Saffron industry: A Participatory Rural Appraisal of Pampore

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Abstract

The study recognized some of the main problems in the saffron industry in Pampore, Jammu and Kashmir. It used a Participatory Rural Appraisal (PRA) method. For the selection of respondents it adopted multistage sampling. The Pampore block of District Pulwama was selected purposely as it produces the majority of saffron and it has 16 main saffron villages out of which two villages were selected in which 20 households were randomly selected making a total of 40 sample size. Land fragmentation, adulteration, demotivation of young educated people towards saffron cultivation, sharp dip in production, and incidence of intermediaries are some notable problems found in the present study. To identify the importance of each problem a Rank Based Quotient (RBQ) was used ranging from 6.50 to 27. Adulteration and demotivation of young educated people towards saffron cultivation got highest RBQ value (27 and 23 respectively). It was found that our educated young youth are not interested in saffron farming and therefore they must be provided incentives and finance that will attract them towards its cultivation. Based on the findings of the study the present study argues that land efficiency needs to be improved so as to consolidate saffron land. Furthermore, as adulteration mostly comes through large marketing channels it is very important to carve a new distribution mechanism that connects a grower directly to the end user.

Key words: Saffron , Problems, Participatory Rural Appraisal.

1. Introduction

Agriculture dominates the J & K economy and people mostly depend upon the horticulture sector chiefly, apple and saffron. It is a key sector offering great prospects for crop multiplication and diversification. Horticulture is the main driver of development of our economy and apple and saffron have high market value. Households in thousands involving more than 200 villages draw their living from saffron. It provides ample

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