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## SUPPLY CHAIN MANAGEMENT ISSUES KASHMIRI APPLE

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### Description

The Apple (Botanical Name of Apple is *malus domestica*) is one of the principal fruits, grown in temperate region of the world. It has colourful appearance, crispy flesh, pleasant flavour and sweet taste that attract the consumers and fetch good price. Apple is mostly grown due to its high economic value and mostly grown in drained rich sandy loamy soil (Fiala, 1994). Major part of the production is consumed fresh and smaller part of the production is processed for juices, jellies and other jam items. Mostly the Indian apples are grown in three regions Jammu & Kashmir, Himachal Pradesh and Uttarakhand where they are cultivated at an altitude of 4000 to 11000 feet. Jammu & Kashmir and Himachal Pradesh have roughly equal production area for apple, but J&K has the higher average yield (output), which accounts to 67 percent of total apple production in India. (Anonymous, 2003). Jammu and Kashmir is the major apple producing state which produces about 1.33 million tons per year and is exported to Middle East, Gulf and East Asian countries through state marketing intermediaries (Javid & Banerjee, 2003). Its cultivation is done in all the districts of Kashmir valley and major share to the apple production comes from Baramulla, Shopian, and Pulwama. In the state GDP (J&K) agricultural share is 19.35 percent in the year 2011–12, whereas share of apple industry to SGDP was 8 percent in 2013–14 (Anonymous, 2013; Arjun, 2013)).