

Plant Archives

Journal homepage: http://www.plantarchives.org DOI Url : https://doi.org/10.51470/PLANTARCHIVES.2025.v25.no.1.208

DEMOGRAPHIC ANALYSIS OF THE SELECTED AGRICULTURAL COMMODITY EXPORTERS IN KANPUR DISTRICT OF UTTAR PRADESH, INDIA

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ABSTRACT
 Export expansion can play an instrumental role in promoting rapid economic growth. Export plays a significant role in a country's growth and development process. Export growth is seen as a determinant of import capacity, which, in turn, is a determinant of the level of domestic activity. Analyzing the demographic status of agricultural commodity exporters would entail assessing income, education, healthcare, infrastructure and social mobility in farming communities, among other things. In many developing countries, agricultural exports are essential not only for economic growth but also for poverty alleviation, job creation and food security. In the present study it is found that the majority of the respondents were observed in the category of 30-50 years of age with literacy percentage of 100 per cent. Nuclear family system is dominantly prevailing in the study area and majority of them belong to the gross income group of Rs. 2 crores.

Key words : Demographic status, Agricultural Commodity Exporters.

Introduction

The demographic status of agricultural commodity exporting countries is therefore an important determinant of the economies of many nations, particularly those with a heavy reliance on agricultural exports. Exporters usually rely on the global demand to generate income, employment, and development in rural areas. Analyzing the demographic status of agricultural commodity exporters would entail assessing income, education, healthcare, infrastructure and social mobility in farming communities, among other things. The livelihoods of agricultural workers, if they are smallholder farmers, large agribusiness landowners or a multinational corporation, are often directly tied to the volatility of global commodity prices, climatic conditions and trade policies. In many developing countries, agricultural exports are essential not only for economic growth but also for poverty alleviation, job creation and food security. This introduction explores the complexities surrounding the socio-economic status of agricultural commodity exporters, highlighting the challenges they face, the opportunities they can leverage and the broader implications for national and global economic stability.

Materials and Methods

Collection of data

The study was under taken in Kanpur Nagar district of Uttar Pradesh. Kanpur is the big hub of merchandise trade through all over India.

Primary data

Primary data which means original data that you collect first-hand directly from the source for a specific

research purpose. Primary data is especially relevant in the scenario of data selection as it directly reflects the uniqueness of the research question or study goals, therefore ensuring its accuracy and validity for the research study. Selecting primary data is the process of determining the most effective methods and sources for gathering the data, based on the research type and the information required.

The study was under taken in Kanpur Nagar district of Uttar Pradesh. Kanpur is the big hub of merchandise trade through all over India.

Selection of Mandis

Kanpur has three major mandis namely Chakarpur Mandi, Naubasta Galla Mandi, Collectorganj Mandi. Firstly, Chakarpur Mandi is 17 km away from CSA University, Kanpur. This mandi is associated with export of fruits and vegetables. Chakarpur Mandi is APMC (Agricultural Produce Market Committee) mandi.

Second Mandi is Naubasta Galla Mandi. It is 14 km away from CSA University Kanpur. It is also an APMC mandi. It is associated with export of cereals (like Rice, Wheat etc.), Pulses (like Chickpea, Black gram etc.).

Next Mandi is Collectorganj, Mandi. It is 8 km away from the CSA University, Kanpur. It is associated with export of Cotton, Coriander, Fenugreek etc.

I personally visited all three mandis, and collected the facts and information from it. A total of 50 exporters were selected randomly, who exports within the country and also in international market.

Analytical Tools and technique

The data was collected from primary sources subjected to appropriate analytical techniques in order to arrive at a meaningful conclusion. The different analytical techniques used in the study as follows.

Tabular presentation

The data collected were presented in tabular form to facilitate easy comparisons. The data were summarized with the aid of statistical tools like, per cent share etc., to obtain the meaningful results.

Averages

The average is defined as the mean value which is equal to the ratio of the sum of the number of a given set of values to the total number of values present in the set.

Weighted average

Weighted average is an average in which each quantity to be averaged is assigned a weight. These weightings determine the relative importance of each quantity on average. Weightings are the equivalent of having that many like items with the same value involved in the average. For instance, let x be the observations and w be the weights of the observations, the formula of the weighted average is given below.

$$x = \frac{\sum_{i=1}^{x} w_i x_i}{\sum_{i=1}^{x} w_i}$$

Or in simple terms, we can write the formula as below:

Weighted Average = Sum of Weighted Terms/ Number of Weighted terms

To find the weighted term, multiply each term by its weighting factor, which is the number of times each term occurs.

Results and Discussion

Demographic status of exporters (respondents)

This chapter deals with general information regarding socio-economic status of exporters

Age composition

Table 1 indicates that the majority of the respondents (54%) were observed in the category of 30-50 years of age followed by (28%) and (18%) for up to 30 years and above 50 years of age, respectively. It means that the majority of the respondents fall in the category of 30-50 years of age.

Education

It is imparted from the Table 2 that literacy percentage of respondents was observed 100 per cent and illiteracy per cent 00 per cent. Furthermore, the education standard



Fig. 1 : Distribution of respondents according to age.



Fig. 2 : Distribution of respondents according to education.

S. no.	Categories	Respondents		
		No.	Percentage	
1.	Young (up to 30 years)	14	28	
2.	Middle (30 to 50 years)	27	54	
3.	Old (above 50 years)	09	18	
Total		50	100.00	

Table 1 : Distribution of respondents according to age.

 Table 2 : Distribution of respondents according to education.

S. no.	Categories	Respondents		
		No.	Percentage	
A)	Illiterate	0	00	
B)	Literate	50	100	
1)	Up to 12 th	24	48	
2)	Graduate	9	18	
3)	Post Graduate	17	34	
Total		50	100	

of literate respondents in ascending order was found as 18 per cent Graduate, 34 per Post Graduate, and 48 per cent up to 12th. Hence, it can be reasoned out that majority of respondents (100%) were literate.

Family type

Table 3 indicates that 24 per cent respondents were observed residing in joint family system as against nuclear family *i.e.*, 76 per cent. Hence, it pointed that nuclear family system is dominantly prevailing in the study area.

Family size

It is evident from Table 4 that 52 per cent respondent's

Table 3 : Distribution of respondents according to family type.

S. no.	Categories	Respondents		
		No.	Percentage	
1.	Nuclear	38	76	
2.	Joint	12	24	
Total		50	100.00	

 Table 4 : Distribution of respondents according to size of family.

S. no.	Categories	Respondents		
		No.	Percentage	
1.	Up to 5 members	26	52	
2.	5 to 10 members	19	38	
3.	11 and above	05	10	
Total		50	100.00	

families were observed such who had up to 5 members followed by 38 per cent families 5 to 10 members and 10 per cent respondent's families were found having 11 and above members in their families.

Gross income

Table 5 reveals that more of the respondents 46 per cent belong to the gross income Rs. Up to 2 crores whereas 44 per cent belong to 2-5 crores, and 10 per cent belong to more than 5 crores range.

Materials Possession

Table 6 indicates that, for owned transportation material, an over-whelming majority of the respondents (100%) was found having bike/scooter and jeep/car as a means of transportation followed by Pickup (66%), tractor



Fig. 3 : Distribution of respondents according to family type.



Fig. 4 : Distribution of respondents according to size of family.

trolly (42%) and truck (22%), respectively. Thus, the inference can be drawn from the above data that car/ jeep and bike/scooter was important means of transportation with the respondents. And for rented transportation material an over-whelming majority of the respondents (78%) was found having rented trucks as a means of transportation followed by tractor trolly (58%), pickup (34%), bike/scooter and jeep/car (00%) respectively. Thus, the inference drawn from the above

S. no.	Categories (Crores	Respondents		
		No.	Percentage	
1.	Up to 2 Cr.	23	46	
2.	2-5 Cr.	22	44	
3.	More than 5 Cr.	05	10	
Total		50	100.00	

Table 5: Distribution of respondents according to gross

50 40 30 20 10 0 UPTO 2 Crore Gross Income 5 Crore

Table 6 : Distribution of the res	pondents based on tran	sportation materials.
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S no	Categories	Respondents			
	Categories	Number (owned)	Percentage	Numbers (rented)	Percentage
1.	Truck	11	22	39	78
2.	Jeep/Car	50	100		00
3.	Pickup	33	66	17	34
4.	Tractor trolley	21	42	29	58
5.	Bike/Scooter	50	100		00

Note – More than one item has been shown by the respondents. Hence, the total percentage of all the items would be more than 100.

data that mostly truck is used in rented transportation material.

Conclusion

Expanding exports can be a key factor in fostering quick economic growth. A nation's process of growth and development is greatly influenced by its exports. It is believed that import capacity, which in turn determines the amount of domestic activity, is influenced by export growth. Global export growth and expansion contribute to the advancement of the world economy. Expanding exports can be a key factor in fostering quick economic growth. With 60% of the land covered by agriculture, India is only surpassed by the United States in terms of the amount of land accessible for agriculture.

Ultimately, the current study indicates that, of the exporters in Kanpur district, the bulk of respondents (54%) were in the 30- to 50-year-old age range, with a 100% literacy rate. In the research area, nuclear families—which have a maximum of five members—dominate. The majority of respondents, or 46%, fall into the Rs. 2 crore gross income group, according to the study. The vast majority of exporters' transportation facilities—78% of them—have vehicles to support their operations.

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