

# ANALYSING THE EXPORT POTENTIAL OF MARINE PRODUCTS FROM KANYAKUMARI DISTRICT: CHALLENGES AND OPPORTUNITIES

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## Abstract

*Marine exports play an important role in developing the economic growth of coastal regions contributing in earning foreign exchange earnings and providing out employment opportunities. This particular study has analyzed the export potential of marine products from Kanyakumari district, featuring the major challenges and opportunities faced by exporters. This research examines the factors such as market accessibility, quality standards, cold chain management, logistics, that impacts the export performance of marine products. By analyzing statistically, the study can find out major problems including logistics inefficiencies, traceability requirements, and compliance with international quality standards. The study also reveals opportunities in exporting marine products from Kanyakumari district such as advancement in preservation technology, growing demand for seafood in global markets and government incentives supporting marine exports. The findings state that adopting sustainable practices, improving infrastructure and enhancing branding strategies can boost the export potential of marine products from Kanyakumari. This research provides key takeaways for policy makers, exporters, and future researchers looking to enhance the competitiveness of the marine export sector in the region.*

**Keywords:** *Market Accessibility, Cold chain Management, Preservation Technology.*

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## Introduction:

The export of marine products plays a crucial role in global trade economy which contributes significantly in providing out employment, foreign exchange earnings, and sustainable resources utilization. India, the peninsular country which is surrounded by three oceans i.e. Bay of Bengal, Arabian Sea and the Indian Ocean has broad coastline and rich marine biodiversity had developed itself as key player in the marine export. In India, Kanyakumari, which is located at the southernmost tip of the country, holds significant potential in exporting marine products due to its extensive marine resources and tactical geographic location. Regardless of its advantages, Kanyakumari's marine export sector faces multiple challenges, such as Environmental Concerns, Inadequate Infrastructure, fluctuating global demand, and regulatory issues. Meanwhile, the region presents multiple opportunities including emerging markets, advancements in aquaculture and government initiatives to promote marine exports.

### Objectives of the Study:

- To identify the key challenges faced by marine exporters in Kanyakumari district.
- To explore the possibilities of value-added marine products for export from Kanyakumari.
- To assess the current status of marine products export from Kanyakumari.

### Research Methodology:

- **Research design:** Descriptive research method is used in this study.
- **Area of the study:** Kanyakumari District
- **Sampling technique:** Simple Random Sampling
- **Data collection:** Primary data
- **Sample size:** 60
- **Tools used for analysis:** Ranking analysis, ANOVA, Chi-square.

### Review of literature:

**Thanga Prabha A, Dr. Chithra James, (2021)**, “An effective study on Supply Chain Management of Sea Foods in Kanyakumari District”. This study states that there is various problem in the supply chain of the seafoods in Kanyakumari district like lack of infrastructure, perishable nature of the products, high cost on storage and transportation etc. And there is no organized form of supply chain in the sea foods sector.

**S.K. Antshel Reshiba, Dr. C. Praba, (2022)**, “A meaningful study on Customer Satisfaction towards Fish and Fish-Based Products in Kanyakumari District with Special Reference to Agastheeswaram Taluk”. This study finds that price, taste and health factors were perceived as the most important attributes of value-added products and the study also finds that the consumers though willing to purchase value-added products were not ready to adopt the products due to health conciseness.

**A. Suresh, Satyen Kumar Panda, (2023)**, “A significant study on Export of Fishery products from India: Status, Challenges and the Way Forward”. This study analyses the status and trend in marine products export from India and sketches the way ahead and also additionally discusses the prospects of improving them. The marine products exports have a growth performance but it is mainly driven by an increase in the volume exported. Finally, they concluded that the major forcing area for improving exports includes generating and exportable surplus, increasing unit value through improved processing and value addition, strengthening the quality assurance, augmenting credit flow etc.

**Apu Das, Nalini Ranjan Kumar and Prathvi Rani, (2016)**, “A crucial study on Growth Instability and Forecast of Marine Products Export from India”. This study analyzed the growth and instability in export of marine products from India with an attempt to forecast the total export quality of marine products from the country. This study also revealed that India's marine products export concentrated mainly to those countries which were falling in less desirable category which has affected export performance of the country. Forecast of India's Marine products exports was done by fitting univariate Auto Regressive Integrated Moving Average (ARIMA) model which was suitable for modelling marine product export from India. The result of ARIMA model indicated increasing trend in export of Indian marine products.

**B. Swaminathan, V.D. Tarpara, M.G. Dhandhalya, (2017)**, “An effective study on Export Performance of Marine Products from India”. This study states that the export growth rates of Indian marine products in terms of volume, value and per unit price were found to be highly positive at (1986-1994), but it slowdown in (1995-2004) and (2005-2015) period. Whereas in terms of quality and value terms, it was found to be erratic and on a dealing trend in terms of price per unit realized since the implementation of SPS and TBT measures during post WTO. This study suggests and concludes that the growth in marine products trade requires an effective understanding of the prevailing competitive and regulatory world scenario and improvement in the country's multilateral negotiations.

**Data analysis and Interpretation:****Ranking Analysis****1.1 Table showing the challenges in maintaining seafood quality for export**

Particulars	Rank
Contamination Risks	3
Cold chain Failure	4
Improper Packaging	1
Delayed Shipment	5
Poor Handling	2

**Interpretation:**

It is concluded that Improper Packaging is ranked 1, Poor Handling is ranked 2, Contamination Risks is ranked 3, Cold chain Failure is ranked 4 and Delayed Shipment is ranked 5.

**1.2 Table showing the factors influencing the demand for value added marine products in global markets**

Particulars	Rank
Quality Certification	3
Pricing	1
Branding	2
Convenience	4
Sustainability	5

**Interpretation:**

It is concluded that Pricing is ranked 1, Branding is ranked 2, Quality Certification is ranked 3, Convenience is ranked 4 and Sustainability is ranked 5

**ANOVA****1.3 TABLE SHOWING DIFFERENCE BETWEEN PRICING AND CONVENIENCE HYPOTHESIS:**

**HO:** There is no difference between Pricing and Convenience

**H1:** There is a difference between Pricing and Convenience

	Sum of Squares	df	Mean Square	F	Sig.	
<b>Between Groups</b>	8.556	2	4.278	12.175	.000	<b>S</b>
<b>Within Groups</b>	20.028	57	.351			
<b>Total</b>	28.583	59				

**S** – Significant **NS** – Not Significant

**Interpretation:**

From the above table we can understand that the significant value .000 is less than the p value 0.05 it is concluded that we reject the null hypothesis. Therefore, there is a significant difference between Pricing and Convenience.

## CHI-SQUARE TEST

### 1.4 TABLE SHOWING DIFFERENCE BETWEEN POOR HANDLING AND CONTAMINATION RISK

**H0:** There is no association between Poor Handling and Contamination Risk

**H1:** There is an association between Poor Handling and Contamination Risk

	Value	df	Asymptotic Significance (2-sided)	Result
<b>Pearson Chi-square</b>	25.780	6	.000	<b>Association</b>
<b>Likelihood Ratio</b>	28.964	6	.000	
<b>Linear- by- Linear Association</b>	4.523	1	.033	
<b>N of Valid Cases</b>	60			

#### Interpretation:

From the above table we can understand that the significant value .000 is less than the p value 0.05 it is determined that we reject null hypothesis. So, there is an association between Poor Handling and Contamination Risk.

#### Suggestions:

- In future, studies can compare marine export potential of Kanyakumari with other coastal regions in India to understand best practices and various challenges.
- Future studies can examine the purpose of government schemes, subsidies and trade policies on marine exports can provide knowledge into policy effectiveness.
- Studies on sustainable fishing practices, environmental regulations, and their effect on long-term export potential will be valuable.
- Future researchers can discover the role of automation, block chain and AI in enhancing traceability, logistics efficiency and quality control.
- Future researchers can analyze the potential of new export markets and consumer preferences which will help marine exporters expand beyond traditional destinations.

#### Conclusion:

The analysis on the export potential of marine products from Kanyakumari district highlights both challenges and promising opportunities for growth. The study highlights that logistics stays the most vital challenge, continued by traceability requirements and quality standards.

Components such as improper packaging, cold chain failure and poor handling extensively influence export efficiency and product quality. Regardless of these challenges Kanyakumari's marine export sector holds significant potential its due to abundant marine resources and increasing global demand. Strengthening infrastructure, upgrading packaging and cold chain management, and guaranteeing compliance with international quality standards can improve export performance. By stating these key challenges and capitalizing on growing opportunities, marine exporters in Kanyakumari can improve their global footprint and can contribute to the economic growth of the region.

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