

An analysis on the export of banana from India

■ V.N. JAYALE, U.B. SANGOLKAR, SANJAY DHANWATE AND M.J. INGOLE

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ABSTRACT

At present, Tamilnadu is the leading state in India in the production of banana followed by Maharashtra, Gujrat, A.P., Karnataka and Bihar. In spite of this India's share in the Global Market is less than one per cent. The total export of banana contributed 20.84 per cent in quantity of the total fruits exported from India during 2009-10. Average Export share of Banana to total fruits exports was 7.89 per cent. The share of banana to the total production of banana ranged between 0.002 per cent to 0.205 per cent during the study period. Average export share of banana to total banana production in India was 0.056 per cent. Export of banana from India to both volume and value significantly got increased and decreased in the study period. Compare to the growth rate of banana and its relative share to total fruits exported from India, CAGR and C.V. was positive in quantity and value of exports of banana. Banana export in volume, Banana export in value, total fruit export in volume and total banana production in term of CAGR was 27.81 per cent, 40.97 per cent, 10.76 per cent, and 7.67 per cent, respectively and co-efficient of variation was 116.40 per cent, 148.03 per cent, 114.82 per cent and 31.85 per cent, respectively.

Key words : Exports, Growth rate, Production, Share volume and value, Banana

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India can be safely referred to as the fruit basket of the world being the second largest producer of fruits next to Brazil. India is the largest producer of banana in the world. Fruits can earn about 20-30 times higher foreign exchange per unit area than cereals. Fruits constitute a crucial nutrient source in human diet. Banana is an important fruit crop grown

in the country and popularly know as common man's fruit. The economic importance of banana has been increasing on account of increase in domestic as well as international demand for it.

India produces about 24 per cent of the total world banana production. In spite of this India's share in the global market is less than one per cent, indicating vast potential for India to emerge as a major exporter of banana recognizing an importance of banana fruit in foreign exchange earnings and liberalization policy adopted by our country.

At present, Tamil Nadu is the leading state in India in the production of banana followed by Maharashtra, Gujarat, Andhra Pradesh, Karnataka and Bihar. India could not top in the list and there seems to be several reasons for India's unsatisfactory and poor performance in banana exports. The present paper attempts to analyze the value-wise and volume-wise of banana exported from India.

Objectives of study are as follows : to highlight the trend in exports of banana from India both in terms of value and banana production in India, to highlight the trend in exports of total fruit from India in terms of value and banana production

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

V.N. JAYLE, Department of Commerce, Dr. H.N. Sinha Degree College, Patur, AKOLA (M.S.) INDIA
Email : drvnj.1@rediffmail.com

Authors' affiliations:

U.B. SANGOLKAR, Department of Economics, Dr. H.N. Sinha Degree College, Patur, AKOLA (M.S.) INDIA
Email : umeshsangolkar@yahoo.com

SANJAY DHANWATE, Department of Economics, Model Degree College, Karanja, WARDHA (M.S.) INDIA

M.J. INGOLE, Mahama Gandhi Study Centre, Dr. H.N. Sinha Degree College, Patur, AKOLA (M.S.) INDIA
Email : dr.mamtaingole@gmail.com