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Competitiveness of Maharashtra fruits in the global markets

Tai Deokate and L N T Lap

Mahatma Phule Krishi Vidyapeeth, India

The present investigation was undertaken to examine the export competitiveness of major fruits from Maharashtra state. The study is based on secondary data obtained from National Horticultural Board, Maharashtra State Horticulture and Medicinal Plants Board, Director of Horticulture and Maharashtra State Agricultural Marketing Board for the period of 15 years i.e., 1992 to 2006. The important fruit crops e.g. banana, orange, grape and mango were selected.

The Nominal Protection Coefficients values of banana and grape export competitiveness in all scenarios were less than one during the last fifteen years. It had revealed that, there is competitiveness of banana and grape in the global market. However, export of mango and orange did not had comparative advantage in the world market as the nominal protection coefficients values of orange export competitiveness in all scenarios were more than one.

The study suggest that there is need to have adjustment in production schedule of fruits as far as possible and reform in marketing system i.e., initiation of growers marketing co-operatives, more intervention of public and private sectors like MSAMB, NHB, Reliance, ITC etc.

Keywords: Competitiveness, Fruits, Maharashtra.

Biography

Tai Deokate her completed her PhD at the age of 29 years from Mahatma Phule Agricultural University Rahuri, Ahmednagar and postdoctoral studies from Indira Gandhi Institute of Development Research. She is the Junior Researcher at MPAU. She has published two books and more than 25 papers in reputed journals.

drdeokatempkv@rediffmail.com