

## **KVK improves the socio-economic status of farmers of district Kupwara through the cultivation of strawberry**

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**ABSTRACT :** In Jammu and Kashmir state, where fruit production has made rapid strides in post independent era, area under strawberry remained limited and scattered because of its perishable nature and non exploitation of its vast germplasm resources. The varied agro-climatic conditions of the state offer the advantage of growing this high value and short duration crop over longer periods. The crop is ready for harvesting in district during May and the crop from higher reaches is available in the month of July. Since limited study on strawberry cultivation has been done in Kashmir valley although it provides suitable agro-climatic conditions for its successful cultivation. The present study was, therefore, undertaken to assess the suitability of strawberry varieties for various characters. The number of cultivars have been introduced in the district Kupwara for the first time by KVK so as to assess the suitability of the crop for large scale adoption. The new introductions have increased the importance of its cultivation in the district. The plant material used for investigation comprised of Larson, Brighton, Goralla, Senga Sengana and Catskin. Senga Singana and Brighton registered maximum yield and performed better in terms of quality as well.

**Key Words :** Socio-economic status, strawberry and cultivars.