



**A STUDY ON AWARENESS OF PROSPECT AGRI
EXPORTER ON EXPORT SCHEMES OFFERED BY
GOVERNMENT OF INDIA.**

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ABSTRACT

The purpose of this study is to assess the level of awareness of the various export programs provided by the Indian government among potential agricultural exporters in India. The study investigated how well-informed prospect agricultural exporters are about programs like the National Agricultural Cooperative Marketing Federation of India, Export Credit Guarantee Corporation of India, Agricultural and Processed Food Products Export Development Authority, Market Access Initiative, and Trade Infrastructure for Export Scheme. A sample of potential agricultural exporters surveyed using survey questionnaires as part of the research's quantitative methodology. The study's findings offer light on the efficacy of the government's current agricultural export promotion initiatives, as well as any areas that may require further awareness-raising and instructional actions to enhance their impact.

Keywords: Awareness, Agriculture, Export Scheme, Market Access Initiative.

1.INTRODUCTION

Exports of agricultural products are an important component of India's economy, helping the country earn significant amounts of foreign currency and providing a means of subsistence for millions of farmers. The Indian government has implemented a variety of schemes and initiatives to encourage and support agricultural exports in the country. However, the effectiveness of these initiatives is dependent on how well-informed prospective agricultural exporters are about the various government export incentives. The purpose of this research is to measure the level of awareness of prospective agricultural exporters in India about the government's export programs. The purpose of this study is to determine how well agricultural exporters understand various initiatives such as the Agricultural Export Policy, Market Access Initiative, Trade Infrastructure for Export Scheme, Agricultural and Processed Food Products Export Development Authority, Export Credit Guarantee Corporation of India, and National Agricultural Cooperative Marketing Federation of India. This study intends to provide insights into the efficiency of current government efforts to encourage agricultural exports by analyzing the level of awareness among prospective agricultural exporters. Furthermore, the study will identify areas where additional awareness and education efforts may be required to maximize the impact of these initiatives. This research study has the potential to contribute to the establishment of successful policies and initiatives targeted at increasing agricultural exports in India and improving farmers' livelihood chances.

1.1 OBJECTIVES OF THE STUDY

The Objectives of the study are as follows:

- To identify the level of awareness and to find out the factors that affect awareness level among prospect Agri exporters regarding the various government schemes available for agriculture product exporters.
- To suggest measures to improve the adoption of government schemes among Prospect Agri exporters for agriculture product export.
- To learn why a potential agricultural exporter will use the Indian government's Agri export initiatives

1.2 SCOPE AND LIMITATIONS

The research study will provide empirical evidence on prospective agricultural exporters' awareness of the government's export initiatives. The study's findings will provide insights into the effectiveness of the government's efforts to promote agricultural exports and indicate areas where further awareness and education efforts may be necessary. The study is limited to Tamil Nadu and will last from December 2022 to May 2023. The findings of the study are applicable and reflect the majority of persons in the studied area.

2. REVIEW OF LITERATURE

Behera, A. K., & Nayak, A. K. (2017). A comparative study of Indian and Chinese agriculture exports. India and China's agricultural exports are compared by Behera and Nayak. In order to increase its competitiveness in the global market, India should concentrate on improving the quality of its agricultural products, enhancing infrastructure, and implementing supportive policies, according to the study, which finds that China has been able to capture a larger share of the global market for agricultural exports than India.

Bhuyan, B. G., & Das, D. K. (2017). Impact of agricultural export on Indian economy: An empirical analysis. Bhuyan and Das used empirical research to examine the effects of agricultural exports on the Indian economy. The government should concentrate on improving the quality of agricultural goods and putting supporting policies in place to improve the country's exports, according to the study, which shows that agricultural exports have a favorable influence on the economy of the nation.

Jain, M. P. (2018). Agricultural export policy of India: A critical review in this article, Jain critically examines India's agricultural export policy and highlights the challenges faced by Indian farmers in accessing global markets. The author also suggests ways to improve the export policy and increase the competitiveness of Indian agricultural products in the global market.

Babu, G. R., & Tiwari, R. (2018). Agricultural exports from India: Policy, performance, and prospects. Babu and Tiwari look at the strategy, results, and future of India's agricultural exports. According to the report, the government has put in place several programs to encourage

agricultural exports, but the nation is still struggling with issues including poor infrastructure, a lack of technology, and subpar agricultural output. According to the report, in order to increase the nation's agricultural exports, the government should concentrate on enhancing these aspects.

Hazra, P. (2019). Impact of export subsidy on Indian agriculture: Hazra analyses how export subsidies affect Indian agriculture. The study concludes that export subsidies affect Indian agriculture in both favorable and unfavorable ways and advises the government to concentrate on establishing supporting policies to increase the competitiveness of Indian agricultural goods in the international market.

Ranjan, R. (2019). Agricultural export policy of India: Ranjan gives a summary of India's agricultural export strategy and identifies the most important steps the government has done to encourage agricultural exports. According to the report, in order to expand its agricultural exports, India should concentrate on raising the quality of its agricultural goods, strengthening its infrastructure, and putting supporting legislation in place.

Samanta, G. P., & Sarkar, S. (2019). Agricultural exports from India: Samanta and Sarkar examine the patterns, difficulties, and potential growth of Indian agricultural exports. The report reveals that while India's agricultural exports have grown over time, the nation still confronts issues including poor infrastructure, low productivity, and a lack of technology. According to the report, in order to increase the nation's agricultural exports, the government should concentrate on enhancing these aspects.

Navya, B., Soumya, C., Gummagolmath, K. C., & Rani, B. J. (2022). “A Study on Export potential of agricultural commodities of Telangana” found out that to attain the ambitious aim of doubling farmer income and strengthening India's value chain, the export system must be enhanced efficiently. To accomplish this goal, the AEP should be implemented with a long-term perspective, addressing the challenges that farmers and exporters face.

3. RESEARCH METHODOLOGY

The research is descriptive in character because the purpose is to seek the truth. the sample size for the study is 102. Primary and secondary data were employed in the investigation. Primary information was obtained from Prospect Agri exporters among students, while secondary information was obtained from a variety of publications, theses, and research papers that are recognized as reliable and credible sources. A structured questionnaire was prepared and sent to collect the main data. A convenience sampling was employed to choose samples from the population. Statistical tools such as Factor analysis and Chi Square and Correlation and Weighted average were executed.

4. DATA ANALYSIS AND CONSTRUE

This research executed Weighted Average, Chi Square and Correlation analysis for examining various variables which supports the framed objectives.

4.1 Chi-Square Analysis

Finding the relationship between how frequently information about export schemes reach prospect exporters and their awareness level on export schemes.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.185 ^a	16	<.001
Likelihood Ratio	43.402	16	<.001
Linear-by-Linear Association	27.302	1	<.001
N of Valid Cases	102		

H0: There is no relationship between how frequently the information is reached prospect exporters and their awareness level of export promotion schemes

H1: There is a relationship a relationship between how frequently the information is reached prospect exporters and their awareness level of export promotion schemes.

Chi square analysis resulted with 0.001 significance value which is less than 0.005 hence rejected H0 and accepted H1.

The analysis shows that there exists a relationship between frequency of information reaching from government side to prospect exporters and their level of awareness regarding export promotion schemes

4.2 Correlation

		Value	Asymptotic Standard Error	Approximate T ^b	Approximate Significance
Interval	by Pearson's R	.520	.070	6.087	<.001 ^c
Interval					
Ordinal	by Spearman Correlation	.529	.073	6.231	<.001 ^c
Ordinal					
N of Valid Cases		102			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Table 2: Correlation

Pearson's R value found to be .520 which is closer to 1 this shows that there is a positive correlation between the frequency of information reaching the prospect exporters and their awareness level on export schemes.

4.3 Weighted Average:

Table 3: Methods to improve the reach of government schemes

	Reduce the complexity of the application and approval processes.	Increase exporter incentives and subsidies.	Increase the number of goods eligible for benefits.	Increase public knowledge of the schemes/initiatives.	
Excellent	60	90	75	140	365
Very Good	16	16	8	24	64
Good	6	6	15	3	30
Average	0	0	6	0	6
Poor	0	0	2	0	2
	82	112	106	167	467

Weighted Average analysis was conducted to find out the how to improve the reach of government schemes. It was found that increasing public knowledge of the schemes/initiatives was the number one preferred measure; followed by Increasing exporter incentives and subsidies.

4.4 Weighted Average:

Table 4: Reasons for Opting an export scheme

	Assistance for Trail Shipment	Certifications provided by government.	Brand Registration	Financial Assistance	
Excellent	40	25	10	25	100
Very Good	100	48	68	44	260
Good	72	102	90	75	339
Average	50	60	66	80	256
Poor	20	21	20	21	82
	282	256	254	245	1037

Weighted Average analysis was conducted to find out the reason for opting an export scheme. It was found that number 1 factor for opting an Agriculture export scheme is for Assistance for trail shipment; followed by Certifications provided by government for exporters.

FINDINGS

The goal of this research was to analyze prospect agricultural exporters' knowledge of the different export programs given by the Indian government. This study aims to give insights on the awareness and efficiency of the government's export programs in encouraging agricultural exports from India by a thorough survey. The study's findings provide vital insights into prospect agricultural exporters' understanding and use of export initiatives in India. The report reveals the gaps in understanding and utilization of these programs, as well as the difficulties that exporters have in accessing them. Furthermore, the report makes recommendations to policymakers and exporters on how to raise knowledge of and use these programs to improve agricultural exports.

The results of various tests are discussed further.

I. Findings of Chi-Square: The result of Chi-square analysis reveals that there is a relationship between the frequency of information reaching from government side to prospect exporters and their level of awareness regarding export promotion schemes.

II. Findings of Correlation: The correlation finding demonstrates that there is a positive correlation between the frequency of information reaching prospective exporters and their level of knowledge of export schemes.

III. Findings of Weighted Average:

- a. According to the Weighted Average study, boosting public awareness of the schemes/initiatives was the most recommended approach.
- b. According to the weighted average analysis of the reasons for choosing an export scheme, the number one element is assistance with trail shipping, followed by certifications offered by the government for exporters.

CONCLUSION

This study on the awareness of prospective Agri exporters on export schemes offered by the government of India points out despite the government's attempts to boost exports, the statistics show that a large proportion of agricultural exporters are still ignorant of the programs, and many who are aware do not fully utilize them. Governments should take steps to increase awareness and use of these initiatives. Among these efforts are the simplification of the program's application process and the expansion of information and support services for exporters. This study also depicts that there is positive correlation between the frequency of prospect exporters receiving information about export schemes and their understanding of export initiatives. This finding emphasizes the necessity of communication between the government and exporters in raising awareness and assuring the effectiveness of export promotion programs.

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