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AN EMPIRICAL STUDY ON CONSUMER BEHAVIOUR OF CHILDREN ON FAST FOOD

DR. MOHAN KUMAR. R
PROFESSOR & HEAD
DEPARTMENT OF MANAGEMENT STUDIES
SRI KRISHNA ENGINEERING COLLEGE
CHENNAI

INITHA RINA.R
ASST. PROFESSOR
ST MOTHER THERESA ENGINEERING COLLEGE
VAGAIKULAM

ABSTRACT

The potential of fast food market growth in India is tremendous. With a growth in the number of nuclear families, economic growth and increasing per capita income, fast food culture gained prominence in India. This research article aims to identify the consumer behaviour of children on fast food. The current study is mainly concentrated on the leading MNC's branded fast food restaurant located at Coimbatore, Tamil Nadu. The researcher has taken 755 respondents as the sample size and empirical research design was adopted. The samples were collected through questionnaire. The tool used for analysing the data is Factor analysis. Based on the analysis and interpretation, it is inferred that the MNC's can offer variance in menu with nutritional choices at affordable price and convenient size (quantity); they can also customize the food as most of the children give importance to taste and favourite dish.

MOBILE SERVICES USAGES AS GOOD PERFORMANCE FOR FARMERS PERSPECTIVES, LOCATED IN KIRI KOUK PRICH COMMUNE, KINGDOM OF CAMBODIA

**OUK TOM
STUDENT**

**COLLEGE OF PUBLIC ADMINISTRATION
HAUZHONG UNIVERSITY OF SCIENCE & TECHNOLOGY
CHINA**

**XU XIAOLIN
PROFESSOR**

**COLLEGE OF PUBLIC ADMINISTRATION
HAUZHONG UNIVERSITY OF SCIENCE & TECHNOLOGY
CHINA**

MAU YU

**ASSOCIATION PROFESSOR
COLLEGE OF PUBLIC ADMINISTRATION
HAUZHONG UNIVERSITY OF SCIENCE & TECHNOLOGY
CHINA**

ABSTRACT

The present research paper is on improvable mobile services as good performance for farmers and elderly people who live in rural areas located in KOUK PRICH Commune located in KI RI VONG District, Takeo Province, South of Cambodia nearby Vietnam and Cambodia Border especially understanding how important factors of mobile usages' perspectives of people who live in rural areas especially linkages to how for improvable to elderly people who live in remote areas and connection to other places. Research Paper focused on how the challenges and opportunities factors impact of usage mobile phone services and was based on the reviews of people who have live in KOUK PRICH commune and data collections as available evidences to analysis of using mobile services in households located in 13 villages. It is a question how to use mobile phone services to get benefit from the usages and connection to other people? What kind of factors impacted on every aspect of a family's experience of villages and commune from using cell phone perspectives and being decision making interventions to improve their income increases and outcomes are from improvable mobile services each other to be effective as good performance for farmer and elderly communities and e-speaking?

CORPORATE TAXATION GROWTH OF TEXTILE INDUSTRY IN INDIA

D.MURUGAN
RESEARCH SCHOLAR
DEPARTMENT OF CORPORATE SECRETARYSHIP
SCHOOL OF MANAGEMENT
ALAGAPPA UNIVERSITY
KARAIKUDI

DR. C.VETHIRAJAN
PROFESSOR
DEPARTMENT OF CORPORATE SECRETARYSHIP
SCHOOL OF MANAGEMENT
ALAGAPPA UNIVERSITY
KARAIKUDI

ABSTRACT

The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. So much so, the textile industry accounts for as large as 21% of the total employment generated in the economy. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be stated to be around another 60 million. Corporate taxes are paid by the companies to the Government of India and it is levied on the income of the corporate. Apart from the corporate tax, they also have to pay other kinds of taxes. Indian textile industries paid the corporate taxes to the government. In this revenue collected the government and use the various innovative activities to the nation. This paper has been depicts that corporate taxation growth of Textile Industry in India.

IMPACT OF FDI ON EXPORT PERFORMANCE OF INDIAN FIRMS-AN ANALYSIS

SHAMIKA KUMAR
RESEARCH SCHOLAR
GURU NANAK DEV UNIVERSITY
AMRITSAR

DR. KULDEEP KAUR
PROFESSOR
PUNJAB SCHOOL OF ECONOMICS
GURU NANAK DEV UNIVERSITY
AMRITSAR

ABSTRACT

This paper investigates the impact of Foreign direct investment on the exports performance of different firms. The study is based on 195 firms belonging to 8 different sectors including different subsectors and industries related to manufacturing covering a period of 2000-01 to 2012-13. The study uses OLS regression and Compound annual growth rates to find out the trends and pattern of performance for different firms. The results of the present study suggest that FDI has significant impact on the export performance of different firms. Although the impact becomes visible after 5 to 6 years of FDI coming into Indian corporate firms.

THE EFFECT OF SAVINGS, INVESTMENT AND FOREIGN DIRECT INVESTMENT ON JORDAN ECONOMY (1980-2013)

TORKI M. AL-FAWWAZ
ASSOCIATE PROFESSOR
FINANCE AND ECONOMIC DEPARTMENT
FACULTY OF FINANCE AND BUSINESS ADMINISTRATION
AL AL-BAYT UNIVERSITY
MAFRAQ

HANADI ABED AL RIFAEI
HEAD
NATIONAL ECONOMY STUDIES & ECONOMIC POLICIES DIRECTORATE
MINISTRY OF FINANCE
JORDAN

ABSTRACT

This study aimed to analyzing the long-term and short-term relationship between the savings, investment, and foreign direct investment on Jordan Economy for the period (1980-2013). The study employed model: used GDP as dependent variable and FDI, INV and SAV as independent variables. The stationarity of the data is checked through Augmented Dickey Fuller test and Phillips-Perron Test, and then Johansen co integration test and Vector error correction model (VECM) are employed for analysis. The study found that the series are not stationary in its levels and stationary in first difference. The results of Johansen co integration test revealed that the Jordan Economy (GDP) is significantly and positively co integrated with the savings (SAV), investment (INV) and foreign direct investment (FDI), which leads the way to run the VECM. The results from the VECM provide evidence for that not existence of long-run relationship between GDP and (SAV), (INV) and (FDI). The Wald test results revealed that there is no short-run causal relationship running from SAV and INV to GDP, but there is short-run causal relationship running from FDI to GDP.

DOES ALL DIMENSIONS OF ORGANIZATIONAL COMMITMENT AFFECT JOB SATISFACTION AND JOB PERFORMANCE? (A CASE STUDY OF HIGHER EDUCATIONAL ORGANISATION)

DR. HEENA SUNIL OZA
ASSOCIATE PROFESSOR
SPB ENGLISH MEDIUM COLLEGE OF COMMERCE
SURAT

ABSTRACT

India is one of the fast developing nations. To sustain the growth story, higher education is one of the crucial infrastructure needs. It is said that institutions having strong organizational commitment among faculty members are in a better position to reap the benefits of more dedicated, motivated and reliable teaching staff. The study attempts to know out of three dimensions of Organization Commitment – Affective Organization Commitment, COC and Normative commitment – what is the effect of each dimension on JS and JP in select organization. The findings show that Affective Organization Commitment dimension affects both the job satisfaction and job performance positively. The findings show that AOC dimension affect JP positively and COC negatively. The findings are in line with earlier studies.

GROWTH OF CONTAINERIZATION IN INDIA AND DEVELOPMENT OF MAJOR CONTAINER TERMINAL AT SAGAR ISLAND

DR. JAYANTI DE
ASSOCIATE PROFESSOR
TRANSPORTATION AND LOGISTICS MANAGEMENT
DEPARTMENT OF PUBLIC SYSTEMS MANAGEMENT
INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT
KOLKATA

ABSTRACT

A sound transport system helps both domestic and international business to grow in a country. The current paper intends to review the growth of container transportation and the specific case of development of a major container terminal on the eastern seaboard of India at Sagar Island. Movement of goods using containers makes transshipment of cargo easier, protects cargo from nature and ensures safety of movement of cargo. Integration among different modes of transportation can ensure further efficiency of transportation. Containerization in the world is proceeding at a rapid pace. However, even though India has 7517 kilometers of coastline and container transportation using water transport mode is very suitable for India, container penetration in both domestic and international traffic has been less than satisfactory here. Containerization is primarily concentrated in northern and north-western India and, therefore, ports on the western coast have reaped the primary benefits of containerization. There is thus the urgent need for capacity expansion of Indian ports on the eastern seacoast. There is a proposal to build a major port at Sagar Island, in the state of West Bengal, on the eastern seaboard of India located at the confluence of the river Hooghly, since long. Currently the draught at Sagar Island is 10 meters and it is expected to increase to 12.5 meters by capital dredging. It is important to establish rail and road connections while building the major port at Sagar Island so as to get efficient and cost-competitive services from such development.

FEASIBILITY OF ERP SOFTWARE IMPLEMENTATION IN SSIS WITH REFERENCE TO FOUNDRY UNITS

PRASANNA BYAHATTI
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
KANNUR UNIVERSITY
THALASSERY

DR. FAISAL U.
ASSOCIATE PROFESSOR
KANNUR UNIVERSITY
DEPARTMENT OF MANAGEMENT STUDIES
PALAYAD

ABSTRACT

The way the business is being done has undergone a sea change in the last three to four decades globally. Business organizations are facing challenges for growth and survival. The changing trends and preferences of customers, regulations from regulatory agencies, environmental concerns for safer tomorrow etc. have exerted pressure on the business organizations. The businesses organizations should have latest and upto date information for efficient decision making to reduce cost and improve profitability. Enterprise Resource Planning (ERP) is software which monitors information and dataflow across various functions and coordinates between them. It streamlines the flow of information across all functions cutting departmental barriers. ERP enables the managers to take decisions in short period of time under existing constraints. The large scale industries are successfully implementing ERP software. They are able to afford the huge cost involved in implementation of ERP software. Equally important are small and medium industries in Indian economy. In terms of value, this sector along with micro businesses contributes to manufacturing output and total exports of the country. This sector employs about 69 million persons in over 26 million units throughout the country. Micro, medium and small enterprises provide maximum opportunities of jobs. ERP software brings benefits in terms of cost reduction, improved sales and quality. Small Scale Industries (SSIs) find it difficult to spend huge amount on the implementation of ERP software. Here a study of twenty SSI firms in foundry sector in Belgaum is considered for the study. It is also found that the firms are managed as partnership firms. The managers, owners and employees of SSI units find it convenient to use ERP software. There is feasibility of implementation of ERP software.

EXAMINING FACTORS OF TRANSFORMATIONAL LEADERSHIP IN LARGE INDIAN BANKS: A STUDY OF DELHI NCR

SNIGDHA DASH
RESEARCH SCHOLAR
BIMTECH
GREATER NOIDA

DR. MANOSI CHAUDHURI
ASSOCIATE PROFESSOR
BIMTECH
GREATER NOIDA

ABSTRACT

Traditional management approaches is becoming outdated in this constantly changing competitive world. This change will lead to change in organizational structure and leadership practices. The significance of transformational leadership is growing day by day as the change is becoming inevitable in the life of today's organization. This paper attempts to study the transformational leadership in large Indian banks. The paper will examine different factors of transformational leadership. The paper also explain the different factors idealized influence, inspirational motivation, intellectual stimulation and individualized consideration are positively and significantly correlated with each other.

A STUDY ON EMPLOYEE ATTRITION WITH REFERENCE TO A MULTISPECIALTY HOSPITAL IN TAMILNADU

SV. KAAVYA

ASST. PROFESSOR

**DEPARTMENT OF HEALTH & HOSPITAL ADMINISTRATION
KOVAI MEDICAL CENTER & HOSPITAL
COIMBATORE**

M. GOWTHAMI

ASST. PROFESSOR

**DEPARTMENT OF HEALTH & HOSPITAL ADMINISTRATION
KOVAI MEDICAL CENTER & HOSPITAL
COIMBATORE**

D. MALLEESWARI

ASST. PROFESSOR

**DEPARTMENT OF HOSPITAL ADMINISTRATION
DR. N.G.P. ARTS & SCIENCE COLLEGE
COIMBATORE**

ABSTRACT

Employee attrition is a voluntary reduction in the manpower of an organization through resignation, retirements and death. Attrition due to the first mentioned two reasons seek much of our attention as it is related to the efficiency of the organization. Attrition has turned out to be a critical issue of the human resource researchers these days. When a well – trained and well – fit employee leaves or resigns, it results in emptiness in the organization. Although Attrition is considered undesirable, it is something which is unavoidable. Major cause of attrition in India has been predicted to be unfair compensations, lack of goal achievement, learning and development opportunities etc., There are also another set of employees who are in a constant hunt for better job opportunities. It is harmful for any organization to have both unhappy and unsteady employees.

THE LINK BETWEEN PRINCIPLES OF CORPORATE GOVERNANCE AND IMPROVING THE PERFORMANCE AND ENSURING THE QUALITY OF EDUCATION OUTCOMES: EVIDENCE FROM SENIOR COUNCIL GOVERNANCE AT AL AL-BAYT UNIVERSITY

NOFAN HAMED AL OLEEMAT
ASST. PROFESSOR
DEPARTMENT OF ACCOUNTING
AL AL-BAYT UNIVERSITY
JORDAN

GHAITH N. AL-EITAN
ASST. PROFESSOR
DEPARTMENT OF FINANCE & BANKING
AL AL-BAYT UNIVERSITY
JORDAN

ABSTRACT

The study aims to describe the effects applying the principles of corporate governance at the University of Al al-Bayt in improving the performance and ensure the quality of educational outputs through a commitment to transparency and openness, participation and dialogue, accountability and commitment to justice and equity. The study population consists of top boards of governance in al-Bayt University in 2014. The study employs questionnaire of (50) and distributes to top members of the governing boards of Al al-Bayt University in Jordan for the year 2014, to answer them, are recovered (40) in favor of a questionnaire. The study finds that there is a positive influence of applying the principles of corporate governance to improve the performance and ensure the quality of education outputs. The study recommends that senior councils Governance at the University should develop an educational system depends on the excellence of its human resources, global standards and values of social, highly competitive and spirit through applying the principles of Corporate Governance (CG universities).

TRENDS AND PATTERNS OF INDUSTRIAL DEVELOPMENT IN INDIA: A STUDY OF POST INDEPENDENCE PERIOD

DR. PARUL MITTAL
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
KLP COLLEGE
REWARI

JYOTI YADAV
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
KLP COLLEGE
REWARI

ABSTRACT

Industrialization plays an important role in the economic growth of underdeveloped countries like India. The rate of growth of India economy can be accelerated by increasing income, output and employment through industrial development. In India, industries witnessed very little growth before 1951. But in post independence era, government gives a lot of importance to the industrial development. Since 1951, industrial development in India has taken place mainly in wide diversification of industrial base, development of public sector, restricted import and less dependence on them, globalization of industries and their progressive privatization. Through this paper, we studied the growth rate of industrial production in post independence era. We also measured the growth of eight core industries. Further, this study analyzed the industrial development during five year plans in India.

A STUDY OF FINANCIAL LITERACY IN KUTCH REGION**HITENDRA LACHHWANI****ASST. PROFESSOR****TOLANI INSTITUTE OF MANAGEMENT STUDIES****ADIPUR****SUSHIL CHAURASIA****ASST. PROFESSOR****SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS****PUNE****ABSTRACT**

Financial literacy is gaining importance due to liberalization and innovation in financial instruments. It is considered to be responsible factor for financial well being. The growing complexity of financial products over the past decade, coupled with financial innovations, and the increasing transfer of financial risks to households, have put enormous pressure and responsibilities on shoulders of individuals. India is at the bottom among 16 countries in the Asia-Pacific region with 59 index points, according to the annual MasterCard's index for financial literacy. In this research an attempt was made to measure the financial literacy of Kutch district which has village like Madhapur which is South Asia's wealthiest village. It was found that females, low income group (<5 lac pa), late teens (18-22), married and less education qualification leads to low financial literacy. Although it has not been statistically significant relations after testing chi square. Still an attempt to increase the financial literacy to 100% can achieve by focusing on the above less financial literate group.

HUMAN RESOURCE VALUE ADDED AND REPORTING (A CASE STUDY OF STEEL AUTHORITY OF INDIA LTD.)

**DR. POOJA GUPTA
ASST. PROFESSOR
KASTURI RAM COLLEGE OF HIGHER EDUCATION
NARELA**

ABSTRACT

Human resource is backbone of any organization. It's evident from the fact that it's very complex to find highly skilled, creative and knowledgeable people in today's world. Even in this era of computerization and automation, it's impossible to replace their creativity and ability by machines. Most of top managements have sidelines importance of human resource since long and are not very serious about it. So at this point of time, it is essential to highlight importance of such a critical resource and to find ways for continuous development of it. This paper aims to provide a framework for calculating Human Resource Value Added to a company and to analyze Human Resource Value Added of a public sector undertaking in India. The sample company selected for the study is Steel Authority of India Limited. This paper is an attempt to make an empirical study of Steel Authority of India Limited for measuring the performance from 2004-05 to 2013-14 through generation of human resource value added, application of human resources value added, various ratios relating to human resource value added and with the help of some statistical techniques. The analysis of this study clearly signifies that how management of the company can leverage Human Resource Value Added to improve employee satisfaction and in turn their contribution in organizational growth but it also ensures that an organization fulfills its responsibility towards the society at large.

TREND ANALYSIS OF NPAs AND PROFITABILITY OF TOP TEN BANKS FROM 2011-2014

SYED ALIN ALI
ASST. PROFESSOR
SWAMI RAMA HIMALAYAN UNIVERSITY
JOLLY GRANT

ABSTRACT

NPAs (Non-Performing Assets) are an important parameter while analyzing not only the profitability of the banks but also the efficiency of banking operations. It not only causes the margins to decrease, but also affects liquidity and results in higher provisioning for doubtful debts. This study aims to assess the Non-Performing Assets of the top ten banks in India and its impact on the profitability of banking sector for a period of five years, from 2011-2014

AN INTROSPECTIVE APPROACH ON THE SHARE PRICE ANALYSIS OF SELECTED IT COMPANIES

GAYATHRY DEVI S
HIGHER SECONDARY SCHOOL TEACHER
GHSS FOR GIRLS
COTTONHILL

RADHIKA S
HIGHER SECONDARY SCHOOL TEACHER
GHSS FOR GIRLS
COTTONHILL

DR. S JAYADEV
ASST. PROFESSOR
PG DEPARTMENT OF COMMERCE & RESEARCH CENTRE
M G COLLEGE
KESAVADASAPURAM

ABSTRACT

A company's worth - its total value - is its market capitalization, and it is signifying by the company's stock price. Any percentage changes in a stock price will upshot in an equal percentage change in a company's worth. Price of a share is dependent upon the characteristics of both these fundamental components of a market. But, with a plethora of schemes to choose from, the retail investor faces problems in selecting shares. Bearing in mind on the growing importance and relative position in the economic map of India, it is imperative to study the selected IT companies to evaluate the performance of shares with reference to overall performance of the market.

STUDY OF MANAGING WORK-LIFE BALANCE AND ITS RELATIONAL EFFECT ON ORGANIZATIONAL PERFORMANCE OF WOMEN EMPLOYEES IN NEW PRIVATE SECTOR BANKS

STUTI PRIYADARSHNI NIJHAWAN
RESEARCH SCHOLAR
SUBHARTI UNIVERSITY
MEERUT

DR. AJAY KUMAR CHATURVEDI
ASST. PROFESSOR
SUBHARTI UNIVERSITY
MEERUT

DHRUV PRIYADARSHNI NIJHAWAN
SR. ANALYST
ROCSEARCH INDIA PRIVATE LTD.
MEERUT

ABSTRACT

Work-life balance is the proper prioritizing between "work" (career and ambition) on one hand and "life" (pleasure, leisure, family and spiritual development) on the other. Work life balance has important consequences for employee attitudes towards their organizations as well as for the lives of employees. A balance between work and life is supposed to exist when there is proper functioning at work and also at home. Indian working women are well known for the judicious blend of work life and home life. The feminine character enables them to cope with the challenges in work place. The soaring cost of living forces the women folk to pursue some economic activities to meet both the ends. Even when women are working in New Private Sector Banks then also due to long working hours, performance based appraisals, role ambiguity and work overload etc, are the reasons which have strong effect on organizational performance. In this paper we will find out what are the suggestions for both working women as well as for organizations in order to achieve individual goals and organizational

CONTRIBUTION OF LIFE INSURANCE CORPORATION IN MICRO INSURANCE SECTOR

SAJITHA GUPTHA C S
LECTURER IN COMMERCE
SREEKRISHNAPURAM VTB COLLEGE
MANNAMPATTA

ABSTRACT

Micro insurance is generally, but inaccurately referred to as a new concept. It first appeared as a new financial service within micro finance and developed in to a sector of its own. The term micro insurance was first published around 1999 and in the development environment, defining it has been subject of much debate and discussion. Micro insurance has been defined as a mechanism to protect poor people against risk (accident, illness, death in the family, natural disasters) in exchange for insurance premium payments tailored to their needs, income and level of risk. The major players in micro insurance include Life Insurance Corporation, Industrial Credit and Investment Corporation of India (ICICI) prudential life insurance company Limited, Birla sun life insurance company Limited, State Bank of India (SBI) life insurance company Limited, Allianz Bajaj Life Insurance Company Limited, Metlife India insurance company private Limited, Aviva life insurance company India Limited, Sahara India Life Insurance, Shriram life insurance company. The study gave importance to various micro insurance products offered by Life Insurance Corporation in Kerala to protect the lives of low income people. Secondary sources are used to collect required data for the study. The study revealed that Life Insurance Corporation has a major role in micro insurance sector to protect the lives of poor people.

A STUDY ON MICROCREDIT AND WOMEN EMPOWERMENT IN TUTICORIN DISTRICT

R.EVANGELINE
RESEARCH SCHOLAR
SRI S.RAMASAMY NAIDU MEMORIAL COLLEGE
SATTUR

ABSTRACT

The success of micro credit initiatives has often been attributed to their particular focus on empowering women and encouraging their self reliance through developing their own means of income. Various case studies show that there is a positive correlation between credit availability and women's empowerment. It is observed that majority of rural women who are associated with self help group activity positively succeeded to gain them empowered. Women in rural India in virtual isolation, unable to access even the most basic of services. But, with the formation of women's self help groups, these women are now achieving social and physical mobility. It is recognized that while the empowerment of women is a process that will not happen automatically. Self Help Group is a suitable means for the empowerment of women. In rural areas the women micro entrepreneurs continue to produce the traditional designs for local markets. Women in Self Help Groups produce a large variety of essential products. Village crafts and homemade snack foods. Many are engaged in retail trading of groceries and textiles. These enterprises represent a substantial supply resource for semi-urban and urban markets. Self Help Groups are also viable organized set up to disburse microcredit to the needy women entrepreneur and encouraging their promotion of poverty alleviation activities and programmes.

INDIAN TEXTILE AND CLOTHING INDUSTRY EXPORTS: EMERGING TRENDS

MAYANK KHURANA
STUDENT
GGDSD COLLEGE
CHANDIGARH

ABSTRACT

This study examines the Changing Trend of the Indian Textile and Clothing (T&C, hereafter) industry's Commodities' exports and their destinations. The study also focuses on the performance of the Industry in the last two decades and the effects of the major policy changes and global economic crisis on the performance of the textile and clothing industry. The performance and trends were analyzed with the help of standard techniques of growth rates and market shares calculation. The results show that the shares of cotton and carpets in the T&C export basket have declined and for manmade filaments, manmade staple fibers, knitted apparel articles and other made up textiles have increased in the last two decades. The average annual growth rate for the aggregate t&c exports is higher in the post MFA phase out period than in the pre MFA phase out one. The same for silk has been negative in the post MFA phase out period while for items such as cotton, wool, carpets, laminated textile fabrics etc. has been higher than the pre MFA phase out period. The apparel articles have grown at almost the same pace in the pre and post MFA phase out period. The export destinations of Indian t&c exports, in the last two decades, have been in expansion mode. The share of exports to US and EU has been decreasing while for Latin American, African and Gulf countries have been increasing. The last decade's performance for Indian t&c exports has been ordinary, although, the recessionary effects did not affect the Indian t&c exports for long and the exports in that period, in fact, grew at a very fast pace.

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