



Revival of Kashmiri saffron industry: an exploratory study

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Publication date

2022

Journal

Journal for International Business and Entrepreneurship Development

Volume

14

Issue

2

Pages

243-260

Publisher

Inderscience Publishers (IEL)

Description

Saffron is the king of all spices and Kashmir has a proud privilege of producing the world's best quality saffron (*Crocus sativas*). This study analyses the ways through which saffron industry can be revived in Kashmir. Currently, this industry is facing problems such as decreased production, adulteration, lack of entrepreneurial intention, unawareness among all stakeholders and inability to compete globally. In this exploratory study, in-depth