

Title Export of pomegranates from Karnataka: a study of the role of KAPPEC

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Abstract

The horticulture sector is a potential source of employment in the rural areas of India. Globalization has resulted in numerous opportunities and challenges for the horticulture sector. India is the world's leading producer of pomegranate (*Punica granatum*). There is tremendous potential for Indian pomegranates in the global markets. Karnataka and Maharashtra states are the leading producers of pomegranates in India. The role of Karnataka State Agricultural Produce Processing and Export Corporation (KAPPEC) in equipping the pomegranate farmers from Karnataka to be competitive in the global markets is crucial. The present study is aimed at understanding the growth of pomegranate exports from India. It also examines the various activities undertaken by KAPPEC for the development of pomegranate exports from Karnataka and the effectiveness of the means used by KAPPEC to communicate its role to the farmers. The study revealed that the growth of pomegranate exports from India is moderate in comparison to the potential for its exports. It also revealed that though the right activities have been undertaken by KAPPEC to support the growth of exports from the state of Karnataka the corporation has not been effective in reaching and educating a large proportion of the target horticulture farmers about its activities. The study has identified some possible improvements that KAPPEC can adopt to improve the effectiveness of the reach and education of the target pomegranate farmers.