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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

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APPENDIX/ANNEXURE

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- 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.

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

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

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- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

EXPORT POTENTIAL FOR HANDLOOM AND HANDICRAFT: A STUDY ON ODISHA**UMA SHANKAR SINGH****RESEARCH SCHOLAR****INSTITUTE OF BUSINESS AND COMPUTER STUDIES****SIKSHA 'O' ANUSANDHAN UNIVERSITY****BHUBANESWAR****AJAY KUMAR YADAV****STUDENT****INSTITUTE OF BUSINESS AND COMPUTER STUDIES****SIKSHA 'O' ANUSANDHAN UNIVERSITY****BHUBANESWAR****ABSTRACT**

Export development is an important tool to the developing firm and economy as a whole. Govt. measures aim normally at the general improvement of export performance of the nation for general benefit of the economy. Govt. policies which limit the scope of the business in the home country may also provoke companies to move the other country such as USA, UK, Australia, Japan, China, Germany etc. and opportunity to achieve these gains, developing countries would aim to transcend asymmetric in capacity, economy size, scale of production, capital stock, technology, sophistication, infrastructure, global outreach or their procedure enterprises. The paper aims at finding the potential for export of handloom and handicraft products of Odisha, and the government's role in coordination of export of handloom and handicraft products from Odisha. Export is one of the most active business in India, specially has a very nice and diversified product base and such product at very low price. In agricultural sector can obtain improved market access for their agricultural export, through reduction or high tariffs and peak. They should seek the removal of domestic export market and export subsidies with credible time frame, other sector like steel, cotton, jewellers, spice, sugar, rice, onion, leather, food sector has comprehensive development of export safe measures. They are the positive support domestic export as well as investigating foreign market.

KEYWORDS

Export, Handloom, Handicraft, Government, Procedure.

INTRODUCTION

In the purposed study an attempt is made to study export procedure and potential of handloom and handicraft product from Odisha. An investigation is made to find out the detailed procedure adopted for the export. The study is very significant from the point that the finding will be immensely useful to the management to take very effective step for export promotion activities and to study the determination of export pricing and the export and import policy of 2002-2012 has been studied in the overall preparation in project. With the increase in the size of the organization, it becomes very difficult to manage and also to know the real position of the firm. It is only through proper analysis of the true position of export of handicrafts and handloom products that the future potential can be known or predicted with high degree of accuracy. Export is a special branch of management science. It is in fact the part of total management and follows all principals and philosophies of business management. It refers to the activities which are directly or indirectly associated with export and includes the activities before the shipment and after the shipment of export cargo. It also refers to the systematic and scientific approach to manage overseas orders manufacturing or assembling goods as per the specifications of importer sales and export promotion activities and techniques, price quotation financing, foreign exchange procedure and formalities prescribed by government are some of the activities covered under the management of exports. Export management, in fact is more difficult and complicated. It needs special treatment because of its special and unique nature. Planning, organizing, co-ordinating, controlling as required in other management are also required in export management. Therefore, it is difficult to define export management in specific terms. In brief "Export management means what a export manager does". "Export management refers to efficient management of all activities involved in export transaction, commencing from manufacture or assembly of goods through shipment until receipt of payment". "Export management can also be defined as managing marketing activity abroad and dealing with related activities".

FRAMEWORK OF STUDY

The purposed study is an attempt to study export procedure and importance of handloom and handicraft export from Odisha. An investigation is made to find out the detailed procedure adopted for the export.

The objective is:

- To study potential for export of handloom and handicraft products of Odisha.
- To study the government's role in coordination of export of handloom and handicraft products from Odisha.
- To study the export procedure followed by export organization.

Rao (1990) in his book "Marketing of Handicrafts" observed that "Handicrafts offer Solution to India, which is characterized by unemployment and foreign exchange crunch". Pathy, (1990) in his book entitled "Traditional painting of Orissa" beautifully explains the origin of the famous painting art of Orissa especially of Puri district. He says that it is most natural to think that these are the painters who are the descendants of people who once painted for the Buddhists, Jains and Sikhs and who also now paint for Vaishnavas or the Devotees of Jagannath. Mitra's (1980) book "The Antiquities of Orissa" has been the earliest reference about the craft. Among other aspect of Orissa antiquities he has briefly dealt with the patta painting. He has said that the painters are a hereditary sub caste of Chitrakaras and that most of the pictures painted on cloth are produced in Puri itself. Chattopadhyaya, (1963) in her book "The glory of Indian Handicrafts" has vividly described about handicraft of different states of India. National Institute for Social Development and Applied Research, Bhubaneswar has done a research work on technology, firm size and performance of three popular crafts of Orissa. Kannungo, (1964) in "Utkalana Chitrakara" (the art and craft of Orissa) has briefly describes the patta painting as one of the old paintings is typical in its style where the theme basically depicts the religious tradition of India. Mohapatra, (1987) in his book has given a clear picture about Orissa and focuses on the Orissa handicrafts elaborately. Samal, (1994) has done her research work in "Applique craft tradition of Orissa and change". She has describes about position of appliqué in Orissa and its development according to time. Upadhyaya in the book "Economics of handicraft industry" feels that without design, development, technology, advancement and quality improvement, we cannot think of healthy growth of such industry. Bharati, (1973) in an article "Eastern India Handicrafts : A Preliminary Survey" published in *Folklore* a journal of anthropology states I just from lines that the tailor artists of pipili have become specialized in giving gorgeous look to their appliqué works. Ahmed, (1980) in his book entitled "Problem and Management of Small Scale and Cottage Industries" expresses that the satisfactory performance in marketing of handicrafts could be possible due to the special interest taken by central as well as state governments to boost up the export of handicraft articles. Panda, (1984) in "Textiles" of Arts and Crafts of

Ganjam Districts, Orissa says that the appliqué craft is of 500 years old. The history of appliqué is commensurable with operas, festivals and processions. Sinha, (1970) in his book entitled "Rural Industry and Rural Industrialization" says that rural industry cannot be used as a synonym of traditional household or cottage industry situated in a rural area. Rural industry is a much wider term on which rural industrialization depends.

The research clearly defines the target population. The technique followed here is based on logic and judgment. The population is defined in with keeping in mind the objectives of the study. The method used for sample technique was non probability convenience sampling method. Convenient sampling is used because only those people will be asked to fill the questionnaires that were easily accessible and available to the researcher.

The study is based on the data collected from the primary and secondary sources. The primary data is collected using standard questionnaire as a tool and by interviewing the authorities of FIEO and regarding the information provided by them. Some of the primary data regarding the operation, functions and service provided and customers were gather from their offices. Though the analysis is based basically on primary data then also secondary sources got used to generate the assumption to prepare the questionnaire and to have the supporting interpretation. The collection of data from primary source involved several steps and is done in phrases. Different sources used are personal interviews, approaching people personally, Questionnaires, Internet, articles, books, newspapers, magazines, companies newsletter and companies report. The study is mainly based on secondary data. In this case the relevant data is collected from official web site of FIEO, FIEO news and Telephone directory.

DATA ANALYSIS AND INTERPRETATION

In order to accomplish my research objective I approached about 50 exporters and collected the required information from them. For this the Survey was conducted with a set of questionnaire containing the items which helped in obtaining the desired information from the exporters. Exporters were approached especially in Bhubaneswar. The Information was obtained through questionnaire as well as by the interview method. The copy of questionnaire is being attached with this report. The method of personnel interview was also adopted for those who were unwilling to give any information in writing. At present around 50 of such interviews have been conducted keeping in mind the requirements of the survey being conducted.

TABLE1: RESPONSE CHART

Parameters		Frequency	Percentage
Get in/ Expand the business	Strongly Disagree	7	14
	Disagree	9	18
	Neutral	11	24
	Agree	15	30
	Strongly Agree	8	14
Business Growth Potential	Strongly Disagree	12	24
	Disagree	3	6
	Neutral	4	8
	Agree	20	40
	Strongly Agree	11	22
Procedure is Stringent	Strongly Disagree	10	20
	Disagree	15	30
	Neutral	5	10
	Agree	10	20
	Strongly Agree	10	20
Govt. Regulations are Acceptable	Strongly Disagree	10	20
	Disagree	11	22
	Neutral	6	12
	Agree	17	34
	Strongly Agree	6	12
Acceptance of Tariff	Strongly Disagree	7	14
	Disagree	10	20
	Neutral	8	16
	Agree	18	36
	Strongly Agree	7	14
Export Licensing	Strongly Disagree	10	20
	Disagree	10	20
	Neutral	5	10
	Agree	10	20
	Strongly Agree	15	30
Trade Restriction	Strongly Disagree	8	16
	Disagree	9	18
	Neutral	16	32
	Agree	10	20
	Strongly Agree	7	14
Trade Regulation	Strongly Disagree	7	14
	Disagree	6	12
	Neutral	3	6
	Agree	18	36
	Strongly Agree	16	32
Stringent Documentation	Strongly Disagree	10	20
	Disagree	8	16
	Neutral	8	16
	Agree	13	26
	Strongly Agree	11	22
Custom Procedures	Strongly Disagree	5	10
	Disagree	5	10
	Neutral	8	16
	Agree	14	28
	Strongly Agree	18	36
Govt. Coordination	Strongly Disagree	9	18
	Disagree	7	14
	Neutral	12	24
	Agree	12	24
	Strongly Agree	9	18
Govt. Support	Strongly Disagree	5	10
	Disagree	8	16
	Neutral	5	10
	Agree	15	30
	Strongly Agree	17	34
Foreign Demand for Handloom & Handicraft	Strongly Disagree	5	10
	Disagree	8	16
	Neutral	7	14
	Agree	17	34
	Strongly Agree	13	26
Availability of Handloom & Handicraft	Strongly Disagree	7	14
	Disagree	6	12
	Neutral	5	10
	Agree	14	28
	Strongly Agree	18	36
Sustainability of Export	Strongly Disagree	5	10
	Disagree	4	8
	Neutral	6	12
	Agree	15	30
	Strongly Agree	20	40
Firm Type	Turnover up to 50 lakh per anum	21	42
	Turnover 50 lakh to 100 lakh per anum	19	38
	Turnover 100 lakh to 500 lakh per anum	10	20
Total		50	100

Table 1 highlights the response statistics got from the primary survey. This table depicts the frequency and percentage of different levels of responses with respect to different parameters of export potential felt by exporters of Odisha.

An attempt has also been made to identify if there exist a difference in the opinions of respondents about the factors of supply chain in steel industry on the basis of different types of companies comprising of different volume of business. One Way ANOVA has been carried out to compare the mean responses among different respondents of different export executing companies. From the analysis below it has been observed that Get in /Expand the business, Business Growth Potential, Govt. Regulations are Acceptable, Acceptance of Tariff, Export Licensing, Trade Restriction, Trade Regulation, Stringent Documentation, Custom Procedures, Govt. Coordination, Govt. Support, Foreign Demand for Seafood, Availability of Seafood, Sustainability of Export have no role in discriminating the export of different companies of seafood export from Odisha. However, there exist significant differences among the opinions related to Procedure is Stringent (Table 2). This may be explained by the fact that in general, the entire seafood export from Odisha is being affected by Procedure and stringent procedure is responsible here for export.

TABLE 2: ONE WAY ANOVA SHOWING THE SIGNIFICANT IMPACT OF TYPE OF COMPANIES ON FACTORS OF EXPORT POTENTIAL

ANOVA						
Parameters		Sum of Squares	df	Mean Square	F	Sig.
Get in /Expand the business	Between Groups	2.659	2	1.330	.598	.554
	Within Groups	104.461	47	2.223		
	Total	107.120	49			
Business Growth Potential	Between Groups	2.144	2	1.072	.465	.631
	Within Groups	108.356	47	2.305		
	Total	110.500	49			
Procedure is Stringent	Between Groups	4.657	2	2.328	1.096	.343
	Within Groups	99.843	47	2.124		
	Total	104.500	49			
Govt. Regulations are Acceptable	Between Groups	1.484	2	.742	.386	.682
	Within Groups	90.436	47	1.924		
	Total	91.920	49			
Acceptance of Tariff	Between Groups	1.478	2	.739	.428	.655
	Within Groups	81.242	47	1.729		
	Total	82.720	49			
Export Licensing	Between Groups	2.121	2	1.061	.430	.653
	Within Groups	115.879	47	2.466		
	Total	118.000	49			
Trade Restriction	Between Groups	3.723	2	1.862	1.163	.322
	Within Groups	75.257	47	1.601		
	Total	78.980	49			
Trade Regulation	Between Groups	3.228	2	1.614	.800	.455
	Within Groups	94.772	47	2.016		
	Total	98.000	49			
Stringent Documentation	Between Groups	4.020	2	2.010	.945	.396
	Within Groups	100.000	47	2.128		
	Total	104.020	49			
Custom Procedures	Between Groups	3.241	2	1.620	.915	.408
	Within Groups	83.259	47	1.771		
	Total	86.500	49			
Govt. Coordination	Between Groups	38.823	2	19.412	.540	.587
	Within Groups	1690.857	47	35.976		
	Total	1729.680	49			
Govt. Support	Between Groups	2.216	2	1.108	.581	.563
	Within Groups	89.564	47	1.906		
	Total	91.780	49			
Foreign Demand for Seafood	Between Groups	2.196	2	1.098	.627	.539
	Within Groups	82.304	47	1.751		
	Total	84.500	49			
Availability of Seafood	Between Groups	2.226	2	1.113	.524	.595
	Within Groups	99.774	47	2.123		
	Total	102.000	49			
Sustainability of Export	Between Groups	2.929	2	1.465	.835	.440
	Within Groups	82.451	47	1.754		
	Total	85.380	49			

MANAGERIAL IMPLICATION

Each firm should participate in trade fair. They should do innovation in wooden handicraft product like, rotating dining table, decorative coffee grinder and wooden hanger. Regarding skill labour problem they should give them wage according to their work. All the demand are extremely logical since handicraft and handloom alone account for 1.5 per cent of India total export, but this highly labour-intensive, decentralized industry, concentrate in mainly in rural and semi urban areas, is yet get the desire boost. Moreover, the sector is still reading under the pressure of recession and is yet heavy a sigh of relief. So it is the to see how the Government react to these demands, and how far it succeed to meet the expectation of the handicraft and handloom industry player in India.

CONCLUSION

A close scrutiny of this study reveals that the state of growing of export procedure. The transaction of export procedure can be achieved the more and more facility of export of different procedure, which has been greatly impact of international transaction. The rules and regulations of these export procedure and documentation to different countries which has fully depending the economy growth of all the country. Realizing the countries potential for achieving a rising levels of export and recognizing the need for the adoption of appropriate policies and necessities designed to promote investment in handloom hand handicraft product. To formulate the different policies this has increased the export goal and promotes the incentive growth of export trade. Supply of handloom and

handcraft product is in excess. Currently, domestic production comfortably meets domestic requirements. Demand for handloom and handicraft is estimated to grow at 6%-8% per annum in view of the low per capita consumption in India. Also, demand for the metal is expected to pick up as the scenario improves for the industry, which closely tracks economic growth. Inflexible government regulation, stringent documentation, risk associated with international market, difficult to find foreign buyer. Being a commodity, customer enjoys relatively high bargaining power, as prices are determined on demand and supply. Being a commodity, customers enjoy relatively high bargaining power, as prices are determined on demand and supply. Competition: competition is primarily on quality and price, as being a commodity, differentiation is difficult. The main observation of our study is some issue like: Labour problem, Unwillingness toward investment in machineries And inability to participate in foreign trade fare. Study identified a number of problems of this industry and these problems have decreased the potential. Still the industry is not investing in machineries even after knowing that the main concept behind success in the industry is bulk supply and this is the point where the other countries exceed.

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