LIST OF TABLES & FIGURES

LIST OF TABLES

1.2. Number of Looms in A.P.
1.3. Output of Handlooms in A.P.
1.4. Own Account Enterprises in A.P.
1.5. Khadi & Village Institutions in A.P.
2.1. Production of Spun Yarn
3.1. Five Year Plan Outlay on Crafts 1950 - 1997
3.2. Turnover and Profit Status of Serifed
3.3. Turnover and Profit Status of Arunasri Silk Society
3.4. Turnover and Profit Status of Kullaya Swamy Silk Centre
3.5. Year Wise Procurement of Cloth in APCO
3.6. Year Wise Sales in APCO
3.7. Year Wise Expenditure in APCO
3.8. Ownership Pattern of APCO

LIST OF FIGURES

Fig. 1.1. The Conflicting Factors of New Product Development
Fig. 2.1. Sector Wise Contribution
Fig. 2.2. Country Wise Exports
Fig. 3.3. New Product Development Process Structure - A Model
Fig. 5.1. Normative Model of New Product Development
Fig. 5.2. New Product Strategy Mix