

Study on Constraints Experienced by Shrimp Exporters in Andhra Pradesh

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ABSTRACT

The constraints were identified through survey method and are ranked in order of priority as they perceived it. The exporters were asked to list priority-wise major constraints they were facing in shrimp exporting. All these were sorted and screened and finally seven major constraints were identified. The availability of quality raw material ranked first as the most important constraint for the exporters with a Responsive Priority Index (RPI) of 0.84. Whereas high cost of investment ranked second with a RPI of 0.66 followed by the lack of diversified products with RPI of 0.63, poor technical advancement with RPI of 0.62, uncertainty in prices with RPI of 0.56, lack of research and development with RPI of 0.41 and finally competition among the exporters with RPI of 0.28.

Key words: *Constraints, Shrimp exporters, A.P. , Responsive Priority Index.*