

Export performance and competitiveness of fresh mangoes and mango pulp in India

■ K. KUMARESH AND C. SEKAR

Received : 09.04.2013; Revised : 04.07.2013; Accepted : 05.08.2013

ABSTRACT

Mango is one of the popular Asian fruits. The export performance and competitiveness of fresh mango and mango pulp in India have been examined using secondary data from 1987-88 to 1999-00 as period I and 2000-01 to 2011-12 as period II. The growth in export of fresh mango for period II was lower than period I which implies that there was no standard in quality. For mango pulp growth in export remained no change in two periods but export value and unit price was lowered during period II which implies demand was low in international market. Instability was worked for the export for periods I and II. The instability was observed high for export for fresh mango, but there were less fluctuations in export of mango pulp. For the assessment of direction of trade, the Markov chain model was used. The data regarding country-wise export of fresh mango for two periods indicated export retention share. UAE (72.73%) in period I and UK (48%), minor importing countries pooled under others category (59.62%) in period II. In case of mango pulp: Yemen Republic (86.06%) and others category (64.43%) in period I and Netherlands (58.02%), US (44.52%) in period II. For fresh mangoes; UK, Nepal in period I and Saudi Arabia, Bahrain in period II were not a stable importers. Netherlands in period I and Yemen Republic, UK in period II were not the stable importers. The study advocates that strategies for export may be oriented towards these countries for stabilizing the export of fresh mango as well as mango pulp.

KEY WORDS : Mango, Mango pulp, Instability, Markov chain model, Export competitiveness

How to cite this paper : Kumaresh, K. and Sekar, C. (2013). Export performance and competitiveness of fresh mangoes and mango pulp in India. *Internat. J. Com. & Bus. Manage.*, 6(2) : 154-159.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

K. KUMARESH, Department of Agricultural and Rural Management,
Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA
Email: kumaresh.tnau@gmail.com

Authors' affiliations:

C. SEKAR, Department of Agricultural Economics, Post Harvest
Technology Centre, Tamil Nadu Agricultural University, COIMBATORE
(T.N.) INDIA
Email: c_sekar2000@yahoo.com