



ROLE OF APEDA IN SUSTAINABLE AGRICULTURAL MARKETING IN INDIA

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ABSTRACT

The trade portal is known as Agri Exchange. The APEDA (Agricultural and Processed Food Products Export Development Authority), Government of India, has made a similar endeavor, where digital trading is the specialty. The webpage has taken shape thanks to the collaborative work of the UNCTAD (United Nations Conference on Trade and Development) and the Ministry of Agriculture. Internationally, agriculture buyers and sellers have been provided a platform to offer, negotiate, and conduct a contract. Aside from that, it is loaded with the most recent facts about India and the world. This study utilized both descriptive and exploratory research designs. In this study, forecasting analysis and the growth rate for the volume and value of selected agricultural commodities imports into India are used. The purpose of this study was to investigate the growth in the quantity of selected agricultural commodity imports as well as estimate the value of these imports in India.

KEYWORDS : Marketing, Agricultural, Products, APEDA, Trade.

INTRODUCTION

The Government of India established the APEDA (Agricultural and Processed Food Products Export Development Authority) under the Agricultural and Processed Food Products Export Development Authority act, which was enacted by Parliament in December 1985. The act took effect on 13th February 1986, with the publication in the Gazette of India (About AgriExchange, n.d.). The Authority was established in place of the PFEPCC (Processed Food Export Promotion Council) (Agriculture In India: Agricultural Exports & Food Industry in India | IBEF, n.d.). The APEDA is in charge of export promotion and development for the scheduled items. APEDA also serves as the secretariat for the National Accreditation Board (NAB) in charge of implementing certifying body accreditation under the NPOP (National Programme for Organic Produce) for organic exports. Organic products for export can only be defined if they are processed, produced, and packed in accordance with the requirements outlined in the document of the NPOP. INDIA Export statistics are statistics on goods, commodities, or services that are sent to another country for sale or trade. Many groups monitor exports (Home | Department of Agriculture & Farmers Welfare | MoA & FW | Government of India, India, n.d.). As a result, they provide country-specific and worldwide trade information, as well as assistance to economic planners in identifying a country's primary strengths and areas for improvement. There are various levels and metrics for evaluating export

performance (BASMATI EXPORT DEVELOPMENT FOUNDATION, n.d.). At many levels, export data is gathered and analyzed. The specified objectives are to explore the growth of quantity in selected agricultural commodity imports and to estimate the value of selected agricultural commodity imports in India. The secondary data obtained from Indian government departments are studied, In this study using forecasting analysis and the growth rate for both in quantity and value of selected commodities imports in India.

METHODOLOGY

Secondary data have been collected and used to forecast and analyze the growth in quantity and value of specified agricultural commodities imports into India under the APEDA. Annual reports from the Ministries of Agriculture & Farmers Welfare, Ministry of Statistics, and Programme Implementation of the Govt of India were used to collect data for the four-year period 2019-2022. Charts and forecasting analysis are used to analyze the collected data. The research designs used in this study are both descriptive and exploratory.

RESULT AND DISCUSSION

The data analysis has been split into two sections. The first section deals with the growth of selected agricultural commodities imports into India under the APEDA. The second section examines the estimated value of selected agricultural commodity imports into India until 2024.

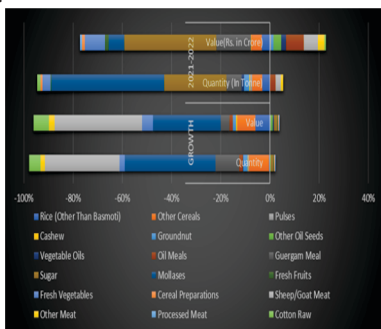
Table 1 Growth Of The Quantity And Value Of Selected Agricultural Commodities Imports Into India

Commodities	2019-2020		2020-2021		GROWTH		2021-2022		GROWTH	
	QUANTITY (IN TONNE)	VALUE (IN CRORE)	QUANTITY (IN TONNE)	VALUE (IN CRORE)	QUANTITY (IN PERCENT)	VALUE (IN PERCENT)	QUANTITY (IN TONNE)	VALUE (IN CRORE)	QUANTITY (IN PERCENT)	VALUE (IN PERCENT)
Rice (Other Than Basmati)	5.64	78.75	4.76	24.67	-0.185	-2.192	2.72	18.56	-0.750	-0.329
Other Cereals	673.06	1221.12	134.79	331.1	-3.993	-2.688	69.43	228.65	-0.941	-0.448
Pulses	2898.08	10221.45	2466.16	11937.59	-0.175	0.144	2047.29	12500.16	-0.205	0.045
Cashew	941.42	9026.34	834.4	7491.21	-0.128	-0.205	766.04	7387.6	-0.089	-0.014
Groundnut	1.95	11.47	1.04	7.95	-0.875	-0.443	0.71	8.87	-0.465	0.104
Other Oil Seeds	410.94	1527.78	506.88	2165.28	0.189	0.294	510.73	3164.26	0.008	0.316
Vegetable Oils	14722.11	68558.16	13540.01	82123.26	-0.087	0.165	10869.48	104162.6	-0.246	0.212
Oil Meals	859.8	1519.48	509.79	1017.61	-0.687	-0.493	1089.82	3868.62	0.532	0.737

Guergam Meal	2.15	25.9	0.37	11.02	-4.811	-1.350	0.15	4.51	-1.467	-1.443
Sugar	1117.73	2473.25	1964	4720.01	0.431	0.476	282.58	973.52	-5.950	-3.848
Mollases	31.72	10.21	1.65	0.92	-18.224	-10.098	0.14	0.56	-10.786	-0.643
Fresh Fruits	993.73	14137.09	1211.83	15764.86	0.180	0.103	1102.46	13717.88	-0.099	-0.149
Fresh Vegetables	150.1	594.82	72.9	225.57	-1.059	-1.637	41.27	122.13	-0.766	-0.847
Cereal Preparations	95.94	1007.66	113.33	1212.15	0.153	0.169	95.23	1088.61	-0.190	-0.113
Sheep and Goat Meat	0.16	13.21	0.01	0.94	-15.000	-13.053	0.02	2.27	0.500	0.586
Other Meat	0.95	32.82	0.5	17.5	-0.900	-0.875	0.66	24.12	0.242	0.274
Processed Meat	0.12	4.52	0.14	5.12	0.143	0.117	0.14	4.69	0.000	-0.092
Cotton Raw	744.33	9371.21	231.36	2861.19	-2.217	-2.275	177.83	3073.85	-0.301	0.069
TOTAL	23649.93	119835.2	21593.92	129918	-	-	17056.7	150351.4	-	-

Source: Indiatat (quantity And Value Of Imports Of Agriculture Commodities In India, N.d.), Analysed From Table 1

Table 1 reveals that India imported 13540.01 tonnes of vegetable oils worth 82123.26 crores; the second highest imported commodity was 2466.16 tonnes of pluses worth 11937.59 crores; and the third highest imported commodity was 1964 tonnes of sugar worth 4720.01 crores in the fiscal year 2020-2021. India imported 10869.48 tonnes of vegetable oils worth 104162.6 crores; the second highest imported commodity was 2047.29 tonnes of pluses worth 12500.16 crores; and the third highest imported commodity was 1102.46 tonnes of fresh fruits worth 13717.88 crores in the fiscal year 2021-2022.



Source: Compute From Table 1
Figure 1

Figure 1 shows that in the fiscal year 2021-2022, India imported 10869.48 tonnes of vegetable oils worth 104162.6 crores; the second highest imported commodity was 2047.29 tonnes of pluses worth 12500.16 crores; and the third highest imported commodity was 1102.46 tonnes of fresh fruits worth 13717.88 crores. Imports of the commodity into India attained the highest growth level in the years 2021-2022, with a 0.532 percent increase in quantity in tonnes and a 0.737 percent increase in value in crores, as shown in Figure 1. Sheep and goat meat had the second highest growth rate in commodity imports into India, increasing by 0.500 percent in quantity in tonnes and 0.586 percent in value in crores. Other meat was the third fastest-growing commodity import into India, increasing by 0.242 percent in quantity per tonne and 0.274 percent in value in crore.

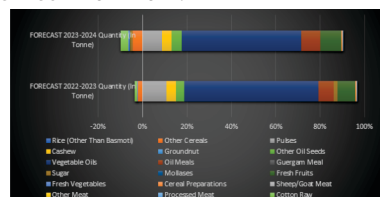
Table 2 Forecast Analysis For Quantity Of Selected Agriculture Commodities Imports Into India

Commodities	2019-2020 Quantity (in Tonne)	2020-2021 Quantity (in Tonne)	2021-2022 Quantity (in Tonne)	Forecast 2022-2023 Quantity (in Tonne)	Forecast 2023-2024 Quantity (in Tonne)
Rice (Other Than Basmati)	5.64	4.76	2.72	1.453333	0.006666
Other Cereals	673.06	134.79	69.43	-311.203333	-613.018333
Pulses	2898.08	2466.16	2047.29	1619.72	1194.325
Cashew	941.42	834.4	766.04	671.906667	584.216667
Groundnut	1.95	1.04	0.71	-0.006666	-0.626666
Other Oil Seeds	410.94	506.88	510.73	575.973333	625.868333
Vegetable Oils	14722.11	13540.01	10869.48	9191.236667	7264.921667
Oil Meals	859.8	509.79	1089.82	1049.823333	1164.833333
Guergam Meal	2.15	0.37	0.15	-1.11	-2.11
Sugar	1117.73	1964	282.58	286.286667	-131.288333
Mollases	31.72	1.65	0.14	-20.41	-36.2
Fresh Fruits	993.73	1211.83	1102.46	1211.403333	1265.768333
Fresh Vegetables	150.1	72.9	41.27	-20.74	-75.155
Cereal Preparations	95.94	113.33	95.23	100.79	100.435
Sheep/ Goat Meat	0.16	0.01	0.02	-0.076666	-0.146666
Other Meat	0.95	0.5	0.66	0.413333	0.268333
Processed Meat	0.12	0.14	0.14	0.153333	0.163333
Cotton Raw	744.33	231.36	177.83	-181.993333	-465.243333

Rice (Other Than Basmati)	5.64	4.76	2.72	1.453333	0.006666
Other Cereals	673.06	134.79	69.43	-311.203333	-613.018333
Pulses	2898.08	2466.16	2047.29	1619.72	1194.325
Cashew	941.42	834.4	766.04	671.906667	584.216667
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Oil Meals	859.8	509.79	1089.82	1049.823333	1164.833333
Guergam Meal	2.15	0.37	0.15	-1.11	-2.11
Sugar	1117.73	1964	282.58	286.286667	-131.288333
Mollases	31.72	1.65	0.14	-20.41	-36.2
Fresh Fruits	993.73	1211.83	1102.46	1211.403333	1265.768333
Fresh Vegetables	150.1	72.9	41.27	-20.74	-75.155
Cereal Preparations	95.94	113.33	95.23	100.79	100.435
Sheep/ Goat Meat	0.16	0.01	0.02	-0.076666	-0.146666
Other Meat	0.95	0.5	0.66	0.413333	0.268333
Processed Meat	0.12	0.14	0.14	0.153333	0.163333
Cotton Raw	744.33	231.36	177.83	-181.993333	-465.243333

Source: Indiatat (quantity And Value Of Imports Of Agriculture Commodities In India, N.d.), Analysed From Table 2

Table 2 shows the volume of the selected commodities from 2019 to 2023. Vegetable oils, pulses, and fresh fruits were the most heavily imported commodities, with a volume of 14722.11 tonnes in 2019-2020, 13540.1 tonnes in 2020-2021, and 10869.48 tonnes in 2021-2022.



Source: Compute From Table 2
Figure 2

Figure 2 shows that the forecast volume for vegetable oils will have the highest import volume in tonnes in the year 2022-2023, contributing to 9191.23 tonnes more in India. Pulses will have the second highest forecast volume in tonnes in 2022-2023, increasing by 1619.72 tonnes in India. Fresh fruits will have the third highest forecast volume in tonnes in 2022-2023, increasing by 1619.72 tonnes in India. The forecast volume in tonnes for commodities in the years 2023–2024 is that vegetable oils will be the highest import volume, increasing by 7264.92 tonnes in India. Fresh fruits will have the second-highest forecast volume in tonnes in 2022–2023, expanding by 1265.76 tonnes in India. Pulses will have the third highest forecast volume in tonnes in 2022–2023, increasing by 1194.32 tonnes in India.

CONCLUSION

This study concluded that India imported 13540.01 tonnes of vegetable oils worth 82123.26 crores through Agri Exchange and the APEDA in the fiscal year 2020-2021, the second highest imported commodity was 2466.16 tonnes of pluses worth 11937.59 crores, and the third highest imported commodity was 1964 tonnes of sugar worth 11937.59 crores. In the fiscal year 2021-2022, India imported 10869.48 tonnes of vegetable oils worth 104162.6 crores, the second highest imported commodity was 2047.29 tonnes of pluses worth 12500.16 crores, and the third highest imported commodity was 1102.46 tonnes of fresh fruits worth 13717.88 crores. Imports of the commodity into India attained the highest growth level in the years 2021-2022, with a 0.532 percent increase in quantity in tonnes and a 0.737 percent increase in value in crores. Sheep and goat meat had the second highest growth rate in commodity imports into India, increasing by 0.500 percent in quantity in tonnes and 0.586 percent in value in crores. Other meat was the third fastest-growing commodity import into India, increasing by 0.242 percent in quantity per tonne and 0.274 percent in value in crore. This study predicts the forecast volume for vegetable oils will have the highest import volume in tonnes in the year 2022-2023, contributing to 9191.23 tonnes more in India. The forecast volume in tonnes for commodities in the years 2023–2024 is that vegetable oils will be the highest import volume, increasing by 7264.92 tonnes in India.

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