

## VEGETABLE EXPORTS: A STUDY IN BANGALORE

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**Received: 13 Jun 2019**

**Accepted: 25 Jun 2019**

**Published: 29 Jun 2019**

### **ABSTRACT**

*Agriculture, the backbone of Indian economy, contributes to the overall economic growth of the country and determines the standard of life for more than 50% of the Indian population. The agricultural sector has been playing a key role in the composition of Indian exports. In the era of globalization, the agricultural exports from India have been facing numerous challenges. Many studies have concluded that the production bottlenecks like cost diseconomies, poor quality, and increasing domestic demand are the major hurdles to the Indian agricultural exports on the domestic front. Apart from this, declining world demand, competition from other agricultural exports also exists. A study was conducted in Bangalore to explore the issue of vegetable exports. The authors based on their study, suggest that the increase in the supply of agricultural products, diversification of agricultural exports, quality improvement, improvement of the cold storage facilities, government support and timely delivery of goods are very crucial for the maximization of agricultural exports. Above all, the vegetable exporters should form exporters' associations for enhancing their capabilities.*

**KEYWORDS:** *Export, Agriculture, Vegetable Export, Export Firms, Government Support*