

A REVIEW

Export promotion of pomegranate from India

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ABSTRACT

The study is concerned with the export promotion of pomegranate from India. The study examines compound growth rate of export of pomegranate from India from 1987-88 to 2009-10. The study revealed that the total quantity of pomegranate exported from India showed a significant and positive compound growth rate for all the three periods. The highest growth was observed during pre-WTO period (42.33 %) followed by overall period (20.61%) and post-WTO period (20.52%). As far as the value of export was concerned, highest growth was observed during the pre-WTO period with 50.84 per cent followed by post-WTO period (28.09%) and overall period (27.86%). Also the study examines variation in export of pomegranate from India. It can be observed from the results that the CV (82.84%) was higher in terms of quantity during post-WTO period compared to pre-WTO period (73.51%). Similarly, in terms of value, The CV was again higher in post-WTO period (100.56%) as compared to pre-WTO period (82.30%). The CV for overall period was relatively higher than pre and post-WTO periods both in terms of quantity and value with 113.43 and 138.60 per cent, respectively. Further the study assess predicted and actual share of different countries in India pomegranate export during 1988-2010. A close look at the observed and estimated shares of pomegranate revealed that the difference was by and large small. That means the observed proportions of export shares were in consistent with the predicted shares of exports, which were derived from the Markov process validating the use of the Markov chain model for estimating the share of different countries by using transitional probability matrix. UAE was the major importer since 1988-92 with a share of 41.13 per cent which rose to 63.32 per cent in 2001-04, but as per the projection the share of UAE remained around 47 to 50 per cent in all the triennium periods. Also the assess the SWOT for the same. Besides also study includes various problems faced by the growers and marketers of pomegranate.

KEY WORDS : Production, Export promotion, Variability in export, SWOT analysis, Problems

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