



The Corrugation Industry of Jammu and Kashmir with Linkages to the Horticulture Sector (Certain Fresh Insights)

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Abstract

Since the middle of the nineteenth century, cardboard boxes have been used in various types of packing and packaging. An accidental innovation in the year 1879 led to an improvisation of the cardboard box into a corrugated box. Since then, the corrugated box has become the primary material for the storage, shipping, and distribution of every intermediary and final product produced in an economy. Globally, the corrugated industry is valued at \$184.9 billion with positive growth prospectus. The demand for the output produced by the corrugated industry has been growing ever since its invention. The Indian corrugation industry is a dynamic sector with a valuation of \$14 billion. The demand for the corrugated boxes in India is high and each Indian state demands it for a unique purpose. The Jammu and Kashmir state has a growing horticulture sector and this sector creates a derived demand for the corrugated boxes. The present study is a novel analysis of the corrugated box industry of the Kashmir region exploring its various shortcomings and potential. The study concludes by making some immediate policy recommendations for the growth of the corrugation industry and the economy of Jammu and Kashmir.

Keywords Corrugated box · Horticulture · India · Industry · Jammu and Kashmir

JEL Classification L6 · 014

Introduction

The cardboard boxes have been used for various types of packing and packaging in the modern day industrialized world for a long time. The initial documented use of these boxes is traced back to the mid-nineteenth century. Cardboard has been identified as one of the most useful and beneficial packaging items. The manufacturing of the cardboard is an easy process compared to the manufacturing of other types of packaging material. For the other production units, the easiest and the most commonly used packaging item has been the cardboard [23]. A number of benefits are associated with the use of cardboard across an economy. It is an easy to manufacture product, equally easy to fetch, cost-effective, and versatile enough to be tailored and customized as per the

preferences of the user(s). These boxes have been used for the storage of almost everything from the household items to dangerous chemicals. There are a number of long-term benefits associated with the common use of the cardboard boxes. One of the most important and sustainable benefit is its substitution to plastic and polythene that essentially are non-biodegradable in nature [44]. However, one of the major drawbacks of using the cardboard boxes is the fragile nature of these boxes. The durability of these boxes is also limited.

Given the versatile use of the cardboard boxes and its environment friendly nature, there has been a persistent demand from all sides to improvise the boxes and innovate the same. However, the modern day corrugation box is the result of a mistake than a focused and deliberate innovation. In the 'paper bags' factory of the American industrialist Robert Gair, 20,000 paper bags were accidentally damaged and ruined to be used for the designated purpose in 1879 [46]. Instead of getting mad, Gair decided to innovate and use these bags as template for foldable boxes made essentially from paper. This led to the innovation of the first mechanized machine that produced pre-cut cardboard boxes by folding flat pieces of paper together and came to be

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