

SUMMARY OF THE MINOR RESEARCH PROJECT ENTITLED

“Study of Co- Operative fresh fruit exporters in Maharashtra and the factors affecting in the developments of selected co-operatives”

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Summary of the Project:

India is showing fluctuations in the value and the quantity of fresh fruit exported. Hence researcher found that the Indian trade in fresh fruit is not performing what it is expected correlating with the upward trend in production. UAE is the major importer of Indian fresh fruits.

This trend of production of fresh fruit shows a second degree polynomial trend. Mango is the largest fresh fruit produce in Maharashtra contributing 34% of the fresh fruit quantity produced. Pomegranate, Banana and grape rank 5th, 6th and 8th in the production. export of grapes from India has shown an increasing trend till FY 2009-10 in terms of quantity exported. It is further down in FY2010-11 and again shown marginal increment in FY2011-12. In terms of export value it shows the same trends what it is reflecting in quantity exported.

As an effect the downward trend found in the subsequent years. Export of Mahagrape is not in line with the Indian export of grape. Researcher found that the Indian export of grapes and exports by Mahagrape shows low degree negative correlation i.e. -0.127.

In case of the export trend of the pomegranate from India, researcher wanted to highlight that since the year 2007-08 to 2009-10, the export quantity of pomegranate is stable, but after the year 2009-10 pomegranate export suddenly decreases in the year 2010-11 again the same is increased in the year 2011-12. This may be because of the disease bacterial blight that affects badly the crop in the area of Sangola.

In the year 2013 again export of pomegranate by Mahaanar is dramatically increased to the 2.5 times. This may be because of the downfall in the domestic prices of pomegranate. This proves the impact of the domestic prices of the export of the fresh fruit. Researcher found that export of Pomegranate by Mahaanar is not in line with that of the Indian export of Pomegranate.

It is also found that Mahaanar is partially familiar with the emerging trade practices in the international fresh fruit export and follow the same. This is the reason Mahaanar is sustained comparing with other cooperative organizations like Mahabanana those are unable to sustain.

Tamilnadu is the highest banana producing state till 2011 followed by Maharashtra. Gujarat, Andhra Pradesh and Karnataka are the other producing states in the list of major banana producing states. As what in other fresh fruits, UAE is the major importer of Indian banana sharing 41% of the total export of the Banana from India. Saudi Arabia, Kuwait, Iran and Bahrain are the other major importing countries.

As Mahabanana has closed the operations after failure in the export in the very first year, the experience is very less and hence the priority trade issues cannot be identified in this case.

Contribution to the Society:

- i. Study will gain and provide insights into the trade practices of selected cooperative organizations with its drawbacks. It will highlight strengths and weaknesses in current approach and capabilities.
- ii. Will let the cooperative organization know the broader competitiveness challenges and opportunities facing by local Indian traders in horticulture and force them to think to enhance the image and credibility of the organization through implementing emerging trade practices.
- iii. Study will help to formulate the trade policies to overcome the local competition of retail companies.
- iv. It will highlight the required assistance for the betterment of organizations and greater realization of price to the member.
- v. Encourage the cooperatives managers to join the study of other export cooperative organization and increase the level of cooperation and coordination between them and the agricultural cooperatives in planning, designing and implementing the developmental Projects.
- vi. Identifies "looming threats" to this trade and discusses alternatives for mitigating them.
- vii. It will focus on the difficulty that board council faces in decision making and implementing the policies. It will also analyze the ignorance/active participation of the board of directors in decision making and its impact on the working of the organization.