SCHEME OF CHAPTERISATION

The present study is divided into six chapters.

The first chapter provides introductory explanation regarding the study to be undertaken with a brief outline on the topic for better comprehension. It not only attempts to clarify major objectives of the study but spells out methodology to be adopted. In addition, it focuses on the products & the markets to be covered with a brief reference to the usefulness of this kind of study. The second chapter deals with important aspect of study, i.e. production, procurement and processing of agro products. An overview of the production scenario of select agro products have been made with respect to area cultivation and output for the last ten years, Various procurement methods used & the problems being faced in procurement have been highlighted. A brief review of a processing of agro products along with processing techniques is taken up at the end.

The third chapter clarifies the conceptual foundation of export marketing. In fact, it is divided into two parts. The first part of this chapter deals with concept, features and need of export marketing. It highlights export marketing strategies & reviews export environment. Difficulties being faced in export marketing have been mentioned. The point of export marketing in globalization process is briefly explained. The second part of the chapter deals with India's export performance in pre and post liberalization era, direction & composition of India's exports, export policies & exports to middle-east countries.

The fourth chapter is on export marketing of agro products & commodities. This chapter attempts to review export performance in
global & middle-east perspectives. In addition, comparative review of India’s export performance in the context of world vs middle-east countries is made. A detailed analysis of export performance of India’s agro products in each middle-east country is taken up in relation to total export performance to middle-east country. For the convenience, the chapter is divided into three parts, (a) agro commodities (b) vegetables & fruits & (c) processed foods.

The fifth chapter covers field work study. Apart from introductory remarks, it clarifies research methodology used including major aspects of the study, data needs & sources, design, communication method, sampling, area planning & size, data collection, tabulation & analysis. The chapter also narrates the problems in the export marketing area which are known from the respondents exporters.

The sixth & final chapter is titled “Findings & Suggestions”. It gives brief summery of the foregoing chapters & provides some suggestions for improving the export performance of India’s agricultural & allied products.

The list of (I) abbreviations used and (II) data table follow this.