

UNLOCKING RIVER  
CRUISE TOURISM

The launch of world's longest river cruise with MV Ganga Vilas by the Prime Minister Narendra Modi on 13 January, 2023 in Varanasi will herald a new age of river cruise tourism for India. The luxury cruise will cover a distance of more than 3,200 Km across 27 river systems in 5 states in India and Bangladesh. The huge untapped potential of river cruise is set to get unlocked with the launch of the service. Speaking on the occasion, Sarbananda Sonowal, Union Minister of Ports, Shipping & Waterways and Ayush said, "Under the dynamic leadership of Prime Minister Narendra Modi, we are exploring the immense wealth that our rich river system has to offer. This avenue of sustainable development via inland waterways has received a tremendous boost as efforts to augment cargo traffic as well as passenger tourism have borne fruit with encouraging results. The MV Ganga Vilas cruise is a step towards unlocking the huge potential of river tourism in the country has to offer. Our rich heritage will get further transcended in the global stage as tourists will be able to experience the spiritual, the educational, the well being, the cultural as well as the richness of the biodiversity of India. From Kashi to Sarnath, from Majuli to Mayong, from Sunderbans to Kaziranga, this cruise packs an experience of a lifetime. I believe that this wonderful initiative, under the guidance of Prime Minister, is the beginning of a new era in river cruise tourism in India and strengthening our government's commitment to enable Act East, both through policy and practice." The MV Ganga Vilas cruise is curated to bring out the best of the country to be showcased to the world. The 51 days cruise is planned with visits to 50 tourist spots including World Heritage Sights, National Parks, river Ghats, and major cities like Patna in Bihar, Sahibganj in Jharkhand, Kolkata in West Bengal, Dhaka in Bangladesh and Guwahati in Assam. The MV Ganga Vilas vessel is 62 meters in length, 12 meters in width and comfortably sails with a draft of 1.4 meters. It has three decks, 18 suites on board with a capacity of 36 tourists, with all the amenities to provide a memorable and luxurious experience for the tourists. The ship follows sustainable principles at its core as it is equipped with pollution-free mechanisms and noise control technologies. The maiden voyage of MV Ganga Vilas will witness 32 tourists from Switzerland relishing the Varanasi to Dibrugarh journey. The expected date of arrival of MV Ganga Vilas in Dibrugarh is on March 1, 2023. The itinerary of MV Ganga Vilas has been curated to showcase the rich heritage of India with stop overs in spots of historical, cultural and religious importance. From the famous 'Ganga Arti' in Varanasi, it will stop at Sarnath, a place of great reverence for Buddhism. It will also cover Mayong, known for its Tantric craft, and Majuli, the largest river island and hub of Vaishnavite culture in Assam. The travellers will also visit the Bihar School of Yoga and Vikramshila University, allowing them to soak in the rich Indian heritage in spirituality and knowledge. The cruise will also traverse through the biodiversity rich World Heritage Sites of Sunderbans in Bay of Bengal delta, famous for Royal Bengal Tigers, as well as Kaziranga National Park, famous for one horn rhino. Highlighting the need to develop river cruise tourism in the country, Sonowal said that the development of this sector would generate employment opportunity in the hinterland. The government is making capital expenditure to build capacity for the success of river cruise tourism in the country. He said the river tourism circuits will be developed and integrated with the existing tourism circuits for maximum exposure and rapid development of this sector in the country. The MV Ganga Vilas cruise is a first-of-its-kind cruise service. With support from the Inland Waterways Authority of India (IWA) under Ministry of Shipping, Ports and Waterways (MoPSW), the success of this service is likely to enthuse entrepreneurs to explore river cruise in other parts of the country. The global River cruise market has grown at ~5 per cent over the last few years and is expected to constitute ~37 per cent of cruise market by 2027. Europe has been driving growth with approx. 60 per cent share of river cruise vessels in the world. In India, 8 river cruise vessels are operational between Kolkata and Varanasi while cruise movement is also operation on National Waterways 2 (Brahmaputra). Tourism activities like river rafting, camping, sightseeing, kayaking and so on are operation in many spots in the country. The construction of 10 passengers terminals across NW2 are going on which will further bolster the prospect of river cruise. At present, four river cruise vessels are operational in NW2 while it is operating in limited capacity in NW3 (West Coast Canal), NW8, NW 4, NW 87, NW 97, and NW 5. As the capital expenditure is pumped to build capacity in the inland waterways, the river cruise is set to grow further with systematic forward and backward linkage for the economy, especially across the banks of the rivers.

■ DR BANARSI LAL

Agriculture is the key sector for income and employment generation in J&K. This sector is considered as the backbone of Union Territory of Jammu and Kashmir as it provides employment directly or indirectly to about 70 per cent of its inhabitants. Thus this sector continues to remain as an important sector for the socio-economic upliftment of the people. Jammu and Kashmir is a mountainous Union Territory in which Jammu region is predominantly sub-tropical while Kashmir is temperate. The average size of land holding of J&K is only 0.67 hectare against 1.33 hectares' land holding size on national basis. Only 30 per cent of the area of J&K is under cultivation. Jammu and Kashmir is located between 32.17 and 37.06 North latitude and 73.2 and 80.36 East longitude in the Himalayan region. The agro-diversity of the state varies from sub-tropical in Jammu region and temperate in Kashmir region. The average annual rainfall of these two regions is 1069mm and 660mm respectively. The average temperature of these two regions is 24.5 and 13.3 Centigrade respectively. There is dire need to increase the income and employment in agriculture and allied sectors for the farmers in J&K. There is possibility to increase the production and productivity of the crops and to enable the farmers to diversify their crop production. By adopting the modern technologies in agriculture and establishing the infrastructure for the farm production. There is need to promote the diversification in agriculture and move towards high value crops like vegetables, aromatic and medicinal plants, saffron, mushroom, beekeeping, silkworms, pulses etc.

J&K is endowed with ample natural resources including soil, water, climatic condition, diversity, topography, rich natural flora etc. which are conducive for the cultivation of a wide range of crops. It is matter of grave concern that the interest of younger generation in J&K is dwindling towards agriculture. About 58 per cent area under agriculture in J&K is rain fed and remaining 42 per cent is irrigated. Maize is first rank crop in J&K occupying one-third of the total cropped area, rice at number second and wheat at number three of the total cropped area. There is dire need of strenuous efforts to make agriculture more profitable and more income and employment can be generated among the farmers. The horticulture sector in J&K accounts for 13 per cent of the net sown area but contributes about 45 per cent of J&K agricultural GDP. Around six lakh families comprising of 30 lakh people are directly or indirectly involved in horticulture trade. Horticulture sector helps in nutritional security, land productivity, employment, exports and farm incomes by offering a wide range of choice to the farmers for crop diversification. The varied agro-climatic zones in J&K make it ideal to grow diverse high value horticultural crops. The forward and backward linkages offer tremendous potential for employment generation and rural upliftment in J&K. Horticultural sector contributes immensely to strengthen the financial condition of Jammu and Kashmir. Around 20 per cent area of J&K is under horticultural crops. Horticultural sector contributes around 10,000 crores to the annual income of Jammu and Kashmir. Among the horticultural crops in J&K apple occupies the predominant position constituting around 45 per cent of the total area under fruit crops. Horticultural activities major thrust is given in hilly areas. The fruit crops grown in J&K are almonds, walnuts, pears, cherries and apricots in temperate areas and mango, citrus, litchi, ber, papaya, guava etc. in subtropical areas. Saffron is the costliest spice of the world. Saffron cultivation in Jammu and Kashmir is unique in the world.

The annual production of Saffron in Jammu and Kashmir ranges from 10 to 20 tonnes. J&K government has made strenuous efforts to increase horticultural crops production. Incentives are given to the horticultural crops growers by the departments of J&K to develop orchards in Kandi and hilly areas. Subsidy to build capacity in the inland waterways, the river cruise is set to grow further with systematic forward and backward linkage for the economy, especially across the banks of the rivers.

It has been observed that about 40 lakh tones of

## Agricultural diversification in J&amp;K

fruits are exported annually from J&amp;K.

This sector contributes significantly to the economic and ecological development, employment generation, export and nutritional requirement of the people of J&K. Since Jammu and Kashmir is endowed with different agro-climatic conditions and topography, the scope for strengthening various commercial horticultural activities is enormous. Agricultural policies involve the government, different organizations and the farmers.

The government aims in maximization of agricultural outputs on sustainable basis. The agricultural universities and research institutions give policy inputs and the government departments prepare the action plans on the basis of programmes and make efforts to achieve the objectives of the government. The farmers make endeavours to maximize their farm income and employment.

The planning policies which are top down in approach decide on macroeconomic basis, assuming that the farmers would adopt them or could be induced to adopt. The general policy of government for agricultural development can be summarized in terms of (a) supply of inputs like High Yielding Varieties (HYVs) seeds, fertilizers and insecticides-pesticides at reasonable rates; (b) supply of water, credits and electricity at subsidized rates; and (c) fixing of minimum support price for important food grains and other crops along with procurement system for wheat and rice.

The farmers have responded to these policies by allocating higher acreage under wheat and paddy crops which have least risk of yield as well as price. In the nineties after reaching plateau in wheat and rice yields, some progressive farmers started to increase the production of floriculture crops, vegetables and fruit crops, citrus, strawberry and even in mushroom cultivation. The policy of diversification has been loaded with objectives like checking degradation of soil health, sustaining the land productivity, checking decrease in level of water table and waterlogging, controlling the use of insecticides and pesticides, decreasing the water pollution, maintaining the ecological balance and increasing production of crops.

The farmer thinks for the short term benefits. The continuous increase in area under wheat and rice in spite of echoing of the above mentioned considerations clearly proves the fallacy of this policy of diversification. The support price with procurement arrangement has been revealed as the most important instrumental variables in influencing the acreage allocation decisions of the farmers.

The acreage planning for individual crops is widely used as management tool by almost all the developed countries. Acreage planning requires realistic estimates of the acreage under individual crops at national level on the basis of domestic and export demand of the concerned crops. The level of production and acreage can be fixed for different crops at national level so as to fetch a market price reasonably above the cost of production. Apex organizations in J&K have made commendable achievements through research and extension but still there is an immense scope for further improvement to increase production and productivity of different crops in J&K. Efforts need to be made for further exploration of high yielding varieties, production of quality planting material, canopy management, high density plantation of fruit crops, rejuvenation technology and water harvesting. Different state and centrally sponsored schemes/programmes can change the fate of agriculture scenario in J&K. Emphasis should be given on crop husbandry as food security and diversification are indispensable. Technologies developed through Front Line demonstration (FLDs) and On-Farm-Trials (OFTs) should be disseminated to the farmers through main extension system of J&K.

There is need to change the outlook of the farming community from traditional agriculture to diversified agriculture.

**(The author is Head, KVK Reasi, Sher-e-Kashmir University of Agricultural Sciences and Technology-Jammu).**

PROGRESSING J&K  
Aspirational Panchayat Development  
Programme: J&K Govt all set to introduce  
Panchayat development Index

Jammu and Kashmir Government is all set to introduce Panchayat Development Index to develop and replicate best practices that drive improvement across the socio-economic themes of Panchayats under newly approved Aspirational Panchayat Development Programme (APDP).

The identified Panchayats will be given special focus to saturate inclusive development schemes which would serve as model Panchayats, an official said. He added that the J&K Government will select the most backward 285 Panchayats (One Panchayat per Block) under APDP for holistic development.

An array of key parameters for preparation of Panchayat Development Index to rate various Panchayats of the UT of Jammu and Kashmir on socio-economic indicators concerning lives of the people residing in the rural areas has already been identified. This exercise will be taken on the analogy of Aspirational Block Development Programme being implemented by the UT of Jammu and Kashmir.

A total of 100 measurable indicators have been identified across 9 sectors namely Agriculture and allied Activities (06 indicators), Health and Nutrition (11), Education (13), Rural Development and Sanitation (07), Beneficiary-Oriented Schemes (04), Skill Development (04), Basic Infrastructure (17), Environment (05) and Good Governance (33), which shall give insight into existing status and incremental progress over a period of time. On the basis of importance of these sectors, weights shall be assigned to each sector and sub-indicators as per relevance in the life of rural population. These Aspirational Panchayats shall be developed through convergence of various ongoing District / UT Schemes and Centrally Sponsored Schemes / Programmes. Besides, an additional financial assistance of Rs. 10 lakh shall be provided to the selected Panchayats under the scheme for its further development after achieving saturation in several parameters like Soil Health Cards, Land Pass Books, Kisan Credit Cards, Shram Cards issued to eligible laborers, 100 percent Institutional Births, 100 percent vaccination of children in the age group of 9-11 months, Zero Percent Out of School Children, 100 percent Solid Waste Collection and Treatment, Aadhaar Seeding with MGNREGA Cards, Issuance of Golden Cards under PMJAY SEHAT, he further said.

About 285 most backward Panchayats shall be selected from 4291 Panchayats of J&K (One Panchayat per Block), on the basis of least aggregate score obtained on the selected 100 parameters in the Panchayat Development Index in the concerned block.

The data shall be analyzed in PD&MD and most backward panchayat in the block shall be identified, the details of which shall be shared with all respective District Development Commissioners for authentication.

Aspirational Panchayat Development Programme (APDP) Dashboard shall be developed by the IT department for uploading the data of all Panchayats on the selected indicators/parameters. Subsequently, APDP Dashboard shall be used to monitor progress on these Aspirational Panchayats on Key Performance Indicators.

Aspirational Panchayat Development Programme will be implemented under the overall supervision of the District Development Commissioner (DDC). For smooth implementation of the programme, a Nodal Officer shall be designated by the DDC at district level from the Rural Development Department. Moreover, access of people of these Panchayats to various schemes available for development of poor shall be improved/saturated which shall bring overall improvement in their living conditions.

This will be a move forward towards inclusive development of these areas ensuring benefits to the last man in the last row.

JAL SHAKTI DEPARTMENT, JAMMU  
OFFICE OF THE EXECUTIVE ENGINEER JAL SHAKTI  
(PHE) CITY DIVISION NO-1, JAMMU

0191-2543654 (Fax)

E-Mail:- xenphecy1@gmail.com

## NOTICE INVITING E-TENDER

E-NIT No. JS/PHECD-I/428 of 2022-23

(Fresh of e-NIT No. JS/PHECD-I/382 of 2022-23)

For and on behalf of The Commissioner, Municipal Corporation, Jammu, of J&K Union Territory, E-Tenders (Item Rate Based) are invited by the Executive Engineer Jal Shakti (PHE) City Division No-1, Jammu, from approved and reputed/registered firms under two cover system, Cover 1 comprising of technical bid and cover 2 comprising of financial bid for the following works:-

| S. No. | Name of work  | Cost of Tender (In Rs) | Cost of Tender document Fees (In Rs.) | Earnest Money 2% of the Advertised Cost | Class of Contractor | Time of Completion |
|--------|---|------------------------|---------------------------------------|---|---------------------|--------------------|
| 1      | 2   | 3                      | 4                                     | 5                                       | 6                   | 7                  |
| 1      | Improvement/Extension of water supply at Joshi Lane Sunder Nagar Gole Jammu under UT Capex. | Rs. 6.61 lacs          | 500/-                                 | Rs.13220/-                              | A to D              | 60 Days            |
| 2      | Construction of Manifold at Gujjar Nagar station. under UT Capex                            | Rs. 4.85 lacs          | 200/-                                 | Rs.9700/-                               | A to D              | 40 Days            |

## Position of funds: Approved

TS: Accorded

AAA: Accorded

1. Date of publishing from 05-01-2023 (1800hrs)
2. Bid documents can be seen and downloaded from the website [www.jktenders.gov.in](http://www.jktenders.gov.in) from 05-01-2023 (1800hrs) onwards.
3. The bids shall be uploaded on the website [www.jktenders.gov.in](http://www.jktenders.gov.in) from 05-01-2023 (1800hrs) to 14-01-2023 upto (1200Hrs).
4. The complete bidding process shall be online.
5. The technical bids received shall be opened online on 14-01-2023 after (1200Hrs). or any other convenient later date in the office of the Executive Engineer Jal Shakti (PHE) City Division No-1, Jammu.
6. Furnishing of hard copies of bids immediately after submission of e-tenders has been dispensed with as per Govt. order No. OM No. A/24 (2017)-651 Dated 07-06-2018. The same shall be obtained only from the bidder who is declared as L1 after opening of financial bids.
7. A copy of CDR/FDR duly pledged to the Executive Engineer Jal Shakti City Division No-1 Jammu should be uploaded by the bidders. However, before allotting the work, the original CDR shall be obtained from the bidder declared as L1 & shall be kept on record.
8. The Lowest Bidder shall be intimated through e-mail on his registered mail id to deposit the performance Security or any other relevant documents required by division in reference to the contract.
9. Cost of bidding/tender fees receipt in the shape of e-challan/ single window challan of JMC shall have to be paid online, through the JMC link <http://www.jmcjammu.org/> online payment.html and no cash shall be entertained at any cost. Further, bidders are requested to mention name of the work upon the particular Challan/e-receipt. Under unavoidable circumstances if the work is retendered, The contractor need not to deposit the Tender document Cost for rebidding for the same work.
10. The Successful bidder shall be liable to deposit the performance security as envisioned in the Govt. of UT Jammu and Kashmir , Circular No:A/Misc(2018)-III-895/J, Dt:-22-12-2020 read with order no. FD-Codes/233/2021-02-27 Dated 10-02-2022.
11. The financial bids of the qualifying bidders shall be opened online in the office of the Executive Engineer Jal Shakti (PHE) City Division No-1, Jammu on same date of opening of technical bid or any other date.

No:-PHECD-I/10205-10210

Dated: - 05-01-2023

DIP/J-13949/22

Dated:- 08-01-2023

Sd/-  
/Executive Engineer  
Jal Shakti (PHE) City Division No-1  
JammuMunicipal Committee Batote  
Office of the Municipal Committee Batote

## PUBLIC NOTICE

In Order to self declare Municipal Committee Batote as ODF+ Town as per guideline issued by Swachh Bharat Mission, Ministry of Housing and Urban Affairs, a press release was issued on 17-12-2022 in local news paper. Under the press release, objection and feedback were sought from the citizen of Municipal Committee Batote within 15 Days from the press release. Feedback and objection received during the period waste taken under consideration and all necessary improvements are being made on the ground. Thus, Municipal Committee Batote declares itself as ODF+ Town.

Open defecation, open urination, and unauthorized dumping of sewerages in open areas, drains and water bodies is a punishable offence. It is hereby declare that penalty of INR 200 for open defecation, INR 100 for open Urination and INR 500 for unauthorized dumping of Sewerages in open areas, drains and water bodies shall be imposed in case of any violation.

Issued for public information

No:- MC/B/2022/1139  
Dated:- 06-01-2023  
DIP/J-4711-P/22  
Dated:- 08-01-2023

Sd/-  
Executive Officer  
Municipal Committee  
Batote

UNION TERRITORY OF JAMMU & KASHMIR  
IRRIGATION & FLOOD CONTROL DEPARTMENT

Office of the Executive Engineer Irrigation Division No.II Jammu

E-Mail: ifcjumuxenid2@gmail.com, Tel/Fax: 0191-2457756

## SHORT TERM NOTICE INVITING E- TENDERS

E-NIT No.: 33 of 01/2022-23

For and on behalf of Lieutenant Governor of Union Territory of Jammu and Kashmir, Executive Engineer Irrigation Division No-II, Jammu invites e-tenders in two cover system Cover 1st containing prequalification documents and Cover 2nd containing Price Bid from registered contractors of appropriate Class for the below mentioned works.

| S.No | Name of work | Advertised cost of work (Rs. in lacs) | Earnest Money Deposit (In Rs.)</ |
| --- | --- | --- | --- |