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# Benchmarking at Macro Level: a Comparative Study of Fruit Processing Industry Between India and Brazil

Purushottam Bung

## Abstract

In spite of the vast commonalties and similarities between India and Brazil, both the countries stand miles apart when one compare the size and growth of fruit processing industry and also the total loss of fruits due to wastage and value destruction at various levels. Brazil processes nearly 70% of the total fruit production with a total loss of around 20%, whereas India processes just 2% of the total fruit production with an alarming loss of around 35%. Hence, it calls for a benchmarking study on fruit processing industry between the two nations.

The research involves both secondary and primary research. The macro level study about this particular industry in both the countries has been made using secondary data. The data are then analyzed to know the similarities and dissimilarities between the two nations. The effort was made to know the causes for the dissimilarities between the two nations along with suggestions on policy front to elevate Indian fruit processing industry to international standards.

India should seriously think of adopting 'Brazilian model: The Brazilian system of managing this particular industry' at the earliest, where-in only one agency 'EMBRAPA' (Brazilian Agency for Agricultural Research and Animal Husbandry) takes care of the interests of all the stakeholders, i.e. growers, processors, mediators, etc., unlike the 'Indian model: The Indian system of managing this particular industry', where-in large numbers of nodal bodies (both at national and state level) often with conflicting interests create a situation which doesn't synergize and leads to poor growth of this industry.

Keywords: Benchmarking, Fruit processing industry, India, Brazil, EMBRAPA

Table 1: Key recent economic, agronomic, demographic, and agriculture related parameters

India	Key recent parameters	Brazil
3287590	Total area in sq km	8511965
2973190	Total land area in sq km	8456510
314400	Total area covered by water in sq km	55455
Tropical in south to temperate in north	Climate	Mostly tropical but temperate in south
1703000	Total arable land in sq km (2008)	674000
100000	Total arable land under permanent crops in sq km	77000
1270190	Total non-arable land in sq km	7782510
558080	total irrigated land in sq km	29200
22.80%	Total forest area (%)	56.50%
677010	Total forest cover in sq km	4776981
1110	Total population (2008) in million	189
1.70%	population growth rate	1.50%
84.70%	Urban population (%) (2008)	29.00%
2726	GNI (PPP) (2008) in USD billion	1647
911.8	GDP (Official exchange rate) (2008)in USD billion	1067.5
821	GDP per capita (2008) in USD	5648

<i>India</i>	<i>Key recent parameters</i>	<i>Brazil</i>
2726	GNI Per Capita (PPP) (2008) in USD	8700
9.20%	GDP real growth rate (2008)	3.70%
18.60%	% of GDP from agriculture sector (2005)	8.40%
27.60%	% of GDP from industry sector (2005)	40%
53.80%	% of GDP from services sector (2005)	51.60%
Under developing	Country status	Under developing
496.4 million	Total labour force (2005)	90.41 million
60%	% of labour force in agriculture	20%
17%	% of labour force in industry sector	14%
23%	% of labour force in service sector	66%
8.90%	Unemployment rate	9.80%
29%	Population below poverty line (2008)	22%
99.45	Total exports f.o.b.(2005) in USD billion	118.3
138.09	Total imports f.o.b.(2005) in USD billion	77.62
-38.64	Net exports f.o.b.(2005) in USD billion	40.68
28.1% GDP	Total Investment (gross fixed) (2005)	19.9% of GDP
7.90%	Industrial production growth rate (2005)	3.40%
USD 136 billion	Forex reserves and gold	USD 53.8 billion
Rs.44.1011 per USD	Official exchange rate(2005)	2.434 reals per USD
341	No. of airports	4276
60.0 million	Internet users	25.9 million
Federal republic	Constitution of the government	Federal republic
Was British & Portuguese colony got independence in 1947	History	Was Portuguese colony & got independence in 1822
Coal, iron ore, manganese, mica, bauxite, NG, limestone, diamond, Petroleum, arable land	Natural resources	Bauxite, gold, iron ore, manganese, nickel, phosphate, platinum, tin, uranium, petroleum, timber

Source: The little green and red book series of World Bank and FAO statistical year book series of UN publications