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EXPORT MARKETING OF FRUITS IN INDIA

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Abstract:- Marketing is as critical to better performance in agriculture as farming itself. Therefore, market reform ought to be an integral part of any policy for agricultural development. Agricultural marketing was, till recently, not fully accepted as an essential element in agricultural development in the countries of Asia and the Far East. Although opinions differ as to the extent and precedence, there was general agreement till 1970 that the question of markets for agricultural commodities has been neglected (Sprinks, 1972). Agricultural marketing occupies a fairly low place in agricultural development policies of developing countries. The National Commission on Agriculture (1976) has emphasised that it is not enough to produce a crop or an animal product, it must be satisfactorily marketed.

Keywords: Marketing, agriculture development, Fruits.

INTRODUCTION

The marketing of agricultural commodities is different from the marketing of manufactured commodities because of the special characteristics of the agricultural sector (demand and supply) which have a bearing on marketing. Because of these characteristics, the subject of agricultural marketing has been treated as a separate discipline and this in fact makes the subject somewhat complicated. Perishability, seasonability, bulkiness, quality variation, irregular supply and small size of holding and scattered production are some of the special characteristics of agricultural production than that of manufactured. Therefore, here is a need of detail study about horticultural marketing, which is an inherent part of agriculture.

MEANING OF MARKETING

“A market is the set of actual and potential buyers of a product”, Philip Kotlar (1989) defines the market. Market is thus a group of buyers who are interested in terms of purchase or sales of goods or services. Common meaning of market is a place where goods are bought or sold.

Peter Druker (1954) explains properly the meaning of marketing. “Marketing is distinguishing the unique functions of business.” A business is set apart from all other human organisations by the fact it markets a product or a service. Neither Church nor Army nor State does that any organisation that fulfills itself through marketing a product or a service is a business. Any organisation in which marketing is either absent or incidental is not a business and should never be run as if it were one (Peter Druker, 1954). The importance of marketing is an exchange or a transaction intended to satisfy human needs or wants. So marketing is a human activity directed at a satisfying process.

AGRICULTURAL MARKETING

The term agricultural marketing is composed of two words – agriculture and marketing. Agriculture, in the broadest sense, means activities aimed at the use of natural resource for human welfare i. e. it includes all the primary activities of production. Marketing consists of a series of activities involved in moving the goods from the point of production to the point of consumption.

According to Thomson, the study of agricultural marketing comprises all the operations and the agencies conducting them, involved in the movement of farm produced food, raw materials and their derivatives such as textiles, from the farms to the final consumers and the effects of such operations on farmers, middlemen and consumers (F. Thomason, 1951).

Agricultural marketing is the study of all the activities, agencies and policies involved in the procurement of farm inputs by the farmers and the movement of agricultural products from the farmers to the consumers. The agricultural marketing system is a link between the farms and the non-farm sector (Acharya, 1989). According to the National Commission on Agriculture (XII Report), agricultural marketing is a process, which starts with a decision to produce a saleable farm commodity, and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations, and includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution.

This marketing undertakes buying and selling businesses. It is a human process subject to the economic laws of supply and demand. To buy or want to buy indicates a demand. To sell or want to sell indicates a supply. If the supply of an item is greater than demand for that item, the price trend is generally down. If the supply is short i. e. not great enough to meet the demand, the price trend is upward (E. Denisen, 1979). Many factors tend to modify the relationship of supply and demand of horticultural products among them are :

1. Distance between areas of production and areas of consumption;
2. Buying power of consumer;
3. Competition with other products;
4. Relationship of luxury or necessity items;
5. Perishability of commodities;
6. Possible alternatives to selling;
7. Volume of sale and margin of profit;
8. Degree of salesmanship and amount of advertising;
9. Regulation by government and last but not of least consideration;
10. Quality of produce.

Horticulture is a part of agriculture and marketing of horticulture depends upon above factors. Marketing activity depends upon the nature of production. Following are some of the characteristics of horticultural products (M. Sargent, 1973).

1. Horticultural products are perishable; some of them are having an extremely short useful life once harvested.
2. Horticultural produce is bulky in relation to its value. This is important in transportation, for example, flowers require much more larger container space to protect physical damage.
3. Horticultural products are grown geographically separate place from the population centres, after development of transportation facilities.
4. The supply of horticulture produce from day to day and place to place is characteristically variable because of the influence of seasons and local weather, which often make planning of supply difficult.
5. Horticultural products are not like the industrial standard products because grower uses biological materials for example pomegranate do not grow in a single size, colour and quality. So grading has to be employed as a means of attaining a standardised products.
6. Horticultural production is commonly in the hands of many uncoordinated producers. To achieve large scale coordinated organisation they may need to be united towards some specific marketing aim.

EXPORT MARKETING

Foreign trade is as old as civilization. Foreign trade means trade between individuals, firms and governments of different countries. The need for foreign trade arises because the fundamental resources are not evenly distributed among the nations. Some countries are richly endowed with natural resources whereas others are poorly endowed. With the help of foreign trade, countries aim at meeting their deficits and disposing of their surplus.

Marketing is one of the most ill-used words of our times. Frequently, it is used to mean selling. Other times, it is used as another word for advertising. And on still other occasions it is used to mean distribution. Marketing involves all of the above, but it does not mean any one of them. Export marketing refers to the process of marketing goods and services to consumers in foreign countries. It involves planning, organising, coordinating and controlling of marketing efforts.

Export marketing refers to the set of activities related to facilitating and consummating exchanges between an exporter and an importer (Cherian & Parab, 1997). A market in which the buyers and sellers are drawn from the whole world, called as a export market. This market also called as Global market, International market and World market. Export market always exists between two or more than two countries. Alan Branch defined Export marketing as the "Management process of identifying anticipating and satisfying a customer overseas." In short, sale of commodities at out of national border is included in export or it says that export trade for example, trade of fruits between India and UK lies in export trade. Now-a-days all countries of world involved in international trade or world market. Exports provide the market support for the country's surplus production.

SIGNIFICANCE OF EXPORT MARKETING

Horticultural produces are perishable. The perishability of commodities attributes to the seasonal gluts and off season scarcities. More or less, this is the case with all agricultural produces. Marketing of agricultural produces strengthen the bargaining capacities. Also processing of agricultural produces is important as its marketing is concerned. Processing technology is developing faster, but its cost effectiveness should be bearable to the common consumers. High cost of processing results to higher retail prices of the commodities. However, production of by-products and agro-produce manufacturing activities have created their markets both in domestic as well as foreign markets, processed produce also undergo marketing procedures. By processing the agro-produce, the perishability can be eliminated (Jugale, 2001).

Therefore, marketing of horticultural produce has two dimensions;

1. Direct marketing of fresh horticultural produce.
2. Marketing of processed horticultural produce.

Processing depends upon the technological innovations whereas marketing of horticultural produce requires ample consumer's choice and demand. Processing, therefore, is necessary for consumption at the time of off-season. This minimises the price fluctuations and keeps the market steady. Excess production can properly be utilised for processing and manufacturing activities. Similarly, during the surplus production the export potentials can also be identified. To prolong the life of the horticultural produce and to protect it from perishability, affordable preservation facilities, i. e. post-harvest operations and technologies should be developed properly and suitably.

CONCLUSION

India produces a large number of fruits export. The majority of them have high medicinal value. Production of fruits should be increased with priority on the basis of nutritional and medicinal values. The demand of fresh fruits has been increasing year-by-year. Producers should objectively evaluate their own abilities, constraints and knowledge relative to growing fruits. Fruits production can help increase producers' incomes but only with a very high level of management and a fairly high degree of risk. Improvements in market infrastructure such as storage facilities, cold storage, better Packaging and weighing facilities, , better road links etc., would also helpful in improving the marketing efficiency.

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