



SWOT and ABC Analysis of Khadi Industry with Covid Instigated Elements in Andhra Pradesh State, India

Ippili Sridevi¹ and Pranaya Deekonda²

1. Student, Department of MBA, Aditya Institute of Technology and Management, Tekkali, Srikakulam

2. Assistant Professor, Department of MBA, Aditya Institute of Technology and Management, Tekkali, Srikakulam

Abstract: *The COVID-19 pandemic has disrupted industries worldwide, including the Khadi industry in Andhra Pradesh, India. This literature review aims to provide an overview of existing research and literature on the impact of the pandemic on the Khadi industry and the use of SWOT and ABC analysis in understanding and addressing the challenges faced by the industry. Numerous studies have highlighted the far-reaching effects of the COVID-19 pandemic on various industries globally. These studies have explored the disruptions in supply chains, production challenges, shifts in consumer behavior, and economic implications caused by the pandemic. While there is a wealth of research on the impact of the pandemic on industries, limited literature specifically focuses on the Khadi industry. The Khadi industry plays a significant role in India's socio-economic fabric. Researchers have emphasized its contribution to employment generation, rural development, and preservation of traditional craftsmanship. However, research specifically analyzing the effectiveness and impact of these measures in the context of the pandemic is limited. The literature review reveals a research gap regarding the specific impact of the COVID-19 pandemic on the Khadi industry in Andhra Pradesh and the application of SWOT and ABC analysis in understanding and addressing the industry's challenges. Existing literature emphasizes the significance of the Khadi industry and the need for government support. This study aims to bridge the gap by conducting an in-depth analysis of the COVID-19 instigated elements of the Khadi industry through SWOT and ABC analysis, providing valuable insights and strategic recommendations for the industry's revival and sustainable development in Andhra Pradesh, India.*

Keywords : Khadi Industry, Covid Effect, SWOT Analysis, ABC Analysis, Andhra Pradesh

1. Introduction

The COVID-19 pandemic has caused unprecedented disruptions across various industries globally, and the Khadi industry in Andhra Pradesh, India, has not been immune to its impact. This analysis aims to examine the effects of the pandemic on the Khadi industry in Andhra Pradesh, using two strategic frameworks: SWOT analysis and ABC analysis. By employing these frameworks, we can assess the strengths, weaknesses, opportunities, and threats faced by the Khadi industry, as well as categorize and prioritize key elements based on their value and importance.

The SWOT analysis will delve into the internal and external factors affecting the Khadi industry in Andhra Pradesh. It will identify the strengths and weaknesses inherent to the industry, such as heritage and tradition, limited market reach, and

government support. Additionally, it will explore the opportunities and threats emerging due to the pandemic, such as rising demand for sustainable products and competition from imported goods.

The ABC analysis will categorize various aspects of the Khadi industry based on their significance. This classification will allow stakeholders to prioritize their focus areas and allocate resources accordingly. Key elements, including market demand, product development, supply chain management, and financial management, will be analyzed within the ABC framework to identify critical areas that require immediate attention and those with potential for growth and development.

Through this comprehensive analysis, we aim to gain insights into the specific impacts of COVID-19 on the Khadi industry in Andhra Pradesh, understand the challenges faced by stakeholders,

and identify opportunities for recovery and growth. The findings will provide valuable information for industry participants, policymakers, and other stakeholders to strategize and support the revival and sustainable development of the Khadi industry in the post-pandemic era in Andhra Pradesh, India.

Khadi and village industries play an important role in the India company in creating income and employment opportunities in the rural. Semi-urban and urban area. These industries generate production and low capital cost, promote use of local materials, utilize local skills and prevent the migration of labour force to urban centres.

An analysis of khadi and village industrial sector in Jammu and Kashmir trace the performance of khadi and village industry board under rural employment generation programme since 1997-98 and turnover of khadi and village industry board since 2001-02. It also makes year wise analysis of turnover of KVI board in the last eight years.

It presents a comprehensive picture on the performance of the sector. Khadi is a handspun and woven material made from cotton silk and woollen yarn. It is mixture of any two or all such yarns. Stared with sipping on takli, 2- spindles have been introduced in 4- spindles, 8-spindles, and 10-spindles, 12spindles new model clarkias have been introduced in sipping of khadi yarn under the guidance of mahatma Gandhi the father of the India nation the provision actives of khadi were stared in 1922 when khadi was the symbol of fight for freedom”.

The khadi programme was the closely linked with struggle for freedom. Village industries otherwise called cortege industries provide immediate large-scale employment and offer a method of ensuring a more equitable distribution of nation income and facility and effective mobilization of capital resource and skill (Venkata Samy, 1999).

According to KVIC, any industry located in a rural area (Daliya, 2004) village or town with a population of 20,000 and below and per capital investment of Rs. 50,000 in plants and machinery is classified as a village industry. At present the KVIC has approved about 115 industrial units as village industries.

The COVID-19 pandemic has presented unprecedented challenges to the Khadi industry in Andhra Pradesh, India. To effectively address the impacts of the pandemic and devise strategic solutions, there is a need to analyze the Covid instigated elements of the Khadi industry through SWOT and ABC analysis. The problem at hand is to understand the specific effects of the pandemic on the industry, identify its strengths, weaknesses, opportunities, and threats, and categorize key elements based on their value and importance. By doing so, we can gain insights into the challenges faced by the industry and develop targeted strategies to overcome them. The objective is to formulate effective measures to revive and sustain the Khadi industry in Andhra Pradesh, enabling it to adapt to the post-pandemic landscape and capitalize on emerging opportunities.

The study on "Covid Instigated Elements of Khadi Industry Through SWOT and ABC Analysis: In Case of Andhra Pradesh State, India" holds substantial importance due to the following reasons:

Understanding Pandemic Impacts: The COVID-19 pandemic has brought unprecedented challenges to industries worldwide. By specifically studying the effects of the pandemic on the Khadi industry in Andhra Pradesh, this research can provide valuable insights into the unique challenges faced by the industry and its stakeholders.

Strategic Decision-Making: The SWOT analysis will enable industry participants, policymakers, and stakeholders to identify the strengths, weaknesses, opportunities, and threats posed by the pandemic. This analysis will serve as a foundation for making strategic decisions to navigate the crisis and devise effective recovery plans for the Khadi industry.

Resource Allocation and Prioritization: The ABC analysis will categorize key elements of the Khadi industry based on their value and importance. This categorization will facilitate the allocation of resources, ensuring that critical areas receive adequate attention and resources, thereby optimizing the industry's revival efforts.

Revival and Sustainability: By gaining insights into the Covid instigated elements of the Khadi industry, this study will aid in formulating targeted measures for revival and sustainable growth. The

findings will help industry stakeholders design strategies to adapt to the post-pandemic landscape, overcome challenges, and seize emerging opportunities.

Economic and Social Impact: The Khadi industry plays a vital role in generating employment, promoting rural development, and preserving traditional craftsmanship. Understanding the pandemic's impact on the industry is crucial for mitigating the economic and social consequences faced by artisans, weavers, and other stakeholders.

Policy Formulation and Support: The study's findings can inform policymakers in Andhra Pradesh to design tailored policies, schemes, and financial assistance programs to support the Khadi industry. It will enable them to address the industry's specific needs and foster an environment conducive to its growth and sustainability.

Overall, this study's significance lies in its potential to guide stakeholders in making informed decisions, allocate resources effectively, and devise strategies that will revive and sustain the Khadi industry in Andhra Pradesh, India, in the wake of the COVID-19 pandemic.

2. Objectives of the study

The general objective of the study is to identify and understand the problems and prospects of Khadi Industry in Andhra Pradesh state, India.

The specific objectives are

1. To identify the elements of both advantageous and disadvantageous elements of Khadi Industry after effected by Covid Pandemin
2. To analyst the industry at the standpoing of covid pandemic through SWOT analysis
3. To analyst the industry at the standpoing of covid pandemic through ABC analysis
4. To offer suggestions through the qualitative study.

3. Literature Review

Koppala Venugopal et al. (2020) stated that the public face many problems of getting genuine information from the related government authorities and the consumers especially are not interested to know through RTI which should be made the best use especially for reason of the price levels being increased for APCO products.

Venugopal, K. (2013) explored that the rural people are still traditional and try to obtain the products and services needed through conventional practices only. So it can be understood that the rural have always the zeal of using khadi products since they value traditional and cultural systems.

Moningi Padmaja et al. (2021) stated that the tribal community manufactures certain cloth organically at a very few areas are said to be used for their own and not for either selling and marketing purpose and they are strictly use the most traditional cloth only sincethey believe that they are more preserved from the tribal environment.

Venugopal, K. et al (2017) explored that the major role of cooperative societies is to keen on the sustainability of the industry and aim for the members long run benefits. But, unfortunately cooperative societies pertaining to Khadi industry are quite inconsistence in their performance which is one of the major causes for the decline of khadi industry.

There are innumerable unorganised labour in many industries, specifically, handloom industry has been considered as unorganised since the operational efficiency of societies and governments are not as competitive as private players and many unorganised labour struggle a lot for livelihood and sustainability (Koppala Venugopal, 2022).

Koppala Venugopal and Sivakumar, B. (2021) disclosed through their study on "Integration of Marketing Information Systems and Horticulture in Tribal Places: In case of Srikakulam" that the marketing system of traditional products can better be carried out with MIS, so that the direct manufacturer canb be well-benefited to the maximum extent due to the effective transformation of information.

Domestic products are generally bought by the rural people for their behaviour is not so dynamic. If urban people are also in the process of buying domestically made products, it may be considered as a matter of quality or scarcity. Products such as organic food products and khadi products are generally bought by the people irrespective of the taste for food and fashion for cloth (Koppala Venugopal et al. 2020).

During the Covid pandemic, most of the people are habituated to all kinds of mobile devices and run social media for the entertainment as well as for the immediate and necessary services attained through online transactions. Concurrently, the people of certain sectors are highly addicted to social media and all kinds of advertisements and searches are accomplished by most of the people through social media only which is an encouraging point for the marketers which is not effectively used by the government companies (Koppala Venugopal et al. 2020).

Murlikrishna, P.N. et al. (2020) expressed that the online channels help a lot to the marketers in terms of promoting the product with the concept of personalisation and the services catered through online are abundant and effective. The products which are highly useful to the communities such as handloom products are to be channelized through online like private players.

Gopalakrishna, V. et al. (2019) stated that the purchase of some distinguished handloom product are highly sold at tourism destinations which leads to make certain strategy to incorporate the khadi products as a symbol of our culture and environmentally protective. Additionally Koppala Venugopal and Vishnu Murty, D. (2019) also acknowledged that the tourist places are to be made the most by promoting certain exceptional handloom products for the benefit of the industry. This should be done by the governments as mandatory, so that the destinations will maintain the products regularly.

It is found by the study of Satyanarayana, A.V. et al. (2019) that most of the small scale enterprises ignore the importance of reverse logistics which will benefit to the industry in sales generation, profit maximization and customer satisfaction.

Vishnu Murty, D. et al. (2019) revealed through their study entitled "Influence of Customer Relationship Management on the Business Performance of SMEs: In Case of Manufacturing Industry" that the business performance of any industry depends upon the effective operation of CRM and the industries like APCO should focus on CRM since the credibility of the products in terms of security, smoothness and handmade would pass on to the masses through good word of mouth communications.

Aschalew Adane Brhanu et al. (2018) emphasised on the labeling and packaging practices which will attract the customers and the information given along with the product is also found significant as far as the consumer decision making is concerned.

Gopalakrishna, V. et al. (2018) specified on the emotional element mix which will influence to buy the products. The necessary products such as grocery and cloth are bought by the people in association with certain elements of safety and integrity. So such elements are to be incorporated into the strategies.

Haimanote Belay et al. (2017) concluded that marketing skill application shows the high significance on the sales with respect to traditional products and also suggested to make the promotion mix more effective through digital media promotions.

4. Methodology of the study

The methodology of this study was with exploratory design and qualitative approach. The researchers have carried out this research through secondary data of the material from books connected to the topic, media, newspapers, pedagogical pieces, reports from industry-based websites, and research publications.

5. Impact of COVID-19 on Khadi Industry in Andhra Pradesh

The COVID-19 pandemic has had a significant impact on various sectors, including the Khadi industry in Andhra Pradesh, India. Here are some key effects of the pandemic on the Khadi industry:

Disruption in Supply Chain: The lockdowns and restrictions imposed during the pandemic led to disruptions in the supply chain of raw materials for the Khadi industry. This affected the availability of natural fibers like cotton, silk, and wool, which are essential for Khadi production.

Production Challenges: With the enforcement of social distancing norms and lockdown measures, many Khadi production units faced challenges in operating at full capacity or had to temporarily halt their operations. This resulted in reduced production and delayed delivery of Khadi products.

Decline in Demand: The pandemic led to a decline in overall consumer demand for clothing and textiles, including Khadi products. With reduced purchasing power, consumers prioritized essential items, and discretionary spending on luxury or non-essential goods like Khadi decreased.

Closure of Retail Outlets: Many retail outlets, including Khadi Gramodyog Bhavans and Khadi stores, had to temporarily close their doors due to lockdown restrictions. This further impacted the sales and distribution of Khadi products.

Shift to Online Sales: As physical stores faced limitations, there was a surge in online shopping during the pandemic. Khadi manufacturers and sellers had to adapt by expanding their online presence and exploring e-commerce platforms to reach customers. However, the transition to online sales required adjustments in logistics and digital marketing strategies.

Impact on Artisans and Weavers: The pandemic adversely affected the livelihoods of Khadi artisans and weavers in Andhra Pradesh. With reduced orders and limited access to work, many faced financial hardships, making it challenging for them to sustain their traditional craft.

Government Support and Initiatives: The Indian government, including the state government of Andhra Pradesh, introduced several measures to support the Khadi industry during the pandemic. These included financial aid, loan schemes, and incentives to help manufacturers and artisans sustain their businesses.

Emphasis on Safety and Hygiene: The pandemic highlighted the importance of safety and hygiene,

which aligns with the inherent qualities of Khadi as a natural, breathable, and eco-friendly fabric. This aspect may have increased the demand for Khadi products in segments like masks and personal protective equipment (PPE).

It's important to note that the specific impact and recovery of the Khadi industry in Andhra Pradesh can vary based on factors such as the duration and severity of lockdown measures, local market dynamics, and the ability of stakeholders to adapt to changing circumstances.

6. Analysis and Discussion

6.1. SWOT analysis of Khadi Industry in Andhra Pradesh

Strengths:

Heritage and Tradition: Khadi is deeply rooted in Indian heritage and culture. It represents the legacy of Mahatma Gandhi and promotes self-reliance and sustainability.

Employment Generation: The Khadi industry has the potential to create employment opportunities, especially in rural areas of Andhra Pradesh, thereby contributing to rural development and poverty alleviation.

Eco-friendly and Sustainable: Khadi is made from natural fibers like cotton, silk, and wool, which are biodegradable and have a lower carbon footprint compared to synthetic fabrics. This aligns with the growing demand for eco-friendly products.

Government Support: The Indian government, including the state government of Andhra Pradesh, has implemented various policies, schemes, and financial assistance programs to promote and support the Khadi industry.

Weaknesses:

Limited Market Reach: Khadi products often face challenges in terms of market penetration and consumer perception. Many people associate Khadi with traditional or outdated clothing, limiting its appeal among the younger generation.

Competition from Modern Textile Industry: The Khadi industry faces stiff competition from the modern textile industry, which offers a wide range

of affordable and trendy clothing options. Keeping up with changing fashion trends and consumer preferences can be a challenge for Khadi manufacturers.

Limited Technological Advancements: The Khadi sector may lack access to advanced technologies and machinery, leading to lower production efficiency and quality compared to modern textile manufacturing processes.

Supply Chain Challenges: Maintaining a consistent supply chain of raw materials, especially natural fibers, can be challenging due to dependence on agricultural factors like crop yield, weather conditions, and market fluctuations.

Opportunities:

Rising Demand for Sustainable Products: As awareness of environmental sustainability grows, there is an increasing demand for eco-friendly and sustainable products. Khadi can position itself as a sustainable and ethical clothing choice, attracting environmentally conscious consumers.

Market Diversification: Exploring new markets and segments such as premium Khadi products, designer collaborations, and innovative product lines can help expand the customer base and attract a wider audience.

Government Initiatives: The government of Andhra Pradesh can continue to provide support through policies, incentives, and promotional campaigns to boost the Khadi industry. This can include establishing Khadi clusters, providing skill development training, and facilitating access to finance.

Online Retail and E-commerce: Leveraging the power of online platforms can help the Khadi industry reach a larger consumer base, including domestic and international markets. E-commerce platforms provide opportunities for increased visibility, branding, and direct-to-consumer sales.

Threats:

Changing Consumer Preferences: Consumer preferences and fashion trends are continually evolving, and Khadi may face challenges in keeping up with these changes. Failure to adapt and

offer contemporary designs and styles can impact market demand.

Competition from Imported Goods: The availability of cheaper imported clothing and textiles poses a threat to the Khadi industry. Imported products may offer a wider range of options at competitive prices, making it challenging for Khadi to compete solely on price.

Counterfeit Products: The presence of counterfeit Khadi products in the market can harm the reputation and authenticity of genuine Khadi products, affecting consumer trust and sales.

Lack of Skilled Workforce: The availability of skilled artisans and weavers proficient in Khadi manufacturing techniques may be limited. This scarcity of skilled labor can hinder the growth and expansion of the industry.

It's important to note that the SWOT analysis can vary over time based on market dynamics, policy changes, and industry developments. Therefore, it's recommended to conduct periodic assessments to stay updated on the strengths, weaknesses, opportunities, and threats faced by the Khadi industry in Andhra Pradesh

6.2. ABC analysis of Khadi Industry in Andhra Pradesh

ABC analysis is a technique used to categorize items based on their value or importance. In the context of the Khadi industry in Andhra Pradesh, India, an ABC analysis can be conducted to classify various aspects of the industry. Here's an example of how the analysis can be carried out:

Category A:

Market Demand: Understanding the demand for Khadi products in Andhra Pradesh is crucial for the industry. This includes analyzing consumer preferences, market trends, and identifying key target segments.

Product Development: Developing new and innovative Khadi products that cater to changing consumer preferences and fashion trends is vital for the industry's growth and competitiveness.

Marketing and Branding: Effective marketing strategies and brand promotion play a significant role in creating awareness, generating demand, and positioning Khadi as a desirable choice among consumers.

Government Policies and Support: Analyzing the existing policies, schemes, and financial support provided by the government to promote the Khadi industry in Andhra Pradesh. This includes monitoring the impact of government initiatives on the industry's growth and sustainability.

Category B:

Supply Chain Management: Managing the supply chain effectively is crucial for ensuring a consistent availability of raw materials, streamlining production processes, and delivering finished Khadi products to the market.

Skill Development and Training: Providing skill development and training programs to artisans and weavers, enhancing their expertise in Khadi manufacturing techniques, and ensuring the availability of a skilled workforce.

Quality Control: Implementing stringent quality control measures at each stage of production to maintain the standard and authenticity of Khadi products.

Infrastructure and Technology: Assessing the infrastructure and technological requirements of the Khadi industry in Andhra Pradesh, including the availability of modern machinery and equipment for efficient production.

Category C:

Cost Analysis: Analyzing the cost structure of the Khadi industry, including factors such as raw material costs, production costs, labor costs, and overhead expenses.

Competitor Analysis: Monitoring and evaluating the competition in the textile industry, including both traditional Khadi manufacturers and modern textile manufacturers, to identify their strengths, weaknesses, and market strategies.

Export Potential: Identifying opportunities for exporting Khadi products from Andhra Pradesh to

international markets, exploring potential partnerships, and understanding the requirements of global consumers.

Financial Management: Managing the financial aspects of the Khadi industry, including budgeting, financing options, cost control measures, and profitability analysis.

By categorizing the various aspects of the Khadi industry in Andhra Pradesh into these three categories (A, B, and C), stakeholders can prioritize their focus areas and allocate resources accordingly. This analysis helps in identifying critical areas that require immediate attention and areas where improvements can lead to significant growth and development in the Khadi industry.

7. Discussions:

The Khadi industry should focus on diversifying its market by exploring new segments, collaborating with designers, and creating innovative product lines. This will help attract a wider consumer base and adapt to changing fashion trends.

The pandemic highlighted the importance of online sales channels. The industry should invest in building a strong online presence, leveraging e-commerce platforms, and adopting digital marketing strategies to reach a larger customer base.

Providing comprehensive skill development and training programs to artisans and weavers is crucial. This will enhance their expertise, ensure high-quality production, and preserve traditional craftsmanship.

Efforts should be made to strengthen the supply chain by establishing strategic partnerships with farmers, promoting organic farming practices, and ensuring a consistent supply of high-quality natural fibers.

8. Conclusions and Suggestions:

8.1. Conclusions

Impact of COVID-19: The COVID-19 pandemic had significant implications for the Khadi industry in Andhra Pradesh. It disrupted the supply chain, led to production challenges, and resulted in a decline in consumer demand for Khadi products.

SWOT Analysis: The SWOT analysis revealed several key elements. The industry's strengths include its heritage and tradition, employment generation potential, and government support. Weaknesses encompass limited market reach and competition from the modern textile industry. Opportunities lie in the rising demand for sustainable products, while threats include changing consumer preferences and competition from imported goods.

ABC Analysis: The ABC analysis categorized various elements based on their significance. Market demand, product development, supply chain management, and financial management were identified as critical areas requiring attention and resource allocation for the industry's revival and growth.

7.2. Suggestions

Promotional Campaigns: Collaborate with the government and industry associations to launch promotional campaigns highlighting the eco-friendly, sustainable, and heritage aspects of Khadi. This will create awareness among consumers and enhance the perception of Khadi as a fashionable and responsible choice.

Research and Development: Invest in research and development to innovate new Khadi products and fabrics that cater to changing consumer preferences. This will help the industry stay competitive and offer a wider range of options to consumers.

Financial Assistance and Incentives: The government should provide financial assistance, subsidies, and incentives to Khadi manufacturers, artisans, and weavers. This will support their livelihoods and enable them to overcome the financial challenges posed by the pandemic.

Collaboration and Networking: Encourage collaboration among Khadi manufacturers, designers, and retail outlets to create synergies and expand market reach. Networking events, trade fairs, and exhibitions can facilitate such collaborations and promote Khadi as a premium and sustainable brand.

In conclusion, the COVID-19 pandemic has presented challenges to the Khadi industry in

Andhra Pradesh, but it also offers opportunities for transformation and growth. By implementing the suggested strategies and measures, the Khadi industry can overcome the pandemic's impact, revive itself, and establish a sustainable path for the future, ensuring its contribution to the socio-economic development of Andhra Pradesh.

References

1. Koppala Venugopal., Saikrishna Vadrevu., Saumendra Das., Sabyasachi Dey (2020). Assessment of Applicants' Response on the Implementation of RTI Act: A Case Study of Srikakulam District. *Indian Journal of Natural Sciences*, Vol.10 / Issue 60 / June / 2020, ISSN: 0976 – 0997, S.No: 856, PP: 23139-23144
2. Venugopal, K. (2013). A Way Forward to Branch Banking. *Journal of Economic and Social Research*. Economic and Social Research Institute (ESRI), Rajasthan, Volume 4, Jul 2013, ISSN: 0975-7635, CJ No -03984, pp.26-31
3. Moningi Padmaja., Koppala Venugopal., Kanumetta Srikanth.,(October 2021) "Assessment of Marketing prospects for non-timber produce at Koyyuru Mandal" in the International Multidisciplinary Conference [MDRC 2.0] Proceedings, organised by the Research Committee, Government College Tripunithura, Ernakulam, Kerala, Multidisciplinary Research Thoughts ISBN 978-93-5566-389-4 pp.120-131
4. Venugopal K., Tariku Jebena., Haimanote Belay Alemayehu., & Tesfaw Tesemma, (2017). The Impact of Institutional Performance on Members' Satisfaction: The Case Of Jantekel Dairy Marketing Cooperatives Union Ltd in Gondar, Ethiopia, proceedings of International Conference on 'Management Solutions for Socio Economic Challenges' organised by Tirpudi Institute of Management Education, Nagpur, Maharashtra on 3rd and 4th February 2017., ISBN: 978-93-5267-373-5., pp. 1-15
5. Koppala Venugopal (2022). Intracacies between Organised and Unorganised Sellers during Covid Pandemic. *Horizon J. Hum. Soc. Sci. Res.* 4 (S), 100–10

6. Koppala Venugopal, & Sivakumar, B. (2021). Integration of Marketing Information Systems and Horticulture in Tribal Places: In case of Srikakulam. Vidyabharathi International Interdisciplinary Research Journal, Special Issue on Emerging Techniques in Interdisciplinary Sciences, October 2021, 3040-3045
7. Koppala Venugopal, Saikrishna V., Sabyasachi Dey., & Tutika V.V.M. Raju., (2020). Purchase Behavior of Domestic versus Global Brands: In Case of Cloth, Textiles and Footwear in Srikakulam Town. International Journal of Modern Agriculture, Volume 9, No.4, pp.73-79, ISSN:2305-7246
8. Koppala Venugopal, Saumendra Das, Manoj Kumar P., & Sabyaschi Dey (2020). Impact of Efficacious and Detrimental Factors of Social Media on Public Usage Behaviour in the Age of Covid-19 Pandemic: In Case of Srikakulam, A.P. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(9), pp. 2288-2302
9. Murlikrishna, P.N., Vishwas, G., Koppala Venugopal (2020). Assessment of Factors Influencing the Choice of Online Channels for Health Insurance Products. Journal of Interdisciplinary Cycle Research, December 2020, Volume XII, Issue XII, 178-194, ISSN: 0022-1945
10. Gopalakrishna, V., Koppala Venugopal, & Vishnu Murty, D. (2019). Factors Influencing Rural Tourism Development In Case Of Srikakulam District-AP. International Journal of Innovative Technology and Exploring Engineering (IJITEE), Blue Eyes Intelligence Engineering & Sciences Publication, December 2019, Volume-9 Issue-2S3, 532-535
11. Koppala Venugopal., Vishnu Murty, D. (2019). Impact Of E-Marketing Promotions on the Performance of Religious Tourism: In Case Of Srikakulam district, A. P, India. International Journal of Engineering and Advanced Technology (IJEAT), Blue Eyes Intelligence Engineering & Sciences Publication, September 2019, Volume-8, Issue-6S3, 1289-1292
12. Satyanarayana, A.V., & Koppala Venugopal (2019). The Impact of Reverse Logistics on Quality Improvement In Manufacturing Industry: In Case Of Small And Medium Enterprises Of Srikakulam, Andhra Pradesh, India. International Journal of Innovative Research and Practices (IJIRP), Forum for Intellectual Academicians and Researchers, April 2019, Volume 7, Issue 4, 1-8
13. Vishnu Murty, D., Somanadh, K.V., & Koppala Venugopal (2019). Influence of Customer Relationship Management on the Business Performance of SMEs: In Case of Manufacturing Industry, Srikakulam. International Journal of Research in Business Management (IMPACT: IJRBM), , Jan 2019, Vol. 7, Issue 1, 7-16 ISSN (P): 2347-4572
14. Aschalew Adane Brhanu, Mebasilase Kassa, & Koppala Venugopal (2018). Customer Perception on Visual Elements of Packaging and Labeling Practices: In Case of the Packed Spring Water in Gondar, Ethiopia. International Journal of Innovative Research and Practices(IJIRP), Forum for Intellectual Academicians and Researchers, October 2018, Volume 6, Issue 10, 15- 27
15. Gopalakrishna, V., Fentaye Kassa, Sewareg Getenet, & Koppala Venugopal (2018). Influence Of Emotional Buying Behaviour On FMCG Products: A Case Study On Pathanjali Products In Srikakulam District, AP. Journal of Exclusive Management Science, January 2018, Volume 7, Issue 01, 1-8
16. Haimanote Belay, Ravi Kumar, R.G.L.S., Aschalew Adane, & Venugopal, K. (2017). Assessment of Marketing Skill Application in Tourism Places In Srikakulam District, Andhra Pradesh. International Journal of Innovative Research and Practices(IJIRP), Forum for Intellectual Academicians and Researchers, December 2017, Volume 5, Issue 12, 1-12