



A Geo - Economic Study of Fruit Markets in District Pulwama of Kashmir Valley

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Abstract: *In this study, the economic significance of fruit mandies in Kashmir's Pulwama district was examined. The Fruit Mandi/Market Pachhar Pulwama and the Fruit Mandi/Market Prichoo Pulwama were the subjects of the study, which was conducted on two separate fruit mandies. In order to determine production in metric tonnes, the study analyses the handling of fruit boxes and the evolving trend. With the exception of the average rate per box, which exhibits small changes, both mandies' annual turnover and the number of fruit boxes handled both exhibited an upward tendency. The study gives a summary of the annual turnover of fruit mandies together with the average price of fruit boxes and informs growers about the worth of fruit mandies so they can sell their fruit boxes for a fair price to strengthen their economies. On secondary sources of information, the current paper is based. In order to analyse the data, statistical methods were employed.*

Key Words: *Fruit Mandies/Markets, Trend, Economic Development, Annual Turnover, Production*

1. INTRODUCTION:

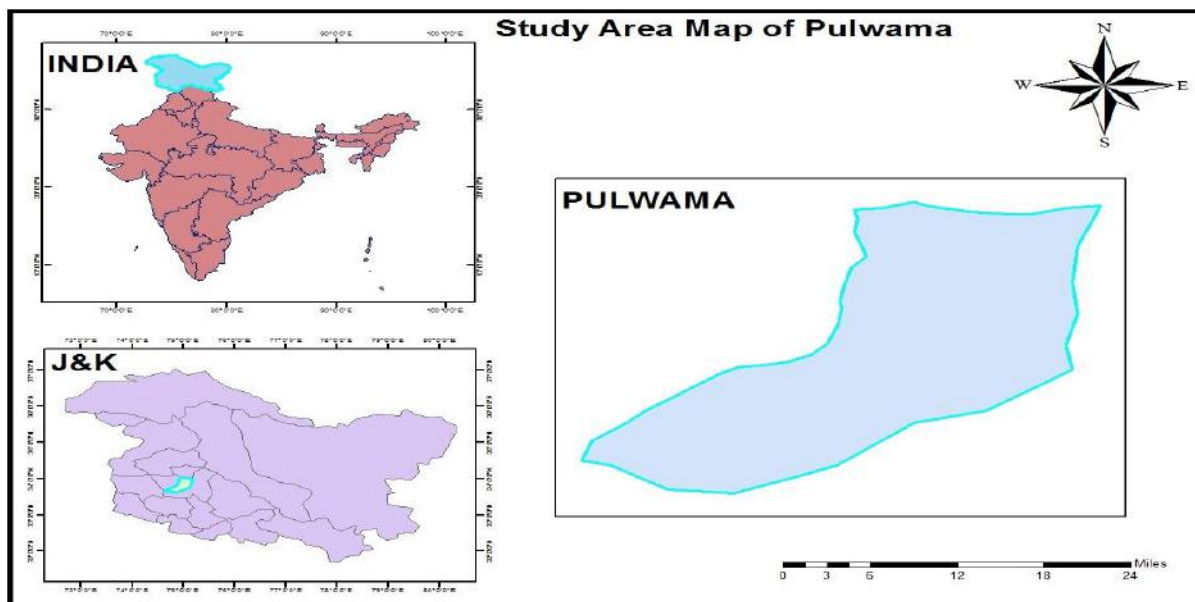
The economic growth and financial success of growers who are involved in the production of fruit depend on fruit mandies. Without fruit markets, which are the real locations where selling and buying of fruits takes place, fruit agriculture is not complete. The fruit mandies in district Pulwama are very important because majority of the population of district depends on fruit production and make their subsistence out of it. Businessmen involved in the fruit industry buy the fuds that make up the fruit mandi. Two fruit mandies in the district of Pulwama give many people jobs and a means of subsistence. Fruit crop processing is essential to the district's huge population's livelihood. The mandies pay the growers a hefty rate as well. The district's fruit mandies acquire a significant role in the growth of the economy. The achievement of the goal of economic development becomes contingent upon having these mandies. Fruit farming as a result is thought to be the most significant activity boosting Pulwama economic development. A fruit mandies establishment is successful if it keeps and increases the rate of fruit boxes, which helped the grower's economy, thrive. In order to meet the growing demand for fruit production and to accelerate economic development, the district government plans to create new fruit Mandies.

2. STUDY REGION:

National Highway 444 connects the Pulwama district, which is 31.4 kilometers from Srinagar, the summer capital. The district's latitudinal and longitudinal extent are 33° 37' to 34° 06' N latitude and 74° 33' to 75° 14' E longitude. The district has a population of 560440 people as of the 2011 Census, covering an area of 1090 square kilometers. In the year 1979, the district gets separated from Anantnag district. The Kashmir valley's Pulwama is in the centre and is bordered by Srinagar to the north, Budgam and Poonch to the west, and Anantnag to the south. The district is 1652 meters above mean sea level. The district is well-known for producing a significant amount of horticulture crops in Kashmir Valley as a result of its favourable climate. A large portion of the district's population is involved in



agricultural pursuits. Agriculture is the district's largest industry and the foundation of its economy. The district is known as the "Anand of Kashmir" because of its extensive milk production. The Pulwama district is well known for its shawl manufacturing, sericulture, embroidery, and cement mills like J&K Cements Limited at Khrew and Wuyan in the UT of J&K.



3. OBJECTIVES:

The present research paper is based on following principle objectives; to examine the trend and output of fruit boxes in the research area's fruit mandies (markets) and the annual turnover of fruit mandies in the Pulwama district.

4. DATABASE AND METHODOLOGY:

Based on secondary data sources, the current research analysis was conducted. The information was gathered from the District Commissioner's Office in Pulwama, the Statistical Handbook of Pulwama, the Economic Review of the District of Pulwama, the Directorate of Horticulture in Kashmir, the Census of India, and Chief Horticulture Office in Pulwama, the J&K Horticulture Department, as well as numerous published research articles, magazines, and journals. By using the average weight of fruit boxes, it is possible to compute production in metric tonnes. Tables and line graphs were used to display the data effectively.

5. DISCUSSION:

District Pulwama one of the district of J&K is famous for its cultivation of horticulture crops has two fruit mandies such as Prichoo fruit mandi and Pachhar fruit mandi. The fruit market of Prichoo Pulwama was inaugurated in 2007 and the other at Pachhar Pulwama was inaugurated in 2010. The fruit mandi acquired name as fruit mandi Prichoo Pulwama. The Prichoo fruit mandi was established on 10th of April, 2011 with an area of 84 kanal and 14 Marlas. Apni Mandi Pachhar Pulwama was established in 2010 and later named as Fruit & Vegetable market Pachhar Pulwama. The land acquired by the market is 34 Kanals and 9 Marlas.

5.1. FRUIT MANDI PRICHOO PULWAMA:

Prichoo Mandi of district Pulwama handled a large number of fruit boxes. It is largest fruit Mandi in district Pulwama and in Kashmir division ranks third. The fruit Mandi started its function since 2007 and handled 116000 total numbers of fruit boxes in its initial year. After its establishment it shows continuous increase in number of fruit boxes handled till 2010-11. In the year 2011-12, the number of fruit boxes handled was decreased from 681150 to 61025 shares 9% decrease. This decrease in fruit boxes handled was due to unrest in the Kashmir division. In the year 2012-13, number of fruit boxes handed again shows increase at the rate of 45%. From this year there is continuous increase in the fruit boxes handled at the Mandi due to high price rate and getting fame year after year, because of availability of fruit businessmen at villages this trend is changed during these days of fruit boxes handled. There is decrease of fruit boxes

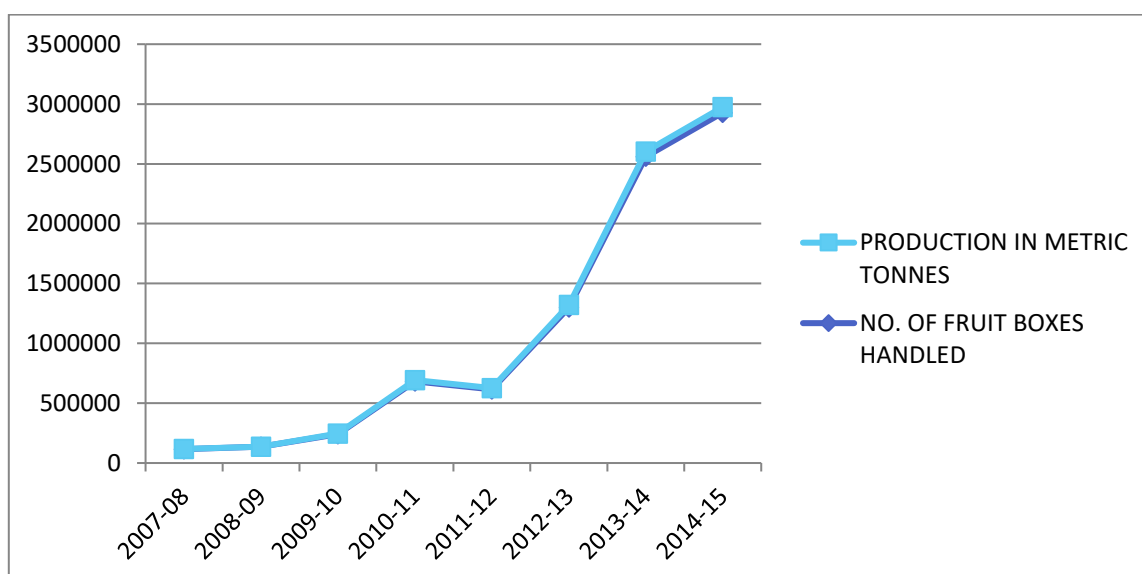


handled from 2017 onwards. The overall increase of fruit boxes handled in the Mandi was 5188250. The production in metric tons is calculated on the basis of weight of per box. On an average per box weight is 17 kgs. The production of fruit in the year 2007 at Prichoo Mandi was 1856 metric tons then it increases continuously. The year 2010-11 shows much increase of the previous years. The highest production in metric tons was in year 2016-17, it was 10288 metric tonnes. The overall increase in the production was 83012 metric tonnes of year 2007-2019. The below graph shows whole trend of number of fruit boxes handled and production in metric tons year wise.

Table 1, Number and Production of Fruit Boxes at Prichoo Mandi Pulwama (2007-19)

YEAR	NO. OF FRUIT BOXES HANDLED	PRODUCTION IN METRIC TONNES
2007-08	116000	1856
2008-09	135350	2165
2009-10	242075	3873
2010-11	681150	10898
2011-12	616025	9856
2012-13	1300780	20812
2013-14	2561620	40985
2014-15	2928200	46852
2015-16	3302500	52840
2016-17	6430500	102888
2017-18	3961420	63382
2018-19	5304250	84868

Source: Department of Horticulture (P&M), Pulwama.



5.2. FRUIT MANDI PACHHAR:

Pachhar is one of the most famous villages in district Pulwama located at 10 km away from main town. It gains its popularity mostly after the establishment of Fruit Mandi. The fruit Mandi is famous as Fruit Mandi Pachhar



throughout Kashmir. This mandi is centrally located between Shopian and Pulwama, so it gives benefit to both of the district growers. After the establishment of Mandi, as per the above table 3.8, the number of fruit boxes handled as well as production in metric tons shows constant increase. There was only two years since 2010 when there is decrease in number of fruit boxes handled namely 2012-13 and 2014-15. The fruit mandi was non functional in year 2016-17 due to unrest in valley. The highest number of fruit boxes handled was in year 2018-19 and also production was highest in the same year. The overall increase in the fruit boxes handled was 2520925 fruit boxes and in production it was 39935.

Table 2, Number and Production of Fruit Boxes at Pachhar Mandi Pulwama

YEAR	NO. OF FRUIT BOXES HANDLED	PRODUCTION IN METRIC TONNES
2010-11	599400	9990
2011-12	969950	16166
2012-13	768880	12815
2013-14	1301800	21697
2014-15	1296000	21600
2015-16	1312450	18374
2016-17	Mandi remained non functional due to unrest	-
2017-18	2768000	46132
2018-19	3120325	49925

Source: Department of Horticulture (P&M), Pulwama.

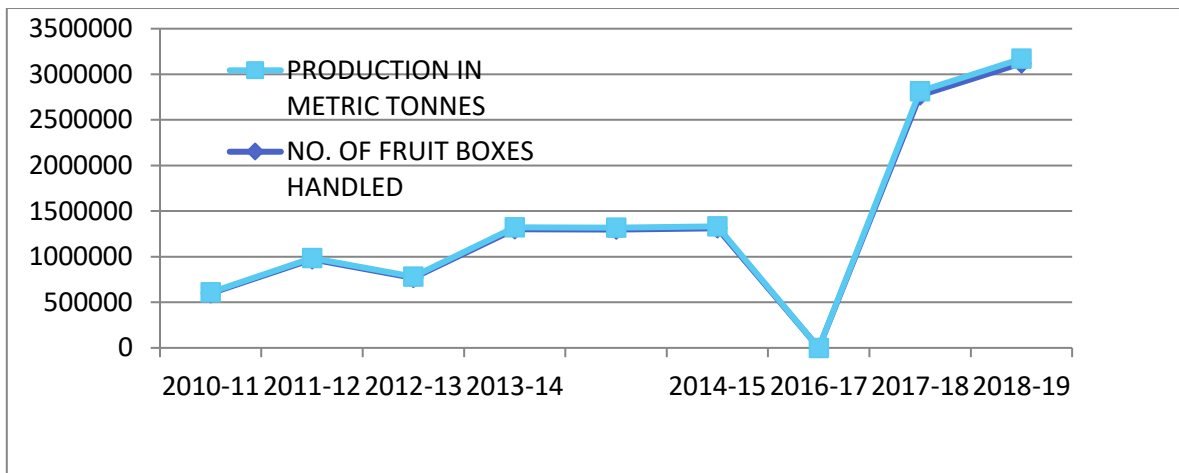


Table 3, Annual Turnover of Fruit Mandi Prichoo Pulwama

YEAR	TURNOVER (IN CRORES)	Average Rate per Box
2007-08	4.00	344
2008-09	4.87	359
2009-10	13.16	543
2010-11	27.70	406
2011-12	34.74	563
2012-13	72.56	557
2013-14	130.64	500
2014-15	140.55	480
2015-16	165.12	625
2016-17	400 approx.	UNREST

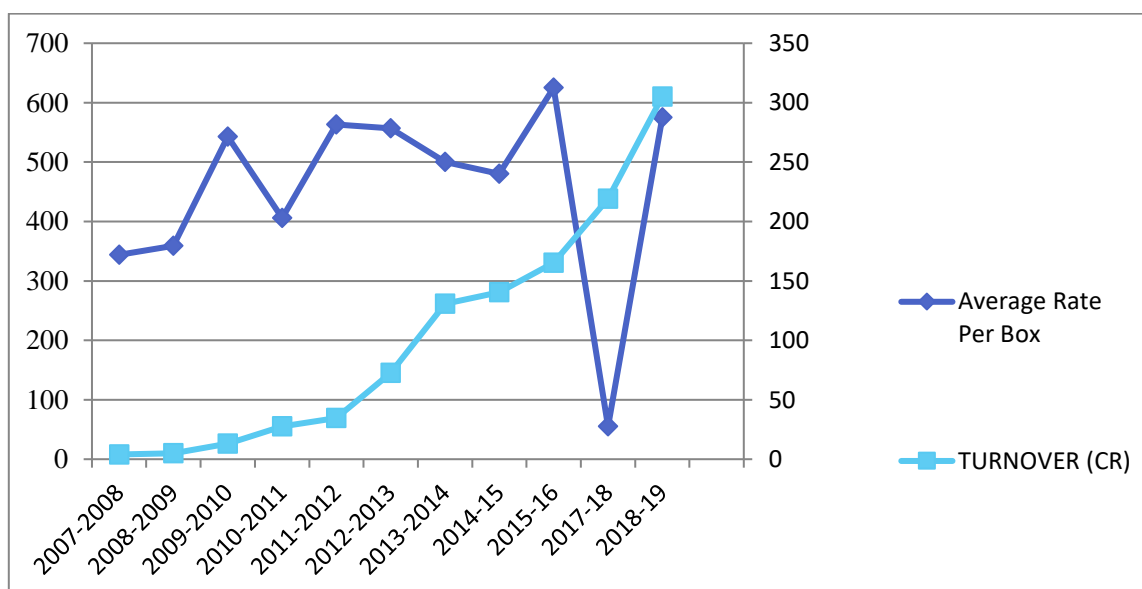


2017-18	219	555
2018-19	304.99	575

Source: Department of Horticulture (P&M), Pulwama.

5.3. ANNUAL TURNOVER OF FRUIT MANDI PRICHOO PULWAMA:

The overall turnover and average rate of fruit box at Prichoo, Pulwama is given in the table. Table 3, depicts that in the year 2007-08 there was minimum turnover that was 4.0 crores and there was also minimum rate per box in the same year that was Rs 344. The maximum turnover was in year 2016-17 that was 400 crores approximately and the maximum rate per box was in year Rs 625 in year 2015-16. Graph depicts that there was low turnover and average rate of per box in the year 2007-08 and there was regular increase in turnover over and average rate per box from 2007-08 onwards. Highest turnover was in year 2016-17 and in the year 2017-18 there was decrease in turnover and it falls from 400 crore to 219 crores. Average rate per box was highest in 2015-16 and it falls from Rs 625 to Rs 555 in year 2017-18 then average rate box also starts increasing in year 2018-19. It reaches to Rs 575 from Rs 555 in year 2018-19 that was Rs 25 increase than previous year. The overall increase in turnover was 300.99 crores and overall increase in rate per box was Rs 280 to Rs 300 since 2007.



5.4. ANNUAL TURNOVER OF FRUIT MANDI PACHHAR PULWAMA:

Pachhar Mandi also plays an important role in economic development of study area. This mandi also provides benefits to some village of Shopian district. The local villagers make their livelihood in the mandi by working in mandi as loaders and unloaders of fruit boxes. Qualified youth also getting jobs as managers of fruit shops also called Fuds. Due to this Mandi both value of fruits crops and the price of land increases. Villages surrounding the Fruit Mandi have easy access to sell their fruits on time due to this Mandi. As per the Table 4, the average rate of fruit box was Rs 429 and total turnover was 25.77 crores during 2010-11. The rate and turnover after the establishment of fruit Mandi increased year after year. There was only one year 2013 -14 shows lowest rate as per above table. The maximum rate was Rs 600 per box within two years that was 2012-13 and 2018-19. The maximum turnover in crores was in the year of 2018-19 that was 187.21 crores. In the year of 2016-17 there was unrest in valley and fruit Mandi remained non functional. From the figure, there was an increase in both the average rate of fruit box and turnover. The average rate of fruit boxes was increased from Rs 429 in 2010-11 to Rs 600 in the year 2018-19. This means there is an increase of Rs 171. The annual turnover in the year 2010-11 was 25.77 crores and reached to 187.21 crores in 2018-19. Thus there was an increase of 161.44 crores.

Table 4, Annual Turnover of Fruit Mandi Pachhar Pulwama

YEAR	AVERAGE RATE (IN RS.)	TURNOVER (IN CRORES)
2010-11	429	25.77
2011-12	552	53.58



2012-13	600	46.14
2013-14	525	69.94
2014-15	475	61.56
2015-16	495	65.62
2016-17	-	Unrest
2017-18	515	143.67
2018-19	600	187.21

Source: Department of Horticulture (P&M), Pulwama

6. CONCLUSION:

While going through the study, the fruit production shows increase almost every year with the exception of few. The fruit production in some years was less due to hail storms, snow and unfavorable climatic conditions. The great damage to fruit production was due damage of fruit trees caused by earlier snow fall. Study also reveals that after establishment of fruit mandies demand of fruits was increased. Mandies has played vital role in growing fruit business in study area. As per the study, thousand of fruit boxes are brought in both of mandies for selling and buying purpose. Estimates shows that year after year number of fruit boxes brought in mandies are increasing. The mandies shows increasing trend in Production of fruit boxes. Fruit mandies of Pulwama district namely Prichoo and Pachhar mandi are playing important role in economic development. Fruit mandies mostly benefits private sector. These fruit mandies also boosts industrial sector by demanding different items. These mandies also provides employment opportunities to youth of surrounding villages. Shops neighboring mandies also gains much benefit from these mandies. Lastly I concluded that fruit mandies has not given only benefit to economy of district Pulwama but has also benefitted whole UT, especially surrounding districts such as Shopian. Instead of benefiting UT, mandies still need infrastructural development and employment generation capacity.

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