PREFACE

In India, Jammu and Kashmir has a natural monopoly in the production of saffron. Saffron in Pampore once brought immense prosperity to the saffron growers of that region. However, with the fall in the production, productivity and area of saffron under cultivation it is not that attractive as before. Saffron industry is now facing stiff competition from other producing and exporting countries.

The government, Spice Board of India, researchers, academicians, agricultural scientists, particularly SKUAST scientists have made several studies on the saffron trade in India and Jammu and Kashmir. Most of these studies dealt with the conventional issues affecting the saffron trade like high cost of production, low productivity, etc. Few studies at global and national level attempted to examine the relationship between saffron income and choice of marketing channels. But, such type of study was not conducted in the Jammu and Kashmir state. With the aid of Chi-square test the present study examined the relationship between these variables.

The recent problems of saffron marketing and trade such as those arising out of adulteration, lack of quality control, certification and low knowledge of saffron growers, lack of branding and packaging etc. have not been enquired thoroughly by most of the recent studies on saffron. Therefore, the present study attempts to highlight the problems and prospects of saffron marketing in Kashmir Valley so that efforts are put to improve its market which at present is unorganized.

It is hoped that the present study would be of utmost importance and great help to the saffron growing community, agriculture department of the state of Jammu and Kashmir, Spices Board of India, policy framers, researchers and others, especially those engaged in spice cultivation, processing, marketing and export, and persons engaged in academics, research and extension work.