

An Economics Analysis of Apple Industry in District Shopian, Kashmir

Division

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Abstract

In the Valley of Kashmir apple crop is known as a dominant fruit, proudly indicates the fruit industry of Kashmir. Apple crop represents at least 98% of the total fruit production in Kashmir valley. Apple crop is a major source of employment and income in Kashmir especially district Shopian. Shopian is known as 'Apple Bowl' of Kashmir and it is the backbone of the economy of Shopian district. Growth in horticultural crop especially apple provides 60% employment to the people of study area and in fact it the main source of earning and raising the standard of life. From the survey of researcher it has been observed, it is quite possible to expand its production and its yield, if few things will be taken into consideration such as marketing of fruits, irrigation, use of improved fertilizers and pesticides etc. Also it has been seen that there are so many hindrances in the way of cultivating the apple crop in the study area.

Keywords: Apple Production, Problems in Apple Farming, Educational Qualification and Income Sector.

1. Introduction

In the world Kashmir is proudly known as Paradise on Earth, it is also place for mild crop fruits like apple, for which the Kashmir valley is famous across the world. In the Kashmir valley the

main thing which is influencing the fruit bearing trees is Soil, Climate and Environment which are more beneficial and incomparable in the Kashmir region. Apple (*Malus Pumila*) is the most marketable temperate fruit and is fourth among the most widely produced fruit in the world after banana, orange and grape.¹ It is law of nature that man has no control over nature especially factors like the Climatic conditions which influences the geographical distribution of various kinds and varieties of temperate fruits. In the temperate parts apple can be grown both in the northern and southern hemisphere, it is not possible in the tropical climate of South Asia.²

Apples grow easily throughout temperate climate zones. Thus, commercial apple production is increasingly potent in countries and also in growing districts that have almost strong benefit in apple production and marketing. It is rightly said, "An apple a day keeps the doctor away". In fact apple fruit is most important fruit for human life in day to day life. Apple has different benefits, such as medical benefits, health benefits and also domestic benefits. In fact these kinds of crops are primarily grown in the north western hilly areas, where the climate is fabulous for fruit growing.³ Hence apple is of particular interest for a lot of reasons in valley of Kashmir in terms of both production and area. Apple crop is a major source of employment and income in Kashmir especially district Shopian. Shopian is known as 'Apple Bowl' of Kashmir. Apple industry in Kashmir and its marketing throughout the country also in abroad has forward directly or indirectly by several governments initiated programmers and latest policies, such as credit policy, price policy, supply of packing boxes etc.⁴

1.2 Literature Review

Bhat. T.A (2014) explained in this research paper that the apple industry is the backbone of the Kashmir economy, particular the Shopian district; about 60% of householders are dependent on apple production. The researcher attempts to know the concussion of apple production aftermath in rural areas and examine the marketing system prevailing in the apple trade. The Horticulture department is not keenly watching the apple fields, or the other things for the wellbeing of the apple crop.⁵

Bhat T. A, Choure (2014) stated in their research work "Status and strength of apple industry in Jammu and Kashmir" that to study the production, productivity, compound growth rate and also trend of apple production in the valley. For this research topic secondary source of data was used to fulfill the goal of this research problem. It was observed in this study that the horticulture of

the state has grown significantly during the post-independence period; there is increase in production, land under crop and income. Apple production plays an important role in the living standard of the people, per capita income and employment generation.⁶

(Amin, 2017) Examined the literature of the apple industry and almost tries to examine the different financing sources, which are functioning presently in the apple industry. In this study period, the researchers explained that among the non-institutional financing sources, the local peasant entrepreneurs and outside state fruit merchants play a significant role.⁷

1.3 Objectives of the Study

- ❖ To know the socio- economic status of the horticultural cultivators in the study area
- ❖ To analyses the impact of apple industry on the income level of farmers in district Shopian
- ❖ To examine the problems were facing the farmers during horticultural farming

1.4 Area of Study

For the research work, the area selected by the researcher is Tehsil Imam Sahib (district Shopian), due to that Shopian is rich in Apple production and tehsil Imam Sahib is rich in apple production among all blocks in district Shopian. Shopian is located in the southern part of the Kashmir valley of Jammu and Kashmir. It is also called the apple town of Kashmir valley. Shopian is located at 33.72⁰ North to 74.83⁰ east. District Shopian is spread over an area of 612.87 km. As per the census 2011, the district has 2011 villages, among which 03 villages are uninhabited. The district's population is 2 66,215, giving the district Shopian ranking of 577th in India (out a total of 640). It has a population density of 852 inhabitants per square kilo metre. District Shopian is 45 km (28 miles) from Srinagar.

1.5 Methodology of the Research Study:

The study is based on the primary data; the primary data has been collected from different villages in Imam Sahib Tehsil, district Shopian, Kashmir Division. The present study is designed by multi- stage random sampling, then after randomly sample size has been

selected by with 10% out of total population 3460 in the study area. Cross tabulation and frequency distribution has been used for the analysis.

1.6 Socio - Economic profile of the respondents

The socio- economic profile of the respondents will help to understand the status and position of the horticultural cultivators in the study area. It will describe the demographic, income, Schooling, and family size of the respondents. The socio- economic-status of the respondents is studied under different headings.

Table 6.1: Gender of the Respondents

Gender	Frequency	Percentage
Male	269	71.0
Female	110	29.0
Total	379	100.0

Source: Computed from Primary Data.

The table 6.1 shows the gender wise classification of respondents. Out of the 379 respondents 71.0 percent respondents were from the male group who are busy in the crop cultivation in the study area and also 29.0 percent respondents were from female group. It has been observed from the above table that majority of the male respondents who were busy in the cultivation of apple crop in study area.

Table 6.2: Age Structure of the Respondents

Age	Frequency	Percentage
21-30	77	20.3
31-40	125	33.0
41-50	101	26.6
51-60	61	16.1
60 and above	15	4.0
Total	379	100.0

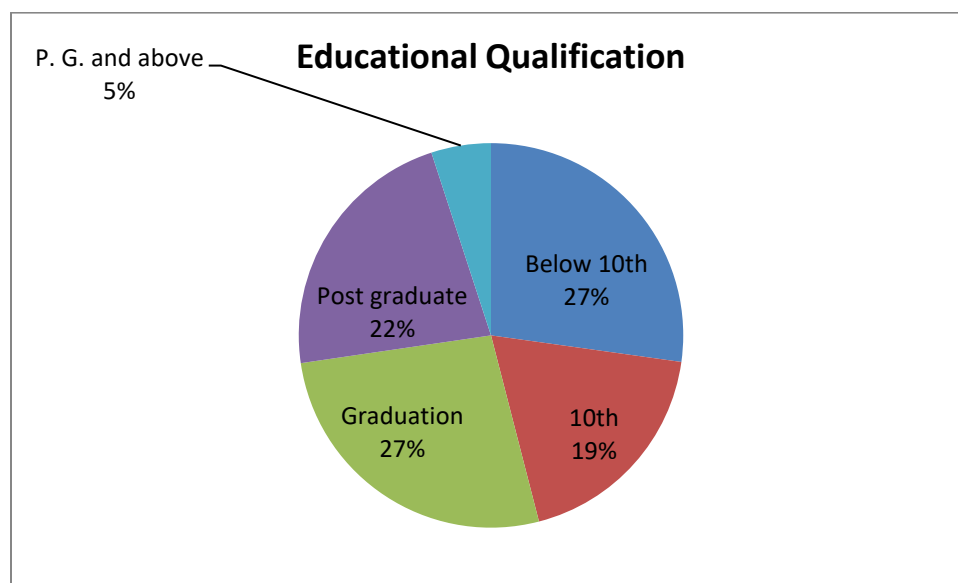
Source: Computed from Primary Data.

The table 6.2 shows the age wise classification of the respondents who were cultivating the apple crop in the study area. Out of 379 respondents 20.3 percent were between age group 21-30 years, 33.0 percent were between 31-40 years, 101 farmers with the percentage of 26.6 were between 41-50 years age group, 61 cultivators representing 16.1 percent were between the age category 51-60 years and 15 respondents fall under the age group 60 and above years represents 4.0 percent.

Table 6.3: Educational Qualification

Options	Frequency	Percentage
Below 10 th	104	27.1
10 th	71	18.7
Graduation	101	26.6
Post graduate	84	22.2
P. G. and above	19	5.0
Total	379	100.0

Source: Computed from Primary Data.



Source: Computed from Primary Data.

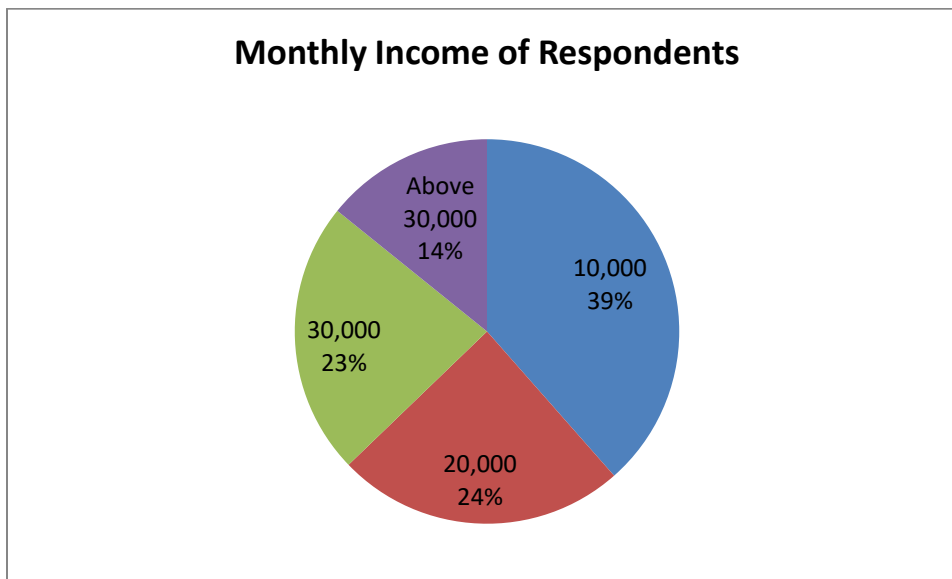
The above table 6.3 and chart shows the educational qualification of the respondents. Out of 379 horticultural cultivators 104 respondents with percentage of 27.1 were below 10th , 71

respondents were constituting 18.7 percent having 10th standard of qualification, 101 respondents representing 26.6 percent having the graduation level of qualification, 84.0 respondents comprising 22.2 percent have post-graduation degree and 19 respondents representing with 5.0 percent who have education standard P.G. and above.

Table 6.4: Monthly Income of the Respondents

Options	Frequency	Percentage
10,000	146	38.5
20,000	92	24.3
30,000	87	23
Above 30,000	54	14.2
Total	379	100.0

Source: Computed from Primary Data.



Source: Computed from Primary Data.

It is observed from the above table and chart reveals the monthly income of the respondents. Majority of the respondents having 10,000 monthly income their number is 146 with 38.5 percent, among 379 respondents 92 respondents with 24.3 percent having 20,000 monthly income, 87 cultivators of 23.0 percent constituting 30,000 monthly income and only 54 farmers with 14.2 percent having above 30,000 monthly income.

Table 6.5: Living Area of the Respondents

Options	Frequency	Percentage
Rural	361	95.3
Urban	03	0.8
Semi Urban	15	4.0
Total	379	100.0

Source: Computed from Primary Data.

It has been observed from the above table the living area of the respondents. Majority of the respondents who were living in rural area are in number 361 with 95.3 percent, only 3 horticultural cultivators comprising 0.8 percent living in urban area and out of 379 respondents 15 farmers are living in semi urban with 4.0 percent.

Table 6.6: Marital Status of the Respondents

Options	Frequency	Percentage
Married	282	74.4
Unmarried	72	19.0
Divorced	05	1.3
Widowed	20	5.3
Total	379	100.0

Source: Computed from Primary Data.

The table 6.6 presents the marital status of the apple Cultivators. Out of 379 respondents 282 respondents were married having 74.4 percent, 72 respondents having 19.0 percent were unmarried who are cultivating apples, only 5 respondents having 1.3 percent are divorced and 20 farmers comprising 5.3 percent were widowed are cultivating apples in the study area.

Table 6.7: Family Type of the Respondents

Options	Frequency	Percentage
Nuclear	160	42.2
Joint	148	39.1

Extended	71	18.7
Total	379	100.0

Source: Computed from Primary Data.

The table 6.7 indicates the family type of the respondents. Out of the total respondents 379 the number of nuclear type comprising 160 with 42.2 percent, 148 respondents have joint family type with 39.1 percent and only 71 respondents with 18.7 percent having extended family type.

Table 6.8: Type of Land Ownership

Type	Frequency	Percentage
Own	369	97.4
Leased	05	1.3
On Contract - Basis	04	1.1
Tenant	01	0.3
Total	379	100.0

Source: Computed from Primary Data.

The table 6.8 shows the land ownership of the horticultural cultivators in the study area of district Shopian, Tehsil Imam Sahib. Land plays an important role in the cultivation process, without land no one is able to produce something. From out of 379 farmers in tehsil Imam Sahib 369 with 97.4 percent respondents having own land for the apple cultivation, 5 among 369 respondents with 1.3 percent having Leased land for the cultivation, 4 respondents (1.1 percent) having on contract- basis land and only 01(.3 percent) respondent have been seen during the field survey have tenant type of land.

Table 6.9: Total income of the horticultural Farm Seasonally by Financial Access to Farmers

Financial Access	1,00,000	2,00,000	5,00,000	Above 5,00,000
50,000	4 (1.1%)	7 (1.8%)	30 (7.9%)	41 (10.8)
1,00,000	17	24	8	8

	(4.5%)	(6.3%)	(2.1%)	(2.1%)
3,00,000	9 (2.4)	40 (10.6)	41 (10.8)	49 (12.9)
Above 3,00,000	7 (1.8)	5 (1.3)	23 (6.1)	66 (17.5)

Source: Computed from Primary Data.

The table no. 6.9 reveals the income received by the farmer in a season from cultivating the horticulture crop in the study area Imam Sahib. With regards to the 50,000 financial accesses is concerned, Out of the total respondents 379, 1.1% respondents having only 1, 00,000 farm income in a season, 1.8% respondents were having 2,00,000 seasonally farm income, 7.9% respondents were having 5,00,000 and 10.8% respondents have above 5,00,000 farm income in a season. As per the 1,00,000 credit facility provide by the bank 4.5% respondents having 1,00,000 yearly income of horticultural farm, 6.3% respondents were having 2,00,000 , 2.1 % respondents were having 5,00,000 and 2.1% respondents have above 5,00,000 seasonal farm income.

Further 3,00,000 credit provide by the Jammu and Kashmir, out of total 379 respondents 2.4% were have 1,00,000 seasonal farm income, 10.6% were having 2,00,000 seasonal income, 10.8% respondents were getting 5,00,000 seasonal farm outcome and 12.9% horticultural cultivators were getting above 5,00,000 income during in the season in farm. From the above 3,00,000 financial credit provides by the bank to the farmers, out of total 379 sample size, 1.8% respondents were earning only 1,00,000 in farm season, 1.3% were have 2,00,000, 6.1% were having 5,00,000 total farm output in a season and 17.5% were getting above 5,00,000 total farm output in a seasonal during the cultivating the horticultural land for the apple crop.

Table 6.10 Problems of Horticultural Farming by Financial Access to Farmers

Financial Access	Economic Problem	Marketing Problem	Technical Problem	Social Problem	Total
50,000	20 5.3%	22 5.8%	26 6.9%	14 3.7%	82 21.6%
1,00,000	12 3.2%	12 3.2%	25 6.6%	8 2.1%	57 15%

3,00,000	12 3.2%	44 11.6%	64 16.9%	19 5%	139 36.7%
Above 3,00,000	13 3.4%	32 8.4%	26 6.9%	30 7.9%	101
Total	57	110	141	71	379
% Total	15.0%	29.0%	37.2%	18.7%	(100%)

Source: Computed from Primary Data.

The table 6.10 indicates the problems which the respondents were during farming. it has been observed from the above table as far 50,000 financial accesses, 5.3% respondents were facing the economic problem during the farming season, 5.8% respondents were facing the marketing problem, 6.9% respondents were facing the technical problem and only 3.7% were facing the social problem while cultivating the crop in the study area. Further 1, 00,000 financial aid concerned, 3.2% respondents were facing the economic problem, also 3.2% respondents were facing the marketing problem, 6.6% respondents were facing the technical problems during the crop farming and 2.1% respondents were facing the social problem.

As for as the 3, 00,000 financial accesses provide by the bank to the respondents, 3.2% respondents were facing the economic problem, 11.6% respondents were facing the marketing problem, 16.9% respondents were facing the technical problem and 5.0% respondents were facing the technical problem. Further as above 3, 00,000 financial accesses is concerned, 3.4% respondents were facing the economic problem, 8.4% were suffering from marketing problem, 65.9% respondents were facing technical problem and 7.9% respondents were facing the social problems in the season of crop farming.

1.7 Conclusion

The district Shopian is properly known as Apple Bowl of Kashmir. The whole economy of Shopian district is based on horticulture. In the study area no other source is available for the livelihood to the people. Among all horticultural products, apple fruit is easy to cultivate in the hilly nature of land and is highly profitable than other crops in the study area. In fact it is the backbone of the district economy as well as state and also provides an opportunity to other to earn their livelihood during in the crop harvesting and cultivating season. It has been observed

from the last few years in district Shopian apple production and productivity both have increased.

From the above survey it has been observed, that it is quite possible to expand its production and its yield, if few things will be taken into consideration such as marketing of fruits, irrigation, use of improved fertilizers and pesticides etc. Also it has been seen that there are so many hindrances in the way of cultivating the apple crop in the study area. Some problems which the farmers were facing in the study area were that 15.0% respondents were facing economic problems, 29.0% respondents were facing marketing problems, 37.2% respondents were facing technical problem and 18.7% respondents were facing social problems in the horticulture farming in the study area. Farmers were also facing other problems which are harmful for the apple crop in study area, like as lack of storage facilities, bad road infrastructure, spurious pesticides, and high wage rate of labours, high transportation charges, unavailable fruit mandies (markets) and also water pollution problem causes the bad effect on crop productivity in the study area.

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