

Jammu & Kashmir Digest

A Review of Developments in J&K



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- Bisohli to get Facelift as Tourism Destination
- Woman Lawyer Revives Kashmiri Crafts
- Govt Contest to Keep Calico Printing Alive

More News and Analyses



Cable stayed bridge having 350m central span over the river Ravi at Basohli in Jammu. — file picture

The Directorate of Tourism Jammu and Kashmir (J&K) has announced its intent to develop Basohli (Jammu) as a major leisure, heritage, and adventure tourism destination.

It is considered an ‘off-beat tourist destination and major water sports’ site.

This organisation has affirmed its commitment to developing similar off-beat adventure tourism spots. The officials have partnered with Bani Basohli Development Authority to create enthusiasm about this initiative.

They hosted week-long wide-ranging activities and cultural events at the Tourist Reception Centre Basohli in June 2023.

The festivities were inaugurated by Mr. Syed Abid Rasheed Shah (IAS), Secretary to the Government, Tourism Department, J&K.

He explained that his department is committed to placing Basohli on the global tourist map and will do needful to equip it with state-of-the-art infrastructure and facilities.

Furthermore, under the guidance of Swadesh Darshan and other schemes initiated by the Union Tourism Ministry, J&K’s Tourism Department will resolve all remaining critical gaps. — *Hindustan Times*

DEVELOPMENT SECTION

BISOHLI TO GET FACELIFT AS NEW HERITAGE AND ADVENTURE DESTINATION

WIDENING HORIZONS

‘MISSION YOUTH’ DEVELOPING ENTREPRENEURS

J&K government’s ‘Mission Youth’ programme has achieved resounding success in addressing socio-economic challenges, such as the dearth of employment opportunities, previously confronting the youth.

It has been instrumental in tapping into the youth’s entrepreneurship skills to contribute towards J&K’s growth and prosperity. Under this programme, participants are provided support and training, including monetary aid to establish their businesses.

For this purpose, incubation centres have been set up by the local administration. As a result, new employment opportunities have been created to promote overall economic growth. — *Dailyexcelsior.com*



Haaika Ghalib Shah with her brand of traditional Kashmiri, hand-made and chemical-free beauty products is a bright new entrepreneur from Srinagar. — Gwayun

A gold medalist in law from Kashmir University, Haaika Ghalib Shah, has been involved in reviving traditional Kashmiri art and promoting it globally.

The products sold range from wicker and tilla work to carpets, paper mache, shawls, copperware, and rugs. All of them are produced locally by veteran artists, critically acclaimed for their work nationally and worldwide.

Her brand, Myôn (translated to ‘My’ in Kashmiri), intends to take her customers through an enthralling journey in which they will experience the luxurious and rich heritage to which she belongs. It will allow them to select their products carefully. She launched her business in mid-2020 after “seeing the plight of our artisans and how many of them were leaving it that has been generationally running in their families due to lack of market opportunities.”

Ms. Shah seeks to cultivate networks between her customers and artisans employed while ensuring that the latter are compensated equitably for quality products produced.

However, her online venture faces some challenges. For example, “it is difficult to make the customers understand how the products are different from the counterfeits readily available in the market.” – *Rising Kashmir*

WOMEN’S SECTION

LAWYER REVIVES TRADITIONAL KASHMIRI ARTS AND CRAFTS

BREAKING THE GLASS CEILING

Riya Mahajan wins Two Medals in Power-Lifting



A powerlifting champion from J&K’s Udhampur District, has secured two bronze medals for her stellar performance from 6 to 13 June 2023, held in Ranchi, Jharkhand.

She won these medals in the Junior Classic and National Sub-Junior categories. Ms. Mahajan spoke about her gruelling journey where she encountered immense criticism from society regarding her physique when she initially began training at the gym. She praised her family and coaches for instilling confidence and helping her become victorious.

– Dailyexcelisor.com



In the above picture, an artisan is carrying out traditional calico block printing. The term 'calico' is used to refer to a plain-woven textile which is made from unbleached and often not fully processed cotton. Calico printing is the process of printing and making fast – colour designs on calico fabric. — The Encyclopedia of Crafts in Asia Pacific Region

J&K's Samba district is renowned for its traditional Calico-styled paintings, dating back more than a century to Maharaja Ranjit Singh's reign.

Therefore, the local government, Self-Help Groups (SHG) of the Rural Employment Livelihood Mission, and the Department of Education's Umeed programme have collaborated to revive and develop it further.

Currently, 5 SHGs whose members have introduced calico prints on the jute bags produced in the district are involved with this initiative. They have played a key role in preserving this artistic culture.

Mr. Abhishek Sharma, Samba's District Development Commissioner, has a keen interest in art and wants to encourage the development of traditional and ancient art.

For this purpose, he has launched 'Create Block Print Patterns' on the J&K government's website. This is a competition where all interested, mainly students and artists, can enter and gain knowledge regarding local flora and fauna and the district's unique cultural heritage.

The Directorate of Handicrafts and Handlooms will use designs submitted to the website portal for manufacturing wooden blocks used in block printing. – *Hindustan Times*

TRADITION SECTION

GOVT LAUNCHES COMPETITION FOR KEEPING CALICO ART PRINTING ALIVE

CONSERVATION OF CULTURES



SONGS TO HELP SAVE PAHARI LANGUAGE

Masrat Naz, an ethnic Pahari originally from J&K's Baramulla district, has played a vital role in preserving the endangered Pahari language through music.

Trained by her father, esteemed television and radio artiste Noor Ali Sheikh, she has released several albums and has appeared on Doordarshan Kashmir, All India Radio, and at the Jammu and Kashmir Academy of Art, Culture, and Languages. – *ANI News*