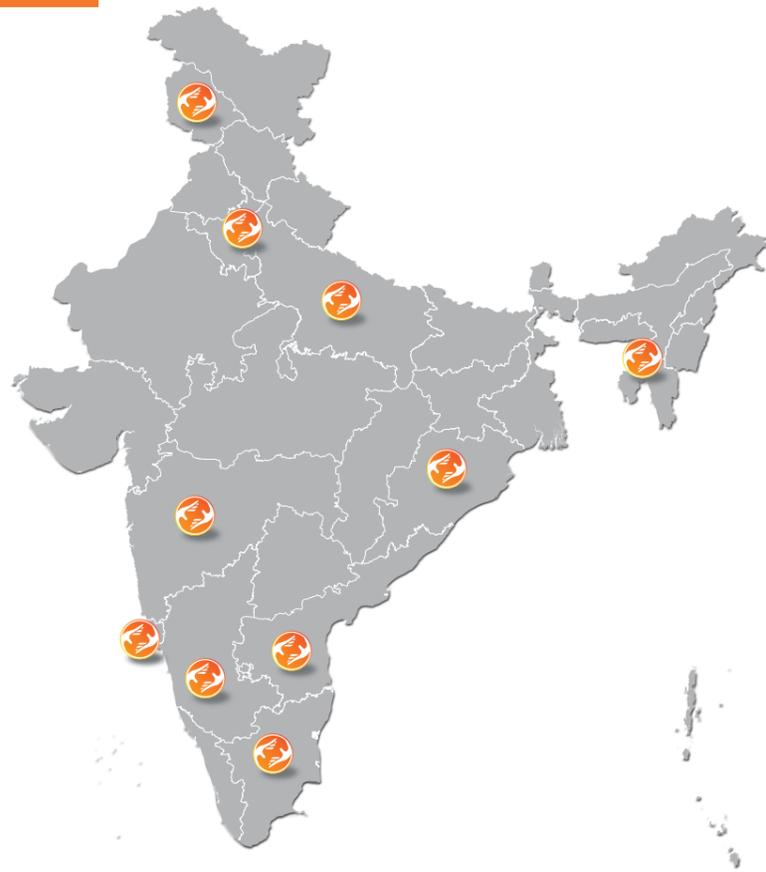




# STRENGTHENING TIES WITH THE PEOPLE OF JAMMU & KASHMIR THROUGH POLICY, ADVOCACY AND GROUND LEVEL ENGAGEMENT – A SUMMARY



## 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

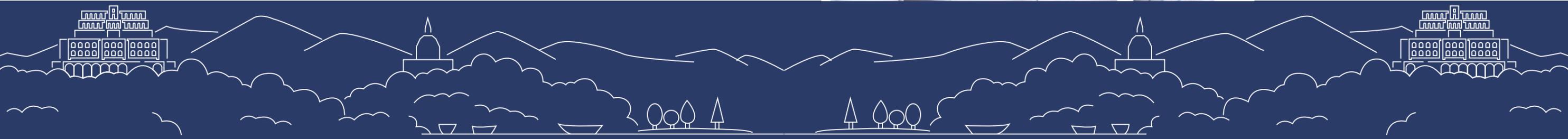


## Director's Message

### 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

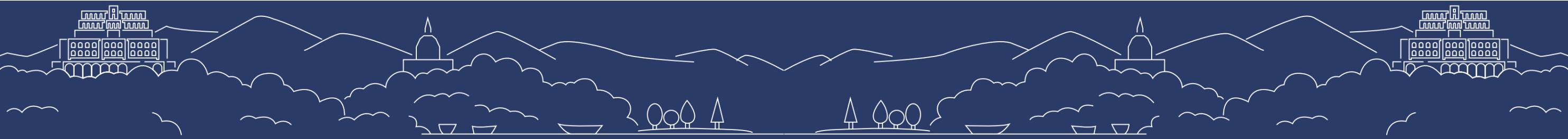
- Research Based Policy Creation, Interventions and Analysis
- Catalysing investment & Enabling Socio-Economic Development
- Training & Capacity Building
- Market Linkages
- Technological Interventions
- Impact Assessment of Schemes and Developmental Projects.

## INVESTMENT IMPACT

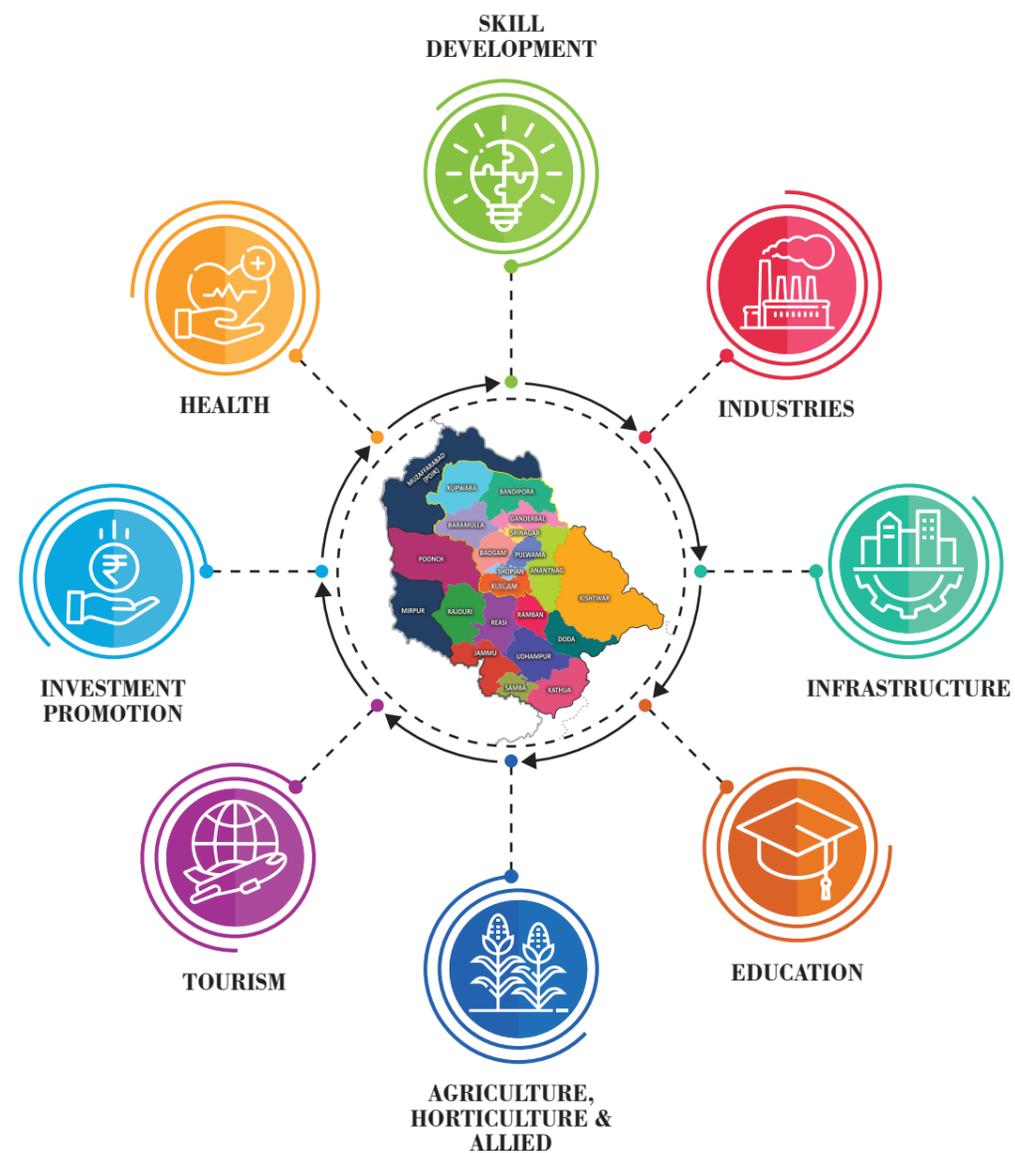
- Industries & Commerce INR. 10 Crores
- Agriculture & Horticulture INR. 30 Crores

## USP

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



# Action Areas



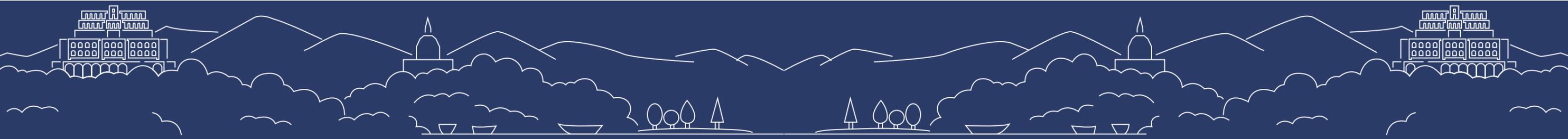
# Policy Formulation & Research

## 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.

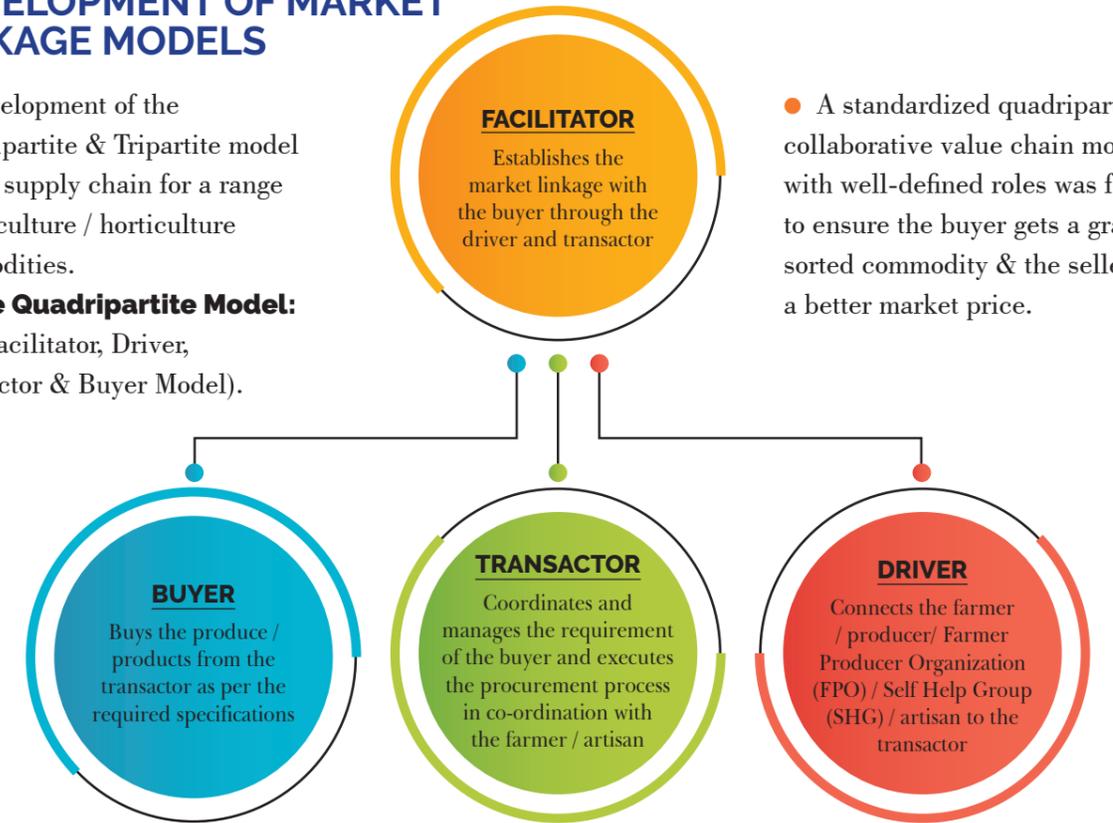
- 360 degree understanding of the challenges and issues related to various sectors for bringing about strategic interventions that are favourable to the stakeholders.
- Understanding the gaps in the value chain of apple with special reference to the challenges in cold storage and processing of C grade 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).



● A standardized quadripartite collaborative value chain model with well-defined roles was formed to ensure the buyer gets a graded, sorted commodity & the seller gets a better market price.

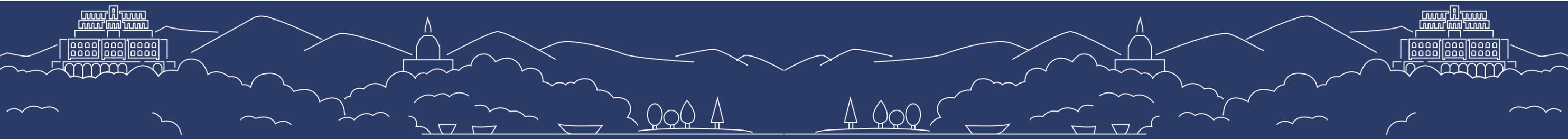
- **The Tripartite Model:** (The Facilitator, Driver & Buyer Model)  
A standardized Tripartite collaborative value chain

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

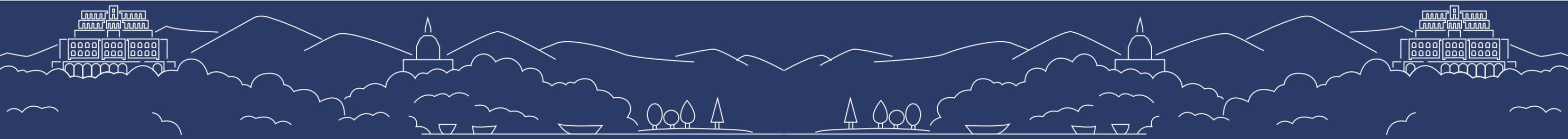
- Creation of a Division-wise crop calendar for the commodities available in UT-J&K for assessing the possibilities for market linkages.
- Value chain development for a range of agriculture / horticulture commodities and Kashmiri trout facilitating trade through market linkages across the country.
- 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.

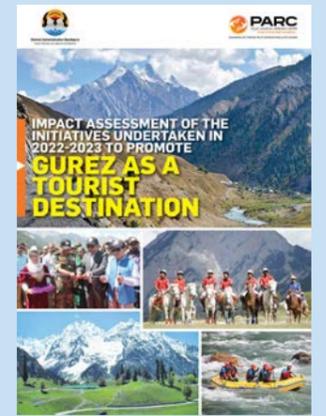


- Evaluation of the impact of market challenges on the supply and value chain development of agricultural crops like saffron.
- Creation of awareness and promotion of GI tagged saffron.

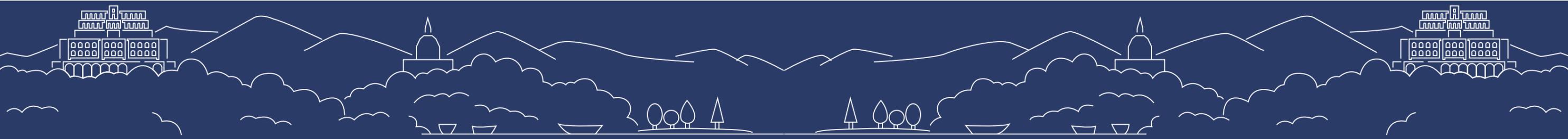
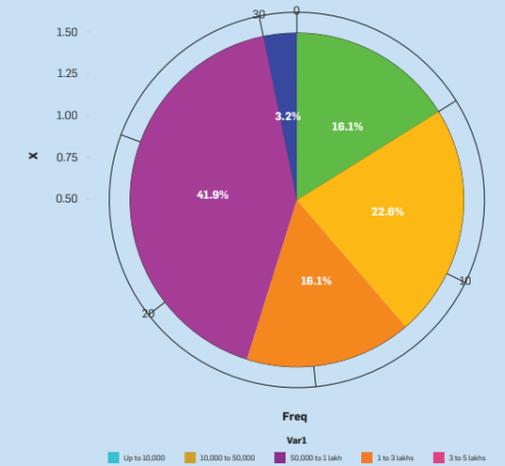
## Evaluation & Impact Assessment

### 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



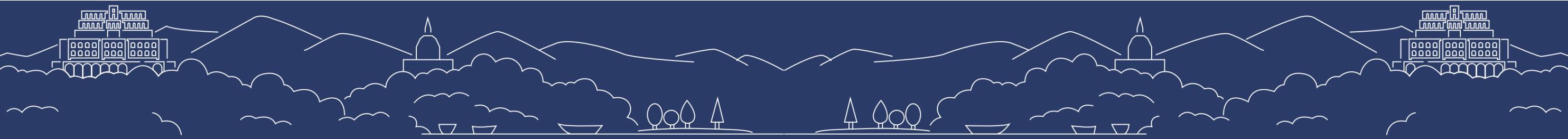
- Evaluation and need assessment based on submissions from the department, farmer producers and industry stakeholders for contract farming and other models for a range of crops like maize, lavender, saffron, kala zeera, apples etc.



- 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:
  1. To catalyse investments in sectors which contribute towards economic growth, employment creation, trade opportunities and growth in GDP in the UT-J&K.
  2. 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

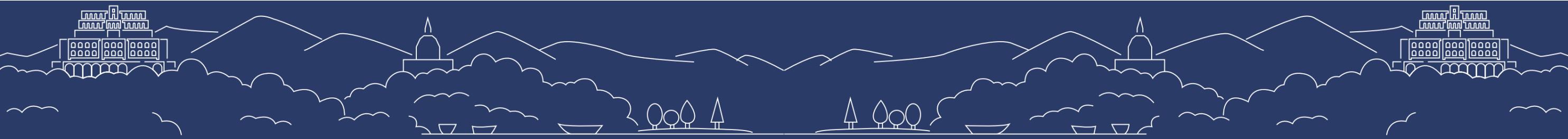


- Developing, strengthening and driving the value chain & research for Kashmir Trout produced in the UT-J&K and creating domestic/international farm-to-market linkages.
  1. Strengthening investments in fisheries sector to compliment production & marketing for stakeholder & regional economic growth, employment generation, trade opportunities and growth of fisheries sector in the UT-J&K.
  2. 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.
  1. 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.
  2. Facilitation of exposure and providing platforms to artisans for better outreach and development of skills.
  3. Dissemination of information and promotion of Geographical Indication (GI) tagged products
  4. 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.



## 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).



## Youth Services & Sports (YSS)

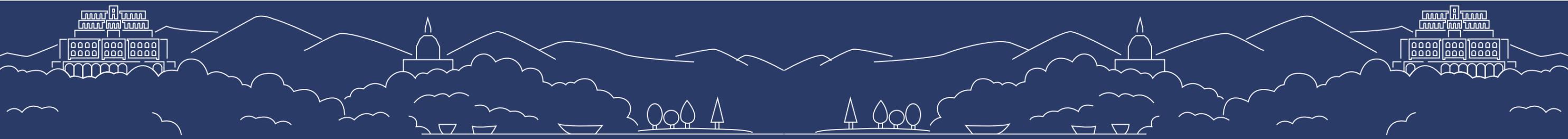
- To develop the Jammu Kashmir Sports Policy in collaboration with department of Youth Services & Sports and Jammu Kashmir Sports Council.



- 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.

## Jammu Kashmir Policy Institute (JKPI)

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





- 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.



# Human Capital Empowerment

## INDUSTRY GUIDANCE & MARKET EXPOSURE

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



- 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.

- Collaboration with Horticulture Planning & Marketing for Buyer Seller meets and providing market linkages for better value chain development of commodities based on on-ground feasibility.



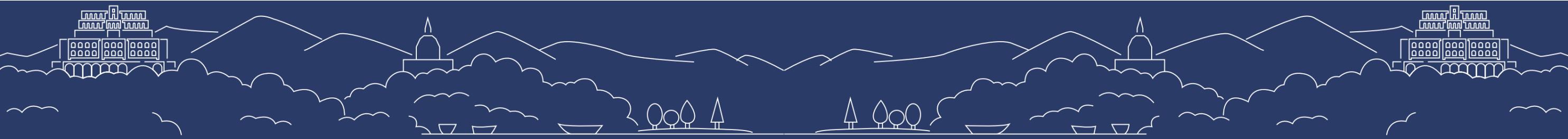
- Interaction with district administration personnel for providing training and skill development in areas like Solid Waste Management, Hospitality, Entrepreneurship Development to youth in various districts.



**GOVERNMENT OF JAMMU & KASHMIR**  
**DEPARTMENT OF HORTICULTURE PLANNING & MARKETING**  
**THANK YOU FOR YOUR SUPPORT / COLLABORATION**  
**BUYER-SELLER MEET AT JAMMU**



- 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.





- 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



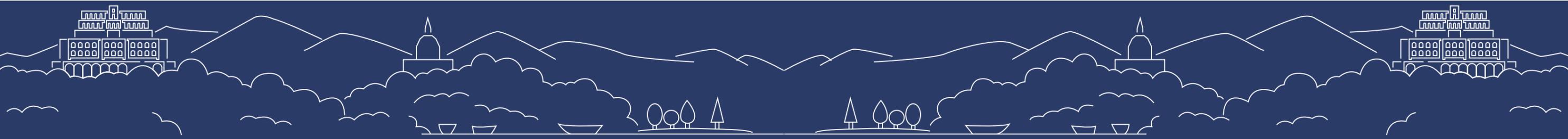
- Interaction with farmers, agripreneurs, FPOs in both Jammu & Kashmir like Jammu, Arnia, Bishna, R S Pora, Udhampur, Rajouri, Poonch, Kathua, Kishtwar, Doda, Khellani Top, Akhnoor, Sunderbani, Srinagar, Anantnag, Ganderbal, Pulwama, Kupwara, Shopian, Bandipora, Baramulla, Badgam, and officials from 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.



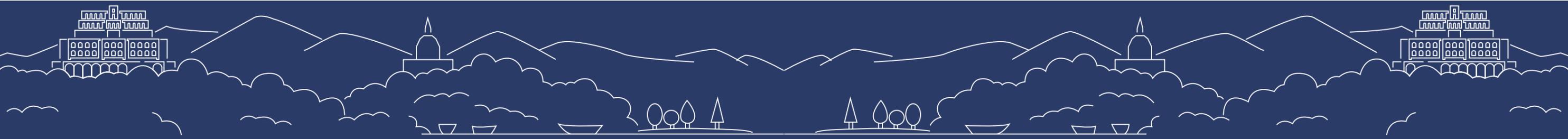
## INTERNSHIP PROGRAM FOR COLLEGE / UNIVERSITY / INSTITUTIONS



- 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.



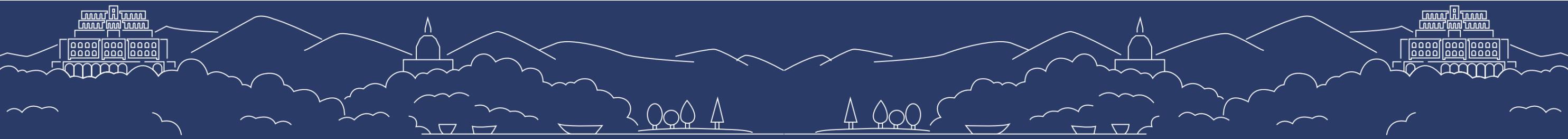
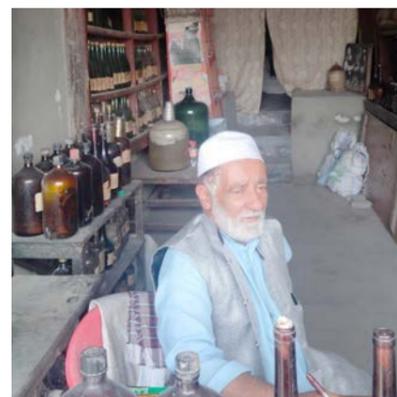
- Advocacy for increasing tourist footfall to off-beat destinations within UT-J&K.
- Advocacy of locally developed craft safaris.
- Advocacy of the possibility of contract farming.
- Advocacy of GI tagged produce & products from UT-J&K.



- 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

Ruchita Rane / Mohammad Qasim Gani  
ruchita@parcfoundation.org / qasim@parcfoundation.org  
Mobile: 9869170717 / 8828205158 / 9419458960 / 7006079890

### Registered Office

Vivek PARC Foundation, 6/12, 1<sup>st</sup> Floor, Plot No. 396, Kamat Industrial Estate,  
Veer Savarkar Marg, Prabhadevi, Mumbai - 400 025

### Correspondence Office

PARC, 208, 2<sup>nd</sup> Floor, Shilpin Centre, 40, G.D. Ambekar Road,  
Wadala, Dadar (E), Mumbai - 400031  
+91 2224100290 | contact@parcfoundation.org | www.parcfoundation.org

### Branch Office: Srinagar

PARC, JKHPMC Complex, Opp. Presentation Convent High School, Rajbagh,  
Srinagar, Union Territory of Jammu & Kashmir - 190008



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