

TIME MAGAZINE DIMINISHED IN KASHMIR COURTESY THE CHARADE BY RANA AYYUB

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KASHMIR CENTRAL

A KZINE INITIATIVE

Imported Apples
Rule In Off Season

KIS KI GALTI HAI?

“ WE
NEED
100 TO 150 MORE **CA**
STORES
IN KASHMIR ”

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KASHMIR

KASHMIR CENTRAL

A KZINE INITIATIVE

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Rehbar-e-Janglat, Rehbar-e-Zirat and Rehbar-e-Khel Posts

LG Admn Must Review Decision

The recent decision of the UT government to re-advertise Rehbar-e-Janglat, Rehbar-e-Zirat and Rehbar-e-Khel posts through Service Selection Board with “additional weightage and age relaxation” to be given to those engaged on these posts has drawn severe criticism from the aggrieved candidates and from political parties alike.

The decision to refer the posts to the Service Selection Board afresh has impacted hundreds of those who were working on these posts under aforementioned schemes for years. They will be rendered jobless if the decision is not revoked.

Political parties, aggrieved candidates and civil society groups have urged the LG administration to roll back the decision of re-advertising the posts already filled under the above-mentioned schemes.

The decision to re-advertise the already filled posts cannot be justified, particularly if the exercise has been transparent and clean. The Rehbar-e-Janglat, Rehbar-e-Zirat and Rehbar-e-Khel were launched by the previous regimes for absorbing the unemployed technically qualified candidates in their respective fields. As there were no allegations of favoritism or corruption in the absorption of these candidates, they have been working against the said posts for years now. It seems unwarranted to refer the posts to the Service Selection Board afresh, leaving these poor candidates jobless.

The public outcry in this regard is legitimate. The LG administration must revisit its decision of re-advertising these posts. It would be appropriate to roll back the decision and reassure the aggrieved candidates of safeguarding their interests. Let the government focus on creating more job opportunities for the huge army of unemployed youth rather than disengaging those who have been appointed through a legitimate process.

Bashir Assad

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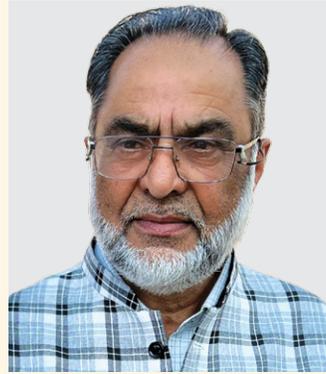
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THE CHARADE BY RANA AYYUB

by **Bashir Assad**

▼
The name Khurram Parvez suddenly cropped up on social media again in Kashmir this week. That is where the man's presence is limited anyway. The social media.

The Time magazine diminished its worth in Kashmir by being the platform on which the following headline appeared.

Khurram Parvez: The 100 Most Influential People Of 2022.

The story was accompanied by some jargon that an Indian

The Time magazine diminished its worth in Kashmir by being the platform on which the following headline appeared. 'Khurram Parvez: The 100 Most Influential People Of 2022'



“The softspoken @KhurramParvez is now seen as a modern day David who gave a voice to families that lost their children to enforced disappearances, allegedly by the Indian state,” writes @RanaAyyub #TIME100



time.com
Khurram Parvez: The 100 Most Influential People of 2022



All the flowery language by Rana Ayyub apart, what has Parvez contributed to Kashmir that he should be listed among the 100 most influential people? The grandiose positioning by Ayyub is all drama. It is all a hoax

journalist by the name Rana Ayyub had cooked up for Parvez. “The softspoken Khurram Parvez is now seen as a modern day David who gave a voie to families that lost their children to enforced disappearances, allegedly by the Indian state,” wrote Ayyub.

Those who read the content in Kashmir laughed. Seriously, Time? More jargon was cooked up on the link given for Parvez.

This is the reason why global media houses like Time are losing credibility. They make their ‘Most Influential’ lists on the basis of hearsay. They base their assessments on newspaper reports that are churned out by the propaganda machinery. It is unfortunate that a media institution of the stature of Time should throw responsibility and accountability to the winds.

But here it is, right before us. Time appears ludicrous by putting Khurram Parvez on its “100 Most Influential” List for 2022. It is a laugh that Parvez should be listed as Among The 100 Most Influential People globally, when he is scarcely known even in Srinagar – let alone Kashmir.

Yes, the one place where Parvez has some presence is in the virtual world of social media, where his benefactors like Rana Ayyub and some others are constantly propping him up. The projection falls flat when it reaches ground zero in Kashmir. The few who know Parvez will tell you that he is a dubious character.



RANA AYYUB

Ayyub may find it heartbreaking that the few in Kashmir who observed the Time headline laughed. The rest just let it pass as on as drivell. Of course, if Ayyub expected sabasi to roll in from Pakistan, she may not have been disappointed. Like the wise say, Ayyub as evidently made good use of Time

WHAT IS PARVEZ'S CONTRIBUTION TO KASHMIR

All the flowery language by Rana Ayyub apart, what has Parvez contributed to Kashmir that he should be listed among the 100 most influential people? The grandiose positioning by Ayyub is all drama. It's all a hoax.

I wonder what was Ayyub assuming when she wrote these grand words for a rogue. Those famous lines of Sholay. Did she think *Kashmir khuss hoga? Sabasi dega?*

Ayyub may find it heartbreaking that the few in Kashmir who observed it laughed. The rest just let it pass as on as drivell.

Of course, if Ayyub expected sabasi to roll in from Pakistan, she may not have been disappointed. Like the wise say, Ayyub as evidently made good use of Time.

TALKING ABOUT DISAPPEARANCES IN KASHMIR

Yes, people have disappeared in Kashmir in the past. Disappearances have happened from both sides. Over the last 30 years, terrorists kidnapped thousands of Kashmiris. They disappeared. Their bodies were never returned to their families.

Then there were thousands of Kashmiris who were killed by the terrorists and their bodies were found. Did Parvez and his like ever stand up for them? Never. Ayyub is making Time clap for this agenda-driven man for whom thousands killed by terrorists didn't matter? Is this new-age journalism – deliberately blind and willfully ignorant?

LET'S TALK ABOUT HUMAN RIGHTS

It was the late 90s. Syed Ali Geelani invited me to his Peerbagh residence. I reached there in the morning His close confidante Advocate Abdul Ahad Thoker alias Qazi Ahadullah was seated by his side. Some trivia from the morning now comes to my mind. Geelani was eating tandoori chicken.

Geelani asked me to take charge of the human rights department of Hurriyat Conference (G), headed by him.

I said Yes. I will do so, provided you allow me to

take up human rights issues objectively, not subjectively.

Geelani's expression hardened. I could see his displeasure at my words. Qazi Ahadullah was also visibly annoyed at my words.

I continued. Let me highlight the killings at the hands of the terrorists, I told Geelani. Then I will take up this task.

Geelani changed the subject. After a while, I left.

The question is that human rights are for all. A human rights champion is the one who highlights all kinds of human rights violations, irrespective of who is the perpetrator.

This has not been the case in Kashmir. The so-called human rights activists of Kashmir have always maintained criminal silence over the killings by terrorists in the valley.

Now for the argument that Parvez championed the cause of disappeared people. There is irrefutable evidence that this was agenda-driven business for Parvez and his clique. He minted money over it.

WHO MAKES PARVEZ A HERO?

When Parvez's real credentials are known through Kashmir, who is making a hero of him? It is just a clique of journalists and civil society members who are making heroes of these rogues. Even prime time news channels are making heroes of these Pakistan stooges and rogues by constantly giving them space and seeking their 'opinions'. Who should be regarded as "influential people"? Those who work constructively for the society and give it positive direction. Herein lies one of the ongoing tragedies of Kashmir. Sponsors of terrorism are being listed as "influential people". Kudos, Time!



**Within Kashmir, Across India
Rich Buyers Want Imported Apples In OFF-SEASON
Shift In Consumer Preference Has Hit
Our Farmers Hard**

**KIS KI
GALTI
HAI?**



Across India, affluent families now prefer to buy imported apples during off-season. Apples from Kashmir are purchased by elite buyers only during the apple harvest season, when the fresh fruit is supplied across India.

Elite buyers complain that during off-season when the supply comes from Controlled Atmosphere (CA) Stores, domestic apple “*aaloo ban jaata hai*”. Their charge is that when the apple is supplied from CA stores, the Kashmiri or Himachal apples lose crunchiness and flavour.

This is the reason why – once the harvest season in Kashmir is over – the apples in the homes of rich Indians are all from foreign lands. Buyer preference indicates that the market remains robust for the imported apples during the entire off-season supply. The consistent feedback of the buyers is that during the off-season months, imported apples are crisper and juicier.



SAME PATTERN IN KASHMIR MARKET

Rich families are paying Rs 300 to Rs 400 a kg for imported apples. They don't mind the high price. What they are seeking is the right kind of apple they want to consume.

The same preference is being observed even in the Kashmir

market. During the off-season months, some Kashmiri elites prefer to buy imported apples. This is despite the fact that during off-season, prices of international varieties of apples are more than double the price of Indian varieties.

Why has this trend emerged? Why are our Kashmiri varieties not selling during this period? Why is it that during off-season

supply, Fuji apples from Japan, Royal Gala from New Zealand, the green Granny Smith from Washington, or apples from Iran and China remain crunchy and juicy, but apples from Kashmir don't?

There is no point in blaming the buyers here. During the harvest season, Indians prefer Kashmiri and Himachal apples. Despite being attractive,



imported apples don't appeal to Indian taste buds as much as the local varieties. This is the feedback from retailers across the country.

It is well-known and also acknowledged that the apples from Kashmir are most delicious and juicy. But during off-season, even elite Kashmiris prefer imported apples. The fall in quality



Will anyone be held accountable within Jammu and Kashmir or in the Union Agriculture Ministry on this question? Why is it that crunchy and fresh imported apples are reaching the homes of affluent families all over India, but our own home-grown apples from CA stores off-season apples are not being preferred?

during storage makes imported apples score higher.

So we have now come to our point where our Kashmiri apple farmers have a negligible share in the off-season apple market for elite consumption.

WILL ANYONE BE HELD ACCOUNTABLE?

Will this make the top brass of the Horticulture Department and the power figures of the UT Administration sit up and take note? Will anyone be held accountable within Jammu and Kashmir or in the Union Agriculture Ministry on this question? Why is it that

crunchy and fresh imported apples are reaching the homes of affluent families all over India, but our own home-grown apples from CA stores off-season apples are not being preferred?

For over a decade, complaints regarding Kashmiri and Himachal off-season apples have been pouring in from elite Indian families. The complaints are that in off-season, apples that are supplied from cold storages lack crunchiness and even taste is impacted. The freshness and high quality that elite consumers prefer is compromised in off-season. The imported apples fulfilled this need. But this shift in consumer preference has hurt our own farmers hard.



IS THE FARMER TO BE BLAMED?

Is there any lack on the part of the farmer that Kashmiri apples lose crunchiness and flavour after being sold in Controlled Atmosphere stores? Of course not. The farmer supplies the same apples which hotly sell during the harvest season as Brand Kashmir. The apple suffers in quality later because the entire value chain from farm to fork is not protected.

Most fruits are of a highly perishable nature. They should be stored in controlled atmosphere conditions right from harvest stage to transportation to storage to distributor to retail outlet. The high technology that is required

The situation is detrimental for Kashmiri farmers, but surely it cannot be allowed to continue in this way. What is the solution? What is the way forward?

to keep the apples sparkling and fresh from farm to fork do not seem to be available to the domestic supply.

Even in Controlled Atmosphere (CA) Stores, it seems that the ideal conditions are not available. Perhaps the CA Stores in India do not enjoy the same technological

support that is available to imported apples. As a result, the off-season local apple supply cannot match the imported apples in quality and crunchiness.

The situation is detrimental for Kashmiri farmers, but surely it cannot be allowed to continue in this way. What is the solution? What is the way forward?

Kashmir Central spoke to the men who have significant positions in the horticulture sector in Kashmir. Their observations provide a sharp insight into what ails the market, and what is the way forward. Read on.

'MOVEMENT OF FRUIT TRUCKS FROM KASHMIR SHOULD BE ALLOWED 365 DAYS'

There are about 50 Controlled Atmosphere (CA) Stores in Kashmir. But we need about 100 to 150 more CA stores.

The government gave incentives and 50 per cent subsidy to people to open CA stores. The Horticulture Department created awareness about it. In Shopian, the government provided land to the investors to who wanted to open CA stores.

These measures have helped apple growers in the valley. Even now, the practice of keeping apples in the godowns continues in Kashmir.

Earlier, imported apples used to come to Kashmir via the LOC trade. Now they come via Delhi, Mumbai. In CA stores, the apples

are kept in the same condition in which we harvest them.

The highest production of apples is in north Kashmir. We have five to six CA stores there. In north Kashmir, the apple trees are many years old. In south Kashmir, we have more high-density trees, which are the new variety. These were provided by the government.

Now we have started getting their harvest. In the coming years, they shall yield even higher harvest.

People prefer imported apples because the production technology is far ahead of us. They use better fertilizers, better pesticides. Hence their products are better. The farmers abroad also have higher government support.

IMPORTED APPLES SHOULD BE ALLOWED ONLY IF DOMESTIC SUPPLY IS LACKING

Kashmiri apples are of better quality than the imported fruit. While the local fruit is available in the market, there should be a ban on imported fruit.

The government should allow fruit import only after the local supply gets sold and there is more demand. It is the bounden duty of the government to protect the country's farmers and the local crop.

In February and March, Kashmiri apples were registering a handsome sale in the market.



We need more Controlled Atmosphere stores in Kashmir. We have CA stores, but they are far less than the demand

SHOWKAT CHOWDHARY

Horticulturist
Former Chairman Transportation,
The New Kashmir Fruit Association

The rates were Rs 1500 approximately for a peti.

During the same time, apples from Iran and Afghanistan reached the market.

Rates for Kashmiri apples dropped. Farmers could get only Rs 700 to Rs 800 for a peti. The government should allow import if domestic supply is not available.

Kashmiri apples are far better in quality. If import is also allowed during that period, it leads to losses for our own growers.

PESTICIDES ARE A MAJOR CHALLENGE

One of the major challenges in the horticulture sector of Kashmir is pesticides. Many times, the pesticides that

Kashmiri apples are of better quality than the imported fruit. While the local fruit is available in the market, there should be a ban on imported fruit

are supplied here are of poor quality. At times, pesticides that are beyond the expiry date are supplied to the farmers.

The government must ensure that pesticides of good quality are provided to growers so that fruit quality is not impacted adversely.

ROAD CONNECTIVITY AND TRANSPORTATION

The road condition is bad at places. The government must conduct a survey and improve the entire stretch.

Secondly, transportation of fruit is a major challenge for us. In the winter months when fruit harvest is at the peak, access to the national highway is closed because of landslides etc. Fruit supply gets halted. This causes major problems to farmers because fruits are a highly perishable product.

During the times when the highway is open, the movement of fruit trucks from Kashmir must be allowed on all days. Fruit quality suffers badly if transportation is halted.

NEED MORE CA STORES, BETTER MARKETING

We need more Controlled Atmosphere stores in Kashmir. We have CA stores, but they are far less than the demand.

We also need better marketing of Kashmir's apples. We have enough production of apples in the country.

CROP INSURANCE

We have a long pending demand for crop insurance. It has been implemented in

many Indian states but has not been implemented here.

**More Govt Support Essential To Strengthen
Horticulture Sector**

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IN KASHMIR”

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Now we have started getting their harvest. In the coming years, they shall yield even higher harvest.

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BASHIR AHMAD BASHEER

Chairman, Kashmir Valley Fruit Growers Cum Dealers Union
President, The New Kashmir Fruit Association

We need to have better technology for apple production. Horticulture is the backbone of Kashmir's economy. We don't have advanced technology which can match the transport and storage of imported apples

MOST GROWERS HAVE SMALL LAND-HOLDINGS

In Kashmir, 95 pc growers are marginal growers. Most orchards are of two kanals to 10 kanals. We have only about

5 per cent farmers who own 50 kanals to over 300 kanals. Land was always restricted in Kashmir. Over the generations and with the land division among children in every generation, the land holdings are becoming smaller and smaller.

But even with all these restrictions, we need to have better technology for apple production. Horticulture is the backbone of Kashmir's economy. We don't have advanced technology which can match the transport and storage of imported apples.

That is where we suffer. During the season, our apple is the best. It is the most juicy and fresh crop, and very healthy. But after the season is over, we have to store our produce in CA stores so that the apples remain crisp.

Over the years, our storage capacity in CA stores has increased. Production is high, and the number of CA stores is far lesser than what we need. Going by the current rate of production, we need about 100 to 150 more CA stores.

To serve the areas of north Kashmir, we have five to six stores. They are able to store some part of the apple production from Sopore, Baramulla, Handwara and adjoining areas.

In south Kashmir, we have about 45 CA stores in Shopian and Lassipora. An industrial area was created there and land was provided for CA stores on concessional rates.

If the government helps us in setting up more CA stores, we shall have higher holding capacity for our apple harvest. We shall be able to provide the best apples to the market. But if we lack enough CA stores, then how can we compete with imported apples? The post-harvest management of



In 2021, apple production in Kashmir was 20-22 lakh metric tonnes (MT) approximately. The capacity of one CA store is 5000 MT approximately. We have only about 50 CA stores. It is evident that we need many, many more CA stores.

our apple crop will suffer if we do not have the technological support that we need.

WE NEED TREES OF HIGHER QUALITY

▼
We also need trees of higher quality. In north Kashmir, many orchards are 50 to 60 years old, though some are new. Himachal Pradesh has planted more high-density trees than Kashmir. If we are able to plant a higher number of high-density trees, we shall be able to bring better quantity and quality of apples to the market.

Abroad, the growers are big. There, each and every field is connected to small or big CA stores. Their apples are sent to CA stores the day

they are harvested. They are transported in CA vehicles and they reach distribution centers in a protected manner. In this way, the entire value chain is protected.

A part of our harvest reaches CA stores. But we don't have the facility of CA vehicles or huge CA containers for transporting our produce. *Is maamle mein hum majboor hain.*

In 2021, apple production in Kashmir was 20-22 lakh metric tonnes (MT) approximately. The capacity of one CA store is 5000 MT approximately. We have only about 50 CA stores. So you can imagine how many more we need.

We don't have adequate holding capacity, so the fruit from Kashmir sells best when it sells as a fresh seasonal fruit in the market.

GOVT MUST RESTRICT IMPORT. OTHERWISE LOCAL GROWERS SUFFER

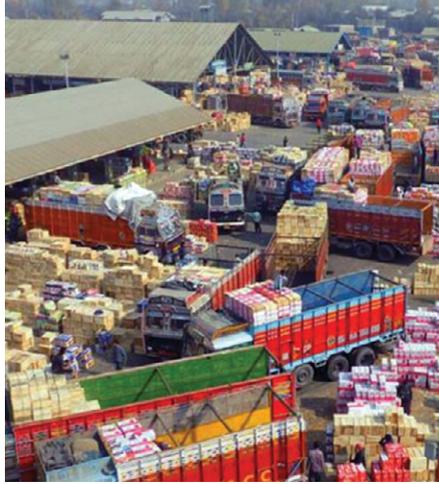
Iran faced sanctions. Hence fruit was available there at lower rates. But Iranian apples entered the Indian market through the sea routes in large numbers, and at very low rates. They killed our market.

Our production costs are increasing daily. We have to pay high cost for manual labour, pesticides, fertilizers. But this is not all. We face challenges like scab, hailstorm, sub-standard pesticides. The technology available to apple producers abroad is far ahead of the technological support available to us. The government must restrict import of fruits, otherwise our local farmers shall suffer very much

MORE INVESTMENT NEEDED IN APPLE TECHNOLOGY

The apple farmers of Himachal Pradesh have invested more in apple technology. They have shown greater degree of enthusiasm towards personal efforts in quality upgradation.

At the same time, we have to admit that the Kashmir farmers have kept the horticulture crop in the Valley thriving despite immense challenges. They have done their jobs through turmoil



and conflict. At times, farmers cannot go to their fields for spray of fertilizers or pesticides, because the local situation is so bad.

GOVT SHOULD TAKE TEAMS OF FARMERS ABROAD FOR EXPOSURE TO NEW TECHNOLOGIES

At times, some individual apple farmers have taken the initiative to go abroad to learn of new techniques in apple farming. Some local investors went abroad to study the Controlled Atmosphere (CA) technology available there.

The Horticulture Department should also take teams abroad to give international exposure to farmers.

Since the last two to three years, there is greater enthusiasm among farmers to grow high-density apple trees. Fruit growers are also focusing on this. The problem is that we have to saw down old orchards to plant new ones.

We can observe the average temperature rising every year. This shall impact the apple crop. The fruits shall ripen early. The government must take steps to protect the horticulture sector accordingly

CLIMATE CHANGE IS IMPACTING US

In March this year, the temperature was five to six degrees higher. We can observe the average temperature rising every year. This shall impact the apple crop. The fruits shall ripen early.

Cherry used to ripen by mid May earlier. This year it got ready by mid April. Apple will also get ready for harvesting earlier than usual. The competition with Himachal Pradesh shall increase.

Suppose the market has capacity for 1000 peti. But if 2000 peti reach there, the prices will drop. That is natural.

Most apple growers are small and medium farmers. They don't have strong holding capacity. They have to sell the produce to earn revenue for the family.

The apple orchards abroad are connected to CA stores with small holding capacity which is sufficient for local needs. Perhaps this model can be developed here too.

GenNext of Kashmir Losing Interest in Horticulture

Some top authorities associated with agriculture in Kashmir recently went to Holland. They were amazed to see that in Holland, four generations of the same family are engaged in horticulture. They told us that their children don't want government jobs. They are content with focusing on better production in horticulture in terms of both quality and quantity.

Many in our next generation are losing interest in horticulture. They observe how much their father is stressed because of the many challenges in horticulture. They don't want a life of so many stresses and strains. So they seek the comfort of a job.

These challenges will have to be addressed. Marginal growers with low resources, low capacity to invest in upgradation. Small land holdings. Seasonal challenges like scab, hailstorms.

We need to resolve all these challenges on priority so that our coming generations are drawn towards horticulture, and they invest their time and money into it.

Spurious Pesticides, Problems In Storage At CA Stores
Frauds In Plantation Of High Density Apple Orchards
CA Stores : Inflated Estimates Prepared, Loot Shared

“GROWERS MAGARMACH KE MUNKH MEIN HAI”

20

KASHMIR CENTRAL | 29 MAY 2022

▼
The zaika of Kashmir's apples cannot be matched globally. But the government is not facilitating the growers. Government provides storage facilities for the welfare and benefit of fruit growers. Subsidies and incentives are provided for the upliftment of fruit growers. But we growers feel so helpless because we do not receive any benefits. It seems that a mafia has monopolized all these facilities. *Vo growers ka kamar tod dete hain.* Growers are not able to make any reasonable profit. *Sab kuchh crop ke kharche mein chala jaata hai.* It seems that a strong mafia of rich players controls CA Stores, fertilizers, pesticides etc. They do *manmani*. They have the upper hand. Growers have no say.

GROWER NOT ALLOWED TO TAKE OUT FRUIT FROM CA STORE WHEN HE WANTS

▼

For example, the grower stores his fruit in the Controlled Atmosphere (CA) Stores. But the grower cannot take out his produce when he wants. If he finds a good price in the market and wants to take out his produce, he is told by the CA Store owner – we cannot open the chamber for one grower. We shall open it only when all the growers come.

This is the monopoly in play. They want to increase the rent period for the CA Store. The grower is at their mercy.

MAJOR PROBLEM REGARDING SPURIOUS PESTICIDES

▼

One of our most pressing problems is regarding the supply of spurious pesticides. Nobody is looking into such a serious issue. In the PM Package, funds were provided for growers. All these funds were cornered by the bigwigs. We only come to know that allocation of Rs 40 crore to Rs 45 crore has been made for growers. But all of it is cornered by business tycoons. The growers do not get any benefit.

Fertilizers, pesticides – all these major inputs are in the hands of the rich forces. They

It seems that a strong mafia of rich players controls CA Stores, fertilizers, pesticides etc. They do manmani. They have upper hand. Growers have no say



MIR MOHD AMIN
President, Fruit Mandi, Aglar Shopian

THE FRAUD OVER SUBSIDY FOR HIGH DENSITY APPLE TREES

▶ **T**he government gives 50 per cent subsidy to the farmers who plant high density trees.

If a farmer plants high density apple orchard without any government subsidy, his total kharcha is Rs 1.37 lakh for one kanal. When a farmer finances the high density plantation through the government, the government officers tell him to show total kharcha of Rs 2.50 lakh for one kanal. The deal is that Rs 1.25 lakh is to be given to the government officials, and the farmer keeps Rs 1.25 lakh.

This is only a small example of the way the entire fruit trade is monopolized by the system and the grower is used like a pawn.

determine the rate. Nobody is bothered about the grower. The

grower is in the mouth of the crocodiles here.

The grower cannot take out his produce from CA store when he wants. He is told – We cannot open the chamber for one grower. We shall open it only if all growers come

NOBODY IS BOTHERED ABOUT THE AMBRI APPLE OF KASHMIR

This variety of apple is indigenous to Kashmir. It is highly superior because of its crisp and sweet flesh and excellent aroma. This apple has a longer shelf life and is an excellent dessert variety. But the government did not make the right efforts to further develop this variety of apple. The government system is so *gair zimmedar* that they have finished this variety of the indigenous Kashmir apple. It was replaced by imported and highly commercialized advanced substitute varieties of apple trees.

I feel sad that the government did not take the initiative to preserve the traditional legacy of Ambri in Kashmir. Apple growers are told to plant the high density trees. This is because all those linked with the promotion of high density apple trees get huge commission for it. *Unhone local varieties ke baagon ke baag khatam kar diye*. High density apple fruit has no shelf life. But still, all focus is only on those trees, not on the development of the indigenous varieties of Kashmir.

THE FRAUD OVER SETTING UP OF CA STORES

If the cost of setting up a CA Store is Rs 15 crore, it is shown as Rs 32 crore in the project report made in collaboration with the government officials. This is because all are hand-in-glove for the loot.

All these schemes are brought to Kashmir in the interest of the growers. But even after the loot, the interests of the growers are not protected.

Suppose farmers want to keep their produce in the CA Store. But the cost of storage is very high. A major part of his earning will go into keeping fruit in the CA store. If the interest of the grower was protected, the cost of keeping fruit in CA store would be lower. It would also be easy for him to take out fruit from the CA store. But the grower suffers on both these fronts.



Horticulture Dept Should Answer Why Kashmiri Apple Is Not Preferred In Off-Season By Elite Buyers

PLEASE ASK THIS QUESTION TO THE HORTICULTURE DEPARTMENT. WHY ARE KASHMIRI APPLES NOT PREFERRED IN OFF-SEASON BY ELITE BUYERS?

We also don't like this situation. But what can we do? All facilities and all schemes are supposed to be for the grower. The government must examine how much we are truly benefitting from these schemes. Who is taking the benefit of these schemes by hook or crook?

The Horticulture Department gets such huge funds. But Kashmiri apples suffer because they don't get proper technology. Year after year, we face challenges regarding spurious and fake pesticides and fertilizers. The farmers suffer. Somebody has to examine and answer these questions to save the farmers.

In order to tide over the problem of poor quality fertilizers and also to save on expenses, we use compost.

About 67 per cent of the local population is dependent on horticulture. The stakes are very high. It is the rozi roti of lakhs of people.

The UT Administration must wake up to the problems faced by the horticulturists. If they take the right measures, it shall improve the economy. If the challenges of the horticulture sector are resolved, it shall give immense sukoon to lakhs and lakhs of people in Kashmir.

'Dealers Of Fake Fertilizers, Pesticides Must Be Booked Under PSA'

24

KASHMIR CENTRAL | 29 MAY 2022

Our Kashmiri apple is the bestseller in the country. We have the highest production. The growers of Kashmir can ensure round-the-year supply all over India of the best quality apples if we get the right government support.

The growers of imported apples get very strong technological support from their government. That is why they are able to maintain high quality from farm to transportation to sale. The growers of Kashmir do not get such strong technological support. That is why our crop suffers.

SUB-STANDARD FERTILIZERS, FAKE PESTICIDES

We constantly face the problem of sub-standard fertilizers and spurious, fake pesticides. We

Loans of Rs 3 lakh taken under Kisan Credit Card should be waived off. Credit limit for KCC should be increased. We have been demanding this for many years

keep telling the Horticulture Department about this, but the problem is not completely resolved. Because of these bad fertilizers and spurious pesticides, the crop is impacted and the farmers suffer.

The grower tends to his fruit trees for years. Fake inputs cause heavy losses to the trees.

PSA should be imposed on all those people who deceive farmers by giving them fake inputs. The government must not leave them.

TRANSPORT CHALLENGES

Growers should be provided with subsidy of 50 per cent in the transport costs.

CONTROLLED ATMOSPHERE STORES

The *aam* grower is not benefitting from the CA stores facility. This is because the *aam* growers do not have the resources to keep their produce in CA stores. The owners of CA stores are big businessmen. They buy apples from the Kashmir mandis at low rates and keep these in the CA stores. Do you think an *aam* grower can afford to keep 30,000 peti in the CA store? About 90 per cent of the growers have only 500 to 6,000 peti of their own. Only about 10 per cent growers have 10,000 to 30,000 peti.

An *aam* grower does not get any subsidy. All subsidy is cornered by the top elite because they have the right connections in the right departments.

CHALLENGES LIKE HAILSTORMS, SCAB

Who faces challenges like the hailstorm? Who faces the problems like scab? Only the growers.

REQUEST TO WAIVE OFF KCC LOANS UP TO RS 3 LAKH

We have requested the government again and again that loans of Rs 3 lakh taken under the Kisan Credit Card (KCC) scheme should be waived off. The credit limit for KCC should be increased. We have been demanding this for many years.

The farmers are crushed under bank loans. Most farmers have land holdings of only 5 to 20 kanals. The government has no idea of the challenges faced by growers. That is why many in our next generation do not want to be associated with farming.

CROP INSURANCE MUST BE PROVIDED

We don't have the facility of crop insurance. We suffer hail storms. We are at the mercy of the pesticide mafia. The market is flooded with duplicate and spurious pesticides. When the crop suffers, the grower suffers. This is why the growers are crushed under bank loans.



FAYAZ AHMED MALIK

President, The Kashmir Fruit Growers And Dealers Association
Fruit Mandi, Sopore

INFLATED PROJECT COST FOR CA STORES

If someone sets up a Controlled Atmosphere store for Rs 30 crore, they show the cost of the total investment as Rs 60 crore. The subsidy of 30 crore is pocketed by the officials and the bigwigs.

THE GROWER IS SQUEEZED IN FROM ALL SIDES

The fruit industry is heavily suffering. The grower is also squeezed by the fertilizer mafia, the pesticides mafia. A major part of the revenue that we make goes into expenses. We are not able to save anything. The grower has to spend on manual labour, on packaging, on peti, on transport. By the time a

single peti reaches the market, the grower has spent Rs 400 to Rs 500 on it.

DEMAND FOR HIGH-STANDARD STORAGE FACILITY AFTER HARVEST

We are not able to get the right price for our produce because we do not get the high-standard facilities for storage after the fruit is harvested. The total production of Kashmir is about 24 lakh metric tonnes of apples. But the storage capacity is for only about 1 crore peti. Apples from Kashmir are supplied as far as Guwahati, Tripura, Kanyakumari. High-quality storage and transportation facility is essential so that our fruits remain crisp and fresh, and we get the right price for them.

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A KZINE INITIATIVE



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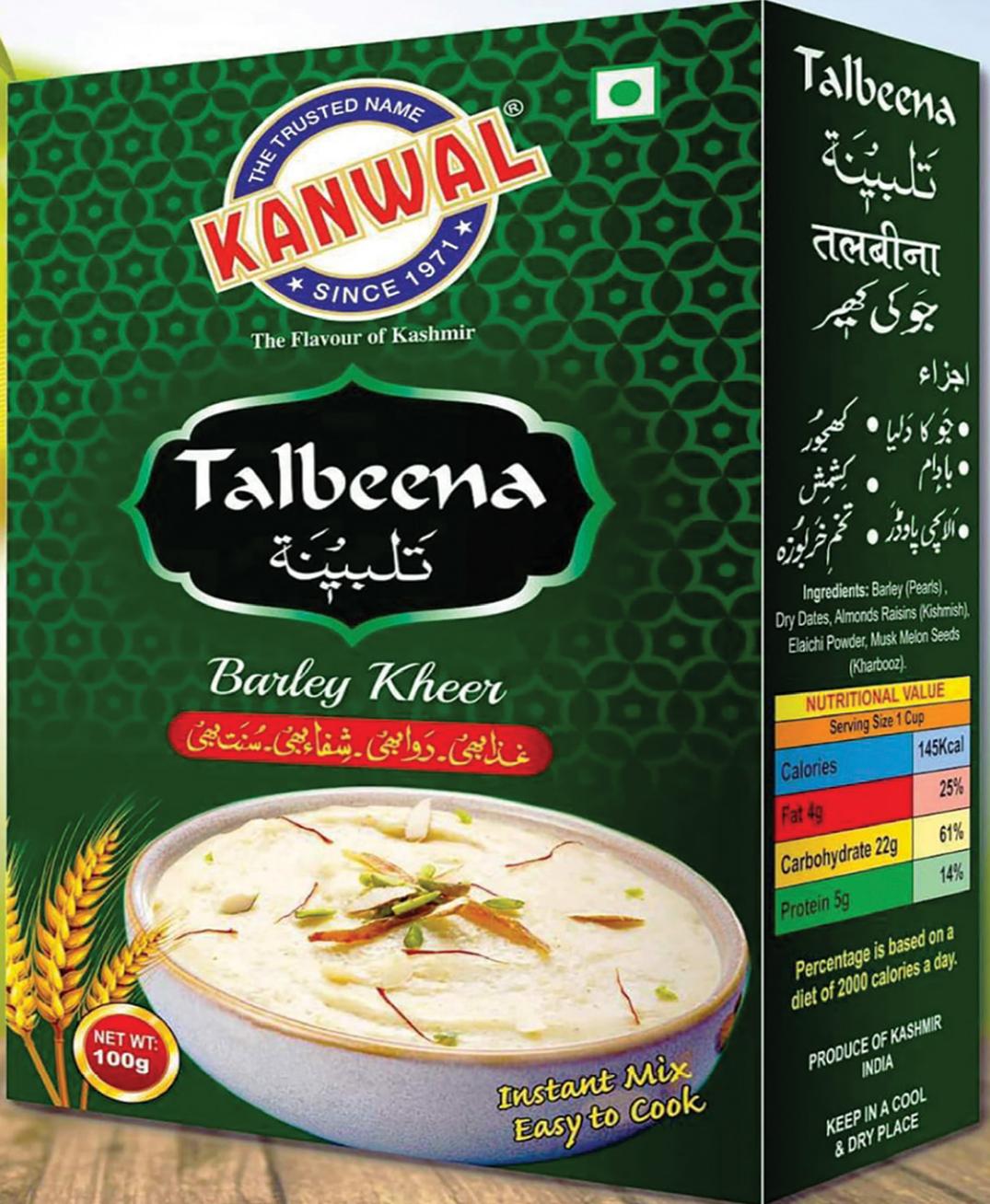
KASHMIR CENTRAL

A KZINE INITIATIVE

Aisha  said, "I heard the Messenger  saying: "The talbina gives rest to the heart of the patient and makes it active and relieves some of his sorrow and grief."

[Saheeh al-Bukhaaree (5325)].

Being closer to Best Of Mankind 



KANWAL
THE TRUSTED NAME
SINCE 1971
The Flavour of Kashmir

Talbeena
تَلْبِيْنَة
تلمبينا
جو کی کھیر

Barley Kheer

غذائے بھی۔ دوائی بھی۔ شفاء بھی۔ سیرت بھی

NET WT: 100g

Instant Mix
Easy to Cook

اجزاء

- جو کا دلیا
- بادام
- الائچی پادڑر
- کھجور
- کشمیش
- تخم خربوزہ

Ingredients: Barley (Pearls), Dry Dates, Almonds Raisins (Kishmish), Elaichi Powder, Musk Melon Seeds (Kharbooz).

| NUTRITIONAL VALUE | |
|---------------------|---------|
| Serving Size: 1 Cup | |
| Calories | 145Kcal |
| Fat 4g | 25% |
| Carbohydrate 22g | 61% |
| Protein 5g | 14% |

Percentage is based on a diet of 2000 calories a day.

PRODUCE OF KASHMIR
INDIA

KEEP IN A COOL
& DRY PLACE