ABSTRACT

This study entitled “Evaluation of Export Promotional Schemes with special Reference to Agricultural processed Food Products in Karnataka” has been undertaken in the context of understanding the performance of Export Oriented Units who have the support of APEDA. This study is an attempt to analyze and identify the various schemes of APEDA and their impact on Export Oriented Units of Agricultural Processed Food Products.

A thorough literature survey the study is focussed at five objectives. The study was conducted selecting twenty Export Oriented Units in Karnataka. The reference period of study is five financial years starting from 2007-08 to 2011-12.

The findings of the study reveal that there are five different schemes of APEDA out of which Quality Development is given the prime importance. This aspect has close association with India Brand Equity Foundation (IBEF) signifying the importance given to “Made in India” Brand. Research and Development though is considered important universally, as a scheme of APEDA this is not given more importance. Market Development is another scheme which is also recognized and ranks second in the list. The schemes Transport Assistance and Infrastructure Development are not fully recognized, though they rank ahead of the scheme Research and Development.

Export is dependent on Market and Values exported to a greater extent depends on the exchange rate. Over a period of time, Indian Rupee has weakened against US Dollar. This is one of the factors that confirm the variation in the export values as the quantities exported show comparatively lesser correlation compared to FOB values.
The findings of the study suggest that there is a need for higher involvement of APEDA in terms of providing support to all the schemes as far as Agricultural Products are concerned. The government has provided status categories under chapter 3 and recognises the status of the export oriented companies based on FOB values. Though this is a welcome move, many small companies do not come within the purview of the status as defined under chapter 3 which suggests that there is a need for recognising the companies that have lesser FOB values.