

## **Pulwama Pencil – Pulwama, Jammu & Kashmir**

Pulwama area manufactures more than 70% of the pencil slats that are used to make pencils by top brands in India. Female Poplar trees are used as raw material for the pencils. Earlier, the district used to supply wood to pencil makers but now production of slats takes place in the district.

### **Problems**

1. Orders to cut down female poplar trees and discouragement of the plantation of new trees will lead to raw material shortage.

The Kashmir administration, in a memo dated 2 April 2020, has ordered ‘lopping and felling’ of 42,000 female poplar trees due to the scare of covid transmission by poplar pollens.

### **Proposed Interventions**

- a. Identification of male poplar trees at the sapling stage which can be used as a raw material for the pencil industry.
- b. Plantation of male poplar tree to ensure availability of raw material.
- c. Trimming and cutting of pollen-bearing branches once 3 years ensures no pollen.

1. Lack of electricity for the industry.

### **Proposed Interventions**

- a. Development of industrial cluster in Oukhoo village(17-18 units) to ensure proper availability of power for production.
2. The high cost of technology makes market entry difficult. Some units are using outdated technology.

### **Proposed Interventions**

- a. Development of indigenous technology to bring down capital requirements.
  - b. Assistance in procurement of the latest technology to increase productivity.
3. Slate cutting machinery is provided by pencil companies to the units with exclusive contracts. This curbs independence in the industry in procuring contracts.

### **Proposed Interventions**

- a. Development of slate cutting machines to increase the independence of the units.
4. Outdated technology and management techniques in the units.

### **Proposed Interventions**

- a. Introduction of automation and data technologies to streamline production and increase the efficiency of production.
  - b. Tie-ups of the industry with technological and management colleges in the region.
5. Dependence on big companies for product trade.

**Proposed Interventions**

- a. Promotion of entrepreneurship at the local level through workshops and financial assistance.
  - b. Stationary tie-ups with corporates and government institutes.
6. Lack of awareness about the pencil industry

**Proposed Interventions**

- a. Pencil Museum in the Pulwama region

<b>Sr. No.</b>	<b>Proposed solution</b>	<b>Agency</b>
1	Identification of Male and Female poplar tree at sapling stage	ICAR, Department of Horticulture
2	Trimming of Female poplar trees to reduce pollination	Department of Horticulture
3	Development of industrial cluster	Ministry of Micro, Small and Medium Enterprises
4	Upgration to new technology	RuTAG ,IIT Jammu
6	Creating linkeages with technology suppliers	Ministry of Micro, Small and Medium Enterprises , Ministry of Commerce and Industry
7	Development of Slate cutting machines	RuTAG, IIT Jammu
8	Introduction of Automation	Ministry of Micro, Small and Medium Enterprises
9	Educational Tie-ups	IIT Jammu, NIT Srinagar
10	Promotion of entrepreneurship	Ministry of Skill Development and Entrepreneurship
11	Corporate Tie-ups	Ministry of Commerce and Industry
12	India's first Pencil Museum	Ministry of Tourism , Ministry of Culture