Knowledge of farmers about grape exporting procedures

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ABSTRACT

The study was carried out in Nashik and Sangali districts of Maharashtra State. The profile analysis of respondents revealed that, they belonged to all the three age groups, all of them had education upto Middle School and above, more than one third of them belonged to small land holding category, majority of them belonged to medium extension participation, to medium risk orientation, medium economic orientation, medium innovativeness and medium to high management orientation. The results indicated that, majority of the respondents had knowledge about pre-production procedure for export, most of them had knowledge about quality production for the grape export and had low knowledge about post harvest practices for export.

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INTRODUCTION

India is a large producer and consumer of agricultural commodities. It produces around 10 per cent of the world agricultural output, however, its share in world export of agricultural commodities is less than one per cent (Raghavulu, 2003). India has achieved self- sufficiency in food grain production and now the major concern is to achieve high growth rate of quality production, productivity and export. The focus has been shifted to horticulture which besides imparting nutritional security and offering a grate potential for efficient use of resources, provides higher returns per unit area, crop diversification, foreign exchange and greater employment through post-harvest processing agro-industries.

The importance of agricultural and agro-based products in India's export trade has not been over-emphasized. Agriculture sector has been providing substantial support to export development since long. Agricultural export development played a significant role in employment generation particularly in rural sector. Agricultural export has to increase the income of the rural population particularly the landless laborers and small and marginal farmers. Thus, agricultural export is important in rural development. The linkage of the agricultural sectors to rest of economy is so strong that the overall performance of the Indian economy is determined by its growth. Agricultural sector continues to play a predominant role in our economy and export earning. Since 1970s our demand for foreign exchange earnings increased to maintain the phase of import liberalization.

METHODOLOGY

The research design adopted for the study was expost-facto since the phenomenon had already occurred. In India, Maharashtra state occupies first position in export of grape and specially Nasik and Sangli districts are the major ones and hence these districts were purposively selected to conduct study on the knowledge level of grape exporting farmers in respect of export procedure. A list of grape growing farmers who had registered their

farms for grape export was obtained from Office of Commissioner of Agriculture, Pune. From this list, 100 farmers were selected purposively, who have exported their grape on their own or through private exporters or through co-operative organizations in the year 2003-04. Out of 100 farmers, 70 farmers were from Nasik district and 30 farmers were selected from Sangli district constituted the total sample for the study.

RESULTS AND ANALYSIS

It could be seen from Table 1 that, respondents have been spread in all the three age group, 39 per cent of respondents had completed pre-university course, followed by graduation (25%), high school (21%) and very few of them *i.e.,* nine and seven per cent of respondents had education upto post-graduation and middle school level, respectively. It is interesting to note that, almost all the respondents had education upto middle school and above and none of them were illiterates, more than one third of the respondents (36%) were from small land holding category and an equal per cent of respondents (25%) were found in medium and semi-medium land holding category. Majority (70%) of the respondents were from medium extension participation category, majority (77%) of respondents were having medium risk orientation, more than half (58%) of the respondents belonged to medium level of economic orientation, more than two third (67%) of the respondents fell under medium innovativeness category, more than half (53%) of the respondents belonged to medium management orientation category.

The data presented in Table 2 reveal that majority of respondents (73%) had medium level of knowledge about export procedure; followed by low (15%) and high level (12%), respectively. As observed in Table 2, majority of respondents (86%) had knowledge that to start export business they have to register their farm with Superintendent Agriculture Officer (SAO) which was the first step to start export business, followed by knowledge about registration procedure (74%). While nearly two-third (63%) of the respondents had knowledge about procedure of renewal of registration for export, followed by knowledge about APEDA organization (57%), however less than half (45%) of the respondents had knowledge about the documents required for registration with APEDA. Majority of respondents had knowledge about pre-production export procedure because these were the necessary activities without completing these formalities, they can not export their produce, they were following these practices and hence, they might have knowledge about pre-production procedure.

Table 1 : Distribution of respondents according to their personal, economical, psychological characteristics (n=100)

Sr. No.	Category	Frequency	Percentage
Age			
1.	Young (upto 35)	36	36
2.	Middle (36 to 50)	34	34
3.	Old (51 and above)	30	30
Education level			
1.	Illiterate	0	0
2.	Primary school	0	0
3.	Middle school	7	7
4.	High school	21	21
5.	PUC	38	38
6.	Graduate	25	25
7.	Post graduate	9	9
Land holding			
1.	Marginal (upto 1 ha)	3	3
2.	Small farmers (1.01-2.00 ha)	36	36
3.	Semi-medium (2.01-4.00 ha)	25	25
4.	Medium (4.01 – 10 ha)	25	25
5.	Large (Above 10 ha)	11	11
Land holding			
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4.	Medium (4.01 – 10 ha)	25	25
5.	Large (Above 10 ha)	11	11
Extension participation			
1.	Low [less than (Mean - SD)]	19	19
2.	Medium [between (Mean $\pm$ SD)]	70	70
3.	High [more than (Mean + SD)]	11	11
Risk orientation			
1.	Low [less than (Mean - SD)]	11	11
2.	Medium [between (Mean $\pm$ SD)]	77	77
3.	High [more than (Mean + SD)]	12	12
Economic orientation			
1.	Low [less than (Mean - SD)]	13	13
2.	Medium [between (Mean $\pm$ SD)]	58	58
3.	High [more than (Mean + SD)]	29	29
Innovativeness category			
1.	Low [less than (Mean – SD)]	19	19
2.	Medium [between (Mean $\pm$ SD)]	67	67
3.	High [more than (Mean + SD)]	14	14
Management orientation			
1.	Low [less than (Mean - SD)]	13	13
2.	Medium [between (Mean $\pm$ SD)]	53	53
3.	High [more than (Mean + SD)]	34	34

Table 2: Knowledge level about exporting procedures (n=100)

Sr. No.	Knowledge about export procedure	Frequency	Percentage
Knowledge about pre-production procedure for export			
1.	How to start export business?	86	86
2.	Registration procedure	74	74
3.	Procedure of renewing registration	63	63
4.	One can start export business as manufacturer or merchant	60	60
5.	APEDA organization	57	57
6.	Documents needed to register with APEDA	45	45
7.	Permanent Account Number (PAN)	23	23
8.	Documents required to get PAN	15	15
9.	For import-export (IE) code they have to register in the office of Directorate General Foreign Trade	13	13
10.	Knowledge about documents required to get import-export code	10	10
11.	Knowledge about locating importers	5	5
Knowledge about quality standards for grape export			
1.	Girth of berry	100	100
2.	Colour of berry	100	100
3.	Cover of berry	95	95
4.	Shape of berry	99	99
5.	Average weight of berry	100	100
6.	Average length of berry	97	97
7.	Average No. of berries in bunch	100	100
8.	Arrangement of berries in bunch	98	98
9.	Look of bunch	98	98
10.	Shape of bunch	95	95
11.	Average weight of bunch	100	100
12.	Residue level	100	100
13.	Acid content	95	95
14.	Sugar content	100	100
15.	Knowledge about how to keep the record of spray	100	100
Knowledge about export procedure after production			
1.	Not to apply chemical spray after sampling	63	63
2.	Sampling procedure for pesticide residual test	49	49
3.	Phytosanitary certification	37	37
4.	Different transport facilities for export of agricultural products	21	21
5.	About invoice	19	19
6.	Size of container	18	18
7.	Different modes of entering into contract	17	17
8.	Different mode of payment	15	15
9.	Different types of letter of credits	13	13
10.	Excise duty on agricultural products	12	12
11.	Documents to be given to custom house agent	5	5
12.	General procedure to examine goods when it arrives at dock	4	4
13.	Custom examination	4	4
14.	Export order issued by examining officer on dock	4	4
15.	How shipping bill is finalized?	4	4

The findings presented in Table 2 also revealed that, cent per cent of the respondents had knowledge about required girth of berry, colour of berry, average number of berries in bunch, average weight of berry, average weight of bunch, residue level, sugar content and knowledge about how to keep records of chemical sprays. Most of the respondents had knowledge about shape of berry (99%), followed by arrangements of berry in bunch (98%), look of bunch (98%), average length of berry (97%). Whereas, 95.00 per cent of the respondents had knowledge about shape of bunch, cover of berry and acid content. Almost all the respondents had knowledge about quality standards and quality production for export. Grape exporters are striving hard for quality production because they are getting good prices, if any one of the quality parameters is lacking they will not get remunerative prices. So, they do all efforts to know the recent information for maintaining the quality standards, MRL levels of chemicals and hence they may be in the habit of discussing with their friends, relatives, private consultants and private exporters. Hence, they had high knowledge about of quality production.

It was observed from Table 2 that, knowledge about export procedure after production which indicates that, nearly half (49%) of the respondents had knowledge about sampling procedure for residual test, followed by knowledge that, they can not apply chemicals after sampling (63%), knowledge about sampling procedure for pesticide residual test (49%). More than one third of the respondents (37%) had knowledge about, phytosanitary certification. The possible reason may be that, the farmers are supposed to have knowledge about all these aspects as they are maintaining these practices on their farm. Whereas 15.00 per cent of them had knowledge about different modes of payment and 13.00 per cent of respondents had knowledge about types of letter of credits, 12.00 per cent had knowledge about excise duty on agro-product, whereas, nine per cent were knowing custom duty on agro products. Only 5.00 per cent of the respondents had knowledge about documents to be given to custom house agent, while 4.00 per cent of them had knowledge about general procedure of examine goods when it arrives at dock, knowledge about custom house examination and knowledge that, export order be issued by examining officer and knowledge about how shipping bill is finalized. As these procedures are followed by private exporters, private consultants or exporting organization, farmers were having less knowledge about these items. The results are overall in agreement with the findings of Ahire *et al*. (1999) and Birjdar (1999).

Table 3 : Overall knowledge about grape exporting procedure (n=100)

Sr. No.	Category	Frequency	Percentage
1.	Low [less than (X ± SD)	15	15
2.	Medium [between (X ± SD)	73	73
3.	High [more than (X ± SD)	12	12

Mean = 24.38 SD = 2.65

Table 3 depicts the overall knowledge about grape exporting procedure. It was observed that majority (73%) were under the medium category, only 12% were in high and 15% were placed in low category.

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