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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ASSESSING THE CONTRIBUTION OF MICROFINANCE INSTITUTION SERVICES TO SMALL SCALE ENTERPRISES OPERATION: A CASE STUDY OF OMO MFI, HAWASSA CITY, ETHIOPIA <i>GELFETO GELASSA TITTA & DR B. V. PRASADA RAO</i>	1
2.	OPTIMAL RESOURCE ALLOCATION EARLY RETURNS BUSINESS USING GOAL PROGRAMMING MODEL (GP) <i>MOHAMMAD REZA ASGARI, AHMAD GHASEMI & SHAHIN SAHRAEI</i>	10
3.	CORRELATION FOR THE PREDICTION OF EMISSION VALUES OF OXIDES OF NITROGEN AND CARBON MONOXIDE AT THE EXIT OF GAS TURBINE COMBUSTION CHAMBERS <i>LISSOUCK MICHEL, FOZAO KENNEDY F, TIMBA SADRACK M. & BAYOCK FRANÇOIS N.</i>	19
4.	CORPORATE GOVERNANCE AND PERFORMANCE: THE RELATIONSHIP BETWEEN BOARD CHARACTERISTICS AND FINANCIAL PERFORMANCE AMONG COMPANIES LISTED ON THE NAIROBI SECURITIES EXCHANGE <i>JAMES O. ABOGE., DR. WILLIAM TIENG'O & SAMUEL OYIEKE</i>	25
5.	AN IMPACT ASSESSMENT OF THE CONTRIBUTORY PENSION SCHEME ON EMPLOYEE RETIREMENT BENEFITS OF QUOTED FIRMS IN NIGERIA <i>SAMUEL IYIOLA KEHINDE OLUWATOYIN, EZEGWU CHRISTIAN IKECHUKWU & UMOGBAI, MONICA E.</i>	31
6.	IMPACT OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY OF MANUFACTURING COMPANIES OF COLOMBO STOCK EXCHANGE (CSE) IN SRI LANKA <i>S.RAMESH & S.BALAPUTHIRAN</i>	38
7.	THE RESPONDENTS PERCEPTION OF CUSTOMER CARE INFLUENCE ON CUSTOMER SATISFACTION IN RWANDAN COMMERCIAL BANKS - A CASE STUDY: BANQUE POPULAIRE DU RWANDA <i>MACHOGU MORONGE ABIUD, LYNET OKIKO, VICTORIA KADONDI & NDAYIZEYE GERVAIS</i>	43
8.	TOWARDS CASH-LESS ECONOMY IN NIGERIA: ADDRESSING THE CHALLENGES, AND PROSPECTS <i>AGUDA NIYI A.</i>	50
9.	PERFORMANCE ANALYSIS: A STUDY OF PUBLIC SECTOR BANKS IN INDIA <i>DR. BHAVET, PRIYA JINDAL & DR. SAMBHAV GARG</i>	54
10.	ANALYSIS OF MANAGEMENT EFFICIENCY OF SELECTED PRIVATE SECTOR INDIAN BANKS <i>SULTAN SINGH, NIYATI CHAUDHARY & MOHINA</i>	59
11.	DETERMINANTS OF CORPORATE CAPITAL STRUCTURE WITH REFERENCE TO INDIAN FOOD INDUSTRIES <i>DR. U.JERINABI & S. KAVITHA</i>	63
12.	AN OVERVIEW OF HANDLOOM INDUSTRY IN PANIPAT <i>DR. KULDEEP SINGH & DR. MONICA BANSAL</i>	68
13.	CONTACT OF GLOBALISATION ON EDUCATION AND CULTURE IN INDIA <i>R. SATHYADEVI</i>	74
14.	A STUDY ON BRAND AWARENESS AND CUSTOMER PREFERENCE TOWARDS SAFAL EDIBLE OIL <i>DR. S. MURALIDHAR, NOOR AYESHA & SATHISHA .S.D</i>	78
15.	COMPETENCY MAPPING: CUTTING EDGE IN BUSINESS DEVELOPMENT <i>DR. T. SREE LATHA & SAVANAM CHANDRA SEKHAR</i>	89
16.	MANAGEMENT OF SIZE, COST AND EARNINGS OF BANKS: COMPANY LEVEL EVIDENCE FROM INDIA <i>DR. A. VIJAYAKUMAR</i>	92
17.	SELECTION OF MIXED SAMPLING PLAN WITH QSS - 3(n;cN,cT) PLAN AS ATTRIBUTE PLAN INDEXED THROUGH MAPD AND LQL <i>R. SAMPATH KUMAR, M.INDRA & R.RADHAKRISHNAN</i>	98
18.	AN ANALYSIS ON MEASUREMENT OF LIQUIDITY PERFORMANCE OF INDIAN SCHEDULED COMMERCIAL BANKS <i>DR. SAMBHAV GARG, PRIYA JINDAL & DR. BHAVET</i>	102
19.	IMPLEMENTATION OF MULTI AGENT SYSTEMS WITH ONTOLOGY IN DATA MINING <i>VISHAL JAIN, GAGANDEEP SINGH & DR. MAYANK SINGH</i>	108
20.	THE INSTITUTIONAL SET UP FOR THE DEVELOPMENT OF COTTAGE INDUSTRY: A CASE STUDY OF MEGHALAY'S COTTAGE SECTOR <i>MUSHTAQ MOHMAD SOFI & DR. HARSH VARDHAN JHAMB</i>	115
21.	AN EMPIRICAL STUDY ON THE DETERMINANTS OF CALL EUROPEAN OPTION PRICES AND THE VERACITY OF BLACK-SCHOLES MODEL IN INDIAN OPTIONS MARKET <i>BALAJI DK & DR. Y.NAGARAJU</i>	122
22.	FINANCIAL PERFORMANCE EVALUATION OF PRIVATE SECTOR AND PUBLIC SECTOR BANKS IN INDIA: A COMPARATIVE STUDY <i>KUSHALAPPA. S & SHARMILA KUNDER</i>	128
23.	A REQUIRE FOR MAPPING OF HR-MANAGERIAL COMPETENCY TO CONSTRUCT BOTTOM LINE RESULTS <i>DR. P. KANNAN & DR. N. RAGAVAN</i>	133
24.	CORPORATE FRAUD IN INDIA: A PANORAMIC VIEW OF INDIAN FINANCIAL SCENARIO <i>AKHIL GOYAL</i>	136
25.	INCREASING PRESSURE OF INFLATION ON INDIA'S MACROECONOMIC STABILITY: AN OVERVIEW <i>DR. JAYA PALIWAL</i>	140
26.	A STRATEGIC FRAMEWORK FOR MANAGING SELF HELP GROUPS <i>AASIM MIR</i>	145
27.	A STUDY ON HUMAN RESOURCE PLANNING IN HEALTH CARE ORGANIZATIONS <i>S PRAKASH RAO PONNAGANTI & M.MURUGAN</i>	149
28.	IFRS IN INDIA – ISSUES AND CHALLENGES <i>E.RANGAPPA</i>	152
29.	AWARENESS ABOUT FDI MULTI BRAND RETAIL: WITH SPECIAL REFERENCE TO BHAVNAGAR CITY <i>MALHAR TRIVEDI, KIRAN SOLANKI & RAJESH JADAV</i>	155
30.	A STUDY OF CHANGING FEMALE ROLES AND IT'S IMPACT UPON BUYING BEHAVIOUR OF SELECTED HOUSEHOLD DURABLES IN BARODA CITY <i>DEEPA KESHAV BHATIA</i>	159
	REQUEST FOR FEEDBACK	167

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

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AN OVERVIEW OF HANDLOOM INDUSTRY IN PANIPAT**DR. KULDEEP SINGH****PRINCIPAL****JCD INSTITUTE OF BUSINESS MANAGEMENT****SIRSA****DR. MONICA BANSAL****ASST. PROFESSOR****DEPARTMENT OF COMMERCE****PANJAB UNIVERSITY RURAL CENTRE****KAUNI****ABSTRACT**

Handlooms have been known to India right from the historic ages. The use of fabrics, techniques created to make designer art pieces and expressing ethnicity through them has been an integral part of India's base. Its power is such that Handloom industry constitutes around 14 percent of total preindustrial production and 30 percent of the total export business. Well, that's not all; it is also the second largest industry in India with important segments, such as independent power looms, modern textile mills, handlooms and garments. This made the handlooms popular in foreign markets also and raised their demand. The main objective of this research paper is to study the current scenario of textile industry in India along with the export exposure of handloom products. It is concluded that in order to promote the export of handloom products and textile industry the government has introduced many schemes and the textile industry has taken the benefit of these schemes.

KEYWORDS

Textile Industry, Handloom Products, Capital Intensive, Export Promotion.

INTRODUCTION

Handlooms have been known to India right from the historic ages. The use of fabrics, techniques created to make designer art pieces and expressing ethnicity through them has been an integral part of India's base. Its power is such that Handloom industry constitutes around 14 percent of total preindustrial production and 30 percent of the total export business. Well, that's not all; it is also the second largest industry in India with important segments, such as independent power looms, modern textile mills, handlooms and garments. This made the handlooms popular in foreign markets also and raised their demand. And in return to this, handloom industry became one of the most important factors for the country's economic growth. It is well-known that every state of India has the gift of handloom to offer, which lends them their individuality. Even, the texture and style of fabrics has been fascinating foreigners and increasing their knowledge about India's cultural heritage. In fact, our handloom industry acts as a bridge between cultural differences. What lends exclusivity to the handloom industry in India is its technology of getting out beauty from the most intricate designs of all and exemplifying richness of the country.

From using hand spun machines to mechanical advances, the handloom industry has travelled a lot. With the help of mechanical looms and technology, the weavers and embroiders are able to manage tedious tasks with great efficiency. In order to boost this industry, Indian Government has also introduced various schemes for the benefit of weavers, farmers and fabric printers. On an overall basis, handloom industry of India has a sense of unity in diversity that makes it capable of capturing hearts and senses. Indian handloom has been the pride of India's tradition and a representative of its cultural brilliance. In fact, handloom sector has been gaining significance since the ancient times, when it was discovered. The basic meaning of Indian handloom is creating designs by keeping traditions intact. And that's the reason; this sector has always been in demand. In earlier times, the weavers, embroiders and printers used to do wonders with their skills manually. But, the development in this sector has given birth to various machines that are meant to simplify the tasks.

From the ancient times till now, Indian handloom has travelled steadfastly in the direction of lessening gaps between countries. Being the second largest sector in the world and a bread earner of over 60 Lakh people in India, handloom sector has developed techniques to match the ongoing modernity. It is well known that traditional and customary handloom act as the base of every progress. The innovation in terms of mechanism has been done to meet the growing demands of contemporary styles. This has led the artists in making fusion dresses and prints on them.

The present outlook on Indian handloom says that it has carved a niche for itself in the world. Indeed, the foreigners always get attracted to the stylish prints, vibrant colors and bold embroiders that speaks of Indian tradition in detail. Well, this sector has played a very good part in bringing the world close to Indian tradition. The people also get to know a lot of hard work and toil hidden in the wings of the bird of Indian handloom. Each and every part of Indian Territory brings the gift of their specialty to the world. One can check out Phulkari of Punjab, Bandhej print of Gujarat and Rajasthan, variety of pure silk in Assam, finest cotton saris from Bengal with gold and silver work and lots more. On an overall basis, Indian handloom has been growing and has now become a trademark that is stylizing the lives of crores.

REVIEW OF LITERATURE

Kumar P.S. (2003) has pointed out that Khadi and Village Industries Board keeping with its mission to uplift the rural poor, provides financial assistance for establishing Village Industries. These Village Industries make use of the locally available raw materials and help to build up a strong rural economy in terms of money and wealth. Mishra Ashis (2003) has observed that the handloom products of any region with all its embedded quality and design represent the culture of that region. Their cultural mix can be created by picking up the best and most marketable designs from each type of product, cross-cultural product designs can be generated and their definite marketing activity can be ensured through an adequate marketing decision system for the resurrection of a dying species such as the handloom industry in Ganjam district. Agencies (2004) has pointed out that the sale of handloom clothes in Andhra Pradesh has gone up following Chief Minister's call to people to wear handloom dresses at least once a week to generate demand in the market and help the crisis-ridden sector. This was supported by a massive promotional campaign launched by the government through exhibitions and discount sales. It has been pointed out by Bhatnagar Subhash (2004) that in handloom industries successful models for scaling up ITC's E-Chaupal is the best example of the scheme aimed at up gradation of infrastructure support and skill for handloom weavers, besides strengthening the production base by modernizing the looms. Misra Kinkini Dasgupta (2004) has pointed out that keeping in view the plight of rural women, the government is providing special packages for those who are involved in home based or small-scale activities related to handloom, handicraft, sericulture, etc. Sehgal H. K. (2009) has examined that as far as the garment export sector is concerned, there have been mixed signals: continuing world economic downturn; some late recovery, however temporary and for some people; recent rupee appreciation and with a new government, expected to be stable, assuming charge. Shijina Shiji (2009) has marked that the weaving process is central to the quality of the rug. As a matter of fact, handloom rugs and carpets is an age-old profession practiced by village artisans. It is indeed unfortunate that the handloom rug making units are under threat of closure as they are encountering stiff competition globally from power loom units. Bandopadhyay Jeeta (2011) has observed that to support

the industry and encourage inclusive growth, the government has recently announced a slew of initiatives for weavers as a part of the handloom package. The current conditions are difficult for domestic handloom units and weavers. The government has said that there is no future in the industry, but nearly 24 crore people in India depend on handloom and cotton farming.

OBJECTIVES OF THE STUDY

The main objective of this research paper is to know the facilities provided by the government for export of handloom products. Further, to know the methods of getting orders for the purpose of export.

RESEARCH METHODOLOGY

SAMPLE SIZE

The primary data has been collected from a sample of 160 handloom export units randomly selected from the directory of Panipat Handloom Industry. Every fourth export unit has been selected on random basis. During the course of random selection of units for the sample, due care has been observed to ensure:

- That all product categories are adequately represented in the sample.
- That units representing all forms of organization i.e. sole-proprietors, partnership firms, companies and cooperative societies are included in sample in right proportions. 40 from each form of organization have been selected on the basis of stratified random sampling method.

For collecting the primary data, a well-structured questionnaire has been administered and served to each of the respondents which have constituted our sample for this study. The stratified sampling method has been used for selecting the sample from the Panipat district of Haryana state. For analyzing the collected data Chi Square Test, Mean Method, Ranking and Rating Technique, Percentage Methods, Graphs and Test of Significance have been used with the help of a leading statistical package SPSS.

ANALYSIS AND INTERPRETATION OF DATA

TABLE 1: DISTRIBUTION OF SAMPLE UNITS ACCORDING TO THE REGISTRATION OF FIRMS

Sr. No.	Status of the Firm	Whether Firm Registered		Total
			Yes	
1.	Sole-Proprietorship	No. of Respondents	40	40
		% of Total	25.00%	25.00%
2.	Partnership Firm	No. of Respondents	40	40
		% of Total	25.00%	25.00%
3.	Cooperative Society	No. of Respondents	40	40
		% of Total	25.00%	25.00%
4.	Company	No. of Respondents	40	40
		% of Total	25.00%	25.00%
	Total	No. of Respondents	160	160
		% of Total	100.00%	100.00%

Source: Primary Survey Data

Registration of any firm is a mandatory requirement under Indian Registration of Societies Act, 1860 or any other local, regional act, law, bye-laws, rules or regulations, whatever is applicable for the time being in force. Functioning of any firm without registration is not allowed. So, considering this aspect, status of the firms was ascertained, which yield a positive result of 100 percent. Hence, all the targeted firms were registered.

TABLE 2: COMPOSITION OF SAMPLE UNITS BY TYPE OF OWNERSHIP

Sr. No.	Status of the Firm		Registered With			Total
			Sole-Proprietorship	Registrar of Firms	Export Promotion Council	
1.	Sole-Proprietorship	No. of Respondents	18	0	22	40
		% of Total	11.30%	0.00%	13.80%	25.00%
2.	Partnership Firm	No. of Respondents	0	26	14	40
		% of Total	0.00%	16.30%	8.80%	25.00%
3.	Cooperative Society	No. of Respondents	10	17	13	40
		% of Total	6.30%	10.60%	8.10%	25.00%
4.	Company	No. of Respondents	7	8	25	40
		% of Total	4.40%	5.00%	15.60%	25.00%
	Total	No. of Respondents	35	51	74	160
		% of Total	21.90%	31.90%	46.30%	100.00%

Source: Primary Survey Data

It has been observed that all the firms were registered, either from Registrar of Firms or from Export Promotion Council. Sole Proprietorship firms were mostly registered from Export Promotion Council with the score of 13.80 percent and 11.30 percent as sole proprietorships. However, 16.30 percent partnership firms, 10.60 percent cooperative societies and 5 percent companies were registered from Registrar of Firms and 15.60 percent companies, 8.80 percent partnership firms and 8.10 percent cooperative societies were registered from Export Promotion Council.

TABLE 3: PRODUCT CATEGORIES OF HANDLOOM EXPORT UNITS

Name of the Product of Export		Sole-Proprietorship	Partnership Firm	Cooperative Society	Company	Total
Cotton	No. of Respondents	11	9	10	8	38
	% of Total	6.90%	5.60%	6.30%	5.00%	23.80%
Silk	No. of Respondents	4	6	7	8	25
	% of Total	2.50%	3.80%	4.40%	5.00%	15.60%
Woolen	No. of Respondents	5	15	11	7	38
	% of Total	3.10%	9.40%	6.90%	4.40%	23.80%
Cotton & Silk	No. of Respondents	7	5	6	6	24
	% of Total	4.40%	3.10%	3.80%	3.80%	15.00%
Cotton & Woolen	No. of Respondents	13	5	6	11	35
	% of Total	8.10%	3.10%	3.80%	6.90%	21.90%
	No. of Respondents	40	40	40	40	160
	% of Total	25.00%	25.00%	25.00%	25.00%	100.00%

Source: Primary Survey Data

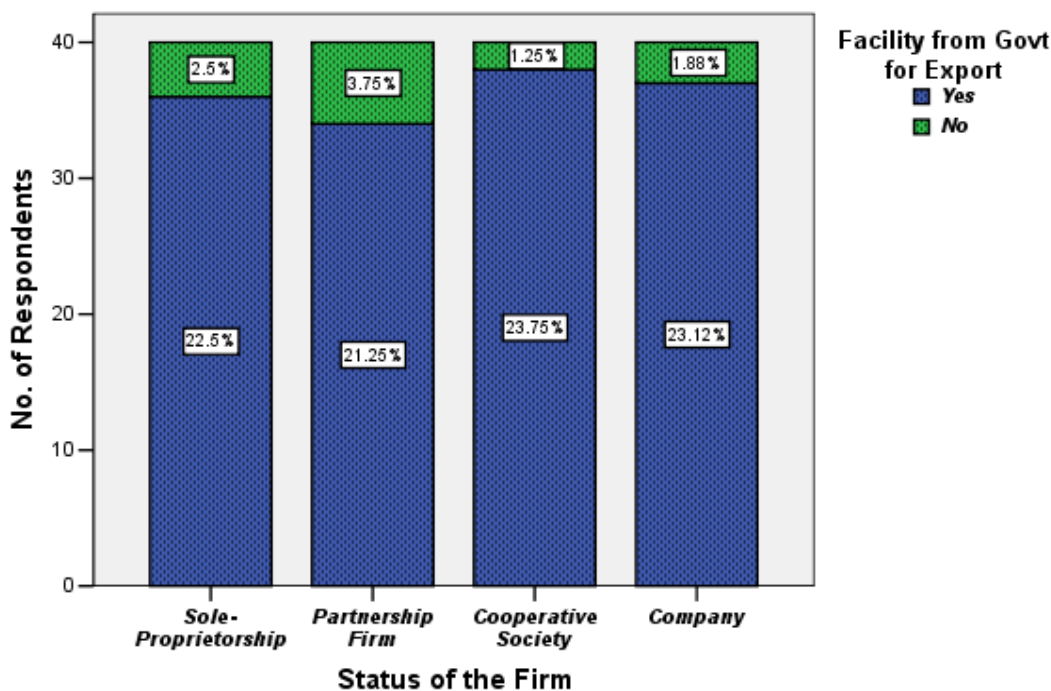
Survey was conducted upon firms of diverse nature including sole-proprietorships, partnership firms, cooperative societies and companies. There firms are dealing in export business of different types of handloom products, as it has been observed on the basis of the results of survey that cotton and woolen is the first choice of the various firms with the score of 23.80 percent each, besides which, 21.90 percent respondents were dealing in both cotton and woolen products. However, there were 15 percent respondents dealing in both cotton and silk. Upon fragmentation of the respondents, it can be seen that 9.40 percent partnership firms were dealing in woolen products and 5.60 percent in cotton products. Likewise, 8.10 percent sole proprietorship firms were dealing in both cotton and woolen products and 6.90 percent in cotton products. On the other hand, silk is mostly preferred by the 5 percent companies, 4.4 percent cooperative societies, 3.8 percent partnership firms and 2.5 percent sole proprietorship firms.

TABLE 4: FACILITY FROM GOVERNMENT FOR HANDLOOM EXPORT

Sr. No.	Status of the Firm		Facility from Govt. for Export		Total
			Yes	No	
1	Sole-Proprietorship	No. of Respondents	36	4	40
		% of Total	22.50%	2.50%	25.00%
2	Partnership Firm	No. of Respondents	34	6	40
		% of Total	21.30%	3.80%	25.00%
3	Cooperative Society	No. of Respondents	38	2	40
		% of Total	23.80%	1.30%	25.00%
4	Company	No. of Respondents	37	3	40
		% of Total	23.10%	1.90%	25.00%
	Total	No. of Respondents	145	15	160
		% of Total	90.60%	9.40%	100.00%

Source: Primary Survey Data

GRAPH 1: FACILITIES PROVIDED BY GOVERNMENT FOR EXPORT



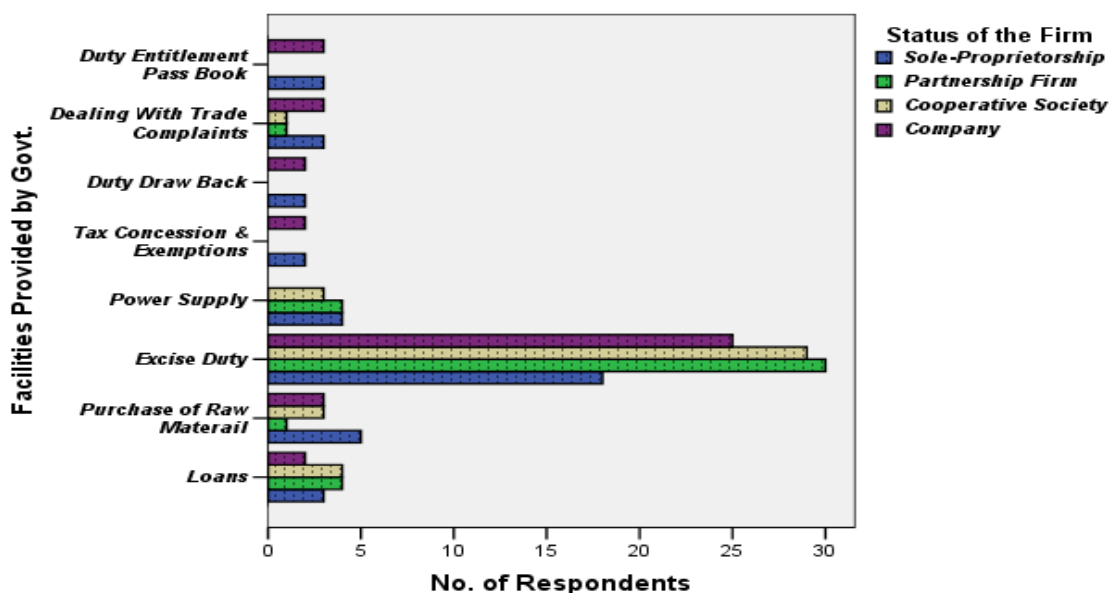
Government plays the role of a welfare state. Government is universally considered to provide the entrepreneurs adequate facilities to assist them to thrive. 90.60 percent respondents said that they avail facilities provided by the government for export, whereas 9.40 percent said that they did not avail any facility for export from the government. If an individual comparison is made then it is found that 22.50 percent respondents belong to sole proprietorship, 21.30 percent

belongs to partnership firm, 23.80 percent belongs to cooperative society and remaining 23.10 percent belongs to company who are availing the facilities from the Government for export of handloom products.

TABLE 5: FACILITIES AVAILABLE FROM GOVERNMENT FOR EXPORT OF HANDLOOM PRODUCTS

Sr. No		Sole-Proprietorship		Partnership		Cooperative Society		Company		Total	
		Mean Value	Ran k	Mean Value	Ran k	Mean Value	Ran k	Mean Value	Ran k	Mean Value	Ran k
1	Loans	2.9	2	2.43	1	2.6	2	2.6	1	2.63	2
2	Purchase of Raw Material	7.85	10	7.7	9	7.325	9	7.275	9	7.54	10
3	Excise Duty	2.1	1	2.58	2	2.45	1	2.8	2	2.48	1
4	Power Supply	6.23	5	6.88	8	6.625	7	5.725	5	6.36	6
5	Subsidies	3.73	3	4.3	3	4.3	3	5.125	3	4.36	3
6	Tax Concessions and Exemptions	5.25	4	5.23	5	5.025	4	5.225	4	5.18	4
7	Duty Entitlement Pass Book	6.88	9	5.85	6	5.975	6	7.4	10	6.53	7
8	Duty Draw Back	6.53	6	5.2	4	5.525	5	5.75	6	5.75	5
9	Dealing with Trade Complaints	6.58	7	6.85	7	7.075	8	6.175	7	6.67	8
10	Reimbursement of CST on Domestic Purchases	6.78	8	7.85	10	8.025	10	6.6	8	7.31	9

GRAPH 2: FACILITIES AVAILABLE FROM THE GOVERNMENT FOR EXPORT OF HANDLOOM PRODUCTS



Being a welfare state, government provides various facilities for the welfare of the businesses. The top three facilities being availed by the handloom export units are exemption from excise duty (rank 1 with mean value 2.48), loans (rank 2 with mean value 2.63) and subsidies (rank 3 with mean value 4.36). The facilities that were availed the least were dealing with trade complaints (rank 8 with mean value 6.67), reimbursement of CST on domestic purchases (rank 9 with mean value 7.31) and purchase of raw material (rank 10 with mean value 7.54).

The four categories of respondents followed a similar pattern in ranking the above ten facilities except in two cases – power supply and duty entitlement pass book. Sole proprietorships and companies ranked power supply at number 5; whereas, partnership firms and cooperative societies ranked it at number 8 and 7 respectively. Duty entitlement pass book was ranked 6 by both, partnerships and cooperative societies, 9 by sole proprietorships and 10 by companies.

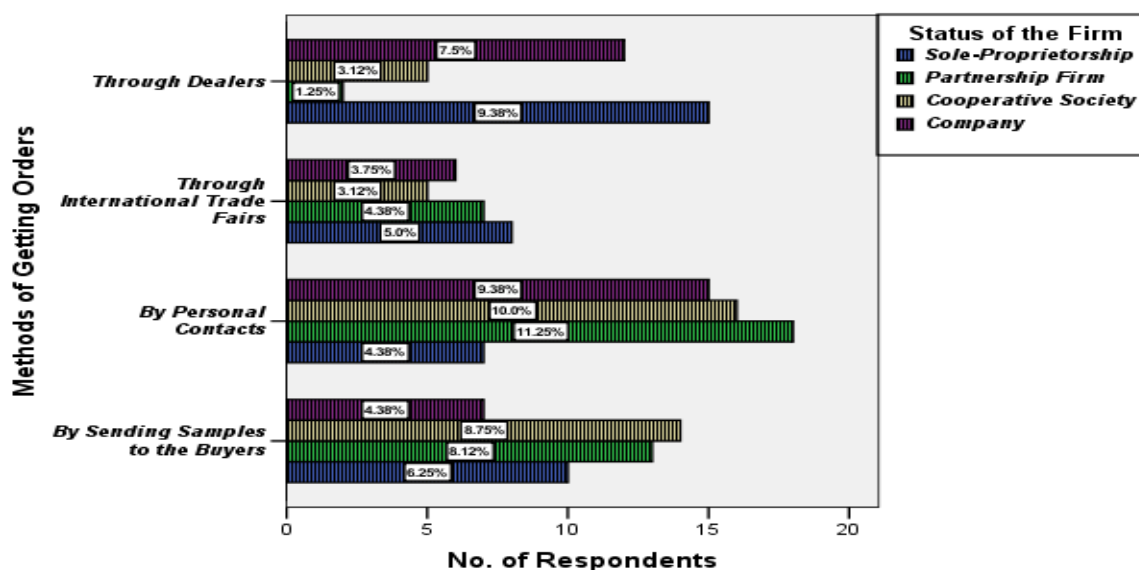
TABLE 6: DIFFERENT TECHNIQUES OF GETTING ORDERS FROM OVERSEAS MARKETS

Sr. No			Status of Firm				Total
			Sole-Proprietorship	Partnership Firm	Cooperative Society	Company	
1	By Sending Samples to the Buyers	No. of Respondents	10	13	14	7	44
		% of Total	6.30%	8.1%	8.8%	4.4%	27.5%
2	By Personal Contacts	No. of Respondents	7	18	16	15	56
		% of Total	4.4%	11.3%	10%	9.4%	35%
3	Through International Trade Fairs	No. of Respondents	8.0	7.0	5.0	6	26
		% of Total	5.0%	4.4%	3.1%	3.8%	16.3%
4	Through Dealers	No. of Respondents	15	2.0	5	12	34
		% of Total	9.4%	1.3%	3.1%	7.5%	21.3%
	Total	No. of Respondents	40	40	40	40	160
		% of Total	25%	25%	25%	25%	100%

Source: Primary Survey Data

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.320	9.00	0.01
Likelihood Ratio	23.55	9.00	0.01

GRAPH 3: DIFFERENT TECHNIQUES OF GETTING ORDERS FROM OVERSEAS MARKETS



It is clear from the above table that 27.50 percent respondents get orders by sending samples, 35 percent get orders through personal contacts, 16.30 percent get orders through international trade fairs and rest 21.3 percent get orders through dealers. It is concluded that the maximum number of respondents get their orders through personal contacts because they rely heavily on personal relations. On fragmentation, it can be observed that most of the respondents receive their orders by personal interaction as this fact has been corroborated by 11.30 percent partnership firms, 10 percent cooperative societies, 9.40 percent companies and 4.4 percent sole proprietorship firms. On the other hand, international trade fairs is the least preferred mode of placing orders as only 5.0 percent sole proprietorship firms, 3.8 percent companies, a nominal 4.4 percent partnership firms and 3.1 percent cooperative societies have relied upon this mode. As can be seen, international trade fairs get a very low response.

Chi square is a statistical measure used in the context of sampling analysis of testing the significance of population variance. As per the above table the calculated value of chi square is 21.32 at 5 percent level of significance which is more than the tabulated value i.e. 16.92 hence, we reject our null hypothesis. It means that the technique of getting orders vary significantly in various kinds of export handloom units.

CONCLUSION AND SUGGESTIONS

PRODUCT RANGE

- ❖ Panipat is a one of the biggest handloom exporting hubs in the country. The firms are dealing in different types of products. Cotton and woolen products are the two most exported products. 23.80 percent firms export cotton products, 23.80 export woolen products and 21.90 percent export both cotton and woolen products. Silk products are lesser in export at 15.60 percent.

FACILITIES FROM GOVERNMENT

- ❖ The Government plays a pivotal role in the growth and promotion of the handloom sector. The right Government interventions and initiatives can give a tremendous boost to this sector. Almost all the respondents (90.60 percent) are availing facilities provided by the Government. The top three facilities from the government that are being availed by the handloom units were exemption of excise duty (ranked 1), loans (ranked 2) and subsidies (ranked 3). The handloom exporters however do not seem to be availing facilities in the areas of technology up gradation, market and customer research, development of new markets, building the handloom brand, which would greatly benefit the exporters. Either the Government in Panipat is not providing these facilities or the exporters are not availing them.

METHODS OF GETTING ORDERS

- ❖ The handloom exporters are primarily depending on their personal contacts (35.0 percent) and personal efforts in sending samples to buyers (27.5 percent). International Trade Fairs get a very low response. The larger dependence on personal contacts and networking suggests that there is no a fixed market or buyers which demand a regular supply of goods. Therefore the exporter's ability to generate revenues would depend on his own individual effort to get orders.

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