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Savita Jagtap
Department of Agricultural
Economics, College of
Agriculture Sonai, Newasa,
Ahmednagar, Maharashtra,
India

Renuka Shedge
Department of Agricultural
Economics, College of
Agriculture Sonai, Newasa,
Ahmednagar, Maharashtra,
India

Sujata Perne
Department of Agricultural
Economics, College of
Agriculture Sonai, Newasa,
Ahmednagar, Maharashtra,
India

Corresponding Author
Savita Jagtap
Department of Agricultural
Economics, College of
Agriculture Sonai, Newasa,
Ahmednagar, Maharashtra,
India

Export competitiveness of potato

Savita Jagtap, Renuka Shedge and Sujata Perne

Abstract

India is second largest producer of vegetables in the world after China. Potato is short duration crop is nutritionally superior and capable of producing high amount of food per unit area and time. It strategic crop from export point of view. Total export of potato during 2009-10 is 56960.22 MT with value 4794.45 lakhs. In a view of the above, the study was undertaken with objectives to examine the export competitiveness of potato. The NPC was having less than unity indicated that Indian potato was marginally competitive in the international market and it indicates that potato is an effective exportable commodity and has competitiveness is the international market.

Keywords: export, competitiveness, potato, NPC

Introduction

India is second largest producer of vegetables in the world after China. The production of vegetables in the India has touched 129077 thousands MT in the year 2007-08. Potato is short duration crop is nutritionally superior and capable of producing high amount of food per unit area and time. It can be planted and harvested as per the requirement of cropping system. In India bulk of potatoes are grown during the winter season under short day conditions and are harvested from January to March, when fresh potato are not available in most of the part of northern hemisphere making it strategic crop from export point of view. The production of potato has noticed up to the 34391 thousands MT with total area of 1828HA. The productivity of potato share 26.6% to the total production of vegetables crop in 2008-09. (Horticulture database 2008-09). Total export of potato during 2009-10 is 56960.22 MT with value 4794.45 lakhs. In a view of the above, the study was undertaken with the objectives. Objective- To examine the export competitiveness of potato.

Data and Methodology

The study was based on secondary data on export of potato in terms of quantity, value and unit value which were collected from the Apeda, NHRDF, NHB, USDA publications and Directorate General of Commercial Intelligence and Statistics, Government of India. The data collected for the period of 2001 to 2010.

Analytical Technique

Export Competitiveness is the objective of a nation to grown successfully to maintain its share world trade. The export competitiveness was studied using:

$$NPC = \frac{P_d}{P_b}$$

Where, NPC = Nominal protection coefficient

P_d = Domestic price of commodity

P_b = International price or Border price or reference price

The Wholesale price of Bombay market was taken for potato as a domestic price.

When there is no protection given to the commodity its domestic price is equal to its border price and NPC is equal to 1. NPC more than one indicates that protection is given to the commodity and there for trade liberalization would reduce the domestic price: conversely NPC is less than one indicates that commodity is taxed and liberalization would raise the domestic price.

Results and Discussion

Export competitiveness of Potato exports

In the study, NPC as a measure of assess in competitiveness was used as it measures the degree of protection to the domestically produced commodities NPC is generally estimated and presented in Table 1.

Table 1: Nominal protection coefficient (NPC) of Patato (2001 to 2010)

Sr. No.	Year	Potato
1.	2001	0.32
2.	2002	0.17
3.	2003	0.10
4.	2004	0.11
5.	2005	0.12
6.	2006	0.18
7.	2007	0.17
8.	2008	0.10
9.	2009	0.17
10.	2010	0.14
	Average	0.15

Table no 1 revealed that nominal protection coefficient for average was much below than unity (0.15%). The NPC for Indian potato was ranges between 0.10 to 0.33. The NPC was less than unity in all years. Thus indicated that the domestic price of potato was below the international price of the domestic potato in an efficient exportable commodity.

Conclusion

The NPC was having less than unity indicated that Indian potato was marginally competitive in the international market and it indicates that potato is an effective exportable commodity and has competitiveness is the international market. The average NPC of potato was 0.15. This indicated that there was wide scope for increasing the export of potato.

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