A COMPARATIVE STUDY ON THE PERFORMANCE OF BRICK WORKS IN TIRUNELVELI AND THoothukudi DISTRICTS OF TAMIL NADU

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ABSTRACT

Of all the districts in Tamil Nadu, the brick works business has been popularly carried out in Tirunelveli and Thoothukudi districts. The present study attempts to compare and evaluate the performance, problems and prospects of brick works of several types such as clamp kiln bricks, Bull’s Trench kiln bricks, hollow blocks and fly-ash bricks in Tirunelveli and Thoothukudi districts. The study covers several aspects such as production performance, marketing aspects, the investment and profitability aspects of brick works of Tirunelveli and Thoothukudi districts which are analysed and compared.

In Tirunelveli and Thoothukudi districts, the major production problem is labour turn-over and labour absenteeism respectively. Much variation exists in the price of all types of bricks in Tirunelveli and Thoothukudi districts in different months of a year. The dominant factors that motivate the buying decision behaviour of bricks are analysed. In Tirunelveli and Thoothukudi districts, the major marketing problem is price fluctuation and competition respectively.

Regarding profitability performance, the Bull’s Trench kiln brick works in Thoothukudi district are performing better than those units in Tirunelveli district comparatively. But the clamp kiln brick works, hollow block units and fly-ash brick units of Tirunelveli district are performing better than those units in Thoothukudi district. The findings of the study and the few constructive suggestions made there in will be of immense use to the champions of the cause of the brick industries including the workers and the customers to flourish in this trade.