

Exporting Performance of Marine Products in India from 2010-19

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Abstract: MPEDA stands for The Marine Products Export Development Authority, it is established in the year of 1972 for export promoting marine products from India. India has a coastline of approximately 7500 km. this longest coastline opened the gates to India for the world. India has connected to the Arabian Sea, Bay of Bengal, Indian Ocean, and around 400 rivers, lakes, fish & shrimp ponds are available, so these are the opportunity for India to produce more marine products and make more revenue. India has occupied the third place for the largest produce marine products in the world, the first place occupied by china and followed by Indonesia. India has a 42% share of shrimp exporting to the US. This paper will be the focus on the exporting performance of marine products in India from 2010-19. In this research has focused growth rate of marine products, seasonality of marine products, etc. finally authors are concluded the market gap is there, demand is there, resources are available but lack of training, technology so unable to utilize the opportunity. This paper will be helpful for aqua entrepreneurs, marine exporters, aqua farmers because in this paper details are mentioned about marine products export performance growth rate.

Key words: MPEDA, Marine Products, Exports

Introduction:

Marine products export revenue is one of the most sources of Indian income. India's overall marine exports have grown steadily over the last decade, with a CAGR of 13%. In recent times, Indian marine exports have undergone an up heal, as stricter regulations, charging consumer requirements, as an evolving trade scenario have pushed down India's exports to legacy marketers like the EU, and forced them to focus more on emerging new import mark, etc., like china and southeast Asia. The southeastern state has contributed to about a third of India's marine exports over the last few years and its share of the pie has been steadily rising, in the last four years alone, Andhra Pradesh exports have posted an impressive CAGR of 15% while other major contributors like Gujarat and West Bengal have posted CAGR of 10%. The present study will be focus on exporting performance of Marine Products in India from 2010-2019.

Objectives of the study:

- To be the analyses growth rate of the export of marine products from 2010-19.

- To be evaluated the marine products export performance in seasonality wise.
- To discuss what are the opportunities and challenges about the export of marine products.

Methodology of the study:

This study depends upon secondary data, concern annual reports collected from the MPEDA official site from 2010-19, and referred to various articles, magazines, etc.

Review of Literature:

Dr.S.Rajamohan & D.Joel Jebadurai (2014) discuss what are the opportunities and challenges of the seafood industry in India. Finally, they conclude through research, plenty of natural resources are available but cannot utilize the optimum level because government marine polices, rules, and regulations are demotivating the exports. For example, charge the highest taxes on base rates, terminal charges, and anti-dumping duty, etc.

Ancy VP and Dr.K.V.Raju (2016) explained about trends in marine products export from India: Issues and challenges. The authors are considered the trend period from 1960 to 2014. In the overall

period divided 5 segments, each segment called trend, each trend they observe total exports of India, and total exports of Kerala state and after that compare the results. Finally, they conclude some export barriers, are an impact on export performance.

G.Raghuram, V.N.Asopa (2008) explained about Issues in Infrastructure for the export of marine

products from India. Finally, both authors are concluded, market potentiality is there but marine export packing is not good. We need to improve on that, we need to provide some training facilities for pre-processing stages from farming/harvesting to the processing unit through a whole range of regularity and infrastructure measures.

Results and Discussions:

Table 1: Marine Products Growth rate in Volume and Value (USD) from 2010-19

Year	Volume (millions, kg)	Growth rate	Export (Billions, USD)	Growth rate
2018-19	1515.40	2.56	6.25	3.45
2017-18	1283.03	2.16	6.85	3.78
2016-17	1069.54	1.80	5.50	3.03
2015-16	885.36	1.49	4.48	2.48
2014-15	967.18	1.63	5.24	2.89
2013-14	918.98	1.55	4.82	2.66
2012-13	902.15	1.52	3.32	1.83
2011-12	889.11	1.50	3.28	1.81
2010-11	669.96	1.13	2.32	1.28
2009-10	591.29	1.00	1.81	1.00
Average	969.2	1.634	4.387	2.421

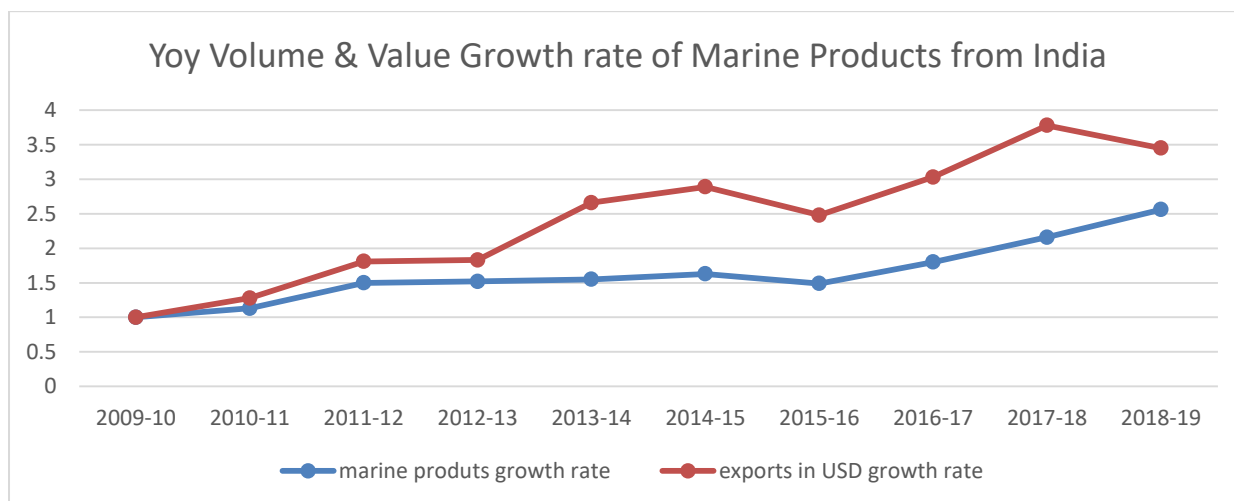


Table 1: representing the Marine product growth rate in Volume and value (in USD) wise from 2010 to 2019. Here we can observe the quantity growth rate increasing from 1.00 percent to 2.56 so an almost 150% increase in one decade. If you observe the value growth rate it is also increasing from 1.00 percent to 3.45 so almost 250% revenue has increased. If you observe both growth rate is year by year it is increasing never fall it is indicating the green signals of aqua investors.

Table 2: Seasonality in Marine Product Exports Growth rate (in million USD)

MONTH	2015-16	Growth	2016-17	Growth	2017-18	Growth	2018-19	Growth
April	291.58	1.00	295.07	1.00	443.04	1.00	465.07	1.00
May	319.31	1.09	353.85	1.19	503.37	1.13	520.43	1.12
June	309.89	1.06	445.3	1.51	550.31	1.24	524.14	1.13
July	377.57	1.29	489.2	1.65	637.61	1.43	540.72	1.16
August	422.31	1.44	486.65	1.64	620.87	1.40	515.2	1.11
September	509.55	1.74	562.53	1.90	735.76	1.66	659.58	1.42
October	508.24	1.74	634.46	2.15	681.27	1.54	627.76	1.34
November	411.75	1.41	533.67	1.81	700.23	1.58	579.18	1.24
December	419.267	1.43	505.93	1.71	605.18	1.37	555.99	1.19
January	288.22	0.98	369.49	1.25	432.35	0.97	398.74	0.86
February	294.12	1.01	366.06	1.24	417.74	0.94	393.45	0.85
march	334.04	1.15	458.77	1.55	523.12	1.18	476.56	1.02
Average	373.82	1.27	458.41	1.55	570.90	1.28	521.40	1.12

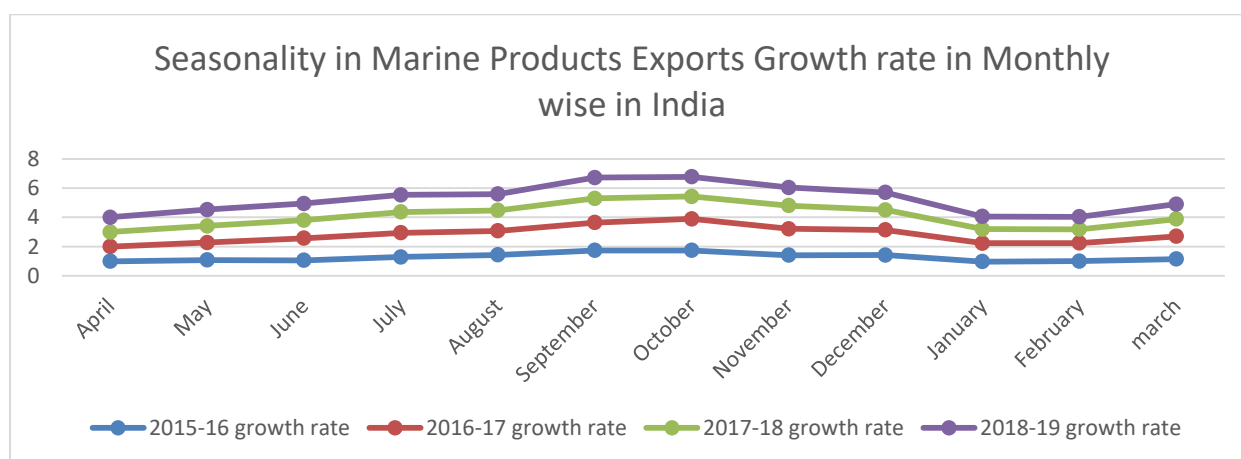


Table 2: Representing the seasonality wise marine product growth rate in India. If you observe the growth rate from April to march month, September and October months recorded more growth rate. This table will be helpful for aqua investors and farmers for producing the marine products according to the months' wise schedule, now they plan for according growth rate of the month-wise schedule. If you observe the lowest growth rate occupied in April month.

Table 3: Marine Products Exporting Growth rate in Value of Top states in India (in million USD)

STATE	AP	Growth	GJ	Growth	KL	Growth	MH	Growth	WB	Growth	TN	Growth
2016	1286	1.00	574	1.00	656	1.00	512	1.00	389	1.00	559	1.00
2017	1792	1.39	716	1.25	736	1.12	557	1.09	500	1.29	568	1.02
2018	2423	1.88	843	1.47	888	1.35	670	1.31	606	1.56	619	1.11
2019	2223	1.73	798	1.39	778	1.19	605	1.18	591	1.52	560	1.00
average	1931	1.5	732.75	1.27	764.5	1.16	586	1.15	521.5	1.34	576.5	1.03

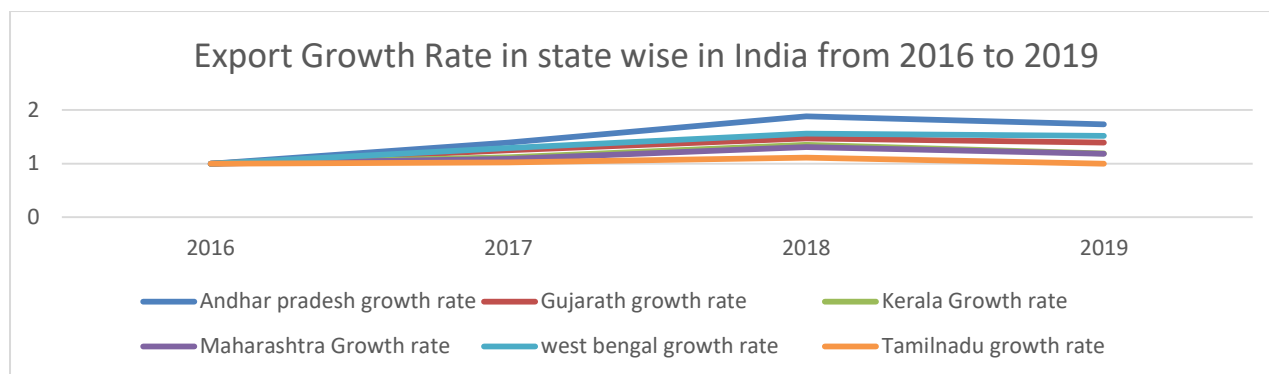


Table 3: Representing the Marine products growth rate in top states wise in India from 2016 to 2019. If you observe the highest growth rate recorded in Andhra Pradesh as of 2018 and 19 and the lowest growth rate recorded in the state of Tamil Nadu as of 2019. If you observe the all state's growth rate is increasing position except Tamil Nadu and Kerala.

Table 4: Marine Products in Category wise of Volume Growth rate in from 2010 to 2019

Year	Fr.Shrimp		Fr.Fin Fish		Fr.Cuttle Fish		Fr.Squid		Dried Items		Live items	
	Qty (Tons)	Growth	Qty	Growth	Qty	Growth	Qty	Growth	Qty	Growth	Qty	Growth
2010-11	151465	1.00	312358	1.00	59159	1.00	87579	1.00	79059	1.00	5208	1.00
2011-12	189125	1.24	347118	1.11	54671	0.92	77373	0.88	53721	0.68	4199	0.81
2012-13	228620	1.50	343876	1.10	63296	1.06	75387	0.86	72953	0.92	4373	0.84
2013-14	301435	1.99	324359	1.03	68577	1.16	87437	0.99	67901	0.86	5080	0.98
2014-15	357505	2.36	309434	0.99	82353	1.39	69569	0.79	70544	0.89	5488	1.05
2015-16	373866	2.47	228749	0.73	65596	1.11	81769	0.93	43320	0.55	5493	1.05
2016-17	434486	2.87	296761	0.95	63320	1.07	99348	1.13	61071	0.77	6703	1.29
2017-18	565980	3.74	353192	1.13	69183	1.17	100845	1.15	88997	1.13	7034	1.35
2018-19	614145	4.05	338933	1.08	60210	1.02	101101	1.15	95296	1.21	10179	1.95
Average	357403	2.35	317197	1.01	65151	1.1	86712	0.98	70318	0.89	5973	1.14

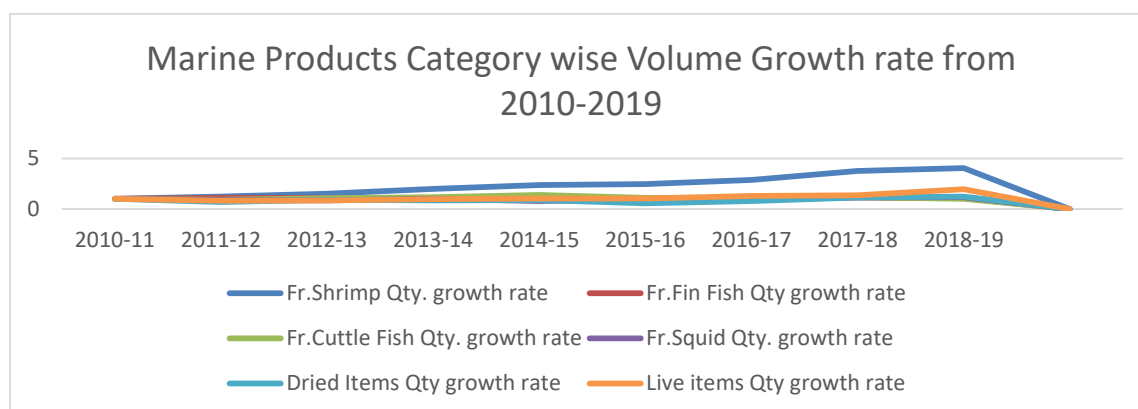


Table 4: Representing the marine products in category wise of productivity growth rate from 2010-2019. If you observe all categories' average growth rate highest average growth rate is recorded by Fr.shrimp is 2.35 followed by live items (1.14) and the least growth rate is occupied by dried items is 0.89. This table representing the fr.shrimp has more demand because it is recorded year by year increasing growth rate. Followed by live items also recorded year by year increasing growth rate.

Table 5: Marine products in Category wise of Value Growth rate in value from 2010 to 2019

Year	Fr.Shrimp		Fr.Fin Fish		Fr.Cuttle Fish		Fr.Squid		Dried Items		Live items	
	Value in(USD)	Growth	Value in(USD)	Growth	Value in(USD)	Growth	Value in(USD)	Growth	Value in(USD)	Growth	Value in(USD)	Growth
2010-11	1261.8	1.00	583.48	1.00	244.62	1.00	223.67	1.00	212.22	1.00	31.46	1.00
2011-12	1741.2	1.38	683.50	1.17	282.72	1.15	262.72	1.17	117.66	0.55	32.46	1.03
2012-13	1803.26	1.43	617.59	1.05	251.54	1.03	256.90	1.15	152.81	0.72	36.82	1.17
2013-14	3210.94	2.54	708.63	1.21	228.13	0.93	284.60	1.27	167.89	0.79	46.70	1.48
2014-15	3709.76	2.94	619.66	1.06	300.69	1.23	209.84	0.94	165.52	0.78	49.62	1.58
2015-16	3096.68	2.45	529.85	0.90	250.31	1.02	247.53	1.11	111.57	0.53	47.77	1.52
2016-17	3726.38	2.95	672.47	1.15	292.73	1.20	388.64	1.74	199.77	0.94	61.05	1.94
2017-18	4848.19	3.84	733.17	1.26	369.88	1.51	385.01	1.72	163.53	0.77	45.41	1.44
2018-19	4610.59	3.65	699.09	1.20	282.29	1.15	359.01	1.61	189.58	0.89	55.89	1.78
Average	3112.08	2.46	649.71	1.11	278.10	1.13	290.88	1.30	164.51	0.77	45.24	1.44

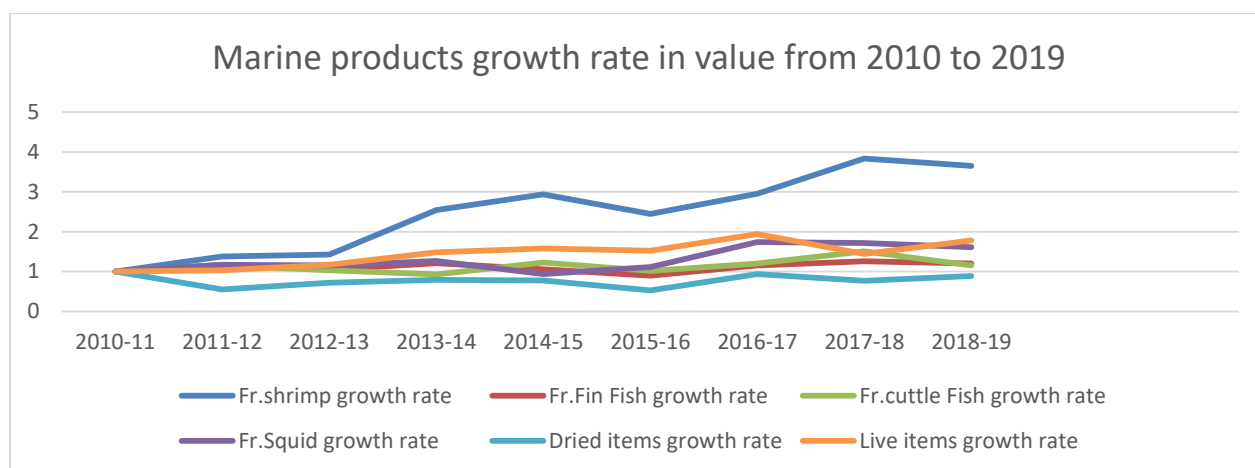


Table 5 representing the marine products of category wise growth rate in value (USD) from 2010 to 2019. If you observe value average growth rate in category wise, fr.shrimp has occupied top position is recorded at 2.46 followed by live items at 1.44 and the least average growth rate occupied by dried items is 0.77. this table is indicating which category of marine products recorded the highest revenue for India.

Opportunities in the Sector:

- Earning of Foreign Exchange
- Employment Opportunities
- Increase the Purchasing Power
- Economies of scale
- Utilize the factor of production

- Anti-Dumping Duty
- Withdrawal of subsidies for marine industry
- Importers default
- Cultural and language differences
- Food safety legislation
- Political system

Challenges in this sector:

- Increase in reefer base rates
- Terminal charges

Conclusion:

The end of the overall study has been observed, overall exports performance was good, let us discuss one by one, Marine products volume and value growth rate is very interesting because it is increasing year by year. Coming to the season-wise performance of marine products, September and October months are recorded the highest growth rate comparing to other months. If you observed marine products in category wise, Fr.Shrimp has recorded the highest growth rate, it is exporting to US around 50 to 60% of Fr.Shrimp exports. Finally, let us see marine products exporting state-wise performance, Andhra Pradesh has recorded the highest average growth rate, followed by Gujarat. Interestingly, other major coastal states like Tamil Nadu, and Karnataka have not been able to capitalize on their coastlines to contribute to exports.

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