

MORE COLD STORAGE FACILITY IS THE NEED OF THE HOUR FOR APPLE GROWERS TO REALLY REAP PROSPERITY.

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KASHMIR CENTRAL

The apple of our eye

The pink-blushed apple is a delicious representative of Kashmir. And the fruit is in abundance right now. What it needs is the support from the government and a good entrepreneurial push for it to take the Valley to higher levels of prosperity.



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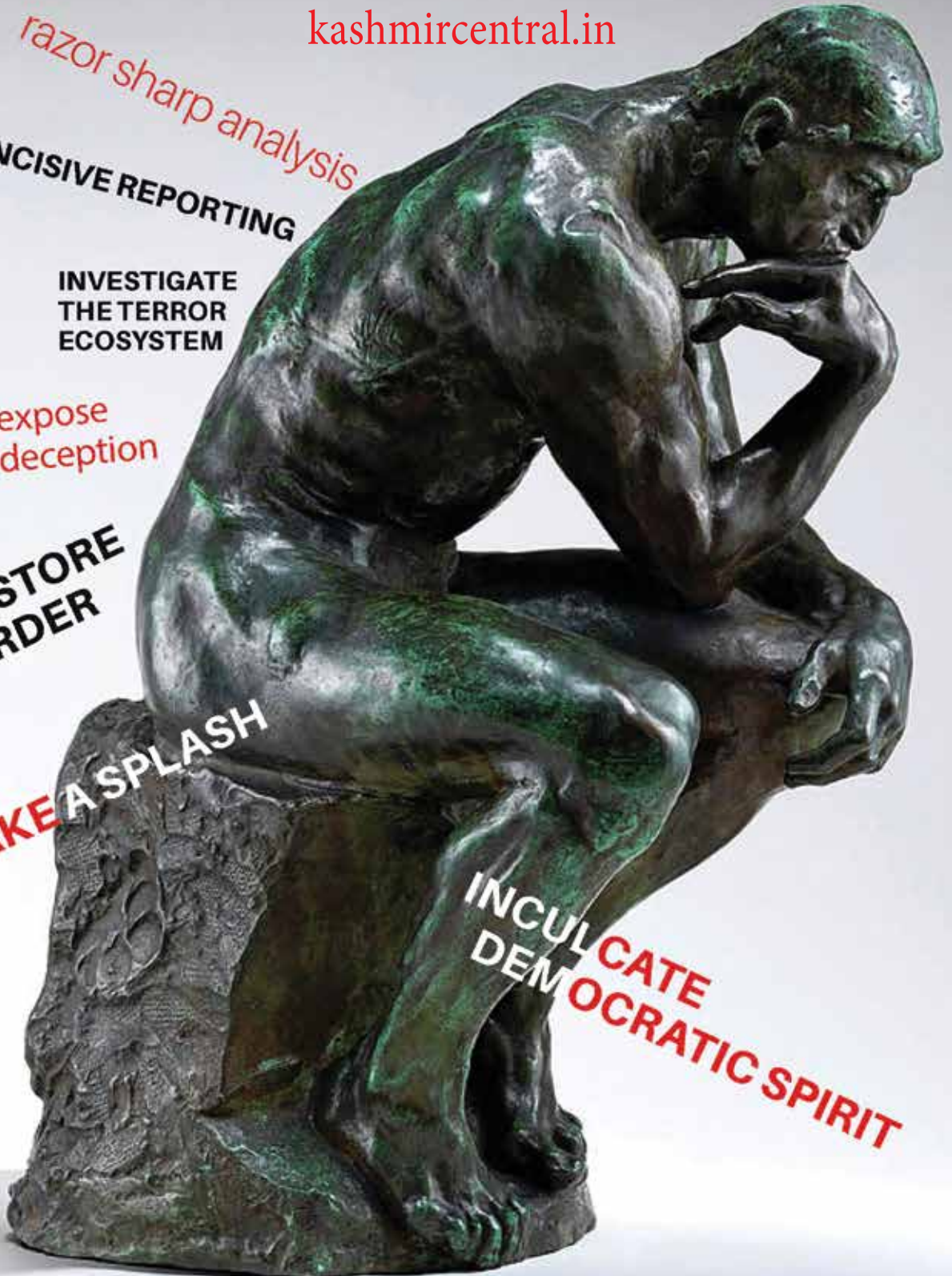
*expose
deception*

**RESTORE
ORDER**

MAKE A SPLASH

**INCULCATE
DEMOCRATIC SPIRIT**

KASHMIR CENTRAL



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TIME TO WELCOME MORE BEAUTY!

Miss World 2023 is set to be hosted in Kashmir. And this is among the major off-shoots of the new-found peace and security in the Valley, besides of course, the success of the G-20 meet in May. Way to go, Valley!



THE success of the G-20 meet in Kashmir has opened floodgates of tourism while the Valley has been enjoying its status as a peaceful land.

G-20 was not just a random achievement; it presented an assurance of a new J&K to the outside world. The potential of tourism, investment and political stability was eventually accepted by the rest of the world.

Unlike the past, the atmosphere wasn't disturbed by acts of violence from inside or across the Border. Even though the government had to cancel some of the planned destinations at the last minute for security reasons, the meet was essentially the one with a happy ending.

Now, with the announcement that the 71st Miss World 2023 contest is set to be held in Kashmir later this year with 140 countries participating, we have the G-20 meet held in May to thank! Kashmir indeed is a paradise on earth and a great place to host an event like Miss World.

After the annulment of article 370, the government has provided a roadmap to present Kashmir as a go-to-destination for global events. The Valley is embroidered with mesmerising mountains, serene waterfalls and has immense economic potential.

These global events will help Kashmir eradicate the menace of employment and the youth would find ways to channelise their creativity and effort and cultivate means of livelihood.

The time has come to see Kashmir as global host rather than the land of proxy terrorism. People have bid adieu to murderous insurgency and have sighed in relief. The business is on as usual and it must not stop now. And it's time to get ready to welcome the Miss World pageant!

Bashir Assad

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The apple of our eye

That pink-blushed apple is a delicious representative of Kashmir. The back-to-booming apple industry needs just a little more government backing and a good entrepreneurial push to take the Valley to higher levels of abundance.

by **Mian Tufail**

▼
KASHMIR, right now, is a picture of wholesome abundance. Wherever your glance goes, the Valley is laced with fruits and a rich whiff of almonds.

Besides cuisine and hospitality, Kashmir is synonymous with apples. The apple industry provides huge employment to the locals here.

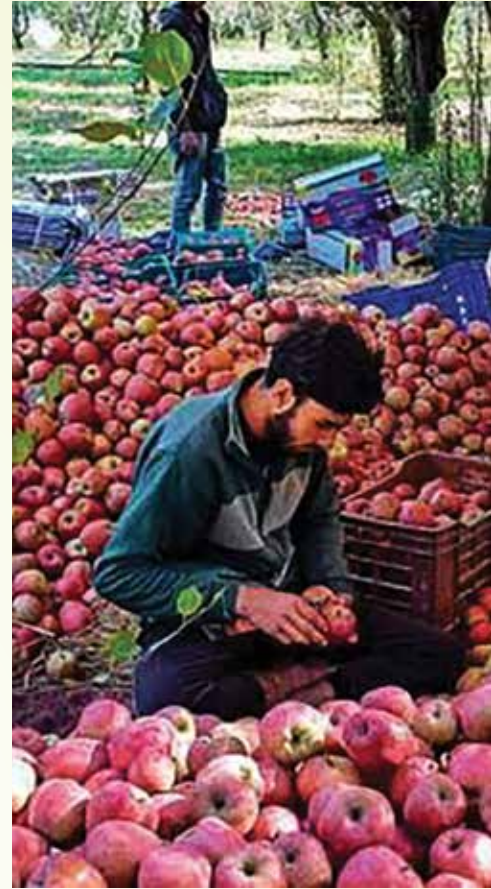
The apple industry was in ruins post the 2014 floods but is now enjoying a boost with the market available both domestically and globally. Presently, people associated with the industry are busy harvesting apples with the hope and aspirations of a bumper

production. The varieties being harvested include Gala Mast, Scarlet, King Roat, Scarlet Spur, Red Velox, Jeromine besides others.

THE APPLE OF THE VALLEY'S EYE

▼
 Typically, the apple season in Kashmir starts mid-October and goes till November. However, the high-density apple crop is being harvested earlier this year than expected and obviously, the growers are brimming with enthusiasm. The losses of the previous years are expected to be compensated for this year, thanks to the demand and minimal calamities.

Tariq Ahmad Bhat, an apple





grower from Sopore, informs Kashmir Central that the prices in the market go up initially and then stay constant before a drastic fall later. Says he, “Last year, the production was high but the demand subsided in the market. This year, the production is normal but an unexpected surge in the market has raised our hopes of good returns. Yes, hailstorm has ruined the crop at the higher reaches but the Sopore region is expecting a smooth harvest of fresh fruits without any damage”.

Tariq further adds, “We are eagerly waiting for the market prices to go up so that we may get good returns. We are observing the marketing strategies very keenly and pray for an upward trend in the market prices. Moreover, we want government’s intervention and are expecting its support in normalising the markets in our favour. It’s been known that apples are imported from Iran at a lower rate, which badly affects the indigenous crop and these Iranian apples are being imported first to Afghanistan and rebranded as Afghanistani apples. Since India and Afghanistan have a zero-import duty agreement, these apples are not taxed. When you don’t tax the imported fruit, the local industry is bound to crumble”.

COLD STORAGE: BRING IT ON

▼
With less number of cold storages available, the fruit

is packed and immediately transported to other state fruit mandis for good returns. Although, a fleet of cold storages has been established in Jammu and Kashmir but currently, they are not enough as per the demand. “The government must intervene and outsource cold storage facilities to the private players. It will help establish large fleets and growers will benefit to preserve their fruit for large durations and release it into the market during good demand. Cold storage facility will also help towards a longer shelf life of apples which could then remain available across the year,” adds he.

According to Aashiq Shangloo, vice president of Kashmir Chamber of Commerce and Industry, the total growth of the apple industry in Kashmir is 20 metric tonnes. Shangloo says, “In the harvesting season, when we would produce 20,000 metric tonnes of apple, it would hit the market all at the same time as there was no facility for storage. However, the government is now providing incentives, benefiting the whole industry especially growers.”

Fayaz Ahmad Malik from Sopore Mandi, who recently won the fifth consecutive election as president of the mandi, says that the apple industry has grown by leaps and bounds and the mandi is fulfilling a major chunk of demand in the country. During his winning speech, Malik is reported to have said: “The apple industry is a major

sector of Jammu and Kashmir with around 70% population directly associated with it. We work in corroboration with the local government here to remove the hindrances in this sector. We had demanded to the government to pave a smooth passage for apple trucks on the highway and we thank the government for working tirelessly on our demands”.



THE BLESSING CALLED MIP

Recognising the plight of J&K apple growers and the need to protect their interests, the central government has taken a proactive step by introducing the Minimum Import Price (MIP) for apples. By imposing import taxes, the government aims to discourage the influx of foreign apples and provide a fair market for the produce grown by J&K farmers.

This policy mandates that any apple costing less than Rs 50 per kg cannot be imported, providing a much-needed boost to the local apple industry, thus effectively levelling the playing

field for the local farmers.

The introduction of MIP brings several benefits to the apple growers of J&K. Firstly, it will help stabilise apple prices in the local market by reducing the oversupply of cheap imported apples. This stability will allow local farmers to fetch better prices for their produce, thereby improving their profitability and income.

Additionally, the MIP will boost the overall morale of the apple farming community, as they will no longer have to fear losing their market share to imported apples that enjoy an unfair price advantage.

The government issued an order on May 8 stating that “in exercise of the powers



conferred by Section 3 read with Section 5 of the Foreign Trade (Development and Regulation) Act, 1992, read with para 1.02 and 2.01 of the Foreign Trade Policy 2023, as amended from time to time, the Central Government hereby ITC (HS), 2022, amends the import policy position under ITC (HS) 08081000 of Chapter-08 of Schedule-I (Import Policy)”.

According to the new Import Policy of India, the import of apples under ITC (HS) 08081000 is now ‘prohibited’ where the CIF import value is equal to or less than Rs 50 per kg.

Horticulture is the economic backbone of Kashmir. The youth are getting attracted to the apple industry. These educated youth taking up the fruit trading business will boost the economy of the region. Intermittent intervention by the government to compensate for natural losses and clearing bottlenecks in the sector will diminish the destructive gaps.

Apple, being the apple of the Valley’s eye, is a money-puller and this industry must be supported while facing its varied odds.

WELCOME to KERAN

by **Mareaya Fayaz**

IT'S no news that the Kashmir valley has been enjoying a boost in tourism, especially since the G-20 meeting in Srinagar. This meeting saw delegates from different countries of the world wanting to explore Kashmir's potential in tourism and since then, the effort has been to work out a policy so as to bring new destinations under the tourism map and widen the scope for tourism here.

In a recent move, the Union Territory administration has opened up tourist destinations like Keran, Karnah and Teetwal along the border areas.

The Keran village, along the Line Of Control, is turning out to be hotspot for

Thanks to the newfound peace along the border, the option of tourism has opened along the Kupwara-Keran sector. The newly emerging tourist hotspot right now is the Keran village and well, the tourists as well as the locals are loving it!



tourists in North Kashmir's Kupwara district. Once a part of the princely state Jammu and Kashmir, the Keran valley got divided into two parts, leaving thousands separated from each other.

Keran is a beautiful border area with the Kishanganga (Neelum) flowing through it which acts as a Line Of Control between Pakistan-administered Kashmir, and Jammu and Kashmir.

On the other side of Kishanganga River is the Neelum valley of the Pakistan-administered Kashmir and the village located across is also called Keran, 93 kilometres from Muzaffarabad. The ancient Sharada Peeth temple, as well as the adjacent ruins of Sharada University are situated in the same Neelum Valley, just a few miles from Keran. At Shardi village, where Sharda temple and University are situated, the river Kishanganga (Neelum) joins Madhumati and Sargun streams. Between the 6th and 12th centuries CE, it was among the most prominent temple universities in the Indian subcontinent. The Kashmiri Pandit brethren have been demanding the opening of the Sharda Peeth corridor for many years now.

Keran nestles many streams, springs, river, mountains, dense forests including walnut trees and a variety of wildlife. Some 40 kms towards the west from district headquarters, Kupwara, Keran enjoys a majestic view. To reach the Valley, one has to pass through the Firkiyan Gali (at



an altitude of 9634 ft). On the way to Keran, at the Firkiyan top, the 360-degree view of the surroundings is mesmerising and its enchanting beauty brings goosebumps.

Some tourists at the Firkiyan Gali shared that they were visiting for the first time and were highly enthusiastic about the place and its surroundings. Some had travelled almost 100 kms to experience this breathtaking place along the border.

Years ago, it was not possible to travel in these high sensitive security camps of the border district of Kupwara but now things are changing in the Valley and the Kupwara district is witnessing a huge rush of

tourists exploring border areas.

One can witness the lush green forests, meadows, streams and also the architecture of wooden houses here. These rare, beautiful wooden houses need to be preserved and protected and need to be promoted as heritage sites.

The people in this village are now witnessing a change in the situation – so thankfully different from the horrors of violence they have seen. People feel happy with the normalcy and peace back across the border. They feel this kind of environment will provide them a chance to finally earn a good livelihood since a boost in tourism gives them an opportunity of starting different



short term business ventures.

Mohd Hanieef Khan, a resident of Keran, says that years ago “we only witnessed shelling and cross-firing between the two countries’ forces and we were always at a threat of losing lives and collateral damage of our houses and shelters. Life was tough and we always lived in fear. But now things have changed and we are finally feeling safe and secure in this region”.

The landmark decision of

the Government of India to bring border areas like Keran, Gurez, Tangdhar, Machil and Bangus on the tourism map has brought happiness to the people of Jammu and Kashmir. These being treated as the new tourist destinations, will facilitate peace and development in these border areas.

Another tourist visiting this location shares that these borders are defined territorial areas but we should foster human relationships with each

other in a peaceful manner without harming each other’s sentiments along the border. “This location in Keran village provides visitors a chance to have a look at the other side of the border-line and vice versa – which could actually build more peace and understanding,” he says.

Any non-resident traveller wishing to visit the border areas of Keran, Karnah and Machil has to obtain permission from the Kralpora Police station,



which is very easy, since the person just needs to submit an application form there with the requisite copy of the Adhaar card. The permission is granted with ease without too much legal complexity. Within the station, the permission is provided on a fast-track basis without wasting any time.

Lodging too is no problem. Along with a few government-owned rest houses, there are home-stay facilities available for tourists. Camping tents are

also available along with basic facilities. Since the spot has recently been introduced as a tourist destination, a lot is being done to promote tourism in the area by the government. Also, the Indian Army personnel are always seen giving a helping hand to the local population to lead Keran towards peace and prosperity

The administrative machinery of the Kupwara district needs to work on providing proper network facilities to the visitors though, since in this border

area, communication is tough due to poor network facilities. People visiting this area face a lot of difficulties connecting through cellular networks and their mobile phones remain signal-less.

Besides this, the administrative machinery, in collaboration with the Indian Army posted there, needs to build proper parking and other infrastructure facilities so that the visitors do not face any problem in exploring this new tourist attraction and bring abundance to the over 10,000 residents of this area.



THE FOOD RAGA

The Vintage

BY THE RIVER DAL, I SAT RELISHED

Eg

14
KASHMIR CENTRAL | 03 SEP 2023

by **Waheed Jeelani**

TUCKED away by the tranquil embrace of the Dal Lake, The Vintage stands as a dining haven that seamlessly marries the allure of global flavours with the breathtaking beauty of its surroundings. Here, every bite takes you on a gastronomic adventure, while every glance out the window unveils the serene expanse of the Dal. With that touch of modernity that welcomes visitors from all corners of the

Welcome to The Vintage by the Dal Lake, where global flavours and tranquil views create lasting memories. Come away with us and find your haven.

world, The Vintage isn't just a restaurant; it's an invitation to indulge in flavours, stories and views that transcend boundaries.

A MODERN RETREAT

Step inside and be greeted by an ambiance that wraps you in a warm embrace. The décor strikes a beautiful balance between modern elegance and an inviting comfort. Neutral

tones and soothing textures create an atmosphere that feels like a home away from home for travellers who seek solace amidst new horizons. It's a space that recognises the beauty of fusion – where travellers from distant lands can find a touch of familiarity while immersing themselves in a unique experience.

Stepping through the doors of The Vintage is like entering a sanctuary where modernity and comfort intertwine. The interior is an artful fusion

of contemporary design and welcoming cosiness what with soft lighting creating an intimate ambiance, setting the stage for culinary discoveries that await. The décor doesn't confine itself to any one style – it's an open invitation to global influences that resonate with travellers seeking a taste of home while embracing the allure of the unknown. The Vintage is a refuge that embraces diversity, offering a place where cultures unite over shared meals and vibrant conversations.



VIEWS THAT WHISPER

▼

As you savour your meal at The Vintage, your gaze is drawn to the sprawling Dal Lake that spreads like a shimmering canvas outside. The restaurant offers a mesmerising view that changes with the light, from the ethereal hues of dawn to the tranquil shades of dusk. The interplay of the flavours on your plate with the stunning vista outside creates a symphony of senses that's truly unforgettable. And when you find yourself drawn to the rooftop space, the panoramic expanse of the Lake unfurls before you, making every moment a feast for the eyes.

Nestled along the posh Boulevard Road of Srinagar, The Vintage commands a prime location that immerses you in the heart of Kashmir's allure. This enchanting road has more to offer than just breathtaking vistas. It's a boulevard that weaves together the tapestry of Srinagar's charm, lined with attractions that tell tales of Kashmir's heritage. Antique shops dot the landscape, proudly displaying samovars that have witnessed generations of tea ceremonies and pashmina shawls that embody the warmth of the region. In the midst of this cultural treasure trove, The Vintage beckons travellers to partake in not just culinary delights, but also in the history and legacy that define the very soul of Srinagar.



CULINARY SOJOURNS

▼

The Vintage isn't confined to one culinary narrative – it's an odyssey that spans the globe. The menu boasts an array of dishes that celebrate the diversity of tastes from different corners of the world. From the delicate flavours of Chinese cuisine to the hearty indulgence of Italian pasta, every dish is a passport to a different corner of the culinary map. It's a space that beckons you to explore, to savour, and to appreciate the culinary richness that transcends borders.

Within this culinary tapestry, lies a special thread that celebrates Kashmir's rich gastronomic legacy. Here, you'll also find a dedicated space for traditional Kashmiri cuisine. From the aromatic

Rogan Josh that carries the essence of the Valley's spices to the soul-soothing Dum Aloo that captures the heartiness of Kashmiri fare, each dish pays homage to the region's culinary heritage. The flavours are an invitation to embark upon a sensory journey that traverses generations, making





every bite not just a taste but a touchstone to the traditions that have shaped Kashmir's identity. In a space where the world's cuisines converge, the presence of Kashmiri classics adds a layer of nostalgia that resonates deeply with locals and enchants curious travellers alike.



BE PAMPERED

Here at The Vintage, you're not just a guest; you are part of a family that extends its warmth through impeccable service. The attentive staff caters to your every need, ensuring that your dining experience is nothing short of exceptional. The friendly smiles, the helpful suggestions, and the willingness to cater to your preferences create an ambiance where you can truly relax and relish each moment.

and heart-warming company transcends boundaries. Here travellers become friends, here tales are exchanged, and here the beauty of human connection finds its resonance. In a world that can sometimes feel fragmented, this space stands as a reminder that breaking bread together can mend many fragments and create memories that last longer than the lingering taste of the last bite.

Indeed, The Vintage by the Dal isn't just a restaurant; it's a reflection of the evolving nature of travel and culinary



A GLOBAL MELTING POT

The Vintage is also where cultures intertwine and stories intermingle. As you sit among fellow diners from around the world, you're invited to share not only a meal but also a slice of life from diverse corners of the globe. Conversations weave together languages, anecdotes, and laughter, reminding us that while our journeys might be unique, the love for good food

experiences. It's a space where the traditional meets the contemporary, where the global meets the local, and where the flavours of the world harmonise with the beauty of Srinagar's landscapes. As you bid adieu to the serene shores of Dal Lake, the taste of exquisite dishes and the memory of breathtaking views stay with you, reminding you that The Vintage is more than just a dining spot – it's an embodiment of the world's flavours and the warmth of shared moments.

DOWN WITH THE BIG D



by **Bazila Nazir**

JOY, peace, and hope are blessings. And we understand the value of good mental health when faced with dark tunnels of depression.

According to research, during the Covid-10 pandemic, depression increased by 50%, irrespective of age and gender. Actually for decades, Kashmir has been facing mental health issues. Covid-19 just came and made things tougher. Also, the political turmoil in the Valley added fuel to the fire. The cruel circle of events comprising torture, disappearance, displacement, killings, ballistic trauma, etc., have caused grief, insecurity, uncertainties of career and relationships. And among the worst

Thanks to decades of violent madness, uncertainty, unemployment and then Covid-19, the people in Jammu and Kashmir have been fighting depression. It's not a disease that will go away in a hurry unless we take persistent action to drive it away. But we *can* kill the big D and return to joy and peace, and it is always possible!

affected have been students and the youth of Kashmir.

Let it be understood - depression is a psychiatrist disability. Depression has caused major psychological morbidity in Kashmir, and there has been a rising trend among clinicians of prescribing antidepressants more than in the past. The two-decade long conflict in the Valley has caused what can be called 'low-intensity conflict'.

The burden of depression is rising in the Valley, affecting both the working and social lives of individuals. The prevalence of hopelessness is 55.72%. There is also a significant difference in the prevalence of depression among males and females and rural and urban areas.

Jammu Kashmir has a population of around 12.5 million and there are some 41

psychiatrists, who are mostly affiliated at teaching hospitals in the two cities of Jammu and Srinagar. There is an instant need for the development of mental health services in Kashmir. Conducting of awareness programmes is not enough to deal with the trauma. There is an urgent need for researchers, clinicians and policy makers for devising policies and interventions in the context of the widespread mental health situation of the Kashmiri population.

THE DANGEROUS SIGNS

▼
The depressed often feel worthless and also experience inappropriate guilt wherein they may often think 'it's all my fault' or 'what's the point'.

There is also a general loss of interest or withdrawal from activities that were previously looked forward to like sports, hobbies, going out with friends.

Looking towards death is another dangerous sign. Abasement is sometimes connected to suicide. Reports often say that the Kashmiris who have died by suicide in recent years had shown signs of abasement or mental health issues.

Increased fatigue and sleep problems too are a sign of depression. People living with abasement might stop doing things they enjoy because they feel very tired. Abasement often comes with a lack of energy and an overwhelming feeling of fatigue, which can be among its most debilitating manifestations. This can lead to excessive sleeping.



Anxiety too is an off-shoot of abasement and often occurs along with rapid heart rate and heavy or shallow breathing. Feelings of danger, panic, dread, restlessness or a sense of tension are all connected to this state.

Uncontrollable emotions too are a sign of depression. One moment one would have a sudden outburst of anger; the next moment, tears would be flowing uncontrollably. Abasement can cause mood swings that fluctuate wildly and it has nothing to do with anything outside of the person experiencing them.

CONTROL THIS LOW

▼
Small lifestyle changes may help manage these feelings. Consult a psychiatrist since it's more effective for most people with depression. Thinking positively





is also a must. Also, know that today isn't indicative of tomorrow. A simple solution is challenging negative thoughts with positive thinking. Do something you enjoy, spend time with loved ones, practise gratitude, and consider limiting drugs and alcohol.

Also, remember, 'when you will not go to worship, then it is obvious that you will go into depression.'

Dr. Mehran, a psychiatrist shares with KC, "Depression is rampant in J&K due to several factors. Most of them are



unemployment, three decades of violent madness, drug abuse, almost absent opportunities for our youth and cultural degradation. We have official figures, mainly from NGOs that say that depression is spreading like cancer in the Valley. These figures are incontestable". "Depression leads to anxiety and crime. We already have

many other issues at hand and so my advice is to consult a psychiatrist as early as possible and take proper guidance from peers before indulging your depressive thoughts. Depression can be cured and a person can live a peaceful life," adds Dr Mehran.

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