

Assessing Marketing Facilities of Horticulture Produce in Kathua District of Jammu and Kashmir

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Abstract:

Horticulture, shows rapid stride in last few years, has faced the marketing problems due to high perishability of produce. Non perishable crops like wheat maize, paddy, pulses etc given more attention in marketing system of India, while perishable items like fruits and vegetables are mostly ignored. With increasing growth and demand from urban areas many initiative have been taken in marketing of horticultural produce. Under the national horticulture board and National Horticulture Mission many steps have been taken to overcome the problems of marketing in horticulture sector. The gap between farm gate price and price paid by the consumers continues to be high. Sometimes the price of some horticultural produce goes so high that become difficult for consumers to buy the commodity. To check the price of horticultural produce and to provide better returns to farmers marketing have a significant role to play. The present study tries to analyze the status of marketing facilities of horticulture produce in Kathua district. This paper also tries to throw light on employment generation through horticulture marketing sector.

Keywords: Horticulture, Marketing, Horticulture produce, Perishable, Farmers.

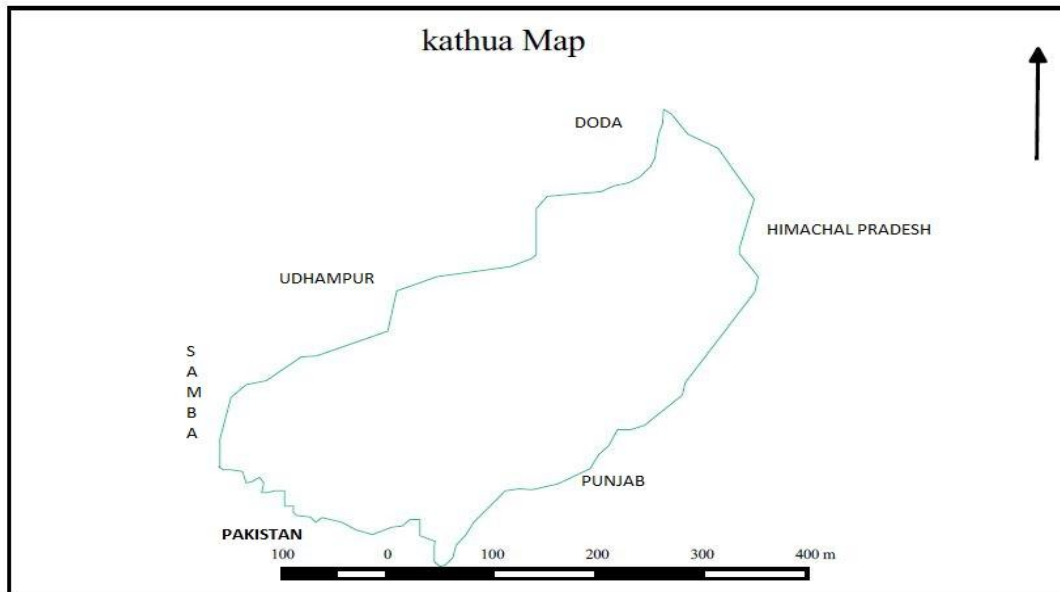
I. INTRODUCTION

Horticulture is an aesthetic science which deals with the cultivation, management and other aspects of fruits and vegetables. Both fruits and vegetables are important part of the nutritious food. The consumption of fruits and vegetables is increasing day by day due to the awareness of its importance. In India more than 50 fruit crops are grown on commercial scale

in tropical and sub tropical temperate and arid zone. India produces 10 percent of total world fruit production. India is second largest producer of fruits in the world with leading producer of Mango, Banana, Sapota and lime. Now a day's per capita consumption of fruits became the indicator of standard of living of people. Cultivation of fruits and vegetables not only improve the health but also improves the economic conditions of the farmers as they provide good returns as compared to agronomical crops. Kathua has varied climatic conditions in which fruits of different varieties ranging from tropical and sub-tropical to temperate fruits. As Kathua produce diverse kind of fruit so there post harvest management is very important depending upon the nature of perishability of fruit and to increase the shelf life. For this marketing facility plays a crucial role on the whole process of horticulture production. Farmers grow fruit according to needs and availability of markets.

II. STUDY AREA

Kathua is the important district of Jammu and Kashmir. It is the south eastern district which connects state with rest of the country. It is surrounded by Himachal Pradesh in the east, Punjab in the south east, Pakistan in the south, Samba in the west and Udhampur in the North West and Doda in the north. It is situated between 32°22' 40"N to 33°12'40"N latitude and 75°45'55"E to 79°04'20"E longitude covering an area of 2651 sq.km. Kathua is divided into 8 blocks and 5 tehsils. Total population of Kathua district is 615111 (census 2011). Total agricultural land in Kathua district is 2502 km² that is 65.05 percent of the total geographical area.



III. OBJECTIVES

The paper tries to fulfill the following objectives:

1. The present study tries to analyze the status of marketing facilities of horticulture produce in Kathua district.
2. This paper also tries to throw light on employment generation through horticulture marketing sector in Kathua district.

IV. METHODOLOGY

The paper tries to analyze the marketing facilities of horticulture produce in Kathua district by collecting information with the help of questionnaire from department of horticulture produce (P&M) Kathua and also by conducting personal interviews of framers. The data collected is then analyzed by using different statistical techniques and maps have been prepared with the helps remote sensing and GIS techniques by using QGIS software.

V. RESULTS AND DISCUSSION

A. Satellite Market:

Fruits and vegetable market Barmohra kathua is a satellite market which is under construction. This and general public in large number hence medical facility in the form of dispensary is in offeying.

C. Canteen:

Hygienic food at genuine rates will be provided in fruit and vegetable market at Barmora kathua.

satellite market will enhance the income of the farmers as well as also eradicate the problem of marketing in district Kathua. Barmohra satellite market is accessible by three sided road connectivity for heavy vehicles. One of the road known as link road most importantly leads to Kathua town which will help hawkers, radiwalas, vendors and tongawalas. The market will be provided with the facility of five high mast lights. Out of five two high mast lights already installed in the market. Adm. Block is also constructed which is now in functional condition. Facility of bank will be provided to the farmers. Kisan ghar for boarding and loading of growers from jammu and Kashmir and different states is in off eying approved by the jammu and Kashmir government. The kisan ghar will be in tendem with kisan ghars provided by department of horticulture production and marketing in other market of fruits and vegetables narwal mandi, delhi and kolkatta where boarding loading catering is provided to the progressive grower at meager rates.

B. Dispensary:

since these markets are inhaibited by wholesalers, retailers, commissing agents, palla dhars, hamalarmoras, labroures, packers, consumers

D. Cold store:

The fruit and vegetable being perishable goods in order to increase the shelf life of fruits like apple, cherry,plump, grapes etc. a cold store facility within notified area is needed and that will also be provided in Barmora satellite market. Although a cold storage facility is already available at Hatli morh kathua which is catering to the need of kathua district.

E. Ripening Chambers

Since traditionally unripe banana is ripened by using traditional methods by using certain chemicals being carcinogenic and highly hazardous to the health of consumers. Cold storage ripening chambers will be provided in fruit and vegetable Barmohra through the traders who will establish ripening chamber at their shop sites under rules and schemes provided national horticulture board.

F. Multipurpose shops:

These shops are small in size where the facilities like karyana, small hotels, chaiwala, seed vendors, agricultural equipments, sprayers, gensets to be used for agricultural practices will be provided.

G. Vermicompost:

A verimcompost facility for removal of garbage will be provided in the market.

H. Sanitation:

For cleanliness and hygiene manpower will also be outsourced.

I. Security guards:

To check the crime and illegal activities in the market area security guards will also be appointed by the department of horticulture production and marketing.

J. Macdamization:

Roads to mandi from CTM side and shivaji chowk and inside the mandi is fully metaled which is facilitated by the engineering wing of horticulture department.

Since Fruit and Vegetable mandi prior to construction of apni mandi fruit and vegetable market barmohra was operating from Nagri provided and managed by Kathua municipality.

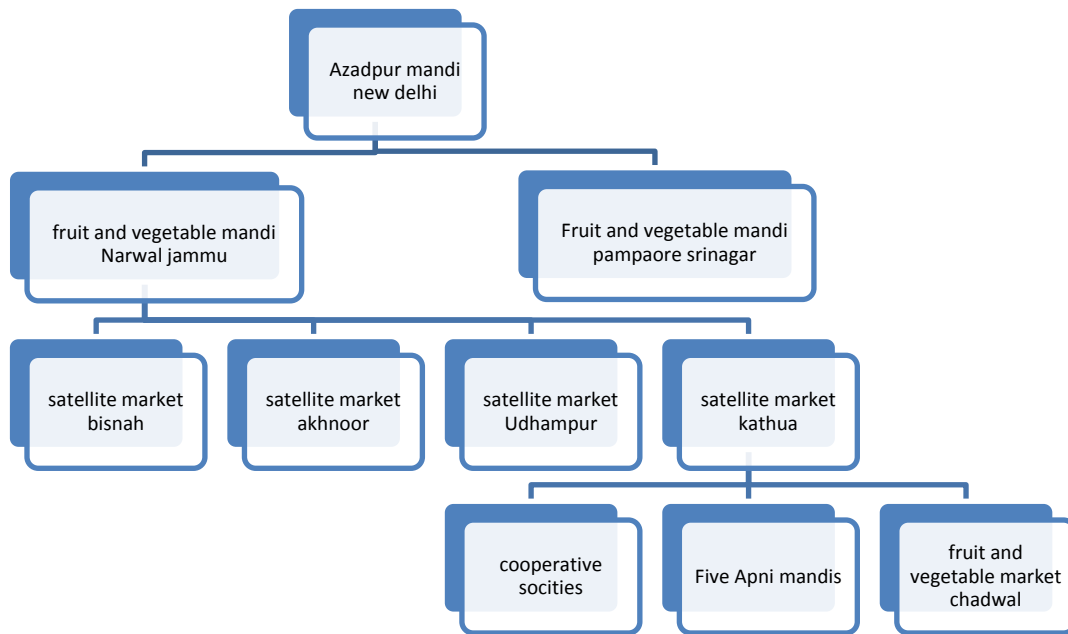
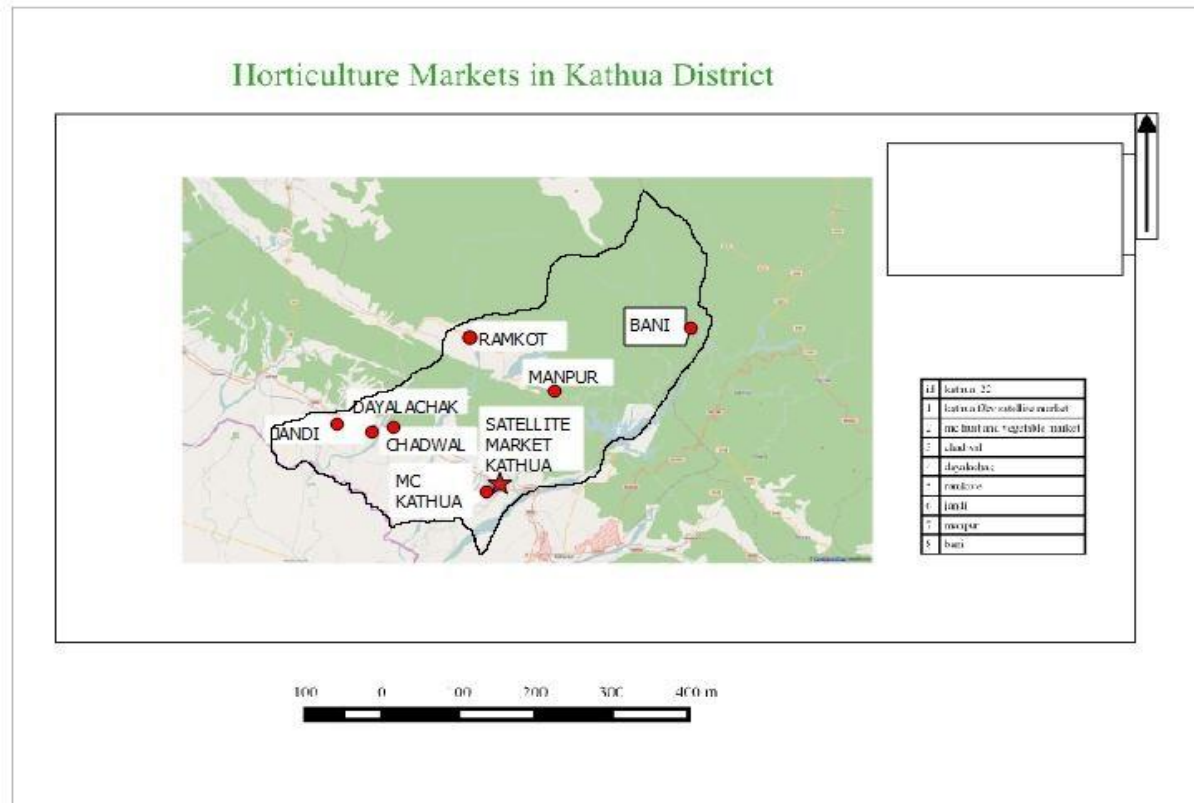


Fig: Flow chart of Fruit and Vegetable Markets of Jammu Zone with Details of Kathua Market.

K. Fruit and Vegetable Market Dayalachak:

Fruit and vegetable market Dayalachak is being operated from Dayalachak managed by traders in order to facilitate the growers of chadwal area of district kathua. A land has been identified near police station chadwal where only boundary wall has been

raised till now. It is pertinent to mention here that previously chadwal mandi was conceived as apni mandi but keeping in view the catchment area of dayalachak more land is being acquired to make full-fledged primary market.



VI. APNI MANDI

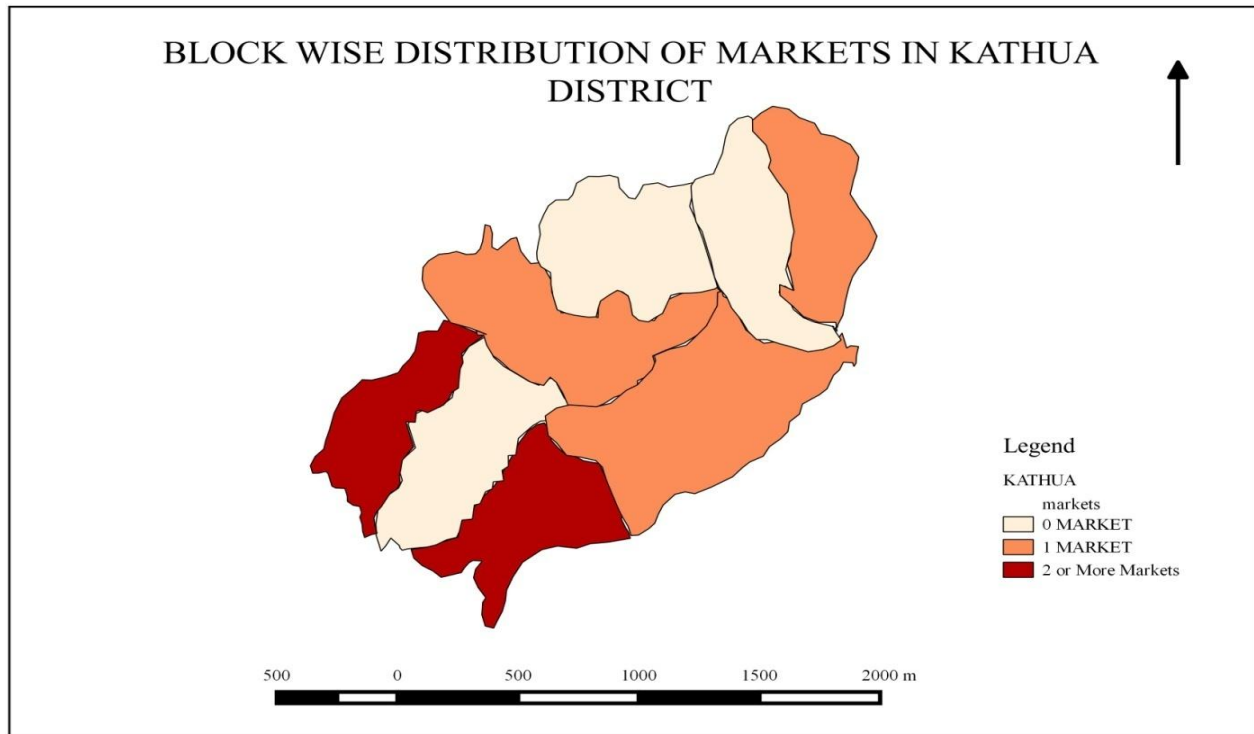
Five apni mandi are in offing in kathua district which are as under:

- Apni Mandi Ramkot
 - Apni Mandi Chadwal
 - Apni Mandi Hiranagar
 - Apni Mandi Mahanpur
 - Apni Mandi Bani.
- Apni Mandi Ramkot is located in the tehsil Billawar near Govt. high school Ramkot. Five kanal grazing land with khasra no. 168 is transferred to the horticulture department and J.E. Engineering wing visited spot for the preparation of project work.
 - Apni Mandi chadwal in Hiranagar near NH1 Police station chadwal. Ten kanal grazing land with khasra no.242/243 has been marked and transferred to horticulture department for the construction of Apni mandi.
 - Apni Mandi Hiranagar is located on jandi road near cremation ground tehsil Hiranagar. Ten kanal one

marla land grazing land is allocated to horticulture department.

- Apni Mandi Mahanpur is located near Degree College Mahanpur on five kanal lands with khasra no. 2145/941. Land is transferred to the horticulture department but no construction has been initiated till now.
- Apni Mandi Bani. Is located near the Gujjar hostel on Sarthal road in Gatti village on a five kanal land with khasra no. 1148/972/871186. Land is transferred to the horticulture department but no construction has been initiated till now.

Marketing facilities and Horticulture: In kathua marketing facilities are highly un-evenly distributed. In kathua district there are eight blocks and marketing facilities are only available in two blocks. While Apni Mandis are in offing in more two blocks so that means in coming years marketing facilities will be available to five blocks out of total Eight blocks.



VII. AREA AND PRODUCTION OF HORTICULTURE

Area under horticulture in Kathua district increases over the years after the implementation of national horticulture mission. At the time of horticulture

mission implementation the area under fruit crops was 12492 hectare and which increases to 16237.59 in 2014-15. The year wise area and production of horticulture in Kathua district is as under:

Table.1. Yearwise Area and Production of Horticulture

S.no	Year	Area (in Hect.)	Production (MT)	Productivity (mt/hectare)
01	2006-07	12492	30678	2.45
02	2007-08	13389	30776	2.29
03	2008-09	13911	37517	2.69
04	2009-10	15053	21202	1.40
05	2010-11	15538.88	38103	2.45
06	2011-12	15603.56	33823	2.16
07	2012-13	15881	27664	1.74
08	2013-14	16237	25325	1.55
09	2014-15	16237.59	25325.50	1.559

Source: District Horticulture Department Kathua

VIII. BLOCK WISE AREA AND PRODUCTION OF HORTICULTURE

As Kathua is divided into eight Blocks and depending upon the terrain and infrastructure facilities

the area and production of different blocks varies. Some blocks have more than 2000 Hectare of area under horticulture whereas some blocks have area less than 1500 hectare.

Table.2. Block Wise Area and Production of Horticulture in Kathua District.

S.no.	Name of the Block	Area under fruit crops. (Hect.)	Production of fruits(MT)
01	Kathua	1771.91	5180.20
02	Barnoti	1376	3025.50
03	Hiranagar	2005.5	4820.80
04	Billawar	2487.93	7320.94
05	Basholi	1910.03	4939.40
06	Bani	1484.96	2052.98
07	Duggan	1542.57	2193.46
08	Lohai malhar	3138.75	4289.72
	Total	15717.65	33823

Source: District Horticulture Department Kathua

Table.3. Block Wise Percentage of Area Under Fruit Crops to the Total Area.

S.no.	Name of the Block	Total area (in Hectares)	Area under fruit crops.(2015-16) (Hect.)	Percentage of area under fruit crops to total area.	No. of horticulture mandis in the block.
01	Lohai Malhar	30435.00	2263.50	7.43	00
02	Billawar	36442.00	2232.04	6.12	01
03	Bashohli	34163.00	2168.50	6.34	01
04	Bani	30822.00	1594.84	5.17	01
05	Duggan	15990.00	1573.84	9.84	00
06	Barnoti	35247.00	1612.55	4.57	00
07	Kathua	28571.00	1952.13	6.83	02
08	Hiranagar	26631.00	2200.05	8.26	02
	Total	238301.00	15597.45	Σ= 6.82	07

Source: District Horticulture Department Kathua

IX. EMPLOYMENT GENERATION

Wherever primary fruit and vegetable market facility is created it provides ample employment opportunities for local youth, growers, farmers, traders, retailers and affiliated trained and untrained manpower who earn their livelihood by mean indulging in trades like wholesaling, retailing, packaging, grading, loading, unloading, transportation, import, export, stationary trade practices and job as employees of department of horticulture production and management in particular and affiliated govt. departments both in satellite market, primary market as well as Apni mandis. Apni mandis primarily provide great opportunities to the growers who can directly bring their produce to Apni mandis and sell their produce which not only carter to their livelihood but also helps slashing the fledgling prices of fruits and vegetables by doing away with Artiya system (commissioning agent).

X. CONCLUSION

In Kathua district there is a diverse agro-climatic conditions which results into production of sixteen major types of fruits both fresh and dry. As Kathua district is further divided into Eight Blocks.

Among the Eight Blocks Barnoti is the leading producer in seven fruits out of total sixteen fruits but there is no marketing facility of horticulture produce. Whereas in Hiranagar block, there are three markets are offering which include two Apni Mandies and one trader market at Dyalachak which is run by local traders but Hiranagar block is not a leading producer of a single fruit among total sixteen fruit crops grown in Kathua district. So apni mandies and other fruit and vegetable markets should be located in those areas which produce more fruits.

Proper Marketing of horticulture produce benefits the growers and consumers by reducing the gap between, farm gate price and price paid by consumer.

Marketing creates large number of employment and it benefits the people who earn their livelihood by mean indulging in trades like wholesaling, retailing, packaging, grading, loading, unloading, transportation, import, export, stationary trade practices and government jobs.

Apni mandies provide great opportunities to the growers who can directly bring their produce to apni mandis and sell their produce which not only carter to their livelihood but also helps slashing the fledgling prices of fruits and vegetables by doing away with Artiya system.

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