The Entrepreneurial Zeal: Case of Food Processing Enterprises in Jammu and Kashmir

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Abstract

The state of Jammu Kashmir is often described as the crown of India. Apart from its geological position the state has rich resource base especially in the various fruits, vegetation and herbs. The state has geographically rich horticulture and agriculture produce of Apple, Kesar, Dry fruits and various other food items such as Rajma, Cherry, Strawberry, Basamati rice, lotus roots etc. The State of Jammu and Kashmir has been under the conflict zone for various political reasons yet the dark clouds had their silver linings of entrepreneurial rigor over the two decades. Over the period the entrepreneurs of Jammu and Kashmir have kept alive the economic viability of the produce of Jammu and Kashmir and survived the climatic, as well as geopolitical turmoil. The paper explores and provides the deep insight into the entrepreneurial zeal of the State of Jammu and Kashmir. The study is based upon the qualitative and quantitative data collected through the primary interview of the manufacturing unit holders in the food processing sector in Jammu and Kashmir. It captures the entrepreneurial roadblocks and attempts to overcome these roadblocks along with the critical issues and concerns of the entrepreneurs towards creating a competitive organisation. The purpose of this study is to create awareness towards the potential for entrepreneurial opportunities in this and provide insight towards the policy initiative for the food processing sector in Jammu and Kashmir.

Key Words: Entrepreneurial Zeal, Food processing, Jammu and Kashmir, Concerns of Entrepreneurs