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Investigating Indian Agribusiness Competitiveness with Gulf Nation Using Constant Market Share Analysis

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ABSTRACT

Purpose - This study examines the Indian agribusiness competitiveness and market share analysis of Indian gribusiness products in the market of The Gulf Cooperation Council countries – United Arab Emirates, Saudi Arabia, Bahrain, Kuwait, Oman and Qatar.

Design/methodology/approach - The data is investigated using constant market share analysis introduced by tysznskin and Richardson. The data period is taken from 2011 and 2021.

The Commodity Composition Effect (CCE), World Demand Effect (WDE), Market Demand Effect (MDE), and Residual Competitiveness Effect (RCE) are the four effects that make up the Constant Market Share Analysis (CMSA) model, which is used to analyze structural changes in international trade.

Findings - The study found that World Demand Effect (WDE) is positive and very high so WDE is the main reason for potential growth in exports of these Agri related products to gulf cooperation. Commodity composition effect and market distribution effect is negative .so cce and mde contribution in growth is less. Residual competitiveness effect is positive and high. so it contributes to the growth. COMPETITIVENESS of a products is measure by using World Demand Effect (MDE),Market Distribution Effect (MDE), Commodities Composition Effect(CCE)and residual effect (competitiveness effect). In this paper agribusiness is focused. the data is taken from the site i.e. OEC observatory of economic complexity. Data is secondary in nature.

Competitiveness of products is analysed. The product categories are vegetables, foodstuff, animal product and animal and vegetables biproducts. Market share of Qatar, Bahrain, and Saudi Arabia was increased. UAE, Oman, and Kuwait market share were decreased during this period. World percent share increases by 1.28%. VEGETABLES PRODUCTS: - MDE is negative in nature. FOODSTUFFS: -WDE and competitiveness effect is positive in nature.

ANIMAL PRODUCT: - CCE is negative. ANIMAL AND VEGETABLES BI-PRODUCTS:
-MDE is negative in nature. In the highly competitive global marketplace, India has emerged as a major player in agricultural exports. The economic significance of the country's agricultural sector cannot be overstated, as it contributes significantly to the nation's GDP and plays a important role in providing livelihoods to a large portion of the population. This paper aims to examine competitiveness in Indian agriculture, this review seeks to uncover the key strengths and weaknesses of the sector, while also identifying potential opportunities and threats. Factors such as government policies, technological advancements, infrastructure development, market access, and global demand for agricultural produce will be explored in detail.

Practical implications -The results finds that Agricultural product is one of the major export products to gulf corporation. In this study the four categories of product are vegetables products, foodstuffs, animal products, animal and vegetable Bi-products. The value of these products in 2011 was $ 31.42 billion and in 2021 was $ 48.39 billion. share of India's exports in world exports (%). In 2011 vegetables products (3.35), foodstuffs (1.51), animal products (1.86), animal and vegetable Bi- products (1.17).In 2021 vegetables products(3.73), Foodstuffs (1.64), animal products (2.49) and animal and vegetable Bi- products (1.30).

Originality/value -The uniqueness of this paper lies in its focus countries that is GULF CORPORATION and INDIA, A Constant Market Share Analysis is used to analyse the competitiveness of Indian agribusiness.

Keyword – Indian agribusiness, competitiveness, gulf nation, a constant market analysis.

1.INTRODUCTION

India has emerged as a major player in the global agricultural trade, thanks to its economic reforms and trade liberalization policies implemented since 1991 (Kumar, 2022). These reforms have allowed India to enhance its domestic and export competitiveness in the agricultural sector. These reforms have led to an increase in India's comparative advantage for a

majority of agricultural commodities, allowing it to grow into the domains of export focus and worldwide competitiveness. In this study the four categories of product are vegetables products, foodstuffs, animal products, animal, and vegetable Bi- products. In this study data of site Observatory of Economic Complexity (OEC) is used for analysis. The export of Agri related products (final and processed) from India to gulf corporation's markets. The gulf market is one of the most important export destinations for India and rest of the world. The actual change in exports of these agricultural related products from India to gulf nations in period. 2011 to 2021 is $16.97 Billion. Initiatives like the Pradhan Mantri Kisan Sampada Yojna aim to modernize food processing industries create better storage facilities and improve transportation networks for agricultural products. while assessing the competitiveness of agricultural businesses is important, the word refers to the ability of a business to outperform its rivals in sales or customer loyalty as a result of superior product, service, or distinctiveness The term "competitiveness" can indicate several things depending on the context. the competitiveness of a business, the Caliber of its goods and services, or a mix of the two. The Economic reforms of 1991 in India were a series of policy changes and liberalization measures initiated to address a severe economic crisis and to open the Indian economy to global markets.

Devaluation of the Rupee. To boost exports and reduce the trade deficit. Indian agricultural products become more competitive in international markets. Industrial Policy Reforms: Industrial Licensing was reduced. This indirectly affected agribusiness by facilitating the development of food processing and related industries. Financial Sector Reforms: It leads to increased availability of Credit to farmers and agribusiness. It also facilitated investment in agriculture related infrastructure. Public Sector Reforms. The government started disinvesting from public sector enterprises leading to privatization and restructuring of many state-owned agribusinesses. The impact of these reforms on agriculture was not uniform across the country and various states and regions experienced different outcomes. The major features of economic reforms in India, especially in agribusiness, include: first Liberalization of the Agriculture Sector: The government has reduced its intervention in agriculture and allowed more private sector participation. This includes dismantling the monopolies of the Agriculture Produce Market Committee (APMC) in many states, giving farmers more choices in marketing their produce. Second Foreign Direct Investment (FDI): The limits on FDI in the agricultural sector have been increased, encouraging greater foreign investment in agribusiness and food processing. Thirds Essential Commodities Act Reforms: Amendments to the Essential Commodities Act have reduced government control over the distribution, storage, and production of essential goods. This aims to attract private investment and enhance the agribusiness value chain. Fourth Infrastructure Development: Investing in infrastructure is crucial for the growth of agribusiness. Improved infrastructure supports better logistics, storage, and distribution. Fifth Direct Benefit Transfers (DBT): The government is focusing on DBT to ensure that the benefits of various schemes reach the intended beneficiaries directly, improving efficiency and reducing corruption. Sixth Trade Policy Reforms: Import restrictions have been relaxed and tariffs lowered, making it easier to aCCEss foreign technologies and inputs for agriculture and agribusiness and seven Investment in Research and Development: Supporting research and development in agriculture is vital for technological advancements, which can boost productivity, improve seed quality, and enhance irrigation methods.

Additional factors contributing to the effectiveness of these reforms include:

Diverse Agro-climatic Conditions: India's varied agro-climatic conditions allow for the cultivation of a wide range of crops, giving it a comparative advantage in agricultural production. Abundant Labor Force: A large labor force in the agricultural sector enables cost-effective production processes, enhancing competitiveness. Government Initiatives: The Indian government has implemented several programs and regulations to encourage agricultural exports, such as the Agricultural Export Policy and the creation of the Agricultural and Processed Food Products Export Development Authority (APEDA). Technological Advancement: Adoption of modern agricultural practices and technologies has improved productivity and quality, making Indian agricultural products more competitive in the global market. Trade Agreements: Bilateral and multilateral trade agreements have facilitated market aCCEss for Indian agricultural products, enhancing their competitiveness further.

The study of these reforms is structured into five sections: first Introduction second Review of Literature. Thirds Research Methodology Fourth Results and Discussion fifth Conclusion

2. Review of Literature

The increasing concerns about trade deficit and performance of Indian agribusiness have led to a literature investigating the competitiveness of Indian agribusiness with gulf corporations.

2.1. Economic Indicators and India Export Performance

Kumari Nilanjana (2010) "Economic indicators' impact on India's export performance: before and after liberalization" She examines the economic factors that influence India's export performance, as indicated by the study, including GDP, imports, per capita net national income (PCNNI), BOP, exchange rate, and industrial production. GDP, imports, and

PCNNI have the most effects on India's export performance. The study investigates the significance of the relationship between exports and indices using data spanning from 1986 to 2011. The correlation coefficient and multiple correlation of Karl Pearson. Finding the association between indicators and exports can be done with the use of the t-test.The trading regime before and after liberalization, as well as India's place in global trade, were also examined in the research.The paper rejects the hypothesis that higher productivity necessarily leads to better export performance due to lack of strong empirical support. The conclusions of the paper regarding the relationship between exports and economic indicators are: 1. Exports are significantly affected by GDP, Imports, and Per Capita Net National Income (PCCNI). These three indicators were found to have the strongest correlation with export growth.

2. The Balance of Payment, Exchange Rate, and Industrial Production have a relationship with exports, but they are not as influential as the first three indicators. 3. The policy changes influencing India's export growth should primarily consider the three pivotal indicators (GDP, Imports, and PCCNI).

2.2. Competitiveness of Indian Agricultural Exports.

Kumar K Nirmal Ravi (2022) "Competitiveness of Indian Agricultural Exports: A Constant Market Share Analysis". He used a continual market analysis to examine the export competitiveness of agricultural goods. The examination of Constant Market Share (CMS) revealed various conclusions regarding the agricultural export performance of India. From 1991 to 2020, India's exports of main agricultural commodities increased satisfactorily in terms of both quantity and value, with the exception of wheat and shelled cashew nuts in the case of quantity. The World Demand Effect (WDE), which shows that the nation benefited from a growth in overall global demand, assuming that its share of the market stayed constant, was the key driver of India's agricultural export performance from 2011 to 2020. Nevertheless, throughout the preceding ten years (2011-2020), the country's agricultural exports fell in relative terms, but the shares of particular commodities and all agricultural goods in global agricultural exports climbed. All selected commodities, save wheat, showed significant and positive growth rates in terms of export value between 1991 and 2020. The study found that India was a specialist in exporting goods with a slowly growing global demand over the study period, as shown by the negative Competitive Component Effect (CCE) for the majority of the studied markets. The COVID-19 pandemic and subsequent export restrictions imposed by importing countries affected the CCE and Residual Component Effect (RCE) of many selected commodities.

2.3. Comparative Analysis of India's and China's Export Structure

Bagaria Nidhi and Ismail Saba (2017) "A Comparative Analysis of India's and China's Export Structure" They analysed in their paper India's and China's Export Structure with the help of comparative analysis. It shows that China and India's export structures differ in several ways: Export Diversification: China exports a wider range of goods than India does. Exports that are diversified show the range of goods a nation exports, which can result in more steady export development. Nonetheless, the analysis points out that India's exports are becoming more diverse over time. Export-oriented composition: China's exports are majorly dominated by manufacturing goods, while India's exports are a blend of manufacturing and natural resource-based goods. SITC1 Digit Level: This level categorizes total merchandise exports in ten commodity groups. As of 2014, China has an edge in just three commodity groups—two of which are shared by both China and India—while India has a comparative advantage in six commodity groups. High-tech exports: Over time, high-tech exports have contributed significantly—and increasingly—to China's overall exports. On the other hand, even if their share is increasing, high tech exports make up a smaller portion of India's overall exports. Growth Rate: Compared to China, India's export growth has lagged. These disparities highlight China's greater economic performance and global share overall, even while India is showing signs of diversification and a growing emphasis on high-tech exports.

2.4. Bop And Market Share

Das Pranati and roy manash (2019)" They attempt to shed light on the BOP, nature, market share, and changes of India's international trade with the rest of the world during the post-reform period in "The State of India's Foreign Trade during the Post-Reform Period: An Empirical Analysis." In this study, ANOVA and other statistical methods are employed. During the post-reform era, India's foreign commerce showed an expanding tendency, especially in the export sector. India's international trade showed a trend away from Eastern European, OPEC, and OECD nations and toward 'Developing' and 'Other' categories of countries. The balance of trade was generally in deficit, with fluctuations noted over time. Notably, the trade deficit experienced an increase over time.

3.Materials and Method

The partnership between India and gulf corporation is very important and old. The export data is taken from the Observatory of Economic Complexity (OEC)site. The four categories of products is taken that is vegetables products, foodstuffs, animal products ,animal and vegetable Bi- products. The data is available as product export, import product, countries bi lateral trade, share percentage. The Gulf Cooperation Council countries – Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates

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3.1 Model specification and Functional form-

These data is investigated using constant market share analysis introduced by tysznskin and Richardson. The data period is taken from 2011 and 2021 .

The Commodity Composition Effect (CCE), World Demand Effect (WDE), Market Demand Effect (MDE), and Residual Competitiveness Effect (RCE) are the four effects that make up the Constant Market Share Analysis (CMSA) model, which is used to analyze structural changes in international trade. CMSA computes the difference between the real and assumed growth rates of exports, based on the target country's export share of each commodity in each market.

Formula: - $\sum(X2i-X1i)$ = export growth
$r\sum X1i$ world effect
$+\sum(ri-r)\ X1i$ commodity composition effect
$+\sum i\sum j(rij-ri)X1ij$ market distribution effect
$+\sum i\sum j(X2ij-X1ij-rijX1ij)$ competitiveness effect

where r is the percentage rise in global exports from 2011 to 2021 (excluding India); and ΔX is the real change in agricultural exports from India (difference between 2021 and 2011); This is the percentage rise in global commodity "i" exports from 2011 to 2021 (except from India). X1i represents India's exports of commodity "i" to the rest of the world in period 2011, and X1ij represents India's exports of commodity "i" to country "j" in period 2011. rij is the percentage increase in global (apart from India) exports of commodity "i" to country "j" from period 2011 to period 2020. where, = Real increase in exports from the target nation (India); Real Growth in Exports. This represents the variation in India, the focus country's agricultural exports from 2020 to 2011. This can be expressed as follows: = X1-X0 (2), where, = Actual growth in the focal country's exports (India); A Possible Rise in Exports This is obtained using the subsequent formulas: ( )/100 (3) where, = Potential value of exports from the focus country in the year 2020; = Value of global exports in the same period; = Focus country's percentage of global exports in the year 2011. Thus, = X0, = Possible growth in exports from the focus nation. The analysis is done in MS Excel.

4 RESULTS AND DISCUSSION

The competitiveness of a country's agricultural exports is crucial for its economic growth and development. A competitive agricultural sector not only contributes to the nation's GDP but also creates employment opportunities and improves the standard of living for rural communities. The competitiveness of agricultural exports is even more important in the case of India, since agriculture is the main source of income for a sizable section of the people.

Agricultural export competitiveness enables Indian farmers and exporters to penetrate international markets, boosting their income and enhancing their economic status. This also bolsters India's reputation as a dependable supplier of high-quality agricultural products. A competitive agricultural sector can attract foreign direct investment (FDI) and drive technological advancements, resulting in greater productivity and efficiency. However, maintaining and enhancing competitiveness in agricultural exports presents challenges. Indian farmers often struggle with limited aCCEss to credit, poor infrastructure, fragmented landholdings, and insufficient market information. Addressing these issues and implementing effective strategies is crucial for the sustainable growth of Indian agricultural exports.

One major hurdle is the negative impact of changes in the external environment, causing instability in export performance. Another is the consistently negative Commodity Composition Effect (CCE) for agricultural exports, indicating that India needs to diversify its agricultural exports and improve product quality and consistency to enhance global competitiveness. Additionally, the recent surge in COVID-19 cases in India has raised concerns about its effect on agricultural production and global demand conditions. Agricultural products are a major export to the Gulf Cooperation Council, and the COVID-19 pandemic has heightened worries about potential agricultural restrictions and trade barriers.

The World Demand Effect (WDE) assesses how changes in global exports impact India's exports. A positive or negative WDE value indicates an increase or decrease in India's exports due to global demand fluctuations. The Commodity Composition Effect (CCE) measures the share of a nation's export mix in high-demand goods. A positive CCE means exporting more commodities with growing demand, while a negative CCE indicates the opposite. The Market Distribution Effect (MDE) gauges the focus country's export concentration in markets with varying demand growth rates. A positive MDE indicates exports to rising markets, while a negative MDE suggests exports to slower-growing markets. The Residual Competitiveness Effect (RCE) measures the difference between actual export changes and expected changes if market share remained constant. A positive RCE indicates increased competitiveness.

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This analysis of India's agricultural exports, considering WDE, CCE, MDE, and RCE, helps policymakers understand the underlying factors affecting export performance. It allows for comparisons with rival nations and aids in formulating policy recommendations to boost India's export competitiveness.

1. Vegetable products show higher competitiveness than other categories, so India should focus on exporting vegetables. Foodstuff exports have good potential as WDE and competitiveness are high, while MDE and CCE are mostly negative for all categories.
2. In all categories, the actual change in India's exports is higher than the potential change, with the highest difference in animal products (2.73) followed by vegetables (2.44).
3. India's share of global vegetable exports increased from 3.35% to 3.73% (0.38% increase), with the highest increase in animal products (0.63%). Overall, India's share of global exports increased across all categories.
4. The UAE is the top destination for India's exports, with increases in exports to all countries except Kuwait. Although world exports also increased, India's export growth was not proportional to the global increase.

Figure 1, WDE, CCE, and MDE, Competitiveness of Products

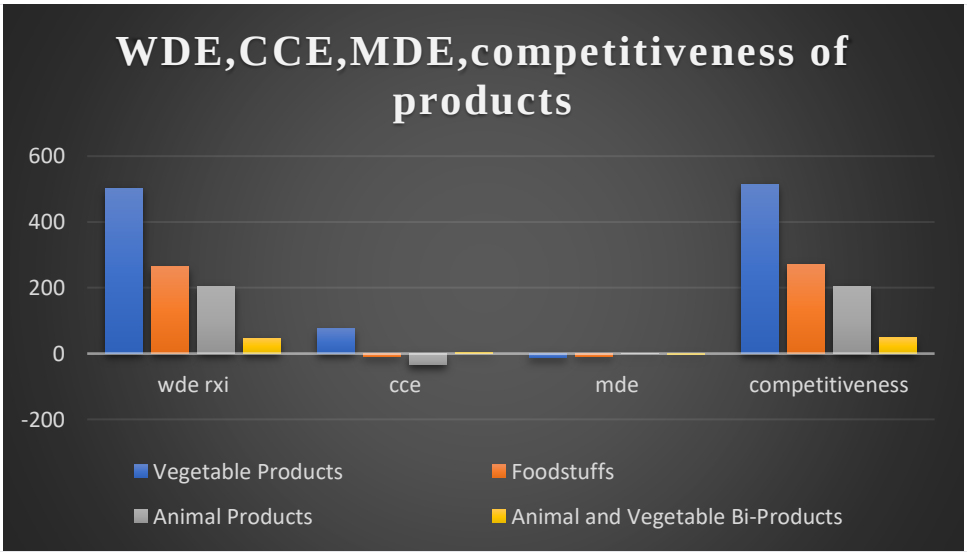

Figure 1, Competitiveness of vegetables products is more than other three products so India should focus on export of vegetables products. There is a good scope for export of food stuffs because WDE and competitiveness is high.MDE and CCE almost negative for all product categories.

Figure, 2 Actual & Potential change from 2011 to 2021

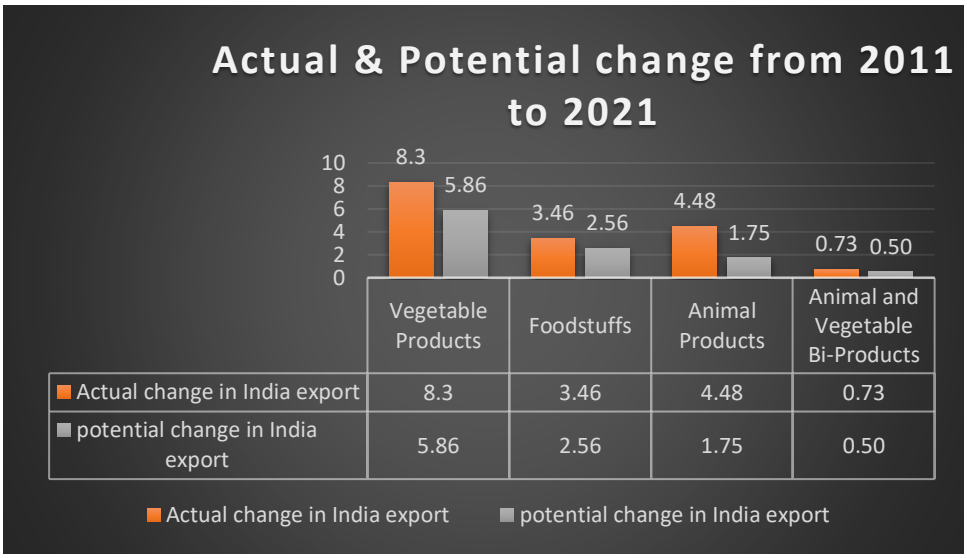

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Figure 2, In all categories actual change in India export higher than the potential change in export. Highest difference is in animal products i.e. 2.73 then vegetables products 2.44.

Figure 3, Share of India's Export in World Export

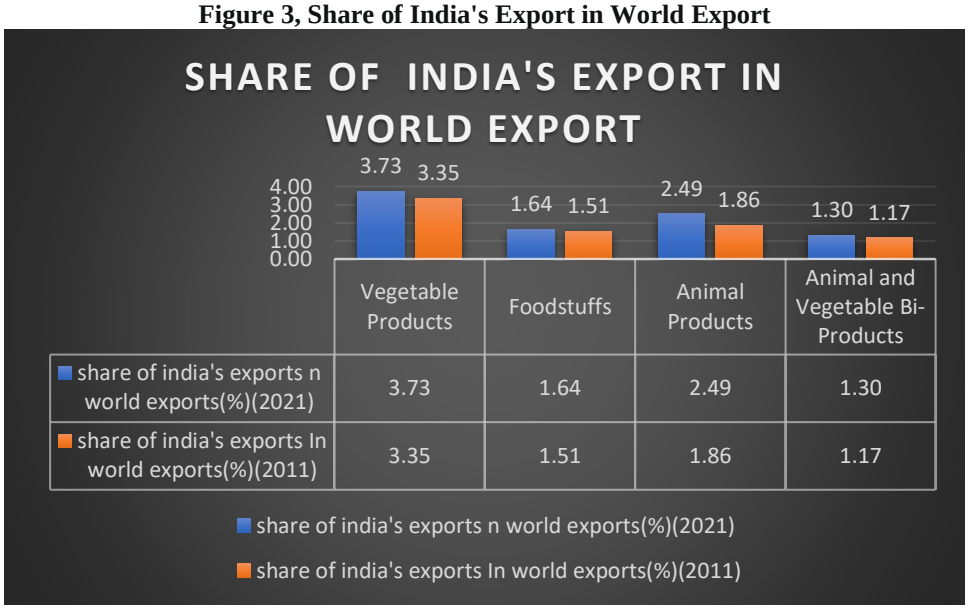

Figure 3, Share of India's exports in world exports in vegetables products increases from 3.35% to 3.73% i.e. 0.38% increase. Maximum increase in share of animal products i.e. 0.63%. Overall, in all four products categories there is increment in share of world export.

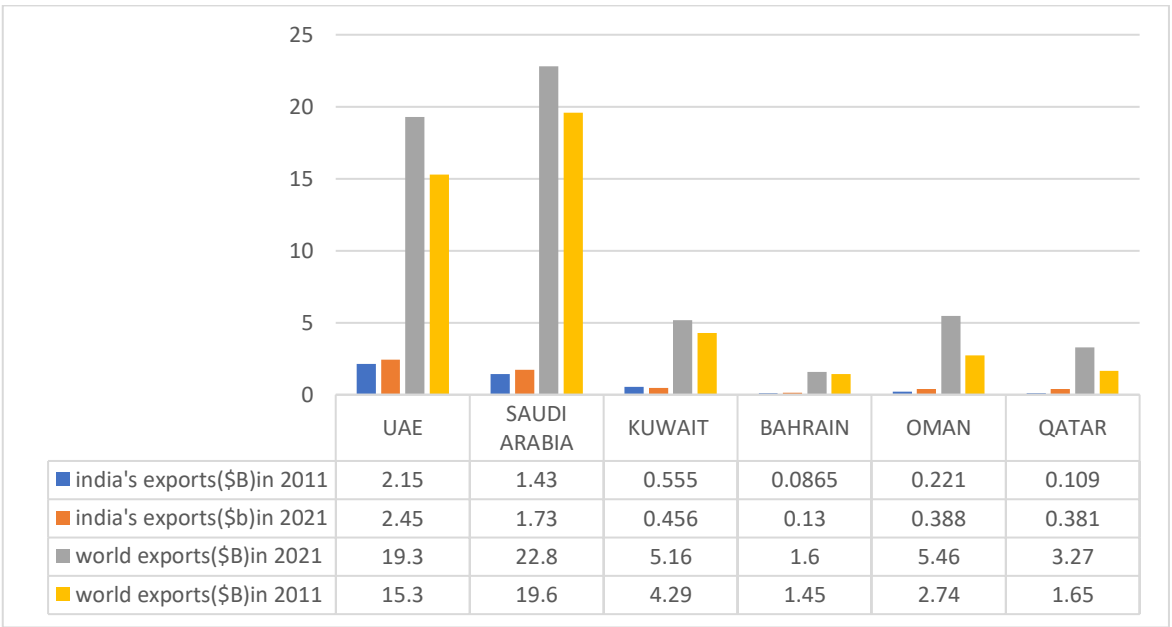

Figure 4, Top destination for India's exports is UAE. India's exports increases with all countries except Kuwait. World export was also increased but increment of India's export was not proportional to world increment.

Challenges to competitiveness

Infrastructure Constraints: Indian agricultural exports face significant challenges due to inadequate cold storage facilities, transportation infrastructure, and logistics. Quality Control and Standards: Many Indian agricultural products struggle to meet global quality standards and certifications, limiting their competitiveness in international markets. Price Volatility: Fluctuations in commodity prices and exchange rates impact the profitability of farmers and exporters, affecting the competitiveness of Indian agricultural exports. Climate Change: Climate variability and extreme weather events threaten agricultural productivity, impacting the competitiveness of agricultural exports. Looking ahead, India's agricultural export competitiveness will depend on its ability to address these challenges while leveraging its strengths. Investments in

infrastructure, research and development, and the adoption of best agricultural practices are crucial. Additionally, focusing on value addition, promoting organic and niche products, and enhancing marketing efforts can further boost the competitiveness of Indian agricultural exports. Constant Market Share Analysis (CMSA): This model helps businesses assess their market performance by breaking down changes in market share into three components: industry effect, country effect, and competitiveness effect. By examining these factors, companies can determine whether their market share changes are due to external or internal factors. This analysis is particularly useful for businesses operating in multiple countries or industries. India's agricultural export growth performance is influenced by several factors, with the primary driver being rising global demand, known as the World Demand Effect (WDE) in CMSA. This component relates to overall global demand changes with India's market share remaining constant. Other factors include international trade opportunities and India's competitive strength in the global market. Economic reforms and trade liberalization policies adopted since 1991 have also improved India's position in world trade. India's agricultural export performance depends on internal circumstances and global demand conditions, as well as its ability to maintain export competitiveness while navigating export restrictions and trade curbs from importing countries. CMSA provides valuable insights into industry dynamics and helps identify strategic growth areas. It distinguishes whether changes in market share result from a company's competitiveness or external industry factors. Understanding Market Share: Market share is the portion of the market controlled by a specific brand or company, calculated as a percentage of a company's sales or revenue divided by the total sales or revenue in the market. It is a crucial indicator of a business's effectiveness and competitiveness. The Concept of Constant Market Share (CMS): CMS analysis helps understand changes in market share over time by isolating the factors contributing to these changes. It breaks down market share changes into three components: industry effect, country effect, and competitiveness effect. Industry Effect: Represents changes in market share due to overall industry growth or decline, indicating how the market as a whole is performing and whether external factors influence market share changes. Country Effect: Reflects changes in market share caused by differences in market conditions across countries, helping businesses understand how market characteristics and consumer behavior vary from one country to another. Competitiveness Effect: Measures changes in market share resulting from a company's competitiveness in the market, taking into account pricing, marketing tactics, product quality, and customer satisfaction. This component helps companies evaluate their strengths and weaknesses relative to competitors. Understanding these key components is essential for conducting a thorough constant market share analysis.

Industry Effect: This component analyzes changes in market share influenced by industry-wide factors. It helps businesses determine whether their market share variations are due to external factors affecting the entire industry, such as shifts in consumer preferences or technological advancements. Country Effect: The country effect examines changes in market share resulting from differences in market conditions across countries. It considers factors like economic conditions, cultural aspects, regulatory environments, and competitive landscapes in each country. Competitiveness Effect: This component assesses changes in market share attributable to a company's competitiveness in the market. It evaluates factors such as product quality, pricing strategies, marketing efforts, customer service, and brand reputation. By understanding and analyzing these components, businesses can gain a comprehensive view of their market position and identify areas for improvement.

Benefits of Using CMSA:

Constant Market Share Analysis (CMSA) offers several advantages for businesses aiming to enhance their market position and identify growth opportunities:

Identifying Competitive Advantages: CMSA helps businesses understand their competitive strengths and weaknesses compared to industry peers. By analyzing the competitiveness effect, companies can pinpoint areas where they excel and leverage these strengths to gain a larger market share. Pinpointing Growth Opportunities: CMSA enables businesses to identify growth opportunities within their industry and across different countries. By examining the industry effect and country effect, companies can spot emerging trends, untapped markets, or regions with higher growth potential. Tracking Market Performance: CMSA allows businesses to track their market performance over time. By comparing market share changes across different periods, companies can evaluate the effectiveness of their strategies and make necessary adjustments. Supporting Decision-making: CMSA provides valuable insights that support informed decision-making, helping businesses optimize their market performance. Limitations of CMSA: While CMSA is a powerful tool, it has its limitations. Awareness of these limitations is essential for effective use: Data Availability: CMSA relies heavily on accurate and comprehensive data, including historical market share data, industry data, country-specific information, and competitor data. Limited data availability or inconsistencies can affect the accuracy and reliability of the analysis. Causality vs. Correlation: CMSA identifies correlations between market share changes and various factors but does not establish causality. It helps businesses understand relationships between different variables but does not provide definitive evidence of cause and effect. Assumption of Constant Market Conditions: CMSA assumes that market conditions remain constant over time. However, markets are dynamic, and external factors can significantly impact market share changes. Changes in consumer behavior, industry disruptions, or economic fluctuations may not be fully captured by this analysis. Interpretation Complexity: CMSA involves complex calculations and interpretations, requiring expertise in data analysis,

statistics, and industry knowledge to ensure accurate results and meaningful insights. Despite these limitations, CMSA remains a valuable tool for businesses looking to assess their market position and make informed decisions.

Constant Market Share Analysis provides businesses with valuable insights into their market position and growth opportunities. By breaking down market share changes into industry effect, country effect, and competitiveness effect, businesses can determine the factors driving these changes and make informed decisions. While CMSA has its limitations, it offers essential insights into industry dynamics, competitive advantages, and growth prospects. Conducting CMSA and leveraging the gained insights can help businesses stay ahead of the competition, optimize their market performance, and drive growth.

5. CONCLUSION AND POLICY IMPLICATIONS

Competitiveness in Indian agricultural exports is crucial for the sustainable growth of the sector and the overall economic development of the country. By analyzing various research studies and scholarly articles, this literature review has provided insights into the factors that contribute to the competitiveness of Indian agricultural exports. Government policies and initiatives, comparative analysis with other countries, challenges and constraints, innovations and technologies, and suCCEssful case studies are all important considerations in enhancing competitiveness. By implementing the recommended strategies, India can further strengthen its position as a leading player in the global agricultural export market, ensuring the prosperity of its farmers and contributing to the nation's economic growth. the export of agricultural products to GCC India possess many competitive advantages than rival countries. Geographical distance is one important factor for the suCCEss of India export with GCC.Top destination for India are UAE and Saudi Arabia. In 2023, India accounted for 1.8% of world goods exports and 2.8% of global goods imports. India’s imports and exports as a percentage of GDP grew significantly. India's GDP share of imported goods and services was 26% of GDP (up from 19% in 2020) and exported goods and services made up 23% of the GDP (up from 19% in 2020). With $1.9 billion in agricultural imports from India in FY 2022–2023 (or 6.9% of India's total agricultural exports), the UAE ranked as the country's second-largest importer of agricultural products from India. With respective amounts of $486 million and $150 million, rice and wheat are the top two products.

Recommendations for Improving Competitiveness in Indian Agricultural Export:

Based on the reviewed literature, the following recommendations can enhance the competitiveness of Indian agricultural exports:

1. Strengthen Government Policies: Enhance government policies and initiatives to provide farmers with better aCCEss to credit, improved infrastructure, and market information.
2. Reduce Bureaucratic Procedures: Simplify bureaucratic processes and reduce trade barriers to make it easier for farmers and exporters to do business.
3. Invest in Research and Development: Invest in research and development to advance agricultural technology, including precision farming techniques, biotechnology, and post-harvest management.
4. Encourage Public-Private Partnerships: Foster public-private partnerships to leverage the expertise and resources of both sectors for agricultural development.
5. Promote Capacity Building Programs: Implement capacity-building programs to enhance the skills and knowledge of farmers and exporters, particularly in quality control, food safety, and value addition.
6. Improve Market Linkages: Strengthen market linkages and explore new export destinations to diversify and expand markets for Indian agricultural products.
7. Foster Collaboration: Encourage collaboration among stakeholders, including farmers, exporters, government agencies, research institutions, and industry associations, to drive innovation and address common challenges.

Government policies significantly shape the competitiveness of Indian agricultural exports. Various initiatives and reforms, such as the National Agriculture Policy, Minimum Support Price (MSP) scheme, and Pradhan Mantri Fasal Bima Yojana (PMFBY), aim to provide financial security to farmers, improve infrastructure, promote research and development, and facilitate market aCCEss. However, there is room for improvement in streamlining bureaucratic procedures, reducing trade barriers, and enhancing the effectiveness of existing policies. Indian farmers and exporters can identify competitiveness factors such as productivity, quality standards, value addition, supply chain efficiency, and cost competitiveness.

Study Recommendations:

a) The government should focus on agricultural export policies related to Gulf nations.
b) The government should ensure the availability of investment related to the export supply chain.

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