

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**CHALLENGES FACED BY HORTICULTURE BUSINESS IN JAMMU AND KASHMIR STATE**

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**ABSTRACT**

*Horticulture Sector has witnessed a drastic and rapid growth in a very limited period of time throughout the globe. Most of the countries have recognized a huge level of opportunities that could be carved out with this sector. Today Horticulture is practiced from the individual level in a garden up to the activities of Multinational corporations from satisfying the demand of millions. It provides a wide range of products such as food, medicinal, environmental and other social products which are fundamental to develop and maintain human health and well-being. Horticulturists are regularly applying their skills and knowledge to develop best category products. Their work involves plant propagation, cultivation maintaining nutritional values reducing environmental stresses etc. Horticultural scientists on the other hand focus on developing new and modern ways to develop horticulture sector. A collective effort from science and social science has brought a remarkable change in Horticulture Sector. Jammu and Kashmir State is also one among the leading states of India in Horticulture Business. It is famous for production of wide variety of delicious fruits which are served worldwide. The most famous among them includes delicious apples, Walnuts, Other dry fruits etc. Present study seeks to identify various challenges faced by horticulturists in Jammu and Kashmir State. The study also focuses on the issues that must be addressed immediately and could greatly affect the sustainability of this sector. The study further recommends various tools and strategies which could be implemented to generate a level of competitive advantage for Jammu and Kashmir Horticulture sector with rest of the world.*

**KEYWORDS**

Horticulture Business, Competitive Advantage, Horticulturists, Sustainability.

**INTRODUCTION**

The Horticulture Sector has witnessed a drastic change in recent years with the development of modern products that are satisfying augmented needs of masses throughout the globe. The industry is making the countries self sufficient by generating highly nutritive level products with rich varieties. The Govt. of India is making heavy efforts to promote this factor through the development of effective and sustainable strategies to exploit the growing demand and spread the business to the national, state and regional level. In a similar way Govt. of Jammu and Kashmir state is also devising regular level of effective and capital strategies to serve the market demand efficiently. But it has been accessed that Horticulture Industry of Jammu and Kashmir is sever to multiple challenges which are harming the horticulture business. Some of the challenges that have been identified are seasonal variations, poor storage, Lack of training and guidance, poor level of site selection, financial support, irregular demand, lack of marketing opportunities, heavy logistics and transportation cost, poor access to modern equipments etc.

Despite of all these challenges the Horticulture Industry is grooming with regular pace and achieving new heights of excellence and development. Govt. as well as private agencies have now a day's realized the importance of this sector and are focusing on the development and implementation of new strategies. The objectives of these new strategies have been accessed as promotion of Horticulture Business of Jammu and Kashmir, Expansion of existing projects and establishment of new projects, Identification of feasible sources of finance and investment, Development of supporting infrastructure for Horticulture, establishment of linkages with other industries, mobilization of human resources etc. The proper implementation of strategies with the above stated objectives will surely come up with better yield in near future.

**OBJECTIVES**

1. To determine the nature and patterns of Horticulture Business in Jammu and Kashmir.
2. To identify various challenges faced by Horticulture Sector in Jammu and Kashmir State.
3. To analyze the level of impact of each factor on Horticulture Business.
4. To determine the challenges which highly affect Horticulture Industry of J&K?
5. To recommend strategies which could improve the business in Horticulture sector in Jammu and Kashmir State?

**MATERIAL AND METHODS**

Present study has been worked out with the help of both secondary as well as primary data. The secondary data used in this study have been collected from various reports, schedules, articles etc written on Jammu and Kashmir Horticulture Industry and also from the offices of various district officers of Horticulture. The primary data has been collected with the help of a pretested questionnaire from two hundred and twelve respondents involved in Horticulture business. The data and information collected from various sources has been analysed statistically and various cartographies have been used to determine the reality of Horticulture business in Jammu and Kashmir State.

**RESULT AND DISCUSSION**

There are various challenges which have been identified as affecting the performance of horticulture business in Jammu and Kashmir State. The impact of all these identified factors varies from site to site and area to area. The impacts of various challenges as per the respondents have been given as follows:

**A) SEASONAL VARIATIONS**

The values for factor "Seasonal Variations" have been given in Graph 1 and also tabulated in table 1. The analysis of values reveals that a total of 56% respondents believe that this factor acts a major challenge to Horticulture business in Jammu and Kashmir while 18% respondents have no decided opinion. Moreover a total of 26% respondents don't consider this factor as a major challenge.

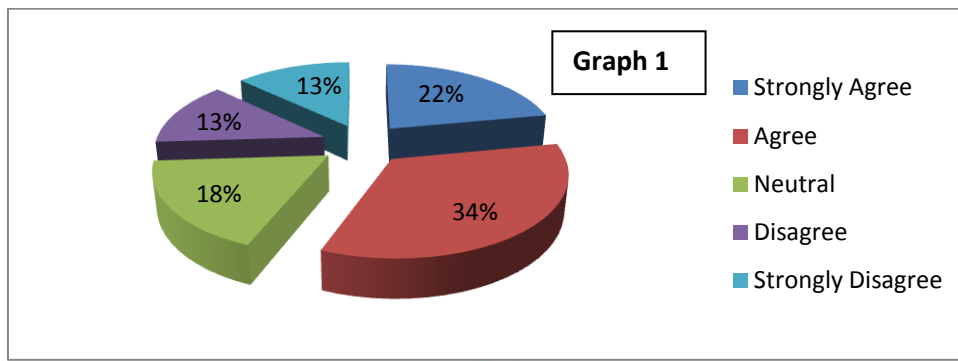


TABLE 1: SEASONAL VARIATIONS

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
46	73	39	28	26
22%	34%	18%	13%	13%

**B) LACK OF MARKETING TOOLS**

The values for factor “Lack of Marketing Tools” have been given in Graph 2 and also tabulated in table 2. The analysis of given values shows that a total of 29% respondents are in favour of considering this factor as a challenge while 49% respondents have a neutral opinion. Moreover a total of 22% respondents consider this factor as invalid for its consideration as a challenge to horticulture industry of Jammu and Kashmir.

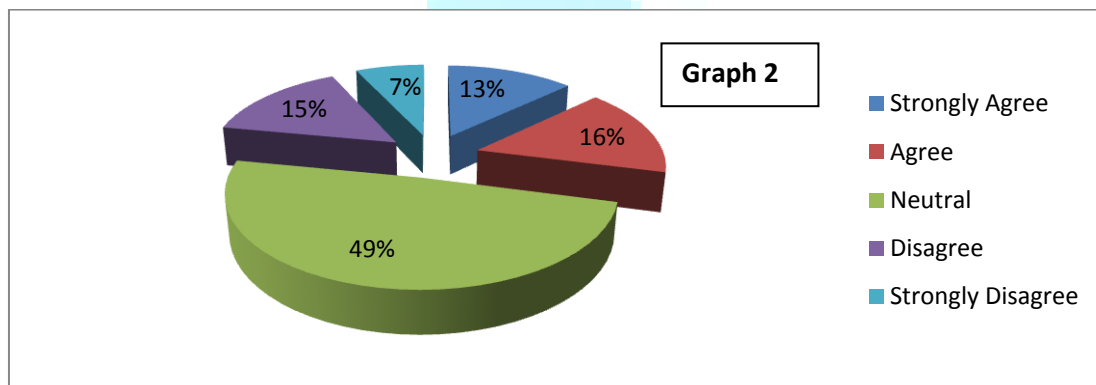


TABLE 2: LACK OF MARKETING TOOLS

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
28	33	103	31	17
13%	16%	49%	15%	7%

**• POOR STORAGE**

The analysis of values for factor “Poor Storage” have been given in table 3 and also shown in Graph 3. The analysis of values reveals that 16% respondents believe this factor as a challenge while 20% have no decided opinion. However a big percentage of respondents i.e. 64% don't consider it as a challenge.

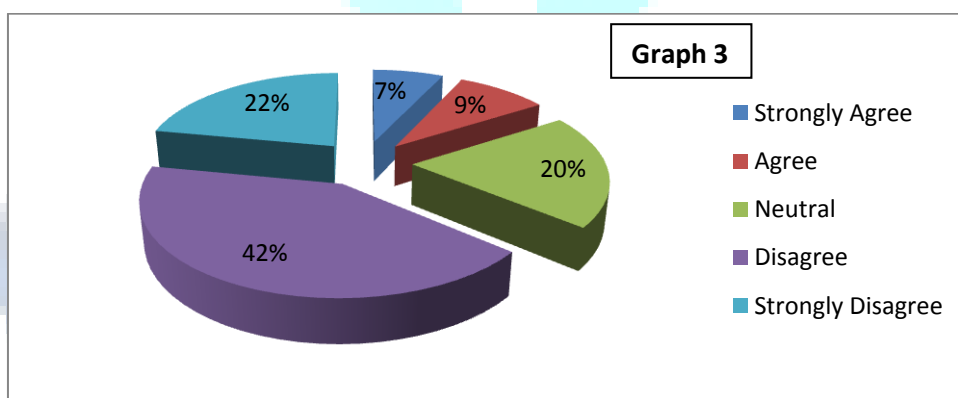


TABLE 3: POOR STORAGE

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
17	19	41	88	47
7%	9%	20%	42%	22%

**• LACK OF VARIETY**

The values for factor “Lack of Variety” have been tabulated in table 4 and also in graph 4. The analysis of values shows that only 12% respondents consider the validity of this factor to be considered as a challenge while 21% have no decided opinion. Moreover a total of 68% respondents are having a totally opposite opinion.



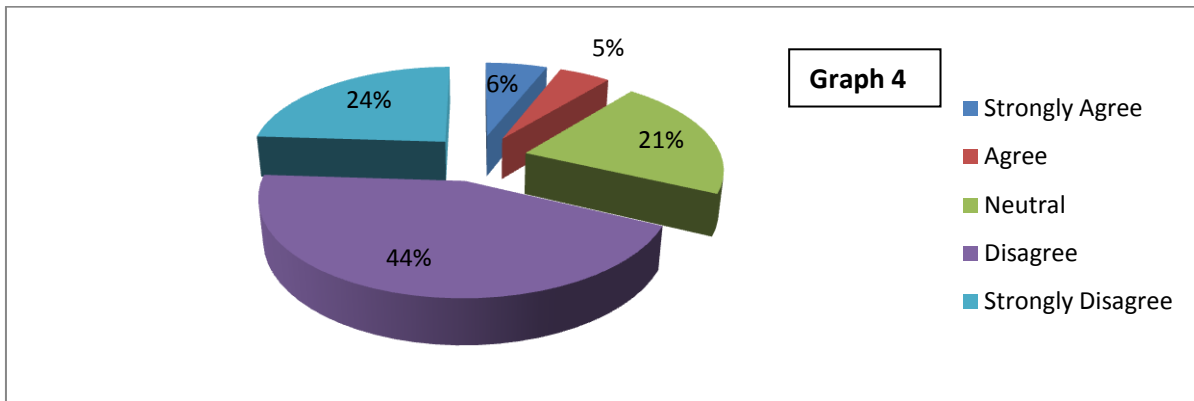


TABLE 4: LACK OF VARIETY

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12	11	44	94	51
6%	5%	21%	44%	24%

• **TRANSPORTATION COST**

The values for this factors reveals that only 12% respondents consider this factor as a challenge while 17% have a neutral opinion. Moreover 71% respondents have the opinion that this factor cannot be considered as a challenge to Horticulture business in Jammu and Kashmir.

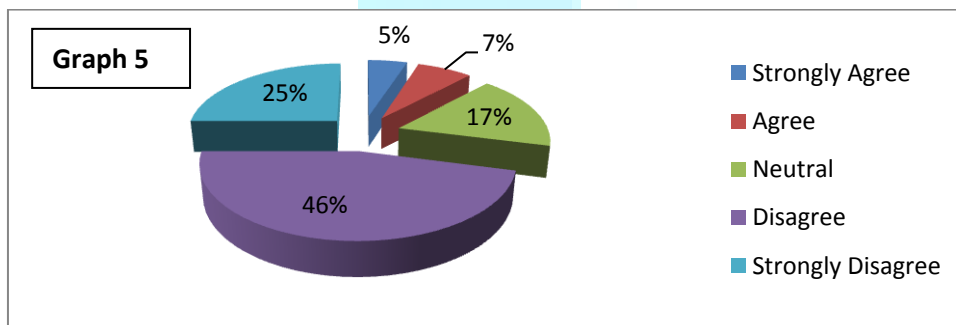


TABLE 5: TRANSPORTATION COST

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
11	15	35	99	52
5%	7%	17%	46%	25%

• **FINANCIAL SUPPORT**

The values collected for factor “ Finaical Support” have been given in table 6 and also shown in graph 6. The analysis of table values reveals that 65% respondents consider this factor as a challenge while 16% have no decided opinion. Moreover 19% respondents believe that this factor could not affect the functioning of Horticulture Business in Jammu and Kashmir.

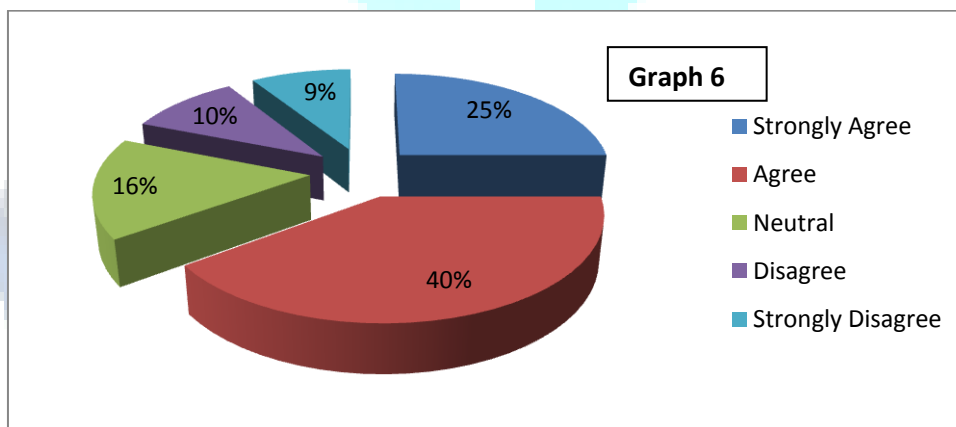


TABLE 6: FINANCIAL SUPPORT

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
52	85	34	21	20
25%	40%	16%	10%	9%

• **TRAINING/GUIDANCE**

The values for factor “Training/Guidance” have been tabulated in table 7 and also shown in graph 7. The analysis of values reveals that a total of 55% respondents consider that this factor could highly affect Horticulture business while 17% respondents have a neutral opinion. Moreover a total of 28% respondents don’t consider this factor as a challenge.

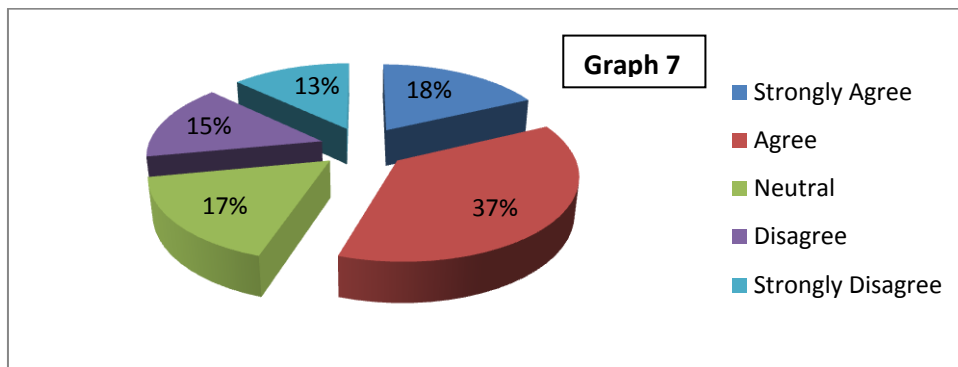


TABLE 7: TRAINING AND GUIDANCE

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
38	81	35	31	27
18%	37%	17%	15%	13%

• SOIL PREPARATION AND FERTILIZATION

The values for factor “Soil Preparation and Fertilization” have been tabulated in table 8 and also sketched in graph 8. The analysis of values reveals that a total of 30% respondents have considered this factor as a challenge while 46% have no decided opinion for this. Moreover a total of 24% respondents don’t consider this factor as a challenge.

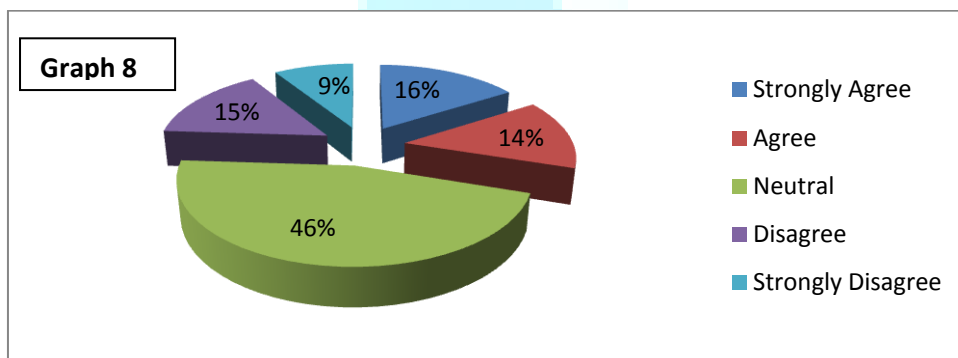


TABLE 8: SOIL PREPARATION AND FERTILIZATION

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
34	30	96	32	20
16%	14%	46%	15%	9%

• MODERN EQUIPMENTS

The values for this factor have been given in table 9 and also shown in graph 9. The collected values reveals that 66% respondents consider this factor as a big and emerging challenge while 23% respondents have a neutral opinion. Moreover a total of 11% respondents have the opinion that this factor could not affect the horticulture business of Jammu and Kashmir State.

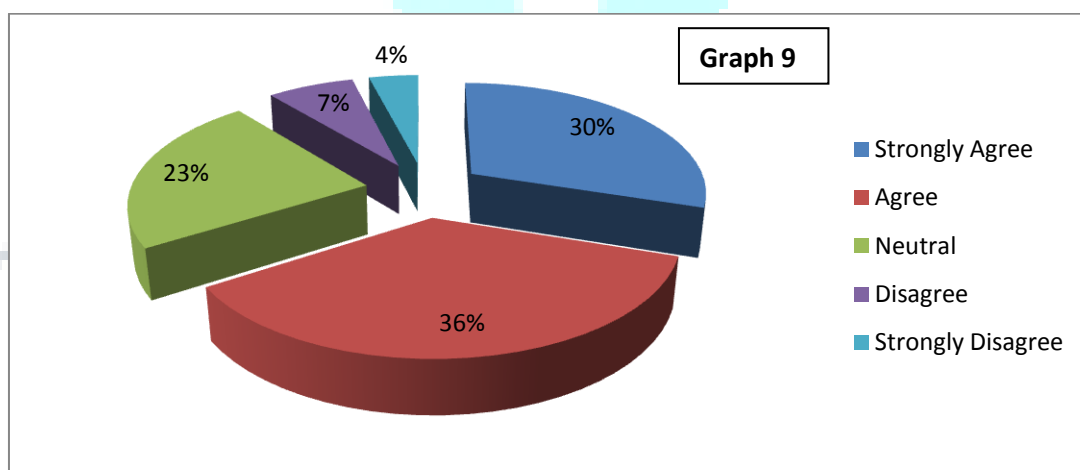


TABLE 9: MODERN EQUIPMENTS

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
63	76	49	14	10
30%	36%	23%	7%	4%

• UTILITY ACCESS

The values for factor “Utility Access” have been tabulated in table 10 and also shown in graph 10. The analysis of values reveals that a total of 56% respondents consider this factor as a challenge while 18% have a neutral opinion. Moreover a total of 26% respondents don’t consider this factor as a hurdle in the development of Horticulture business of Jammu and Kashmir.

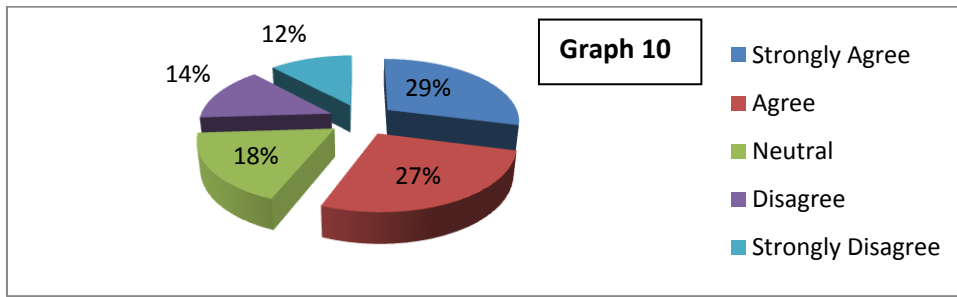


TABLE 10: UTILITY ACCESS

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
61	58	38	29	26
29%	27%	18%	14%	12%

• **MANPOWER DEFICIENCY**

The collected values for this factor shown in graph 11 and also in table 11 reveals that a total of 31% respondents consider this factor as a major challenge while 39% have no decided opinion. Moreover a total of 30% respondents don't consider this factor as a challenge.

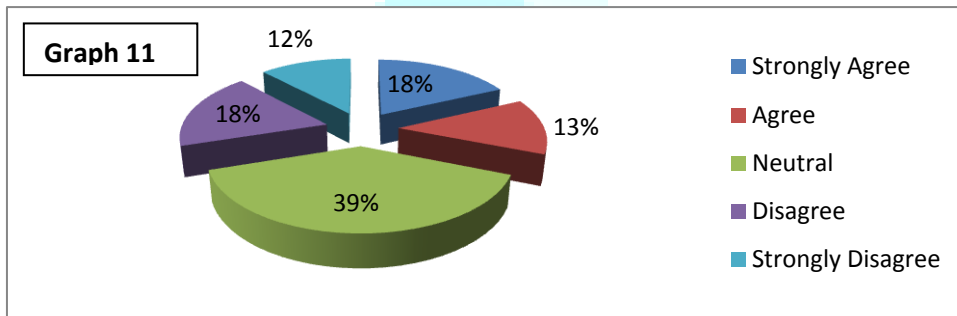


TABLE 11: MANPOWER DEFICIENCY

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
36	28	84	38	26
18%	13%	39%	18%	12%

• **SAFETY ASPECTS AND ISSUES**

The values for factor "Safety aspects and Issues" have been given in table 12 and also shown in graph 12. The analysis of values shown that a greater percentage of respondents i.e. 55% consider this factor as a challenge while 23% have no decided opinion. Moreover a total of 22% respondents don't consider this as a challenging factor.

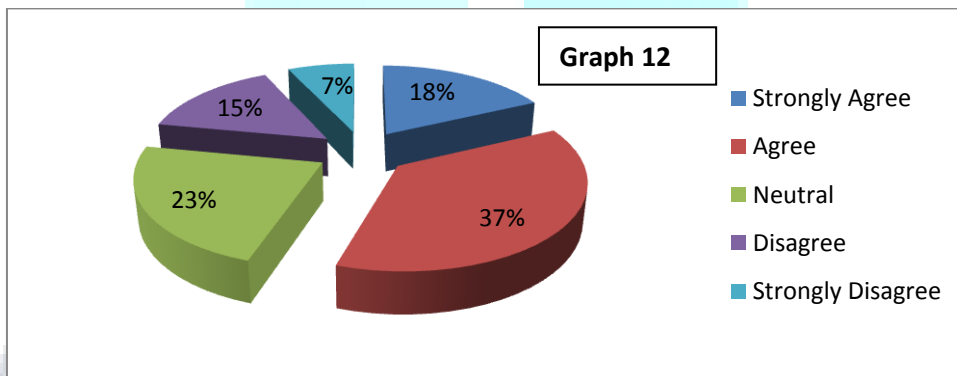


TABLE 12: SAFETY ASPECTS AND ISSUES

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
39	78	50	31	14
18%	37%	23%	15%	7%

• **SITE PLANNING**

The values collected for factor "Site Planning" have been given in table 13 and also shown in graph 13. The analysis of values shown that a total of 13% respondents consider this factor as a challenge while 7% have a neutral opinion. Moreover a greater percentage of respondents i.e. 80% don't believe this factor could act as a challenge to Horticulture Business.

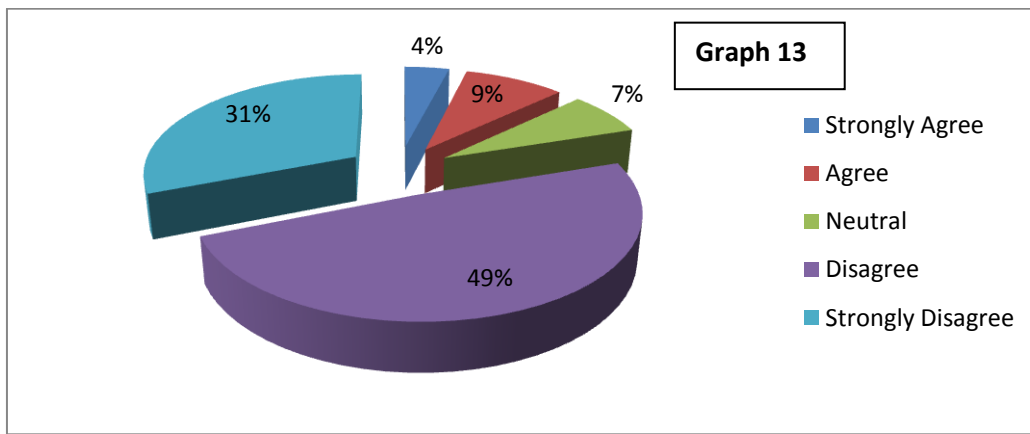


TABLE 13: SITE PLANNING

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
9	20	14	104	65
4%	9%	7%	49%	31%

**CONCLUSION**

Horticulture business in Jammu and Kashmir has a lot of opportunities and new ways to develop and increase its scope. But it is affected by a lot of challenges which affects its development. Various challenges have been identified as seasonal variations, lack of marketing tools, poor storage, lack of variety, transportation cost, financial support, training/guidance, soil preparation and fertilization, modern equipments, utility access, manpower deficiency, safety aspects and issues and site planning. The challenges which have a high level of impact on Horticulture business in Jammu and Kashmir are Seasonal variations, financial support, Training/Guidance, Modern equipments, Utility access and safety aspects and issues. The other challenges which have a mild level impact as per the respondents have been identified as poor storage, lack of variety, transportation cost and site planning.

**RECOMMENDATIONS**

1. There is a high need that Govt. and other agencies should come forward and provide financial support to people involved in Horticulture business as they are suffering from huge financial losses.
2. Proper selection of site is an important issue as each piece of land has its own characteristics and proper analysis of it is very difficult.
3. There is a need for organizing special programmes and training modules which could enhance the knowledge and abilities of horticulturists.
4. Big corporate firms should also come in this sector and by joining hands with already existing horticulturists they can increase the total yield in a very short span of time.
5. Marketing of Horticulture products is also a big issue these days so special marketing sites should be identified for this business and from time to time some events and displays must be arranged on regular intervals.
6. As the demand for horticulture products is seasonal, so special discounts and offers must be given to regular clients.
7. Infrastructural support to Horticulture business in Jammu and Kashmir is almost zero. Some strategies and plans must be devised and implemented which could arrange a level of infrastructure for this business.
8. A lot of opportunities are available in the market today as the demand for Horticulture product of Jammu and Kashmir State is very high and due to presence of small private investors they could also be a good source of capital.
9. Horticulture products are well known for their varieties and innovations and so a level of innovative and modern technology must be adopted so that new varieties of products could be grown.
10. There is also a need that the flow of Horticulture products from other states must be restricted so that the Horticulture products of Jammu and Kashmir get positioned in the minds of local customers.
11. Creating a communication value is very necessary now a day and there is a great need to get people aware about products. Some local channels and news papers must be involved to generate a communicating value.
12. It has also been accessed that sometimes due to drought or fire the products get damaged and there is no support from any govt. or private agency. There Govt. must depute some agencies which could look after the matter in such situations.
13. Electricity, water supply and other utilities are also accessed by these Horticulturists in the same way as a common man which is not sufficient. A regular mechanism must be adopted which could provide them special connections for greater efficiency.

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