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A study on challenges faced by perishable exporters with special reference to Coimbatore

Dr. Poorna K and Karthika R

Abstract

Perishable products are those that worsen in quality over time, and become lesser in value. Perishable goods decay rapidly if not refrigerated, or if some other preservation technique is not employed. Especially foodstuff, subject to destruction or death or decay. The term perishable products encompass fresh fruit, vegetables, meat, dairy and eggs. These items need to be shipped under strictly controlled temperature and storage conditions. Dried canned or otherwise preserved foods are not considered perishable and therefore do not require such strict shipping and handling conditions. India is the second largest producer of fruits and vegetables in the world and is the second largest vegetable exporter. There is a marginal decline in perishable air exports (fruits, vegetables, flowers, seafood, meat) out of India, in the range of -2 per cent. “We have not seen the demand for mango and grape exports for the past 3-4 years, as compared to the earlier years. Mango exports to USA have also not been successful,”

Keywords: Perishable products, Manufacturer, Air Exports

1. Introduction

Perishable products are those that worsen in quality over time, and become lesser in value. Perishable goods decay rapidly if not refrigerated, or if some other preservation technique is not employed. Especially foodstuff, subject to destruction or death or decay.

India is the second largest producer of fruits and vegetables in the world and is the second largest vegetable exporter. Punjab grows the maximum vegetables in North India. Gujarat is one of the major states exporting banana. Maharashtra, Gujarat, Tamil Nadu, Andhra Pradesh, Karnataka and Bihar are the major Banana-producing states. Lichies are currently being exported to The Netherlands, United Arab Emirates, Saudi Arabia and Russia, Mangoes (Alphanso) from Mumbai are exported all over the world.

There is a marginal decline in perishable air exports (fruits, vegetables, flowers, seafood, meat) out of India, in the range of -2 per cent. “We have not seen the demand for mango and grape exports for the past 3-4 years, as compared to the earlier years. Mango exports to USA have also not been successful”.

This Temperature controlled facility will cater to all types of Export Perishables and temperature sensitive cargo. It has the capacity for handling close to 45000 Metric Tons of cargo, which will go up once this facility can be expanded.

1.1 Transportations of perishable goods

Perishable goods are goods in the transport of requiring compliance with a special temperature control. The conditions and requirements for the transport of goods of this kind are strictly regulated. In particular, the general rules of carriage of goods by road in a special section allocated Rules transport of perishable goods by road in intercity traffic.

1.2 The following types of perishable goods

Plant products (berries, fruits, vegetables, etc.), Products of animal origin (meat, fish, milk, etc.), Food processing (fats, cheeses, dairy products), Living plants.

2. Objectives of the study

- To identify the problems faced by perishable exporters.
- To analyze export potential market for perishable commodities.
- To provide suggestion to the perishable exporters.

3. Scope of the study

We hope that this Study will add to the understanding of the complex issue. In addition, the present study can serve as a benchmark, so that follow-up studies can track progress, on both at national and International level.

4. Research Methodology

Area of the study - Coimbatore is chosen for the study.

Research Plan

Data source: Primary data and Secondary data

Research Instrument: Questionnaire

5. Statistical tool used for analysis

The following tools are to be used for analysis purpose.

- Chi-Square
- Weighted Average Mean

6. Literature Survey

6.1 Issues and challenges in the supply chain of fruits & vegetables sector in India

The exporters of Fruits and Vegetables in India face the following challenges pertaining to the category of infrastructure, processing & value addition, financial and information. Some of the major identified key challenges are Lack of Infrastructure Facilities, Low Processing and Value

Addition, Low farmer income, Supply Chain inefficiency, large number of Intermediaries/fragmented supply chain, Poor Quality & Safety standards. Overcoming these issues will benefit the farmers, state government, transporters and food processing unit in the form of reduced losses and wastage, increase in the price share of the farmer, provides employment opportunities to the local people etc.

6.2 Efficient Cold Chain: Lifeline of perishables

The one-day conference on Cold Chain organized by the PHD Chamber of Commerce & Industry saw a discussion on the challenges facing the sector. The participants discussed the need for latest technologies, trained manpower and upgradation of infrastructure facilities such as roads and power so as to meet the demand of food in the country.

6.3 NCCD has recently launched a Reefer Vehicle Call-in-centre (RVC)

Temperature control effectively buys time by enhancing the saleable life of fresh foods. This time is best utilized to travel to markets. But, if during travel, the time is wasted in unnecessary delays then it is contradictory to the essence of cold chain. These delays are informally stated as bottlenecks on highways, such as extortion, toll point delays, documentary inspections at check points, etc. These are all governance issues and so we launched a toll free number so that formal reports of these complaints can be recorded. This is called RVC and the number is 1800-267-2663.

7. Data analysis and interpretation

7.1 chi-Square

Table 1: showing the major exporting countries and most exporting product

Major exporting countries	Most exporting product				
	Vegetables	Fruits	Flowers	All the Above	Total
Gulf countries	3	4	0	2	9
European countries	4	7	2	0	13
Malaysia	1	6	4	2	13
All the above	1	2	10	2	15
Total	9	19	16	6	50

Source: Primary Data

H₀: There is no significant relationship between the year of experience and future market of perishable exports.

H_a: There is a significant relationship between the year of experience and future market of perishable exports.

0	E	(0-E)	(0-E) ²	(0-E) ² /E
3	1.62	1.38	1.9044	1.1755
4	3.42	0.58	0.3364	0.6983
0	2.88	2.88	8.2944	2.88
2	1.08	0.92	0.9846	0.7837
4	2.34	1.76	3.0976	1.3237
7	4.94	2.06	4.2436	0.8590
2	4.16	2.16	4.6656	1.1215
0	1.56	1.56	2.4336	1.56
1	2.34	1.34	1.7956	0.7673
6	4.94	1.06	1.1236	0.2274
4	4.16	0.16	0.0256	6.1538
2	1.56	0.44	0.1936	0.1241
1	2.7	1.7	2.89	1.0703
2	5.7	3.7	13.69	2.4017
10	4.8	5.2	27.04	5.6333
2	1.8	0.2	0.04	0.0222
∑0=50	∑E=50	∑0-E=0	∑(0-E) ² =72.7586	∑(0-E) ² /E=26.8018

Degree of freedom = (r-1)*(c-1)
 = (4-1)*(4-1)
 = 3*3
 = 9
 Level of Significance = 0.05
 Table value = 16.919
 Calculated value = 26.801

7.1.1 Interpretation

It is founded from the above table; the table value is less than calculated value at 9 degree of freedom. Hypothesis is rejected hence conclude that there is no significant relationship between the experience and future market.

7.2 Weighted average mean

Table 2: Showing the problems faced by exporters in exporting perishables

Rank	12	11	10	9	8	7	6	5	4	3	2	1			
Factors	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	Total	Mean score	Rank
Document Procedure	0	8	10	9	6	8	3	1	1	1	2	1	50	=8.16	1
	0	88	100	81	48	56	18	5	4	3	4	1	408		
Custom Clearance and Inspection	4	3	9	5	7	9	6	3	2	0	2	0	50	=7.96	3
	48	33	90	45	56	63	36	15	8	0	4	0	398		
Freight Charges	2	2	1	3	6	5	10	10	7	0	2	2	50	=6.2	8
	24	22	10	27	48	35	60	50	28	0	4	2	310		
Transportation	12	0	6	3	2	4	5	5	8	4	2	10	50	=5.12	10
	12	0	60	27	16	28	30	25	32	12	4	10	256		
Packaging	7	3	1	3	5	1	2	1	3	10	7	7	50	=5.62	9
	84	33	10	27	40	7	12	5	12	30	14	7	281		
Government Regulation	8	9	2	4	4	3	3	3	6	4	2	2	50	=7.58	4
	96	99	20	36	32	21	18	15	24	12	4	2	379		
Import Restriction	8	9	4	7	4	2	2	4	2	4	3	1	50	=8.06	2
	96	99	40	63	32	14	12	20	8	12	6	1	403		
Labour Shortage	14	2	2	0	0	0	6	4	2	6	12	2	50	=6.36	6
	168	22	20	0	0	0	36	20	8	18	24	2	318		
Power cut	1	3	0	6	1	1	2	2	8	9	9	8	50	=4.42	11
	12	33	10	54	8	7	12	10	32	27	18	8	221		
Warehousing	0	2	0	3	1	5	2	9	5	5	3	3	50	=4.42	11
	0	22	10	27	8	35	12	45	20	15	18	9	221		
Timely Dispatch	4	6	8	3	8	2	5	5	1	4	2	2	50	=7.52	5
	48	66	80	27	64	14	30	25	4	12	4	2	376		
Container Handling	2	3	8	4	3	11	5	2	1	3	0	8	50	=6.7	7
	24	33	80	36	24	77	30	10	4	9	0	8	335		

Source: Primary Data

7.2.1 Interpretation

From the above table it is inferred by using Weighted Average Mean, it finds that the rank I Document Procedure

with 8.16 and Power cut and warehousing in rank 11 with 4.42.

7.2.2 Weighted Average Mean

Table 3: Showing factors that influences of exporting perishable goods

Rank	5	4	3	2	1			
Factors	I	II	III	IV	V	Total	Mean Score	Rank
Skilled and cheap labour	8	15	16	7	4	50	=3.32	3
	40	60	48	14	4	169		
Good Transport	19	7	7	8	9	50	=3.38	2
	95	28	21	16	9	169		
Strong Finance base	15	17	7	4	7	50	=3.72	1
	75	68	28	8	7	186		
Near to port	3	5	11	20	11	50	=2.38	4
	15	20	33	40	11	2.38		
Available of Water resource	4	8	9	11	18	50	=2.38	4
	20	32	27	22	18	119		

Source: Primary Data

7.2.3 Interpretation

From the above table it is inferred by using Weighted Average Mean, it finds that the Rank I Strong Finance Base with 3.72, and Near to Port and Available of Water Resources in Rank IV with 2.38.

8. Findings

- 50% of the respondents say that there is high demand for the perishables in the International Market.
- 36% of the respondents are exporting to Malaysia.
- 28% of the respondents say that transportation, loading and unloading are the major problems.
- 38% of the respondents say that they have problem in banking procedures and formalities.

9. Suggestions

- Exporters should identify new markets for their products.
- The customs authority must take necessary steps in clearance of perishable agro products to make loading and unloading effective.
- The exporters can avail more financial benefits from Apeida and Nabard for increasing the perishable product exports.

10. Conclusion

The study intimates that the government must implement many regulations for the development of exporting perishables and to reduce transaction and handling cost a single window system to facilitate export of perishable agricultural produce.

11. Reference

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