Chapter II

HYPOTHESIS & RESEARCH METHODOLOGY

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CHAPTER - II

HYPOTHESIS & RESEARCH METHODOLOGY

2.1 Hypothesis

Present position of export of textiles from India to Non-Quota Countries indicate a progressive trend with good future prospects.

The hypothesis has been surveyed through questionnaire to bring about the effectiveness, consistence and accuracy in the Research Study. The method of collection of information was through direct personal investigation, for obtaining authentic data.

The hypothesis has been tested by the application of statistical methodology and interpretation of primary data collected through questionnaires. Also, a careful analytical study of the opinions and views of experts in regard to exports of textiles to non-quota countries, has been carried out.

2.2 Hypothesis Explained

As the topic of Research Study is concerned with the analysis of Export of Textiles to Non-Quota Countries, it is imperative to explain its growth rates.
The export of Non-Quota items - Non-Quota Countries has increased from 25.30% in 1985 to 47.58% in 1994 as compared to the total export in Textiles.

The hypothesis is explained through the Bar diagram as presented below:

**Growth in Non Quota-Non Quota Countries**

Value: in Million US$

One Unit = 500 million

Source: The Economic Times, dated 27th January, 1996
2.3 Research Methodology

The first part of the study is based on with the collection of reports of Published informations, Govt. Reports, Export Import Policies, magazines, Journals, various Export Promotion Councils Reports, Articles, etc. Reports are studied. Problem areas in general are considered. Deficiencies are located, areas of harmonisation are indicated & areas of further improvement are suggested.

The second part of the study consists of questionnaires. In order to ascertain the experts opinion, interviews are taken with well structured questionnaires with the persons related to trade directly or indirectly. The Questionnaire consists of 30 fact finding questions. Much care has been taken in preparation of the questionnaire with a view to elicit relevant information for the purchase of testing the above mentioned hypothesis. The entire format of the well designed exhaustive questionnaire is provided herewith.

The third part of the study is conducted by my personal visit to Non-Quota Countries.

The Last & Tertiary stage consists of

1. Report Writing &
2. Observations, Suggestions & Conclusion
2.4 List of Group of Companies Investigated

The hypothesis has been investigated through questionnaire in respect of four different Group of Companies mentioning A, B, C & D category of organisations.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public &amp; Co-operative Sectors</td>
<td>A</td>
</tr>
<tr>
<td>Companies of Annual Turnover of more than ₹. 150 Crores.</td>
<td>B</td>
</tr>
<tr>
<td>Companies of Annual Turnover of more than ₹. 50 Crores.</td>
<td>C</td>
</tr>
<tr>
<td>Ministries, Institutes, Councils, DGFT &amp; Banks etc.</td>
<td>D</td>
</tr>
</tbody>
</table>

Submitted the questionnaire to 65 different organisations. There are 15 organisations under the category 'A', 25 in 'B', 10 in 'C' & 15 in 'D'.

The list of the organisations is provided in the next page. The format of the letter along with the questionnaire submitted to the organisations is also enclosed.
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name &amp; Address of Organisation &amp; Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>CATEGORY - A</strong></td>
</tr>
<tr>
<td>1.</td>
<td>National Handloom Development Corporation Ltd.</td>
</tr>
<tr>
<td></td>
<td>(A Govt. of India Undertaking)</td>
</tr>
<tr>
<td></td>
<td>Vikas Deep, 10th Floor</td>
</tr>
<tr>
<td></td>
<td>Station Road</td>
</tr>
<tr>
<td></td>
<td>LUCKNOW (U.P.)</td>
</tr>
<tr>
<td></td>
<td>Contact Person: Mr. S.K. Srivastava</td>
</tr>
<tr>
<td></td>
<td>Senior Manager Marketing</td>
</tr>
<tr>
<td>2.</td>
<td>Arati Cotton Mills Ltd.</td>
</tr>
<tr>
<td></td>
<td>(A Govt. of India Undertaking)</td>
</tr>
<tr>
<td></td>
<td>Dasnagar, Howrah</td>
</tr>
<tr>
<td></td>
<td>WEST BENGAL</td>
</tr>
<tr>
<td></td>
<td>Contact Person: Mr. A.K. Das</td>
</tr>
<tr>
<td></td>
<td>General Manager</td>
</tr>
<tr>
<td>3.</td>
<td>The Minerals &amp; Metals Trading Corporation of</td>
</tr>
<tr>
<td></td>
<td>India Limited</td>
</tr>
<tr>
<td></td>
<td>(A Govt. of India Undertaking)</td>
</tr>
<tr>
<td></td>
<td>Scope Complex, Core-17</td>
</tr>
<tr>
<td></td>
<td>Lodhi Road</td>
</tr>
<tr>
<td></td>
<td>New Delhi-110003</td>
</tr>
<tr>
<td></td>
<td>Contact Person: Mr. Sanjeev Batra</td>
</tr>
<tr>
<td></td>
<td>General Manager</td>
</tr>
<tr>
<td>4.</td>
<td>Kalyani Spinning Mills Ltd.</td>
</tr>
<tr>
<td></td>
<td>(A Govt. of West Bengal Undertaking)</td>
</tr>
<tr>
<td></td>
<td>6A, Raja Subodh Mullick Square</td>
</tr>
<tr>
<td></td>
<td>Calcutta-700 013</td>
</tr>
<tr>
<td></td>
<td>Contact Person: Mr. A.K. Deb</td>
</tr>
<tr>
<td></td>
<td>Managing Director</td>
</tr>
</tbody>
</table>
5. Ayodhya Textile Mills Ltd.
   (A Govt. of India Undertaking)
   Azad Pur
   Delhi.
   Contact Person: Mr. O.P. Ratanpal
   General Manager

6. National Textile Corporation (WBAB&O Ltd.)
   (A Govt. of India Undertaking)
   Jawahar Lal Nehru Road
   Calcutta-700 013.
   Contact Person: Mr. S. Sarkar
   General Manager

7. The State Trading Corporation of India Ltd.
   (A Govt. of India Undertaking)
   Jawahar Vyapar Bhawan
   Tolstoy Marg
   New Delhi-110 001.
   Contact Person: Mr. N.P. Dube
   General Manager

8. Uttar Pradesh Co-operative Spinning Mills
   Federation Limited
   Sarvodya Nagar
   Kanpur
   (U.P.)
   Contact Person: J.B. Rana
   Manager

9. Tribal Co-operative Marketing Development
   Federation of India Limited
   Savitri Sadan
   Preet Vihar Community Centre
   Vikas Marg
   Delhi-110 092.
   Contact Person: Mr. A Singsit
   General Manager

Th. 8315
10. West Bengal Handloom & Powerloom Development Corporation Limited
(A Govt. of West Bengal Undertaking)
6A, Raja Subodh Mullick Square
6th Floor
Calcutta-700 013.
Contact Person: Mr. P.M. Viswas
Manager Marketing

11. National Textile Corporation (DP&R) Ltd.
(A Govt. of India Undertaking)
Vandana Building
8th Floor,
Tolstoy marg
New Delhi-110 001.
Contact Person: Mr. Kumar
Manager Marketing

12. Uttar Pradesh Handloom Development Corporation Limited
Sarvodya Nagar
Kanpur
(U.P.)
Contact Person: Mr. Ravi Mathur
Ex-Managing Director

13. Khadi Gramodyog Village & Industries Commission
Bhubneshwar
Orissa.
Contact Person: Mr. Ghosh
Director

14. Andrew Yule & Company Limited
(A Govt. of India Undertaking)
401, Laxmi Bhawan
72, Nehru Place
New Delhi-110 019.
Contact Person: Mr. Biplav Mitra
Deputy Manager
15. Mahalaxmi Cotton Textile Mills  
(A Govt. of India Undertaking)  
Palta  
Distt. 24 Parganas  
West Bengal.

Contact Person: Mr. A.K. Chakraborti  
General Manager

16. DCM Textiles  
Kanchanjunga Building  
Barakambha Road  
New Delhi-110 001.

Contact Person: Mr. V.K. Madan  
Executive Director

17. Cuddapah Spinning Mills Ltd.  
8-3-966/16, Nagarjuna Nagar  
Ameerpet  
Hyderabad-500 873.

Contact Person: Mr. K. Sivendra Reddy  
Managing Director

18. Siddartha Super Spinning Mills Ltd.  
211, Gagan Deep  
Rajendra Place  
New Delhi-110 008.

Contact Person: Mr. N.C. Jain  
Executive Director

19. Marubeni  
World Trade Centre  
Barakhamba Road  
New Delhi-110 001.

Contact Person: Mr. Dev, Textiles Exports
20. GSI (India) Ltd.
MIDC
Plot No. 17
Andheri (East)
Bombay-400 093.
Contact Person: Mr. Nagraj Manager Export

21. Modern Threads (India) Ltd.
Protoprima Chambers
1, Suren Road
Andheri (E)
Bombay-400 093.
Contact Person: Mr. Jatish Pandey Senior Manager

22. Birla Synthetics
Birlapur
South 24 Parganas
W.B. - 743318.
Contact Person: Mr. Chandak President

23. Birla International
Bikaji Cama Place
New Delhi.
Contact Person: Mr. Rajat Shubra Bakshi Senior President

24. Rajasthan Spinning & Weaving Mills Ltd.
62/63, Maker Chambers VI
Nariman Point
Bombay-400 021.
Contact Person: Mr. Rakesh Jhunjhunwala Director
25. East India Syntex  
403/404, Lakshmi Bhavan  
72, Nehru Place  
New Delhi-110 019.  
Contact Person: Mr. N.P. Garodia  
Director

26. Punjab Fibres  
Hotel Meridian  
New Delhi-110 001.  
Contact Person: Mr. Goel  
General Manager

27. MS Shoes East Ltd.  
5, NWA, Punjabi Bagh Extn.  
New Delhi.  
Contact Person: Mr. C.L. Babbar  
Export Manager

28. Square D Textile & Exports Ltd.  
407-408, Mount Road  
Nandanam  
Madras-600 035.  
Contact Person: Mr. N.M. Mantri  
Chief Executive

29. Lakshmi Mills Ltd.  
Coimbatore  
Tamil Nadu.  
Contact Person: Mr. Kannan  
Export Manager

30. CIMMCO International Ltd.  
Prakash Deep  
Tolstoy Marg  
New Delhi-110 001.  
Contact Person: Mr. J.N. Gudino  
General Manager
31. Shree Ganpati Exports Ltd.
407, Skipper Corner
88, Nehru Place
New Delhi-110 019.

Contact Person: Mr. S. Agarwal
Director

32. Pashupati Spinning Mills
Nirmal Tower
Barakhamba Road
New Delhi-110 001.

Contact Person: Mr. Ramesh Jain
Director

33. Hindon River Mills
Hapur Road
Dasna
Ghaziabad
(U.P.)

Contact Person: Mr. S.L. Singhal
General Manager

34. The Morarjee Goculdas Spg. & Wvg. Co. Ltd.
Dr. Ambedkar Road
Parel
Bombay-400 012.

Mr. Prem Malik
Vice President

35. Maruti Syntex (India) Limited
1001, Nirmal Tower
26, Barakhamba Road
New Delhi-110 001.

Contact Person: Mr. Mehta
Managing Director
36. JCT Limited
   Thapar House
   124, Janpath
   New Delhi-110 001.
   Contact Person: Mr. Rana
     Chief Executive

37. Eastern Spg. Mills & Industries Ltd.
   Vill: Pirgachha
   P.O. Kadambachhi, Barasat
   West Bengal.
   PIN-743 201.
   Contact Person: Mr. S.K. Bagchi
     Manager

38. CRB Capital Limited
   Gymkhana Club
   Annexe Building
   Fort
   Bombay.
   Contact Person: Mr. S.K. Jain
     Director (Exports)

39. Chinar Exports Ltd.
   World Trade Tower
   7th Floor
   Barakhamba Avenue
   New Delhi-110 002.
   Contact Person: Mr. H.S. Sandhu
     Managing Director

40. Chloride Industries Ltd.
   Jawahar Lal Nehru Road
   Calcutta.
   Contact Person: Mr. Ajit Chakraborty
     General Manager
CATEGORY - C

41. PIE International Pvt. Ltd.
   World Trade International
   8th Floor
   Nehru Place
   New Delhi-110 019.

   Contact Person: Radakrishnan
   Managing Director

42. Export Overseas India Ltd.
   L-14, Kalkaji
   New Delhi-110 019.

   Contact Person: Mr. Abhijit Dutta
   Vice President

43. Pearls International
    84/85, Punjabi Bagh Extn.
    New Delhi.

   Contact Person: Mrs. Saswati Neogi
   Consultant

44. Tulip International
    403, Marshal House
    33/1, N.S. Road
    Calcutta-700 001.

   Contact Person: Mr. Joyjit Dutta
   Export Manager

45. Mahajan Silk Mills Pvt. Ltd.
    LBS Marg
    Vikhroli
    Bombay-400 079.

   Contact Person: Mr. Arun Mahajan
   Director
46. J.J. Spinners Ltd.
Lord Sinha Road
Calcutta.

Contact Person: Mr. Anil Jhunjhunwala
Director

47. ABC International Ltd.
Noida Export Processing Zone
NOIDA.
(U.P.)

Contact Person: Mr. Hari Singh Rao
Managing Director

48. Continental Exports (Pvt.) Ltd.
4/18A, Asaf Ali Road
New Delhi-110002.

Contact Person: Mr. Harish Gupta
Chief Executive

49. Hindustan National Glass & Industries Ltd.
Textile Export Division
Deep Shikha Building
Rajendra Place
New Delhi-110008

Contact Person: Ms. Kavita Sarin
Export Manager

50. Gangwal Exports (P) Ltd.
Barakhamba Road
New Delhi-110001.

Contact Person: Mr. Mathur
Export Manager

**CATEGORY - D**

51. Directorate General of Foreign Trade
Ministry of Commerce
Udyog Bhawan
New Delhi-110011.

Contact Person: Mr. H.C. Azad
Controller
52. Apparel Export Promotion Council  
Sahyog Building  
58, Nehru Place  
New Delhi-110 019.  
Contact Person: Mr. Sujoy Nandi  
Assistant Director

53. Development Commissioner of Handloom  
Ministry of Textiles  
Udyog Bhawan  
New Delhi-110 011.  
Contact Person: Mr. S.K. Malhotra  
Development Commissioner

54. Cotton Textiles Export Promotion Council  
Barakhamba Road  
New Delhi-110 001.  
Contact Person: Mr. Nayar  
Assistant Director

55. Textiles Committee  
Naraina  
New Delhi.  
Contact Person: Mr. A.K. Dev  
Chief Inspecting Officer

56. The Synthetic and Rayon Textiles Export Promotion Council  
PHD Chamber  
Hauz Khas  
New Delhi.  
Contact Person: Mr. Ali Ahmed Khan  
Assistant Director

57. United Bank of India  
Overseas Division  
Ansal Bhawan  
Barakhamba Road  
New Delhi-110 001.  
Contact Person: Mr. Kaldhar  
Manager
58. State Bank of Hyderabad  
Brabourne Road  
Calcutta.  

Contact Person: Mr. S. Bhattacharya  
Manager

59. State Bank of India  
Main Branch  
Calcutta.  

Contact Person: Mr. N. Dutta  
Asstt. General Manager

60. Union Public Service Commission  
Dholpur House  
Shahjahan Road  
New Delhi.  

Contact Person: Dr. S. Samaddar  
Ex-Member

61. Indian Institute of Technology  
Hauz Khas  
New Delhi.  

Contact Person: Mr. P.R. Bhowmick  
System Analyst

62. NCL  
E-13, NCL Quarter  
Poona - 8.  

Contact Person: Mr. Shankar Ghose  
Scientist

63. Banaras Hindu University  
Banaras  
(U.P.)  

Contact Person: Dr. Priyankar Raha  
Lecturer
64. Directorate General of Foreign Trade
Udyog Bhawan
New Delhi-110 011.
Contact Person: Ms. Anita Patheja
Deputy Director General

65. Ministry of Textiles
Udyog Bhawan
New Delhi-110 011.
Contact Person: Mr. Tarit Topdar
M.P.
2.5 Questionnaire

As the questionnaire in the study forms the back-bone of the entire research, it has been carefully proposed for the purpose of obtaining data with the wider coverage. This questionnaire is provided hereunder for reference purpose.

QUESTIONNAIRE OF TEXTILE EXPORTS

Questionnaire NO. [__________]

MARK (✓) ONE ONLY ON THE APPROPRIATE COLUMN FOR QUESTIONS 1-24. ANSWER BRIEFLY FOR QUESTIONS 25-30.

NAME OF THE ORGANISATION:

1. Export Items:
   A. YARN
   B. FABRICS
   C. GARMENTS
   D. NOT APPLICABLE

2. MEANING OF QUOTA:
   (Quota Countries: USA, EEC member states, Norway, Finland & Canada. NON-QUOTA COUNTRIES: Rest of the world.)
   A. Restriction of quantity under Bi-Lateral Agreement and MOU.
B. Fixation of maximum quantity allotted under GATT (General Agreement of Tariff & Trade) framework.

C. Both

3. HOW QUOTA ALLOTED:

A. Allotment of quota depends on MFA (Multi Fibre Agreement), A B C

B. On the basis of Past Performance Entitlement, Manufacturer Exporter Entitlement, Non-Quota Exporters Entitlement and First Come First Serve System.

C. Both

4. WHY QUOTA DISTRIBUTION VARIES FROM COUNTRY TO COUNTRY:

A. Depending upon the Trade Agreement based on Geographical and Political factors, A B C

B. Depends on country categorisation like Developing Countries, Under-Developing Countries and many times due to special status relations.

C. Both

5. REASON FOR HIGHER RATE OF EXPORT TO QUOTA COUNTRIES THAN NON-QUOTA:

A. Quota Countries are economically sound with more purchasing power, A B C

B. Cost of Production is higher in Quota Countries due to higher wages and other inputs.

C. markets off-take are better in Quota Countries.

D. All above
6. QUOTA COUNTRIES CONSIDERED BEST FOR EXPORTS:

A. EEC
B. USA
C. NORWAY, FINLAND & CANADA
D. NONE

7. WHAT ARE THE QUOTA ITEMS FOR TEXTILES:

A. Cotton Yarn
B. Cotton Fabrics
C. Garments/Made-ups in Cotton and Synthetics.
D. All Above

8. BENEFITS AVAILABLE FOR EXPORT TO QUOTA COUNTRIES:

A. Allotment on Past Performance Quota.
B. Duty Drawback benefits on major items.
C. Better price realisation.
D. All above

9. MEANING OF NON-QUOTA:

A. Countries outside the perview of Bi-Lateral Agreement.
B. Non restriction of quantity for exports.
C. Both
10. BENEFITS AVAILABLE FOR EXPORT TO NON-QUOTA COUNTRIES:

A. Non-Quota Entitlement quota is ( ) ( ) ( ) ( )
given as an incentive. A B C D

B. Duty Drawback benefits on major items.

C. Exploring markets those are not touched either partially or fully.

D. All above

11. REASON FOR LOW RATE OF EXPORTS TO NON-QUOTA COUNTRIES:

A. All the countries markets are ( ) ( ) ( ) ( )
not fully explored. A B C D

B. Absence of marketing technique.

C. Barter arrangement.

D. All Above

12. QUOTA ITEMS FOR QUOTA COUNTRIES CONSIDERED BEST FOR EXPORTS:

A. Cotton Yarn ( ) ( ) ( ) A B C

B. Cotton Fabrics

C. Garments/Made-ups

13. NON-QUOTA ITEMS FOR QUOTA COUNTRIES CONSIDERED BEST FOR EXPORTS:

A. Man-made yarn ( ) ( ) ( ) A B C

B. Man-made Fabrics

C. Man-made Garments/Made-ups
14. WHETHER EXPORTING TO QUOTA OR
NON-QUOTA AREAS :

A. Quota Countries ( ) ( ) ( )
B. Non-Quota Countries
C. Not Applicable

15. WHETHER EXPORTING QUOTA ITEMS
OR NON-QUOTA ITEMS :

A. Quota Items ( ) ( ) ( )
B. Non-Quota Items
C. Not Applicable

16. MAJOR ITEMS MOVING TO QUOTA COUNTRIES

A. Yarn ( ) ( ) ( )
B. Fabrics
C. Garments

17. MAJOR ITEMS MOVING TO NON-QUOTA
COUNTRIES :

A. Yarn ( ) ( ) ( )
B. Fabrics
C. Garments
18. **INDICATE YOUR EXPORT FIGURE PERCENTAGEWISE TO QUOTA COUNTRIES**

<table>
<thead>
<tr>
<th>Percentage Interval</th>
<th>A. Less Than 25%</th>
<th>B. 50% to 75%</th>
<th>C. 75% to 100%</th>
<th>D. None</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>( ) ( ) ( ) ( )</td>
<td>A B C D</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

19. **INDICATE YOUR EXPORT FIGURE PERCENTAGEWISE TO NON-QUOTA COUNTRIES:**

<table>
<thead>
<tr>
<th>Percentage Interval</th>
<th>A. Less than 25%</th>
<th>B. 50% to 75%</th>
<th>C. 75% to 100%</th>
<th>D. None</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>( ) ( ) ( ) ( )</td>
<td>A B C D</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

20. **INDICATE YOUR EXPORT FIGURE PERCENTAGEWISE FOR QUOTA ITEMS:**

<table>
<thead>
<tr>
<th>Percentage Interval</th>
<th>A. Less than 25%</th>
<th>B. 50% to 75%</th>
<th>C. 75% to 100%</th>
<th>D. None</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>( ) ( ) ( ) ( )</td>
<td>A B C D</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
21. **INDICATE EXPORT FIGURE PERCENTAGewise FOR NON-QUOTA ITEMS:**

A. Less than 25% ( ) ( ) ( ) ( )  
B. 50% to 75%  
C. 75% to 100%  
D. None  

22. **IDENTIFY CERTAIN NEW ITEMS WHICH COULD BE FAST MOVING FOR EXPORTS TO NON-QUOTA COUNTRIES:**

A. Knitted Garments ( ) ( ) ( ) ( )  
B. Jacquard furnishings & Vegetable Fibres Fabrics / Garments  
C. Dyed Yarn  
D. All Above  

23. **WHICH SECTOR AMONG QUOTA AND NON-QUOTA, YOU CONSIDER AS BEST FOR EXPORTS:**

A. Quota Countries ( ) ( )  
B. Non-Quota Countries
24. COMPARITIVELY WHICH SECTOR IS
BENEFICIAL FOR EXPORTS:

A. Quota Countries

B. Non-Quota Countries

25. IF CONSIDERING NON-QUOTA COUNTRIES BEST FOR
EXPORTS, GIVE REASONS:
26. IF CONSIDERING QUOTA COUNTRIES BEST FOR EXPORTS, GIVE REASONS:

27. IF CONSIDERING QUOTA SECTOR BENEFICIAL FOR EXPORTS, JUSTIFY IT:
28. IF CONSIDERING NON-QUOTA SECTORS BENEFICIAL FOR EXPORTS, JUSTIFY IT:

29. JUSTIFY THE ABOLISHING OF QUOTA SYSTEM.

30. SUGGESTIONS AND RECOMMENDATIONS FOR EXPORT TO NON QUOTA COUNTRIES:
2.6 Explanations of Questions

Question Nos. 1 to 11 deal with identification of fast moving Textile Products, meanings of Quota & Non-Quota, its benefits, basis of allotments and reason for higher & lower rate of exports to Quota and Non-Quota Countries.

Question Nos. 12 to 17 deal with selection of best items and its movement to Quota and Non-Quota Countries.

Question Nos. 18 to 21 deal with the structures of the Organisations / Institutions. To support the research study, care has been taken to investigate of various organisations. The investigation in this context is related to attitudes and opinions pertaining to various characteristics.

Question Nos. 22 to 30 deal with the new product and sector selection, comparative study between Quota & Non-Quota, justifications, suggestions & Recommendations.

Further, to strengthen and to support the research investigation, opinions and views of some well known
personalities from amongst the exporters and buying agents have also been obtained by direct personal approach and discussions.