

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023

**Major Research Project**

On

**“CARPET EXPORT FROM INDIA  
TRENDS AND OPPORTUNITIES”**

Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore

Research Guide

Dr. ANURADHA PATHAK



Research Scholar  
*Abhishek*  
Abhishek Patidar

# CERTIFICATE

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## INTRODUCTION

Carpet weaving in India was introduced in the 16th century, and Indian carpets have a huge demand in the international markets. India's heritage of handmade carpets has been recognized worldwide with a significant share in global exports for its eco-friendliness, subtle elegance, excellent designs, superior quality, and vibrant color craftsmanship with a human touch. Indian handmade carpet industry is highly labor-intensive and provides employment to over 20 Lakhs workers/ artisans, especially women directly or indirectly in the rural areas.

Currently, India is ranked first in handmade carpet and other floor coverings production and exports in terms of value and volume. The country produces a wide range of handmade carpets and other floor coverings in low, medium, and high quality. Categories of Indian handwoven carpets include Indo Persian, silk, wool and silk, hand-tufted, Zeigler, and Kilim.

The major carpet-producing states in India are Jammu & Kashmir, Himachal Pradesh, Haryana, Punjab, Madhya Pradesh, Rajasthan, Gujarat, Kerala, Andhra Pradesh, Telangana, Odisha, Uttar Pradesh, and the North-Eastern states. Seven key products in the carpet and durries sector registered in a geographical indication (GI) under Intellectual property rights (IPR) are Handmade Carpet of Badoni, Mirpur Handmade Durries, Kashmir Handmade Carpet, Navalgund Durries, Haripur Wall hanging, Wrangle Durries and Agra Durries.





## **CONCLUSIONS**

Textile is one of the basic needs of people and which has evergreen demand in the national as well as international market. The Indian Textile Industry has grown phenomenally and has an overwhelming presence in the economic life of the country. Majority textile manufacturers are working in small scale and engaging with traditional job rate or local orders. Textile manufacturer in Coimbatore District are facing many difficulties for exporting their goods such as majority exporter is exporting their goods through middlemen who get maximum benefit from the export, manufacturer fails to approach directly to foreign customer. Export related government policies and schemes are difficult to access and understand, as well as there is lack of awareness about these policies, schemes, subsidies and financial support. Considering these issues Researcher defined Objectives, Hypothesis and Scope of study.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023

Major Research Project

On

**"A Study on Export of Cotton from India"**

Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore

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Research Guide

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Research Scholar

Mr. Abhishek Pandit



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## ACKNOWLEDGEMENT

The most awaited moment of successful completion of a project is always a result of various factors, namely, availability of facilities, which is not possible without the help and guidance of the people around us. In view of this research work, I take this opportunity to express my sincere gratitude to each and every person who has helped me in the completion of the report.

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## Introduction of Cotton

Cotton plays an important role in the Indian economy as the country's textile industry is predominantly cotton based. India is one of the largest producers as well as exporters of cotton yarn. The textile industry is also expected to reach US\$ 223 billion by the year 2021.

The states of Gujarat, Maharashtra, Telangana, Andhra Pradesh, Karnataka, Madhya Pradesh, Haryana, Rajasthan, and Punjab are the major cotton producers in India.

Cotton is one of the most important fiber and cash crop of India and plays a dominant role in the industrial and agricultural economy of the country. It provides the basic raw material (cotton fiber) to cotton textile industry. Cotton in India provides direct livelihood to 6 million farmers and about 40 -50 million people are employed in cotton trade and its processing. In India, there are ten major cotton growing states which are divided into three zones, viz. north zone, central zone and south zone. North zone consists of Punjab, Haryana, and Rajasthan. Central zone includes Madhya Pradesh, Maharashtra and Gujarat. South zone comprises Andhra Pradesh, Telangana, Karnataka and Tamil Nadu. Besides these ten States, cotton cultivation has gained momentum in the Eastern State of Orissa. Cotton is also cultivated in small areas of non-traditional States such as Uttar Pradesh, West Bengal & Tripura.

Cotton is currently the leading plant fibre crop worldwide and is grown commercially in the temperate and tropical regions of more than 50 countries (Smith1999), with a total coverage of 34 million ha. The cotton seed coat extends into tubular fibre and is spun into yarn. Specific areas of production include countries such as USA, India, China, the Middle East and Australia, where climatic conditions suit the natural growth requirements of cotton, including periods of hot and dry weather, and where adequate moisture is available, often obtained through irrigation. Among the five major cotton growing countries, China holds the highest productivity level (1,265 kg/ha), followed by USA (985 kg/ha), Uzbekistan (831 kg/ha), Pakistan (599 kg/ha) and India (560 kg/ha) (Table 1.1). India ranks first in terms of cultivated area, occupying over a quarter of the world cotton area, followed by China, USA, and Pakistan. About 26.247 million metric tons of cotton are produced globally, and the major countries contributing the most are China, India, USA and



## Conclusion

The Indian textile industry is at present is one of the largest and most important sectors in the economy in terms of output foreign exchange earnings and employment in India. The Textile industry has the enriched The Indian textile industry is at present is one of the largest and most important sectors in the economy in terms of output foreign exchange earnings and employment in India. The Textile industry has the enriched potential to scale new height in the globalized economy.

The textile industry in India has gone through significant changes in anticipation of increased international competition. The industry is facing numerous problems and among them the most important once are those of liquidity for many organized sector units, demand recession and insufficient price realization.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023

**Major Research Project**

On

**“STUDY OF LEATHER AND LEATHER  
PRODUCT EXPORT FROM INDIA”**

Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)

DAVV, Indore

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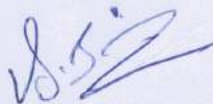


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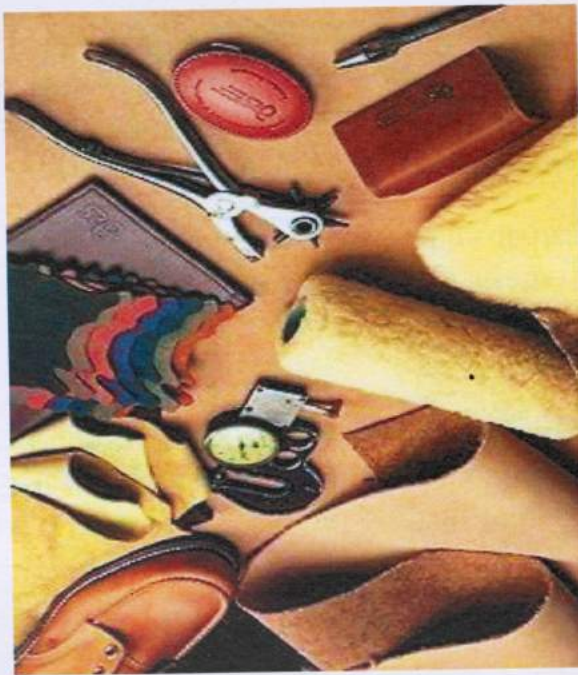
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# INTRODUCTION

Leather is a strong, flexible and durable material obtained from the tanning, or chemical treatment, of animal skins and hides to prevent decay. The most common leathers come from cattle, sheep, goats, equine animals, buffalo, pigs and hogs, and aquatic animals such as seals and alligators.



Leather can be used to make a variety of items, including clothing, footwear, handbags, furniture, tools and sports equipment, and lasts for decades. Leather making has been practiced for more than 7,000 years and the leading producers of leather today are China and India.

Critics of tanneries claim that they engage in unsustainable practices that pose health hazards to the people and the environment near them.





## CONCLUSION

- During 2021-22, India exported total leather and leather product of value US\$ 4.87 billion, a 32% increase from the previous year. In March 2022, the total leather export stood at US\$ 473.87 million.
- Footwear hold the major share in export. The export of different categories of footwear (leather and non- leather) Accounts for about 42.8%. This is followed by leather goods accounting for 26.4% finished leather 9.4% and leather garments 7%.
- USA hold a 23 present share of total export from the country which is highest among the all.
- Leather footwear was exported majorly from our country.



**INDORE INSTITUTE OF MANAGEMENT AND  
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**Batch 2020 - 2023**

**Major Research Project**

**On**

**“Top 10 Nifty companies and their contribution to  
economy”**

  
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## INTRODUCTION

The name "Nifty" is derived from a combination of "National Stock Exchange" and "fifty," reflecting its goal of showcasing the top 50 performing equity stocks traded on the platform.

Nifty is a stock market index in India that is introduced and managed by the National Stock Exchange (NSE). It is a benchmark index that tracks the performance of the top 50 blue-chip companies listed on the NSE across 12 different sectors of the Indian economy, providing investors with a comprehensive view of the Indian economy's performance. These sectors include information technology, financial services, entertainment and media, consumer goods, metals, telecommunications, pharmaceuticals, cement and its products, automobiles, pesticides and fertilizers, energy, and other services.

By tracking the Nifty index, investors can gain insights into the performance of the top-performing companies in each sector, helping them make informed decisions about their investments.

Nifty provides a snapshot of the overall performance of India's stock market by reflecting the changes in the market capitalization of its constituent companies. As a result, Nifty is considered a reliable indicator of the market's direction and helps investors make informed investment decisions.

Nifty plays a crucial role in the Indian stock market as it represents a significant portion of the market capitalization of the NSE. In other words, the Nifty 50 companies collectively account for a notable portion of the total value of all companies listed on the NSE.

Moreover, Nifty is used as a benchmark by fund managers, traders, and investors to evaluate the performance of their portfolios. For example, if a mutual fund claims to have outperformed the market, it's usually measured against the returns generated by Nifty.

NIFTY is a popular stock market index in India that investors, traders, analysts, and fund managers widely use to track the overall performance of the Indian stock market. The index comprises the top 50 companies listed on the National Stock Exchange (NSE)



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023

Major Research Project

On

“A STUDY ON EXPORT IMPORT OF ARMS  
AND AMMUNITION”

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External Examiner



## DECLARATION

I hereby declare that the Project Work entitled “A STUDY ON EXPOT IMPORT OF ARMS AND AMMUNITION” has been carried out by me under the guidance of **Ms. Dimple Sukhija** (Assistant Professor), at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

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(Research Scholar)

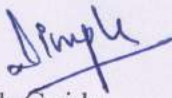
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**Ms. Dimple Sukhija** (Assistant Professor)



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## 1. Introduction

Over the past decade, India has become the world 's largest arms importer. During the Cold War, India bought arms mostly from the Soviet Union, but now it is increasingly buying from other suppliers. The Russia-India defense trade relations are not as bleak as often presented, however, as Russia supplies highly sensitive arms and technology. Likewise, the USA-India defense trade relations do have weaknesses, as the USA still has strict export controls on high-tech arms, technology, and post-export use of the arms. This thesis provides a holistic overview of all the motivations India has to buy from specific suppliers. All the different choices can be traced back to one larger theme.

As India grows, it wants to improve the domestic capacity, increase strategic autonomy, and be accepted as an equal player in the worldwide arena. To do so, New Delhi needs to become independent and decrease the leverage that often comes with arms supplies. Developing its own industry, diversifying suppliers, avoiding countries that trade for ulterior motives, improving multilateral relations, and joining global export control regimes are some of the strategies India has used over the past two decades to achieve those goals. For people keeping an eye on the international arms trade market, it has become obvious that India has emerged as a major player. The country is now the greatest arms importer in the world. This is a relative new development, as India reached this position for the first time in 2022 and has kept that position since 2009. Logically, this has attracted the attention of arms sellers all over the world, which has led to new suppliers for India. This research will take a closer look at that development.

While India was a loyal purchaser of Soviet weaponry in the Cold War and the 1990s, it is now increasingly buying from other states. Israel and the West in particular have raised as important new arms merchants. While there is a lot of writing discussing issues of procurement in India, especially from the perspective of the military, there is no substantial academic research looking specifically at India's suppliers. The existing research is often descriptive, or only focused on one explanation, rather than analyzing the situation systematically.





## 10. Conclusion

These figures show that the sensitivity of missiles differs in payload and speed. On a pairwise level, only Kyrgyzstan offers missiles with a high payload, and Ukraine offers fast missiles. The small N and the high range of the characteristics likely play a role. The lack of significant results, and the fact that the two countries with significant differences had few sales, leaves doubt on the validity of this test. Even though a Kruskal-Wallis test accounts for a skewed distribution and a lack of homogeneity of variance, the latter two are strong indicators that the data offers problems for statistical analysis. While quality and characteristics are not comparable over all weapon types, perhaps a sensitivity comparison could be repeated using the age of all imported arms.

An overview of who sells the most sensitive missiles per category shows that Russia and Israel offer missiles with better characteristics than the USA. The USA has only recently entered the market, but so far it does not look like the USA is replacing Russia or Israel for the most sensitive arms. To say this with certainty one would need to do a follow-up test to measure all weapon systems. Several conclusions can be derived from this. Russia offers the greatest variety of missiles to India. It offers some of the best missiles but also a lot of garden-variety missiles. The missiles from the USA are not the top of the range, while Israel offers generally good-quality missiles. This means that at least regarding missiles, other countries offering more sensitive items is not the reason to divert from Russia.

It is interesting that some of the top missiles come from countries that do not deliver a lot of other missiles to India, like Ukraine and Kyrgyzstan. These countries were at the time of the trade in the Russian sphere of influence. This makes it unlikely they would sell the weapons if Russia strongly disapproved. This adds further weight to the idea that sensitivity of weapons is not the reason to look to the West.



**INDORE INSTITUTE OF MANAGEMENT  
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**Batch 2020 - 2023**

**Major Research Project**

**On**

**“A STUDY ON MARKETING STRATEGY OF AMUL DAIRY WITH SPECIAL  
REFERENCE TO INDORE”**

**Submitted in the partial fulfillment for the  
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DAVV, Indore**

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Aman Choudhary**



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## INTRODUCTION

### History of the organization

Amul is basically operated from Anand and it's on co-operative basis. Amul produces large variety of product range starting from Milk, Misti Dahi, Mozzarella, Cheese and Ready to eat pizza as well as Ice creams and chocolates. Amul has been the market leader in butter for last 56 years. No such competitor stands before Amul butter.

Therefore Amul decided to enter into Ice cream field in 2002. After a long research in this field, an output obtained was positive. Though of the tough competitors like Mother Dairy, Britannia, Cadbury and many more. Amul was ready to face them. Amul was very successful and got a positive response from the market in 2002. It was because of its brand image, product range and test which were given to the retailers.

The main competitors in Sahibabad and Indore were Mother Dairy, Paras and Parag milk. Mother dairy was very strong due to its facilities as well as it has made a room in customers mind. Whereas Amul had also provided a deep freeze on security on preference of the retailer. Paras was the second major competitor due to its huge investments of money on sales promotion as well as Paras provides a large variety of product range and attractive packaging.

Amul had a very good advantage of its good brand image. It has captured a very good market in Indore and Sahibabad area. Amul has a start to end range of every product. Consumers are very much attracted towards Amul's quality, which was highest among all competitors.

The basic strength of the Indian economy is agriculture on which seventy percent of the Population depends for their livelihood. And a part of it is the Indian dairy industry.

Today, India is 'The Oyster' of the global dairy industry. It offers opportunities galore to entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. A bagful of 'pearls' awaits the international dairy processor in India. The Indian dairy industry is rapidly growing, trying to keep pace with the galloping progress around the world. As he expands his overseas operations to India many profitable options await him. He may transfer technology, sign joint ventures or use India as a sourcing center for regional exports. The liberalization of the Indian economy beckons to MNC's and foreign investors alike.



Amul has a moderately decent distribution network, yet at the same time organization cannot meet the source's high demand interest in peak season. In this organisation, in the peak season, will find the efforts to overcome product.

Amul should explore to deliver low-fat versions of its products because it will help catch younger generations' interest in the global marketplace.

There are some other Amul items that are not as popular as butter or ice cream, such as chocolates, ghee or dahi. Amul should strive to comprehend its issue by analyzing the market and attempting to develop these goods. Company should improve time span of usability of the item.

## **CONCLUSION:**

This paper tried to accumulate all the information about how the brand is still relevant and making its presence felt during the Lockdown period and after the COVID time, when there is too much required of the product the has given his best in that situation too and also from that now the company is going well and also good performing in the market, it was available everywhere at every corner of the city, with easily availability.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023


Major Research Project

On

“Prospects and Problems Related to Export of  
Handicrafts Industry”

Research Scholars  
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**Dr. Vinayak Khare**

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## OBJECTIVE OF THE STUDY

The paper seeks to highlight the importance of the Indian handicrafts industry as a contributor to the Indian economy. Specifically, the objectives are stated as under:

- To examine the importance of Indian handicraft sector
- To examine the existing and potential market and possible threats to the Indian handicrafts
- To study the various destinations where Indian handicrafts are exported
- To specify the problems faced by the handicraft sector and suggest measures





## Conclusion

- The Handicrafts industry has tremendous potential for growth in world market as also in India. India has excellent craftsmanship inherited over the generation.
- There are many opportunities for expansion in the future.
- For Indians Handicraft it can be surely conclude that handicraft product has very bright future in global market.
- Today, Handicrafts exports are showing positive growth we should not forget challenges artisans are facing. These challenges will slowly take the industry towards mode from where we have to start again. Although government is taking several measures to make the thing well, but there is a need to do more & provide the strategic direction and action plans to evolve systems, so that the Craft persons and their industry can grow & survive this competitive era of globalization.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



Batch 2019 - 2023

**Major Research Project**

On

**“ASSESSING THE IMPACT OF THE WTO ON  
INTERNATIONAL TRADE”**

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## INTRODUCTION

The World Trade Organization (WTO) has been at the forefront of regulating international trade and ensuring that nations abide by the agreed-upon rules and principles governing the global trading system. Since its establishment in 1995, the WTO has played a significant role in promoting trade liberalization and creating a level playing field for all members. This has led to increased economic growth and development, as well as greater market access and competitiveness for businesses worldwide.

The purpose of this research is to assess the impact of the WTO on international trade. Specifically, this study aims to analyze the effectiveness of the WTO in promoting trade liberalization and creating a fair and predictable trading system for all members. By examining the WTO's institutional framework, dispute settlement system, and role in trade negotiations, this research seeks to identify the key factors that have contributed to its success or limitations in achieving its objectives.

The WTO has faced criticism and challenges from various stakeholders, including developing countries, non-governmental organizations, and businesses, among others. Some argue that the WTO's policies and practices have favored developed countries at the expense of developing countries, while others believe that the organization has failed to adequately address emerging issues such as environmental protection and social standards. Therefore, this study also aims to evaluate the impact of the WTO on developing countries, environmental and social standards, and other related areas.

Through this research, policymakers, businesses, and other stakeholders can gain insights into the strengths and weaknesses of the WTO and make informed decisions regarding their involvement in the global trading system. By identifying areas for



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# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch-2020-2023**

Major research project

**On**

Exports of Grasim Bhiwani textile  
Limited.

Research scholar- Bhumi Kothari

Research guide – Dr. Asha ma'am

*Bhumi*

*Asha*

*Sud*

Principal -



External Examiner -

## Certificate—

This is to certify that the Project Work entitled " export of Grasim Bhiwani textile limited" has been accomplished by (Bhumi Kothari) under my guidance and supervision. This project is being submitted by him/her as the partial fulfilment of requirements for the award of <sup>Bachelors</sup> Master of Business Administration (<sup>BBA</sup> MBA) from Indore Institute of Management and Research, Indore. This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Research Guide-Dr.Asha ma'am  
Designation- Assistant professor



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## 1.1 TEXTILE INDUSTRY

### Introduction-

The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural, or synthetic using products of the chemical industry.

India's textiles sector is one of the oldest industries in the Indian economy, dating back to several centuries. The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labour in textiles.

The textile industry continues to be the second-largest employment generating sector in India.

It offers direct employment to over 35 million in the country.

Indian Textile Industry occupies a very important place in the economic life of India. The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. So much so, the textile industry accounts for as large as 21% of the total employment generated in the economy. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agriculturally based raw-material production like cotton and related trade and handling could be stated to be around another 60 million.



## Appendices—

- ROW- Rest of World

The agent's name - TOBIMAX have to increase his average price with time and have to increase his order capacity from the Mexico market.

At present his average price is 125 INR and also the order capacity of 3 lac meter of fabric.

- BD- Brand Domestic

The agent's name - Ashoka have to introduce more customers to the marketing team of GBTL and trying to add on more customers so as to increase the orders. As from past 2 years, he has only one customer.

1. Increase product knowledge
2. Hiring more agents in all over the world, so as to penetrate the market or have to contact with the customer directly in foreign market
3. Directly connects with the customers in domestic market to inc. the profit level
4. Agents should add more new customers
5. Introduce New product range to the customers



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023

**Major Research Project**

On

**“A Study on Export of Automobiles in India”**

Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore

  
Research Guide

Prof. Dimple Sukhija



Research Scholar

Ketan Verma



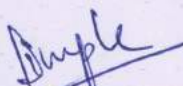


## CERTIFICATE

This is to certify that the Project Work entitled “**A Study on Export of Automobiles in India**” has been accomplished by (Research scholar) under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA “FT”) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Research Guide: Prof. Dimple Sukhija

Designation





## Introduction

The automotive industry has emerged as an important contribution to the GDP of India. The automotive industry is one of the most dynamic sectors in India. Rising incomes have increased the demand for cars and other vehicles, which is the main growth engine for the automotive industry in India. The introduction of different funding mechanisms and simple repayment plans also contributed to the growth of the automotive industry. The automotive sector in India, including the sub-components of the automotive industry and is one of the main economic sectors, with extensive links to upstream and downstream with other key sectors of the economy. India is one of the world's largest automobile producers, with approximately 22 million vehicles manufactured during FY22. Globally, the country is the fourth largest producer of passenger and commercial vehicles after China, the US and Japan. Two-wheeler vehicles account for the largest share of the automobile industry, with close to 77% market share as of FY22, driven by the growing middle-class population and a strong demographic dividend. The automobile sector contributes one-third to the manufacturing GDP, and hence, is a key driver of economic growth in the country. A strong engineering talent base with low-cost manufacturing expertise helped India attract global manufacturers and become an export hub. Leading manufacturers such as Maruti Suzuki India and Hyundai have utilised this opportunity to become the country's first and second largest exporter of passenger cars, respectively. India is a major exporter of automobiles worldwide, exporting 24% of total vehicles produced as of FY22. Indian automobile exports comprise two-wheelers, three-wheelers, commercial vehicles and passenger cars. Various initiatives from the government for instance, Make in India, strong connectivity, availability of infrastructure and relations with key trade partners have contributed to an increase in exports over the years.





## Concluding Comments

### Conclusion

- Growing Indian Economy
- Automotive Industry - Double Digit Growth in all segments
- India fast emerging as hub for Global Vehicle Programs
- 2020 : USD 113 billion Auto Component Industry
- Growing Engineering and IT capability for Designing & Manufacturing
- Respect for IPR
- Opportunity to Partner in Product & Process Innovation
- Opportunity to Outsource for OEMs/T1s and Aftermarket

India: The Gateway of Growth

ACMA

45

### Conclusion

#### Conclusion:

- Indian Automobile has a lot of scope for both two wheelers and four wheelers due to development in infrastructure of the country.
- According to Indian Statistical Organization the per capita income (Rs.38000) is increasing and national income at the rate of 14.4% which shows potential to buy vehicle in auto industry. The growth rate of Indian Automobile is so fast that by 2016 Indian Industry will be world 7 largest manufacturer in all sections.
- The Indian auto market is still untapped the majority of the people in country don't own a four wheeler and all the major auto companies are trying to increase their sales by several moves.
- By analyzing the current trend of Indian Economy and Automobile Industry we can say that there is lot of scope for growth.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**Batch-2020-2023**

Major research project

**On**

A study on financial analysis of Indian  
Leather exports

Research scholar- Kirti Bhandari *Kirti*

Research guide – Dr. Anuradha Pathak *A Pathak*

Principal -



*SP*  
External Examiner -



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This is to certify that the Project Work entitled “ A study on financial analysis of Indian leather export” has been accomplished by (Kirti bhandari) under my guidance and supervision.

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Research Guide-Dr.Anuradha Pathak  
Designation- HOD

*A Pathak*





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## **ABSTRACT –**

The history of leather tanning in India dates back to 3000 BC. Tanning in the rural areas is done by indigenous techniques, making the use of this material easier. The most popular Indian leather products include footwear and hand bags. The footwear comes in various designs of traditional embroidery, brocade of textile. Bright colours and unique designs are used. The all time favorite- Kolhapur chapels of Maharashtra are very soft and very comfortable to wear. A special type of thickest shoes, called majors is designed in Rajasthan. They are decorated with silk, beads and metal embroidery. Jaipur is famous for its fancy and sophisticated footwear. Hence, a study on financial analysis of Indian leather exports are very important in the present day scenario, and hence this study.



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**INDORE INSTITUTE OF MANAGEMENT  
AND RESEARCH**



**Batch 2020 - 2023**

**Major Research Project**

**On**

**“A Study on Important of Automobile in India ”**

Research Scholars      Kuldeep Kiloriya

Research Guide      Prof. Vinayak Khare

Principal  
External Examiner

A handwritten signature in blue ink, appearing to be 'Rishi Dubey'.

Dr. Rishi Dubey

Date:



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This is to certify that the Project Work entitled “**A Study on Important of Automobile in India**” has been accomplished by (Kuldeep Kiloriya ) under my guidance and supervision. This project is being submitted by him/her as the partial fulfillment of requirements for the award of Master of Business Administration (MBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Prof. Vinayak Khare



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## EXECUTIVE SUMMARY

Economically and demographically, India's car industry is well-placed for development, servicing both domestic needs and, progressively, export demands. An anticipated increment in India's working-age population is probably going to help simulate the blossoming market for private vehicles. Rising income levels, easy access to funds and increasing affordability is expected to see four-wheelers picking up volumes, albeit two wheelers will remain the primary choice for most of the buyers, especially from the rural regions, the youth market and women. In India, some consolidation and partnerships are expected, driven by the requirement for need for better innovation, production facilities, services and distribution systems. The components market is in a solid position to capitalize on India's cost efficient, productivity and globally recognized engineering capacity. As the advantages of collaborations become increasingly obvious, super-specialists may rise in which each car is treated as a framework, with each expert concentrating on a sub-part, similar to the IT industry. Despite the fact that this methodology is radical, it could demonstrate a significant advance in reducing unpredictability and investment requirements, with growing standardization and fulfilling client needs.

Producers are as of now preparing for the future: early advocates of technological and distribution partnerships have yielded by and large positive results, empowering local/domestic OEMs to access global technology , and allowing them to develop their ranges with fewer financial risks.

Conclusion: Current low car penetration, rising success and the increasing affordability of private vehicles offer a sound forecast for the Indian car industry. The companies profiting most from this changing landscape will be those who forge well thought out partnerships and resource-sharing agreements, who prepare well for the green technologies, and who stay adaptable to respond to the twin needs of private light transport and mass transport plans.

The aim of this research is to study various factors that directly or indirectly impact the sales of passenger cars in India .Also to understand the buying behavior of consumers and how that affects the market share of different brands.

**Keywords:** OEMs, buying behavior, green technology



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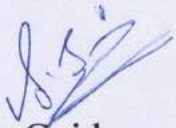
Batch 2020 - 2023

Major Research Project

On

**“A STUDY ON EXPORT OF SUGERCANE  
FROM INDIA”**

Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore

  
Research Guide  
**Dr. Shubhangi Jain**

Research Scholar  
**KushalVerma**



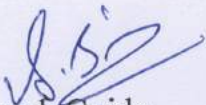


# CERTIFICATE

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This work has not been submitted by him anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Research Guide

**Dr. ShubhangiJain**(Assistant Professor)



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## 01. INTRODUCTION

Over the past decade, India has become the world 's largest producer of sugarcane. India is the largest producer and consumer of sugar in the World. About 45 million sugarcane farmers, their dependents and a large agricultural force, constituting 7.5 percent of the rural population, are involved in sugarcane cultivation, harvesting and ancillary activities. This enabled India to become the largest producer of sugarcane and sugar in the world leaving the other major producers Brazil and Cuba. The major sugarcane crop growing states in India are Uttar Pradesh, Bihar, Assam, Haryana, Gujarat, Maharashtra, Karnataka and Tamil Nadu. The sugarcane cultivation and sugar industry in India plays a vital role towards socio-economic development in the rural areas by mobilizing rural resources and generating higher income and employment opportunities. The major problem of sugarcane in India is based on monsoon and water supply. The cyclical nature in sugar production has caused distortions in the export of sugar in India. This study analyzes the state-wise production and reasons for the changes in production of sugarcane in the time period of 2017-2022.

As India grows, it wants to improve the domestic capacity, increase strategic autonomy, and be accepted as an equal player in the worldwide arena. To do so, New Delhi needs to become independent and decrease the leverage that often comes with sugarcane supplies. Developing its own industry, diversifying suppliers, avoiding countries that trade for ulterior motives, improving multilateral relations, and joining global export control regimes are some of the strategies India has used over the past two decades to achieve those goals. For people keeping an eye on the international sugarcane trade market, it has become obvious that India has emerged as a major player. The country is now the greatest sugarcane exporter in the world. This is a relative new development, as India reached this position for the first time in 2022 and has kept that position since 2009. Logically, this has attracted the attention of sugarcane buyers all over the world, which has led to new suppliers for India.





## 12. CONCLUSION

India, in a typical sugar cycle, produces excess sugarcane/ sugar every 3 to 4 years. Exports can be a viable option for disposal of this excess production. However, many a time it becomes difficult for the Indian sugar industry to compete in the international markets because most of the overseas markets are already captured by other sugar-surplus-producing countries. For Indian sugar to be competitive enough, a thorough analysis and understanding of international market is needed. The basic factors in export competitiveness of sugar are the difference between the cost of cane and cost of producing sugar in India vis a vis other major sugar-producing countries of the world. The other factor is the quality of sugar being exported from India in comparison to the quality of sugar in the international markets.

The Sugarcane (Control) Order, 1966, issued under Section 3 of the Essential Commodities Act, 1955, empowers the Central Government to fix cane prices payable by mills to sugarcane farmers. Under this provision, the Central Government fixed a Statutory Minimum Price (SMP) for sugarcane, the basis of which was similar to that of the Minimum Support Price (MSP) for 24 other commodities. In 2009–10, the Government switched to the FRP model for the pricing of sugarcane, which considers additional cost factors that were not earlier considered.

The analysis of the secondary data on production of sugarcane in India has revealed that there were variations in production. It was evident from the trend equations that there were fluctuations in the production of sugarcane in India, no uniform pattern of growth was observed. It is hereby to conclude that the major reason for low production and low productivity is the unpredictable monsoon conditions. Thus initiatives on proper irrigation management would enable the scope and increase the production of sugarcane in India.



Project Report On

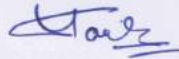
**"STUDY OF IMPORT EXPORT PROCEDURE "**

Report Submitted In Partial Fulfilment Of The Requirement

For the award of the Degree of BBA (Foreign Trade)

Batch (2020-23)

Submitted By:



**Manish Sharma Vishwakarma**

**BBA-(Foreign Trade)**

Under the Guidance of:



**MS. ASHA MISHRA**

**(ASSISTANT PROFESSOR).**



**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**

**(UNIVERSITY, DAVV, INDORE)**

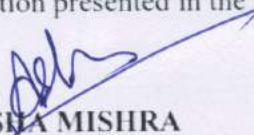




## CERTIFICATE

This is to certify that the Major Research Project titled "( Study of Import Export Procedure).", an academic work done by **Manish Sharma Vishwakarma** submitted in the partial fulfilment of the requirements for the award of degree of Bachelor of Business Administration (BBA) In Foreign Trade From Indore Institute of Management and Research, Indore. under my guidance and direction.

**Manish Sharma Vishwakarma** has given an undertaking that the information presented in the project has not been submitted earlier.

  
MS. ASMA MISHRA  
(ASSISTANT PROFESSOR).





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## OBJECTIVE OF THE STUDY

My objectives for the given project were:-

- To study the **Import procedure** of SILL.
- To study the **Export procedure** of SILL.
- To study different **Incentives, Assistance and Prospect** of SILL.
- To learn the environment of an esteemed organization involve in Import and Export Operation.
- To know the operation of **100% Export Oriented Unit (EOU)**.
- To learn the working procedure of **Special Economic Zone (SEZ)** established by SILL.





## CONCLUSION

- **SERUM INSTITUTE OF INDIA LTD.** has been over the years being a prime exporter of vaccines to various countries. Company has good reserves and high credibility in foreign market due to which it is not facing problem related to foreign exchange risk and recoveries from importers' abroad.
- The company has kept itself in accordance with the latest change in the technology. It has now upgraded with EDI system of the filling documents to customs.
- Documentation is one of the most important aspects of overseas trade.
- The present procedure and documentation process, though simplified over a period of time is still lengthy and complicated.



# INDORE INSTITUTE MANAGEMENT AND RESEARCH



Batch 2020- 2023

Major Research Project

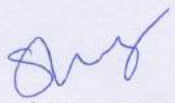
On

“Export of gems and jewellery from India ”

Research Scholars  
Manasi Marathe

Research Guide  
Ms Dimple Sukhija

Principal

  
External Examiner

Date:



## CERTIFICATE

This is to certify that the Project Work entitled “**Export of gems and jewellery from India** ” has been accomplished by (Research scholar) under my guidance and supervision.

This project is being submitted by him/her as the partial fulfilment of requirements for the award of Master of Business Administration (MBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Research Guide

Ms Dimple Sukhija

Designation





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## Introduction

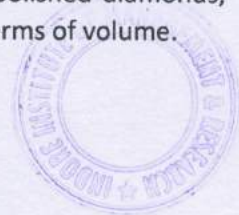
Ornaments have been a part of civilizations in India since ages. Jewellery has been an integral part of the Indian culture as they were in demand and in fashion since ancient civilization of Harappa and Mohenjo-Daro. As a well known fact, jewellery can be adorned to highlight almost any part of the body. Gems and jewellery have been important part for both aesthetic as well as investment purposes. Masses in India have great fascination for gems and jewellery to the extent that it plays a significant role in the Indian economy. The industry is much fascinating being traditionally glamorous and artistically modern.

As an important sector of Indian economy, Gems and Jewellery is a leading foreign exchange earner for the country. Export of gems and jewellery has been among the fastest growing sectors in India in recent years. It has gained global popularity because of its talented craftsmen, its superior practices in cutting and polishing fine diamonds and its cost efficiencies. The gems and jewellery sector occupies a prominent place in the Indian economy in terms of export earnings, employment generation, and growth. India has contributed about 80% of the global market in this sector in terms of carat. This leads to employing over 90% of the global diamond industry workforce, the country also accounts for about 90% of the volume of diamonds processed in the world. According to the recent reports, eleven out of twelve diamond stones set in jewellery are cut and polished in India in this processing is done on rough diamonds in a complete range of sizes and qualities, including the stones larger than ten carats.

India has established itself as the world's largest manufacturing sector for cut and polished diamonds, contributing nearly 60% of the world's supply in terms of value and 80% in terms of volume. The industry has registered a remarkable growth over the last four decades with exports growing up to 20.58 billion US\$. The present study is an attempt to illustrate the export figures of Gems and Jewellery. The study also highlights the major export destinations of Indian Gems and Jewellery.

Gems & Jewellery has had an important place in the Indian society and economy ever since civilization dawned on the Indian soil. Gems and precious metal have a great ornamental, astrological and religious significance. From ages they have been used as a means of accumulating wealth.

The global market for Gems and Jewellery today is over \$256 billion with jewellery manufacturing dominated by a handful of countries like India, Italy, China, Thailand and USA. Gems and Jewellery industry is one of the significant contributors of the country's export-led growth. It is one of the fastest growing sectors accounting for around 14% of the India's total merchandise exports during the financial year 2021. The industry has registered a remarkable growth over the last four decades with exports growing from \$28mn in 1966-67, when the Gems and Jewellery Export Promotion Council was established, to \$20.58 bn in 2021. India has established itself as the world's largest manufacturing sector for cut and polished diamonds, contributing nearly 60% of the world's supply in terms of value and 80% in terms of volume.





## Conclusion

The Indian Gems and Jewellery industry is at a very significant point of its development. The increase in purchasing power of people has resulted in remarkable growth in the consumption of Gems and Jewellery worldwide. Moreover, the significant appreciation in the prices of Gems and Jewellery in the recent years makes them a very rewarding option of investment and wealth accumulation.

The industry enjoys significant strengths and advantages, such as, availability of raw materials, labour, domestic market and supportive government policies. The volume of exports of the industry is both deepening and broadening which could be largely attributed to adoption of modern technologies, the industry's cost efficiency and marketing efforts.

India has been increasingly accorded the status of a world trading hub for Gems and Jewellery. To build a Brand India, the industry has to renovate itself in accordance to the changed lifestyles and changing expenditure patterns through refurbished products, outlooks and business practices. The socio-economic conditions are conducive for the same as the economy as well as the population of the country has realized the significance and potential of this sector in bringing about the much needed economic impetus.

In the coming years, growth in the gems and jewellery sector would largely be contributed by the development of large retailers/brands. Established brands are guiding the organised market and are opening opportunities to grow. Increasing penetration of organised players provides variety in terms of products and designs. Online sales are expected to account for 1-2% of the fine jewellery segment by 2021-22. Also, the relaxation of restrictions on gold import is likely to provide a fillip to the industry.

The improvement in availability along with the reintroduction of low-cost gold metal loans and likely stabilisation of gold prices at lower levels is also expected to drive volume growth for jewellers over the short to medium term. India has 450 organised jewellery manufacturers, importers & exporters and is the hub for jewellery manufacturing. These players have benefited greatly due to the increasing liberal policies by the government. The demand for jewellery is expected to be significantly supported by the recent positive developments in the industry.





# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2023**

**Major Research Project**

**On**


**“A STUDY ON EXPORT OF AUTOMOBILE  
FROM INDIA”**

Research Scholars  
**Mayuri Chhadodi**

Research Guide  
**Dr. Anuradha Pathak**

Principal

**Dr. Rishi Dubey Sir**

  
External Examiner

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Research Guide

**Dr. Anuradha Pathak** (HoD)





## 1. Introduction

Exporting has been the most popular and fastest-growing form of international market entry, favored especially by small and medium-sized firms. Exporting, compared with other international strategy, doesn't need many resources and is associated with lesser. Exporting is a crucial business activity for nations' economic health, as it significantly contributes to employment, trade balance, economic growth, and higher standard of living (Seyed Hossein Jalali 2002). Export performance is regarded as one of the key indicators of the success of a firm's operations. As per the study by Papadopoulos and Martin Martin (2022) export performance represents the outcome of a firm's activities in export markets. Export performance can also be defined as the results from the firm's international activities. From this viewpoint, export performance is the extent to which the firm achieves its objectives when exporting a product to a foreign market (Navarro et al., 2022).

The automobile industry is considered as one of the core industries in India. A well-developed transportation system plays an important role in the development of an economy, and India is no exception to it. In the global scenario also, the Automobile industry is considered as one of the largest industries among various industries. Due to its strong forward and backward linkages with several key segments of the economy, the Automobile Sector occupies a prominent place in the fabric of Indian Economy. The Indian automobile industry is considered as core sector in India also. The industry has contribution of around 7.1 per cent in the country's Gross Domestic Product (GDP). The Two Wheelers segment with 81 per cent market share is the leader of the Indian Automobile market owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle (PV) segment has 13 per cent market share. India is also a prominent auto exporter and has strong export growth expectations for the near future. The Make in India program as initiated by Hon. Prime Minister Mr. Narendra Modi, has also consider the Indian Automobile Industry as the well-positioned for growth, servicing both domestic demand and, increasingly, export opportunities.





## 11. Conclusion

A paradigm shift in India's development strategy from an inward-looking import-substitution policy regime to a market-oriented development strategy regime has brought a significant change in the institutional set-up supporting the automobile industry. The changing institutional set-up is likely to influence long-term growth and development of this industry. The policymakers tended to believe that liberal trade and investment regime would help in developing a competitive industrial base which in turn might correct the country's Bop through increased export earnings. The present paper tries to understand the influence of changing policy regime on growth and development of automobile industry on the one hand and export potential of this industry, on the other hand, conducting the probe at two levels- for the industry as a whole and for its sub-segments. Analysis reveals that output of automobile industry increased at an unprecedented rate especially since 1990s, even though, this rise in production does not seem to be equally contributed by all sub-sectors of the industry. 2-wheelers segment remained the dominant segment with the largest share in total output but its share in total production really declined. Further, CVs segment of the industry remained the second dominant sub-sector till early 1980s. Under protective regime, state policies provided special treatment to this segment by bringing it under the Appendix-I list in 1973. Changes in policy environment initiated since mid-1980s provided a level playing field to other segments especially passenger vehicles segment. Accordingly, production share of CVs segment in total industry's output declined over time. In case of passenger car segment, it witnessed a low and even negative growth in output during 1970s. However, this segment grew rapidly under new policy regime which manifested itself in increased output share of this segment in total output of the industry. It increased from 7 per cent in 1985-86 to 10.9 per cent in 2000-01 and then to 15.3 per cent in 2021-12. It indicates that changing policy regime provided environment supportive to the growth of passenger vehicles segment. Changing shares of sub-sectors in total output suggests that the structure of automobile industry changed under the new policy environment. Rapid growth of this segment could be attributed to rising income of the middle class which significantly substituted 2-wheelers with 4-wheelers (affordable cars).



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023

## Major Research Project

On

“Study on Export of Pharmaceutical Products from  
India”

Submitted in the partial fulfilment for the  
Requirements of the degree of BBA (Foreign Trade)

DAVV, Indore

Research Guide

Dr. Shubhangi Jain



Research Scholar

Palkesh Prajapat



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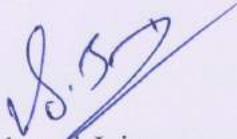
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Dr. Shubhangi Jain

Designation





With its unlimited natural resources India has a long history of medical and pharmaceutical activities. Indian Pharmaceutical Industry has faced massive changes (especially in case of foreign trade) after formation of WTO, specifically after implementation of international patent law. Not only has it established itself as one of the major suppliers of generics but it developed new formulas as well. After meeting the domestic medicine requirements, it is now in a position to export significant amount of pharmaceutical product to the rest of the world including the developed markets of U.S.A, U.K, South Africa, Russia, Nigeria, E.U and Japan.

The allopathic form of medicine was introduced by the British Government in the country. In preindependence period there were no production units in the country. The foreign companies imported raw materials from India in their home country to process them into finished products. Those finished products were again exported back to India. Primarily this kind of production peaked up in India to supply the necessary medicines to the British Army who were suffering from tropical diseases. Indian Pharmaceutical Industry had started its journey in true sense with the establishment of Calcutta-based Bengal Chemical and Pharmaceuticals Works' and Baroda-based Alembic Chemicals in 1910. Earlier Multinational Companies (MNCs) set up their subsidiaries in India and through those subsidiaries they dominated the Indian Pharmaceutical market. These subsidiaries used to import bulk drugs from their origin countries and processed them to make formulations by using easily available cheap Indian resources. Between the years 1947-57, 99% of the drug and pharmaceuticals patent in India were held by the MNCs. MNCs' monopoly status allowed them to sell formulations at a high price in India. High prices prevented majority of the Indians from accessing necessary medicines. Along with the MNCs there were a number of indigenous companies who also entered the Indian drug market with their ayurvedic formulations like tonics, cough syrups etc. After the 2<sup>nd</sup> World War with new development in therapeutics in western countries many new drugs like vitamins, hormones, antibiotics, tranquilizers etc. were invented. These new drugs eliminated the existing drugs from the market. During this transitional phase of new drug development indigenous drug companies faced the problem of product obsolescence and were under pressure to upgrade their technology so that the new inventions in the field could be leveraged. As a result, many new companies were established. In 1947, USD 1.6 million worth pharmaceutical industry was inherited by independent India. Post-independence there was a significant change in industrial policies. During that time importance of research and development was realized particularly in this industry. In 1948, because of therapeutic revolution in the global pharmaceutical industry the need for manufacturing and the importance of foreign technology was comprehended by



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# Indore Institute of Management & Research



**“ To Study Employee Job Stress amongst Employees in Import /Export and Manufacturing Sector at different Career Stages”**

***Major Research Project in partial fulfillment for***

***The Degree of Bachelor of Business Administration***

***(BBA FT)***

***From***

**Devi Ahilya VishwaVidhyalaya, Indore**

**(2020 -2023)**

**SUPERVISOR:**

**Dr. Asha Mishra**

**Faculty Deptt. of Mgmt .**

**SUBMITTED BY:**

**Mr. Raj patil**

**BBA FT 6th Semester**





**CERTIFICATE**

I hereby declare that the research work embodied in this dissertation entitled ““ **To Study Employee Job Stress amongst Employees in Import /Export and Manufacturing Sector at different Career Stages**” has been undertaken and completed by **Mr. Raj patil** under my guidance and supervision .I also certify that he has fulfilled all requirements under the covenant governing the submission of Major Research Project to the D.A.V.V University for the award of BBA FT Degree.

Place: Indore

Date:

  
Dr. Asha Mishra

Faculty of Management



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## 1. Introduction

Stress is a biological term which refers to the consequences of the failure of a human or animal body to respond appropriately to emotional or physical threats to the organism. There is both positive and negative stress, depending on each individual's unique perception of the tension between the two forces. Job stress is one of the common problems that employees confront with increasing frequency. Recently job research is becoming an epidemic in the work environment. It is important to perceive and address job stress, because its element badly affects employee mental as well as physical health.

Job stress is negatively related to performance. In other words, higher the stress, lower the performance. Before it was believed that moderate levels of stress would energize employees and enhance their performance. Workplace stress derives from many sources. It can be a demanding boss, annoying co-workers, rebellious students, angry customers, hazardous conditions, long commutes and a never-ending workload. Your work performance is also affected by stressors such as family relationships, finances and a lack of sleep stemming from fears and anxieties about the future. How you handle the effects of stress depends on whether it is easier to change the situation or change your attitude toward it.

Job stress poses a threat to physical health. Stress is always bad. A little bit of stress can help you stay focused and energetic. It may lead to meet new challenges in the workplace. It's a pressure that keeps you on your toes during a presentation or alert to prevent accidents or costly mistakes. Stress refers to the situations at which a person's skills and ability do not match with the work. Occupational stress job stress is becoming the single greatest cause of occupational disease and can have adverse consequences for both the workers and work place.





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# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2023**

**Major Research Project**


**On**

**“Impact of India-ASEAN Free Trade Agreement:  
A Cross-Country Analysis Using Applied General Equilibrium  
Modelling”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore**

  
**Research Guide**

**Ms. Dimple Sukhija**

  
**Research Scholar**

**Ritu Bhandari**



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## INTRODUCTION

India announced its "Look East" policy in 1991 in an attempt to increase its engagement with the East Asian countries. Consequently, in 1992, it became a sectoral dialogue partner of the Association of Southeast Asian Nations (ASEAN). ASEAN, which is a geo-political and economic organization with 10 member countries, was formed in August 1967 by Indonesia, Malaysia, the Philippines, Singapore and Thailand. Since then, the membership has expanded to include Brunei Darussalam, Cambodia, the Lao People's Democratic Republic, Myanmar and Viet Nam. ASEAN's objectives are to accelerate economic growth, social progress and cultural development among its members, protect the peace and stability of the region, and provide opportunities for the member countries to discuss their differences peacefully.

India became a Full Dialogue Partner of ASEAN in 1995 and a member of the ASEAN Regional Forum (ARF) in 1996. India and ASEAN signed a Framework Agreement – the Comprehensive Economic Cooperation Agreement (CECA) – on 8 October 2003 with a view to providing an institutional framework that would enable economic cooperation to come into effect. Negotiations on a trade in goods agreement between India and ASEAN were started in March 2004. The negotiations continued for six years and finally the India-ASEAN Free Trade Agreement (AIFTA) was signed on 13 August 2009 in Bangkok during a meeting of the Economic Ministers of ASEAN. The agreement, which only covers trade in goods between India and the ASEAN members, came into effect on 1 January 2010 in the case of Malaysia, Singapore and Thailand. For the remaining ASEAN members it will come into force after they have completed their internal requirements.

AIFTA will boost bilateral trade between the two regions. ASEAN is a major trading partner of India and it accounted for 9.27 per cent of India's global trade in 2008. In 2008/09, bilateral trade between India and ASEAN was worth almost US\$ 45 billion. India and ASEAN set a target of achieving bilateral trade of US\$ 50 billion by 2010, a goal that is likely to be achieved (Dash, 2010). India's trade with ASEAN is mainly concentrated in Indonesia, Malaysia, Singapore and Thailand. These four countries remain the largest markets for Indian





**INDORE INSTITUTE OF MANAGEMENT  
AND RESEARCH**



**Batch 2020-23**

**Major Research Project**

**On**

**“Tea Export Potential and Future Trade In Tea  
Export from in India”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
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## INTRODUCTION

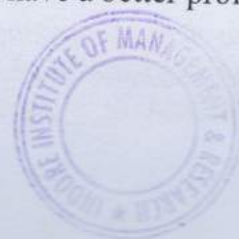
India is the second-largest producer of tea globally. Indian tea is one of the finest in the world due to strong geographical indications, heavy investment in tea processing units, continuous innovation, augmented product mix, and strategic market expansion. As of a 2018 survey, a total of 6.37 lakh hectares of area was cultivated in India for tea production. India is also among the world's top tea consuming countries, with 80% of the tea produced in the country consumed by the domestic population.

India's total tea production for the calendar year 2020 was 1,257.52 million kg and for the financial year 2020-21 it was 1,283 million kg. In May 2022, India's tea production stood at 127.11 million kgs, and it was at 91.77 million kg in April 2022. From January-September 2022, India's tea production stood at 984.67 million kg.

The northern part of India is the biggest producer at about 83% of the country's annual tea production in 2021-22 with the majority of the production coming from Assam followed by West Bengal. The Assam valley and Cachar are the two tea producing regions in Assam. In West Bengal, Dooars, Terai and Darjeeling are the three major tea producer regions. The southern part of India produces about 17% of the country's total production with the major producing states being Tamil Nadu, Kerala, and Karnataka.

India is among the top 5 tea exporters in the world making about 10% of the total exports. In the year 2021, the total value of tea exports from India was around US\$ 687.9 million. Indian Assam, Darjeeling, and Nilgiri tea are considered one of the finest in the world. The majority of the tea exported out of India is black tea which makes up about 96% of the total exports. The types of tea exported through India are: Black tea, Regular tea, Green tea, Herbal tea, Masala tea and Lemon tea. Out of these, black tea, regular tea and green tea make up approximately 80%, 16% and 3.5% of the total tea exported from India.

India's total tea exports during 2021-22 in quantity was 201 million kg. The total exports during January-April 2022 was 65 million kg and was valued at US\$ 215 million, a 9% increase from the same period in 2021. The exports from India in terms of quantity for the period January-December 2021 was 197 million kg with the total export value of US\$ 718 million (a 1.7% increase from 2020). During the financial year 2021-22 period (between April-November 2021), India exported tea worth US\$ 458.88 million. India's export price per kilogram has seen a steady increase over the years. During 2021-22, the unit price of tea was US\$ 3.62 per kg. This, in the previous year was US\$ 3.52. From 2018-19, the price per unit of tea exported out of India has increased by 17% in 2021-22. This has allowed the country to have a better profitability out of the exported goods.





## Appendices

Tea is one of the most popular drink across the world. It is the second most consumed drink after water globally. Now a day tea is grown in almost all parts of the world some of the major producers of the tea are China, India, Kenya, Sri Lanka, Vietnam, Turkey, Iran, Indonesia, Argentina, Japan, Thailand, Bangladesh, Malawi, Uganda and Burundi. China is the first and India is the second largest producer and India is the largest consumer of the tea in the world. India produces 1.2 million tons of tea per year and about half of it is consumed by its own citizens and half of it exported to other nations. Tea has been one of the earliest and most principal items of agriculture exports. Main objectives of this study is to find out about the trends in the export and price of the tea over a period of time in India and to do the analysis of major countries in which tea has been exported in the period under reference.



**INDORE INSTITUTE OF MANAGEMENT  
AND RESEARCH**



**Batch 2020 - 2023**

**Major Research Project**

**On**

*Rice*  
**“A Study of ~~Agriculture~~ Export of India”**

**Submitted in the partial fulfillment for the  
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Dr. Vinayak Khare





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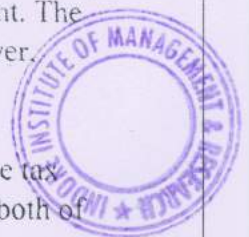


## 'A Study on Export Performance of Indian Agriculture Industry'

### Introduction

#### Indian Agriculture-

- The need for agricultural products has increased significantly in India because India is the 2nd most populated country of the world accounting for 18% of the total world population with a rise in the population. Additionally, more than 50% of India's population is dependent on agricultural products which is further promoting the growth of the market. This increment has enforced the farmers to adopt enhanced technologies and methods in livestock and dairy, fisheries in order to meet the different food needs of the population.
- Over the past few years, India's GDP has been growing at a constant pace which has resulted in an acceleration in the disposable incomes of the purchaser. This rise has driven the agriculture shopping centre both in terms of the manufacturer and consumer. It has enabled farmers to put money into higher advanced agricultural infrastructure such as irrigation facilities, standard seeds, tools, fertilizers, warehousing, cold storage, and many more. It has also inclined the consumers purchasing power creating a positive influence on the domestic demand of agriculture goods.
- India represents one of the most bio-diverse countries in the globe. The country encompasses different many types of climatic form and soil types satisfactory for cultivating a huge number of cereals, fruits, vegetables, flowers, cash crops, etc. The Indo-Gangetic plain, for instance, shows one of the most fertile lands over the globe. In addition, India also represents the 2nd largest fish producing country in the world. The country has diverse resources ranging from deep seas to lakes in the hills and mountains and more than 10% of the global biodiversity in terms of fish and shellfish species.
- Government encourages plays a different role in the growth of the Indian agriculture sector as agriculture is a primary means of livelihood for more than 50% to 60% of the India's total residents and as such represents the most crucial vote bank for any government. The Indian government is facilitating subsidies to farmers on water, electricity and power, agricultural equipment, fertilizers, hybrid seeds, etc.
- The Government has also free from agriculture income tax under the Indian income tax act, meaning income earned from agricultural functioning is not taxed. Moreover, both of them state and central government often waive off loans given to farmers.





### Summary and Conclusion

- In this study and observation, I found that India's export intensity in total agricultural trade has been expanding with respect to ASEAN rather than the ROW and potential is very high for other market as well. In terms of Import Intensity, it was decreasing. The study and observation also noted that India's trade intensity in agricultural trade was varying from country to country across the world. India's export intensity increased with the Vietnam, Thailand, Brunei, Cambodia and Lao PDR over the time. On the other hand, it decreased with the rest of the ASEAN countries such as Indonesia, The Philippines, Malaysia, and Singapore. Further, import intensity was very low with Brunei, Cambodia and Lao PDR as time passes.
- In contrast, it was higher with Indonesia (16.97) and Malaysia (7.28) particularly in 2013-14. The findings of the study are consistent with the argument posed in other studies, it is notable that both export and import indices with Brunei, Cambodia and Lao PDR are very low and not up to the mark. It also reveals and reflects the future potential for trade with these countries in the future. India's comparative advantage in export and trade mainly for agricultural products with ASEAN had been gradually decreasing throughout the period under observation. Additionally, the comparative advantage from the years 2001 to 2008 turned into comparative disadvantage in the years 2009 to 2011 and comparative advantage was regained in 2012 and 2013 within the ASEAN markets.
- Sector wise analysis of comparative advantages revealed that India enjoyed comparative advantage in export of Live Animals and Vegetables products with ASEAN countries rather than the ROW which are being exported. In case of Animal or Vegetable fats and Prepared food products and commodities, India had comparative disadvantage for all the years of the observation. The pattern of India's comparative advantage with ASEAN has strong variations across commodities and products for the export. It is notable that India has enjoyed advantages at a comparative scale in the export and trade of meat, tea, rice, cereal and spices and was consistent over the observation period. A similar kind of pattern has been observed in export and trade of vegetables and fruits but India has been losing its comparative advantage to other exporters like China and The Philippines in recent years because of economical and geographical reasons.

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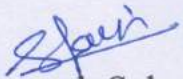


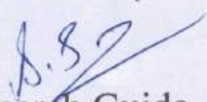
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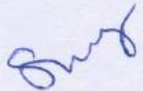
On

“A STUDY OF AGRICULTURE EXPORT FROM  
INDIA”

  
Research Scholars  
Sambhav kumar jain

  
Research Guide  
Dr. Shubhangi Jain

Principal  
Dr. Rishi Dubey Sir

  
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Date:



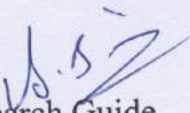


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Research Guide

**Dr. Shubhangi Jain**(Assistant Professor)





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## Introduction

India is one of the major players in the agriculture sector worldwide and it is **the primary source of livelihood for ~55%** of India's population. India has the world's largest cattle herd (buffaloes), largest area planted to wheat, rice, and cotton, and is the largest producer of milk, pulses, and spices in the world. It is the second-largest producer of fruit, vegetables, tea, farmed fish, cotton, sugarcane, wheat, rice, cotton, and sugar. Agriculture sector in India holds the record for second-largest agricultural land in the world generating employment for about half of the country's population. Thus, farmers become an integral part of the sector to provide us with means of sustenance. Consumer spending in India will return to growth in 2021 post the pandemic-led contraction, expanding by as much as 6.6%. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year due to its immense potential for value addition, particularly within the food processing industry. The Indian food processing industry accounts for **32% of the country's total food market**, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. India is Agriculture based Economy. Despite The Focus On industrialization, Agriculture Remains a Dominant Sector of The Indian Economy Both in Terms Contribution to Gross Domestic Product (GDP) As well As a Source of Employment To (50%) Million Across the Country. **Over 70 Percent of The Rural Household Depend on Agriculture As Their Principal Means Of Livelihood.** The Total Share of Agriculture & Allied Sector (Including Agriculture, Forestry and Fishery Sub Sector) in Term of Percentage Of GDP Is 17.9 Percent During 2014. **Indian Agriculture Product Is The 4<sup>th</sup> Largest Exported Principal Commodity with a Share Of 10 Percent of Total Exports of The Country.** Agriculture And Processed Food Export Development Authority (APEDA) Responsible for Taking Decisions in Export OF Agriculture Sector. Time To Time Various Changes and Initiatives Are Taken by it. Enhance And Promote Exports.

**Agriculture is an important sector of Indian economy as it contributes about 17% to the total GDP and provides employment to over 60% of the population.** Indian agriculture has registered impressive growth over last few decades. India is among the world's leaders in terms of production volume for commodities such as **rice, wheat, cotton, sugar, horticulture, and dairy.** Agriculture and related sectors such as forestry and fisheries account for 20.2 percent of the country's GDP. Despite Its high output Level, Indian's agriculture Yield is lower Than Other Significant Producing Countries. According To the Economic survey 2019-20, The Annual Growth Rate in Real Terms In Agriculture And Related Industries Has Stayed Constant Over The Last Six Years. **Agriculture is the most significant source of income for the central and state governments.** the government of the country has substantial revenue





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- (Special focus on farmers suicides in India) Dr. Veena Rani
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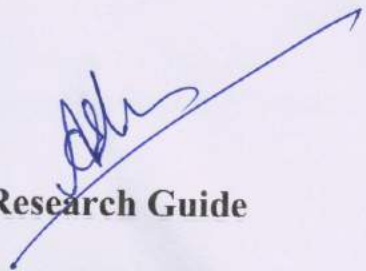
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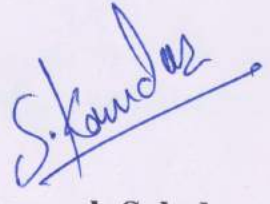
On

“Soyabean Production and Export From  
India”

Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore

  
Research Guide

Dr. Asha Mishra

  
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**Dr.Asha Mishra**

  
Research Guide

Designation





## 15. CONCLUSION AND SUGGESTIONS

- Soybean is a khariff crop grown in India with high nutritional value.
- It is grown in India in states like Madhya Pradesh, Maharashtra, Andhra Pradesh and Rajasthan.
- India has produced 11 million tonnes soybean this year, out of which 9 million tonnes was exported.
- India is the only country which produces non-genetically modifies cops.
- India has high produce of soybean and exports to countries like U.S.A. Italy, Spain, Germany, Singapore, Switzerland, Venezuela, and Sri Lanka. Thailand, china, Indonesia, etc.
- Argentina, Paraguay, USA, Brazil are top competitors for India in this industry.
- Ruchi soya, ŠTC is major players in this industry.
- There was a negative impact of rupee appreciation on soybean contracts for India.
- SOPA is the only authority which looks after development of soybean in India.
- Government has started various initiatives and incentivized exports which will boost exports.
- Low yielding crops, erratic monsoon behavior, lack of infrastructure, disaster-prone topography, etc are major problems to this industry.
- With increase in up gradation and adoption of new technologies there lies a positive scope for this industry.
- India exports premium quality soy meal, which is not found even in Europe and rest part of Asia. Soybean is one of the major crops to be exported and earns a major share of foreign exchange for the country. It helps our country to maintain current account deficit which occurs time to time when we import more goods than required.
- The need of the hour is to frame suitable policies to support the exporters as well as the farmers other than the already existing policies. Export potential of Soybean is although very high, in spite of having a rich stock of natural resources and skilled personnel. India



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is required to strengthen its position in the global market. The exporters of Soybean have to overcome various hurdles posed by several factors.

**The suggestions inferred from the study are-**

- Indian Soybean exporters should establish tie-ups with advertising agencies, marketing consultants in India or destination for marketing Indian products in the stated countries.
- Focused research and development programmers are required for developing quality products for exporting to other countries.
- India must improve upon marketing, branding and packaging skills to win a higher market shares.
- Modernizing and up grading processing ability to improve the quality standards.
- The Indian Soybean industry should look at standardizing the products and use gadgets for documentation to get the recognition of foreign countries.
- India must overcome the problems of organized and regulated market for Indian Soybean.





**INDORE INSTITUTE OF MANAGEMENT  
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**Batch 2020-2023**

**Major Research Project**

**On**

**“ EXPORT PERFORMANCE OF IRON AND  
STEEL IN INDIA ”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore**

**Research Guide**

**Dr. Anuradha Pathak**



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## A STUDY ON EXPORT PERFORMANCE OF STEEL INDUSTRIES IN INDIA

### INTRODUCTION

The steel sector in India is a century old, and exhibits significant economic importance due to rising demand by sectors such as infrastructure, real estate, automobiles, etc., in domestic as well as in international markets. The level of per capita consumption of steel is an important determinant of the social-economic development of the country. The Indian steel industry has entered a new development stage since 2007–08 due to the growing demand for steel. India's 33 per cent growth in steel production in the last five years was second when China hold the first place among the top five steel producing nations, according to data by **World Steel Association (WSA)**. India is the fourth largest producer of crude steel and soft iron in the world. Presently, As of April 2022, India was the world's second-largest producer of crude steel, with an output of 10.14 MT. In FY22, the production of crude steel and finished steel stood at 133.596 MT and 120.01 MT, respectively. In April-Oct 2022, the production of crude steel and finished steel stood at 71.56 MT and 68.17 MT respectively. The growth in the Indian steel sector has been driven by the domestic availability of raw materials such as iron ore and cost-effective labour. Consequently, the steel sector has been a major contributor to India's manufacturing output.

India's pace of growth was also the fastest among the major steel producing countries. The government has set a target of trebling capacity to 300 MT by 2025-26.



9. Export duties for steel must be reduced and Import duties for steel must be increased.

## CONCLUSION

Steel Exports plays a main role in today's economy of each country. China is in first place in terms of production of steel whereas India is in fourth place in terms of production of baowu steel group stands first in producing steel which is located at china with total production of 120.0 million tons in 2021, Tata steel stands in tenth place with total production of 30.6 kmillion tons. The steel industry is controlled by “**WORLD STEEL ASSOCIATION**” which was set up in 19th October 1967.It’s headquarters is in Belgium. It is one of the largest and most dynamic industry associations in the world, with 170 steel producers, national and regional steel industry associations, and steel research institutes.85% of steel producers are the members of world steel association. In India the visionary Shri Jamshedji Tata set up the first Iron and Steel manufacturing unit called Tata Iron and Steel Company, at Jamshedpur in Jharkhand. Iron and steel are among the most important components required for the infrastructure development in the country. India’s steel export is expected to rise by 4-5 per cent this year and will touch 15 per cent CAGR after FY17 as the country has the potential to emerge as the second largest steel consuming market after China.



# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2023**

**Major Research Project**

**On**

**“Impact of the covid-19 pandemic on international  
trade and development”**

**Submitted in the partial fulfillment for the  
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**Research Guide  
Dr. Vinayak Khare**

**Research Scholar  
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Research Guide - Dr. vinayak khare

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# INTRODUCTION

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# INTRODUCTION

The coronavirus disease (COVID-19) no longer dominates the news. Other crises and their devastating consequences are capturing the world's attention. However, COVID-19 has been the health and economic crisis of a century, generating severe setbacks and disruptions.

Since the outbreak of the pandemic, more than 6.2 million deaths due to COVID-19 were reported to the World Health Organization (WHO). Yet the full death toll is likely much higher, as records since then show excess mortality to have been unusually high (WHO, 2022). In 2020, for the first time in the twenty-first century, global poverty increased. An estimated 77 million more people were living in extreme poverty in 2021, compared with 2019 (United Nations, Inter-Agency Task Force on Financing for Development, 2022). According to the Food and Agriculture Organization of the United Nations et al. (2021), in 2020, up to an additional 161 million people went hungry compared with the previous year.

Beyond the human suffering, the COVID-19 pandemic triggered disruptions in almost every sphere of life. Schools and factories closed or suffered a great deal of disruptions, many essential goods came to be in short supply, and public and social life ground to a near halt. Wearing masks and social distancing became the norm. In April 2020, half of the world's population was in lockdown. For the environment, the lockdowns created a short reprieve and precious breathing space.

The disruptions resulted in millions of jobs being slashed and deprived people of their means for decent livelihoods. The impact was highly uneven with a disproportionate impact on those who are less protected in the labour market, often migrants and women (United Nations, 2020). In juggling care responsibilities, a higher share of women than men dropped out of the labour market altogether, compromising hard-won development gains and prospects for women's empowerment and gender equality (International Labour Organization (ILO), 2021). While the job situation has started to improve, the recovery remains volatile, and global working hours were still 3.8 per cent below pre-pandemic levels in the first quarter of 2022 (ILO, 2022).

The COVID-19 crisis spread across the globe at lightning speed owing to the interconnectedness of today's societies and economies. The immense disruptions in trade and investment, especially at the beginning of the crisis, have been clear evidence of this. While both trade and investment recovered strongly, the recovery was uneven across countries and sectors. The digital economy emerged stronger on the back of social distancing measures, but also created deeper divides. The severity of the pandemic's impacts was enabled by the fertile ground of inequalities that have been present for many years. To avoid similar crises in the future and promote a more





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# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020- 2023**

**Major Research Project**


**On**

**“A STUDY ON PRODUCTION AND EXPOR OF  
TEA FROM INDIA”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore**

  
**Research Guide**

**Dr. Shubhangi Jain**

  
**Research Scholar**

**Sushil Patel**



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2020 - 2023

Major Research Project

On

“A STUDY ON PRODUCTION AND EXPOR OF  
TEA FROM INDIA”

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**Sushil Patel**

Principal

**Dr. Rishi Dubey**

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Research Guide

**Dr. Shubhangi Jain**

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External Examiner






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Research Guide

  
Dr. Shubhangi Jain

Designation



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## REVIEW OF THE LITERATURE:

1. Chaudhary S. (2019) Confirms that Indian tea has prominent competitive positions in the global tea trade in comparison to agriculture trade after application of various competitive models in her study. The analysis shows that India has maintained its position as a major tea producer, exporter in the world and maintained its position in the top four tea producing nations. India can gain and retain competitiveness in the world tea market by providing various flavors and qualities of tea to the global market.

2. Navitha B. & Sethurajan S. (2018) in their study “the problems and prospects of Indian tea export Industries” said that India tea exports are facing uncertainty from two of its major Iran and UK. Kenya is spoiling Indians chances there by flooding the UK market with cheaper grade tea. And India is facing problem in the payment mechanism with Iran as the country want to trade in dollars instead of rupees. Major factors responsible for poor performance in tea exports are slow increase in yield, rising domestic demand, slow expansion of area under tea cultivation and unable to compete with major tea exporting countries.

3. Kumareswaran T., Singh HP & et al (2018) has done an analytical study on “dynamics of tea export in India” and said that plantation sector plays an very important role to meet the domestic requirement, employment generation and poverty reduction mainly in rural areas. Due to increasing domestic consumption the export value of tea is decreasing every year. Indian tea is slowly losing ground in international market.

4. Sivanesan R. (2013) in his study “Tea industry in India- Analysis of import and export of tea” finds that average price, average domestic consumption and average per capita consumption of Indian tea is increasing every year. Government of India can take necessary steps to regulate the price of tea.





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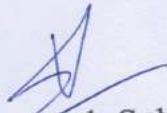


Batch 2020 - 2023

Major Research Project

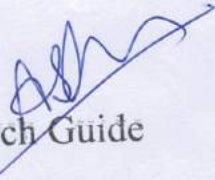
On

“A Study on Export of Wheat Production in India”


  
Research Scholars  
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Principal

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Research Guide

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External Examiner



## CERTIFICATE

This is to certify that the Project Work entitled "**A Study on Export of Wheat Production in India**" has been accomplished by (Research scholar) under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of <sup>BBA FT</sup> ~~Master of Business Administration (MBA)~~ from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Dr. Asha Mishra

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## 1.1 A study on export of wheat production in india

**Introduction** **Wheat** is the most important winter cereal grown during the non-monsoon months, and it is less vulnerable to yield fluctuation than other crops. After rice, wheat is the most important cereal in India. It is grown in cooler regions of India during the mild winter months of November to mid-April.

Physical characteristics such as hectoliter weight, thousand grain weight, grain hardness and texture are important for the grain trade. Based on physical parameters and purity, **Indian wheat** has been grouped into different grades in accordance with the international grading system. Shri Lal mahal's grading system is therefore comparable with the practices followed in other parts of the world.

Shri Lal Mahal is undoubtedly one of the prominent and largest Exporter of Wheat from India. The second-largest wheat-producing country is India. Over the last two decades, India has produced 12.5% of the world's wheat. Like China, India keeps most of its wheat domestic because of significant food demand across the country. Wheat is a grain and is a main ingredient of many foods such as: breads, chapattis, naan breads, breakfast cereals, biscuits, crackers, crumpets, scones, pancakes, wafers, cakes, pizza, pasta, pastries and Yorkshire puddings. It is also found in many convenience foods such as soups, sauces, spices, malted drinks, processed meats, battered/breaded meat and fish, and ready-made meals





## Appendices

The export of wheat recorded a huge surge at USD 1742 million during April-January 2021-22, growing 387 per cent over the corresponding period in 2020-21 when it touched USD 340.17 million.

India has reported a wheat export worth of USD 2352.22 million in the last three years, including the first ten months of current fiscal 2021-22. In 2019-20, the wheat export was worth USD 61.84 million which rose to USD 549.67 million in 2020-21.

Though India is not among the top ten wheat exporters in the global trade, its rate of growth in exports have surpassed that of other countries, indicating the rapid strides it is taking in reaching new markets worldwide.

India is in final talks to start wheat export to Egypt, while discussions are going on with countries like Turkey, China, Bosnia, Sudan, Nigeria, Iran, etc to start wheat export.

India's wheat exports are mainly to neighbouring countries with Bangladesh having the largest share of more than 54 per cent in both volume and value terms in 2020-21. In 2020-21, India entered new wheat markets such as Yemen, Afghanistan, Qatar and Indonesia.

According to data by Directorate General of Commercial Intelligence and Statistics (DGCIS), the top ten importing countries for Indian wheat in 2020-21 were Bangladesh, Nepal, United Arab Emirates, Sri Lanka, Yemen, Afghanistan, Qatar, Indonesia, Oman and Malaysia. Top ten countries accounted for more than 99 per cent share in India's wheat exports in 2020-21 in both volume and value terms.

The rise in wheat exports has been achieved because of the APEDA taking up various initiatives such as organizing B2B exhibitions in different countries, exploring new potential markets and initiating marketing campaigns with active involvement of Indian Embassies.

"We are giving thrust on building infrastructure in the value chain for giving boosts to cereal exports in collaboration with the state governments and other stakeholders such as exporters, farmer producer organizations, transporters etc," said Dr. M. Angamuthu, Chairman, APEDA.





# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2020 - 2023**

**Major Research Project**

**On**

**“A Study on Export of Marine Products from India”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of BBA (Foreign Trade)  
DAVV, Indore**

**Research Guide**

**Prof. Dimple Sukhija**



**Research Scholar**

**Arpit Soni**

## **CERTIFICATE**

This is to certify that the Project Work entitled “**A Study on Export of Marine Products from India**” has been accomplished by Arpit Soni under my guidance and supervision.

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This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

  
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India ranks third among nations that produce fish and aquaculture. 7.96% of all fish produced worldwide is produced in India. Over 28 million individuals in India work in the sector.

The 8118 km of coastline, 2.02 million sq m. of Exclusive Economic Zone (EEZ), and 0.53 sq m. of Continental Shelf make up India's marine resources. The inland resources consist of 0.27 million km of rivers and canals, 2.45 million hectares of ponds, 3.15 million hectares of tanks, and 1.2 million hectares of floodplain lakes.

Total fish output in India's inland and marine sectors was 14.73 million metric tonnes (MMT) in 2020–21, with the inland and marine sectors producing 11.25 MMT and 3.48 MMT, respectively. The fishing industry is one of the main generators of the nation's foreign exchange profits and plays a significant role in the national economy. The potential for marine and inland fisheries was both utilised in 2020–21, with 66% and 51%, respectively. For the past ten years, India has continually increased its entire production of marine products. Total fish production grew from 8.67 MMT in 2011-12 to 14.73 MMT in 2020-21.

Andhra Pradesh, Gujarat, Karnataka, Kerala, Maharashtra, Odisha, Tamil Nadu, and West Bengal are the eight principal fish-producing states in India. With an output of 4.2 million MT in 2019–20, Andhra Pradesh will be the top producer of marine products. During the same time frame, Gujarat, Karnataka, Odisha, and Maharashtra contributed 6%, 4.5%, 5.8%, and 4%, respectively.



HS Codes	Commodities Name
0301	Fish; live
0302	Fish; fresh or chilled, excluding fish fillets and other fish meat of heading 0304
0303	Fish; frozen, excluding fish fillets and other fish meat of heading 0304
0304	Fish fillets and other fish meat (whether or not minced); fresh, chilled or frozen
0305	Fish, dried, salted or in brine; smoked fish, whether or not cooked before or during the smoking process; flours, meals and pellets of fish, fit for human consumption.
0306	Crustaceans; in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; smoked, cooked or not before or during smoking; in shell, steamed or boiled, whether or not chilled, frozen, dried, salted or in brine; edible flours, meals, pellets.
0307	0307 Molluscs; whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; smoked molluscs, whether in shell or not, cooked or not before or during the smoking process; flours, meals and pellets of molluscs, fit for human consumption.
0508	Coral and similar materials, unworked or simply prepared, shells of molluscs, crustaceans or echinoderms and cuttle-bone, not cut to shape powder and waste thereof
0511	Animal Products Not elsewhere specified /Included Animals Of Chapter 1 Or 3 Unfit For Human Consumption.
1504	Fats And Oils And Their Fractions, Of Fish Or Marine Mammals, Whether Or Not Refined, But Not Chemically Modified.
1603	Extracts And Juices Of Meat Fish Crustaceans Molluscs /Other Aquatic Invertebrates.
1604	Prepared or preserved fish; caviar and caviar substitutes prepared from fish eggs
1605	Crustaceans, molluscs and other aquatic invertebrates prepared or preserved.
230120	Flours, meals and pellets; of fish or of crustaceans, molluscs or other aquatic invertebrates.

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