

Direction of trade analysis of Indian grapes

■ PRAKASH MOKASHI AND S.B. HOSAMANI

Received : 31.01.2014; Revised : 23.02.2014; Accepted : 19.03.2014

ABSTRACT

The study was conducted to analyse the changing direction of trade of Indian grapes. Markov chain analysis was employed to analyse the secondary data collected from APEDA and NHB for direction of trade for the period 2000-01 to 2010-11. The other countries category, Bangladesh, UK and Netherlands were the most stable markets for Indian fresh grapes and Germany was the most unstable market tending to lose its entire share to other countries. Analysis of the losses and gains in market share indicated, Bangladesh as the major net gainer. The results of the Markov chain analysis revealed that, Bangladesh, UK, Netherlands, Saudi Arabia, UAE and other countries were important markets for fresh grapes. India can concentrate on export promotion in these countries to tap the import potential for Indian grapes and international trade fairs, exhibitions etc., which may be organized to gain knowledge about the quality preference and thereby planned measures could be initiated to promote the required quality of grapes of the needy country.

KEY WORDS : Markov chain analysis, Stable market, Net gainer

How to cite this paper : Mokashi, Prakash and Hosamani, S.B. (2014). Direction of trade analysis of Indian grapes. *Internat. J. Com. & Bus. Manage*, 7(1) : 105-109.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

PRAKASH MOKASHI, Department of Agribusiness Management, College of Agriculture, University of Agricultural Sciences, DHARWAD (KARNATAKA) INDIA
Email: Moky4161@gmail.com

Authors' affiliations:

S.B. HOSAMANI, Department of Agricultural Economics, Agri Business and Export Knowledge Centre, University of Agricultural Sciences, DHARWAD (KARNATAKA) INDIA