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Entrepreneurship development through tourism (A study of Jammu province: J&K State in India)

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Abstract

Tourism is among the fastest growing industries in the world which leads the overall development of the economy. It touches not only the economic fabric of the society but also has significant impact on social norms and moral values. It is an industry without chimneys. France with 60 million tourists visiting the country every year is at the top. [1] India's large area, geographical divisions, heritage, culture and biodiversity provide a strong base for the development of tourism. This paper introduces the concept of new tourism i.e. Tourism entrepreneurship, touching upon the multiple hidden as well as famous places of Jammu province through secondary data as well as personal visit. Increase in tourists not only lead to increase in employment opportunities but also the development of entrepreneurs.

Keywords: Tourism, development, entrepreneurs, J&K, Jammu

1. Introduction

The Tourism industry is an influential sector. It generates employment opportunities for unskilled, semiskilled and skilled labourers across the region and country. Tourism development provides an avenue for overall economic development and a boost towards local entrepreneurship. It is a regular, organised and re-oriented promising industry having a flow of human contracts. The entire gamut of travel and trade activities have combined adventure with the element of tourism thereby offering exciting opportunities for entrepreneurs. Present era of globalisation requires sustainable development, protection of culture and traditional values, more employment opportunities and reducing inequalities, and empowerment of deprived section of society. Tourism can pave the way for these gaps in our society as it augments employment, reduces regional inequalities, protects and promotes our culture and traditional values etc.

As mentioned earlier, this paper is based on secondary data as well as personal visits to various places of Jammu province. The aim is to high light the hidden gems of the Jammu Province that,are not yet fully developed but have the potential to become a global hub of tourism.

The paper has been organised in six sections inclusive of the introduction. The second section highlights the "hidden" places of Jammu province that are untouched and full of scenic beauty. The third section showcases the various handicrafts of the province which, in the present era of globalisation, are being neglected. The fourth section reflects on the benefits of tourism. The fifth section takes a look at the problems faced by tourists while the sixth and final section offers solutions to these problems.

2. Jammu and Kashmir A Tourist Paradise

Travel to Jammu & Kashmir, the 'Jewel Crown of India' situated in the extreme North of India. This "Paradise on the earth" has immense opportunity for tourism. This is the land where the past still has a living presence. The tall mountains, snow covered surroundings, pleasant climate, the captivating ambience, the smiling people and the immense number of tourist attractions make J&K one of the most important tourist destination in India. Travel to the temples of Jammu, the lakes of Srinagar; participate in the several fairs and festival taking place across the year; or take a tour in the luxurious house boats, ideally designed to make your tour more satisfying. J & K has everything for every traveler coming from all over. In the field of tourism, we have the Hindu shrines in Jammu, the sufi shrines in Kashmir and Buddhist monasteries in Ladakh to make J & K ideal for pilgrims and tourist coming from across India and the world.

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There are various places of tourist attraction in the state which are being visited by both foreign and domestic tourists but their remains much to be done to maximize the tourism potential. Here we will share some of the hidden places of Jammu province, which if developed can offer tremendous potential.

2.1 General Information (Jammu)

- Area:26293 sqkm [2]
- Population(2011):15,26,406 [3]
- Languages: Dogri, Hindi, English, Urdu, Kashmiri, Punjabi
- Best season: October to April
- Rainfall:107cms(July to September)
- Temp.(Average):26.2 to 4.3 degrees cent in winter. Temp. in summer 43.0 to 23.4. [4]

2.1.1 Palaces and Monuments (Jammu)

Jammu is also known for its many forts and palaces. Amongst the popular one are:

The Amar Mahal palace (Built like a french chateau, is located on an eyrie overlooking the Tawi. It houses a museum and the city's finest library of antique books and paintings.

Mubarak Mandi:- Palace complex dating from 1824 is a blend of Rajasthan, Mughal and Baroque architectural elements. It also houses the Dogra Art Gallery where many master pieces of the pahari miniature paintings are on display.

Ambaran:- 28 Km from Jammu. It is the most important archaeological site in Jammu near Akhnoor town on the bank of river Chenab.

Chamliyal:- Unprepossessing shrine on the Indian Pakistan border, west of Samba. It is believed that the mud and water of Chamliyal if smeared on the body for seven days, cure skin diseases like eczema

Guru Baba Ka Tilla:- This is an important archaeological site near Gajansu in the Marh block. 18 km from Jammu city.

The Great Wall of Jammu:- This is a fascinating complex of three hill tops villages enclosed within a wall that begs the title "The Great Wall Of Jammu"old coins are embedded in wall .

Sui and the temple at Burj:- Roughly 35 Km from Jammu,one can see an excellent array of Rajput Miniature paintings in natural surroundings. This is the best place in the state and the one of the best in North India.

Rajinder Park at Canal Road. A river flows along with this park.

Bagh-e-Bahu:A beautiful park beside river Tawi.

2.1.2 Places and Monuments (Kathua)

The forts and palaces (Mostly in ruins and entirely in the hot, arid plains) of the Rajput kingdom that are located in present day Kathua;

The mountains Bani valley and the Lohai Malhar Ridge, the hills of Dhar Mahanpur and the pine forests along the Dhar Udampur road;

The paintings of Basholi and the sculpture of the Basholi Billawar belt.

Important shrines dedicated to other deities and religion:

Narsimha Temple, Ghagwal:- 35 Km from Kathua town, on the national highway in the direction of Jammu town.

Kough:- 8.5 Km from Mandali on Dhar road Udampur

Peer Chhatter Shah:- 13 Km from Kathua people suffering from skin disease visit this shrine near Parole.

2.1.3 Places and Monuments(Poonch)

Poonch has rich cultural heritage and distinct historical background connected with the great mughals. The caravans of mughal emperors for Kashmir passed through Poonch in 17th century and this route is known as mughal road. There are many places of tourist interest in this district such as :

Buffliaz :- Buffliaz is situated on the foot hill of peer rattan range. It is 39 Km east of Poonch town. This charming place also provides beautiful tracks for trekkers who pass through fascinating and virgin passes.

Loran:- A small town situated 34 Km North of Poonch town. There are ruins of Lahore fort which was called gate way of Kashmir, if timely proper attention has been given by tourism department then it was beautiful asset with us[5]

Battal Kote :- There are beautiful tall mountains often covered with snow and forests.

Gagriyan Sawjan:- 45 Km from Poonch in the mandi Valley, there is wooden base camp for trekkers and is good spot for trekking.

Girjan :- 70 Km from Poonch it is a trekkers paradise because of the variety of treks in the area.

Krishna Ghati:- 24 Km from Poonch town on a fairly good road. This is a hill top with a vantage view of the surrounding forest and other scenic beauty.

The Mughal Road:- On mughal road journey one can see the wonderful buildings forts tombs and sarais (rest house) that they are built along the route.

Nandi chhool:- 13 Km from Loran this is a major and picturesque water fall. It can be one of the important tourist attraction of the state.

Noori Chham(b): 45 Km east of Poonch. The water fall is another scenic spot which has tremendous tourist potential. The milky water of the fall come from the lucksar and kolsar lakes. Some of the near by mountains are permanently covered with the frost and snow.

Surankote:- The Rajataranginin refer to this pretty valley (the pahalgam of Poonch) by its ancient name, sawernik. This town fort was in existence till atleast the 11th century A.D .

Mount Tatakuti :-**(15524 feet)**Its a highest peak in the pir panjal range,South of Kashmir. The snow there never melts.

Totan Wali Gali :- 43 Km from Poonch this is pretty hill top with a fine view of surrounding forests and landscape.

2.1.4 Places and Monuments Rajouri:-

With the possible exception of Srinagar itself, perhaps no other district of state has an architectural heritage as Rajouri. It oldest monuments dates to the kushan periods. It has also old sculptures.

Derhal has a medieval fort **Dhera Ki Gali**. It is 35 Km from Rajouri. It is like patnitop even more beautiful than that.

Dhanni Dhar Fort:- Emperor Jehangir built this fort around 1620. The fort afford a good view of town and the surrounding village.

Kheor :- This village has an ancient archaeological site.

Lal Boulli:- This spring is 10 Km from Rajouri and has plentiful fish

Naushera:- This is a Mediaeval town made mostly of stone. It has been built on an open plain on the right bank of river tawi .

Panjnara:- The name of the place means the five streams (or springs) There is a very old majestic and well preserved temple here called pandu kundh.

Peer Kalewa:- This is a particularly hill top from where one can see a splendid landscape by day and lights of Pakistan held villages at night.

Poshiana:- There are two trekking routes from poshiana to Kashmir.

Rajouri Town:- (160 Km from Jammu and 87 Km from Poonch) The town has a temple, a mosque and sarai all of some antiquity

Sunderbani:- There is a tiny way side town on road that leads from Jammu to Poonch and Rajouri has a scenic beauty of beautiful forests.

Thanna Mandi:-(23 Km from Rajouri) The Mughals liked the place for its cool climate.

There are so many lakes in pir panjal mountains of Rajouri that it could be called the lake district of India

Samotsar (3550 M:, Oval :, Length 1 Km.) This is a blue water lake immediately to north of the Badjari Marg.

Sukhsar:- A small lake(c.3000m;oval)

Akaldarshani:- (c.3.3000;triangular: width 200 M: length 400 M) Its water seems black opposed to the blue of other lakes.

Nandansar :- (Oval length 2 Km: breadth 1 Km) A thick fog covers the lake much of time. The mountains are so placed that there is an echo everywhere.

Chandansar:- (3800m; circumference 2 Km kidney shaped) Till the end of July one can find large chunks of ice floating on the lake.

katoriasar:- (3,550m,Amorphous shape) The water of the lake is clear and cool . There are glaciers on three sides.Katoriasar is the source of river poonch.

Diya sar:-(c.36,00m;length7Km)The lake got its name because it is shaped like a diya(clay lamp)

The River Walli marg group of lakes:-This is a group of four lakes named as: **Kokar sar; Neel sar;Ding sar;Bhag sar**

Some other places in state J&K which can't be overlooked&of utmost importance are described below:

Sudh Mahadev: (120km, from Jammu, 50km,North of udhampur). This perhaps is the only place in the state with an iron pillar on which there are ancient(6th&7th century) brahmi inscriptions. There are sculpted statues of lord Shiva and goddess Parvati in the temple. There is major, three day fair in mid- June on ashad purnima.

Bawa Tarmin: (11 km from Ramnagar, 144 km from Jammu) This is a religious cum picnic spot on the Ramnagar – Dudu Basantgarh road.

Chenaini: It is between udhampur and kud on the Ja mmu Srinagar highway. This place has beautiful natural scenic beauty, as well as many ruined palaces if timely concentration on these palaces has given they can be saved.

Kud: This tourist spot is situated in the top of lofty mountains and is surrounded by picturesque hills at an attitude of 5500 ft. above sea level.It is 100km from Jammu.

A most develop hill station of the udhampur district. Kud has been blessed with good soothing and pleasant weather & natural beauty.

Laddan Fort; (9km from udhampur Town). This is a small L- shaped fort made of stones. The main gate flanked by turrets, has been clearly (amouflaged). There is a large, well crafted, reservoir inside that receives water from a spring.

Mantalai: Mantalai had, in the late 20th century become a major health – cum– yoga resort because of the luxury ashram (and small airstrip) constructed there by the late Swami Dharendra Bramchari. It has a deodhar forest. After the death of Swamiji no concentration has given on this place.

Mansar Lake: The mansar lake is situated 40 km in the south of udhampur from and about 60 km from Jammu. It is second most popular recreational destination in Jammu province after patnitop. It is said that there is an underground link between this lake and lake surinsar, which is only 8 km away.

Patnitop: Patnitop is a famous hill resort a beautiful, plateau, at an altitude of 2024 m. It is 112 km from Jammu on the Jammu Srinagar highway. It is the best develop tourist spot of Jammu and is second to none in its natural charm, climate, pine forests and lush green cover enveloped by thickly wooded forests, it offers beautiful picnic spot, peaceful walk and breath taking views of the mountain scape of the chenab basin. In winter the resort is generally covered with a thick mantle of the snow these providing opportunities for various snow games including skiing.

Ramnagar Palace mahal (hall for festivities). The Darbar has paintings of the Paharhi Hill school of its walls. Themes depicted include the Ramayan, the Mahabharata and battles fought by the kings. It is 102 km from Jammu. This palace has a Darbar hall (hall of audience) of Rang chet singh and Ram singh.

Reasi: This small town has a fort, the Bhim garh, built by the legendry 19th century warrior Gen. Zorawar singh and an artificial lake near the salal dam. The Salal hydro–electric project is a major attraction.

Lati, Dudu, Basantgarh:These three places are extremely beautiful and big grounds in these places are like the ground of Gulmarg and Pahalgam. (Mini Kashmir)

Sanasar: (120 km from Jammu) It is third most popular tourist attraction of Jammu province. It is a huge mountain top meadow.

Padar; This is beautiful mountain region with several exciting tracks.There is considerable snowfall in winter. Nasir faridi calls padar ‘valley of sapphire’.

Bhal Padri; 4 km east of Padri there are hundred of milky streams and rivulets.

Khani top; This is a green picnic spot 25 km from Bhaderwah town, famous for the views that it affords at sunrise and sunset.



Fig 1: Amar Mahal Palace

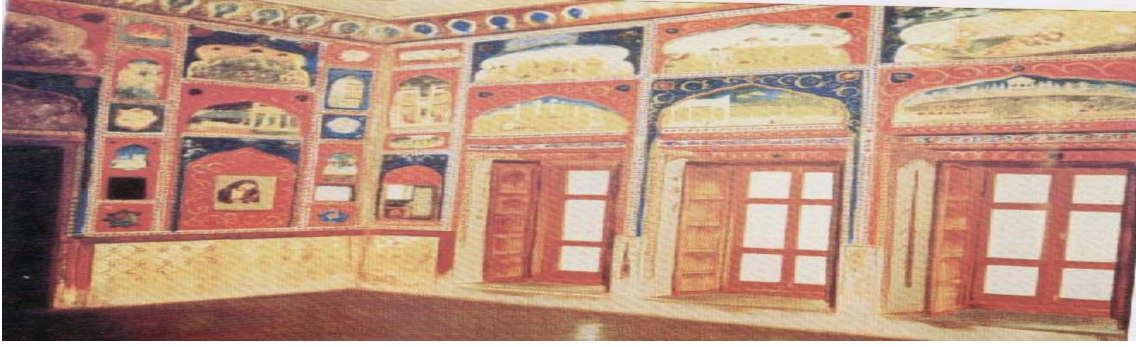


Fig 2: Ramnagar Palace



Fig 3: Patnitop

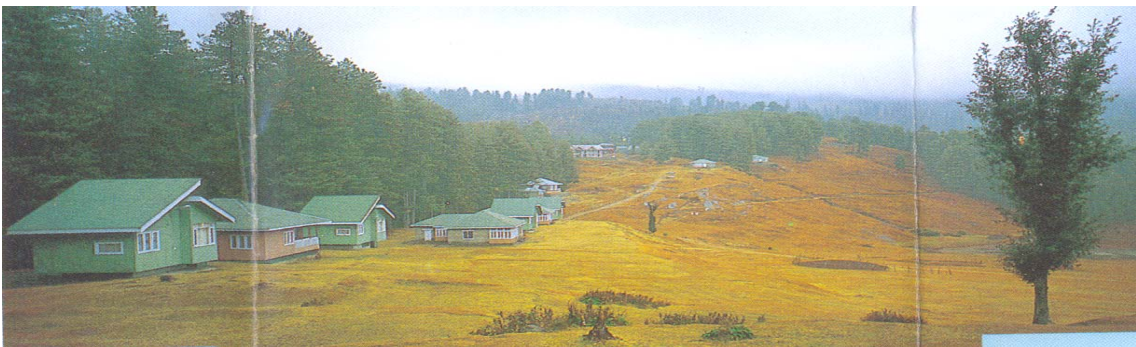


Fig 4: Sanasar Distt. Udhampur



Fig 5: Mount Tatakuti

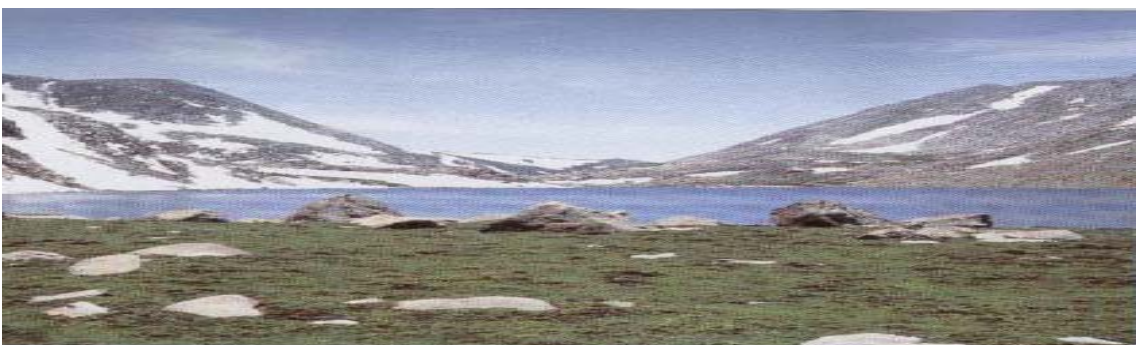


Fig 6: Katorisar Lake

Lal Dranman: 15 km north east of Doda town, this is picturesque place surrounded by deodar and fir trees. [6]

All the places mentioned above present in Jammu province are if properly developed will attract the tourist from not only India but all over the world. Jammu is also famous for its handicrafts as well as its natural products. Increase in tourism will lead to enhancement of entrepreneurial opportunities for the state.

3. The Handicraft of Jammu:

Bamboo products: In Kathua district traditional baskets of Bamboo are made. Beautiful flower vases, fruits bowls, furniture lampshades, magazines racks, paper trays and table mats have been made since 1960's

Blankets: In Kishtwar finest woolen blankets of the province are woven. Other places are Kathua district, Banni, Billawar Udhampur district Basant garh, District Doda, Bhaderwah, Poonch and Rajouri where blankets are woven.

Brass copper and owner metal work: Apart from vessels for domestics (mainly kitchen) use, Jammu's smiths make Hookah bowls idols an item made of hand beaten sheet metal. **Calico and chintz;** Samba used to have a flourishing cotton weaving and calico printing handloom industry. In calico printing blocks of wood with designs carved on them, are smeared with vegetable dyes and then pressed on cotton cloth. They are often used as floor coverings.

Mats: The various village of Kathua (Jammu region) provide beautiful mats, baskets, hand fans and other household articles from the dried leaves of palm trees.

Painting miniature: Among paintings Basholi paintings are very famous all over India. Gold and silver foil are used in some of the most expensive paintings. These paintings are supposed to be water proof.

Carpets: Beautiful Carpets at reasonable prices are made in Jammu. These are generally made at government run handicraft centres in Kathua, Poonch and Udhampur.

Shawls pashmina: Basholi pashminas are now finely woven as the ones made in Kashmir and they are not as expensive as Kashmiri shawls.

Silk: A famous silk factory near Resham ghar lies in Jammu. Its product are sold through state govt. emporium.

Chikri wood: A hard wood yellow in colour is excellent for carving. Beautiful combs, tables, spoons, bowls and ashtrays, are made with this wood.

Durries: In several parts of Jammu Durries (a thick sheet made of cotton) are made.

Embroidery: Crewel embroidery is very famous in Poonch, Rajouri and Udhampur distt. In Kathua, Poonch, Rajouri and Udhampur distt. Staple (ari-works) is done.

Footwear: Beautiful shoes embroidered with zari (gold or silver thread) are very famous in Jammu city and are usually worn by Gujjar and Bakerwal nomads.

Jewellery Gujjar and Bakerwal Truly exotic chunky jewellery made up of silver or white metal is usually worn by Gujjar and Bakerwal tribes.

Lacquer woodwork: This Wood work is done at Kanha chak and Mirth Bernali (Kathua) and is also known as Lathcum-lacquer work. The most permanent things made with this wood are toys, rolling pens, table lamps, candle bars, bowls etc..

Straw products: Beautiful straw products are made in Kishtwar, Binnas made up of straw are used for wall decorations. [7]

Above study reveals that there are more than 65 places full of scenic beauty but still there are 60 more religious places which are not mentioned here of Jammu province, if they all

are fully developed along with world renowned beauty of Kashmir & Ladakh then revenue earned through tourism will itself be sufficient for the development of state & state will be included in special category state. Secondly proper attention should be given by the Government to improve & encourage handicraft industries as in the present era of Globalisation their demand is decreasing day by day. This will also boost opportunities for entrepreneurs.

4. Benefits:

The main positive impact of tourism is as follows:

- **Foreign Exchange earnings:** Bettering the tourism in Jammu province will provide a source of foreign exchange earnings for the country without exporting anything to foreign countries.
- **Contribution to Government revenues:** Government revenues from the tourism sector can be categorized as direct and indirect. Contributions generated via income tax for tourism employment, business, and direct charges on tourists such as economic tax or departure taxes are classified as direct taxes. Indirect contributions are derived from taxes and duties on goods and services consumed by tourists e.g taxes on alcohol, restaurants etc.
- **Employment generation:** Tourism provides employment opportunities for both the skilled and unskilled labour of the region/ country.
- **Stimulation of infrastructure investment:** Increase in tourism will give the state government initiative to improve the infrastructure by bettering water and sewage systems, roads, electricity, telephone & public transportation networks.

5. Tourism Problems:

- **Mismanagement:** There has always been a wide gap between planning & its implementation, leading to either over-spending or under-spending of allocated funds
- **Problem of infrastructure:** Inadequate and insufficient infrastructural facilities cause major bottlenecks regarding the tourist traffic. During peak seasons, tourists are starved of even minimal accommodation.
- **Lack of transport facility:** Most of the tourists visiting the state are not satisfied with traveling arrangements and conditions within the state. Complaints are raised regarding the poor road conditions, over-populated transportation, unavailability of reservations in time etc.
- **Lack of basic facilities:** Tourists are often faced with the shortage of water, electricity, other items of daily consumption etc. This often results in steep pricing of basic necessities, hence compelling the tourists to cut short their stay.
- **Militancy:** Fear of militancy in the state leads to tourist hesitations in planning a visit to the Jammu province.
- **Natural factors:** During rainy & winter season most of roads get blocked due to heavy land slides or snow which hinders the smooth flow of tourists. Once again, this point can be connected to poor infrastructure within the state and can be solved easily if the government better the same.
- **Lack of co-ordination:** There is lack of co-ordination and communication amongst the different departments engaged in tourism industry.
- **Insufficient Marketing:** Very few or almost no marketing efforts have yet been made to attract tourists. Tourism in the state needs to be commercialized.

- **Growing competition from neighbouring states:** The neighbouring states like Himachal Pradesh & U.P are investing a lot more to promote tourism. Controlled prices, publicity & diversification of tourist spot deserve special attention in this matter.
- **Other problems:** Security arrangements, behavior and attitude of the transporters, hoteliers & local retailers have been reported to be below satisfaction. [8]

6. Suggestions

The government is doing enormous efforts for the promotion of tourism in J&K.

Certain important suggestions are mentioned below:

- Gondolas cable cars and other ropeway systems in tourist areas such as Patnitop, Kishtwar, Bhaderwah, Shiv khori, etc should be developed as already done in Gulmarg.
- Patnitop complex should be upgraded and refurbished as during busy season there is shortage of huts, other accommodation options and hence tourist feels reluctant to come.
- GGM science college, also known as a “Heritage College” should be refurbished. The syllabi and education should be standardized so as to attract talent from across the Indian sub-continent.
- The State should provide land on concessional rates or land on lease to the private sector so as to encourage the setting up of hotels/tourist accommodation for common tourist.
- Initiatives should be launched in the sphere of medical tourism and cruise tourism in partnership with the private sector to promote J&K as a major global hub. An expert committee should be set up to draw a plan and criteria for the accreditation of hospitals and related agencies.
- Large convention centres with exhibition facilities should be set up in J &K. These centres will fetch large amount of foreign exchange and boost other economic activities.
- Night Bazars should be set up as a tourist attraction. Such bazars should provide a unique shopping experience and healthy cultural entertainment. The first such night bazaar was successfully held at Chankaya Puri in New Delhi. In Jammu, such night bazars can potentially be held at Mubarkh Mandi and the exhibition ground.
- Atithi Devo Bhavah Campaign : The aim of this campaign should be to create awareness about the effect of tourism and sensitizing people about the preservation of our rich heritage and culture, cleanliness and warm hospitality. It will help instill a sense of responsibility towards our *atithi*, ie tourist and reinforce their confidence towards J&K as a preferred holiday destination.
- The number of tourists from different Indian sub-continent has been relatively poor over the past few years. In order to boost this number, the J&K Tourism department should sign an agreement with the various states so as to enable potential tourists to book accommodation and tour packages in J&K.
- The road connecting Chamba & Lakhanpur to Bhaderwah is not in poor condition. Should the road be fixed, it would encourage many visitors to travel via the Jammu Province, especially if they wish to visit

Himachal Pradesh and Northern India. The route is beautiful and scenic one.

- While we do have five and three star hotels, International hotels such as the Hilton, Holiday inn, Le Meridien etc, should be built within our state as well. These hotels have uniform norms and facilities world over and instill confidence in tourists traveling to this province.
- Government should undertake all measures to check and control militancy on long term basis so that tourist should feel safe and secure within the state.
- Tourists visiting Jammu province should be able to get insured on nominal charges.
- All the bridges of the state should be repaired and have continued maintenance, for eg the Bagh-e-bahu bridge, the Bari Brahmana bridge, the Dayala Chak bridge etc.

The above study clearly shows that the Jammu province in itself is sufficient for the promotion of tourism. Should the development of the other two provinces i.e Kashmir and Ladakh is carried out along with the promotion of the handicrafts of the state, it will not be long before the J&K State will be considered among the worlds’ promising tourist destinations. This will also promote economic co-operation within the Indian sub-continent. Being a labour intensive industry, it will provide employment opportunities to both skilled and unskilled labour. It will encourage the infrastructural development of the economy which will generate foreign exchange, enhance income and pay scales. It will reinforce the preservation of not only our rich cultural heritage and traditions but also our artists and musicians by creating job opportunities for them and other performing artists. Over all, it will help eliminate language barriers, socio-cultural barriers, class barriers, racial barriers and will provide International understanding and peace.

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