

A STUDY ON EXPORT PERFORMANCE OF PALMYRAH JAGGERY FROM INDIA

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K. SHAJITHA

Ph.D Commerce, Full time Scholar
Fatima College, Madurai

Dr. T. JEYANTHI VIJAYRANI

Associate Professor
Research centre of Commerce
Fatima College, Madurai

Abstract

This analytical study aims to examine the attitudes of exporters towards Palmyrah jaggery exports in Tamil Nadu, India. The study utilized both primary and secondary data to analyze the factors affecting the export of Palmyrah jaggery. The findings revealed that the exporters faced several challenges in the export market, including insufficient production capacity, lack of government assistance, and limited information about the product in the market. Moreover, the study found that exporters were more important to Palmyrah jaggery products, and their attitudes towards exports influenced the product's export performance. The study suggests that providing training to exporters and financial assistance may help to upgrade the sound performance of Palmyrah jaggery exports.

Keywords: *Palmyrah Jiggery, Exports from India, Export Market, Agro-Based Industries, Traditional Dishes.*

Introduction

India has a rich tradition of agro-based industries, and one of the most important products of these industries is jaggery. Palmyrah jaggery, in particular, is a unique product of Tamil Nadu, India. Palmyrah jaggery is a popular sweetener used in traditional dishes and beverages, and its popularity is not just limited to the southern region of India, but it has also gained popularity worldwide. The export of Palmyrah jaggery has become an essential source of income for many farmers and entrepreneurs in Tamil Nadu. However, the export of Palmyrah jaggery is not without its challenges. The exporters face several challenges that hinder the growth of the Palmyrah jaggery export market.

Therefore, this analytical study aims to investigate the attitudes of exporters towards Palmyrah jaggery exports in Tamil Nadu, India. Specifically, the study examines the

factors affecting the export of Palmyrah jaggery and how exporters' attitudes towards exports influence the product's export performance.

Literature Review

The literature review revealed that Palmyrah jaggery is an essential product of Tamil Nadu, and its export has become a significant source of income for many farmers and entrepreneurs in the region. However, the export of Palmyrah jaggery faces several challenges. A study by Ramachandran et al. (2004) found that Palmyrah palm played a significant role in Indian culture, and the traditional water system used in Kerala was reliant on the Palmyrah palm. Moreover, the study found that the Palmyrah industry had a significant impact on the income and employment of people in Ramnad, Tamil Nadu.

Kannathal (2014) investigated the production and income of Palmyrah jaggery in Tamil Nadu and found that the producers enhanced their lives by producing jaggery, leaf, naar, eark, etc. The study further revealed that the utilization of commercial lime had inhibited the fermentation of sweet palmryah saps and Kithul, which hindered rural industrial applications.

Davis and Johnson (1987) in their study, stated that Palmyrah palm had multiple uses and had the potential to be useful for many purposes, including food, fiber, and construction. The study revealed that the exploitation of Palmyrah trees had become a danger to rural populations, making it difficult for them to secure future supplies of raw materials needed for Palm trees.

Methodology

The study used a mixed-methods approach, utilizing both primary and secondary data to examine the attitudes of exporters towards Palmyrah jaggery exports. The primary data were collected through a structured questionnaire administered to 100 exporters involved in Palmyrah jaggery exports in Tamil Nadu. The questionnaire covered various aspects related to Palmyrah jaggery exports, including the exporters' demographics, attitudes towards exports, and the challenges they faced in the export market. The secondary data were collected from academic journals, books, and other relevant sources.

Results

The study examined the attitudes and challenges of exporters towards Palmyrah jaggery exports in Tamil Nadu. The findings indicate that exporters are an important stakeholder in the Palmyrah jaggery industry, and they face several challenges that hinder their export performance. The study found that the major challenges faced by exporters include insufficient production capacity, lack of government assistance, and limited information about the products in the market. Furthermore, the correlation

analysis revealed a positive association between exporter challenges and Palmyrah Jaggery export performance. Therefore, addressing these challenges may help to enhance the export performance of Palmyrah jaggery.

Moreover, the study also found that exporters have a positive attitude towards Palmyrah jaggery exports, and they are interested in exporting the product to international markets. However, they face several challenges that need to be addressed to enable them to export the product successfully.

Conclusion

In conclusion, the study highlights the importance of addressing the challenges faced by exporters to enhance the export performance of Palmyrah jaggery. This study provides important insights into the attitudes and challenges of exporters towards Palmyrah jaggery exports in Tamil Nadu. The findings suggest that providing training to exporters and supporting them through financial assistance may help to upgrade their export performance. Furthermore, the government could play a vital role in promoting the Palmyrah jaggery industry by providing technical support, funding research and development, and improving the infrastructure necessary for production and export. Overall, the study highlights the need for stakeholders in the industry to work together to promote the export of Palmyrah jaggery, which would ultimately benefit the industry and the rural communities that rely on it for their livelihoods.

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