

“STUDY ON CHALLENGES FACED BY ONION EXPORTERS IN COIMBATORE REGION”

Submitted by

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CHAPTER-1

INTRODUCTION OF THE STUDY

1. INTRODUCTION

The Coimbatore region in India is known for its onion production, and many businesses in the region rely on exporting onions to other countries. However, the onion export industry faces several challenges that can impact the profitability of businesses in the region. This research study aims to identify and analyze the challenges faced by onion exporters in the Coimbatore region, with the goal of finding solutions that can help these businesses overcome these challenges. Through this research, we hope to contribute to the growth and sustainability of the onion export industry in Coimbatore, and help businesses in the region thrive in the competitive global market. Onion is also known as bulb onion or common onion, is a vegetable that is the most widely cultivated species of the genus *Allium*. Its close relatives include the garlic, shallot, leek, chive, & Chinese onion. The onion also contains several other spices variously referred to as onion and cultivated for food. The onion, commonly referred to as the bulb onion or common onion, is one of the most popularly farmed plants in the *Allium* genus. Included are the Chinese onion, garlic, shallot, leek, and chive. The onion also includes a number of additional spices. Various onions are referred to as onion and farmed for food. Onion is one of the major vegetables in the Indian diet. It has many good medicinal characters to maintain good health. India is the largest producer of onion followed by China. Onion production in India was around 26.64 million metric tonnes during 2021-22. The productivity of onion is low at around 11.4 metric tons per ha, which is significantly lower than the world average of 17.3 metric tons per ha (Rekha Morais & Irudaya Steny Fernando, 2018) [5]. Most of the south Indian people cultivated small onion varieties that differed according to the region. The per capita consumption of

onion raised every year due to some reasons like changes of life and food style. During 2004-05 and 2009-10, the rural consumption of onions increased to 32 per cent and urban consumption of onions increased to 18 percent in India (Kalaiselvi, 2020) [3]. In Tamil Nadu, Perambalur district is the topmost cultivator of small onion. In 2018-19 Perambalur district produced 70,470 MT of small onion. The quality, production and price of Kharif grown onion is lesser than those grown in Rabi season. The quality, production and price of Kharif grown onion is lesser than those grown in Rabi season (Parimalarangan et al., 2019) [4]. The onion growers **bring their produce to market for sale immediately** after the harvest, because of lack of storage facilities and financial problems of onion growers. This result in glut of onion in market and fall in market prices of the onion (Asmatoddin et al., 2009) [1]. The economic analysis review indicates the cost of onion production is in a continuous change due to inflation and the prices of input are continuously changing. The main problem reported by the selected onion grower was on farm storage of irrigation, low quality of seeds and pesticides, market distance, poor farm market road, costly inputs and exploitation by local traders. (Baloch et al., 2014) [2]. The objectives of the study were to find out the marketing problems of small onion growers and to give suggestions to overcome the problems.

2. Statement of problem

The onion export industry in the Coimbatore region is facing numerous challenges that hinder the growth and sustainability of the business. Despite being a major onion producing area in India, onion exporters in the region face difficulties in maintaining the quality of onions, timely shipment, and high transportation costs, among other factors. The lack of adequate infrastructure, policies, and regulations, as well as competition from other onion producing countries, further exacerbate the challenges faced by onion exporters in the Coimbatore region. Therefore, the study aims to identify and examine the challenges faced by onion exporters in the Coimbatore region and recommend suitable solutions to address these challenges.

The onion exporters have insufficient knowledge on the market to Identified it demand the face a high fluctuation in the price which falls it to reduction of now we are days that domestic conception of onions as rapidly increased which result is the reduction of due to detection of Agriculture the protection of onion does not need the domestic without the proper information about the buyer the face difficulties to identify due to insufficient funds and lack of proper transportation source they have drawbacks in the transportation of goods.

3. OBJECTIVE OF THE STUDY

- To understand the types of onions that are exported;
- To evaluate the onion market;
- To ascertain the fervent activity of foreign onion buyers from India;
- To determine the exporters' perspectives on price volatility for onions.

4. SCOPE OF THE STUDY

The review can start with an outline of the onion sending out industry, including its size, degree, and central members. The review can then recognize the difficulties looked by onion exporters, for example, unofficial laws, production network disturbances, market rivalry, and evaluating unpredictability. The study can investigate how these obstacles affect onion exporters' profitability, sustainability, and capacity to satisfy customer demand. The study can look at the strategies that successful onion exporters use to overcome these obstacles and maintain their level of global market competition. The study can suggest potential solutions for onion exporters to mitigate the challenges and enhance their export performance based on the analysis of challenges and best practices.

5. RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology refers to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge.

Data sources:

Source of data:

Primary data:

The first-hand data was collected by the researcher after deciding the study area. Through well-structured questionnaire primary data was collected. It was collected from 50 respondents.

Secondary data:

The secondary data was collected from the study related websites, journals, and magazines. It was collected through the library to facilitate proper understanding of the conceptual frame work about the study.

Sample size:

Due to the partial period of study, only 50 customers selected as sample unit from the population. The study is conducted on the basis of the replies of the selected sample and findings are drawn based on their replies.

Tools used for analysis:

- Percentage analysis
- Chi-square analysis

Limitations:

- Selected Sample is limited to 50. Hence findings cannot be universal.
- Respondents may be unfair. So the collected data may not be trustworthy.
- Customers' preferences and ideas are supposed to variation from time to time.

CHAPTER SCHEMES

Chapter 1 : Introduction and Design of the study

The chapter presents the introduction, need of the study, statement of the problem, objectives of the study, methodology of the study and limitations of the study.

Chapter 2 : Review of Literature

The chapter provides the sources and resources of the literature prevalent in the area pertaining to the study undertaken.

Chapter 3 : Frame work of the study

This chapter deals with the frame work of information “**STUDY ON CHALLENGES FACED BY ONION EXPORTERS IN COIMBATORE REGION**”

Chapter 4 : Analysis and Interpretation

This Chapter Deals With the Analysis and Interpretation.

Chapter 5 : Findings, Suggestions and Conclusion

This chapter provides brief summary of Findings, Suggestions and Conclusion of the study.

CHAPTER-II

REVIEW OF LITERATURE

Review of literature is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you determine the nature of your research.

“In writing the review of literature, the purpose is to convey to the reader what knowledge and ideas have been established on a particular topic, and what their strengths and weaknesses are. It must be defined by a guiding concept. It is not just a descriptive list of the material available, or a set of summaries”.

1. **Rakesh Kumar and H.C. Joshi in (2014)¹** found that the major challenges faced by onion exporters in India are related to infrastructure and logistics. The study identified that inadequate cold storage facilities, lack of proper transportation, and poor quality packaging are the major issues that need to be addressed.

2. **Praveen Kumar and S.S. Negi in (2016)²** highlighted that price volatility is a major challenge faced by onion exporters. The study suggested that onion exporters need to focus on product diversification and value addition to overcome this challenge.
3. **S.M. Sajjad and S.N. Naik in (2015)³** identified quality control issues as a major challenge faced by onion exporters. The study suggested that exporters need to focus on improving the quality of their products through proper grading and sorting, and by implementing quality control measures.
4. **R. P. Singh and S.K. Choudhary in (2015)⁴** it was found that competition from other onion-producing countries is a major challenge faced by Indian onion exporters. The study suggested that exporters need to focus on improving the quality of their products and exploring new markets to overcome this challenge.
5. **Attri et al. (2015)⁵** Significant variation among the 47 genotype of onion was observed for all the traits plant height, leaf length, leaves per plant, polar and equatorial diameter of bulbs, average bulb weight, total soluble solids and total yield quintal/hectare. Onion is most important crop cultivated throughout the world and utilized as spice and condiment.
6. **Chhina et al. (2015)⁶** Onion (*Allium cepa* L.) is one of the major vegetable crops grown in different parts of India mainly by small and marginal farmers. Generally, the onion seeds are sown in nursery and transplanted with row to row spacing of 15cm and plants to plants spacing of 7.5cm to get optimum yield.
7. **Fitiwy et. al. (2015)⁷** Two chemical insecticides including Dimethoate 40% E.C and Lambda-Cyhalothrin(Karate 5 E.C), and five botanical extracts obtained from neem(*Azadirachta indica*), Mexican marigold (*Tagetes minuta*), and Tobacco (*Nicotiana glauca*) and Jimson weed (*Datura stramonium*) were use to tested for their controlling effect on onion thrips.
8. **Gill et al. (2015)⁸** Onion thrips, *Thrips tabaci* Lindeman (Thysanoptera: Thripidae), is a well known onion pest worldwide. Onion thrips causes both direct and indirect damage to onion by feeding and ovipositing on leaves that may cause green onions (scallions) to be unmarketable and dry bulb onion size to be reduced
9. **Gopal Jai (2015)⁹** Onion (*Allium cepa* L.) originated in central Asia, which is its primary center of diversity. Though initially adapted to long days of temperature regions, it's highly cross-pollination nature has paved the way for short day adapted selections as in India. Onion research in India started in 1960 at Pimpalgaon, Baswant, Nasik, but now a number of organizations including some agricultural universities are working on onion
10. **Mithari et. al. (2015)¹⁰** *Thrips tabaci* Lind. (Thysanoptera: Thripidae) is destructive, polyphagous pest of agricultural and other economically important crop plant. *Thrips tabaci* scrape its mouth parts on tender parts of the crop and feed on oozing sap, resulting white/brown specks flowers and fruits and affect the growth of plants and quality of fruit. It was found emerging economic important crops such as onion, *Allium cepa*, Tomato, Cotton, Garlic, Tobacco etc.

11. **Mohanty et al. (2015)**¹¹ An experiment was conducted to study the response of organic and inorganic fertilizer in various proportions on growth and yield of onion, (*Allium cepa* L.). Applications of organic inputs in combination with chemical fertilizers were found better option than application of organic manure or chemical fertilizer alone. This will not only help to improve the economic return and revenue generation of the farmers but also lower the growing onion market prices in the country.

12. **Sanam et al. (2015)**¹² In the experiment, NaCl stress was assessed on local cultivar of onion (*Allium cepa* L.) under in-vitro conditions. The 4-weeks cultures with three levels of NaCl stress were maintained in MS plant nutrition medium. NaCl stresses cause a number of growth retarding effects on different morpho- biochemical parameters.

13. **Bendre et al. (2016)**¹³ Onion is one of the important commercial vegetable crops grown in India. Annual production of onion is estimated to be about 74.50 Lakh tones. This quantity is enough to meet the present domestic requirement as well as export of onions. India is traditional exporter of onion in the world.

14. **Engla et al. (2014)**¹⁴ Twenty- two (22) genotypes of onion (*Allium cepa* Lin.) was screened against *Thrips tabaci* Lind. in the experimental field. The incidence of *Thrips tabaci* was observed from 45th standard metrological week (SMW) to 3rd SMW, that is, from transplanting till harvesting, in all the 22 genotypes. The mean *T. tabaci* population varied from 0.45-6.64 per plant during this period among the genotypes.

15. **Husain et al. (2014)**¹⁵ For the control of thrips, *Thrips tabaci*, three insecticides product Monvento 240 SC+ Biopower 276.6 SL, Acephate 75 SP and Confidor 200 SL were applied against the onion thrips

16. **Immanuelraj et al. (2014)**¹⁶ The study mainly focused on Maharashtra's onion growth and instability. Erratic weather, volatile market price and lack of adequate storage and market infrastructure caused instability in production through preventing the farmers in taking the optimal decision on allocation of area and raising farmproductivity.

17. **Jayanthi and Vaideke, (2014)**¹⁷ Marketing of agricultural goods is more complicated when compared to marketing of non agricultural goods. Farmers are facing many problems in both cultivation and marketing of onion. Agricultural production generally depends on fertility of land, climate condition, and rain fall. Onion is one of the important agricultural commodity and spice crop

18. **Kapaa kondal (2014)**¹⁸ India occupied second position in term of production of onion in the world. During 2010-11, India's share was 19.90 percent in total onion production in the world. During the 2009-10, Andhra Pradesh occupied 3rd place in terms of area, production and 1st place in terms of productivity in India.

19. **Katsaruware et al. (2014)**¹⁹ Cultural methods can be implemented to reduce the problems that have been caused by indiscriminate use of insecticides. An experiment was carried to determine the ability of onion and garlic to reduce pest problems when intercropped with cabbages.

20. **Schwartz et. al. (2014)**²⁰ Onion (*Allium cepa*) is an economically important vegetable crop. Pests such as onion thrips (*Thrips tabaci*) and a thrips transmitted virus disease, Iris Yellow Spot (IYS), caused by Iris yellow spot virus (IYSV), have emerged in recent years as high priority, invasive, or potential threats to sustainable onion production throughout the United States and the world.

21. **Shankar et. al. (2014)**²¹ A univariate structural time series model based on the traditional decomposition into trend, seasonal and irregular components is defined. Structural time series models are formulated in such a way that their components are stochastic, i.e. they are regarded as being driven by random disturbances. In present study the model was developed for onion production.

22. **Shiberu et. al. (2014)**²² Thrips attack a number of vegetable crops particularly onion thrips causing considerable economic damage on onion crops. Usually young leaves are preferred, but buds and flowers also get infested. Under severe condition leaves shed and hence plant growth is affected and their control is vital to the production and profitability of onion crop.

23. **Tadele et al. (2014)**²³ Onion thrips, *Thrips tabaci* (L.) is a key pest of onion and their control is vital to the production and profitability of this crop. If onion thrips are not collected, damage can routinely reduce bulb yield by 23-85%. Most onion fields need protection against thrips for two to three months and multiple applications are required to control infestation

24. **Verma et. al. (2014)**²⁴ An experiment was conducted to evaluate the efficacy of certain biopesticides against *Thrips tabaci* on garlic. Among the biopesticides, kalmegh (*Andrographis paniculata*) decoction was more effective against thrips (3.73- 5.01 thrips per leaf) and the efficacy was similar to 0.03% dimethoate followed by lantana (*Lantana camara*), neem (*Azadirachta indica*), sickle senna (*Cassia tora*), sadaphuli (*Catharanthus roseus*), karanj (*Pongamia pinnata*), and arka (*Calotropis gigantea*)

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CHAPTER-III

PROFILE OF THE STUDY

FRESH ONION –CONCEPTUAL FRAMEWORK

Fresh Onion is a conceptual framework for conducting research that emphasizes the layered and multifaceted nature of a research topic. It is based on the metaphor of an onion, which has multiple layers that need to be peeled away to reveal its core. Similarly, the Fresh Onion framework suggests that researchers should approach their topic by examining it in layers, with each layer representing a different aspect of the topic.

The Fresh Onion framework encourages researchers to begin with the outermost layer of the onion, which represents the surface-level aspects of the topic. As the researcher moves towards the core of the onion, they delve deeper into the topic, exploring its underlying causes, contexts, and implications. By examining the topic in layers, researchers can gain a more comprehensive understanding of it and develop insights that might not be apparent from a surface-level analysis.

Overall, the Fresh Onion framework is a useful tool for organizing and conducting research, particularly for complex and multi-dimensional topics. It can help researchers identify gaps in their understanding and guide them towards more nuanced and insightful analyses.

VARITIES OF ONION IN INDIA

India is known for its diverse range of onions, which vary in color, shape, size, and flavour. Here are some of the popular varieties of onions grown in India:

- **Red Onion:** This is the most common variety of onion found in India. It has a deep-red, almost purple color, and a pungent taste.
- **White Onion:** These onions are often used in salads and sandwiches due to their mild flavor and crisp texture. They have a white, papery skin and white flesh.
- **Yellow Onion:** This variety of onion has a strong, pungent flavor and a yellow-brown skin. They are commonly used in Indian curries, soups, and stews.
- **Spring Onion:** Also known as scallions, these onions are milder in taste and have a long, green stalk with a small white bulb at the end.
- **Shallots:** Shallots have a sweet and mild flavor, with a reddish-brown skin and white flesh. They are often used in Indian cuisine for their delicate flavor.
- **Pearl Onion:** These tiny onions are sweet and mild, with a white or yellow skin. They are often pickled or used in curries and stews.
- **Sambar Onion:** These onions are small and red, and commonly used in South Indian cuisine to make sambar, a lentil-based soup.

INDIA EXPORTS HIGHEST ONION FROM MAHARASHTRA

India is one of the largest producers and exporters of onions in the world, and Maharashtra is one of the major onion-producing states in the country. Maharashtra accounts for over 30% of the country's total onion production and is known for producing high-quality onions that are in high demand in the international market.

In recent years, Maharashtra has emerged as the top onion-exporting state in India. According to the Agricultural and Processed Food Products Export Development Authority (APEDA), Maharashtra accounted for 31.69% of India's onion exports in 2020-21. The state exported over 6 lakh tonnes of onions, valued at around 945 crores in the same period.

The major export destinations for Maharashtra's onions are Bangladesh, Malaysia, Sri Lanka, UAE, and Nepal. These countries import Indian onions for their culinary and industrial uses, as well as for re-export to other countries.

Maharashtra's onion export industry has faced challenges in recent years due to fluctuating onion prices, export bans, and quality issues. However, the state government and agricultural agencies are taking steps to address these challenges and promote the sustainable growth of the onion export industry.

TYPES OF ONION

AGRIFOUND DARK RED



The Agrifound Dark Red Onion is a variety of red onion developed by the Indian Council of Agricultural Research (ICAR) for cultivation in India. It is a hybrid variety that is known for its dark red color, round shape, and good storage properties.

CHARACTERISTICS

- **Yield:** The Agrifound Dark Red Onion is a high-yielding variety that can produce up to 30-35 tons per hectare under favorable growing conditions.
- **Flavor:** This onion variety is known for its pungent and sweet flavor, which is balanced by its crisp texture. It is commonly used in Indian cuisine, particularly in dishes like curries, chutneys, and pickles.
- **Storage:** The Agrifound Dark Red Onion has good storage properties, which means that it can be stored for several months without losing its flavor or quality. This makes it a popular choice for commercial growers and distributors.

WHITE ONION



The White Onion is a variety of onion that has a white, papery skin and a mild, slightly sweet flavor. It is a popular ingredient in many cuisines around the world, particularly in Mexican and South American dishes.

CHARACTERISTICS

- 1. Flavor:** The White Onion has a mild, slightly sweet flavor that is less pungent than other onion varieties. This makes it a popular choice for use in raw dishes like salads and sandwiches, where a strong onion flavor may be overpowering.
- 2. Size and shape:** White onions come in a variety of sizes and shapes, from small pearl onions to large Spanish onions. They are generally round or slightly flattened in shape.
- 3. Nutrition:** White onions are a good source of vitamin C, fiber, and other nutrients. They are also low in calories, making them a healthy addition to a balanced diet.
- 4.

YELLOW ONION



The Yellow Onion is a popular variety of onion that is characterized by its yellow-brown skin and strong, pungent flavor. It is one of the most widely used onion varieties in cooking and is a staple ingredient in many savory dishes.

CHARACTERISTICS

- 1. Color:** The Yellow Onion has a yellow-brown skin color that can range from light to dark depending on the variety. The flesh of the onion is white or yellow in color.
- 2. Flavor:** The Yellow Onion has a strong, pungent flavor that is slightly sweet and slightly bitter. This flavor becomes more mild and sweet when the onion is cooked.
- 3. Size and shape:** Yellow onions come in a variety of sizes and shapes, from small pearl onions to large Spanish onions. They are generally round or slightly flattened in shape.
- 4. Nutrition:** Yellow onions are a good source of vitamin C, fiber, and other nutrients. They are also low in calories, making them a healthy addition to a balanced diet.

SPRING ONION



Spring onions can be eaten raw or cooked, and are commonly used in salads, soups, stir-fries, and other dishes. They can also be used as a garnish or condiment, chopped finely and sprinkled on top of a variety of dishes.

CHARACTERISTICS

- 1. Taste:** Spring onions have a milder, sweeter flavor than regular onions, with a slight pungency. The green tops have a slightly different flavor than the white bulb.

2. Nutritional value: Spring onions are low in calories and a good source of vitamins C and K, folate, and potassium.

3. STORAGE: Spring onions should be stored in the refrigerator and used within a few days of purchase. They can also be frozen for later use.

4. GROWING CONDITION: Spring onions prefer cooler weather and can be grown in a variety of soils. They can be grown from seed or transplanted as young plants.

PEARL ONION



Pearl onions are small, round onions that are typically about the size of a marble or a cherry tomato. They are often used in cooking for their mild, sweet flavor and their ability to add texture to a dish. Pearl onions are also sometimes referred to as baby onions or button onions.

CHARACTERISTICS

1. Skin: The skin of pearl onions is thin and papery, and comes in different colors, such as white, yellow, or red.

2. Flavor: Pearl onions have a mild, sweet flavor that is less pungent than larger onions. They are often used in recipes for their delicate flavor and texture.

3. Texture: The texture of pearl onions is crisp and firm when raw, and becomes soft and tender when cooked.

4. Nutritional Value: Pearl onions are a good source of vitamin C, dietary fiber, and antioxidants.

CHAPTER-IV

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretations of “**STUDY ON CHALLENGES FACED BY ONION EXPORTERS IN COIMBATORE REGION**” on a sample of 50 respondents selected from Coimbatore city is presented. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected information was classified and tabulated and supplementary with the following statistical tools in tune with objectives of the study.

PERCENTAGE ANALYSIS:

The percentage analysis is mainly carried out to determine the percentage of the respondents fall under each category. This analysis also helps to standardize the respondent’s opinion on various aspects. This analysis carried out for all questions given in the questionnaire.

AVERAGE ANALYSIS:

Based on consolidated of the respondents the average rank is calculated and final rank is affixed using the criterion “lesser the average rank more is the priority” the results are presented in table with suitable interpretation.

TABLE-4.1

Table 4.1 describe the GENDER OF THE RESPONDENCE

S.NO	GENDER	NO.OF RESPONDENCE	PERCENTAGE%
1	MALE	44	12
2	FE-MALE	6	88
	total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 88% of the respondents are female and 12% of the respondents are male.

Majority (88%) of the respondents are female.

CHART NO 4.1

Chart showing the gender of the respondents

GENDER
50 responses

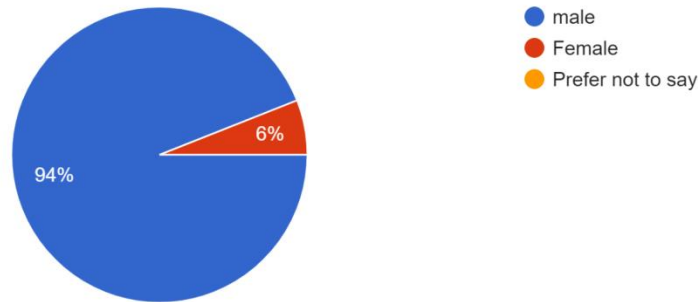


Table no.4.2

Table no 4.2 describes the age wise distribution of the respondents which are classified as below 30 years, 30-45 years, 45-50 years, above 50 years

s.no.	age	No. of response	Percentage%
1	Below30	10	20
2	30-45 uears	14	28
3	45-50 years	16	32
4	50 above	10	20
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 20% of the respondents are belonging to the age of below 20 years, 28% of the respondents are belonging to the age group of a30-45 years, 32% of the respondents are belonging to the age group between 45 – 50 years, 20% of the respondents are belonging to the age group 50 above years.

Majority (32%) of the respondents are belonging to the age group of 45-50 years

CHART NO 4.2

Chart showing the Age of the respondents

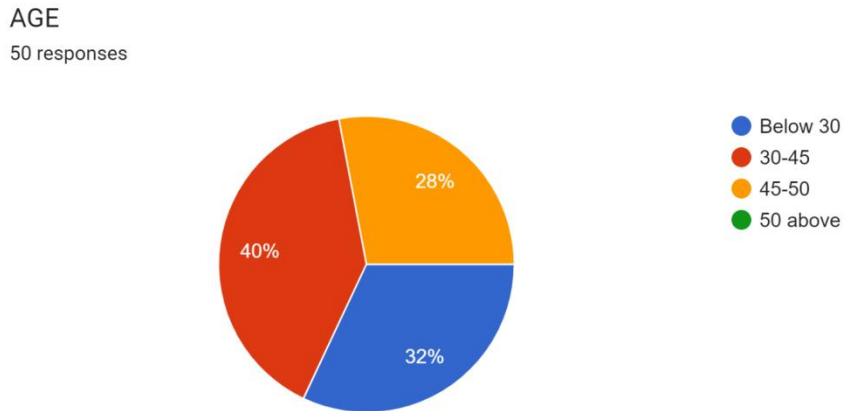


Table no.4.3

Table 4.3 describes the year of establishment of the response which are classified as below 30, 30-45 years, 45-50 years, 50 above years .

s.no	Year of establishment	No.of establishment	Percentage%
1	Before 1950	8	16
2	1950-1970	20	40
3	1970-2000	21	42
4	2000-2020	1	2
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 16% of the respondents are belonging to the BEFORE 1950, 40% of the respondents are belonging 1950-1970 , 42% of the respondents are belonging to the 1970-2000, 2% of the respondents are belonging to the age 2000-2020..

Majority (42%) of the respondents are belonging to the years 1970-2000.

CHART NO 4.3

Chart showing the year of establishment of the respondents

YEAR OF ESTABLISHMENT

50 responses

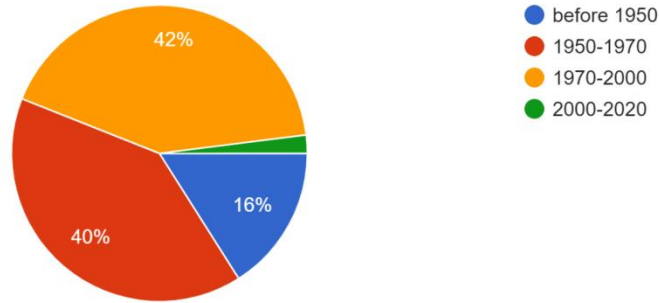


Table no.4.4

Table 4.4 describe the sole proprietorship, partnership, company

S.NO	TYPE OF YOUR ORGANISATION	NO.OF RESPONDENCE	PERCENTAGE%
1	sole proprietorship	7	14
2	partnership	37	74
3	company	6	12
	TOTAL	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 14% of the respondents are belonging to the **sole proprietorship**, 74% of the respondents are belonging to **partnership**, 12% of the respondents are belonging to company

Majority (74%) of the respondents are belonging to the partnership

CHART NO 4.4

Chart showing the TYPE of your organisation of the respondents

Type of your organisation
50 responses

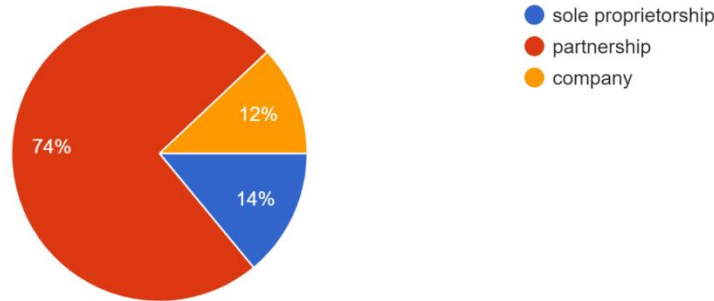


Table 4.5

Table 4.5 describe the Family business, Newel opted business
Background of business

s.no	Background of business	NO.OF RESPONDENCE	PERCENTAGE%
1	Family business	21	42
2	Newel opted business	29	58
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 42% of the respondents are belonging to the **Family business** , 58% of the respondents are belonging , **Newel opted business**.

Majority (74%) of the respondents are belonging to the partnership

CHART NO 4.5

Chart showing the Background of business of the respondents

Back ground of business
50 responses

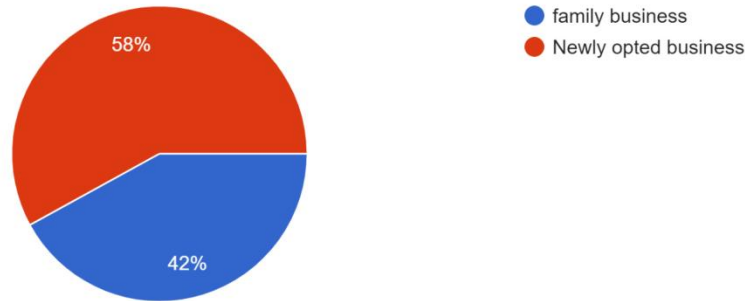


TABLE 4.6

TABLE 4.6 describe the 5-10 lakhs, 11-20 Lakhs, 20-30 Lakhs
TURNOVER OF YOUR ORGANISATION

S.NO	TURNOVER OF YOUR ORGANISATION	NO.OF RESPONDENCE	PERCENTAGE%
1	5-10 lakhs	12	24
2	11-20 Lakhs	29	58
3	20-30 Lakhs	9	18
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 24% of the respondents are belonging to the turnover 5-10 Lkhs , 58% of the respondents are belonging 11-20 Lakhs

Majority (58%) of the respondents are belonging to 11-20 Lakhs.

CHART NO 4.6

Chart showing the turnover of your organisation of the respondents

Turnover of your organisation
50 responses

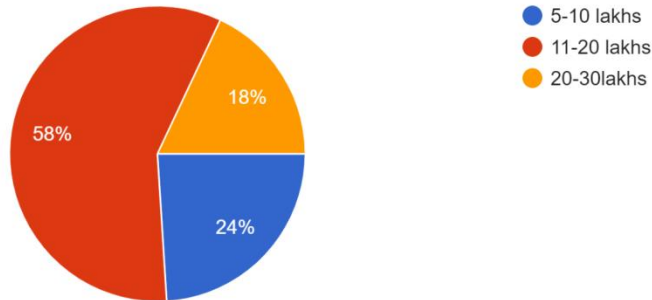


Table 4.7

Table 4.7 describe the Manufacture, Merchandise,Both

s.no	Source of raw material	NO.OF RESPONDENCE	PERCENTAGE%
1	Manufacture	14	28
2	Merchandise	30	60
3	Both	6	12
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 28% of the respondents are belonging to the **Manufacture** , 60% of the respondents are belonging **to the Merchandise**,12% **Merchandise** of the respondents are belonging to the **Both**.

Majority (60%) of the respondents are belonging to Merchandise

CHART NO 4.7

Chart showing the respondents of the Source of raw material

State the source raw material
50 responses

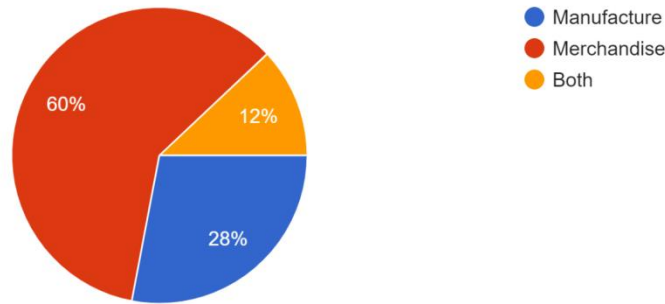


Table 4.8

Table 4.8 describe the Agrifound red, Agrifound rose, White onion, Multiplier onion

S.no.	Varaties of onion	Response	percentage
1	Agrifound red	12	24
2	Agrifound rose	29	58
3	White onion	21	42
4	Multiplier onion	11	22
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 24% of the respondents are belonging to the Agrifound red , 58% of the respondents are belonging to the Agrifound rose, 42% respondents are belonging to the White onion, 22% the respondents are belonging to the Multiplier onion.

Majority (58%) of the respondents are belonging to Agrifound rose

CHART NO. 4.8

Chart showing the respondents of the varieties of onion

Varieties of onion that you export

50 responses

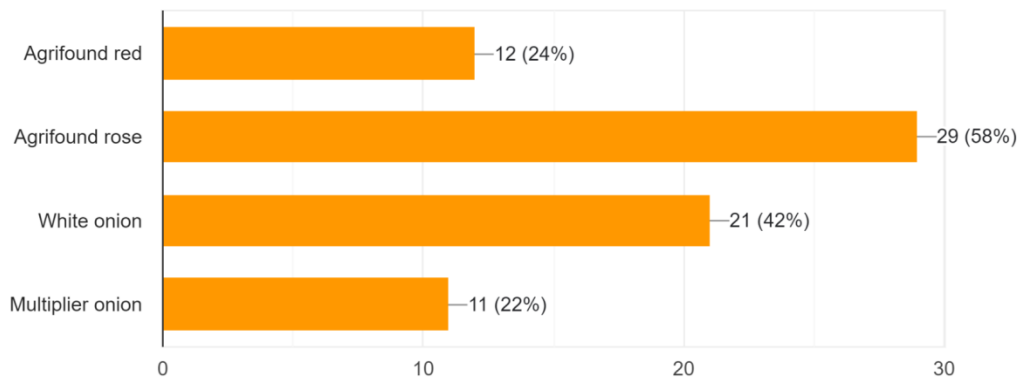


Table 4.9

Table 4.9 describe the Agrifound red, Agrifound rose, White onion, Multiplier onion

Sno.	Type of onion	response	Percentage
1	Agrifound red	4	8
2	Agrifound rose	26	52
3	White onion	12	24
4	Multiplier onion	7	14
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 8% of the respondents are belonging to the Agrifound red, 52% of the respondents are belonging to the Agrifound rose, 24% respondents are belonging to the White onion, 14% the respondents are belonging to the Multiplier onion.

Majority (52%) of the respondents are belonging to Agrifound rose

CHART NO. 4.9

Chart showing the respondents of the type of onion which buyer prefer.

Type of onion which buyer prefer
50 responses

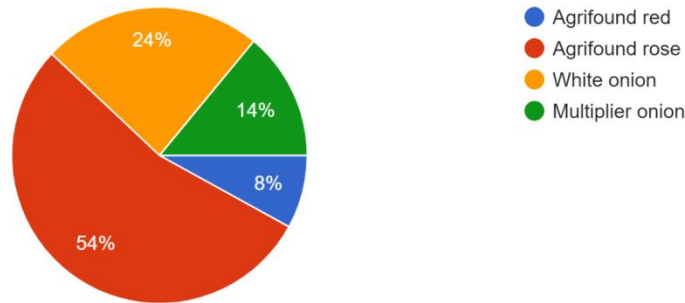


Table 4.10

Table 4.9 describe the Agrifound red, Agrifound rose, White onion, Multiplier onion

Sno.	Varaties of onion cost high	responce	Percentage
1	Agrifound red	4	8
2	Agrifound rose	27	54
3	White onion	12	24
4	Multiplier onion	7	14
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 8% of the respondents are belonging to the Agrifound red , 54% of the respondents are belonging to the Agrifound rose,24% respondents are belonging to the White onion,14% the respondents are belonging to the Multiplier onion.

Majority (54%) of the respondents are belonging to Agrifound rose

CHART NO. 4.10

Chart showing the respondents of the Varieties of onion cost high

Varieties of onion which cost high
50 responses

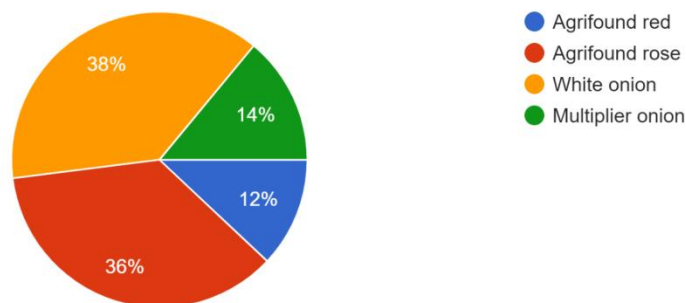


Table no4.11

Table no.11 describe the the Agrifound red, Agrifound rose, White onion, Multiplier onion

S.no.	Type of onion more profitable	Response	Percentage
1	Agrifound red	6	12
2	Agrifound rose	18	36
3	White onion	19	38
4	Multiplier onion	7	14
	tortal	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 12% of the respondents are belonging to the Agrifound red , 36% of the respondents are belonging to the Agrifound rose,38% respondents are belonging to the White onion,14% the respondents are belonging to the Multiplier onion.

Majority (38%) of the respondents are belonging to Agrifound rose

CHART NO. 4.11

Chart showing the respondents of Type of onion more profitable

Type of onion that is more profitable to the producers
50 responses

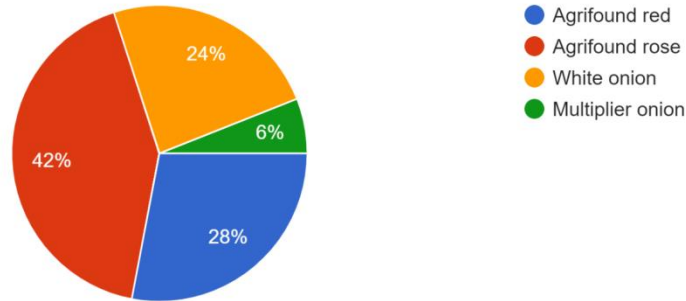


TABLE 4.12

Table no.412 describe the the Agent, Websites, Others

S.no	Preferd communication	response	Percentage
1	Agent	14	28
2	Websites	26	52
3	Others	10	20
	Total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 14% of the respondents are belonging to the Agent , 52% of the respondents are belonging to the websites,20% respondents are belonging to the others,

Majority (52%) of the respondents are belonging to websites

CHART NO. 4.12

Chart showing the respondents of the preferred communication of the channel

The preferred communication channels to each the buyers
50 responses

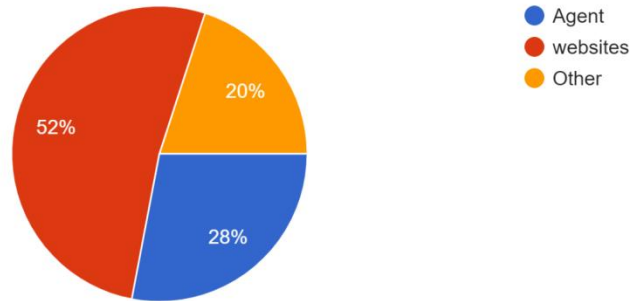


Table 4.13

Table no.413 describe the marginal price, government fixed price, other

Sno.	Method of pricing	Responses	Percentage
1	marginal price	10	20
2	government fixed price	30	60
3	other	10	20
	total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 20% of the respondents are belonging to the marginal price , 60% of the respondents are belonging to the government fixed price,20% of the respondents are belonging to the others.

Majority (60%) of the respondents are belonging to government fixed price

Bar graph NO. 4.13

Bar graph showing the respondents of the method of pricing of the product

Method of pricing of your product

50 responses

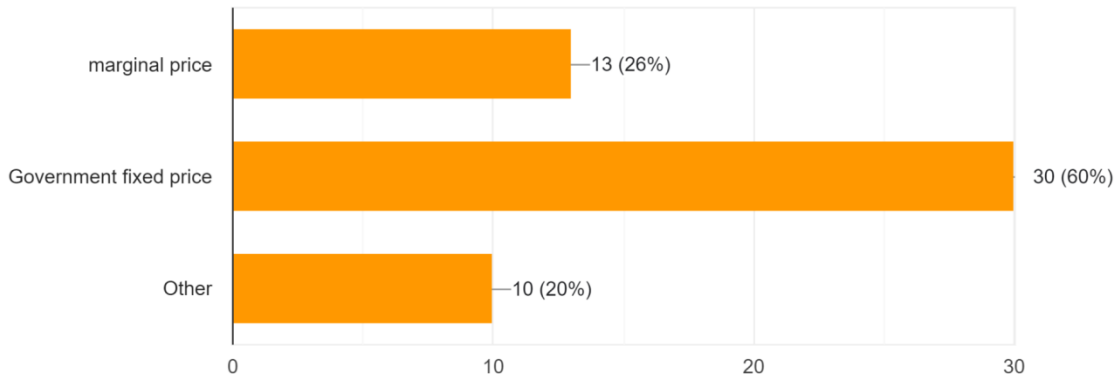


Table no. 4.14

Table no.4.14 describe the Online payment, demand draft , cheque

Sno.	Method of pricing	Responses	Percentage
1	Online payment	13	26
2	demand draft	28	56
3	cheque	9	18
	total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 26% of the respondents are belonging to the online payment, 56% of the respondents are belonging to the demand draft ,18% of the respondents are belonging to the cheque.

Majority (56%) of the respondents are belonging to government fixed price

CHART NO. 4.14

Chart showing the respondents of the method of payment

Methods of payment

50 responses

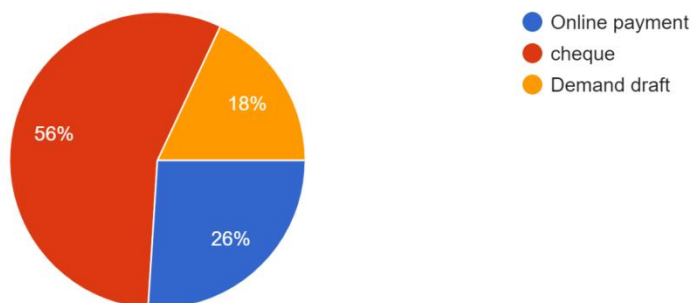


Table no.4.15

Tableno.4.15 belongs to government,, self, farmers, exportassociation

S.no.	Method of payment	Response	Percentage
1	government,	7	14
2	self	21	42
3	farmers	24	48
4	exportassociation	6	12
	tortal	50	100

It is clear from the above table that out of this total respondents taken for study 14% of the respondents are belonging to the government, 42% of the respondents are belonging to the self ,48% of the respondents are belonging to the export association.

Majority (48%) of the respondents are belonging to farmers

CHART NO. 4.15

Chart showing the respondents of the deciding the price during export

Who decide the price during exports
50 responses

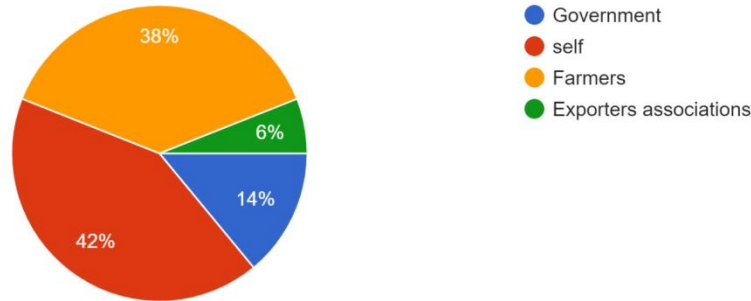


Table no.4.16

Table no.4.16 describe the 50 tonnes,50-100 tonnes

Sno.	Unit of onion	Responses	Percentage
1	<50 tonnes	8	16
2	50-100 tonnes	35	70
3	>100 tonnes	7	14
	total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 16% of the respondents are belonging to the <50 tonnes, 70% of the respondents are belonging to the 50-100 tonnes, 14% of the respondents are belonging to the >100 tonnes.

Majority (70%) of the respondents are belonging to 50-100 tonnes

CHART NO. 4.16

Chart showing the respondents of the unit of onion that you export

Unit of onion that you exports
50 responses

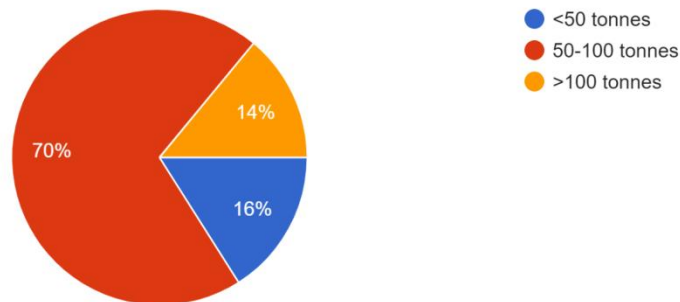


Table no.4.17

Table no4.17 describe the air, ship, road

Sno.	Unit of onion	Responses	Percentage
1	Air cargo	10	20
2	Ship cargo	31	62
3	Road cargo	10	20
	total	50	100

Source: primary data

It is clear from the above table that out of this total respondents taken for study 20% of the respondents are belonging to the Air cargo 62% of the respondents are belonging to Ship cargo, 20% of the respondents are belonging to the road cargo.

Majority (62%) of the respondents are belonging to ship cargo.

CHART NO. 4.18

Chart showing the respondents of the attraction of onion of other countries

The main thing that attracts the other countries in Indians
50 responses

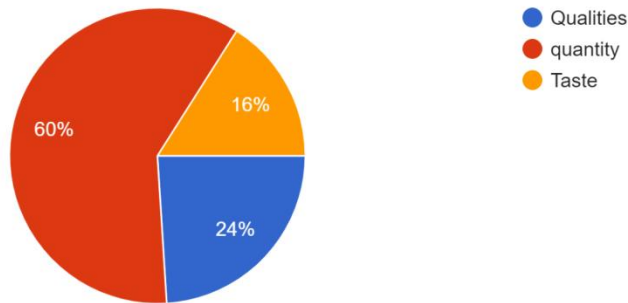


Table no.4.18

Table no.4.18 describe the qualities, quantity, taste

Sno.	Attraction	Respondents	Percentage
1	Qualities	12	24
2	quantity	30	60
3	taste	8	16
	total	50	100

It is clear from the above table that out of this total respondents taken for study 24% of the respondents are belonging to the Qualities 60% of the respondents are belonging to quantity ,16% of the respondents are belonging to the taste.

Majority (60%) of the respondents are belonging to quantity.

CHART NO. 4.19

Chart showing the respondents of the dealing with international buyer

Do you dealing with any international buyer
50 responses

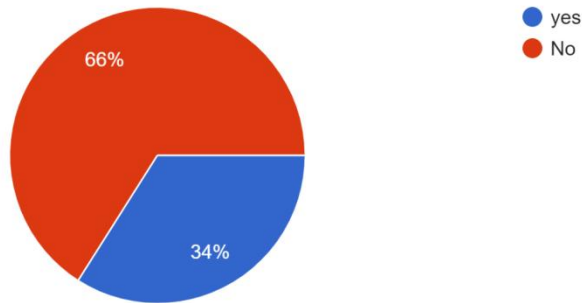


Table no.4.19

Table NO.4.19 describe the yes ,no

Sno.	Dealing	Respondents	Percentage
1	Yes	17	34
2	No	33	66
	total	50	100

It is clear from the above table that out of this total respondents taken for study 34% of the respondents are belonging to the yes 66% of the respondents are belonging to no.

Majority (66%) of the respondents are belonging to no

CHISQUARE ANALYSIS;

Table no.4.20

Table 4.20 describes chi-square test between age and transaction of onion exports

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.000E2 ^a	98	.425
Likelihood Ratio	96.711	98	.518
N of Valid Cases	50		

a. 150 cells (100.0%) have expected count less than 5. The minimum expected count is .18.

H₀: There is no significant relationship between Age and transaction of onion exports

H₁: There is a significant relationship between Age and of transaction of onion exports

It is conducted that Age has significant respondents on Frequency of onion exports

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.000E2 ^a	98	.425
Likelihood Ratio	75.251	98	.958
N of Valid Cases	50		

a. 150 cells (100.0%) have expected count less than 5. The minimum expected count is .12.

H₀: There is no significant relationship between Gender and turnover onion exports

H₁: There is a significant relationship between Gender and turnover over onion exports

It is conducted that Gender has significant respondents on over onion exports

Chapter-V

FINDINGS, SUGGESTION, AND CONCLUSION

In this section the findings, suggestion and conclusion of “To study on challenges faced by onion exporters in Coimbatore region” based on a sample of 50 respondents selected from Coimbatore region.

5.1 percentage analysis:

- Majority (88%) of the respondents are female
- Majority (32%) of the respondents are belonging to the age group of 45-50 years
- Majority (42%) of the respondents are belonging to the years 1970-2000.
- Majority (74%) of the respondents are belonging to the partnership
- Majority (74%) of the respondents are belonging to the partnership
- Majority (58%) of the respondents are belonging to 11-20 Lakhs.
- Majority (60%) of the respondents are belonging to
- Majority (58%) of the respondents are belonging to Agrifound rose
- Majority (52%) of the respondents are belonging to Agrifound rose Majority (54%) of the respondents are belonging to Agrifound rose
- Majority (38%) of the respondents are belonging to Agrifound rose
- Majority (52%) of the respondents are belonging to websites
- Majority (60%) of the respondents are belonging to government fixed price
- Majority (56%) of the respondents are belonging to government fixed price
- Majority (48%) of the respondents are belonging to farmers
- Majority (70%) of the respondents are belonging to 50-100 tonnes
- Majority (62%) of the respondents are belonging to ship cargo.
- Majority (60%) of the respondents are belonging to quantity.
- Majority (66%) of the respondents are belonging to no

RANK ANALISIS:

- The respondents have given top priority to whatsapp
- The respondents have given top priority to the statement that communicating with farmars.

5.2 SUGGESTION:

The following are the suggestion are the basis of the findings of thee study.

- Examine the effects that import/export regulations, taxes, and subsidies from the government have had on onion exports.
- Assess the current marketing strategies for onion exports' efficacy and suggest ways to enhance them.
- Find ways to meet the needs of consumers in the onion export target markets by studying their preferences and behavior.
- Evaluate how competitive Indian onion exports are compared to those of other nations and suggest strategies for expanding market share.
- Investigate how block chain and Internet of Things applications can help boost onion exports.
- Offer suggestions for reducing the risks posed by currency fluctuations on onion exports.

5.3 conclusion:

The challenges that onion exporters face in terms of production, logistics, and market conditions can have an effect on their ability to access global markets and satisfy demand. Problems with the weather, managing pests and diseases, and disruptions in the supply chain are all production challenges that can have an impact on the quantity and quality of onions exported. Problems with transportation, storage, and handling are examples of logistics issues that can have an effect on the shelf life and quality of onions as well as raise the overall cost of exporting them. Changing trade policies, tariff barriers, and shifts in demand and prices are all market obstacles that can make it hard for onion exporters to build and keep profitable relationships with buyers. Improve supply chain management, diversify their markets and products, and invest in better production technologies may be necessary for onion exporters to overcome these obstacles.

ANNEXURE

BIBLIOGRAPHY

WEBSITES:

- <https://www.google.com/>
- www.wikidata.org

ANNEXURE II

STUDY ON CHALLENGES FACED BY ONION EXPORTERS IN COIMBATORE REGION

Questionnaires

1. Name
2. Gender
 - a) Male
 - b) Female
 - c) Prefer not to say
3. Age
 - a) Below30
 - b) 30-45
 - c) 45-50
 - d) 50 above
4. year of establishment
 - a) Before 1950
 - b) 1950-1970
 - c) 1970-2000
 - d) 2000-2020

4. Type of your organisation

- a) Sole proprietorship
- b) Partnership
- c) Company

5. Back ground of business

- a) Family business
- b) Newel opted business

6. Turnover of your organisation

- a) 5-10 lakhs
- b) 11-20lakhs
- c) 20-30lakhs

7. Amount of investment

- a) 10-25 lakhs
- b) 25-30 lakhs
- c) 35-50 lakhs

8. state the source raw material

- a) Manufacture
- b) Merchandise
- c) Both

9. varieties of onion that you export

- a) Agri found red
- b) Agri found rose
- c) White onion
- d) Multiplier onion

10. Type of onion which buyer prefer

- a) Agri found red
- b) Agri found rose
- c) White onion
- d) Multiplier onion

11. varieties of onion which cost high

- a) Agri found red
- b) Agri found rose
- c) White onion
- d) Multiplier onion

12. Type of onion that is more profitable to the producers

- a) Agri found red
- b) Agri found rose
- c) White onion
- d) Multiplier onion



13.The preferred communication channel to each buyer

- a) Agent
- b) Websites
- c) Other

14. method of pricing of your product

- a) Marginal price
- b) Government fixed price
- c) Other

15. methods of payment

- a) Online payment
- b) Cheque
- c) Demand draft

16.Do you face any difficulties in the price fluctuations

- a) Yes
- b) No

17. Who decide the price during export

- a) Government
- b) Self
- c) Farmer
- d) Exporters association

18.unit of onion that you export

- a) <50 tonnes
- b) 50-100 tonnes
- c) >100 tonnes

19.Mode of transport that buyer prefer

- a) Air cargo
- b) Ship cargo
- c) Road cargo

20.The main thing that attracts the other countries in Indians

- a) Qualities'
- b) Quantity
- c) taste

21.do you dealing with any international buyer

- a) yes
- b) no