

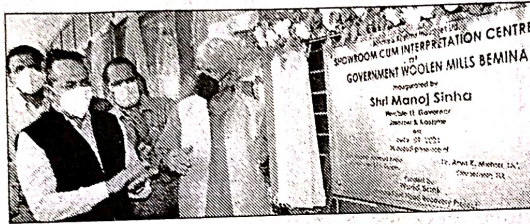
BUSINESS/DEVELOPMENT**LG inaugurates WB funded Showroom cum Interpretation Centre at Bemina**

New Facility to give a massive revamping to Woolen industry of the region; providing livelihood opportunities to those associated with wool production: LG

Srinagar, July 9: With an objective to give a determined push to the growth of Woolen industry in the UT, Lieutenant Governor, Manoj Sinha today inaugurated the Showroom cum Interpretation Centre at Government Woolen Mill, Bemina established under the World Bank funded Jhelum Tawi Flood Recovery Project (JTRFP).

In the 1st Phase of the project, Showroom cum Interpretation Centre was completed at a cost of Rs 4.25 crores. The sub-project was undertaken as part of the Restoration & Strengthening of Livelihood component of the JTRFP project. In Phase II, upgradation of machinery and ancillary work - shall be completed by August, 2021 end at a cost of Rs 4.00 crores.

Speaking on the occasion, the Lt Governor observed that the new Showroom cum Interpretation Centre will greatly impact the livelihood opportunities of people



working in the mill, besides providing market opportunities for the thousands of wool-producing farmers in J&K. At the same time, the new facility will give a massive revamping to Woolen industry of the region, he added.

Stressing on providing viable market opportunities to those associated with the wool production, the Lt Governor asked the officers to work put in committed efforts and formulate a comprehensive strategy to promote local woolen products at the national and international market.

While ensuring the

improved and better quality product range, the new centre will provide direct Market for 80,000 Kgs of locally produced wool annually, thus benefitting 1600 sheep rearing families, said the Lt Governor.

This will further improve the economic viability of Government Woolen Mills, Bemina, besides increasing annual fabric production from locally procured wool by 1,60,000 meters, he added.

J&K is the 2nd largest producer of wool in the country, producing approximately 70 lakh kgs of wool per annum. The reformative policies of the UT Govern-

ment is providing economic growth opportunities to around 50,000 families associated with sheep rearing in J&K, the Lt Governor maintained. The Lt Governor was informed that the J&K Industry has tie-up with e-commerce platform 'Amazon' through Silk Mark Organisation of India (SMOI) as e-marketing channel.

Registration on GeM portal was completed. Trade name JKIL stands accepted with formal notification to be issued by Registrar by end of August, 2021. Professional catalogues and brochures were also developed. Reputed designers are being roped in to develop new product range in line with present market trends and fashions, it was informed.

The project is executed as part of the massive revamping of the Government Woolen Mill Bemina which was badly impacted during the floods of 2014 and had

caused extensive damage to the building and equipment installed in the mill.

To reinvigorate the functioning of the Government Woolen Mill Bemina, a comprehensive revamping project was undertaken under the World Bank funded Jhelum Tawi Flood Recovery Project which include the rehabilitation of the mill, as well as the providing of the latest textile weaving equipment to enhance the production of wool manufactured at the factory. It was informed that the New Government Silk Factory Rajbagh with state-of-the-art preparatory, weaving and finishing machinery will be completed soon, thus providing economic benefit to 3000 cocoon-rearing families.

Pertinently, Experience Centre cum Sales Outlet was already made operational in Jammu for promotion and marketing of JKI products.

Rs 4.35 cr showroom cum Interpretation Centre inaugurated at Woollen Mill, Bemina

JK 2nd largest producer of wool in India: LG

New facility to revamp JK's woollen industry: **Sinha**



Says need to improve market linkages with national, international players

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JK 2nd largest producer

livelihood opportunities of people working in the mill, besides providing market opportunities for the thousands of wool-producing farmers in J&K.

At the same time, the new facility will give a massive revamping to the Woollen industry of the region, he added.

Stressing on providing viable market opportunities to those associated with the wool production, the Lt Governor asked the officers to put in committed efforts and formulate a comprehensive strategy to promote local woollen products at the national and international market.

While ensuring the improved and better quality product range, the new centre will provide a direct Market for 80,000 Kgs of locally produced wool annually, thus benefiting 1600 sheep rearing families, said the Lt Governor.

This will further improve the economic viability of Government Woollen Mills, Bemina, besides increasing annual fabric production from locally procured wool by 1,60,000 meters, he added.

J&K is the 2nd largest producer of wool in the country, producing approximately 70 lakh kgs of wool per annum. The reformative policies of the UT Government is providing economic growth opportunities to around 50,000 families associated with sheep rearing in J&K, the Lt Governor maintained.

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Baseer Ahmad Khan, Advisor to Lieutenant Governor; Ranjan Thakur, Principal Secretary Industries; Pandurang K Pole, Divisional Commissioner Kashmir; Vijay Kumar, IGP Kashmir; Abid Rasheed Shah; Chief Executive Officer, JKERA/JTRFP and other senior officers were during the inaugural ceremony.

LG calls for market linkages, sustainable ties with national, international players

Inaugurates WB funded Rs 4.35 cr showroom cum interpretation centre at Govt Woolen Mills, Bemina

IMAGES NEWS NETWORK
SRINAGAR, JUL 09

With an objective to give a determined push to the growth of wool industry, Lieutenant Governor Manoj Sinha Friday inaugurated the Showroom-cum-Interpretation Centre at Government Woolen Mills, Bemina established under the World Bank funded Jhelum Tawi Flood Recovery Project (JTRFP).

In the 1st Phase of the project, Showroom-cum-Interpretation Centre was completed at a cost of Rs 4.25 crores. The sub-project was undertaken as part of the Restoration & Strengthening of Livelihood component of the JTRFP project. In Phase II, upgradation of machinery and ancillary work shall be completed by August 2021 end at a cost of Rs 4.00 crores, an official press release said.

Speaking on the occasion, the LG observed that the new Showroom-cum-Interpretation Centre will greatly impact the livelihood opportunities of people working in the mill, besides providing market opportunities for the thousands of wool-producing farmers in J&K. At the same time, the new facility will give a massive revamping

See **Functioning** on Pg-08



Security situation totally under control: LG

Srinagar, Jul 09: Lieutenant Governor Manoj Sinha said on Friday that the security situation in the union territory was totally under control and nobody will be allowed to disrupt peace in the Valley.

"The security situation

is totally under control," Sinha told reporters after visiting Bemina Woolen Mills here.

He also said "the security forces have an upper hand and nobody will be allowed to mess with

See **Security** on Pg-08

to wool industry of the region, he added.

Stressing on providing viable market opportunities to those associated with the wool production, the LG asked the officers to put in committed efforts and formulate a comprehensive strategy to promote local woolen products at the national and international market.

While ensuring the improved and better quality product range, the new centre will provide direct market for 80,000 kgs of locally produced wool annually, thus benefiting 1600 sheep rearing families, said the LG.

This will further improve the economic viability of Government Woolen Mills, Bemina, besides increasing annual fabric production from locally procured wool by 1,60,000 meters, he added.

J&K is the 2nd largest producer of wool in the country, producing approximately 70 lakh kgs of wool per annum. "The reformative policies of the UT government is providing economic growth opportunities to around 50,000 families associated with sheep rearing in J&K," the LG maintained.

He was informed that the J&K Industry has tie-up with e-commerce platform 'Amazon' through Silk Mark Organisation of India (SMOI) as e-marketing channel.

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Meanwhile, at a separate occasion, Lieutenant Governor said that J&K Government's innovative interventions are getting visible results on the ground by generating more livelihood avenues for skilled & talented Youth of J&K, and creating better prospects for our younger