

Problems of saffron marketing in Kashmir Valley

Binish Qadri¹

N.E.T; S.E.T, Gold Medalist, Research Scholar, Department of Economics, Central University of Kashmir

¹ Author is Member of Board of Studies, Department of Economics, Central University of Kashmir.

Email: qadribinish@gmail.com

Abstract

Kashmiri saffron is facing marketing problems due to its poor quality on account of traditional post harvest techniques. Technologies are available which can ensure the best quality of Kashmiri saffron, for which it is famous in the world and creation of saffron spice park under national saffron mission is a step forward in this direction. National saffron mission is likely to boost the overall saffron production of Kashmir from 15MT to 22MT. (Souvenir Saffron Exporters Brand, 2016). Expansion program in non traditional areas will further enhance the overall production to about 60MT. Therefore, there is a need to provide the solution to the farmers for the better market which at present is unorganized. Improving marketing value chain of saffron with structured marketing channels will definitely increase livelihood security of more than 16000 farm families which are associated with this trade directly or indirectly. The present study is therefore an attempt to highlight the problems of marketing of saffron in Kashmir valley so as to provide remedial measures and benefit the growers as much as possible and encourage this involvement in the saffron value chain.

Keywords: Saffron marketing, dalals, marketing channels

Saffron (*Crocus sativus*) plays a significant role in the economy of Jammu and Kashmir. It is the most expensive and priced spice. It is limited to the Kare was particularly in the south eastern part of the valley. As per opinion of some noted researchers it has been cultivated in Kashmir at Pampore by Maharaja Ashoka, who was follower of Buddhism, picked up some of the great principles of Ethics from various religions and these principles were styled as Dhamma which was nothing but a code of duties based on practical ethics. Therefore, the cultivation of saffron acceded in Kashmir in 250 B.C. In Kashmir four kinds of saffron are known which are Lacha, Mongra, Androciam and Perianth. Among them Mongra is the best in quality that consists of least floral waste and foreign matter. It is this quality which is exported. Kashmir stands next to Spain and occupies second rank in the international market as far as the quality of saffron is concerned. India which occupies third place in the international market as far as the saffron production is concerned is because of the state of Jammu and Kashmir where from the entire production of saffron comes. The increase in demand in national and international market makes saffron a remunerative agricultural activity because of its high value. Despite its less percentage in total cropped area in Jammu and Kashmir, its high value constitutes it the second largest commercial activity after fruit production. The hub of this activity is district Pulwama which occupies about 86 percent of the total area under saffron in the whole state of Jammu and Kashmir and out of which about 80 percent of the saffron area belongs to Tehsil Pampore alone. More than 10,000 farm families of 226 villages are associated with this

crop directly or indirectly. Saffron cultivation is highly labour intensive activity where most of the field and post harvest operations are carried out by women (Kamli *et al.*).

Global scenario

Native of southern Europe, saffron is cultivated in Iran, Spain, France, Italy, Austria, Greece, Turkey, England, China and India. However, the major saffron producing countries of the world are Iran, Spain and India. Iran is holding a distinction of being the major shareholder both in terms of area and production. The contribution of Iran with respect to area and production in the world stands highest in the world. Contribution of Iran to global saffron production is 89% (278.6MT) while as only 5% (15MT) is J&K's contribution. Moreover, minor countries contribute 6% (18.34MT) to global saffron production (ITC, Geneva, 2016).

The leading saffron growing countries like Iran, Spain and Greece with intensive production technologies are able to achieve higher production and productivity (4-8Kg/Ha) which is much higher than J&K's productivity and posing great threat to our saffron industry as imports are increasing every year. Thus there is a need to increase production by bringing more area under cultivation and double the average productivity by adopting intensive production system, efficient processing and marketing to make it globally competitive and remunerative to growers. Major Saffron exporting countries are Iran, Spain, Portugal, France, Afganistan, Germany, India, UAE, Italy. Exported value of saffron at the global level is 169,940 US\$ thousands in 2014. Iran's contribution in export value at the global level

is 41.23% (70,074) while as India's contribution is only 1.08% (1,850) (ITC, Geneva, 2016).

State scenario

In India, Jammu and Kashmir state has a natural monopoly power in the production of saffron, which is cultivated on karewa lands (wudar). The cultivation of saffron is confined to districts of Pulwama, Budgam, some hamlets of Srinagar and Doda. The major saffron growing belts are Samboora, Chandhara, Letpora, Kakapora, Shar-Mandekpal, Gundbal, Ladhoo of district Pulwama and Hyatpora of district Budgam. Khunmoh, Zewan, Balhama, Sampora, Ladhoo, Chandhara, Woyan, Khrew, Shar Konibal, Dussu, Namblabal, Kadlbal, Hatiwara, Samboora and Lethpora are prominent saffron villages of Tehsil Pampore (Nehvi and Yasmin, 2011). District pulwama accounts for 75% of the total area under saffron in the state followed by district Budgam with 16.3 percent. Some pockets of District Srinagar accounts for 6.68 percent while hamlets of district Doda represent 2.5% of the total area under saffron. (Economic Survey 2010). The production in 2009-10 was 9.46 metric tonnes which increased to 15 metric tonnes in 2015-16. However the area under saffron cultivation has remained same (no improvement) at 3785ha. The National demand for Kashmiri saffron is to the tune of 100 MT and the gap is filled up by the Iranian Saffron. It is interesting to note that about 16000 farm families in Kashmir valley are dependent on saffron. (Nehvi F.A., 2011). At the same time it is very unfortunate that 85 percent families associated with saffron cultivation in Kashmir valley are small (marginal) farmers (Imtiyaz-ul-haq, 2014).

Average price of saffron increased from Rs 0.298 lakh kg⁻¹ in 2005-06 to Rs 2.701 lakh kg⁻¹ in 2009-10. Quantity of exports in 2009-10 were 1.59MT (value of Rs 342.71 in lakhs) while as that of imports were 0.30MT (of Rs 480.00 in lakhs) (source: Spice Board). There are huge price fluctuations associated with saffron. From October to November there are peak prices. From January saffron prices fall because from January Kashmiri saffron market is flooded with Iranian saffron. From April to June there are constant prices and it was Rs 1.3 lakh kg⁻¹ and Rs 1.75 lakh kg⁻¹ for Mongra and Lacha respectively in 2015-16 (Sovenier Saffron Exporters Brand, 2016).

The objectives of the study was to understand the concept of marketing in a comprehensive manner, to highlight the problems of saffron marketing in Kashmir Valley and to suggest remedial measures to efficient saffron marketing in Kashmir Valley.

METHODOLOGY

Pulwama accounts for 75 per cent of the total area under saffron (Economic Survey 2010) and Pampore tehsil of district pulwama is known all over the world for the quality saffron it produces owing to its peculiar topography, suitable climatic conditions, soil and water table. Therefore the present study was conducted in Pampore.

The Pampore information graph explains 60613 People are living in this Tehsil, 31654 are Male and 28959 are female as per 2011 census. Expected population of Pampore in 2017 is between 58795 and 64856. Literate people are 32703 out of which 20167 are male and 12536 are female. People living in Pampore depend on multiple skills, total workers are 22631 out of which men are 16981 and women are 5650. Total 1398 cultivators are dependent on agriculture farming out of which 1294 are cultivated by men and 104 are women. 886 people work in agricultural land as a labour in Pampore, men are 860 and 26 are women. As saffron is the main crop of Pampore so majority of the cultivators are engaged in saffron cultivation. Only a handful of cultivators (roughly 20%) are engaged in cultivations other than saffron. (www.indiagrowing.com).

Out of 29 villages in Pampore tehsil, one each having highest, medium and lowest saffron production, that least dispersed in terms of production, were selected. From the selected villages 4 components viz, growers, dalals & local traders, retailer/wholesaler and firm/sub-firm were taken into consideration (Table 1).

Since we are working with a finite population and the population size is known, we applied Taro Yamane's formula for determining the sample size.

$$n = \frac{N}{1 + N(e)^2}$$

Where, n=corrected sample size, N=population size (here our population/universe is 886, assuming 80% of 886 cultivate saffron in pampore which becomes 708.8), and e=margin of error, e=0.05 based on the research condition.

A total of 102 respondents of size of 256 were interviewed for identifying problems of saffron marketing. The interview method of collecting data involved presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. Both personal as well as telephonic interview was conducted to get the desired information. Interview with saffron associations, cooperative societies and experts in the field of agriculture and marketing also proved helpful for the present study.

Table 1. Details of components studied

Village	Growers	Dalal & Local traders	Retailers/ Whole-salers	Firm/ Sub-firm	Total
Ladoo	12	4	14	5	35
Namblabal	12	4	15	7	38
Khrew	12	4	10	3	29

The secondary data, obtained from Statistical Digest of State, issued by the Directorate of Economics and Statistics, Agricultural Census from Planning and Statistical Department and Economic Review issued by the Directorate of Economics and Statistics, Planning and Development Department were also used.

Understanding marketing from broad perspective

The concept of marketing can be viewed from social and managerial perspectives. At its simplest, marketing can be defined as an exchange transaction that takes place between the buyer and seller. Marketing occupies an important position in the organisation of business unit. Traditional view of the marketing asserts that the customer will accept whatever product the seller presents to him. But this point of view of marketing has now changed. The modern concept may be viewed from the customer's point of view. Marketing is centred around the customer. It does not produce whatever he likes but whatever consumer wants. Philip Kotler has rightly remarked "Marketing is analysis, organising, planning and controlling of the firm's customer-impinging resources, policies, activities with a view to a profit". Marketing is a total system of business, an ongoing process of (1) discovering and translating consumer needs and desires into products and services (through planning and producing the planned products), (2) creating demand for these products and services (through pricing and promotion), (3) serving the consumer demand (through planned physical distribution) with the help of marketing channels, and then, in turn (4) expanding the market even in the face of keen competition. In any planned economic development programme, marketing assumes a very important role in maintaining equilibrium between production and consumption. Marketing is the basic reason for the existence of a business organisation. In the age of fast changes, marketing is the springboard of all activities. It works as a guide for all business/non-business organizations. It is a powerful mechanism which alone can satisfy the needs and wants of consumers at the place and price they desire. The success of a business depends largely on the effectiveness with which its marketing strategies are formulated and implemented. Marketing is said to be the eyes and ears of a business organisation because it keeps the

business in close contact with its economic, political, social and technological environment and informs it of events that can influence its activities as per requirements of the market. Marketing helps in having a good range of products in constant demand and suggests to the management the scope for improving and developing new products to satisfy the changing customer needs. Customer is the king of the market. Customers decide what products suit their needs. Therefore, we can say marketing satisfies our needs by providing form utility, person utility, exchange utility, place utility and time utility. Marketing can be summed up as consisting of sales in a planned way, creation of customers and creating of demand and satisfying it.

Following are the essential elements of marketing:

1. Identifying the customers who are chosen as the target of marketing efforts.
2. Understanding the needs and wants of target customers.
3. Development of products and services for satisfying the needs of the target customers.
4. Satisfying needs of target customers better than the competitors.
5. Ensuring reasonable profit by performing all these activities.

Marketing concepts

Philip Kotler has shown five competing concepts for carrying out marketing activity in any organization:

1. Production concept: Production concept of marketing believes that customers are interested only in low priced, easily and extensively available goods; and finer points of the product are not very important to them.
2. Product concept: The product concept implies that customers favour those products that offer the most quality, performance and features.
3. Selling concept: Selling concept assumes that effective selling can push its output into the hands of customers. In other words, it assumes that consumers on their own will not buy enough of organization's products, unless the organization undertakes aggressive sales and promotional efforts.
4. Societal marketing concept: Societal marketing concept is an extension of modern marketing concept. It emphasises social welfare along with the interests of the firm and its customers. This concept includes social implications in the decision-making.

Saffron marketing in Kashmir Valley

Saffron marketing cover the services involved in moving saffron from the farm to the consumer. It is one of the most important foreign exchange earners among the spices in India. Grown entirely in the state of J&K, about 49% of its total produce is exported outside the country (Munshi, 1990). Saffron marketing in the state and the country as a whole is highly unorganized. Marketing of saffron is concentrated in the hands of few traders because a common saffron grower cannot directly sell his meagre produce as he cannot grade, pack and store the produce at individual level (Zaki *et al.*, 2002). The grower being financially poor is prompted to sell his produce through middlemen (Dalal) and local traders to owners and private firms who in turn sell it to the wholesaler. The saffron is finally distributed to exporters and domestic markets, with negligible record regarding its quality standard and revenue realized. Exports in particular are dispatched, not from the traditional spice exporting ports but from Delhi, Mumbai, Kolkata, Chennai and Amritsar by air. Thus they escape grading and quality control and fail to attract a potential competitive foreign market.

Number of surveys of saffron families carried out in Kashmir, especially in Pampore, revealed that more than 50 percent of them comprising farmers of large, and small land holdings, sell their produce to the brokers (Dalal) and more than 30 percent to sub firms (Haq. U.I., 2014), while very less percentage sell directly to the wholesalers in Delhi, Amritsar, Mumbai, Kolkata etc., and to the cooperative societies.

According to Munshi (2002) the main marketing channels involved in saffron marketing are brokers, local traders, agents, cooperative societies, government agencies and companies. However, according to Imtiyaz-ul-haq (2014) the main marketing channels of saffron in the valley of Kashmir are as under:

Dalals (C1) Local Traders (C2) Agents (C3) Sub Firms (C4)

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His study revealed a price spread of more than three hundred percent between the farm gate prices and the market prices of saffron, the advantage of which is reaped by the network of intermediaries that dominate the marketing channels in saffron trade. There is much scope to increase the producer's share in consumer's rupee and marketing efficiency provided the no. of intermediaries is reduced and government's intervention in the marketing system is strengthened. His study revealed that in Pampore, the traditional saffron marketing centre of Kashmir valley, the big traders purchase the marketed surplus at relatively cheaper prices from the growers and dalals during the

months of November to January, primarily for hoarding. The growers who lack finance and storage facilities and have no idea about the demand and supply conditions at the terminal markets incur huge losses.

Wani *et al.* (2008) reported that the main market of saffron is at Pampore. Their study revealed that the complex marketing process in saffron renders the grower's to realize a lesser share which is thus considered the vital factor responsible for declining area under saffron.

The primary survey revealed the following problems in the production and marketing of saffron in the Kashmir valley:

Low productivity and production (Expansion of Geographical Coverage).

Pollution caused by cement factories in Khrew area of South Kashmir is adversely affecting saffron production and marketing. Mercury element tremendously affected its production. It has affected its corm, bulb and leaves leaving it will low production levels. Environmental science experts who have studied the effects of cement factories in Khrew on the human lives, flora, fauna and wild life, said that their presence is harmful in the short as well as long run. Khrew area is important producer of saffron. According to survey by agriculture departments Khrew is the fourth cultivator of saffron in India. As per estimates of saffron dealers of Khrew this town has a capability to grow minimum 385 Kg of saffron in a year. Upto 2004 saffron growers were producing 248 Kg of saffron but with the coming up of seven cement factories in a particular area of Khrew close to villages Pakhribal, Nagadore and Botthen the production declined to a great extent. Now the condition is even worse as they hardly get 70 Kg which is showing that the loss of capacity to grow saffron by the chemicals and dust coming out of these factories.

Lack of Standardization, Certification and Quality Assurance.

Kashmiri saffron like Afghan saffron is largely unbranded in the national/international markets.

Lack of research and development.

Low capacity / Knowledge of saffron stakeholders.

Producers are not aware of the marketing channels and market structure of saffron.

Lack of efficient post-harvest techniques like drying, grading, packing and storage facilities. This results in distress sale by the growers.

Landholdings of majority of the growers are small. Accordingly the produce is also limited with each grower with no option for the competitive markets.

Saffron growers, majority of which are marginal, are economically poor and this compels them to borrow money in advance from the dalals and other money lenders, resulting in distress sale.

Adulteration is another burning issue associated with saffron marketing. It results in the deterioration of the quality of saffron. Adulteration is one of the biggest cause responsible for decline in the demand for Kashmiri saffron in the international market. It is an emerging threat to the industry as large market share of saffron is being exported through sale of spurious saffron and thus warrants detection of adulterants and there is thus need for devising mechanism for spot detection of adulterants.

The marketing channels expropriate a substantial proportion of the profit with both the growers as well as the consumers being the sufferers. Once the marketing is regularized the demand would increase and the farmers will get better incentives and subsequently divert more land for the cultivation of this crop.

In Pampore, the traditional saffron marketing centre of Kashmir valley, the big traders purchase the market surplus at relatively cheaper prices from the growers and dalals during the months of November to January, primarily for hoarding. This was also confirmed by the study of Imtiyaz-ul-haq (2014). The growers who lack finance, storage and other facilities and have no idea about the demand and supply information at the terminal markets incur huge losses. The big traders and the wholesale firms thus make heavy profits through exploitation of these growers.

Table 2 clearly reveals that there are huge price fluctuations associated with saffron. From October to November there are peak prices. From January saffron prices fall because from January Kashmiri saffron market is flooded with Iranian saffron.

Saffron is highly remunerative and offers ample scope for employment generation. Different studies on the economic analysis of saffron indicate that the crop is economically viable. There is much scope for making this crop more profitable provided efficient marketing system to expand the area as well as increase the production of saffron in the state is made possible. Various studies have found that those countries which don't produce saffron are exporting saffron. This shows that saffron has healthy market. The price fluctuations have been the serious cause of concern to the growers and there is a need to frame minimum price support

Table 2: Market price (Rs in lakhs) 2015-16

Month	Mongra	Lacha
October	1.33	1.8
November	1.2	1.7
December	1.2	1.7
January	1.11	1.6
February	1.11	1.6
March	1.11	1.6
April	1.3	1.75
May	1.3	1.75
June	1.3	1.75
July	1.33	1.8
August	1.33	1.8
September	1.33	1.8

Source: Sovenier Saffron Exporters Brand, 2016.

policy for this particular crop. It is important to note that various studies have been conducted on production, productivity and distribution of saffron in Kashmir valley but no study has been conducted so far with regard to problems of saffron marketing and price fluctuations of saffron. There is a need to work in these areas.

Healthy value chain is that which targets grower. In other words, the value chain in which the growers get maximum benefits is said to be the most healthy value chain. There is a need to develop a policy paper to benefit the growers as much as possible and encourage involvement of them in the saffron value chain.

Remedial measures to efficient saffron marketing in Kashmir valley

1. Increase saffron production and productivity. An extensive studies are to be conducted in agro-eco zones and sub-eco zones of Jammu and Kashmir to identify suitable area for saffron production in Jammu and Kashmir. The best way in which we can improve saffron production and productivity levels is preparation, production and distribution of quality corm.
2. Barcodes should be provided to all saffron growers.
3. Provide loans to the farmers at low rate of interest so that they will be free from the clutches of local moneylenders who squeeze them. It is said that farmer is born into debt, lives in debt and dies in debt. The poor farmers approach money lenders for investing into cultivation who levies very high rate of interest and who takes away the maximum amount of the share from the produce. In case if the crop fails due to natural calamities then the situation would be worse as the farmer is not in a position to pay his loans and ultimately he is forced to sell the land at throw away price to the money lender.

4. Generate a new distribution network that connects the farmers directly to the consumers to get maximum returns as the present channel of distribution involves multiple mediatory who takes away the major portion of profits which otherwise the farmers is supposed to get.
 5. There should be stringent action against black marketers and hoarders who buy the stocks from farmers at cheap prices and create artificial demand and then sell the stocks at higher prices.
 6. Creating local outlets at each village where the farmers sell their stocks directly to the consumers or the authorized buyers at fixed prices would help to a great extent. Intervention of government in this network is essential to bring the fruits to the farmers.
 7. At the village level there should be counseling centers for farmers about the worth of their stocks so that they can get fair price. The crucial role of Non-Governmental Organizations (NGOs) is needed in this context. Cooperative societies and growers committee can also play great role in this regard.
- There is a need to establish regulated markets for saffron as saffron is highly unorganized and unregulated. Moreover saffron research centers need to be established in all major saffron growing areas which will provide timely marketing information to saffron growers.
9. There should be proper provision for standardization and grading of the produce for ensuring good quality to the consumers and better prices for the farmers. There is a need to establish standard/modern processing centers, employing modern technology for cleaning, drying and packaging of saffron at the district and the provisional level. Government should enable the Jammu and Kashmir saffron companies/associations and firms/sub-firms to get ISO certification. Need of the hour is to create and approve the National Standards for Kashmiri saffron suitable for quality production, processing and packaging.
 10. There should be promotion of Kashmiri saffron at national and international markets. Kashmiri saffron should be exempt from taxes for export purposes till it becomes internationally strong and competitive. Government of India in general and ministry of foreign affairs in particular can play an important role in promoting Kashmiri saffron at exhibitions and trade fairs and assisting the saffron growers and traders in networking. Saffron growers, traders, firms/sub-firms should be given good chance in participating in the national /international conferences, seminars and workshops. Media help should be taken to raise public awareness about the nutritional and health benefits of saffron.
 11. Research sector is key in economic growth (Romer, 1986). It is ideas rather than natural resources that are more important for growth and development. Japan is best example. Fewer natural resources cannot affect economic growth. Japan imported machines from US and later dismantled them to see how they worked and manufactured their better prototypes. Japan proves that 'Ideas are essential for the growth of an economy.' Good amount of research is done on production and distribution of saffron in the state of Jammu and Kashmir but no comprehensive research is conducted so far with regard to marketing and development of saffron exports. Therefore, extensive research is required in the field of saffron marketing and the present paper attempted to highlight some of the problems of saffron marketing in the Kashmir Valley. Government should establish Satellite Sites under the supervision of National Saffron Research and Development (R&D) Institute in different saffron growing areas. Various Research studies confirm the high positive correlation of research and development (R&D) and the growth rate of output. All those countries that allocate a larger share of output to research and development (R&D) are better off in terms of growth and development. Our economy also needs to allocate a larger share of output to research and development (R&D), education and human capital formation.
 12. Government should lend support to those who are involved in saffron production, processing and packaging such as saffron associations, cooperative societies, firms/sub-firms and honor those academic scholars who are contributing to our knowledge of saffron through different research papers and publications.
 13. Establishment of farmer schools in villages in general and saffron growing areas in particular can help in the capacity building of saffron stakeholders. Lucas (1988) assumes that investment in education leads to the production of human capital which is crucial determinant in the growth process. He makes a distinction between the internal effects of human capital where the individual worker undergoing training becomes more productive, and external effects which spillover and increase the productivity of capital

and of other workers in the economy. The higher the productivity of training, the higher will be the increase in the marginal productivity of labour (MPL) that follows training and hence the higher the future wage rate. This means that the incentives to training are greater and so will be the growth rate of the economy. Technical and skilled persons and saffron growers should receive training on production, processing and marketing of saffron. Saffron cultivation being highly labour intensive activity where most of the field and post harvest operations are performed by women (*Kamli et al.*), special practical training to women saffron growers on field and post harvest operations and marketing can help in tackling the post harvest and marketing related issues. Moreover, establishment of women self help groups of saffron, who inculcate the habit of thrift among members, can raise huge amount in the form of small savings. Help from NABARD can also be taken. These self help groups can highlight all problems associated with production and marketing of saffron.

Since saffron is the major cash crop of Jammu and Kashmir having national and international importance, coordination of Jammu and Kashmir government with the ministry of higher education to include economics of saffron production and marketing in the curricula of schools, colleges and universities can help in understanding not only the marketing concept in comprehensive manner but problems and prospects of saffron marketing as well and accordingly address the remedial measures.

15. The existing legislations are outdated and are not in tune with the changing trends and technological inventions and the same need to be updated forthwith.

The idea of e-marketing of the agricultural and horticultural products has also been catching on lately. While "organized retail" may not be a panacea for addressing all the problems of the agricultural marketing, it could help in improving the supply chain and bring down wide margins between farm gate and consumer prices. Further, given the vastness and diversity of Indian agriculture, the country requires multiplicity of instruments, scaling up of successful experiences like cooperative marketing and organised retail to impart efficiency, competitiveness and modernization of agricultural marketing. There is also a need for the states to promote producers association, producers companies and cooperative marketing societies to improve bargaining power of producers.

16. The move towards common National Agricultural Markets announced in the Union Budget 2015-16 need to be pursued vigorously to ensure remunerative prices to farmers from the open market and to reduce the demand for price support mechanism.

The study concludes that poor economic foundation of these farmers constrains them to acquire money ahead of time from dalals coming about into distress deal. This issue needs to be handled seriously by the government by giving cheap credit facilities to the growers. Furthermore, accentuation ought to be given on instilling the soul of cooperative cultivating. By cooperative marketing the chains of middlemen can be eliminated. Coordinate connections between the ultimate consumers/end users and the growers can improve their monetary standards and provide them with the market impetuses necessary for the expansion of this generally shrinking segment. Another region of serious concern is in regards to the adulteration of this very crop by the middlemen. Adulteration has badly affected the business of this very crop. This practice has badly affected the marketing of Kashmiri saffron. Serious steps need to be taken by the government to stop it. In order to solve marketing related problems of saffron in our state, understanding marketing from the broad perspective is a *sin-qua-non*. Everybody does not know everything of anything, therefore there is need for dialogue making. It can generate solutions. All saffron stakeholders must come forward and form dialogue with both government as well as non-government bodies at national as well as international levels.

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