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AN ANALYTICAL STUDY OF FRESH FRUIT EXPORT'S PAST TRENDS AND FUTURE PROSPECTS WITH SPECIAL REFERENCE TO MAHABANANA CO-OPERATIVE FROM MAHARASHTRA.

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Abstract:

Agriculture is an important sector in India. It is indispensable for the sustenance and growth of the Indian economy. On an average, about 70% of the households and 10% of the urban population is dependent on agriculture as their source of livelihood. The efficiency of marketing for fresh fruits in India has been of significant concern in the recent years. Generally Indian farmers typically depend heavily on middlemen particularly in fruits exports. Indian agricultural commodities have come to occupy a supreme position in the global market over the years. Today, India is a major supplier of several agricultural commodities like tea, coffee, rice, spices, oil meals, fresh fruits, fresh vegetables, meat and its preparations and marine products to the international market. Here researcher focus the review of fresh fruit exports Past Trends and Future Prospects with special reference to Mahabanana co-operative from Maharashtra. India is a leading producer of banana and out of the total production Maharashtra's share is of 25%. Fruits and vegetables typically constitute an essential part of the daily diet in India and they are in great demand round the year from most sections of the population. There is an enormous opportunity to export Indian fresh fruits to Middle East countries. This paper has analyzed and reviewed of the Indian production capacity, export opportunities and also offered solutions to various problems in agricultural supply chain management

KEY WORDS:

Fresh fruit, agricultural supply chain management, agricultural commodities, production capacity.

INTRODUCTION:

Banana (*Musa sp.*) is the second most important fruit crop in India next to mango. Its year round availability, affordability, varietal range, taste, nutritive and medicinal value makes it the favorite fruit among all classes of people. The chief banana growing states in India are Maharashtra, Gujarat, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Orissa, Bihar, Madhya Pradesh, West Bengal, Assam, Tripura and Manipur. Botanical name of banana is *Musa Paradisiaca* in Musaceae family. Banana evolved in the humid tropical regions of S.E. Asia with India as one of its centers of origin. Modern edible varieties have evolved from the two species – *Musa acuminata* and *Musa balbisiana* and their natural hybrids, originally found in the rain forests of S.E. Asia. During the seventh century AD its cultivation spread to Egypt and Africa. At present banana is being cultivated throughout the warm tropical regions of the world between 30° N and 30° S of the equator. The number of fruits produced and marketed has increased during the past 25 years. Maharashtra State Agriculture Marketing Board (MSAMB) has promoted co-operative export in

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horticulture to boost the export of horticulture and avoids exploitation of export quality fresh fruit produce from local traders. Maharashtra is the principal producing state. The Agriculture Marketing Board of the state has established 'Mahabanana', a farmers' marketing organization in the year 2002 with headquarters at Jalgaon. There are 26 co-operative societies registered under Mahabanana and each such member society has 300-350 small and marginal farmers. About 8000 farmers have enrolled themselves as members under the organization. Maharashtra state is mostly dependent on the cash crop like sugarcane and cotton for high agriculture profitability. With a proven potential in quality production of grape, Banana, Mango, Orange and pomegranate; fresh fruit export has often been mentioned as a potential production enterprise that could help raise farm income levels in the region. As the farmer member in Maharashtra started a quality production of fresh fruits, the society becomes more beneficial for export of these produce. India is a largest producer of banana and out of the total production Maharashtra's share is of 25%. Even though there is hardly any export of bananas due to non-ideal post harvest practices and transport procedures, lack of storage facilities, out dated banana handling practices, etc. This produce is being wasted up to 25 to 40% due to bad handling. Domestic marketing and transport system is also not standardized. After taking all these facts into consideration the Directorate of Agriculture Marketing and the Maharashtra State Agricultural Marketing Board have initiated the efforts for co-ordination and established "Mahabanana" organization on 1st January, 2002. The head of Mahabanana is located at Jalgaon. There are many constraints in export of Banana from India. Considering area & production under banana, in our country there is wide scope for exports. Due to this, MSAMB has proposed to establish two Modern Pack houses in banana growing belt, which are Jalgaon and Hingoli respectively. Jalgaon district has shown the way for setting up a well organized banana industry. This has been achieved by adopting high density planting and single crop cultivation method.

TRENDS IN WORLD TRADE:

Banana is the main fruit in international trade and the most popular one but ranking second after citrus in terms of value, main banana producing countries, such as India or Brazil, are hardly involved in it. Bananas are imported mainly by the European Union, the United States of America and Japan, which together accounted for about 70% of world total imports in 2002, while the first ten banana importing countries represented more than 86% of total imports (considering the EU as a whole). Markets such as the Russian Federation, China or Eastern European countries are emerging now as destinations for banana exports.

HYPOTHESIS:

The trends of Mahabanana are change recently compares to the past trend of Mahabanana and Indian production of Banana is also increased to the previous years.

3.OBJECTIVES OF RESEARCH:

1. To review the past trend and future prospects of Mahabanana co-operative from Maharashtra.
2. To compare past and recent year's production of banana in only some states.
3. Estimates the future prospects and trends in Mahabanana co-operative from Maharashtra.
4. Finding new opportunities' for Mahabanana export in other countries.

NEEDS OF RESEARCH:

As a majority of the country's population is in middle class, this is the reason that people are not more price conscious and secondly they also look for the convenience of products due to this reason in 2009 there is a demand decreases. The Business of Fresh food in USA is always straight. So Fresh food play a different strategy is concerned but on the other side.

In the USA market there is need of fresh food product because the people in the USA normally are the separate from their family members and the generally prefer the foods. There few years back when powdered drink and juices and energy drinks were not introduced to the market at that time the consumption of fresh food was high but now days the people used juices and energy drinks.

SCOPE FOR RESEARCH:

India is growing middle class country. It is best indication for future imports growth opportunities in India. There have large scope for Banana exporting in future.

In India the Growth of organized retail, food service industry are good that's why banana and other fruit has the wide scope in India.

Most important high value import food items made: Dry Fruits, Fruit Juices Potato Chips, and Canned Fruits & Vegetables.

OPPORTUNITIES FOR RESEARCH:

Large and growing middle class societies in urban and rural areas.

Increasing exposure to Western products and lifestyle in developed cities.

A slow but steady transformation of the retail food sector in cities.

Large number of growing fast food chains.

Increasing urbanization and growing number of women workers.

RESEARCH METHODOLOGY:

8.1 Secondary Data:

Secondary data, on the other hand, is basically primary data collected by someone else. Researchers reuse and repurpose information as secondary data because it is easier. Here researcher is taking the secondary data for his research purpose from APEDA Agri Exchange and MSAMB, Database of National Horticulture Board, Ministry of Agriculture, Govt. of India, Food & Agricultural Organization (FAO) Etc.

8.2 Exponential trend line:

An exponential trend line is a curved line that is most useful when data values rise or fall at increasingly higher rates. You cannot create an exponential trend line if your data contains zero or negative values. In the present research, an exponential trend line is used to illustrate the increasing production of banana. Note that the R-squared value is greater than or equal to 0.80 is better to interpreting our results, which means the line fits on the data perfectly. Exponential trends are those where the data rises or falls not at a steady rate, but at an increasing rate. The x-value (plotted horizontally) is an exponent of the trend line formula to derive the y-value.

STATE WISE VARIETIES CULTIVATED IN INDIA:

Generally bananas are classified as two types.

1. Dessert types- The bananas that are used for desserts are called dessert bananas.

2. Culinary types- The culinary types have starchy fruits and are used in the mature unripe form as vegetables.

Following are the list of varieties cultivated in each state in India.

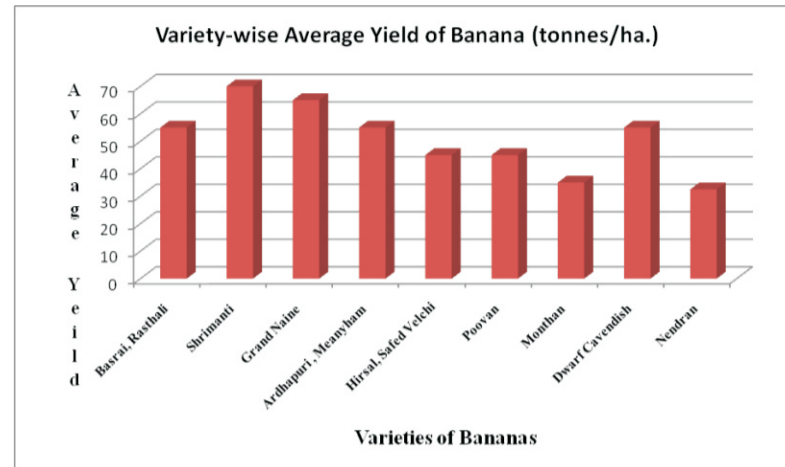
Table.1 State wise varieties grown in India.

State	Varieties grown
Andhra Pradesh	- Dwarf Cavendish, Robusta, Rasthali, Amritpant, Thellachakrakeli, Karpoora Poovan, Chakrakeli, Monthan and Yenagu Bontha
Assam	- Jahaji (Dwarf Cavendish), Chini Champa, Malbhog, Borjahaji (Robusta), Honda, Manjahaji, Chinia (Manohar), Kanchkol, Bhimkol, Jatikol, Digjowa, Kulpait, Bharat Moni
Bihar	- Dwarf Cavendish, Alpon, Chinia , Chini Champa, Malbhig, Muthia, Kothia , Gauria
Gujarat	- Dwarf Cavendish, Lacatan, Harichal (Lokhandi), Gandevi Selection, Basrai, Robusta, G-9, Harichal, Shrimati
Jharkhand	- Basrai, Singapuri
Karnataka	- Dwarf Cavendish, Robusta, Rasthali, Poovan, Monthan, Elakkibale
Kerala	- Nendran (Plantain), Palayankodan (Poovan), Rasthali, Monthan, Red Banana, Robusta
Madhya Pradesh	- Basrai
Maharashtra	- Dwarf Cavendish, Basrai, Robusta, Lal Velchi, Safed Velchi, Rajeli Nendran, Grand Naine , Shreemanti, Red Banana
Orissa	- Dwarf Cavendish, Robusta, Champa, Patkapura (Rasthali)
Tamil Nadu	- Virupakshi, Robusta, Rad Banana, Poovan, Rasthali, Nendran, Monthan, Karpuravalli, Sakkai, Peyan, Matti
West Bengal	- Champa, Mortman , Dwarf Cavendish, Giant Governor, Kanthali, Singapuri

Here researcher is focuses the Maharashtra state taking samples from the MSAMB and APEDA and NHB Etc.

DATA ANALYSIS AND INTERPRETATION:**Table.2 Variety-wise average yield of banana in India (tonnes/ha.)**

Varieties	Average yield (tones/ha.)
Basrai, Rasthali	40-50
Shrimanti	70
Grand Naine	65
Ardhapuri , Meanyham	55
Hirsal, Safed Velchi, Red banana, Lal Velchi	45
Poovan	40-50
Monthan	30-40
Dwarf Cavendish , Robusta Champa & Chini desi	50-60
Nendran	30-35



Interpretation:

In above graph researcher notice that variety of Shrimanti are gives the maximum yeild as compare to other varieties. Also Grand naine, Ardhapuri, Dwarf Cavendish, Basrai are also good varieties to give more yeild.

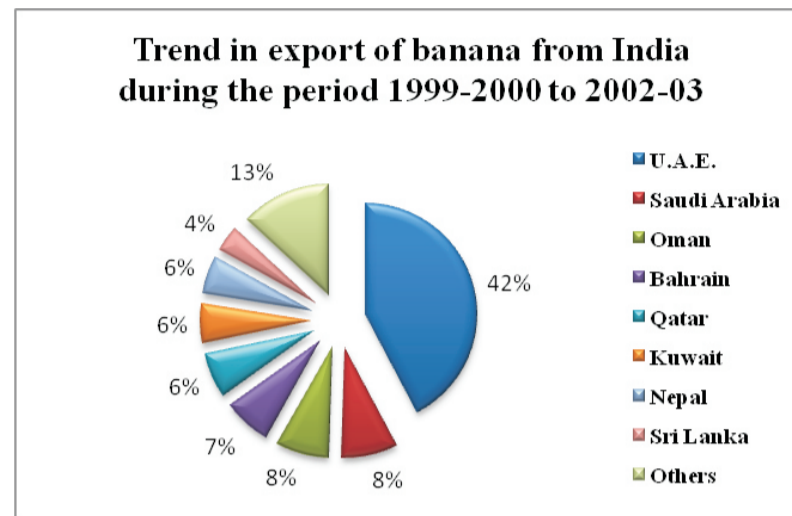
TREND IN EXPORT OF BANANA:

India exports bananas mainly to Middle East countries viz. U.A.E., Saudi Arabia, Oman, Bahrain, Qatar. The varieties which are in demand internationally include Grand Naine and Cavendish. The trend in export of banana from India during the period 1999-2000 to 2002-03 is given in Graph.

Table.3 Export trend of Banana.

Country	Quantity (‘000 Tonnes)	Value (Rs. in crores)
U.A.E.	3.43	7.35
Saudi Arabia	0.66	1.46
Oman	0.62	1.35
Bahrain	0.57	1.15
Qatar	0.53	1.21
Kuwait	0.47	1.17
Nepal	0.45	0.14
Sri Lanka	0.31	0.22
Others	1.06	1.79
Total	8.10	15.84

Source: APEDA, New Delhi



Interpretation:

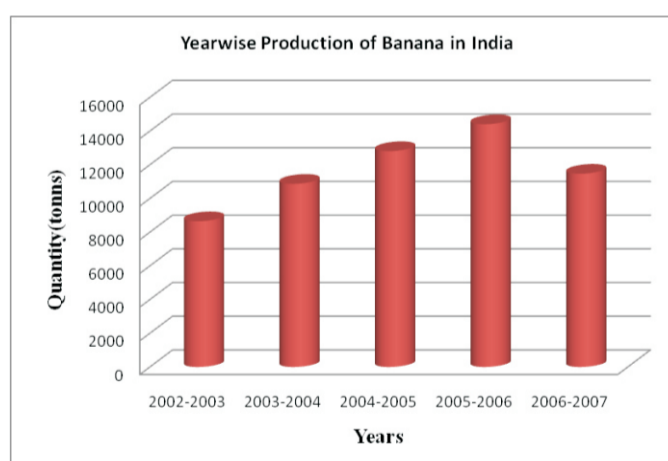
Above graph show that the trends in export of banana for the duration of the period 1999-2000 to 2002-03. Also graph shows that the maximum opportunity of banana exports in U.A.E country are greatest that is 42%. In other Middle East Countries there are several opportunities to increase the export level of banana. In Bahrain, Qatar, Kuwait, Nepal, Sri Lanka, Oman the export level of banana are comparatively small.

AREA & PRODUCTION OF BANANA TO PAST AND RECENT YEARS IN INDIA:

In India banana ranks first in production and third in area among fruit crops. It accounts for 13% of the total area and 33% of the production of fruits. Production is highest in Maharashtra followed by Tamil Nadu .Within India, Maharashtra has the highest productivity of 65.70 metric tonnes /ha. The other major banana producing states are Karnataka, Gujarat, Andhra Pradesh and Assam.

Table.4 Year wise production of Banana in India.

Years	Quantity (tons)	Value (in Rs. Lakh)
2002-2003	8655	1272.3
2003-2004	10876	1171.8
2004-2005	12817	1342.7
2005-2006	14411	2336.1
2006-2007	11475	1606.7



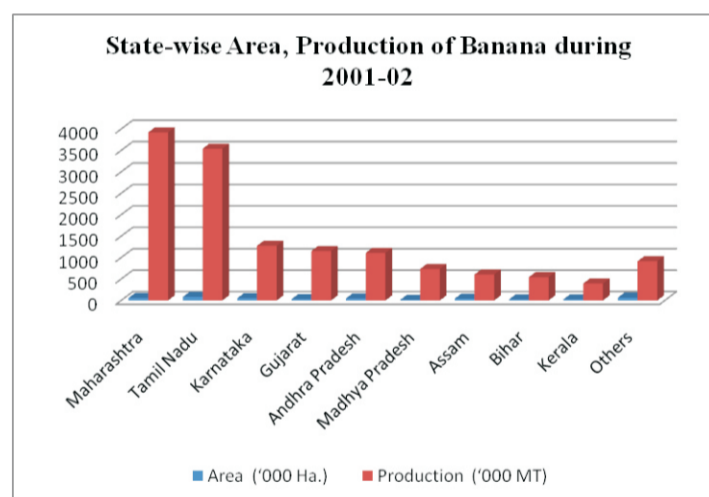
Interpretation:

In above graph researcher see that the 2002-03 to 2005-06 the production of banana steadily increasing in India. But 2006-07 the production of banana was quit decrease. The maximum production of banana in India was held in the year 2005-06.

Table.5 State-wise Area and Production of Banana during 2001-02

State	Area	Production
	('000 Ha.)	('000 MT)
Maharashtra	59.7	3924.1
Tamil Nadu	84.6	3543.8
Karnataka	53.8	1277.6
Gujarat	33.1	1154.3
Andhra Pradesh	50.5	1111.2
Madhya Pradesh	18.2	736.5
Assam	43.6	605.9
Bihar	27.2	544.9
Kerala	28.1	395.4
Others	67.2	916.2
TOTAL	466.2	14209.9

Source: Database of National Horticulture Board, Ministry of Agriculture, Govt. of India.

**Interpretation:**

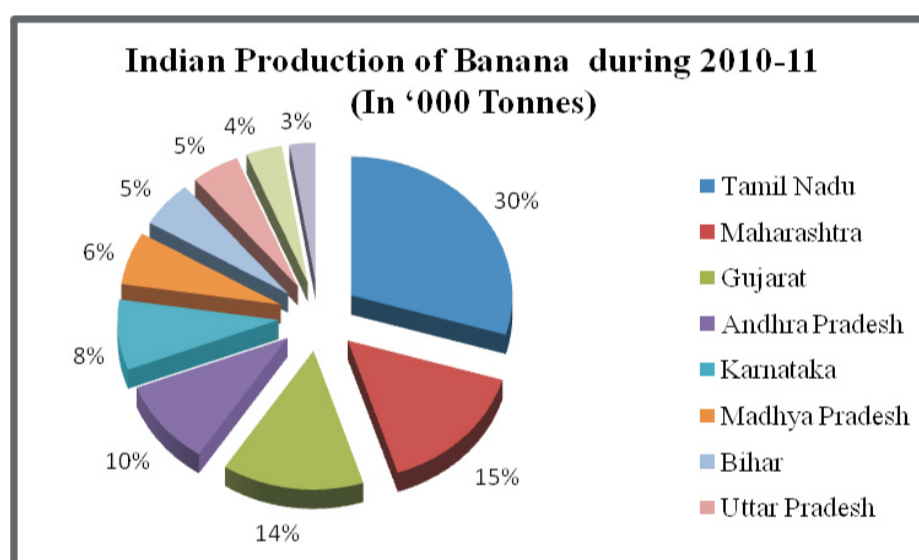
Above graph shows that in the area there is not much variation present but the production of banana for every statewise there is complementary variation is present. Maharashtra and Tamilnadu has been taking maximum yield in a lesser amount of area (Ha). Other states like as M.P, Assam, Bihar Kerala, Karnataka, Gijrat, Andhra pradesh are not shows utmost yield of banana as compare to the Maharashtra and Tamilnadu.

RECENT YEAR'S PRODUCTION OF BANANA IN INDIA:

Table.6 Indian Production of Banana (In '000 Tonnes)

2010-11			
Sr No.	State	Production	Share (%)
1	Tamil Nadu	8,253.00	27.71
2	Maharashtra	4,303.00	14.45
3	Gujarat	3,978.02	13.36
4	Andhra Pradesh	2,774.76	9.32
5	Karnataka	2,281.58	7.66
6	Madhya Pradesh	1,719.58	5.77
7	Bihar	1,517.11	5.09
8	Uttar Pradesh	1,346.05	4.52
9	West Bengal	1,010.15	3.39
10	Assam	723.57	2.43
	Page Total	27,906.82	

Source: National Horticulture Board (NHB)

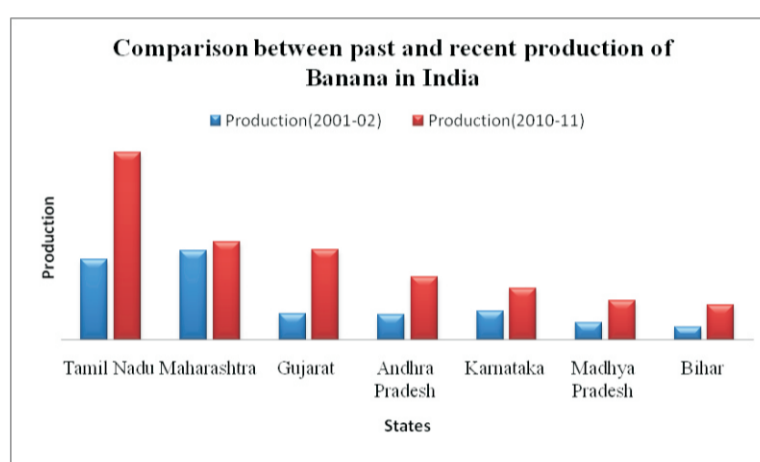


Interpretation:

In above pie chart researcher make clear that the recent years the most production of banana is superior in Tamilnadu. It is 30% of overall production of indian production. Second Maharashtra takes the maximum yeild of banana in recent years during 2010-11. Other states are not much better to the yeild of banana in recent years.

Table.7 Comparison between past and recent year's production of Banana in India.

Sr.No.	State	Production(2001-02) (⁰⁰⁰ MT)	Production(2010-11) (⁰⁰⁰ MT)
1	Tamil Nadu	3543.8	8,253.00
2	Maharashtra	3924.1	4,303.00
3	Gujarat	1154.3	3,978.02
4	Andhra Pradesh	1111.2	2,774.76
5	Karnataka	1277.6	2,281.58
6	Madhya Pradesh	736.5	1,719.58
7	Bihar	544.9	1,517.11
	Total	12292.4	24,827.05

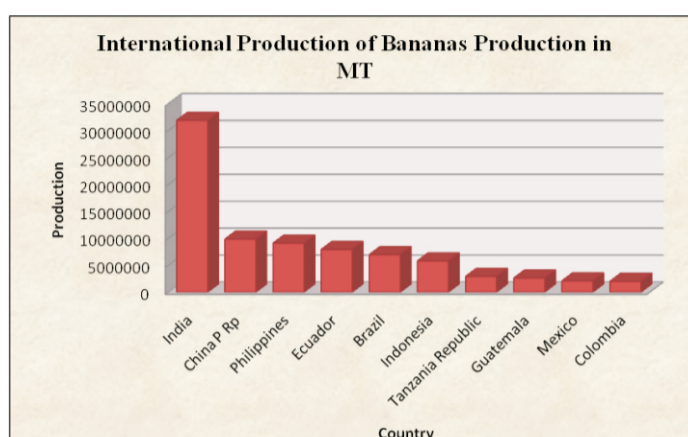
**Interpretation:**

Above bar chart are show that the comparison between the past and recent years production of banana in India. In each state the average production of banana are increases as compare to the past years. Tamilnadu and Gujarat are growing his production rapidly as past years.

Table.8 International Production of Bananas Production in MT

2010			
Sr No.	Country	Production	Share(%)
1	India	3,18,97,900.00	31.24
2	China P Rp	98,48,895.00	9.64
3	Philippines	91,01,340.00	8.91
4	Ecuador	79,31,060.00	7.77
5	Brazil	69,78,310.00	6.83
6	Indonesia	58,14,580.00	5.69
7	Tanzania Republic	29,24,700.00	2.86
8	Guatemala	26,21,500.00	2.57
9	Mexico	21,03,360.00	2.06
10	Colombia	20,34,340.00	1.99
	Page Total	8,12,55,985.00	

Source: Food & Agricultural Organization (FAO)



Interpretation:

In above block diagram shows that the Indias production of banana are highest in compare to the other countrie which are shown in the diagram. In Colombia, Mexico, guatemala, Indonesia and other countries the production of banana is not so far as compare to the India.

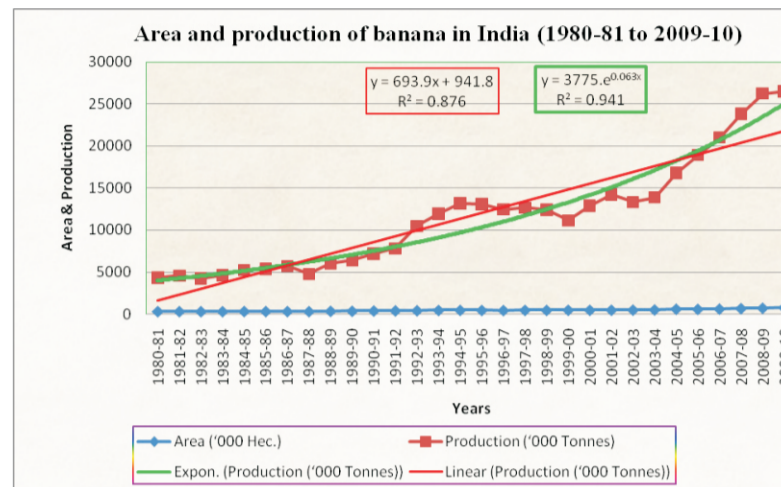
Production and Area of banana in India. (1980-81 to 2009-2010).

Banana is one of the oldest tropical fruits cultivated by man from prehistoric times in India. It is one of the most important fruits of India. Here researcher is to study the trend in previous year's and recent year's production of banana in India. Also researcher fit the appropriate trend line to the following dataset regarding to the production of banana and trying to estimate the approximately statistics of production if area is known.

Table.9 Area and production of banana in India (1980-81 to 2009-10)

Year	Area (⁰ 000 Hec.)	Production (⁰ 000 Tonnes)	Year	Area (⁰ 000 Hec.)	Production (⁰ 000 Tonnes)
1980-81	291	4354	1995-96	433	13095.1
1981-82	291	4580	1996-97	424.6	12439.6
1982-83	285	4221	1997-98	446.7	12642.5
1983-84	283	4648	1998-99	445.7	12425.4
1984-85	302	5248	1999-00	464.6	11123.2
1985-86	304	5390	2000-01	458.5	12898.1
1986-87	300	5714	2001-02	466.2	14209.9
1987-88	290	4767	2002-03	475.3	13304.4
1988-89	330.2	5989.9	2003-04	498.6	13856.6
1989-90	332.9	6409.2	2004-05	589.6	16744.5
1990-91	365	7153.6	2005-06	569.5	18887.8
1991-92	383.9	7790	2006-07	604.2	20997.8
1992-93	396.2	10460	2007-08	658	23823
1993-94	431.7	11900.8	2008-09	709	26217
1994-95	444.4	13168.1	2009-10	770.3	26469.5

Source: APEDA Agri exchange portal.



Interpretation:

Above Trend line chart is very meaningful. This chart shows that the relation in the past and recent year's trends for production of banana in India. Here researcher fits the two trend lines first is linear trend line and second one is exponential trend line and calculate the R2 for each trend line. If the R2 is greater than or equal to 0.80 then it gives us better estimates. Here researcher noticed that the linear trend lines R2 is 0.876 is good but the exponential trend lines R2 is 0.941 is higher than the linear trend lines R2. So that here exponential trend line is best fit for above data for production of banana and it gives us superior estimates to the researcher. Here if we know the area then we can easily estimate the future production of banana.

ANALYSIS AND FUTURE STRATEGY

There exists scope for increasing productivity in all producing zones of India by adopting improved cultivation practices in Maharashtra and other states. Besides production, there is necessitating for equal importance on provision of facilities for adopting most favorable post harvest technologies. Low volume export of banana is due to non-ideal post harvest practices, transport procedures, lack of proper storage facilities, outdated banana handling practices etc.

Due to mishandling of produce of banana is being huge amount of wasted and only few is processed into value added products, the remaining being used in the raw form. This leads to price inequality and large price variations both spatial and temporal, which disheartens farmers. In order to sustain production and growth potential, it is important to produce value added products based on banana, so that farmers get an assured price for their produce all the time.

India needs to be adopting the new technology and innovative methods to increase the production of banana and motivate the Farmers. The process of Contract Farming in Indian rural economy is a new concept. The process of contract farming involves cultivating and harvesting for and on behalf of big business establishments or Government agencies and forwarding the produce at a pre-determined offered high price against their farm produce. Therefore, for farmers, contract farming serves as an assured market for their produce at their doorsteps, reducing marketing and transaction costs and also price risk. In return, the contracted farmers are there is need to promote and make available the tissue cultured plant material of all varieties for propagation. Packing, branding, quality control and marketing have to be done by the central unit. Efforts have also to be made to develop cost effective suitable packing material for banana export and standardize packaging techniques to have consistent quality.

FINDING AND SUGGESTIONS:

1. To plan a strategy of banana export and work accordingly. Here researcher wants to suggest that the India has need to develop and plan an excellent strategy to increase the production of banana and its export level.
2. Provide information to various interested organization on new varieties having export potential. Also Supply of Tissue Culture plants along with guidance for plantation. It will help to increase the per hectore production of banana and gives highest utilization of his fields to getting maximum yield of banana.
3. Organize seminars / workshops / training programs to boost production having export standards. Also

organizing some social activities and explain the importance of fresh fruit exports and how it will give you to chance to earn maximum money.

4. Visits to the farms along with experts for suggestion to farmers on diseases and pest control measures. Also Mahabanana has planned to work for Domestic and International Marketing. With the help of MSAMB, Mahabanana takes trial export of Banana to Dubai from last 2 yrs.

CONCLUSION:

Referring above research researcher say that the trends of Mahabanana are change in recent year's compares to the past trend of Mahabanana and Also the overall production of banana in various states are also steadily increasing to the recent years.

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