

METHODOLOGY

Methodology adopted in the “Marketing Intelligence Study of selected crops having export potential” for various aspects/ components is indicated below:

1. Profiles of fruits, vegetables and other crops

The crop profiles in Domestic Market Research have been generated analyzing the database of National Horticulture Board, Agricultural statistics database of APEDA, Preharvest and post – harvest manuals for export of various crops of APEDA, Annual reports of various ICAR Research Institutes, Reports of All India Coordinated Research Projects, Reports of Cotton Corporation of India, website of SOPA (Soyabean Processors Association of India), etc.

The financial implications associated with the commodities right from the harvest to packhouse and delivery at port have been arrived taking into consideration information provided by Litchi Exporters Association, Nainital, Uttaranchal; National Research Centre for Grapes, Pune; Maharashtra State Agriculture Marketing Board, Pune; Mango Growers Association, Aurangabad Maharashtra; Pomegranate Growers Association Sangole, SolapurMaharashtra; Mahabanana, Jalgaon; M/S Jain Irrigation, Jalgaon; Spices Board of India, Cochin; M/S Namdhari Seeds, Ludhiana; IOPEA, Mumbai; Bora Agro Foods, Pune; SOPA, Indore and Cotton Corporation of India, Mumbai.

2. Market Survey

Questionnaires were prepared in the form of performa for both Mandies and Export Houses. Professionals were engaged to survey the exporters in Nagpur, Nashik (Maharashtra) and Navsari (Gujarat) and Mandies in Navi Mumbai, Nagpur and Ahmedabad to gather the information & inputs on the Questionnaires. The data thus collected were examined. As the survey did not reveal any useful additional information, it was not extended to the remaining Mandies / Export Houses.

3. Export Potential

International Market Research was conducted on various products, commodities, etc. in European Union (EU), Gulf Cooperation Council (GCC) and Association of Southeast Asian Nations (ASEAN), Australia, South Korea and China, prevailing prices in these markets and their preferences, were studied / analyzed taking into consideration the following core areas:

- Market trends
- Competitiveness of Indian products
- Competing countries for Indian products
- Opportunities for export

4. Sanitary and Phytosanitary Measures and Quality Standards

The information for compiling SPS Measures, WTO agreement, Quality standards, GLOBALGAP guidelines, Codex GAP guidelines, HACCP guidelines, Codex standards for various crops, Agmark Standard Designation, MRL standards of EU, Codex and India, FSMS Certification, etc. were downloaded from internet, using websites of Codex, Agmarknet and M/S SGS, Gurgaon. These data were analyzed and compiled as per the export opportunities in the Country.

5. Requirement for International Trade

Information on specific requirements and preferences of various countries especially in EU and ASEAN were collected engaging International Consultants. The data so obtained were reinforced with the available information in various related websites and materials with the various user agencies to make them more updated and user friendly.

6. Infrastructure available for International Trade

Infrastructure available in the form of packhouses with handling system, pre cooling, cold store facilities etc. were downloaded from website of APEDA, MSAMB, Pune, Field Fresh of M/S Bharti Enterprises and Annual Reports of FreshTrop Fruits Ltd, Nashik, Reports of Indian Spices Board, Cochin and the information have been compiled as per the specific requirement.

7. Database for selected crops

The database structure has been created and optimized adopting various standards of database normalization. The website so created is dynamic with provisions of timely updation on a regular basis. Efforts have been made to make this website user friendly as the producers and exporters can get maximum information at one place. Also linkages have been provided to facilitate the user to access additional information as and when required. The portal is a unique of its kind as it gives complete information on the export of fruits and vegetables to the countries as mandated in the assignment.

8. Training of Producers and Exporters

Trainings of farmers/ producers and Exporters were conducted at several locations by NCAP, New Delhi. Details of the training are given in Chapter XI.