

**EMPLOYMENT GENERATION.**

**SHORT ANSWERS;**

**Q.NO.1 Identify the places of religious pilgrimage in Jammu and Kashmir.?**

Ans. The state of Jammu and Kashmir presents diverse ethnic and religious, cultural and linguistic strands which have their own peculiar tourism resources. There are many religious places of tourist interest. Some of them are like Sukrala Mata, Noorichand, Buddha, Amaranth, Nagali sahib, Shardasharief, Mata Vaishno Devi, Shiv khori etc. in Jammu division and Hazratbal shrine, Shankaracharya Temple, Chattipatshahi, Khirbhawani Temple, Wular etc in valley. Drass, Kargil, Zaskar, HemisGompa etc in Ladakh region.

**Q.NO.2. Write down the main principles of PPP ?**

Ans; The main principles of PPP are as;

1. Prepare properly for public\ private partnership.
- ii. Create a shared vision.
- iii. Understand your partners and key players.
- iv. Be clear on the risks and reward for all parties.
- v. Establish a clear and rational decision-making process.
- vi. Make sure all parties do their home work.
- vii. Secure consistent and coordinated leadership.
- viii. Communicate early and often.
- ix. Negotiate a fair deal structure.
- x. Build trust as a core value.

**Q.no. 3 :What is the role of Handicraft sector in employment generation in Jammu and Kashmir ?**

ANS; The Handicraft sector in J &K occupies an important place with a fine tradition of craftsman, employing 4-5 lakh artisans, 179 major craft clusters and revenue generation of 1000 crore plus. Highly labour intensive, the sector contributes significantly to employment generation but has underperformed due to lack of a Kashmir brand, poor quality control, obsolete designs, exploitative middleman and competition from machine, made fabrics.

**Q4: Write a brief note Micro, Small and Medium Scale Industries in employment generation?**

Ans: The role of Micro, Small and Medium Scale Industries in employment generation in J & K is well established. It provides an employment to about 90 thousand persons in J & K but the sector has not done well in the state due to number of reasons including inadequate local demand, poor credit flows, distance from the market and bad Law and Order situation. Sharp focus on the key issues will help the revival of this sector in J & K. As peace returns to the state, private investments and Large Industry will also come back bringing sustainable growth and jobs.

**Q5: How employment potential in J & K can be increased?**

Ans: The employment potential in J & K can be increased through two routes:

I: Accelerating the rate of economic growth of the state.

II: More effective implementation of employment\_oriented schemes and programs.

Extending support to entrepreneurs to set up Small and Medium Enterprises for self employment would appear to be the most effective and durable way of doing this. Different sectors and sub-sectors of the state's economy would require different kinds of interventions for revival and growth. Specific interventions through government schemes and special employment programmes like PMRY, REGP, SGSY, NREGS and JK Self Employment Scheme would be important.

**Q6: Name the programs conducted by Infosys development centers.**

Ans: The Faculty Enhancement Programme (FEP) conducted by the Infosys Development Center trained 4900 faculty members from engineering institutions of J & K state. The important dimension to this is the interaction of the academicians with the industry to understand their expectations of entry level student skills.

**LONG ANSWERS**

**Q1: Discuss the role of tourism in generating employment in J & K?**

Ans: Tourism is a significant industry in the economy of J & K. It helps in expansion of employment opportunities as it is labour intensive industry in which we find different types of employment for skilled, semi-skilled and unskilled persons. It generates large scale direct and indirect employment, the number of jobs are created in various sectors of the state economy viz: hostels, restaurants , houseboats, transport services, guides, travel agents and so on. It generates employment for over several lakhs of people and fetches about 17% of the state income. The tourists during the visit to state purchase local products like Shawls, carpets, embroidery, wooden carvings, jewellery and paper machie. Increase in demand for such products provides employment to local artisans of the state.

Tourism raises the tax revenue and earns foreign exchange. It helps in developing backward and rural areas into prosperous and developing areas.

**Q2: Write down sectoral initiatives by the government to generate employment in J & K.**

Ans: The sectoral initiatives taken by the government for the employment are as under:

I: The highly labour intensive livestock sector with its capacity to cater to the poor and absorb large number of skilled and unskilled workers is important to the J & K. The initiatives were first taken to increase the employment potential of the sector and attract prime investments.

II: The sector with its potential in employment generation, the state government must put in place PPP policy that will address land related concerns in a practical manner for the tourism sector especially in creating hotels and resorts. The other initiatives are regular flights connecting different regions in this state, developing tourist circuits, training youth in the hospitality and adventure tourism.

III. The handicraft sector both the central and state governments have taken a number of initiatives to address these growth bottlenecks like establishing a carpet cluster in Srinagar area, obtaining a geographical indication of sozni embroidery, pashmina and kani shawls and starting a development scheme for craftsmen.

IV. In the growth of micro, Small and Medium Enterprises sharp focus was laid on improving access to finance by reviving the J & K state financial corporation, increasing the scope of Prime Minister Employment guarantee programme and purchase preferences in government procurement will help the revival of this sector in J & K.