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PERFORMANCE OF POMEGRANATE EXPORT FROM INDIA



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Short Profile

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ABSTRACT:

In the present study efforts have been made to explore the current status and performance or direction of trade and changes in the export of pomegranate from India. The secondary data on value of Pomegranate exported to various countries were collected for the period 2006-07 to 2014-15. The collected data were analysed using Markov Chain analysis. The study reveals that the production of pomegranate in India during 2006-07 was to a tune of 839650 tons and the quantity exported was 21670.43 tons accounting for 2.6

per cent of production, which increased during the year 2012-13 with production of 744950 tons and correspondingly the export as 35970.60 tons (4.8%). The dynamic nature of trade pattern was analyzed by applying first order Markov process. Examining the gains and losses in export share of major pomegranate importing countries showed UAE as one of the stable importer of Indian pomegranate as reflected by high probability of retention at 0.83811. Netherland and Other-countries were found able to retain their market share by probability of 0.55988 and 0.48860 respectively.

KEYWORDS

Pomegranate Export, Markov Chain Analysis, transitional probability, trade pattern.

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INTRODUCTION

Pomegranate (*punica granatum* L.) belonging to the family of *punicaceae* is one of the most favourite fruits of the tropical and sub tropical regions of the world. The fruit is a native of Iran and is extensively cultivated in Mediterranean countries like Spain, Egypt, Iran, Burma, China and India. Pomegranate can be grown on diverse types of soils. It is a hardy plant and can thrive even under desert conditions. Although it is highly drought resistant, the pomegranate responds well to irrigation. So it is becoming popular in irrigated areas of Maharashtra. The state is having maximum area under pomegranate among all the states in India. In Maharashtra state, the area under pomegranate was 40970 hectares and production was 409700 MT in the year 1999-2000 (NHB data). Maharashtra contributes to 85 per cent of the total pomegranate production in India. Solapur district of Maharashtra is leading in area, production and export of pomegranate to distant markets. Ganesh variety of this fruit is popular in local as well as distant markets.

Maharashtra possesses immense potential in horticulture production, mainly because of its climatic conditions. Maharashtra leads in the export of fresh fruits and vegetables from India. The export of fresh fruits and vegetables from the state has shown an increasing trend in the past five years and has doubled in value and volumes.

Pomegranate is an emerging fruit of India's export of horticultural produce. India is exporting the pomegranate since last 10 years to various countries mainly to Gulf, Bangladesh and Hong Kong. Near about all India's export of pomegranate belongs to the Maharashtra state. If it has been supported by modern post harvest technology, the export of pomegranate would further go up at the global level, especially to European countries. Presently large amount of pomegranate is exported to Gulf countries. Dubai is the main centre of its export. Large amount of pomegranate is sent to UAE and Bangladesh. Saudi Arabia is a big importer of Indian pomegranate. Now a days UK is also an emerging importer of Indian pomegranate.

Marketing plays a key role in the post harvest operation of the fruits. The existing fruit's trade is characterized by high grading, packing, transportation cost, malpractices by agents, involvement of traders in export markets and lack of cool chain facility etc. There is a need of efficient marketing system, which may encounter all aspects of handling from the stage of harvesting to the stage of consumers. Due to lower marketing efficiency, the growers receive less returns and consumers pay more than essential.

VOLUME OF POMEGRANATE EXPORT

Pomegranate is one of the important commercial fruit crop and its cultivation is being extended on a sizable averages. This crop has been recognised as an important fruit crop in the drought prone area of Maharashtra state in India. Ganesh, G-137, Mrudula, Jyoti, Arakta, Bhagava are popular varieties of pomegranate, grown in Maharashtra.

The export of horticultural produce is generally classified into number of categories e.g. forest fruits, fresh vegetables, processed fruits and vegetables, dehydrated fruits and vegetables, dried fruits and vegetables, canned fruits and vegetables etc. The developing countries as compared to developed countries, exported their horticultural products with more or less 5 per cent share in global market.

Table:1
Recent data of Country Wise pomegranate Export from India
 (Value in Rs. , Qty in Kg.)

Country	2004-2005		2005-2006		2006-2007	
	QTY	Value	QTY	Value	QTY	Value
U.A.E.	6821153	127652178	10500749	233194094	9233922	243466515
NETHERLANDS	1863646	58618548	1581575	103316884	2885440	160105704
U.K.	1260369	50440258	1434069	88296882	1952804	147325764
SAUDI ARABIA	357041	7846816	869690	23739027	1908740	66326384
RUSSIA	18000	1255982	113700	8381523	661400	46330276
BANGLADESH	971032	9742677	2007411	22829074	1489211	18249549
SPAIN	0	0	72620	4564331	191576	14561117
BELGIUM	507100	9388251	777400	42393768	373500	16441163
CANADA	2240	92465	2360	73846	275609	10081462
GERMANY	280000	5784497	21173	2574585	236930	8898241
BAHRAIN	497820	6889984	419111	6955929	364666	8826501
OMAN	150218	3335693	70710	3641392	274538	6993639
MALAYSIA	4450	144095	143040	3910337	125235	6144668
SRILANKA	342077	6187463	285150	5563529	214087	5301699
NEPAL	656215	4849472	981118	7889938	745492	5251394
CYPRUS	38700	813181	37800	2138741	138600	4983070
SINGAPORE	7000	274503	19650	844971	89979	4960304
QATAR	13600	262050	58365	956699	79705	4032187
EGYPT	0	0	37200	1874030	42000	3122809
KUWAIT	3290	206710	28230	559512	62617	2648553
U.S.A.	60400	701265	17930	436412	46934	1988953
TURKEY	0	0	0	0	32000	1616584
THAILAND	0	0	250	116965	36931	1422330
GHANA	24	2004	7600	440038	18000	1012320
SWITZERLAND	1670	100849	11270	497257	21493	857322
JAPAN	160629	3695919	10110	107289	40000	806772
GREECE	0	0	0	0	20000	733086
CHINA	20000	452270	0	0	36000	704957
MALDIVES	260	8047	13700	244682	25168	600700
HONGKONG	115	69331	3050	156323	7859	572531
INDONESIA	0	0	0	0	17000	481164
BAHAMAS	0	0	0	0	3475	220099
SOUTH AFRICA	25	1991	0	0	4000	85559
FRANCE	550	10180	0	0	2270	72498
NORWAY	0	0	0	0	1120	69547
SWEDEN	0	0	7500	488408	1000	47532
NEWZELAND	0	0	40	1412	1000	21956
AUSTRIA	0	0	0	0	750	15827
BENIN	0	0	0	0	1000	14548

PERFORMANCE OF POMEGRANATE EXPORT FROM INDIA

AUSTRALIA	1300	27699	2000	41087	500	13541
MAURITIUS	0	0	0	0	157	5667
DENMARK	0	0	0	0	35	1127
MEXICO	0	0	0	0	25	945
MOZAMBIQUE	5	125	0	0	0	0
SUDAN	60	3286	0	0	0	0
YAMEN ARAB REPU	1000	13159	0	0	0	0
OTHER COUNTRY	0	0	117575	786885	7659	313949
TOTAL	14039989	298870948	19652146	567015820	21670427	795730513
Value in Million USD	-	6.66	-	12.81	-	17.59

Source :- DGCIS Annual Export.

Table: 2
Zonewise Export of Fresh Pomegranate
Quantity in tonnes Value in 000' Rs.

Year		American zone	European zone	West Asian zone	South East Far East Asian Zone	African zone	Australian zone	Zone total
1991-92	Quantity	20.50 (2.07)	7.66 (0.77)	670.68 (67.61)	292.85 (29.52)	0.25 (0.03)	-	991.94 (100)
	Value	195.1 (1.7)	143.5 (1.25)	8805.4 (76.53)	2357.9 (20.5)	3.8 (0.03)	-	11505.7 (100)
1992-93	Quantity	3.88 (0.24)	66.72 (4.1)	1228.38 (75.5)	329.01 (20.21)	-	-	1628.08 (100)
	Value	58.8 (0.28)	1693.4 (7.97)	16464.5 (77.41)	3049.3 (14.35)	-	-	21266.00 (100)
1993-94	Quantity	3.67 (0.14)	14.34 (0.55)	2224.23 (84.79)	377.00 (14.4)	4.00 (0.2)	-	2623.24 (100)
	Value	74.64 (0.20)	310.71 (0.85)	31932.61 (86.97)	4267.12 (11.62)	130.89 (0.36)	-	36715.97 (100)
1994-95	Quantity	12.1 (0.3)	107.12 (2.6)	2937.37 (70.9)	1050.44 (25.35)	37.47 (0.9)	-	4144.5 (100)
	Value	95.76 (0.2)	2068.00 (3.7)	43988.56 (78.63)	9574.86 (17.11)	217.36 (0.4)	-	55944.54 (100)
1995-96	Quantity	10.36 (0.24)	236.91 (5.57)	2496.25 (58.66)	1499.07 (35.23)	11.65 (0.3)	1.00 (0.02)	4255.87 (100)
	Value	260.8 (0.4)	7237.3 (11.1)	43159.9 (66.1)	14304.39 (21.90)	330.72 (0.51)	18.5 (0.03)	65311.61 (100)
1996-97	Quantity	25.38 (0.53)	207.24 (4.35)	3047.16 (63.90)	1477.31 (31.00)	9.56 (0.2)	1.75 (0.04)	4768.4 (100)
	Value	476.22 (0.71)	7025.39 (10.5)	45606.45 (68.14)	13594.89 (20.31)	199.11 (0.3)	29.22 (0.04)	66931.28 (100)
1997-98	Quantity	133.27 (2.38)	498.75 (8.91)	3836.41 (68.51)	1118.03 (19.97)	13.27 (0.24)	-	5600.00 (100)
	Value	1901.85 (2.21)	11601.81 (13.48)	61778.6 (72.00)	10246.74 (11.90)	355.97 (0.41)	-	86084.97 (100)
1998-99	Quantity	126.14 (2.98)	512.27 (12.1)	2938.07 (69.31)	652.06 (15.4)	10.61 (0.3)	-	4240.32 (100)
	Value	4072.49 (4.55)	17205.24 (19.20)	54340.42 (60.64)	13698.9 (15.29)	289.58 (0.32)	-	89606.63 (100)
1999-2000	Quantity	80.28 (1.40)	284.89 (4.97)	4757.25 (83.1)	603.41 (10.54)	0.55 (0.01)	-	5726.38 (100)
	Value	2017.52 (1.75)	11335.53 (9.83)	93743.27 (81.26)	8246.16 (7.15)	26.19 (0.02)	-	115368.70 (100)
2000-2001	Quantity	82.17 (1.86)	427.76 (9.60)	3548.23 (79.64)	347.06 (7.79)	47.62 (1.07)	2.00 (0.04)	4456.08 (100)
	Value	1869.66 (1.89)	11849.05 (11.95)	78925.65 (79.6)	5681.99 (7.73)	805.78 (0.81)	23.49 (0.02)	99156.07 (100)

Source: APEDA Year Books 1991-92 to 2000-2001

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Note : Figures in parenthesis are percentage to total pomegranate export.

Pomegranate is emerging as an important fruit and is qualified for export to the foreign countries. It has registered a better record of export since 1991-92. Table No. 6.1 and 6.2 shows the pomegranate export both in country wise and zone wise, zone wise percentages with their quantity and value. With the help of this table, the volume of pomegranate export in terms of quantity in tonnes and value in rupees can be analysed.

Table No. 6.1 illustrates the country wise fresh pomegranate export for the year 1991-92 to 2000-01. The 51 countries were importing the fruits from India. Table No. 6.1 also illustrates figures of quantity exported with their values for same period. Saudi Arabia, UAE, Bahrain, Kuwait, Oman, Qatar, i. e. Gulf countries and Bangladesh, Sri Lanka, like south Asian countries, UK, Germany, Spain and Canada were main consumers of pomegranate fruit. Only export to UAE was 2922.93 MT in 2000-2001 with a value of Rs. 62570.89 thousands, followed by Saudi Arabia. In 1999-2000, export of pomegranate was 1232.47 MT with a value Rs. 18613.22 thousands. Recent data table 6.1(A) shows that country wise fresh pomegranate export is increased in quantity and value.

METHODOLOGY

The study is based on time series data on area, production and exports of pomegranate from India obtained from various published issues of APEDA (Agricultural & Processed Food Export Development Authority). The structural change and direction of change in export value of pomegranate have been analyzed using Markov Chain analysis. Annual export data for a period of 2006-07 to 2014- 2015 have been used to analyze the direction of trade and changing pattern of pomegranate export from India. The major Pomegranate importing countries considered on average basis are United Arab Emirates (UAE), Netherland, United Kingdom (UK), Saudi Arabia, Bangladesh, Russia and the rest under Other-countries category.

CONCLUSION

UAE is one of the stable importers of Indian pomegranate as reflected by high probability of retention at 0.83811. Netherland and other countries are able to retain their probability of retention at 0.55988 and 0.48860 respectively. There is a potential to increase its export as currently India is exporting less than 5.00% of its production. Though sales channels of the pomegranate are currently directed all over the world, due to their origin, they are mostly consumed in the Middle and Far East as well as in Mediterranean countries and the United Kingdom. Consumption is dispersed and slow to take off, as western consumers consider it as exotic and difficult to eat. The Markov-Chain Analysis for pomegranate indicates high dependence on a few export markets viz., Middle-east which will increase the trade risk in the long run.

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