

## **AN ECONOMETRIC ANALYSIS OF PEPPER PRODUCTION IN INDIA.**

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### **ABSTRACT:**

India's monopoly in spices production and export has been threatened by many spices producing countries like Vietnam, Brazil, Indonesia, Malaysia and Thailand. In the world pepper market we have to face tight competition from these countries. Even though the countries like Sri Lanka, China, and Madagascar etc, are producing pepper but do not raise much competition in the international market. But still India is the major pepper producing country in the world and 96% in the production is contributed by Kerala. This study tries to analyse one of the major reason behind the losing ground of pepper production in the country. The area under cultivation has taken as an alarming issue in this regard and analysed. It can be seen from the analysis that the area under cultivation is showing a decreasing growth over four decades of analysis.

**KEY WORDS:** Pepper, Area, Export, Productivity, Semi log Model, log quadratic model

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