



“MARKET WISE EXPORT ANALYSIS OF MARINE PRODUCTS FROM INDIA”

Dr.S.Sitrarasu

Associate Professor, School of Commerce and International Business, Dr.G.R.Damodaran College of Science,
Avanashi Road, Coimbatore .

Abstract

India has good prospects of becoming a dominant supplier of sea food in the international market. The opening up of the economy and liberalized industrial policy of India helped to gain a lot in the field. The aquaculture industry is rapidly developing. The vast untapped resources can be utilized successfully to uplift India's marine products export trade in the international market. India's sea food industry is one of the biggest foreign exchange earners and its annual turnover has crossed US \$2.67 billion. The most important fishery products being exported are shrimp, salmon, trout, crabs, lobsters, mollusks, cephalopods, Fish meal, small pelagic, large pelagics and flatfish. Due to increasing popularity of crabs, they shared the second position in the export market and have great potential. In this scenario, the author in this research article attempted to analyse the Market wise Export Performance of Marine products from India from the year 2011-12 to 2015-16.

Key words: Marine Products, Sea Food, Aquaculture, Fisheries sector, Value added sea products, Market wise and MPEDA.

1. Introduction

The Indian Seafood Industry is an important traditional export sector in Indian economy and it has been identified as one of the thrust areas for export development. Having its root in all the maritime states of the country, this industry provides employment to more than six million persons directly and indirectly. It includes a highly skilled and competitive women labour force, which is a definite advantage in raising the socio-economic standard of households in the coastal areas of the country. India, bestowed with fishery resources of three oceans, provides tremendous potential for growth of the fishery industry. India has got two million square kilometer of sea area as Exclusive Economic Zone (EEZ), 1.20 million hectares of brackish water and the advantage of cheap labour force, all the plus points to do it big in the seafood industry's overseas market. The Indian marine export business also beat a stronger rupee against the Euro and the US Dollar to grow 6.6 percent in volume and cross the \$2-billion mark in earnings between April and December 2010. This is the first time in the history of the marine products industry that has been crossing the \$ 2-billion mark Exports during April to December 2010-2011 stood at 5,47,249 tons compared to 5,13,373 tons during the same period in the previous financial year. Value in rupee terms increased to Rs.9,187 crore compared to Rs.7,725 crore and dollar earnings went upto \$2,028 million against \$ 1,626 million.

2. Statement of The Problem

The economic status of any country is largely influenced by the availability of foreign currencies. Hence, every country aims at increasing exports and discouraging imports so that they can have favourable balance of payment position. All world countries are exploring new markets in foreign countries to export their countries' manufactured items, provision of services, natural resources, value added items and so on. India has got vast potential for the export of sea food items to foreign markets. The significant export markets for Indian marine products are Japan, USA, European Union, China, South East Asia, Middle East, East Europe, African countries, Latin American countries, other Asian and European countries.

The important ports/airports through which marine products are exported from India includes Mumbai, JNP, Kandla, Porbandar, Pipavav, Goa, Kochi, Trivandrum, Mangalore/ICD, Karwar, Chennai, Tuticorin, Mundra, Haldia, Calicut, Nsict, Karimanj, Ahmadabad, Agartala, Paradeep, Mid Sea, Delhi, Kakinada, Kolkata, Vizag, Hill Land Customs, Trichy, Bangalore, Okha and Port Blair.

The marine products export basket of India comprises mainly frozen shrimp, frozen fish, frozen squid, frozen cuttle fish, dried item, chilled items, live items, frozen lobster, frozen octopus, canned item, pickles and others. Here a study is worth conducting to analyze the Market wise Export performance of marine products from India. Hence, the author took up the present study entitled “**MARKET WISE EXPORT ANALYSIS OF MARINE PRODUCTS FROM INDIA**”.

3. Objectives of the Study

This research was carried out with the following objectives.

1. To analyze the Market wise Export performance of Marine Products of India from the year 2011-12 to 2015-16.
2. To assess the Annual Growth of Market wise Export of marine products on Year to Year basis from 2011-12 to 2015-16 in terms of Quantity in ton, Value in Indian Rupee and Value in US\$ Million.
3. To Rank the performance of Market wise Export of marine products from 2011-12 to 2015-16 in terms of Quantity in ton, Value in Indian Rupee and Value in US\$ Million.



4. Research Methodology

This research article is both Analytical and Descriptive in nature and it was done with secondary data collected from various published sources. Data relating to market wise export of marine products from the year 2011-12 to 2015-16 were compiled from the information given in mpeda.gov.in.

5. Data Analysis

The export of marine products from India to various foreign markets were classified into seven categories viz. Japan, United States of America, European Union, China, South East Asia, Middle East Countries and Other countries. Export of marine products made from India to these seven group of countries from the year 2011-12 to 2015-16 (5 years) were taken for analysis and the results are presented below.

5.1. Market wise Export analysis of the year 2011-2012 compared with 2010-2011

Market	Particulars	2010-11	2011-12	Rank	Increase/ Decrease Percentage	Percentage of Contribution in Total
JAPAN	Quantity in ton	70714	85800	4	21.33	9.95
	Value in Crore	1683.39	2140.67	4	27.16	12.90
	US\$ Million	373	456.35	4	22.35	13.01
USA	Quantity in ton	50095	68354	6	36.45	7.93
	Value in Crore	1990.26	2977.53	3	49.61	17.94
	US\$ Million	438.49	637.53	3	45.39	18.17
EUROPEAN UNION	Quantity in ton	170963	154221	2	-9.79	17.89
	Value in Crore	3459.4	3810.44	2	10.15	22.96
	US\$ Million	765.15	805.38	2	5.26	22.96
CHINA	Quantity in ton	159147	84515	5	-46.90**	9.80
	Value in Crore	1977.81	1259.23	6	-36.33	7.59
	US\$ Million	440.1	263.3	6	-40.17	7.50
SOUTH EAST ASIA	Quantity in ton	233964	343962	1	47.01	39.90
	Value in Crore	2114.48	4193.27	1	98.31*	25.26
	US\$ Million	469.36	880.09	1	87.51	25.08
MIDDLE EAST	Quantity in ton	43983	38155	7	-13.25	4.43
	Value in Crore	670.35	894.38	7	33.42	5.39
	US\$ Million	148.31	186.85	7	25.99	5.33
OTHERS	Quantity in ton	84225	87014	3	3.31	10.09
	Value in Crore	1005.77	1321.72	5	31.41	7.96
	US\$ Million	222.5	278.94	5	25.37	7.95
Total	Quantity in ton	813091	862021	-	6.02	-
	Value in Crore	12901.47	16597.23	-	28.65	-
	US\$ Million	2856.92	3508.45	-	22.81	-

Source: mpeda.gov.in.

(* = Highest Increase % and ** = Highest Decrease %)



5.2. Market wise Export analysis of the year 2012-2013 compared with 2011-2012

Market	Particulars	2011-12	2012-13	Rank	Increase/ Decrease Percentage	Percentage of Contribution in Total
JAPAN	Quantity in ton	85800	76648	6	-10.67	8.26
	Value in Crore	2140.67	1999.59	4	-6.59	10.60
	US\$ Million	456.35	372.57	4	-18.36**	10.61
USA	Quantity in ton	68354	92447	4	35.25	9.96
	Value in Crore	2977.53	4026.48	3	35.23	21.35
	US\$ Million	637.53	747.45	3	17.24	21.28
EUROPEAN UNION	Quantity in ton	154221	158357	2	2.68	17.06
	Value in Crore	3810.44	4176.42	2	9.60	22.15
	US\$ Million	805.38	777.41	2	-3.47	22.14
CHINA	Quantity in ton	84515	87776	5	3.86	9.46
	Value in Crore	1259.23	1444.86	6	14.74	7.66
	US\$ Million	263.3	269.47	6	2.34	7.67
SOUTH EAST ASIA	Quantity in ton	343962	340944	1	-0.88	36.73
	Value in Crore	4193.27	4357.28	1	3.91	23.11
	US\$ Million	880.09	811.8	1	-7.76	23.12
MIDDLE EAST	Quantity in ton	38155	41419	7	8.55	4.46
	Value in Crore	894.38	1113.34	7	24.48	5.90
	US\$ Million	186.85	209.26	7	11.99	5.96
OTHERS	Quantity in ton	87014	130623	3	50.12*	14.07
	Value in Crore	1321.72	1738.29	5	31.52	9.22
	US\$ Million	278.94	323.71	5	16.05	9.22
Total	Quantity in ton	862021	928215	-	7.68	-
	Value in Crore	16597.23	18856.26	-	13.61	-
	US\$ Million	3508.45	3511.67	-	0.09	-

Source: mpeda.gov.in

(* = Highest Increase % and ** = Highest Decrease %)

5.3. Market wise Export analysis of the year 2013-2014 compared with 2012-2013

Market	Particulars	2012-13	2013-14	Rank	Increase/ Decrease Percentage	Percentage of Contribution in Total
JAPAN	Quantity in ton	76648	71484	6	-6.74	7.27
	Value in Crore	1999.59	2463.83	4	23.22	8.15
	US\$ Million	372.57	410.95	4	10.30	8.21
USA	Quantity in ton	92447	110880	4	19.94	11.27
	Value in Crore	4026.48	7744.67	2	92.34*	25.63
	US\$ Million	747.45	1286.04	2	72.06	25.68
EUROPEAN UNION	Quantity in ton	158357	174686	2	10.31	17.76
	Value in Crore	4176.42	6129.69	3	46.77	20.29
	US\$ Million	777.41	1013.28	3	30.34	20.23
CHINA	Quantity in ton	87776	75783	5	-13.66**	7.70
	Value in Crore	1444.86	1766.72	6	22.28	5.85
	US\$ Million	269.47	293.12	6	8.78	5.85
SOUTH EAST ASIA	Quantity in ton	340944	380061	1	11.47	38.63
	Value in Crore	4357.28	8046.59	1	84.67	26.63
	US\$ Million	811.8	1320.95	1	62.72	26.38
MIDDLE EAST	Quantity in ton	41419	58040	7	40.13	5.90



	Value in Crore	1113.34	1599.37	7	43.66	5.29
	US\$ Million	209.26	272.65	7	30.29	5.44
OTHERS	Quantity in ton	130623	112822	3	-13.63	11.47
	Value in Crore	1738.29	2462.4	5	41.66	8.15
	US\$ Million	323.71	410.71	5	26.88	8.20
Total	Quantity in ton	928215	983756	-	5.98	-
	Value in Crore	18856.26	30213.26	-	60.23	-
	US\$ Million	3511.67	5007.7	-	42.60	-

Source: mpeda.gov.in (*= Highest Increase % and **= Highest Decrease %)

5.4. Market wise Export analysis of the year 2014-2015 compared with 2013-2014

Market	Particulars	2013-14	2014-15	Rank	Increase/ Decrease Percentage	Percentage of Contribution in Total
JAPAN	Quantity in ton	71484	78772	5	10.20	7.49
	Value in Crore	2463.83	3040.26	4	23.40	9.09
	US\$ Million	410.95	502.29	4	22.23	9.11
USA	Quantity in ton	110880	129667	3	16.94	12.33
	Value in Crore	7744.67	8830.12	1	14.02	26.40
	US\$ Million	1286.04	1458.24	1	13.39	26.46
EUROPEAN UNION	Quantity in ton	174686	188031	2	7.64	17.89
	Value in Crore	6129.69	6715.58	3	9.56	20.08
	US\$ Million	1013.28	1106.67	3	9.22	20.08
CHINA	Quantity in ton	75783	59519	7	-21.46	5.66
	Value in Crore	1766.72	1349	7	-23.64	4.03
	US\$ Million	293.12	221.44	7	-24.45**	4.02
SOUTH EAST ASIA	Quantity in ton	380061	409931	1	7.86	38.99
	Value in Crore	8046.59	8620.85	2	7.14	25.78
	US\$ Million	1320.95	1416.82	2	7.26	25.71
MIDDLE EAST	Quantity in ton	58040	64608	6	11.32	6.15
	Value in Crore	1599.37	2020.86	6	26.35*	6.04
	US\$ Million	272.65	333.1	6	22.17	6.04
OTHERS	Quantity in ton	112822	120716	4	7.00	11.48
	Value in Crore	2462.4	2864.93	5	16.35	8.57
	US\$ Million	410.71	472.56	5	15.06	8.57
Total	Quantity in ton	983756	1051243	-	6.86	-
	Value in Crore	30213.26	33441.61	-	10.69	-
	US\$ Million	5007.7	5511.12	-	10.05	-

Source: mpeda.gov.in (*= Highest Increase % and **= Highest Decrease %)

5.5. Market wise Export analysis of the year 2015-2016 compared with 2014-2015

Market	Particulars	2014-15	2015-16	Rank	Increase/ Decrease Percentage	Percentage of Contribution in Total
JAPAN	Quantity in ton	78772	75393	5	-4.29	7.97
	Value in Crore	3040.26	2610.74	4	-14.13	8.58
	US\$ Million	502.29	403.48	4	-19.67	8.61
USA	Quantity in ton	129667	153695	3	18.53*	16.25
	Value in Crore	8830.12	8633.4	1	-2.23	28.38
	US\$ Million	1458.24	1334.05	1	-8.52	28.46
EUROPEAN UNION	Quantity in ton	188031	186349	2	-0.89	19.70



	Value in Crore	6715.58	6311.45	3	-6.02	20.75
	US\$ Million	1106.67	970.77	3	-12.28	20.71
CHINA	Quantity in ton	59519	50042	7	-15.92	5.29
	Value in Crore	1349	1432.25	7	6.17	4.71
	US\$ Million	221.44	220.69	7	-0.34	4.71
SOUTH EAST ASIA	Quantity in ton	409931	328900	1	-19.77	34.77
	Value in Crore	8620.85	7499.16	2	-13.01	24.65
	US\$ Million	1416.82	1152.86	2	-18.63	24.59
MIDDLE EAST	Quantity in ton	64608	53905	6	-16.57	5.70
	Value in Crore	2020.86	1793.67	6	-11.24	5.90
	US\$ Million	333.1	276.46	6	-17.00	5.90
OTHERS	Quantity in ton	120716	97609	4	-19.14	10.32
	Value in Crore	2864.93	2140.16	5	-25.30	7.04
	US\$ Million	472.56	329.62	5	-30.25**	7.03
Total	Quantity in ton	1051243	945892	-	-10.02	-
	Value in Crore	33441.61	30420.83	-	-9.03	-
	US\$ Million	5511.12	4687.94	-	-14.94	-

Source: mpeda.gov.in.

(* = Highest Increase % and ** = Highest Decrease %)

6. Interpretation

The above table 5.1 clearly depicts the market wise export of marine products in 2011-12 and its comparative results with 2010-11. In 2011-12, as far as the quantity of export is concerned, export to South East Asia with the quantity of 3,43,962 tons and 39.90% contribution to the total export quantity of marine products of the country secured first position followed by European Union market with 1,54,221 tons and export to other group countries with 87,014 tons in the second and third positions. While analyzing the export value in Indian rupee, export to South East Asia with the export value of Rs.4,193.27 crore and with 25.26% contribution to the total secured the top position. European Union market and USA market stood in the second and third positions with Rs.3,810.44 crore and Rs.2,977.53 crore respectively. According to the US\$ Million analysis, export to South East Asia with 880.09 US\$ Million and 25.08% of total export value in US\$ million of the country through export of marine products occupied the first position followed by European Union and USA markets with 805.38 and 637.53 US\$ Million respectively. During 2011-12, Export value in Indian rupee to South East Asia registered the highest increase percentage of 98.31 and export quantity to China has recorded the highest decrease percentage of -46.90 when compared to the previous year's export.

The above table 5.2 clearly shows the market wise export of marine products in 2012-13 and its comparative results with 2011-12. In 2012-13, As far as the quantity of export is concerned, export to South East Asia with the quantity of 3,40,944 tons and 36.73% of contribution to the total export quantity of marine products registered the first position. European Union and other group countries markets secured the second and third rank with 1,58,357 tons and 1,30,623 tons respectively. According to the export value in Indian rupee analysis, South East Asia market with Rs.4,357.28 crore and contribution of 23.11% to the total stood in the top most position followed by European Union market with Rs.4,176.42 crore and USA market with Rs.4,026.48 crore in second and third positions. As per the US\$ Million analysis also, export to South East Asia secured the first position with 811.8 US\$ Million and 23.12% of total export value in US\$ million of the country through marine products followed by European Union and USA markets in the second and third positions with US\$ Million 777.41 and 747.45 respectively. During 2012-13, Export quantity to other group countries has recorded the highest increase percentage of 50.12 and export value in US\$ Million to Japan has recorded the highest decrease percentage of -18.36 compared to the previous year's export.

The above table 5.3 clearly illustrates the market wise export of marine products in 2013-14 and its comparative results with 2012-13. In 2013-14, As far as the quantity of export is concerned, export to South East Asia with the quantity of 3,80,061 tons and 38.63% to the total contribution of export of marine products of the country occupied the first position followed by European Union and other group countries markets with 1,74,686 tons 1,12,822 tons in second and third positions respectively. According to the export value in Indian rupee analysis, export to South East Asia with Rs.8,046.59 crore and 26.63% of total contribution stood in the first position followed by USA market with Rs.7,744.67 crore and European Union market with Rs.6,129.69 crore in second and third positions respectively. As per the export earnings in US\$ Million analysis,



export to South East Asia secured the top position with 1,320.95 US\$ Million and 26.38% of total contribution followed by USA and European Union markets in second and third positions with 1,286.04 and 1,013.28 US\$ Million respectively. During 2013-14, the highest percentage increase was registered by USA market in terms of Indian rupee export realization of 92.34 and the highest decrease percentage was registered (-13.66) by china in terms of Quantity of export when compared to the previous year 2012-13.

The above table 5.4 clearly describes the market wise export of marine products in 2014-15 and its comparative results with 2013-14. In 2014-15, as far as the quantity of export is concerned, export to South East Asia with the quantity of 4,09,931 tons remained in the top position with 38.99% of contribution to the total export of marine products. Export to European Union and USA markets occupied the second and third positions with 1, 88,031 tons and 1,29,667 tons respectively. As per the export value in Indian rupee analysis, export to USA with Rs.8,830.12 crore and 26.40% of total contribution secured the first position followed by export to South East Asia and European Union in following two positions with Rs. 8,620.85 crore and Rs.6,715.58 crore respectively. In the analysis of US\$ Million export to USA secured the top position with 1,458.24 US\$ Million and 26.46% contribution to the total followed by South East Asia market with 1,416.82 US\$ Million and European Union market with 1,106.67 US\$ Million in the two subsequent positions. During 2014-15, the highest percentage increase (26.35%) was recorded by Middle East market in the category of export value in Indian rupee and the highest decrease percentage was registered (-24.45%) by export to China in US\$ realization category.

The above table 5.5 clearly reveals the Market wise Export of Marine Products in 2015-16 and its comparative results with 2014-15. In 2015-16, As far as the quantity of export is concerned, consecutively for the fifth year export to South East Asia with the quantity of 3,28,900 tons and 34.77% contribution to the total continued in the first position followed by export to European Union and USA in the subsequent two positions with 1,86,349 tons and 1,53,695 tons respectively. When the export value in Indian rupee was analysed, export to USA remained in top with Rs.8,633.4 Crore and 28.38% of total contribution, export to South East Asia and European Union were in the second and third positions with Rs.7,499.16 crore and Rs.6,311.45 crore. When the export value in US\$ was analysed, USA market remained in the top position with 1,334.05 US\$ Million and 28.46% of total contribution, export to South East Asia and European Union secured the second and third positions with US\$ Million 1,152.86 and 970.77 respectively. During 2015-16, the export quantity to USA recorded the highest percentage increase (18.53%) and export value in US\$ Million to other group countries registered the highest decrease percentage (-30.25%) when compared to the previous year's performance.

7. Inferences

7.1. While comparing the total export of marine products from India of the year **2011-12 with 2010-11**, the following facts were inferred.

7.1.1. **Quantity in ton** – The total export quantity of 2011-12 showed an increase of 6.02% over the previous year. Markets of Japan (21.33%), USA (36.45%) and South East Asia (47.01%) had the positive growth rate which is above the overall growth rate of 6.02% but other group countries had a growth of 3.31% which is below the overall growth rate. European Union (-9.79), China (-46.90) and Middle East (-13.25) markets had the negative growth rate.

7.1.2. **Value in Rupee Crore** – The overall growth rate of 2011-12 in terms of export value in Indian rupee indicated 28.65% over the previous year. Markets of USA (49.61), South East Asia (98.31), Middle East (33.42) and other group countries (31.41) showed a positive growth rate which is above the overall growth rate. Japan (27.16%) and European Union (10.15%) markets showed a positive growth but below the overall growth rate of 28.65%. China recorded a negative growth of -36.33%

7.1.3. **Value in US\$ Million** – The overall growth rate of 2011-12 in terms of US\$ Million has registered 22.81%. Markets of USA (45.39%), South East Asia (87.51%), Middle East (25.99%) and other group countries (25.37%) recorded positive growth rate over the country's growth rate. Japan (22.35%) and European Union (5.26%) markets had positive growth rate but lower than the overall growth rate. China only registered a negative growth rate (-40.17%).

7.2. While comparing the total export of marine products from India of the year **2012-13 with 2011-12**, the following facts were inferred.

7.2.1. **Quantity in ton** - The total export quantity of 2012-13 showed an increase of 7.68% over the previous year. Markets of USA (35.25%), Middle East (8.55%) and Other group countries (50.12%) had registered the growth rate which is above the overall growth rate. Markets of European Union (2.68%) and China (3.86%) registered the positive growth rate but below the overall growth rate. But Japan (-10.67%) and South East Asia (-0.88%) markets recorded negative growth rate.



7.2.2. Value in Rupee Crore - The overall growth rate of 2012-13 in terms of export value in Indian rupee indicated 13.61% over the previous year. Markets of USA (35.23%), China (14.74%), Middle East (24.48%) and other countries (31.52%) registered positive growth rate which is above the overall growth rate. Markets of European Union (9.60%) and South East Asia (3.91%) registered positive growth rate which is lesser than the overall growth rate. Whereas Japan was the only market that recorded negative growth rate (-6.59%).

7.2.3. Value in US\$ Million - The overall growth rate of 2012-13 in terms of export value in US\$ Million indicated 0.09% over the previous year. Markets of USA (17.24%), China (2.34%), Middle East (11.99%) and other group countries (16.05%) had registered positive growth rate which is above the country's overall growth rate. Export to Japan (-18.36%), European Union (-3.47%) and South East Asia (-7.76%) recorded the negative growth rate.

7.3. While comparing the total export of marine products from India of the year **2013-14 with 2012-13**, the following facts were inferred.

7.3.1. Quantity in ton – The overall growth rate of the export quantity for the year 2013-14 compared to the year 2012-13 was 5.98%. Markets of USA (19.94%), European Union (10.31%), South East Asia (11.47%) and Middle East (40.13%) recorded positive growth rate which is above the country's overall growth rate. Export to countries Japan (-6.74%), China (-13.66%), and other group countries (-13.63%) registered negative growth rate.

7.3.2. Value in Rupee Crore – The export realization in Indian Rupee of the year 2013-14 recorded the growth rate of 60.23% over the previous year 2012-13. Markets of USA (92.34%) and South East Asia (84.67%) registered positive growth rate above the country's overall growth rate. Whereas, markets of Japan (23.22%), European Union (46.77%), China (22.28%), Middle East (43.66%) and other group countries (41.66%) had recorded positive growth rate but less than the overall growth rate of the country. Interestingly no market has recorded negative growth rate.

7.3.3. Value in US\$ Million - The export realization in US\$ Million of the year 2013-14 registered the overall growth rate of 42.60% compared to the previous year. Markets of USA (72.06%) and South East Asia (62.72%) registered positive growth rate which were above the overall growth rate. Markets of Japan (10.30%), European Union (30.34%), China (8.78%), Middle East (30.29%) and other countries (26.88%) recorded positive growth rate but lower than the overall growth rate. No country has recorded negative growth rate.

7.4. While comparing the total export of marine products from India of the year **2014-15 with 2013-14**, the following facts were inferred.

7.4.1. Quantity in ton – The overall growth rate of export quantity in ton of the year 2014-15 compared to the previous year was 6.86%. Markets of Japan (10.20%), USA (16.94%), European Union (7.64%), South East Asia (7.86%), Middle East (11.32%) and Other countries (7.00%) have recorded positive growth rate above the country's growth rate. China was the only market to record the negative growth of (-21.46%).

7.4.2. Value in Rupee Crore – The export realization in Indian rupee of the year 2014-15 registered the growth rate of 10.69%. Markets of Japan (23.40%), USA (14.02%), Middle East (26.35%) and other countries (16.35%) registered positive growth rate above the country's growth rate. Markets of European Union (9.56%) and South East Asia (7.14%) recorded positive growth rate but lower than the country's growth rate. China was the only market to register the negative growth rate of -23.64%.

7.4.3. Value in US\$ Million – The export realization in US\$ Million of the year 2014-15 compared to the previous year was 10.05%. Markets of Japan (22.23%), USA (13.39%), Middle East (22.17%) and other countries (15.06%) recorded positive growth rate above the overall growth rate. Markets of European Union (9.22%) and South East Asia (7.26%) recorded positive growth rate but lower than overall growth rate. China market only recorded the negative growth rate of -24.45%.

7.5. While comparing the total export of marine products from India of the year **2015-16 with 2014-15**, the following facts were inferred.

7.5.1. Quantity in ton – The year 2015-16 registered the overall growth rate of -10.02% compared to the previous year of 2014-15 in terms of quantity of export. USA (18.53%) was the only market to record positive growth. Japan (-4.29%) and European Union (-0.89%) recorded negative growth but better than the overall rate. Markets of China (-15.92%), South East



Asia (-19.77%), Middle East (-16.57%) and other countries (-19.14%) recorded negative growth rate below the overall growth rate.

7.5.2.Value in Rupee Crore – The export realization in Indian rupee of the year 2015-16 registered a negative growth rate of -9.03%. China was the only market to record positive growth of 6.17%. Markets of USA (-2.23%) and European Union (-6.02%) registered negative growth but better than the overall growth rate. Markets of Japan (-14.13%), South East Asia (-13.01%), Middle East (-11.24%) and other countries (-25.30%) recorded the negative growth rate lesser than the overall growth rate.

7.5.3.Value in US\$ Million – The export realization in US\$ Million of the year 2015-16 registered the negative growth rate of -14.94%. Importantly, no market has recorded positive growth rate during 2015-16. Markets of USA (-8.52%), European Union (-12.28%) and China (-0.34%) recorded negative growth rate but better than the overall rate. Whereas below the overall growth rate were recorded by Japan (-19.67%), South East Asia (-18.63%), Middle East (-17.00%) and other countries (-30.25%) markets.

8. Conclusion

The export of marine products from India to the seven categories of markets has seen a steady growth during the study period i.e. 2011-12 to 2015-16 except the last year 2015-16 when there was a downfall in the quantity of export, value in Indian rupee and US\$ Million. Export of marine products to the markets of South East Asia, European Union, USA and other group countries have constantly contributed well for the country. Particularly, the market of South East Asia remained in top in all the five study years as far as the quantity of export is concerned and occupied one of the top three positions as far as the export value in Indian Rupee and US\$ Million are concerned. India being a peninsula, has got vast potential for export of sea food items can still perform very well in foreign markets and earn huge Foreign Exchange when it is encouraging the export of Value added items along with the traditional items. Adequate attention can also be paid by the government departments and agencies to introduce new technologies in catching sea food items, increasing the breed of varieties of fishes and training for promoting the export of processed or value added items so that this sector can be a wonderful money winner for our nation.

References

1. Francis Cherunilam, (2000), "International Trade and Export Management", Himalaya Publishing House, Mumbai.
2. Gupta S.P. (2010), "Statistical Methods" Sultan chand and Sons, New Delhi.
3. James Anderson, (2003), "The International Seafood Trade," C.R.C. Press Routerdge, USA.
4. Francis C.A., Ph.D., Thesis, (1991), Cochin University of Science & Technology, titled Export Process Development and Potential of Indian Seafood Industry".
5. "Annual Report of MPEDA" of the years 2011-12 to 2015-16.
6. "Hand Book on Fisheries Statistics" (2008), Government of India. Ministry of Agriculture, Department of Animal Husbandry, Dairying and Fisheries.
7. "Marine products export Review", published by MPEDA Cochin, 2011-12 to 2015-16.
8. mpeda.gov.in.