

EFFECTIVENESS OF MARKET DEVELOPMENT ASSISTANCE SCHEME IN HANDLOOM AND GEMS AND JEWELLERY SECTORS IN INDIA

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ABSTRACT

India is continuously experiencing trade deficit for many decades. It is trying hard to improve its exports. Government of India under the Ministry of Commerce has designed several export promotional measures to give thrust to the export various sectors. Market development assistance (MDA) is one such scheme designed by the government of India to give impetus in developing and promoting exports. This study try to examine how this scheme has helped in reaching the exporters and is it successful in helping them for finding new export markets, buyers, attending more exhibitions, trade fairs, opening new outlets, and increasing variety of products. Also, intend to understand the perception of MDA beneficiaries under handloom and gems & jewellery sectors. Primarily the study is focused on MDA and its impact on gems and jewellery, and handloom exports. The analysis of MDA beneficiaries has shown how both gems and jewellery, and handloom sectors are benefited by availing the MDA scheme. They state that, after availing the MDA, it has helped to improve their performance. They were benefited by attending exhibitions, trade fairs, buyer-seller meet and visiting number of listed countries. This has helped them to increase in sales, up-gradation, finding new markets and improved customer acceptance.

KEYWORDS: Market development assistance scheme, exporters, MDA beneficiaries, handloom, gems and jewellery.

JEL CLASSIFICATION: M38

INTRODUCTION

India's total exports in the year 2012 was \$443 bn and imports were \$617 bn. India's economic growth slowed to 4.7% for the 2013–14 fiscal year. The long term policy objective for the Indian Government is to WorldWide Indexing, Abstracting and Readership. Peer Reviewed– Refereed International Publication available at <http://thescholedge.org>

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double India's share in global trade by 2020. In order to meet these objectives, the Government would follow a mix of policy measures including fiscal incentives, institutional changes, procedural rationalization, and enhanced market access across the world and diversification of export markets. Improvement in infrastructure related to exports; bringing down transaction costs, and providing full refund of all indirect taxes and levies, would be the three pillars, which will support the exports and achieve the set objective.

The Government of India has designed the Market Development Assistance (MDA) scheme to develop and promote exports to various countries listed under the EXIM policy. This is to stimulate and diversify the country's export trade. The study is intended to understand and analyse the export beneficiary's perception towards Market Development Assistance scheme. The Department of Commerce is responsible for the MDA scheme to support various activities as mentioned below:

1. Assist exporters for more international trade activities abroad.
2. Assist Export Promotion Councils (EPCs) to undertake export promotion activities for their products and commodities.
3. Assist approved organizations/trade bodies in undertaking exclusive nonrecurring innovative activities connected with export promotion efforts for their members.
4. Assist Focus export promotion programmes in specific regions abroad like Focus (LAC), Focus (Africa), Focus (CIS) and Focus (ASEAN+2).

Recognized Export Promotion Councils (EPCs) on product grouping basis, Commodity Boards and Export Development Authorities are eligible for MDA assistance for development and promotional activities to promote exports of their products and commodities from India. Proposals of individual exporters for eligible MDA supported activities like participation in EPC led Trade Delegations/BSMs/Trade Fairs/Exhibitions for reimbursement of MDA assistance will be considered and approved by the Chief Executive Officer of the Export Promotion Councils/FIEO etc. The approved claims shall be then disbursed by the concerned organization out of the funds allocated to them for this purpose. Recognized EPCs on product grouping basis, Commodity Boards and Export Development Authorities are eligible for MDA assistance for development and promotional activities to promote exports of their products and commodities from India.

REVIEW OF LITERATURE

India's exports have grown much faster than GDP over the past few decades. Its exports have grown over 11% per annum while growth in GDP is about 5% during 1970-98 periods. The flow of FDI is one among other major contributors for this growth (Kishor Sharma, 2000). The annual supplement (2010-11) to the Foreign Trade Policy (FTP) 2009-14 has rolled out sops worth Rs 1050 crore to exporters through extension of various export promotion schemes for the labour intensive segments like textile, handicrafts and leather. In a bid to counter ripple effect of global slowdown on export the centre has so far extended export –stimulus packages worth about Rs 2300 crore. Government extended the popular interest subvention of 2% for pre-shipment credit from

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labour intensive sectors to other sectors like engineering, leather, textiles and jute till March 31, 2011. To promote export through technological up-gradation the government extended zero duty EPCG scheme by one more year till March 31, 2012 for import of capital goods. (commerce.nic.in)

Rahul Khullar (2010), the commerce secretary, said "It is a matter of concern that balance of trade deficit this (fiscal) year will be \$135 billion, if not more,". India needs to increase exports of goods, to raise it to \$400 billion from \$200 billion by 2014. India hopes to export goods worth \$200 billion in 2010-11 (Apr-Mar) compared with \$177 billion in the year earlier. In the first four months of 2010-11, India's imports totaled \$112 billion compared with \$69 billion exports. The trade deficit expanded to \$44 billion from \$31 billion a year ago.

The study by PR Newswire, United States (2013) reveals that the Indian technical textile market to grow at a CAGR of 21.36 percent over the period 2012-2016. The key factor for the market growth is the existence of favorable government policies which has been designed to promote exports. This initiative will help India to be one of the top technical textile exporters in the world market.

The working paper on *Overview of India's export performance: trends and drivers* by Shameek and Sahana Mukerjee (2012) show the importance of exports in improving Indian economic growth for the past two decades. The paper analyses the performance of Indian exports with the help of various economic factors and policy measures undertaken to improve the same. Three commodities: gems and jewellery, cotton and electronic goods are considered for the study. It discuss on the reduction and removal of certain export-import barriers, major change in government policy by initiating many export incentives have supported for the Indian export performance. The author concludes with how the key policy changes could have a bearing on these sectors.

In the article *India poised to seize top position in global yarn exports (2013)*, Cotton International magazine states that from 2012 to 2016, worldwide sales of cotton yarn are expected to grow at a rate of 2% to 3% annually, and is driven by India and China. China and Bangladesh consumes 30% and 16% of cotton exported from India. The author states that, the government of India's policy issuance on textiles has been extremely favorable for promoting textile production and fostering exports.

In the research paper *handloom market-need for market assessment, problems and marketing strategy* by Raveendra, Venkata & Harshavardhan (2013), states how handloom as a traditional product can be effectively marketed and distributed. This sector accounts for 18.4 percent of the total cloth produced in the country and 15 percent of total exports of the fabrics to more than 125 countries. The sector has its own share of difficulties in identifying the buyers in different countries, marketing and exporting. The role and responsibilities of different government agencies like NHPC, HEPC, HHEC, NIFT, ministry of textiles and commissioner of handlooms etc are not well defined. Lack of clarity on whom to approach and lack of coordination among these agencies have added to the woes of handloom manufacturers, traders and exporters. The researcher
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suggest for: proper awareness, developing and marketing support for exports, helping them to take part in international trade fairs, exhibitions, buyer-seller meet and designing right incentive schemes will help the handloom sector to perform better and increase the exports.

In RNCOS report (2013), it states that shipments of gems and jewellery constitute 14 per cent of India's total exports, and employ 3.4 million workers, with the Middle East taking most of the market. (RNCOS report titled 'Indian Gems and Jewellery Market Forecast to 2013'). In 2013, India's gems and jewellery industry market size was Rs 251,000 crore (US\$ 40.58 billion). It was expected to reach Rs 500,000-530,000 crore (US\$ 81.61-86.51 billion) by 2018, according to the FICCI-AT Kearney study *All that glitters is Gold: India Jewellery Review* (2013). The study also projected that the India's gems and jewellery market could double in the next five years. The growth will be driven by a healthy business environment and the government's investor friendly policies.

OBJECTIVES OF THE STUDY

1. To identify and evaluate the most preferred factor (exhibition, trade delegation, buyer-seller meet) by exporters.
2. To find out the helpfulness of MDA scheme.
3. To find out the difficulties involved in availing MDA assistance.
4. To measure the effectiveness of MDA scheme availed by handloom and gems and jewellery exporters in India.

RESEARCH METHODOLOGY

The research was descriptive in nature. Exporters who have availed market development assistance were considered as samples. 111 export beneficiaries who have availed MDA scheme were the respondents.

The samples were drawn from two sectors, *handloom (19) and gems & jewellery (92)*. The primary data was collected by administering the questionnaires to these exporters.

Table 1 showing sector based MDA beneficiary

Sl. No	Sector	No of exporters	Percent
1	Gems and Jewellery	19	17.1
2	Handloom	92	82.9
Total		111	100.0

Source - field survey

HYPOTHESIS STATED

On the basis of objectives, alternative hypothesis were stated.

- H₁: There is a significant association between number of times exhibition attended and number of times MDA availed to attend exhibition with respect to handloom and gems and jewellery sectors.
- H₂: There is a significant association between number of times trade delegation attended and number of times MDA availed to attend trade delegation with respect to handloom and gems and jewellery sectors.
- H₃: There is a significant association between number of times BSM attended and number of times MDA availed with respect to handloom and gems and jewellery sectors.
- H₄: There is a significant association between activity and amount required with respect to handloom and gems and jewellery sectors.

ANALYSIS AND RESULTS

TESTING OF HYPOTHESIS:

H₁: There is a significant association between number of times exhibition attended and number of times MDA availed to attend exhibition with respect to handloom and gems and jewellery sectors.

Table 2 Chi-Square tests for number of times exhibition attended * MDA availed * sector

Sector		Value	df	Asymp. Sig. (2-sided)
Handloom	Pearson Chi-Square	30.031	6	.000
	Likelihood Ratio	39.276	6	.000
	Linear-by-Linear Association	21.976	1	.000
	N of Valid Cases	92		
Gems & jewellery	Pearson Chi-Square	11.633	4	.020
	Likelihood Ratio	13.525	4	.009
	Linear-by-Linear Association	7.712	1	.005
	N of Valid Cases	19		

The Chi-square test from *table 2* reveals that there is a significant association between number of times exhibition attended and number of times MDA availed to attend exhibition in both handloom and gems and jewellery sector with the p-values for both the sectors showing .000 and .020 which is less than significance level .05. Hence null hypothesis rejected. The same has been supported with the *table 3* of symmetric measures.

Table 3 Symmetric measures of number of times exhibition attended * MDA availed * sector

Sector		Value	Approx. Sig.
Handloom	Nominal by Nominal	Phi	.571
		Cramer's V	.404
		Contingency Coefficient	.496
	N of Valid Cases		92
Gems & jewellery	Nominal by Nominal	Phi	.782
		Cramer's V	.553
		Contingency Coefficient	.616
	N of Valid Cases		19
	Total		111

The symmetric measures show the strength of association. It helps us to compare sectors and says which sector is more strongly associated in attending exhibition and availing MDA. All the gems and jewellery exporters who have attended exhibitions have availed MDA compare to handloom (table 3).

HYPOTHESIS H₂

H₂: There is a significant association between number of times trade delegation attended and number of times MDA availed to attend trade delegation with respect to handloom and gems and jewellery sectors.

Table 4 Chi-Square tests for number of times trade delegation attended * MDA availed for trade delegation * sector

Sector		Value	df	Asymp. Sig. (2-sided)
Handloom	Pearson Chi-Square	56.059	3	.000
	Likelihood Ratio	52.582	3	.000
	Linear-by-Linear Association	2.423	1	.120
	N of Valid Cases		92	
Gems & jewellery	Pearson Chi-Square	8.274	2	.016
	Likelihood Ratio	9.044	2	.011
	Linear-by-Linear Association	6.582	1	.010
	N of Valid Cases		19	
	Total		111	

The Chi-square test from the table 4 reveals that there is a significant association between number of times trade delegation attended and number of times MDA availed to attend trade delegation in both handloom and gems and jewellery sector with the p-values for both the sectors showing .000 and .016 which is less than the significance level .05. Hence null hypothesis rejected. The same has been supported with the table 5 of symmetric measures.

Table 5 Symmetric measures of number of times trade delegation attended * MDA availed for trade delegation * sector

Sector		Value	Approx. Sig.	
Handloom	Nominal by Nominal	Phi	.781	.000
		Cramer's V	.781	.000
		Contingency Coefficient	.615	.000
	N of Valid Cases		92	
Gems & jewellery	Nominal by Nominal	Phi	.660	.016
		Cramer's V	.660	.016
		Contingency Coefficient	.551	.016
	N of Valid Cases		19	
	Total		111	

The symmetric measures show the strength of association. It helps us to compare sectors and states which sector is more strongly associated in attending trade delegation and availing MDA. All the gems and jewellery exporters have attended trade delegation where as few handloom exporters have not attended. The gems and jewellery exporters have shown greater association in availing MDA compare to handloom exporters (table 5).

HYPOTHESIS H₃

H₃: There is a significant association between number of times BSM attended and number of times MDA availed with respect to handloom and gems and jewellery sectors.

Table 6 Chi-Square tests for number of times BSM attended * MDA availed for BSM * sector

Sector		Value	Df	Asymp. Sig. (2-sided)	
Handloom	Pearson Chi-Square	8.344 ^b	2	.015	
	Likelihood Ratio	10.544	2	.005	
	Linear-by-Linear Association	.359	1	.549	
	N of Valid Cases		92		
Gems & jewellery	Pearson Chi-Square	14.488 ^c	2	.001	
	Likelihood Ratio	15.872	2	.000	
	Linear-by-Linear Association	10.647	1	.001	
	N of Valid Cases		19		
	Total		111		

The Chi-square test from *table 6* reveals that there is a significant association between number of times BSM attended and number of times MDA availed to attend BSM in both handloom and gems and jewellery sector. With p-values for both the sectors showing .015 and .001 which is less than the significance level .05. Hence null hypothesis rejected.

HYPOTHESIS H₄

H₄: There is a significant association between activity and amount required with respect to handloom and gems and jewellery sectors.

Table 7 Chi-Square test of Activity * Amount Required * Sector

Sector		Value	Df	Asymp. Sig. (2-sided)
Gems & jewellery	Pearson Chi-Square	13.986 ^c	4	.007
	Likelihood Ratio	19.016	4	.001
	Linear-by-Linear Association	.556	1	.456
	N of Valid Cases	19		
Handloom	Pearson Chi-Square	83.543 ^b	12	.000
	Likelihood Ratio	100.913	12	.000
	Linear-by-Linear Association	6.974	1	.008
	N of Valid Cases	92		
	Total	111		

The Chi-square test reveals that there is a significant association between the activity and MDA amount required. Both handloom and gems and jewellery exporters require the amount to improve their activity. The p-values for gems and jewellery .007 and handloom .000 show the significance value which is less than .05. Hence null hypothesis rejected (*table 7*).

Table 8 Descriptive statistics of MDA scheme helpfulness

MDA scheme has helped to	N	Mean of Handloom	Mean of Gems & jewellery
For up-gradation	92	3.89	4.11
Improved customer acceptance of product	92	3.89	4.11
Increase in sales	92	3.84	3.89
More publicity	92	3.77	4.05
Getting better price	92	3.65	4.05
For innovative marketing strategies	92	3.65	3.84
Expansion of market	92	3.39	3.68

From the *table 8*, it is evident that, gems and jewellery sector exporters with the low and high mean scores of 3.68 to 4.11 are more benefited by the MDA scheme than the handloom sector with the mean score of 3.39 (low) to 3.89 (high).

Table 9 Descriptive statistics of sector wise difficulties involved in availing MDA

Difficulties in availing MDA	N	Mean of Handloom	Mean of Gems & jewellery
Less clarity on documentation	92	4.11	4.05
Cannot visit the same country to avail MDA	92	4.10	4.21
Courteousness of government staff	92	3.67	3.47
Coordination with council members	92	3.55	3.47
Cumbersome procedure	92	3.49	3.47
Takes more time	92	3.49	3.47
Less number of countries listed to visit	92	3.48	3.32
No proper financial assistance	92	3.42	3.11

The *table 9* states the difficulties faced by handloom exporters are different from the gems and jewellery exporters. Cannot visit the same country to avail MDA and less clarity on documentation with the mean scores of 4.10 (handloom) & 4.21 (G&J), 4.11 and 4.05 tops the list. While others are courteousness of government staff with mean scores of 3.67 & 3.47, coordination with council members 3.55 & 3.47, cumbersome procedure 3.49 & 3.47, takes more time 3.49 & 3.47, less number of countries listed to visit 3.48 & 3.32 and no proper financial assistance 3.42 & 3.11. The government agencies have to look at each sector and address these issues on priority basis will certainly help the exporters.

Table 10 Descriptive statistics of increase in exports by participation

Participation	N	Mean	Std. Deviation
Trade delegation	111	4.43	.655
Exhibition	111	4.33	.665
Buyer-seller meet	111	4.08	.764

Exporters taking part in trade delegation are able to increase exports with mean score of 4.43 more than taking part in exhibition (4.33) and buyer-seller meet (4.08). From the *table 10*, it is evident that, there was an increase in exports by taking part in all three participations.

DISCUSSIONS

BASED ON EXHIBITION ANALYSIS:

- Gems and jewellery exporters have found to be more aware of exhibitions taking place at different international markets. They are better organized than handloom sector exporters. All the gems and jewellery exporters who have attended exhibitions have availed financial assistance (MDA) compare to handloom exporters.

BASED ON TRADE DELEGATION ANALYSIS:

- Handloom and gems and jewellery sector show less interest in availing MDA to attend trade delegation. Comparatively, gems and jewellery sector is better than handloom in availing MDA . The Chi-square test proves the same. Exporters attend trade delegations with specific purpose. The concentrated efforts of the government officials and agencies in providing required assistance for the exporters have helped greatly. This has evinced more interest in exporters to look forward to take part in trade delegations than exhibitions and buyer-seller meet. The exporters stated that the hit rates are high in trade delegations than other two.
- The reason for not availing financial assistance MDA is, many foreign trade delegations were held in India and they can avail assistance only 3 times under various categories. Exporters are interested to avail financial assistance when trade delegations are held in foreign countries.

BASED ON BUYER-SELLER MEET ANALYSIS:

- 90 percent of exporters have not availed MDA financial assistance to attend BSM. But within 10 percent who availed, gems and jewellery exporters are more than handloom exporters. Buyer-seller meet are short in duration and not so fruitful, stated by exporters. This states that exporters prefer to attend exhibition and trade delegation more than BSM.

BASED ON CONSTRUCTS RELATED TO MDA SCHEME HELPFULNESS:

- Majority of exporters opined that the subsidy is not adequate to meet their requirements. The recent revised 2013 guidelines of MDA has enhanced the financial assistance limit which is quite adequate to exporters if not completely.

- The sector wise MDA scheme helpfulness on various constructs revealed that gems and jewellery sector exporters are more benefited by the MDA scheme than the handloom sector. The exporters have used financial assistance for up-gradation of their outlet, improved customer acceptance of their products and increase their sales. The paper published by Nisha Goel and Mukesh Goel (2014) on *trade liberalization and its impact on the Indian textile industry's export performance vis-a-vis other competing countries* states the trends in textile trade and Indian textile exports acceptance and its prospects and barriers. This paper highlights the issues faced by the Indian textile sector. It concludes with the recommendation on important policy measures to be taken to make our textile globally competitive and enhance the exports of textile and clothing from our country.

BASED ON CONSTRUCTS RELATED TO DIFFICULTIES IN AVAILING MDA:

- There are some difficulties faced by exporters in the process of availing MDA financial assistance. These difficulties are all at individual level. Both the sector exporters are facing almost same degree of difficulties in the items: *less clarity on documentation* and *cannot visit the same country to avail MDA* than other factors. Less clarity in documentation is because of lack of awareness and knowledge. Whereas, cannot visit the same country is because of restricted number of permits by the respective agencies on visiting the same countries. The government has designed this to encourage exporters to visit other new countries. The exporters have to understand and act accordingly. In the research paper *handloom market-need for market assessment, problems and marketing strategy* by Raveendra, Venkata & Harshavardhan (2013), states the role and responsibilities of different government agencies like NHPC, HEPC, HHEC, NIFT, ministry of textiles and commissioner of handlooms etc are not well defined. Lack of clarity on whom to approach and lack of coordination among these agencies have added to the woes of handloom manufacturers, traders and exporters. The researcher suggest for: proper awareness, developing and marketing support for exports, helping them to take part in international trade fairs, exhibitions, buyer-seller meet and designing right incentive schemes will help the handloom sector to perform better and increase the exports.
- The exporters are participating in exhibition, trade delegation and buyer-seller meet to expand their business and increase exports. The exporters taking part in trade delegation are able to increase exports more than taking part in exhibition and buyer-seller meet.
- It is found that with the help of MDA assistance, the exporters were able to increase production, sales and provided more employment opportunities. Also, helped to increase the financial condition of these companies and reflected in the economic status of all the stakeholders.

CONCLUSION

- The study was carried out to find whether the exporters availing the MDA assistance are able to improve their export business. Also, to find the role of government in laying down the export promotion policies are in accordance with the expectations of exporters. The research study focused on two sectors namely: handloom and gems and jewellery sectors. The exporters have agreed that the MDA scheme has helped them to increase their exports and reach in terms of venturing into new markets. In spite of exporters facing some difficulties in the areas of *less clarity on documentation* and *cannot visit the same country to avail MDA*, the exporters have opined largely that the MDA scheme is helpful and beneficial. It is found that the exporters prefer to attend exhibitions more than trade delegation and buyer-seller meet. The exporters are more interested to exhibit their products in national and international markets/buyers and like to interact with them. The respondents agreed that the participation in trade delegation and BSM also helped them to promote their business.
- In total, the respondents from both the sectors have agreed the benefits of MDA assistance. Also, they appreciated the government support and guidance in designing certain export promotional measures for the benefit of exporters. This clearly states that the government of India's export promotional MDA scheme is able to fulfill the purpose of helping the exporters in finding better international markets, more buyers, better price, better understanding on product requirements, and better marketing activities. This study will give an insight to the concerned government agencies to design the right schemes which help exporters to increase exports.

SCOPE FOR FURTHER RESEARCH

The current study has considered only two sectors; handloom and gems & jewellery. This can be extended to other sectors as well. The scope can be extended to other financial assistance schemes designed by the government agencies to promote exports.

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