

Appraisal of Problems and Anticipations of Apple Production and Marketing in Jammu and Kashmir

M. Jagathish* & Dr. M. Wilson**

**Ph. D Scholar, Scott Christian College of Arts and Science, Nagercoil, Kanyakumari District. **Asso. Prof., Deptt. of Commerce, Scott Christian College, Nagercoil, Tamilnadu, Kanyakumari Dist.*

Abstract

Jammu and Kashmir people mainly depended upon Agricultural and Horticulture. Because, it is pertinent to mention that this sector provides directly and indirectly employment to around 38 lakh people and also this is the main occupation contributing to states GDP up to a considerable level still it has not been provided industrial states, Owing to ignorance from government side lack of infrastructure and proper marketing channels and research and development. Present study highlights the problems and anticipations of apple production and marketing in Jammu and Kashmir.

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**M. Jagathish* &
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Introduction

India has been predominantly agrarian economy since the central place agriculture occupies the central place in rural life. However agriculture continues to be mainstay of our economy even today. The contribution of agriculture towards national income was about 22.1% in 2003 – 2004 and about 70% percent of population depends on it. Therefore it is rightly said that agriculture is the backbone of Indian economy.

Horticulture is an important industry among the land based agricultural system. Horticulture industry is fast emerging as the most remunerative sector for changing the age old subsistence farming specially in the rain fed , dry lands, hills, arid and coastal ecosystem, horticultural crops are characterized by high productivity, higher returns, higher potential for employment generation and exports, comparatively lower requirement of water and easy adaptability to adverse soil and waste land situations.

The input and output ratio in most horticultural crop is much higher than that in the field crops. Their role in improving environment is an added advantage. Moreover horticulture crops cover large varieties of fruits and vegetable, flowers, plantation/ spice crops, medical and aromatic plants, roots and tuber crops. Fruits and vegetables are the prime source of vitamins and minerals without source of which human body cannot maintain proper health to resist the disease.

Indian Council of Medical Research (ICMR) had recommended the consumption of at least 92 gm of fruits per day and as much variety as the season permits (Anonymous 2001 a) on the country the per capital consumption of fruit in India is only 46 grms per day. In India the major fruit crops grown are mango, Banana, Apple, Grapes, Guava, Papaya, Sapota, Pomogranate , jack fruit etc.

Review of Literature

According to Devajaret *al.*, 2008 for marketing of grapes in India four different marketing channels are used by the growers and further, they found that marketing cost differs from person to person, place to place and time to time and further they used the output ratio technique for measuring the efficiency of marketing channels. Negiet *al.*, 2010 observed the climate changes are visible clearly in the shifting of apple cultivation from lower elevations to higher altitudes in HP. Some of those important locations are Kullu valley in Kullu district, Rajgarh in Sirmaur district, Theog and Kotkhai in Shimla district, Churag and adjoining areas in Mandi district and some areas in Solan district. Early indications to poor fruit setting and lower productivity in delicious varieties were observed in 1990s. Apple-growing areas in low altitudes like Solan have been reduced by as much as 77% between 1981 and 2007. Trend analysis indicated that snowfall is decreasing at the rate of 82.7 mm/

annum in the entire region. Another study reports from the Kullu valley that rainfall has decreased by about 7 cm, snowfall by about 12 cm, the mean minimum and maximum temperatures.

In a study conducted by Siddique (2015) in north eastern states, on the rural marketing system, it was found that, farmers were at the mercy of the middle men and the innumerable cooperative societies established were found defective due to lack of marketable surplus and price manipulation by private traders. The study portrayed agricultural marketing as a complex phenomenon. The main factor governing the market operations are the involvement of a number of trade channels in the procurement of agricultural produce and the attitude of distress selling by the farmers. The problems pertain to organizational, functional and physical infrastructure aspects.

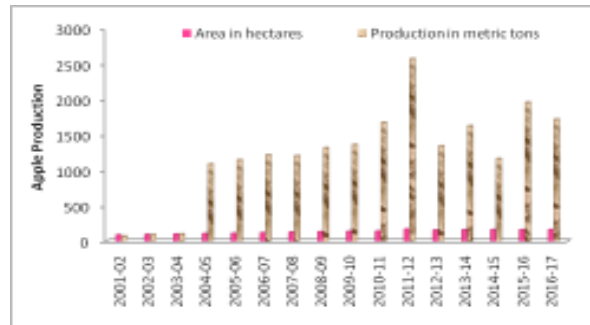
ShaziaParveen, 2016 highlighted that covering training, growth regulation, Pest management, Sustainable production, harvesting, handling storage and marketing to farmers and also to introduce the innovative approaches and technologies related to the management and handling of apples pears, peaches plums, cherries and other fruits.

More over to that area under has increased essentially and result in higher production and productivity of apple fruit for 16 years are as under:-

Production and Productivity of Apple crop in Jammu and Kashmir

Year	Area in (000) Hectares	Production in (000) metric tons.	Productivity MT/HCT
2001-02	88.15	75.13	08.52
2002-03	94.87	95.39	10.05
2003-04	100.70	104.15	10.34
2004-05	107.93	1093.33	10.12
2005-06	111.88	1151.34	10.29
2006-07	119.04	1222.18	10.26
2007-08	127.80	1211.85	10.26
2008-09	133.10	1322.81	10.01
2009-10	139.04	1367.80	9.84
2010-11	141.72	1680	11.86
2011-12	170.60	2581.18	15.13
2012-13	157.28	1348	8.58
2013-14	161.37	1633.35	10.12
2014-15	163.43	1170.30	7.16
2015-16	161.77	1966.41	12.16
2016-17	162.97	1726.83	10.60

Horticulture Department Jammu -2017



Marketing Channels

Almost all apples produced in India are used for fresh consumption with limited use of processing; about 70% of the crop is transported and sold in India's largest whole sale fruit and vegetable market at Azadpur in Delhi followed by Mumbai, Bangalore, Ahmadabad and others. There are number of Marketing channels patronized by the apple growers of which the predominate are as:

Channel (1): Producer – commission agent – Wholesaler – Retailer – Consumer

Channel 2): Producer – Forwarding agent - commission agent – Wholesaler – Retailer – Consumer

Channel (3): Producer – Pre harvest Contractor - commission agent – Wholesaler – Retailer – Consumer

Channel (4): Producer – Pre harvest Contractor - Forwarding agent – Wholesaler – Retailer – Consumer

The highest percentage 61% of total production is transported through channel – (1) followed by Channel (2) while channel 3 &4 account for 17% and 2% of the total produce transacted by these growers respectively. Sales through pre-harvest contractor are most important system of marketing. Normally the small orchardists sell their crop at flowering stage to contractor who organizes plant protection, Plucking and Packing of fruit. The medium and large orchardist prefers to market their produce through 2nd and 3rd channel respectively.

The decision of diversification by a farmer is considered to be one of the major economic decisions that have strong bearing on his welfare in terms of income level and variability in returns (Heavy 1952, Joson&Bresier 2001). It has been accepted fact that the peculiar geographical conditions and inadequacy of infrastructure particularly in Kashmir region has restricted the development of agriculture product. Horticulture sector is available option for nearly 30 lack people who are earning their income directly or indirectly through this sector. Still there are creation problems which hinder its growth and need special attention.

Statement of the Problems

The different problems in cultivation, harvest, marketing and other levels as organized such as There are cold storage problems in producing areas and also there are no prescribed standards for grading and packaging , Poor integration of domestic markets with those of national markets, Apple scab disease, outbreak of premature leaf fall and infestation of red spider might have declined the quantity as well as quality of the fruit, There is unavailability of fast transport facility from these villages to markets, Lack of marketing Knowledge and Lack of credit with in the growers. Growers have many problems to produce and market the apple. So researcher takes these as an important issue to growers' sustainability in their field and starts this research work.

Objectives of Study

The specific objectives of the study are as under:-

1. To analyze main reason for cultivating of apple fruit in Jammu and Kashmir.
2. To analyze the apple cultivators prefer apple varieties in Jammu and Kashmir.
3. To find out the profitable marketing ways of apple fruit in Jammu and Kashmir.

Methodology

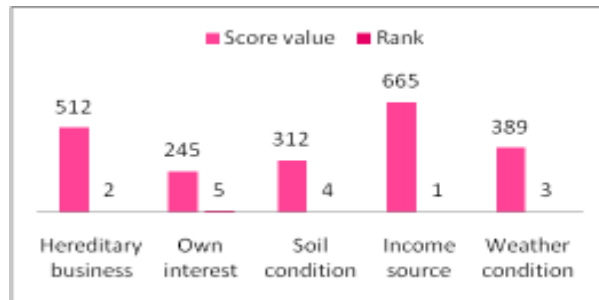
This study is based on primary and secondary data. Primary data collected from apple growers in Jammu & Kashmir. Researcher has used snowball method from non-probability sampling techniques. The sample size is 216 respondents .The secondary data collected from various journals, articles, newspaper, books and Horticulture departments. This study refers production 2001 to 2017.

Data analysis and interpretation

Table No 2. Reason for cultivating apple business

S.No	Reasons	Score value	Rank
1	Hereditary business	512	2
2	Own interest	245	5
3	Soil condition	312	4
4	Income source	665	1
5	Weather condition	389	3

Source: Primary Data

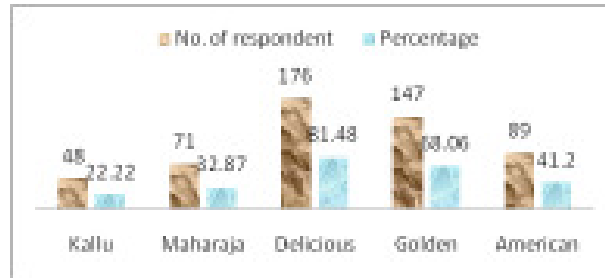


The above table No -2 shows the reasons why apples are cultivated as the primary source of income. One of the main reasons for opting cultivating is that their concept is income source, in the table has 665 score value that gets first rank among other reasons to choose apple cultivation. Score value 512 with 2nd rank is Hereditary business which this farmers depend much an after family business. These are people who do apple business for various other reasons such as Weather condition, (score value 389, rank 3rd), condition of the soil (score value 312, rank 4th), and finally in their region with the score value of 245 ranking fifth is weather condition

Table No 3. Variety of apple prefer to cultivate

S.No	Apple variety	No. of respondent	Percentage
1	Kallu	48	22.22
2	Maharaja	71	32.87
3	Delicious	176	81.48
4	Golden	147	68.06
5	American	89	41.20

Source: Primary Data

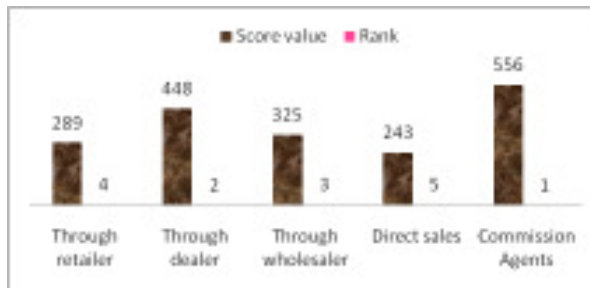


From the above table No -3, it reveals that majority 81.48 percent of the respondents prefer to cultivate delicious variety of apple, following that 68.06 percent of the respondents prefer to cultivate Golden variety of apple, 41.20 percent of the respondents prefer to cultivate American variety of apple, 32.87 percent of the respondents prefer to cultivate Maharaja variety of apple and finally rest of the 22.22 percent of the respondents prefer to cultivate Kallu variety of apple.

Table No 4. Current Mode of marketing channel

S.No	marketing channel	Score value	Rank
1	Through retailer	289	4
2	Through dealer	448	2
3	Through wholesaler	325	3
4	Direct sales	243	5
5	Commission Agents	556	1

Source: Primary Data

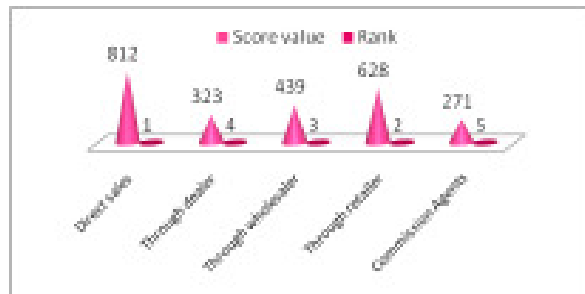


The above table No -4 shows the current mode of marketing channel for their business activity. One of the main channel of marketing is through commission agents in the table has 556 score value that gets first rank among other channels. Score value 448 with 2nd rank is marketing through dealers. Marketing activity through wholesaler with score value of 325 & rank 3rd and finally marketing channel through retailer and direct sales got score value 289 243 with rank fourth and fifth respectively.

Table No 5. Preferable / profitable Mode of marketing channel

S.No	profitable Mode	Score value	Rank
1	Direct sales	812	1
2	Through dealer	323	4
3	Through wholesaler	439	3
4	Through retailer	628	2
5	Commission Agents	271	5

Source: Primary Data



The above table No -5 reveals that the preferable and profitable mode of marketing channel for their business activity. One of the main channel of marketing is direct sales in the table has 812 score value that gets first rank among other channels. Score value 628 with 2nd rank is marketing channel through retailer. Marketing activity through wholesaler with score value of 439 & rank 3rd and finally marketing channel through dealers and commission agent got score value 323, 271 with rank fourth and fifth respectively

Findings-

1. Majority of respondents prefers income source.
2. Majority of respondents prefer to cultivate delicious apple.
3. Mostly main channel of marketing through commission agent.
4. Majority of respondents are preferable marketing channel is direct sale.

Suggestions

1. Government should be provided local mandies at tehsil level in order to make the direct sale by apple growers with minimum expense.
2. Reduction in market transaction cost.
3. The freight rates of transportation should be fixed by the government and should take steps for the development of better and faster transformation.

4. Proper cold storage facilities should be provided at the reach of growers in order to Reduce the carriage costs.
5. Government should provide credit facilities for growers.
6. The government should be provided training for growers about marketing and cultivating of knowledge.

Conclusion

Apple production plays an important role in improving the standard of living in Jammu and Kashmir. And also apple production accounts almost 80% of total horticulture produce. This sector has a very bright future in the state. This industry provides employment to millions of people. The government is now also showing interest in its development. This sector is in the stage of backwardness due to lack of marketing facilities, field research credit facilities and cold storage. Jammu and Kashmir apple growers, without depending on the commission agents, have to market their products on their own to sustain in their business successfully.

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