



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	TWO DECADES OF STUDYING CHARISMA: THE LEADERSHIP DIMENSION SAJEET PRADHAN & DR. RABINDRA KUMAR PRADHAN	1
2.	AN INVESTIGATION ON PREFERRED CHOICE OF MEDIA AMONG INTERNATIONAL STUDENTS IN MALAYSIA SARAVANAN RAMAN & SUBHASENI CHINNIAH	5
3.	AWARENESS ABOUT CONSUMER RIGHTS IN INDIA IN THE GLOBALIZED BUSINESS ENVIRONMENT - AN EMPIRICAL INVESTIGATION OF ANDHRA PRADESH STATE DR. K. JAYACHANDRA REDDY, DR. D. HIMACHALAM & DR. N. PRAVEEN KUMAR REDDY	10
4.	MOBILE SERVICE PROVIDER – A STUDY WITH SPECIAL REFERENCE TO NAWARAS LLC DR. M. KRISHNA MURTHY & S. VARALAKSHMI	16
5.	THE PRELIMINARY STUDY OF BUSINESS CHALLENGING AS INTERMEDIARY IN ASSOCIATION OF GRAB MARKET OPPORTUNITIES AND BUSINESS INDEPENDENT: MALAYSIA CREATIVE INDUSTRY MUHAMMAD ABI SOFIAN ABDUL HALIM, DR. MOHD SHALADDIN MUDA & DR. WAN ABD AZIZ WAN MOHD AMIN	22
6.	THE ROLE OF INDEPENDENT DIRECTORS IN CORPORATE GOVERNANCE - A CRITICAL EVALUATION MOHD. AKBAR ALI KHAN & A. KOTISHWAR	27
7.	A STUDY ON CUSTOMER SATISFACTION AND LOYALTY TOWARDS AIRCEL PRE AND POST PAID CUSTOMERS IN TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI CITY DR. K. SIVAKUMAR	35
8.	INFLUENCE OF DEMOGRAPHY ON STORE PATRONAGE BEHAVIOUR OF CHENNAI SHOPPERS T. THIRUVENKADAM & DR. N. PANCHANATHAM	39
9.	MOBILE PHONE PURCHASE GETS ON SPEED DIAL – CAPTURING THE FACTORS AFFECTING THE USAGE OF MOBILE PHONE AMID GENERATION X AND Y S. MAHALAKSHMI & DR. K. JAWAHAR RANI	43
10.	LATENT TALENTS - A STUDY ON TALENT MANAGEMENT IN GLOBAL SCENARIO DR. K. V. RAMANA MURTHY & DR. VANISREE TALLURI	48
11.	STRESS COPING STRATEGIES: AN EXPERIENTIAL EXPLORATION OF BANK EXECUTIVES DR. PARVEZ ABDULLA, DR. A. M. SHAH & AFAQ ALAM KHAN	55
12.	DETERMINANTS OF EMPLOYEES MOTIVATION IN 21ST CENTURY ERA: AN EMPIRICAL STUDY DR. D. S. CHAUBEY, SHIVANI JOSHI & VIKASH TRIVEDI	64
13.	EMERGING ROLE OF TECHNOLOGY IN RETAIL SECTOR N. SANTOSH RANGANATH, DR. T. KAMA RAJU & P. TRINADHA RAO	71
14.	WHITHER DERIVATIVES IN INDIA? DR. T. SATYNARAYANA CHARY & B. RAJ KUMAR	76
15.	HISTORICAL PERSPECTIVE OF URBAN COOPERATIVE BANKS IN INDIA E. GNANASEKARAN & DR. M. ANBALAGAN	83
16.	AN ANALYSIS ON PRODUCTION AND MARKETING OF TURMERIC AND CHILLI IN ERODE DISTRICT C. SENTHIL KUMAR & DR. L. MANIVANNAN	88
17.	WIRELESS SENSOR NETWORK OPTIMIZATION AND HIGH ACCURACY IN NETWORKING TESTBED DR. BANTA SINGH JANGRA, YOGESH KUMAR, KUNTAL SAROHA & SHEELA SHARMA	91
18.	PROSPECTS FOR EXPORT OF AYURVEDIC PRODUCTS TO RUSSIA DR. RAJENDRA KUMAR JAIN	95
19.	WHERE ARE CURRENT PERFORMANCE MEASUREMENT FRAMEWORKS LEADING COMPANIES TO: FROM ACADEMIC AND PRACTITIONER PERSPECTIVES DR. RAKHI GUPTA, DIVYA GUPTA CHOUDHRY & DR. S. N. P. GUPTA	98
20.	A COMPARATIVE STUDY OF CELLULAR SERVICE PROVIDER OPERATING IN THE SPORT CITY OF PUNJAB, JALANDHAR VIPAN BANSAL & BINDU BANSAL	102
21.	IMPACT OF SERVICE QUALITY ON SATISFACTION IN HEALTHCARE DR. SHANTHI RANGASAMY	111
22.	ATTRITION VS. MANAGEMENT OF TALENTS: AN ELUSIVE DELUSION - A STUDY ON INDIAN WORKING WOMEN IN BPO AND ITES INDUSTRY JHILAM RUDRA DE	116
23.	FDI SCENARIO IN INDIA AND ITS GROWTH LINKAGES DR. VIRENDER PAL	122
24.	SERVICE QUALITY IN PRIVATE BANKS: AN ASSESSMENT BASED ON SERVQUAL MEASURES DR. ANITA PATRA	126
25.	A NOVEL ALGORITHM FOR IMAGE CONTRAST ENHANCEMENT USING HISTOGRAM EQUALIZATION KAMAL DHILLON & BINDU GOYAL	130
	REQUEST FOR FEEDBACK	136

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitgappa, Bidar, Karnataka

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS

AMITA

Faculty, E.C.C., Safidon, Jind

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

PROSPECTS FOR EXPORT OF AYURVEDIC PRODUCTS TO RUSSIA

DR. RAJENDRA KUMAR JAIN

ASSOCIATE PROFESSOR

MEDI-CAPS INSTITUTE OF TECHNOLOGY & MANAGEMENT

RAU

INDORE

ABSTRACT

Ayurveda is the most ancient system of healthcare. India's share in the export of herbals is just 0.2% of the total global herbal market. So there is obviously vast scope for Indian manufacturers for entering the growing worldwide opportunity of business in Herbal Pharmaceutical field. The worldwide market of Herbal Medicines is US \$ 60 billion (WHO 2002). The world health organization predicts the overall automotive medicine market to reach US \$ 5 trillion by 2050. According to WHO, up to 80% of the world's population still depend heavily on TCM for treatment. Traditional Medicines (TM) have been used by Russia since ancient times India's exports are much less than what they import from other countries. The major objective of this study is to critically appraise the potential for herbal ayurvedic products and identify the problems and prospects of these in Russia

KEYWORDS

Ayurveda, Exports, Russia, Traditional Medicines.

INTRODUCTION

Ayurveda is the most ancient system of healthcare. India's share in the export of herbals is just 0.2% of the total global herbal market. So there is obviously vast scope for Indian manufacturers for entering the growing worldwide opportunity of business in Herbal Pharmaceutical field. Traditional Medicines (TM) have been used by Russia since ancient times India's exports are much less than what they import from other countries. Demand for medicinal plants is increasing in Russia as the population grows. But constraints and challenges exist at all levels.

TRADITIONAL MEDICINE IN INDIA

India is one of the world's twelve leading biodiversity centers, with the presence of over 45,000 different plant species; out of this about 15,000-20,000 plants have good medicinal properties, of which only about 7,000-7,500 are being used by traditional practitioners. Indian herbal medicine market has been growing at a steady pace of between 15% and 20% every year. The market size of domestic herbal industry is currently estimated at over Rs.5000 crore. In India, the value of medicinal plant related trade is about US \$ 10 billion per annum and this industry is growing at the rate of 7.15% annually with exports of US \$ 1.1 billion per year.

GLOBAL MARKET FOR TRADITIONAL MEDICINES

The worldwide market of Herbal Medicines is US \$ 60 billion (WHO 2002). The world health organization predicts the overall automotive medicine market to reach US \$ 5 trillion by 2050. Indian planning commission estimates massive increases in the export value to Rs.30 billion by 2006 and to Rs.100 billion by 2010. Germany, France, UK, Switzerland, Japan & USA are major importers of Indian Medicinal Plant Products

Demand for nutraceuticals and functional food has been rising in developed markets, particularly in USA, Europe and Japan. Nutraceutical market in USA is estimated at about US\$ 80 billion to US\$ 250 billion, with a similar market size in Europe, and Japanese nutraceutical market is estimated at ~ US\$ 1.5 billion. Global market for Functional Food is pegged at ~US\$ 60 billion to US\$ 80 billion, growing by around 10% per year. Indian nutraceutical market is estimated to be around ~ US\$ 270 million growing at a CAGR of 18%, against the CAGR of 7% witnessed in global market

REVIEW OF LITERATURE

WHO (2002) Traditional and folklore medicine handed on from generation to generation is rich in household remedies and community practice. According to an estimate of World Health Organization (WHO), nearly 80% of the populations of developing countries rely on traditional medicine, mostly plant drugs for their primary health care needs.

Gautam V.S (2003). Researchers here designed product market segmentation matrix in to four zones . They have placed Indonesia and other countries in Zone A where Indian system of medicines is recognised as alternate source of traditional healthcare system and variety of products can be sold there.

M. Daniel (2004) India is on the threshold of a herbal revolution. With the rich wealth of herbs, we can command the world herbal scene. But there are so many obstacles we have to cross before we become a superpower in the herbal scene

Assocham Report 2008 Herbal product exports can be accelerated with the setting up of EPZs in about 12 Indian states as their demand soars at a rate of over 25 percent in countries like the US, Britain, Spain, Australia, Russia and Indonesia,

Exim Bank Study (2003) Authors have observed that developed countries have been the traditional markets for ayurvedic products. There was decline in Germany from US \$8 million to less than 4 million dollars in 2001-02 along with decline in destinations Russia, UK, Nepal, Indonesia & Nigeria. It was a matter of concern for authors since global market was continuously rising while India's exports remained stagnant during 2001-02

OBJECTIVE

The major focus of this study is to critically appraise market scenario of last 5 years and identify the opportunities and challenges for ayurvedic products, so as to develop a suitable strategy for export of Ayurvedic products to Russia

METHODOLOGY

This study is supported by desk research, which includes sources like World Health Organization, UN Comtrade Database, World Intellectual Property Organization, Dept. of Indian System of Medicines and Homeopathy, Department. of Commerce, Pharmaceutical Export Promotion Council their conferences and various articles and papers published in various magazines and news papers.

AYURVEDIC PRODUCTS

We can classify Ayurvedic products in following product groups.

1. Medicine Plants – Crude Drugs & Plant Portion.
2. Herbal Products – Their formulation and natural extracts.
3. Ayurvedic Drugs Medicine

For the purpose of this study to analyse the potential markets, data in following categories only have been considered.

HS Code 1211: PLNTS & PRTS OF PLNTS INCLD SEDS & FRUITS USD FOR PRFUMRY PHRMACY/INSCTCIDL:

OR SMLR PURPOSES FRSH/DRID W/N CUT CRSHD OR POWDRD Unit
 HS Code 30039001/11 : Ayurvedic medicaments (Not put up for Retail sale)
 HS Code 30049001/11 : Ayurvedic medicaments put up for retail sale

MARKET TRENDS OF ABOVE THREE CATEGORIES OF PRODUCTS IS SHOWN IN TABLE 1

TABLE 1: TOTAL EXPORT PERFORMANCE OF AYURVEDIC PRODUCTS

Year/Category	Value in US. Dollar Mn.			
	1211	30039001	30049001	Total
2002-03	69.05	108.57	9.75	187.37
2003-04	65.75	21.83	20.12	107.7
2004-05	61.66	64.06	24.93	150.65
2005-06	79.29	18.36	34.28	131.93
2006-07	86.07	19.95	37.36	143.38
2007-08	117.77	31.1	48.74	197.61

Source- Compiled from Dept of Commerce Export Import Data bank

The above data shows that growth was at peak in 2002.03. There after it declined suddenly next year. The exports have positive trend after words. Individually category 1211 has shown 16.64% growth during the period under study. While other two categories have slow growth trends in between.

TABLE 2: EXPORT PERFORMANCE OF AYURVEDIC PRODUCTS TO RUSSIA Values in US\$ Million

Year/Category	1211	30039001	30049001	Total
2002-03	0.41	5.8	4.85	11.06
2003-04	0.11	2.37	5.02	7.5
2004-05	0.14	3.14	4.7	7.98
2005-06	0.06	2.4	6.23	8.69
2006-07	0.1	2.62	6.06	8.78
2007-08	0.1	11.89	7.08	19.07

Source- Compiled from Dept of Commerce Export Import Data bank

Table 2. Reveals the status of export performance to Russia showing that the product group has increased from 11.06 mn.US \$ to 19.7 mn US \$ with 78.12 % growth in years. Products category 1211 is stagnant, while 3003 category has shown 105 % growth. and category 3004 has shown 46% growth.

TABLE 3 IMPORT TRENDS OF RUSSIA US.\$ Million

Year/Category	121190	300390	300490	Total
2002	4.53	0.61	882.34	887.48
2003	7.37	0.99	1296.69	1305.05
2004	8.01	1.18	1671.77	1680.96
2005	6.9	5.86	2613.12	2625.88
2006	8.84	16.39	3768.02	3793.25

Source: UN COMTRADE Database

Overall import trend of Russia showed 327.38% growth during 2002- 2006

RUSSIAN MARKET

OPPORTUNITIES

A close evaluation of the CIS market reveals a hugely untapped market segment for herbal medicines. The concept of herbal, natural and nutraceutical is very well accepted and people are looking for products that deliver on their promise.

Until recently, herbal medicines were viewed as 'alternative' treatment options. However, this scenario is changing and scientifically backed herbal medicines are being accepted as the first line of treatment or as complementary treatments in several cases. The pharmaceutical market in the CIS region and Russia is dominated by several leading international players. Acceptance of international products is therefore on the rise. There is a steady increase in the number of Aptekas (pharmacies) facilitating better reach and access. The growth of regional pharmacy chains is a positive development as it promotes price competitiveness and makes several products available under a single roof. Quality of products is also maintained. Consumer awareness of herbal medicines is on the rise with media constantly covering this subject.

Purely from the geographic standpoint, the market is vast, covering several different time zones. This poses a huge logistic challenge requiring a strong distribution and marketing network. The market is crowded with new players and it is therefore a highly competitive business environment.

The CIS region offers huge potential for herbal drug manufacturers since these countries already have a long tradition of using herbs for medicinal purposes. In recent times the demand for well-researched herbal medicines is increasing as more and more doctors practising allopathic medicine are open to prescribing herbal medicines to their patients, as stated by Mr. Heydan CEO Himalaya Pharmaceuticals. Further he states "Our flagship product Liv 52 is doing exceptionally well in the CIS market and has become a household name. The key achievements in the CIS market are that Himalaya ranks 4th among Indian pharmaceutical companies in the Russian market. The company has recorded high growth in terms of value as well as unit sales in 2007. Cystone is the top herbal therapy for kidney stones (urolithiasis) and cystitis. Speman ranks third among tablets for prostatic disorder. Other products being marketed in this region include Septilin, Rumalaya, Pilex, Tentex Forte and Speman.

Ayurveda is gaining popularity in Russia and the CIS region. The medical fraternity is also open to using complementary and alternative medicines, as long as the safety and efficacy of the formulation can be well-established.

J B Chemicals has a presence in the ayurveda segment with Fitovit, a natural fitness capsule, and Doktor Mom cough syrup which is exported to the CIS countries. The company had a significant exposure to the Russian market with export turnover from that region amounting to Rs 65 crore, in 1996-97.

CHALLENGES

The guidelines for registration of Ayurvedic products, as medicine, are stringent. There is no international pharmacopoeia for poly-herbal products. The comparison/similar registration requirements for allopathic products are insisted for herbal products. In addition, the dossiers need to be prepared in vernacular. Further, there is also a need to submit extensive supporting documentary evidence including local clinical studies done in the CIS region. At the "Business Exchange Workshop" conducted by Pharmexil in the 3rd World Ayurveda Congress held on 17th December 2008 at Jaipur, Rajasthan., Dr.S.N.Balyuta from Russia gave a very transparent picture of the herbal market of Russia. He informed that the Russian herbal market is increasing very fast. He suggested that the product categorization should be kept in mind. The biologically active food supplements & the herbal cosmetics have good market. He advised to have precaution in registering pharmaceuticals. On the negative point's side, he informed that language barrier can be countered by dealing with Russians having command over English and having Indians with knowledge of Russian language.

For a question on number of documents required for registration of the products, it is informed that about 18 are required. Mostly they are required to be notarized including the free sale certificate. The official fee for registration has not been made specific but is expected to be approximately 2000 USD. It could be at a maximum of 5000 USD. The time needed is 3 months to 6 months. The cost of travelling 3 - 4 times to be taken into consideration. For another question on number of plants in the list banned for use in formulations, it has been indicated that 276 plants have been identified. Formulations having combination up to 10 herbs may be allowed with chyawanprash as exception. The special point is that Russia is not over regulated. The list of banned items in Russian and Latin are available

GOVT SUPPORT

The Indian Government is continuing to focus on economic reforms and it is increasing its investment in the healthcare segment. It is expected that it will take further measures to sustain market growth of pharmaceutical products.

In 11th plan scheme (2007-12) the Government has given subsidies to the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), which include major plans for the ayurveda industry like:

- To upgrade quality control department, improve quality-manufacturing unit as per GMP, US Food and Drug Administration (FDA), UK's Medicines and Healthcare products Regulatory Agency (MHRA) and the European Union (EU) guidelines.
- To set up GMP standards for botanical products as well as it be should defined as per WHO's standards.

Recently, AYUSH has provided the first scheme for ayurvedic manufacturing companies, known as 'Ayush Cluster', where it will give assistance of Rs 10 crore for forming such clusters anywhere in India.

FUTURE PROSPECTS

According to a study the industry is envisaged to grow at a level of Rs. 5,500 crore after 2010 Commonwealth Games (CWG), and Ayurvedic industry alone is envisaged to earn a business of Rs. 500 crore during the Games. The study also envisages that Indian Spa industry to receive an investment of US\$ 35 billion over the next 3 to 4 years.

STRATEGIES SUGGESTED

1. To be a global supplier of herbal medicines conforming to international specifications, India needs to process medicinal plants in an increasing level of scientific, economic and safe way by adapting GAP, GLP and GMP.
2. Should undertake adequate pharmacological and clinical studies to ascertain product efficacy and safety.
3. Standardize products to ensure uniformity; protect and maintain IPR in the domains of herbals and other natural product development technologies; and undertake documentation research.

CONCLUSIONS

We have seen that India's Export of Ayurvedic products is on rise. Russia is a growing market for herbal ayurvedic products. We can capture good share of Russian market if Quality control, Good Manufacturing Practices, Good Agriculture Practices,, Good Clinical Practices are followed. This has to be supported by backward integration of harvesting of medicinal plants of good quality and support from government organisations to promote it in overseas markets.

Industry should better understand regulatory hurdles faced in Russia and develop long- & short-term strategies to cope with. Create Ayurvedic Cosmetics category, Ayurvedic Supplements category and remove the hurdles for industry.

Projections being made that after IT industry; the herbal industry will be India's second biggest revenue earner it will be a reality soon.

REFERENCES

- Assocham Report (2008) "Future of Herbal Exports" conducted by the Associated Chambers of Commerce and Industry of India
- Daniel M. (2004) "The impediments preventing India from becoming a herbal giant" CURRENT SCIENCE, VOL. 87, NO. 3, 10 AUGUST 2004
- Gauri Kamath / BSCAL(2008) Business Standard. October 05, 1998
- Gautam V.S. (2003) in Exim bank study "Road Beyond Boundries" Quest Publications Mumbai page 26-27
- Philippe Haydon, (2008) President & CEO, The Himalaya Drug Company Pharmabiz.com Thursday, October 30, 2008
- Trivedhi Rohit H. (June 2005) 'Ayurveda Popular around the world' Facts for you -Page 7, 8).
- World Health Organization (WHO), *WHO Traditional Medicine Strategy 2002-2005* [online]. Geneva, 2002 [cited 10 October 2003]. Portable Document Format. Available from Internet: http://www.who.int/medicines/library/trm/trm_strat_eng.pdf

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator