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and problems faced by the women entrepreneurs in managing the beauty clinics, the ANOVA test has been employed.

In order to identify the factors affecting the motivation for starting of beauty clinics and to identify the personal factors affecting the success of beauty clinics, the exploratory factor analysis has been adopted. In order to examine the influence of factors affecting motivation on level of success of beauty clinics and to study the influence of personal factors on level of success of beauty clinics, the multiple linear regressions has been applied.

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## 22. The Effect of Climate Change on Cotton Agriculture of Yavatmal District 2000-2007

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#### Introduction

Global warming is the unusually rapid increase in earth average surface temperature over the past century. Global average surface temperature rose 0.6 - 0.9 degree Celsius between 1906 and 2005 and the rate of temperature increase has nearly doubled in the last 50 years. Earth temperature was roughly 0.5 degrees Celsius above the long term [1951-1980] average (NASA figure adapted from Goddard institute for space studies surface temperature analysis.)

Maharashtra state with approximately 10% Geographical area of the country accounts for about 34% area and 19 % of the total cotton production in the country. About 96% of the cotton area is rain fed. The crop is grown in kharif season and sowing is generally done with the onset of monsoon. Cotton crop is grown in the entire state except Konkan and Western parts of Maharashtra. The cotton growing area is divided into four major regions i.e. (i) Vidarbha region (Yavatmal, Amravati, Akola, Buldhana, Washim, Wardha and Nagpur), (ii) Marathwada region, (iii) Khandesh region and (iv) Deccan Canal area.

Yavatmal is a district of the Indian state of Maharashtra. It is located in the region of Vidarbha, in the east-central part of the state. Yavatmal is one of the major cotton growing districts of Maharashtra. About half of the gross cropped areas in the district are under cotton cultivators. It is the important cash crop of the district the Progressive cultivators use improved variety of cotton. Maharashtra is one of the major cotton producing states in India about one-third area under cotton cultivation is in Maharashtra.

