INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 1771 Cities in 148 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

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We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing,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; Management 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 and 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 address: **infoijrcm@gmail.com**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION**:

DATED: _____________

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF .**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '____' for possible publication in your journals.

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 elsewhere.

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

NAME OF CORRESPONDING AUTHOR:
Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:
a) The whole manuscript is required to be in ***ONE MS WORD FILE*** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)
c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
d) The total size of the file containing the manuscript is required to be below **500 KB**.
e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE**: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **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.

4. **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. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a 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.

6. **MANUSCRIPT**: Manuscript must be in ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. 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 every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.

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 follow the following sequence:

   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

   REFERENCES

   APPENDIX/ANNEXURE

   It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed ***5000 WORDS***.

10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **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. 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 the 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, Nigeria.

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, KurukshetraUniversity, Kurukshetra.

ONLINE RESOURCES

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

WEBSITES

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

TREND IN EXPORT OF LEATHER PRODUCTION IN INDIA

DR. P. CHENNAKRISHNAN
ASST. PROFESSOR
THIRUVALLUVAR UNIVERSITY
VELLORE

ABSTRACT

Leather industry is a traditional industry. The leather and leather goods industry worldwide has emerged as an unexpected site where complex battles over the apparent trade-offs between trade liberalization, economic growth and the environmental consequences of this growth have played out in the past decade. As an industry with production technologies that generate some of the most polluting chemical effluents, the leather sector has emerged as a battleground for current environmental debates. The challenge has been to find ways in which firms and governments can internalize the negative externalities generated by environmentally damaging effluents that have long polluted the groundwater, streams and rivers in sites where leather-processing is concentrated — and to do so without impeding the industry's growth or eliminating the jobs that it generates. Two features of the global leather industry have influenced how this debate has played out on the ground. First, the policy structure and state of technology in the industry is increasingly bi-modal worldwide—with advanced industrial economies employing capital and chemically intensive tanning processes and technologies that require large minimum efficient scales to function effectively. By contrast, the defining feature of the industry in many developing countries (like India) is that it is dominated by small firms and has till recently been characterized by a range of labor-intensive technologies focused on the export of semi-finished leather, skins and hides.

KEYWORDS
leather production, Indian exports.

INTRODUCTION
Leather Industry occupies a place of prominence in the Indian economy in view of its massive potential for employment, growth and exports. India is the third largest leather producer in the world after China and Italy. The leather industry occupies a place of prominence in the Indian economy on account of its massive potential for employment, growth, and exports. The industry employs more than 2.5 million people and was responsible for about US$2.4 billion of exports in 2004-05, much of it to the developed countries. The exports from the leather sector constitute 7% of India's export basket. In 2004-2005, India's market share of the global leather industry is estimated to be 2.51%. There has been increasing emphasis on its planned development, aimed at optimum utilization of available raw materials for maximizing the returns, particularly from exports. Leather industry has been one of the traditional industries operating in India and is essentially located in certain states, but dispersed as cottage industries in rural areas. Indian leather industry is both in the organized as well as unorganized sectors. The predominant decentralized nature and small size makes it difficult to change this industry. As small scale, cottage and artisan sector account for over 75% of the total production it was technologically very under developed in design, manufacturing, packing, and logistics. This makes it necessary to be careful while designing solutions for overcoming the weak technological base. The global competition has been the major driver that forced the leather industry to upgrade its technological base. Though traditionally, the Indian leather industry has been an exporter of tanned hides and skins, it has, in the early seventies, set its sights on becoming a major player in the leather products segments. Over the period of the last twenty years and particularly so in the last ten years, it has become the fourth largest foreign exchange earner in the country. The industry has become an area of export thrust with footwear having been identified as an area of extreme focus. Exports from the leather sector accounted for 4.4 per cent of India's total exports in 2000-01.The industry uses primarily indigenous natural resources with little dependence on imported resources. India is endowed with 10% of the world raw material and export constitutes about 2% of the world trade. It employs 2.5 million persons. In this paper the case of transformation of leather production using an Information and Communication Technology (ICT) platform is presented. The transformation involves improving production process, introducing new technologies and leveraging the Internet.

INDIAN LEATHER INDUSTRY
For decades, the leather industry was reserved for the small-scale sector in India. But in recent years the government has stepped in with a number of policy initiatives to promote technological upgradation of the industry. Moreover, the leather industry has undergone radical structural transformation from merely exporting raw materials in the 1960s to exporting value-added finished products from 1990s onward. The post liberalization era has opened up a plethora of opportunities for the Indian leather industry. With global players looking for new sourcing options, India stands to gain a bigger share of the global market. Leading brands from the US and Europe is planning to source leather and leather products from India. The major leather products and exports from India are hides and skins such as cow and buffcalf, sheep nappa, goat skin, kid leather, wet blue etc. Footwear and footwear components like shoes, shoe uppers, soles etc., leather garments, leather gloves, leather saddlery goods, leather travel bags and totes, leather purses, wallets, briefcases etc. The major production centres for leather and leather products are located at Chennai, Ambur, Ranipet, Vaniyambadi, Trichy, Dindigul in Tamil Nadu, Kolkata in West Bengal, Kanpur in Uttar Pradesh, Jallandhar in Punjab, Hyderabad in Andhra Pradesh and Bangalore in Karnataka and Delhi. India has the largest livestock population in the world and produces 1.8 billion sq.ft. of leather annually. Today, the leather industry ranks 8th in the export trade of the country. The industry covers a vast spectrum of inputs, activities, skills and products i.e. livestock, hides and skins, tanning, leather products and exports.

LIVESTOCK
India is the leading livestock holding country in the world. It ranks first in the case of cattle including buffaloes, second in goats and fourth in the case of sheep. While buffaloes and goats have recorded annual growth rates of 1.86% and 3.11% respectively, cattle and sheep have recorded a marginal growth rate of 0.52%.

HIDES AND SKINS
About 60% of hides and 90% of the skins are obtained from slaughter. It is well known that in India, cattle and buffaloes are reared for milk and draught, and they end up being slaughtered when they become unproductive. On the other hand, goats and sheep are basically reared for meat. Leather Industry occupies a place of prominence in the Indian economy in view of its massive potential for employment, growth and exports. There has been increasing emphasis on its planned development, aimed at optimum utilisation of available raw materials for maximising the returns, particularly from exports. The leather industrial sector comprises of:

a) tanneries (where raw hides and skins are converted into leather)

b) factories transforming leather into a variety of consumer products such as footwear, garments and outerwear, and assorted leather goods such as wallets, passport cases, key chains, handbags and brief cases.

Apart from the quality of raw material, the process of its conversion into leather and, later, of the design, product development and process of manufacture, of products play a key role in adding value to it.

SOME FEATURES OF INDIAN LEATHER INDUSTRY

- The Government policies on leather and leather product export started changing from 1974. Priorities were given for export of value added goods. From the year 1991 onwards only finished leather were exported and export of raw or semi finished leather was banned;
- Many tanners started setting up factories for manufacturing leather products after 1991-92 like shoe uppers, shoes, garments and leather goods. Similarly many shoe and garment manufacturers began to seek backward linkage, by taking on lease or setting up tanneries. This is a unique development in India, a tanner becoming product maker and the product sector setting up tanneries or leasing out tanneries;
- At the same, as incentive to the exporters, the import duties on capital goods have been reduced;
- Until 2002, the leather sector was reserved for small scale sector and this may have prevented Foreign Direct Investment (FDI) in this sector. The FDI in this sector from August 1991 to December 2005, is US$ 51.84 millions. This is only 0.15% of total FDI inflows and ranked at 30;
- Today the industry ranks 8th in the export trade in terms of foreign exchange earnings of the country;
- India is largest livestock holding country;
- The Indian leather sector meets 10% of global finished leather requirement.

LEATHER AND LEATHER PRODUCTS

The leather and leather products industry is one of India's oldest manufacturing industries that catered to the international market right from the middle of the nineteenth century, the demand for its products being both domestic as well as international right from the beginning. About 46 per cent of the production in the sector is exported and it ranks eighth in the list of India's top export earning industries and contributes roughly Rs. 10,000 crores per annum, i.e., about 4 per cent to export earnings. The sector accounts for 2.5 per cent of the global leather-related trade of Rs. 387,200 crores. An estimated 15 per cent of total purchase of leading global brands in footwear, garments, leather goods & accessories, in Europe, and 10 percent of global supply is outsourced from India1. The leather industry employs about 2.5 million people2 and has annual turn over of Rs. 25,000 crores. The industry is also one with strong links with the social structure through caste and community. Thus a large number of people engaged in the industry (entrepreneurs as well as workers) are even today from traditional leatherworking castes (belonging to the lower castes in the caste hierarchy) and the Muslim community. Due to the age of the industry and its links with the social structure, the organisational structure that has emerged is a very complex one that contains within it elements of continuity with traditional structures as well as those that represent a break with them. In addition to these historical aspects of its evolution, the dynamics of the industry has been shaped to a large extent by export orientation from colonial times. The sector is dominated by small-scale firms although there also exist a significant number of medium and large sized firms in all segments of the industry. The industry is concentrated in several leather clusters in four or five distinct locations in the country, with each cluster containing a wide variety of enterprise forms and organisational structure. To be more specific, the major production centers of leather and leather products are located at Chennai, Ambur, Ranipet, Vaniyambadi, Trichy, Dindigul in Tamil Nadu, Kolkata in West Bengal, Kanpur and Agra in U.P., Jallandhar in Punjab, Delhi, Hyderabad in Andhra Pradesh, Bangalore in Karnataka and Mumbai in Maharashtra. Tamil Nadu is the biggest leather exporter (40%) of the country and its share in India's output on leather products is 70%.3The leather industry occupies a place of prominence in the Indian economy in view of its massive potential for employment, growth and exports. There has been an increasing emphasis on its planned development, aimed at optimum utilisation of available raw materials for maximising the returns, particularly from exports. The exports of leather and leather products gained momentum during the past two decades. There has been a phenomenal growth in exports from Rs.320 million in the year 1965-66 to Rs.69558 million in 1996-97. Indian leather industry today has attained well merited recognition in international markets besides occupying a prominent place among the top seven foreign exchange earners of the country.

The leather industry has undergone a dramatic transformation from a mere exporter of raw materials in the sixties to that of value added finished products in the nineties. Policy initiatives taken by the Government of India since 1973 have been instrumental to such a transformation. In the wake of globalisation of Indian economy supported with liberalised economic and trade policies since 1991, the industry is poised for further growth to achieve greater share in the global trade. Apart from a significant foreign exchange earner, leather industry has tremendous potential for employment generation. Direct and indirect employment of the industry is around 2 million. The skilled and semi-skilled workers constitute nearly 50% of the total work force. The estimated employment in different sectors of leather industry is as follows:

TABLE-1: LEATHER AND LEATHER PRODUCTION EMPLOYMENT

Sector	Total Employment
Flaying, curing & Carcass Recovery	8,00,000
Tanning & Finishing	1,25,000
Full Shoe	1,75,000
Shoe Uppers	75,000
Chappals & Sandals	4,50,000
Leather Goods & Garments	1,50,000

The Leather Industry holds a prominent place in the Indian economy. This sector is known for its consistency in high export earnings and it is among the top ten foreign exchange earners for the country. India's leather exports touched US$ 3.40 billion in 2009-10, recording a cumulative annual growth rate of about 5.43% (5 years). The Industry provides employment to 2.5 million people, mostly from the weaker sections of the society. Composition of India's Leather & Leather Products Export Basket (2009-10) can be seen in the Chart 4.1. As per officially notified DGCI& S monthly export data, the export of leather and leather products for the first six months of the current financial year 2010-11 i.e. April-September 2010 touched US$ 1864.27 million against the performance of US$ 1630.78 million in the corresponding period of last year, registering a positive growth of 14.32%. In rupee terms, the export touched Rs.85,863.73 million in April-Sept 2010 against the previous year's performance of Rs.79,260.74 million registering a positive growth of 8.33%. A Statement showing the Product-wise Export performance during April-September 2010 vis-à-vis April-September 2009 is given in Table 2.

TABLE-2: PRODUCE-WISE EXPORT PERFORMANCE (Value in Rs. Millions)

SL.No	Category	2009	2010	Variation %
1	Finished Leather	13365.73	18705.34	39.95
2	Leather Footwear	29473.30	32188.04	9.21
3	Footwear Components	5250.50	4881.27	-7.03
4	Leather Garments	10895.40	8835.94	-18.90
5	Saddlery and Harness	1906.69	1883.17	-1.23
6	Non-Leather Footwear	1084.30	1289.81	18.95
7	**TOTAL**	**79260.74**	**85863.73**	**8.33**

TABLE-3: TREND IN INDIA'S EXPORT OF LEATHER & LEATHER PRODUCTS TO DIFFERENT DESTINATIONS (Value in Million US$)

Country	2009	2010	% Change
Germany	230.87	247.37	7.15
U.S.A.	146.61	168.33	14.81
U.K.	216.27	233.87	8.14
Italy	194.82	221.20	13.54
France	118.70	128.08	7.91
Hong Kong	115.82	169.56	46.40
Spain	104.03	117.16	12.62
Russia	1.57	7.73	391.90
Netherlands	67.10	75.21	12.08
Australia	26.35	22.79	-13.53
New Zealand	1.50	2.36	57.08
Denmark	28.14	25.72	-8.59
Greece	6.57	4.92	-25.07
Canada	13.99	14.33	2.45
Switzerland	13.26	11.03	-16.79
Sweden	17.51	17.54	0.21
S. Africa	11.44	14.26	24.69
Austria	14.87	12.68	-14.74
Belgium	31.64	35.89	13.41
Japan	8.68	9.56	10.04
Portugal	19.17	18.67	-2.63
China	22.76	35.33	55.23
Ireland	2.78	2.38	-14.53
U.A.E.	37.10	35.58	-4.11
Indonesia	3.92	8.48	116.24
Korea Republic	15.03	15.04	0.07
Finland	4.32	6.03	39.62
Saudi Arabia	11.99	11.62	-3.05
Others	143.96	191.57	33.08
TOTAL	**1630.78**	**1864.27**	**14.32**

In Rupee terms, export of finished leather, leather footwear, leather goods and non-leather footwear have recorded positive growth. Export of footwear components, mainly shoe uppers, leather garments and saddler & harness had recorded a decline of 7.03%, 18.90% and 1.23% respectively. In Dollar terms, export of footwear components shows a marginal decline of 1.89% and leather garments recorded a declining trend of 14.42%. All other leather products are showing positive export growth during the first six months of 2010- 11Export performance by destinations during April-September, 2010 is at the major markets for Indian leather products are Germany with a share of 13.27%, UK 12.54%, Italy 11.87%, USA 9.03%, Hong Kong 9.10%, France 6.87%, Spain 6.28%, Netherlands 4.03%, Belgium 1.93%, U.A.E.1.91%, Australia 1.22% These 11 countries together accounts for nearly 78.05% of India's total leather products export. Export of leather & leather products to Germany, USA, UK, Italy, France, Hong Kong, Spain, . Netherlands, Russia, New Zealand, Canada, South Africa and Japan is showing positive growth during April-September 2010 Export of leather & leather products to Australia, Greece, Switzerland, Portugal, Ireland, and UAE has declined

COUNCIL FOR LEATHER EXPORTS (CLE)

The Leather Industry holds a prominent place in the Indian economy. This sector is known for its consistency in high export earnings and it is among the top ten foreign exchange earners for the country. India's leather exports touched US$ 3.40 billion in 2009-10, recording a cumulative annual growth rate of about 5.43% (5 years). The Industry provides employment to 2.5 million people, mostly from the weaker sections of the society. Composition of India's Leather & Leather Products Export Basket (2009-10).

PORT-WISE EXPORT PERFORMANCE

As per the Port-wise compilation for the month of April-September 2010, export of leather & leather products from South, West, East and Central Regions are showing positive trend. However, exports from Northern Region had shown a declining trend (Table 4.10).

TABLE-4: PORT-WISE EXPORT PERFORMANCE (Value in Million US$)

Region	2009	Share in Total Exports	2010	Share in Total Exports	Variation %
Southern	678.01	41.58%	763.94	40.98%	12.67
Western	336.74	20.65%	425.62	22.83%	26.40
Eastern	185.15	11.35%	227.54	12.21%	22.89
Northern	221.85	13.60%	202.06	10.84%	-8.92
Central	44.22	2.71%	53.08	2.85%	20.02
Others	164.80	10.11%	192.03	10.30%	16.53
Total	**1630.78**	**100.00%**	**1864.27**	**100.00%**	**14.32**

As per officially notified DGCI& S monthly export data, the export of leather and leather products for the first six months of the current financial year 2010-11 i.e. April-September 2010 touched US$ 1864.27 million against the performance of US$ 1630.78 million in the corresponding period of last year, registering a positive growth of 14.32%. In rupee terms, the export touched Rs.85, 863.73 million in April-Sept 2010 against the previous year's performance of Rs.79,260.74 million registering a positive growth of 8.33%. A Statement showing the Product-wise Export performance during April-September 2010 vis-à-vis April-September 2009 is given in Table 4. India's export of leather & leather products during the first six months of the current year 2010-11 ie. April-September 2010 touched US$ 1,864.27 million as against US$ 1,630.78 million in the corresponding period last year, recording a positive trend of 14.32%.
Footwear alone holds a major share of 44.67% in India's total leather products export trade.

MAJOR MARKETS

The major markets for Indian leather products are Germany with a share of 14.45%, UK 13.41%, Italy 11.72%, USA 8.71%, Hong Kong 7.35%, France 7.53%, Spain 6.43%, Netherlands 4.03%, Belgium 1.92%, U.A.E.2.03% and Australia 1.58% .These 11 countries together account for nearly 79.16% of India's total leather products export.

EXPORT PROMOTION ACTIVITIES

A total of 8 International fairs (including one fair in Brazil under Focus LAC Programme and 3 Buyer-Seller Meets including one BSM under Focus ASEAN programme were planned.

Participation in 3 International fairs organized in the first half of the year upto 30th September 2010. About 75 exporters participated. Business generated was about US.$. 57 million.

Other 5 International fairs and 3 BSMs will be organised in the second half of the year until 31st March 2011.

About 24 Seminars/workshops were conducted till 30th November 2010 with presentations from eminent experts/resource persons. About 1070 members were benefited.

About 30 such programs will be organized in remaining period till 31st March 2010. Aggressive publicity programmes undertaken/being undertaken to create better awareness about capabilities of Indian leather industry in global markets, thereby further build-up the image of India.

POLICY AND SUPPORTIVE MEASURES

Considering the potential offered by the leather industry for growth and employment generation, the leather sector was recognized as a "Focus Sector" in the Foreign Trade Policy (FTP) 2009-14 announced on August 23, 2009. Accordingly, several special focus initiatives were announced for the Leather Sector in the FTP 2009-14 and also in the Annual Supplement 2010-11 to FTP. The measures announced in the Annual Supplement 2010-11 are given below. Duty Credit Scrip benefit under Focus Product • Scheme (FPS) notified under Chapter 3 of the Foreign Trade Policy was enhanced from 2% to 4% for leather products and footwear notified in table 7 of Appendix 37 D the Handbook of Procedures (HBP. Leather sector allowed re-export of unsold • imported raw hides and skins and semi-finished leather from Public bonded warehouses, without payment of any export duty so as to facilitate the logistics for establishment of such warehouses and easy access to raw material for the leather sector. Finished Leather entitled for Duty Credit Scrip • @ 2% under Focus Product Scheme (FPS). Agra was notified as a Town of Export Excellence • (TOEE) for Leather Products in addition to Kanpur, Dewas and Ambur which were earlier notified as TOEE under. Zero duty EPCG scheme, introduced in August • 2009 for certain sectors including the Leather Sector and valid for only two years upto 31.3.2011, was extended by one more year till 31.3.2012.

CONCLUSION

The leather industry role within the value chain and its impact on the organisation of production and conditions of labour in the Indian leather industry. This was looked at through a detailed examination, through fieldwork, of three clusters, Agra, Chennai (and associated locations) and Warangal. This chapter summarises the findings of the study in terms of an analysis of India's participation in the value chain for leather and comparison and contrast of the three locations where fieldwork was done in terms of production organisation and the labour market.

Economic organisation in the leather and leather products industry has been shaped by three factors: insertion into global markets from colonial times onwards, historical and contemporary links with the social structure and State intervention through government policy geared primarily towards exports. Within this broad understanding of the determinants of economic organisation, the following specific arguments may be made: First, it is the insertion into global markets that has been the primary stimulus causing change and development of the industry and it is the nature of the international market combined with a specific set of policies to cater to it that can to a large extent explain the structure and performance of the industry as a whole as well as the clusters that have been specifically studied. This insertion into the global market has been determined by international relocations of tanning and subsequently various labour intensive operations in the leather products industry from the advanced countries to developing countries. The role of the State has been crucial in determining the nature of integration with the value chain in the leather industry. The most vital aspect of the role played by the State in the leather and leather products industry has been in determining the nature of export orientation and formulating policies to tailor production primarily towards the international market. Thus, while the colonial period saw India entering the international market for raw hides and skins and then semi-finished leather, actively promoted by the colonial state, policies to encourage the indigenous development of value added segments in the industry such as finished leather, shoe components, full shoes and leather goods took place in subsequent stages from 1973 onwards. India's integration with the global value chain for leather, thus, has been conscious and the result of concrete policy.

Second, the structure that developed to cater to the international market through successive value addition resulted in a complete transformation of the production chain in the leather industry. What was a scattered industry with tanning as well as leather product making spread across the country now came to be concentrated towards production in major clusters that focussed on exports. Thus, as the case of Warangal showed, there was a systematic decline in small clusters like this and this reflected in general the thrust of policy of orienting production and channelling raw material supplies towards the major clusters. Further, as the case of Agra showed, even clusters that catered primarily to the domestic market came to be increasingly focussed on exports. A large part of the production chain which consisted, in addition to the activities of carcass collection and flaying centres, also centres for tanning and leather product making, came to be transformed into a structure to permit the transfer of raw material to the large clusters and even within that to production for exports.

REFERENCES

1. G Dhanarajan, Objectives and strategies for effective use of ICTs, Chapter-5, Technologies for Education, pp, 58-74, 2002
2. M Fontaine, community telecenters: Enabling lifelong learning, Chapter- 12, Technologies for Education, pp 158-163, 2002.

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-mail **infoijrcm@gmail.com** 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

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals