ABBREVIATIONS

ANOVA = Analysis of variance.
ATIRA = Ahmedabad Textile Industries Research Association.
APEC = Asia Pacific Economic Cooperation.
BSM = Buyer Seller Meet.
CAD = Computer Aided Designs.
CIS = Commonwealth of Independence States.
EECM = European Economic Common Market.
EOUs = Export Oriented Units.
EXIM = Export Import.
FERA = Foreign Exchange Regulation Act.
HEPC = Handloom Export Promotion Council.
HHEC = Handicrafts and Handloom Export Corporation.
ICDP = Integrated Cooperative Development Project.
IIHT = Indian Institute of Handloom Technology.
ISI = Indian Standard Institution.
ITDC = Indian Tourism Development Corporation.
ITPO = India Trade Promotion Organisation.
NABARD = National Bank for Agricultural and Rural Development.
NAC = National Advertising Corporation.
NAFTA = North American Free Trade Area.
NEHHDC = North Eastern Handicrafts & Handloom Development corp.
NEITCO = North Eastern Industrial and Technical Consultant Org.
NHDC = National Handloom Development Corporation.
NHP = National Handloom Panoramas.
NTC = National Textile Corporation.
FWCS = Primary Weavers Cooperative Societies.
RBI = Reserve bank of India.
RMHK = Real Madras Handkerchief/Ready made Handkerchief.
RRB = Regional Rural Bank.
SASMIRA = Silk and Art Silk Mill Research Association.
SCB = State Cooperative Bank.
SWOT = Strength Weakness Opportunities and Threats.