

**PROBLEMS OF APPLE INDUSTRY IN J&K WITH SEPECIAL
REFRENCE TO SOPORE TOWN**

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ABSTRACT

Kashmir apple has lived up to its reputation for being one of the choicest- fruits, Kashmir has for long been considered the home of apples. Hundred and ten varieties of apple are found in Jammu and Kashmir. The chief varieties of apple are found in Jammu and Kashmir. The chief varieties being Delicious, American, Ambri, Moharaji, Kesari, Hazaratbali. However Ambri or Amri is the most popular and ahs a large round red and while sweet fruit, ripening in October and keeping its condition for a long time. This variety attracts maximum consumer's attraction due to its sweetness and handsome appearance. Therefore this paper is an attempt to find out the problems faced by apple industry in sopore town .This paper is divided into three parts. Part one represents introduction, research methodology and objectives of the study. Part two review the problems in apple industry in J&K. The analysis in this paper is qualitative as well as quantitative. This study is based on information obtained from primary sources which includes one hundred customers of J&K apple fruit growers in Kashmir. Final and third part includes findings of the study.

KEY WORDS:*apple,fruitgrowers,industry,problems,sopore.*

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INTRODUCTION

The age old apple cultivation has profusely coloured the serenity and tranquility of Kashmir's landscape. Kashmir apple has lived up to its reputation for being one of the choicest- fruits, Kashmir has for long been considered the home of apples. Hundred and ten varieties of apple are found in Jammu and Kashmir. The chief varieties of apple are found in Jammu and Kashmir. The chief varieties being Delicious, American, Ambri, Moharaji, Kesari, Hazratbali. However Ambri or Amri is the most popular and has a large round red and white sweet fruit, ripening in October and keeping its condition for a long time. This variety attracts maximum consumer's attraction due to its sweetness and handsome appearance. Unlike Amri, Mohi Amri has acid and redness. Another species known as Kuddu Sari in longer is shape and possesses more juice rather than acid but has short life. Though the cultivation of apple in India is concentrated in Jammu and Kashmir Himachal Pradesh, and Uttar Pradesh yet, Kashmir enjoys the distinction of being still hub of apple industry of the country. This is obviously so because the State has not only superiority over Himachal and Uttar Pradesh in the field of production but also in marketing. The production of apple in the State is confined to six districts of the valley viz, Ananthnag, Baramulla, Badgam, Pulwama, Kupwara, and Srinagar. However, in Jammu division apple cultivation is found in a limited scale in Doda district only. In two districts of the valley namely Baramulla and Kupwara, the apple cultivation is found on a large scale as these have suitable land for temperate fruits. Apple being state's main fruit has predominant position both in area under plantation and production. Apart from its profitability criteria the corporation will bring the horticulture industry of Jammu and Kashmir to an appreciable standard by the introduction of latest technological devices. This would provide export outlets for the quality fruits of Kashmir besides making them available to the local consumers in rest of the country. This step would revolutionize the economic condition of the thousands of growers who in effect form the backbone of the industry.

The different varieties of apples grown here include Hazratbali, Delicious, Royal Delicious, American and Maharaja. Experts also feel that scab resistant variety of apples would help in business revival. Scientists at Sher-e-Kashmir Agricultural University here claim to have developed Shireen and Firdous varieties, are resistant to diseases. However, the newly developed varieties have not been introduced in the market yet. It has been found that 52% of the apple growers sell their apples through wholesaler, 25% by middle man and 8% by the

help of retailers. It vussually depends on the productivity of the apples. According to the state's horticulture department, around 1.5 million tonnes of apples are produced in Kashmir annually. The production of apples in the state is growing every year as a result the percentage share of Jammu & Kashmir in national production has also been increasing steadily; it has increased from, 63.5% in FY2006 to 77.2% in FY2010. The apple production in the year 2004-05 was 10933.33 MT and in year it reached to 1852.41 in the year 2010-11. It has been found by us that most of the farmers (50%) are dependent on inorganic fertilizers for apple cultivation in Anantnag. However, 30 % farmers are using biofertilizers and organic manure in their fields.

Agriculture development in the state would be guided in future not only by the objective of attaining food and nutritional security, but also by the concerns of declining profitability, environmental degradation and ecological unsustainability. Therefore, agriculture based development strategies should rely on increase in profitability, especially of the small and marginal farmers, together with creation of employment opportunities for rural youth, both in farm and non-farm sector. The share of high value agriculture in the agriculture is increasing steadily and this segment of agriculture is perishable in nature and, therefore, requires a very different approach than has been the case in food grains. The State Agriculture Policy is, therefore, aimed at developing a road map that will seek to actualize the vast untapped growth potential of the agriculture, promote value addition, accelerate the growth of agribusiness, create employment in rural areas, secure fair standard of living for the farmers and agricultural workers and their families, discourage migration to urban areas and face the challenges arising out of economic liberalization, globalization and climate change. The policy framework will broadly aim to achieve the following Growth rate of about 4% per annum. Prevent conversion of agricultural land for non-agricultural use. To achieve the objective, strict laws have been promulgated involving punitive action for any violation, particularly in respect of more productive lands (Abi-awal etc.). Promote sustainable use of natural resources and adoption of practices that conserve soil, water and biodiversity. This will also involve transition of hilly regions to “Organic Farming”. Efforts will be made to combine the tradition and innovation, so that future generations will have a fertile soil and clean drinking water. Promote closer cooperation and interaction between government agencies, research institutions and farmers to attain growth in agricultural productivity and income based on local conditions.

Foster an efficient mechanism of assessment, delivery and control for providing timely and quality inputs to the farmers as per optimum requirement. Promote diversification to crops and such other agricultural activities that are commercially more viable for increasing farmers' income as per local agro-climatic and market conditions. The Government will devise measures to promote agriculture that enable it to fulfil its multifarious tasks. Adopt and implement plans for growth in productivity and income based on specific geographical, agro-climatic and traditional practices within different agro-climatic zones. Promote dry land technologies and adopt specific water conservation initiatives like watershed development etc., to raise farm production and income in rain fed ecosystems of the State. Promote value addition, agri-business and market initiatives to secure higher incomes for agricultural produce. Foster interface between farmers and the banks and insurance companies as also with other concerned agencies to secure farm credit facilities and crop insurance for the farmers. Promote growth that is technologically sound, economically profitable and environmentally sustainable, so that the agriculture in the state develops in a socially acceptable way.

As a dominant crop of the valley "Apple" proudly represents the fruit industry of Kashmir, representing 98% of the total fruit production. Between 1974 – 75 and 2008-09, the area under apple has gone up from 46190 hectares to 1332810 hectares. Kashmir apple has lived upto its reputation for being one of the choicest fruits. Kashmir has for long been considered the home of apples. A number of apple varieties are found indigenous to the state of which Ambri is "Par excellence" Amongst all other fruit crops apple has found a better reception with the growers due to its high prices and ability to stand transportation. Marketing is basically the Process of movement of goods from produces to consumer at the desired time, place and form.

OBJECTIVES OF THE STUDY

- To identify the major problems faced by apple industry in J&K.
- To analyze the marketing problems of apple industry of J&K.
- To understand the reconstruction of apple industry and provide necessary suggestions.

RESEARCH METHODOLOGY RESEARCH DESIGN

A research design is detailed blue print used to guide a research study towards its objectives. It helps to collect, measure and analysis of data.

TYPE OF RESEARCH

The study undertaken is of “Descriptive Research” in nature.

TYPE OF QUESTION

The types of question asked during study are “Open Ended, Straight Forward.

TYPE OF QUESTIONNAIRE:

The type of questionnaire used during the study is “Formalized”

TYPE OF ANALYSIS:

The type of analysis carried out during the study is “Statistical Analysis i,e Excel”

PRIMARY SOURCE:

The primary source of collecting for research is:
Questionnaire filled by the apple growers.

RESEARCH TECHNIQUE:

In this study “Sample Survey Method” is used as a research technique. This method helps to obtain right information from respondents.

CONTACT METHOD:

In this study “personal Interview” is taken as a tool for contact method. In which the personal interview is conducted with the apple growers in soprore town.

SAMPLE SIZE:

The sample size covered during the research is of 100.

SAMPLE UNIT:

Fruit growers of Kashmir.

SAMPLE PROCEDURE:

The sampling procedure followed is Convince Sampling

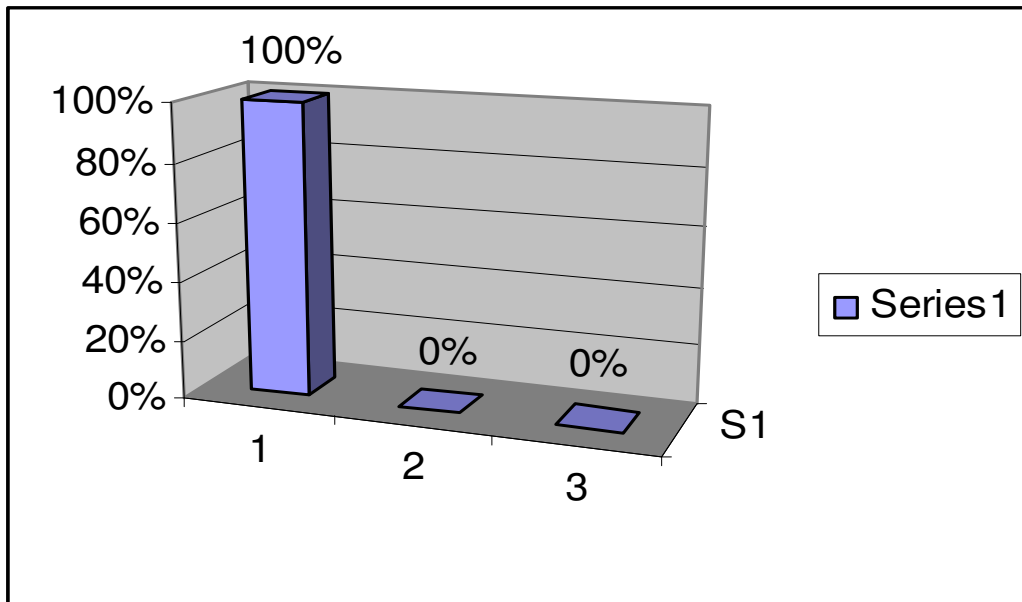
RESEARCH INSTRUMENT

In this study the research instrument is Questionnaire it consists of set of questions presented to respondent. The questionnaire is structured and combinations of various close and open ended questions.

DATA ANALYSIS

Apple industry is considered as the backbone of economy of J&K state.

S.No	Response	Percent
1	Yes	100%
2	No	00%
3	Some Extend	00%
	Total	100%

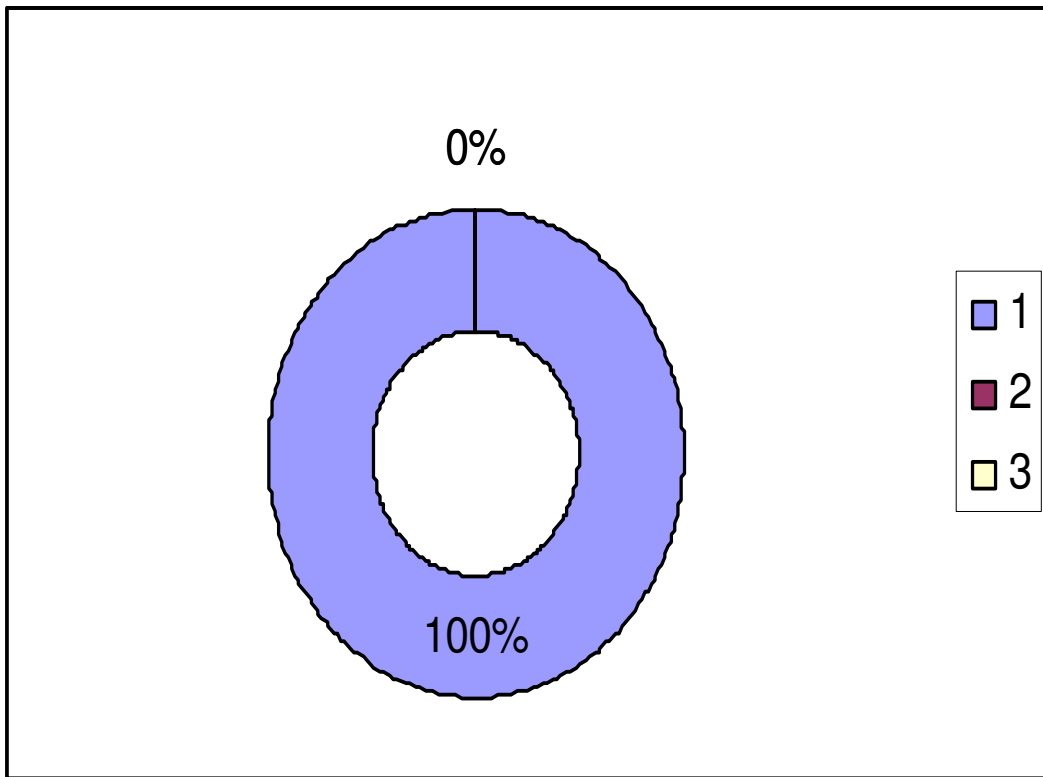


Interpretation:

100% of the respondents agreed that the apple industry is the backbone of economy of J&K state.

From some past years the growers have a complaint that the production is not as much as we expect at the flowering (initial) stage.

S.No	Response	Percent
1	Yes	100%
2	No	00%
3	Some extend	00%
	Total	100%

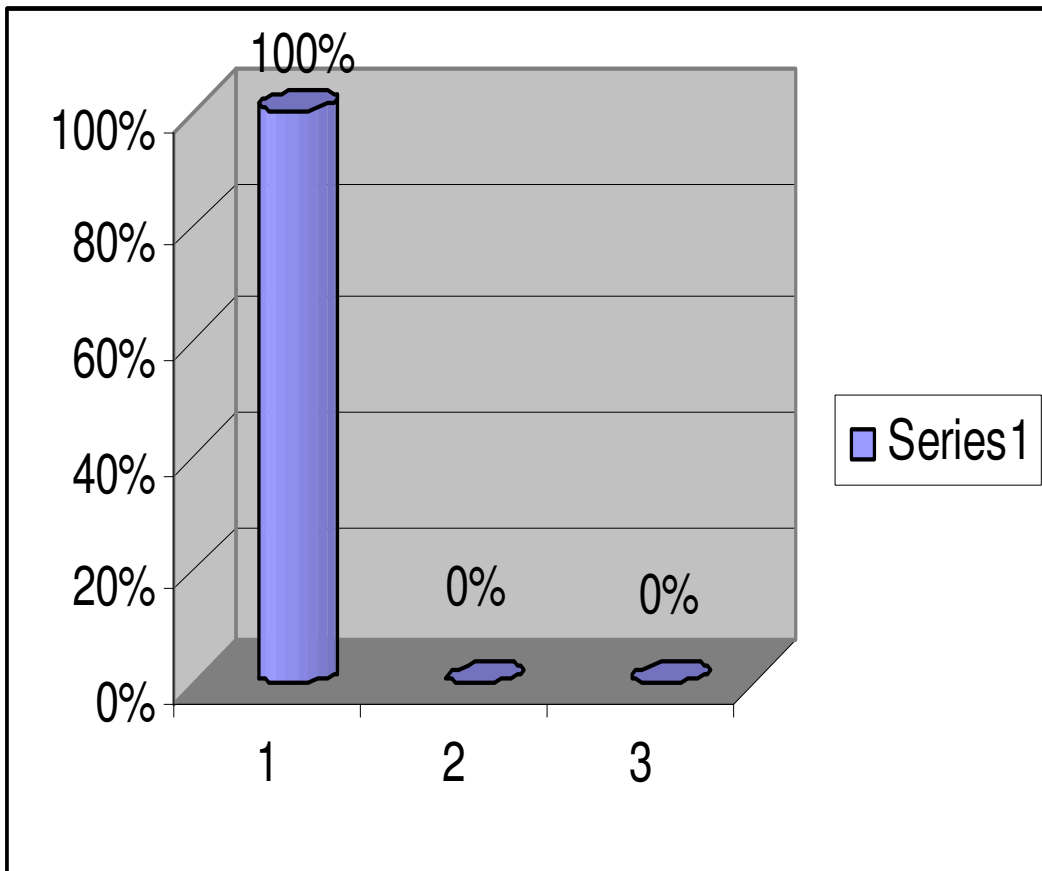


Interpretation:

100% respondents agreed that the production is not as much as they are expecting at the flowering (Initial) stage.

Apple industry has no market experts by whom it can be promoted.

S.No	Response	Percent
1	Agree	100%
2	Disagree	00%
3	Not know	00%
	Total	100%

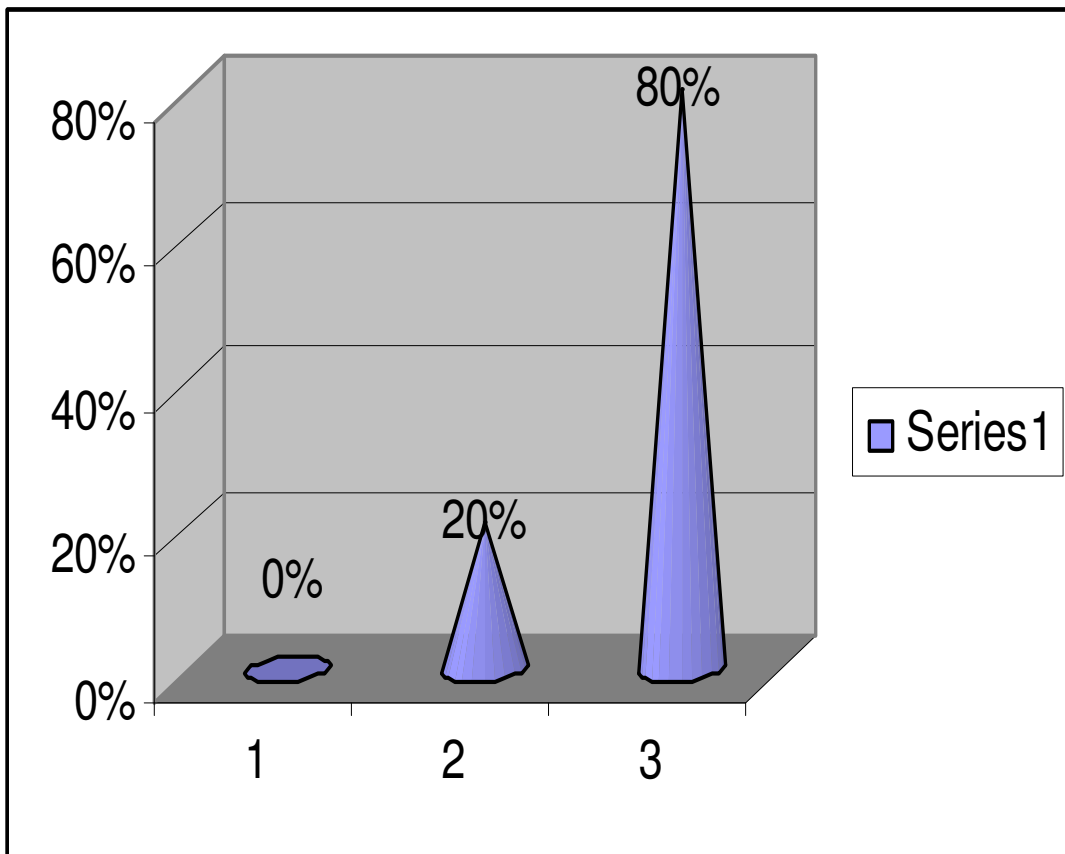


Interpretation:

100% respondents agreed that there are no market experts by whom it can be promoted.

Are you satisfied with the transport facility available for J&K apple industry.

S.No	Response	Percent
1	Yes	00%
2	Some extend	20%
3	Not at all	80%
	Total	100%



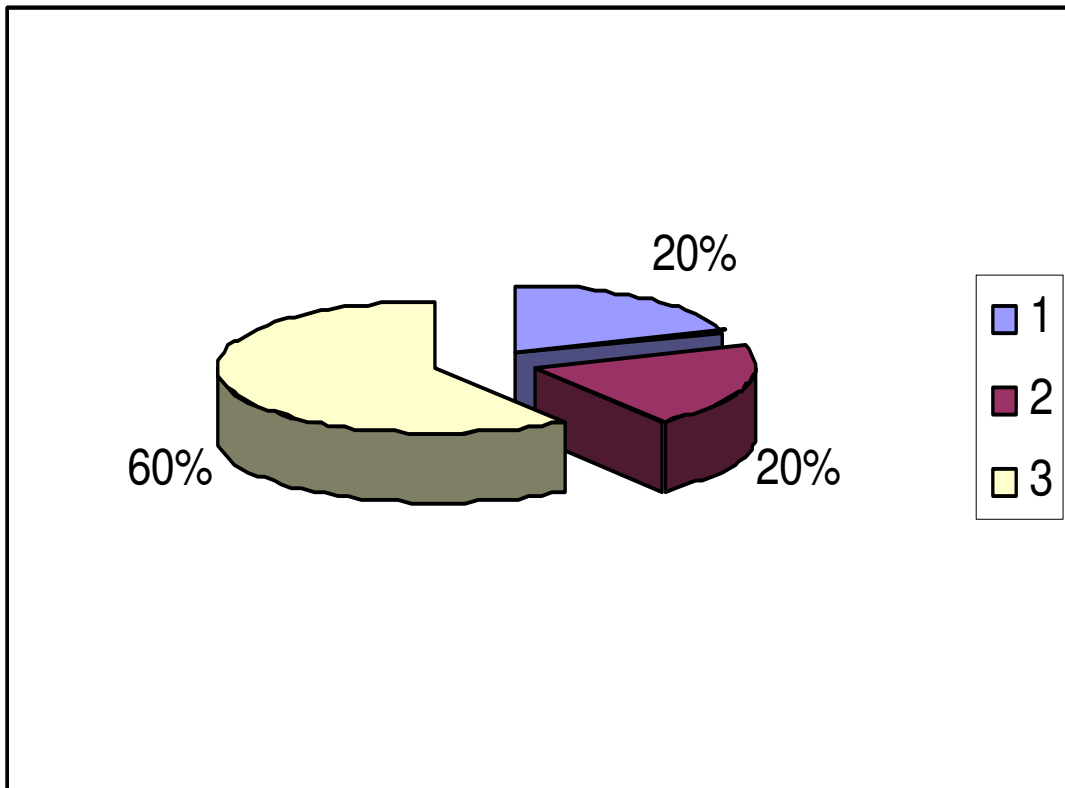
Interpretation:

80% of the respondents are not satisfied with the transport facility available for J&K apple industry.

20% respondents feedback is that they are some extend satisfied with the transport facility.

Packing boxes which are available in market for packing purposes are suitable.

S.No	Response	Percent
1	Yes	20%
2	No	20%
3	Some extend	60%
	Total	100%



Interpretation:

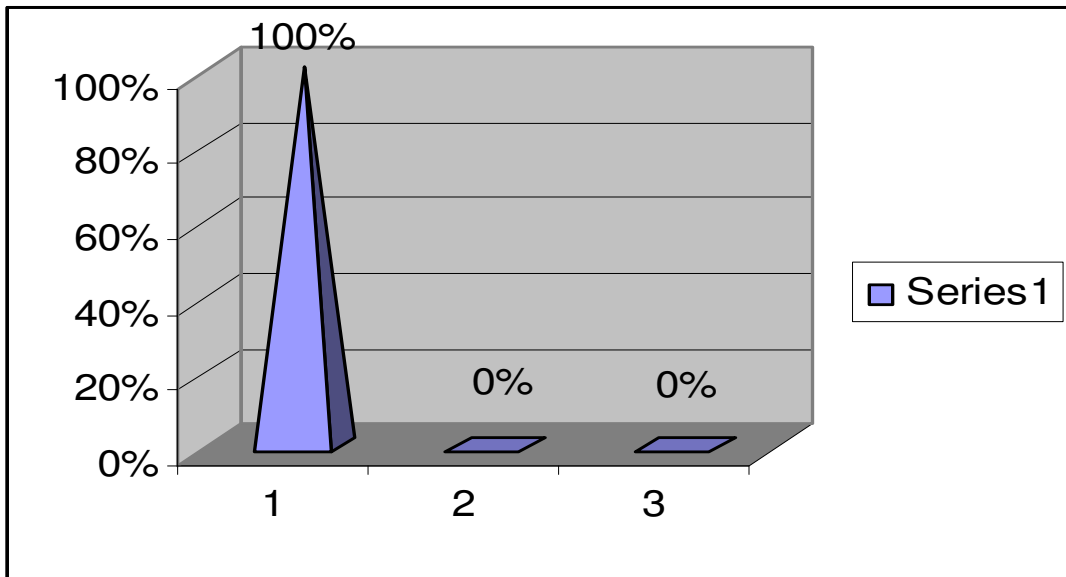
60% of the respondents feedback is that they are some extend satisfied with the sufficiency of packing boxes available in market.

20% respondents fully agreed with the sufficiency of the packing boxes.

20% of the respondents are not satisfied with the sufficiency of the packing boxes.

Do you think it should have more centers outside state where it can reach easily and in a short while.

S.No	Response	Percent
1	Yes	100%
2	No	00%
3	Not know	00%
	Total	100%

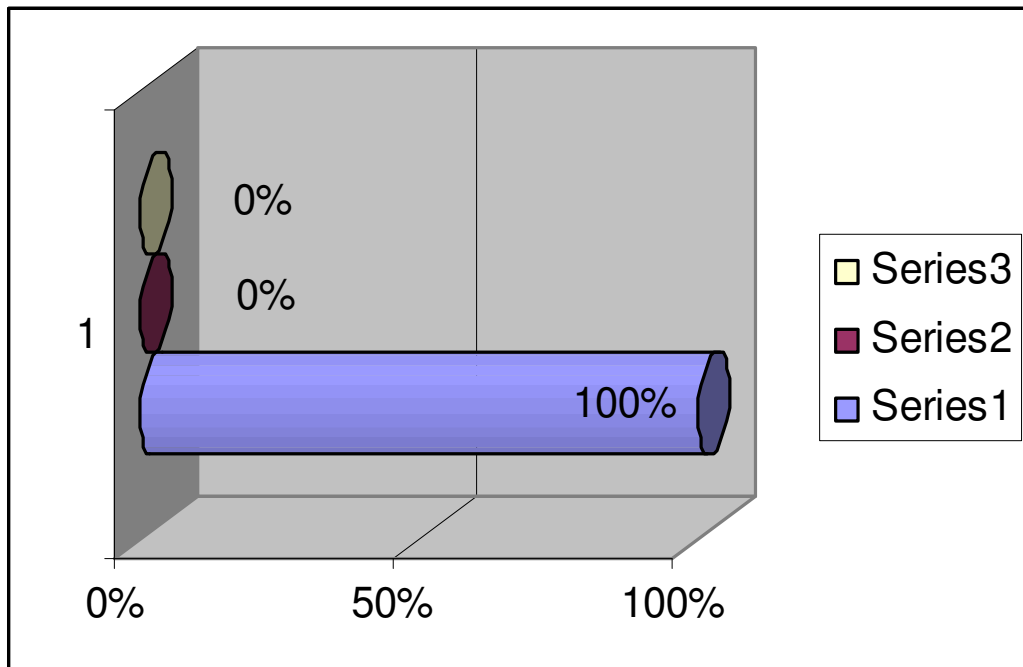


Interpretation:

100% respondents think that it should have more centers outside state where it can reach easily and in a short while.

Do you think that Govt should take necessary measures to reconstruct the apple industry of J&K.

S.No	Response	Percent
1	Yes	100%
2	No	00%
3	Not at all	00%
	Total	100%



Interpretation:

100% of the respondents feedback is that the Govt should take the necessary measures to reconstruct the apple industry in J&K.

RESULTS AND FINDINGS

1. 100% of the respondents agreed that the apple industry is the backbone of economy of J&K state.
2. 100% of the respondents are dealing with apple industry.
3. 80% of the respondents doesn't agree with the facilities provided by horticulture department of J&K for apple growers.
4. 100% respondents agreed that the production is not as much as they are expecting at the flowering stage.
5. 100% respondents agreed that there are no market experts by whom it can be promoted.
6. 80% of the respondents are not satisfied with the transport facility available for J&K apple industry.

7. 60% of the respondents feedback is that they are some extend satisfied with the sufficiency of packing boxes available in the market.
8. 100% respondents think it should have more centers outside state where it can reach easily and in a short while.
9. 100% of the respondents feedback is that the Govt should take the necessary measures to reconstruct the apple industry in J&K.

CONCLUSION

- According to the feedback of 80% respondents that horticulture department of J&K state is not providing necessary assistance for apple growers.
- From some past years it is a complaint of every apple grower that the production is not as much as they are expecting at the flowering stage.
- 100% of the respondents agreed that there are no market experts by whom it can be promoted.
- 80% respondents are not satisfied with the transport facility available for J&K apple industry.
- 60% of the respondents feedback is that they are some extend satisfied with the sufficiency of packing boxes available in market.
- 100% respondents think that it should have more centers outside state where it can reach easily and in short while.
- 100% respondents feedback is that the Govt should take the necessary measures to reconstruct the apple industry in J&K state.
- Govt should organize awareness campus to reconstruct the apple industry of J&K state.
- Govt should also organize the exhibitions and seminars to train the apple growers to reconstruct the apple industry in J&K state.

SUGGESTIONS

- Survey undertaken shows us that horticulture department of J&K state is not providing facilities as required by the apple growers so horticulture department should frame the beneficial policies for apple growers.

- A report from survey conducted shows us that horticulture department should provide required pesticides and necessary suggestions to overcome the problem of not getting the expected production.
- The survey undertaken here shows us that there are no market experts by whom it can be promoted, so apple industry should make the experts for the promotion of apple product.
- The survey undertaken shows that there are no enough centers outside state so Govt should take the necessary majors to have more centers outside state where it can reach easily and in a short while.

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