

TITLE: FAMILY STRUCTURE AND SOCIAL INTERACTION OF APPLE TRADERS IN JAMMU AND KASHMIR.

AUTHOR: -Dr.Javaid Ahmad Pir ^{2nd} Dr. Sunita Kateria

ABSTRACT: As per the data is concerned that the life style is same as that of others. Their relation with their neighbors' friends' relatives is very smooth. Their interaction with other apple traders is quite different from others as seen as same business. Mostly the apple traders live in joint family and they prefer it mostly.

KEY WORDS: neighbors, interaction, quiet, business, prefer.

1.INTRODUCTION:

There is nothing new in the family of apple traders. Their life style is same as that of others. Their relation with their neighbors' friends' relatives is very smooth. Their interaction with other apple traders is quite different from others as seen as same business. Mostly the apple traders live in joint family and they prefer it mostly, as the joint family plays major role in growing apple business that joint family does not needs more labors for their business.

Most important point in joint family is that expenditure is less, and saving is more. The members of joint family are under the guidance of an administrator (head of the family) all the members of the family fallow the rules and regulation of given by the head through which there is affection and cooperation in a joint family as it helps great in growing apple business.

Their social interaction depends upon the signs of family background as we seen earlier that they are cooperative and affectionate. So, it means that their social interaction is good. Social interaction also requires mutual understanding social interaction also depends on the reality environment and good influence not only in state but also in national level.

11.REVIEW OF LITERATURE:

Kochhar and Thakur (1971) reported that most common mode of marketing apples in Himachal Pradesh was through commission agents which accounted for about 85.63 of the marketable surplus. The next important method of sale was through pre-harvest contractors which accounted for only 14.67 per cent of total marketable surplus.

Azad and Sikka (1991) study was carried out that their study on production and marketing of temperate fruits applied project evaluation measures to study the economic viability of fruits such as apples, peaches, plums and apricots. The net present value was Rs26257.00 for apples. The internal rates of return were 22, 33 and 47 per cent respectively. The benefit cost ratios were 1.36, 3.87, 4.62 and 5.10 respectively.

Babu (2002) conducted a study to examine the influence of grading custard apple fruits immediately after harvesting on the market price and level of return. Grading of the fruits according to weight resulted in better acceptability to consumers. Tabulated data on the comparative market value of custard apple fruits and costs incurred by grader/trader for 1000 fruits and economic analysis are presented.

W. Harvey et al. (2008) analyzed that Apple orchards was generally as effective as that in growers' standard blocks. Economic costs and returns to participating growers have not yet been calculated. that will result in premium prices and access to high quality markets such as Whole Foods and Trader Joe's. Red Tomato's apple sales grew from \$130,000 in 2004 to \$1.9 million in 2008. The program grew from 6 New England growers with 475 acres in 2005 to 635 acres and 9 growers in 2008. Participating growers complete a self assessment, pay an annual certification fee and submit scouting and pesticide application records.

M.A. Khan (2010) study was carried out to indicate that the inhabitants of Poonch Valley utilized 169 plant species for more than 30 domestic needs. Major use categories were determined with the largest (most species) being for medicines and foods. Medicinal plants, timber and fodder are identified as use categories that are of particular conservation importance in the area.

J.A. Pir et al (2017), Apple economy is one of the main earning factor of the state Jammu and Kashmir, the peoples of the state are connected with this business directly or indirectly, Kashmir

is one of the most famous fruit mundi which is also known as Asia 2nd largest fruit mundi which is located in Sopore and Sopore is also known as apple town in Kashmir the traders from all over India come to this fruit mundi to enhance this business and the traders are very aware about the ups and downs of the business.

Q. Zhang et al. (2012) reported that Apple is an economically important fruit crop worldwide. Developing a genetic linkage map is a critical step towards mapping and cloning of genes responsible for important horticultural traits in apple. To facilitate linkage map construction, we surveyed and characterized the distribution and frequency of perfect microsatellites in assembled counting sequences of the apple genome.

Table. 1
Respondent educational status

S.NO	OPTION	NO. OF RESPONDENTS	PERCENTAGE
01	Illiterate	102	34
02	Primary	17	5.6
03	Middle	30	10
04	High	85	28.3
05	Higher secondary	48	16
06	Graduate	16	5.3
07	Others	2	0.6
	Total	300	

After the collection of data of 300 respondents about social economic and political life of apple traders, 34% of the respondents were uneducated about social economic and political life of apple traders. 5.6% of the respondents' educational status was upto primary level. 10% of the respondent's educational status was at middle level, 28.3% of the respondents have got their education upto high, 16% of the respondent's educational status was up to Hr.sec. 5.3% of the respondent's educational status was graduate and only 0.6% of the respondent's educational status was post graduate about the said research problem.

The reason for above 28.3% of the respondents' educational status about social, economic and political life of apple traders' reason has found that education has fully made them aware about the beneficial uses of education in their business.

Table. 2

Marital status of the respondent

S.NO	OPTION	NO. OF RESPONDENTS	PERCENTAGE
01	Married	298	99.3
02	Unmarried	2	0.66
	Total	300	

Primarily the researcher reached to the point where he came to know about 300 respondents social economic and political life of apple traders, 99.3% of the respondents about social economic and political life of apple traders were married and only 0.66% of the respondents were unmarried. So that the above majority of the respondents about the said research problem that married respondents are mostly related with this business.

The majority of the respondent 99.3% about apple traders reason has found that the said business are very hectic and it is essential for the apple traders to have physical and mental satisfactions to handle their business.

Table .3
Daily Time spent with family

S.NO	OPTION	NO. OF RESPONDENTS	PERCENTAGE
01	1hour	3	1
02	2hour	14	4.6
03	3hour	36	12
04	4hour	94	31.3
05	Above 5 hour	153	51
	Total	300	

The collected data analyzed that out of 300 respondents about social economic and political life of apple trader. 1% of the respondent was spending only one hour time with their family in a day, 4.6% of the respondents were spending two hours with their families in a day, 12% of the respondents were spending three hours' time with their families per day, 31.3% of the respondents were spending four hours' time with their families every day and 51% of the respondents were spending a lot of time with their families.

The above majority of the respondent 51% about social economic and political life of apple trader. Who have spent more than five hours' time with their family. The reason was that the majority of the respondent's business was in good position and they were already settled up by their business.

Table .4
Is anybody against your business.

S.NO	OPTION	NO. OF RESPONDENTS	PERCENTAGE
01	Yes	21	7
02	No	279	93
	Total	300	

When the collected data was analyzed it showed that out of 300 respondents about social economic and political life of apple traders. We analyzed that only 7% of the respondent's family members were against their business, the said percent doesn't like this profession because the high work load and family disturbance and rest 93% of the respondent's family members were agreed with apple business and their family members are also related with their herited business.

The above 93% of the respondents about social economic and political life of apple traders' family members were not against their business because they were not fully aware about the modern impact and modern life style. So the respondent family were fully aware about the high expenditure in now-a-days and have everyone in family members were agree with this business and their life is very successful in their locality they have no need to change their business.

Table. 5
Family needs fulfilled apple business

S.NO	OPTION	NO. OF RESPONDENT	PERCENTAGE
01	Yes	292	97.3
02	No	8	2.6
	Total	300	

Proceeding towards the collection of data from the respondents among 300 respondents about social, economic and political life of apple trader among which 97.3% of the respondents were agreed that this business is fulfilling all their family needs and rest 2.6% of the respondents about

social economic and political life of apple traders were not agreed with their business. Because their businesses could not fulfill their family needs.

The perspectives to think that above majority of the respondents about social, economic and political life of apple traders, the reason found were that the majorities of respondents were wholly and solly related with this business. Because the respondents have aware about the non availability private or governments jobs. So it is better to encourage self business and have agreed with their profit. It is necessary to have a mental and physical approval in the profession.

Table .6
Any problem yours family faced by business

S.NO	OPTION	NO. OF RESPONDENT	PERCENTAGE
01	Yes	13	4.3
02	No	287	95.6
	Total	300	100

On analyzing data we found that out of 300 respondents only 4.3% of the respondents family have faced problem with their business. 95.6% of the respondents about social, economic and political life of apple traders' view were that they have not face any problem with their said business.

The above 95.6% of the respondent about social, economic and political life of apple traders, the reason found that majority of the respondents families were not face ant problem with their business because the said respondents were having the main source of income for fulfills family needs and respondents family were closely related with this business and their business do not create any problem for their business. That is the situation of every apple trader family every one family member is related with their business.

CONCLUSION

The discussion regarding the social life of apple traders reveals that they played a great role for fulfilling all those requirements which are necessary for living a social life. But it before an apple trader to become a sociable and live a social life, so that they may get understanding mutual cooperation, brotherhood, good relations everywhere in the locality. Mostly the apple traders live a life of joint family, because they need not more labors for the business. The

research reached to the point that about 99% respondents are married and only 0.66% is unmarried in apple business.

The reason for above 28.3% of the respondents' educational status about social, economic and political life of apple traders' reason has found that education has fully made them aware about the beneficial uses of education in their business. The majority of the respondent 99.3% about apple traders' reason has found that the said business are very hectic and it is essential for the apple traders to have physical and mental satisfactions to handle their business. The above 93% of the respondents about social economic and political life of apple traders' family members were not against their business because they were not fully aware about the modern impact and modern life style. So the respondent family were fully aware about the high expenditure in now-a-days and have everyone in family members were agree with this business and their life is very successful in their locality they have no need to change their business. The perspectives to think that above majority of the respondents about social, economic and political life of apple traders, the reason found were that the majorities of respondents were wholly and solly related with this business. Because the respondents have aware about the non-availability private or governments jobs. So it is better to encourage self-business and have agreed with their profit. It is necessary to have a mental and physical approval in the profession. The above 95.6% of the respondent about social, economic and political life of apple traders, the reason found that majority of the respondents' families were not face ant problem with their business because the said respondents were having the main source of income for fulfills family needs and respondents family were closely related with this business and their business do not create any problem for their business. That is the situation of every apple trader family everyone family member is related with their business.

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