

SOCIAL LIFE OF APPLE TRADER AND THEIR RELATED ISSUES IN THEIR BUSINESS.

Author: Dr. Javaid ahmad pir 2nd Dawood ahmad 3rd author Dr. Sunita Kateria

Prof. and Head of Department of Sociology (Govt Geeta Anjali Girls PG Auto College Bhopal) M.P

Abstract: 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.

KEY WORDS: economy, earning, heaven,

INTRODUCTION

Jammu and Kashmir is the northernmost state of India. Covering an area of 222,236 sq km, Jammu and Kashmir is situated mostly in the mighty Himalayas and also known as Heaven on earth. To its North i.e. China and Russia. On its east is Chinese Tibet. On the South and South-West i.e. the states of Punjab and Himachal Pradesh. On the west is the North West Frontier Provinces of Pakistan, China and Russia. It consists of three divisions - Jammu, Kashmir Valley and Ladakh. It has two capitals - Jammu, the winter capital and Srinagar, the summer capital.

The state's main economic sector and as more than 75% of the population derives their income directly or indirectly from Agriculture Sector. Agriculture is a vital component of Primary sector. The Jammu and Kashmir State is basically agrarian in nature. As per census 2001, 18.38 lakh persons comprising 15.92 lakhs as cultivators and 2.46 lakhs as agricultural laborers depend directly on agriculture for their livelihood forming 49 percent of the total working force (37.54 lakh persons).

Our State is blessed with vast potential for growing all kinds of fruits. The State has four distinct Agro climatic zones i.e. Sub-tropical, Intermediate (Sub-temperate), Temperate and Cold Arid Zone. Apple, Pear, Peach, Plum, Apricot and Walnut are successfully grown in temperate and cold arid areas (Kashmir Division) while as Olive, Pecan nut and Kiwi offer enormous scope for cultivation in Intermediate zone (Jammu Division) of the State. Similarly, sub-tropical areas offer potential for cultivation of Mango, Citrus, Ber, Aonla, Guava, Litchi and loquat (Jammu Division).

Horticulture is the most vital sectors of agricultural economy in Kashmir instrumental in providing hundreds of crores of much needed cash to the agrarian economy. Jammu and Kashmir contributes about fifty percent of total temperate fruit production of India and is the largest apple, almond and walnut producing state in India. Around 220000 hectares of land is under the cultivation of horticulture crops in the state.

Nature has also been cruel some times and natural calamities can not be countered but damage control measures can be taken in hand by keeping provisions for the same.

Neglect and degradation of horticulture sector will lead to loss of millions of rupees as revenue to the state, and avenues of employment to major chunk of population in the valley. So we all, the growers, scientists, employees and political executive (government) need to rise to the occasion and save this vital source of subsistence, sustenance, development and above all much needed source of employment for the survival of mankind.

II. REVIEW OF LITERATURE

Review of literature provides information to the researchers regarding the previous works done in their area of research and thereby helps them in identifying the theoretical framework and methodological issues relevant to the study. It provides the researchers a proper direction to carryout their research work and enables them to arrive at meaningful results. Keeping these facts in view, the available literature relevant to the objectives of the present study was reviewed and they are presented herein under the following headings.

M. Herregods (1999), reported that the present study was carried out Price level is dependent on supply and demand, the moment of marketing, but also on the external and internal quality. Each commodity of fruits was specific quality criteria much preferred by the consumer. For apples there exists yet a more complete description with respect to the optimum quality aspects. To reach the optimum quality the choice of the variety, picking in different time, Setter refrigerating and more sophisticated C.A. circumstances, wet forced air pre-cooling and refrigerated transport are strategies with higher costs, but also with higher benefits, to arrive at a profitable quality. Practical models with costs and benefits are described in this publication.

J. Frank et al, (2010), reported that a wide range of ascomycetes to be associated with sooty blotch and flyspeck (SBFS) were found on the surfaces of pomaceous fruits, specifically apples had badly effected the growth of Apples especially in Germany and Slovenia. Based on collections of such fungi from apple orchards of those areas some morphological characters and nuclear ribosomal DNA sequences (large subunit and internal transcribed spacer regions) were analyzed to improve the quality of fruit that will be helpful for apple merchants.

F.K. AKINNIFES et al (2006), reported that many rural households rely on indigenous fruit trees sources of cash and subsistence in the Southern Africa Development Community (SADC), but until recently there has been little effort to cultivate, improve or add value to these fruits. Since 1989 the International Centre for Research in Agro forestry (ICRAF: now the World Agro forestry Centre) initiated research-and-development work on more than 20 priority indigenous fruit trees in five SADC countries aimed at improving income in rural communities. Progress in the domestication of four priority fruit tree species *Uapaca kirkiana*, *Strychnos cocculoides*, *Parinari curatellifolia* and *Sclerocarya birrea* from the miombo woodlands in southern Africa is reviewed. Preliminary results indicate that the long juvenile phase of *Uapaca kirkiana* can be shortened from 12-16 years to less than four years, using vegetative propagation methods.

A.W. JASRA et al (2001) found that there was a trend of gradual decline in overall apple yield at provincial level. Majority of farmers (72%) had no knowledge of using a variety as pollinizer in district Kalat. In Killa Saifullah, 60% were using local variety as pollinizer and Gaja was favourite pollinizer in Loralai. Farmers of Mastung, Pishin and Quetta were also not aware of using any pollinizer variety. Overall 49% respondents were regularly using pesticides. Out of total, 79% respondents perceived that the insect population was decreasing. Eighty seven per cent of respondents did observe various kinds of insects foraging on apple flowers.

M. A. ALI et al (2004) carried out investigations on five apple varieties viz. Golden delicious, Mashhadi, King Amri, Kalakulu and Amri to study the effect of ordinary storage at room temperature (25oC) during the month of September with two weeks interval. The chemical analysis consisted of sugars, acidity, total soluble solids and

ascorbic acids. There was increase in reducing sugar, decreased in non-reducing sugar and increase in total sugars of all varieties when storage period was prolonged. No significant decrease in acidity and significant increase in total soluble solids during storage of the five varieties at room temperature was observed. Vitamin C decreased during storage. The experiment enables us to conclude that 'Amri' and 'Golden Delicious' cvs. Of apple can be stored up to six weeks to fetch good market price.

Table .1
Age of the respondents

S.NO	OPTION	NO. OF RESPONDENT	PERCENTAGE
01	Upto 30	3	1
02	31-35	17	5.6
03	36-40	26	8.66
04	41-45	46	15.33
05	46-50	76	25.33
06	51-55	58	19.33
07	56-60	51	17
08	Above 61	23	7.66
	Total	300	

During our research we analyzed that out of 300 respondents, only 1% of the respondents age group was upto 30, about the social economic and political life of apple traders, 5.6% of the respondents age group was 31-55 about the said research, 8.6% of the respondents age group was 36-40, 53.3% of the respondents age group was 41-45, 25.3% of the respondent age group was 46-50, 19.3% of the respondent age group was 51-55, 17% of the respondents age group was 56-60 and only 7.6 % of the age group was above 61.

The reason for above majority of the respondents. About social economic and political life of apple trader's 25% of respondents has found that in their business they need an experience and have also need a maturity to handle high work load of this business. So that they will do their best.

Table .2
Educational status of the respondent

S.NO	OPTION	NO. OF RESPONDENT	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	P.G	2	0.6
08	Professional	0	
09	Others	0	
	Total	300	

During our research we analyzed that out of 300 respondents 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 has got their education upto high, 16% of the respondent's educational status was upto Hr.sec. 5.3% of the respondent's educational status was graduate and only 0.6% of the respondents 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. 3
Marital status of the respondent

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

During our research we analyzed that out of 300 respondents 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. 4
How much time you spent with your family in a day?

S.NO	OPTION	NO. OF RESPONDENT	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	

After the completing our primary data we 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. The reason has found that the majority of the respondents business was in good position and they were already settled up by their business.

Table. 6
Does apple business fulfill your family needs?

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

During our research we analyzed that out of 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 business was not fulfilled their family needs.

The power to think that above majority of the respondents about social, economic and political life of apple traders, the reason has found that the majority of respondents were holly and solely related with this business and that is reason they are getting good profit.

Table. 7
Are you in position to give proper education to your children's?

S.NO	OPTION	NO. OF RESPONDENT	PERCENTAGE
01	Yes	297	99
02	No	3	1
	Total	300	

After the completing our primary data we analyzed that out of 300 respondents

99% of the respondents were in good position to give education to their children properly about the social, economic and political life of apple traders. And rest 1% of the respondent was not in position to offer financially to their children for proper education.

Above mentioned majority of respondent's reason has found about social economic and political life of apple trader. The said respondent was economically sound they were settled in their respective profession and they were fully aware about the features of education.

III.CONCLUSION

As per the previous discussion about the social life of apple traders and their related issues that as per the research involved with this issue that apple traders life is very fruit full in the given state which is clearly indicates that when we see the above tables for this issue which is one by one age of the apple trader which clearly shows that 25% of respondents has found that in their business they need an experience and have also need a maturity to handle high work load of this business. So that they will do their best.if we see the educational status of the apple traders it shows that 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.when we see the respondent involed in this business which shows the 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,and the another view point of this research problem that the respondent is spend some tie with thir family which is 51% about social economic and political life of apple trader. The reason has found that the majority of the respondents business was in good position and they were already settled up by their business.

As the other side that the apple trader have fulfill all the family needs which show on above table clearly which is 97.3% majority of respondents were holly and solely related with this business and that is reason they are getting good profit,and these respondent are able to give the best education to their childrens.

REFERENCES

1.Herregods.M (1999) ,profitable quality:cost and profits concerning marketing preferred by consumer, CIHEAM - Options Mediterraneennes, V.B.T. - I.W.O.N.L., Leuven, Belgium.

2.Frank. J & Crous. P.W.(2010). Microcyclospora and Microcyclosporella: novel genera accommodating epiphytic fungi causing sooty blotch on apple. Persoonia.org research article. Article info Received: 10 March 2010; Accepted: 6 May 2010; Published: 18 May 2010.

3.Akinnifes.K.F & Kwesiga.F (2006), Towards the development of miombo fruit trees as commercial tree crops in southern Africa: Forests, Trees and Livelihoods, 1World Agroforestry Centre, SADC-ICRAF Agro forestry Programme, Chitedze Agricultural Research Station, PO Box 30798, Lilongwe 3, Malawi, 2006, Vol. 16, pp. 103–121.[E-mail: f.akinnifesi@cgiar.org](mailto:f.akinnifesi@cgiar.org)

4.Jasra .A. Wahid, and J. Sabira,(2001), Apple Pollination Problems in Baluchistan, Pakistan, international journal of agriculture & biology, National Aridland Development and Research Institute (NADRI), Ministry of Food, Agriculture and Livestock (MINFAL), National Agricultural Research Centre (PARC), Park Road, Islamabad. Department of Agriculture (Extension Wing), Rani Bagh, Sariab Road, Quetta, Pakistan, 1560–8530/2/03–2–210–213.

5.Ali .M. Asif, and R.Hasnain, (2004), Effect of Different Periods of Ambient Storage on Chemical Composition of Apple Fruit, International journal of agriculture & biology, Institute of Horticultural Sciences, University of Agriculture, Faisalabad–38040, Pakistan, 1560–8530/06–3–568–571.

6.Meyer. N & Breitenbach. M,(2004), The market potential of the south african apple industry:strategies and options: Agrekon, University of Pretoria, Internet application supplied by the International Trade Centre. Vol 43, No 1.

7.Aujla. K. M. & S.Saadullah (2007), Marketing System of Fruits, Margins and Export Potential in Pakistan: Pakistan Journal of Life and Social Sciences, Senior Scientific Officer, Social Sciences Division, Pakistan Agricultural Research Council, Islamabad-Pakistan 5(1-2): 34-39.

8.Singal.s, Kumud.M & Thakral.S, (2012) Application of apple as ripening agent for banana: Indian Journal of natural products and resources, GVM college of pharmacy murthal road,Sonipat-131001, Haryana,India,int.cl.(2011.01)-A23B7/00.vol.1(1)March 2012,pp 61-64.

9.R. K.Bhardwaj, Aditi.B & Gangwar S. K.(2012), distribution pattern of apples in Indian sub continent: constraints and strategies:international journal of engineering and management science. College of Dryland and Natural Resources Economics, Mekelle University, Ethiopia 2 College of Technology, GBPUA &T, Pant Nagar Utranchal, India. I.J.E.M.S., VOL.3(2) 2012: 196 – 206 [.email.www.scienceandnature.org](http://www.scienceandnature.org)

10.JIAN. DAI & ZHAOHULLU,(2008),Present Situation and Future Potential of Cross-border Fruits Trade between Xinjiang, China and Pakistan: Lu Zhaohui is Associate Professor, Institute of Agricultural Economy & Information (IAEI) of XAAS,

11.Babu, J. D., babu, R. S., shankaraiah, V. and singh, B. G., (2002), An analysis of grading and its influence on marketing of custard apple fruits. Journal of Research ANGRAU, 30(2) : 30-32