

## **ECONOMIC PERFORMANCE OF APHDC: AN EMPIRICAL STUDY**

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### **ABSTRACT**

Andhra Pradesh is the land of myriad arts and crafts, each unique in artistry, concept, style, forms, expression and execution, the attributes that make the State. Andhra Pradesh is one of the oldest civilizations with rich cultural opulence. Andhra Pradesh arts and crafts are much known for their beautiful aesthetic and utilitarian value. Andhra Pradesh have a famous handicraft centers to provide beautiful handmade items Today, the craft traditions of the Andhra Pradesh state have flourished into full-fledged industries in themselves. This paper finds out the Economic Growth and Organizational performance of Andhra Pradesh Development Corporation. We have taken overall handicrafts; artisans are associated with the APHDC. We have used the secondary data in this study. From our study we find, from 2007-12 the economic and sales performance is not up to the mark. The total handicrafts business is controlled by the APHDC and its Associated Organizations. The Economic Performance is depending upon sales and marketing of handicrafts. In this connection this paper was disclosed that the APHDC growth rate of income, Expenditure and Net Profit.

**KEYWORDS:** Cottage Industries, Handicrafts, Artisans, Employment, Marketing, Industries