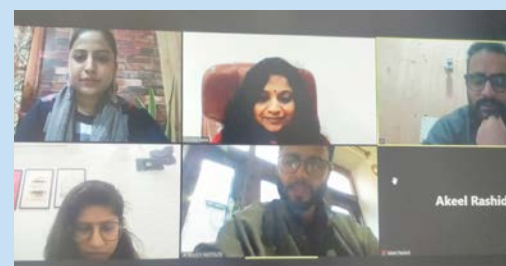


## Youth Services & Sports (YSS)

- To develop the Jammu Kashmir Sports Policy in collaboration with department of Youth Services & Sports and Jammu Kashmir Sports Council.

## Jammu Kashmir Policy Institute (JKPI)

- Jammu Kashmir Policy Institute (JKPI) to build synergies for supporting on-ground projects undertaken by local institutions.

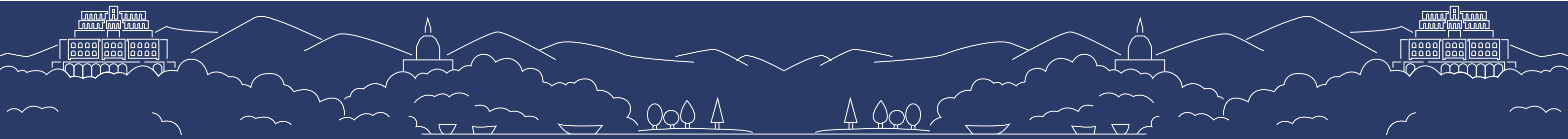


## EVENTS – COLLABORATION & PARTICIPATION IN CONFERENCES / SEMINARS, FESTIVALS, MELAS, FOCUSED GROUP MEETINGS, BUYER SELLER MEETINGS

- Collaboration with Department of Horticulture for Apple festival at SKICC, Srinagar.
- Participation in Multi stakeholder conferences organised by the Department of Agriculture Production, Sher-i-Kashmir University for Agricultural Science & Technology (SKUAST).



- Collaboration and participation in buyer-seller meets, kisan melas, exhibitions, craft safaries, etc.
- Participation in focussed group meetings with various commerce and industry related associations and chambers for resolving challenges, organizing events and training programmes.
- Facilitation of potential investors, industry experts to drive agriculture / horticulture-commodity-specific investments and provide market linkages with private sector stakeholders.







- Participation in district level events organised by the Department of Youth Services & Sports.
- Keynote speaker at the Regional Conference on Specialty Agriculture in hilly areas at SKUAST - Jammu.



- Interaction with district administration personnel for providing training and skill development in areas like Solid Waste Management, Hospitality, Entrepreneurship Development to youth in various districts.



# Human Capital Empowerment

## INDUSTRY GUIDANCE & MARKET EXPOSURE

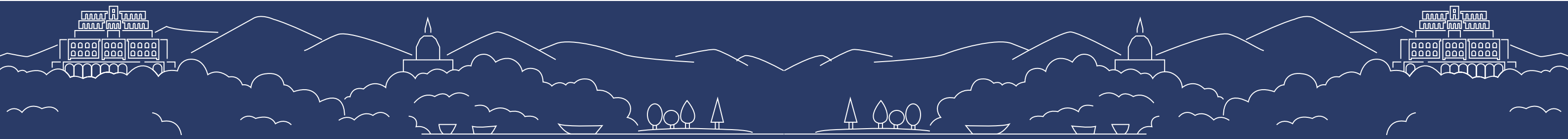
- Counselling & Training Sessions for farmers, agripreneurs regarding the importance of grading, packing, labeling and branding.



- Resource person for training workshop for stakeholders engaged in bee keeping.
- Exposure to representatives from various UT-J&K departments.
- Meetings with lavender growers, oil extractors with industry expert from R.K. Products, Kanauj and Pitambari Products Pvt. Ltd, Mumbai at Khellani Top, Doda; Goond, Nunnar in Ganderbal, Badgam & Srinagar.



- Interaction with students from various districts of UT-J&K studying in Mumbai to understand their mindset and providing them an opportunity to interact with entrepreneurs from UT-J&K.







- Opportunities for augmentation of employability and entrepreneurship capabilities by providing market exposure, industry expertise, skill training to women, youth, and marginalized weaker sections of the society through collaborative engagement programs.



## TRAINING & CAPACITY BUILDING



- Interaction with farmers, agripreneurs, FPOs in both Jammu & Kashmir like Jammu, Arnia, Bishna, R S Pora, Udhampur, Rajouri, Poonch, Kathua, Kishtwar, Doda, Khellani Top, Akhnoor, Sunderbani, Srinagar, Anantnag, Ganderbal, Pulwama, Kupwara, Shopian, Bandipora, Baramulla, Badgam, and officials from all districts – discussion, counselling & guidance regarding better sorting, grading, packaging, branding practices, understanding

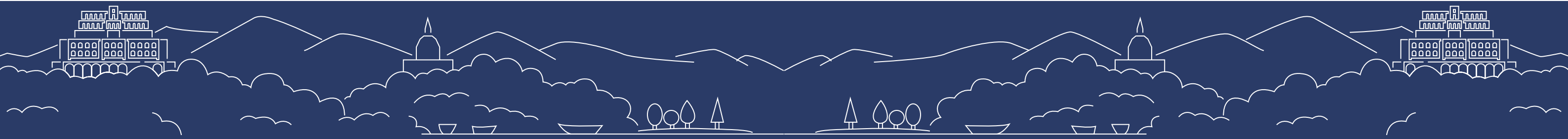


challenges on the ground and technological requirements.

- Capacity building of the farmers about various modern technologies, government schemes, market availability, needs and scope.
- Entrepreneurship development program – capacity building for traders of UT-J&K entrepreneurs through workshops, exposure visits and webinars.
- Product Development & Product-Specific Forward Value Chain Integration Training.



- Orientation to farmer producers regarding nutrition & food security through Climate resilient crops- Millets on mission mode Public Private Partnership or other models.
- Participation in training programs or workshops organized for farmer producers through Krishi Vigyan Kendras, University and Departments.







- District, block, Panchayat and village level interactions and focused group meetings to support & strengthen local socio-economic sector wise development.
- Providing local entrepreneurs opportunities to interact with industry experts to enhance their subject knowledge and bridge the ground – industry gap.

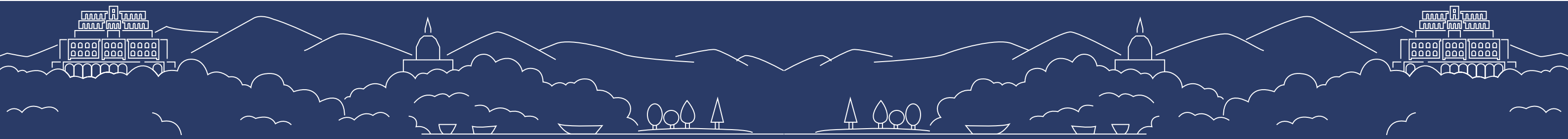


## INTERNSHIP PROGRAM FOR COLLEGE / UNIVERSITY / INSTITUTIONS



- Internship to college students in far-flung areas like Gurez, for working on projects for developing and enhancing skills in various areas like primary data collection, conducting interviews, segregation of data and other research methods.
- Internship for youth to procure first hand experience and to evaluate opportunities for livelihood generation.

- PARC supports universities, local institutions and organisations to contribute towards bringing about change in society through ground level engagement by clearing roadblocks for facilitating exposure to enhanced entrepreneurial opportunities.





# Advocacy & Development

## SECTORWISE ADVOCACY FOR DEVELOPMENT

### ADVOCACY OF THE POLICY FOR INDUSTRY PROMOTION & FOR DRIVING INVESTMENTS

- Advocacy of various modern technologies, government schemes, market availability, need and scope for innovation to farmers and artisans.



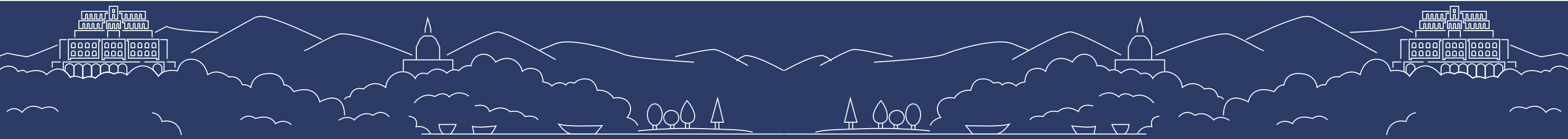
- Advocacy for increasing tourist footfall to off-beat destinations within UT-J&K.
- Advocacy of locally developed craft safaris.
- Advocacy of the possibility of contract farming.
- Advocacy of GI tagged produce & products from UT-J&K.



- Creation and promotion of a platform for farmers', artisans' and entrepreneurs' network via conferences, training programs, mass media etc. to facilitate B2C and B2B linkages.
- Advocacy to promote artisan's & farmer's research, vision & ideas.
- Advocacy for increasing tourist footfall to offbeat destinations within UT-J&K.



- Advocacy of locally designed innovative technology for enhancing production & productivity in the agriculture & allied sectors.





## POLICY ADVOCACY RESEARCH CENTRE

*Policy Advocacy Research Centre (PARC), a unit of Vivek PARC Foundation is an independent think-tank and socio-economic development-oriented implementation agency that engages in progressive impact-driven policy intervention & impact assessment. It focuses on building dialogue-for-impact with members of Central & State Governments, bureaucracy, corporates, small and medium scale enterprises, entrepreneurs, domain experts, academicians, NGOs, institutions and associations / bodies across various sectors and individuals. PARC aims to engage, structure, study, evaluate & revise policies, reforms and initiate action to positively impact society in the interest of the nation and citizens.*

*The focus in policy areas ranges from economic development, urban & rural development, human capital development, political development & governance, solid waste management, food & nutrition security, art & culture, industry and more to understand socio-economic issues and suggest action-oriented solutions that can shape the growth trajectory of the economy and contribute to nation development.*

*PARC engages in dialogue and furthers action with emerging territories within the country & developing nations to catalyse their socio-economic growth through technology & knowledge transfer, trade, support infrastructural development and helps facilitate an economic multiplier effect through investments. This is with the intent to bring about socio-economic benefits for stakeholders in that region enabling the creation of new grounds for growth on the state, national and international front.*



### Contact Information

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