CHAPTER II

REVIEW OF LITERATURE AND PROFILE OF STUDY AREA

This area presents the review of literature related to the study. The purpose of this presentation is to understand the results of various studies already undertaken in the relevant field and to find the research gap for the present study. There were many studies available on textile industry. But no study so far had been focused on globalization impact on Indian textile industry. The researcher has made an attempt to present a brief review of literature relevant to the study which consists of journals, published working papers and research works in a comprehensive manner in the following pages.

In 1925-26 N.G. Ranga\(^1\) conducted a study on the economics of handloom industry in the Madras province. The author estimated that the monthly earnings of weavers ranged from Rs. 8 to Rs. 25 depending on their work which was generally hard. In majority of the cases, income was insufficient to make both the ends meet and consequently they were heavily indebted. It gave a fairly good account of the important handloom centers

of production, analysed the nature of economic organization, pattern of production and the structure of markets.

R.G. Kakade's study analysed the socio-economic conditions of weavers at Sholapur, Maharashtra State. Kakade adopted census method due to the absence of reliable information regarding weaving communities. He found that 53 percent of weavers were steeped in abject poverty and 36 percent on a slightly higher level, but certainly below the poverty line. The author argued that poverty was largely due to the non-judicious spending of incomes. The author narrated how handlooms faced stiff competition from mills and power looms. His recommendations include: (i) complete prohibition of mills from producing those goods that are produced on handlooms and in which competition exists, (ii) demarcate market between handlooms and mills by statutory enactment, (iii) impose duty on mill made cloth which enters competition with handlooms and (iv) mills have to pay subsidy or subvention to the handloom weavers on the basis of their production.

In 1953, The Textile Enquiry Committee\(^3\) was constituted under the chairmanship of Nityananda Kanungo to make an in-depth study of textile mills and decentralized sector. The committee recommended the conversion of handlooms into semi-automatic looms or power looms to make them technically more efficient and recommended abolition of middle men to eliminate exploitation of primary producers. The Village and Small Scale Industries Committee on 1955 suggested that the restrictions be imposed on the production of cloth by mills and power looms leaving the increased demand for cloth to be met by handlooms\(^4\). In addition, it recommended the extension of co-operative form of organization to a large number of hand looms. Sahai\(^5\) analysed the problems of handlooms due to the competition from powerlooms and mills. He felt the need to employ modern techniques of production and designs. Government should establish training centres for the benefit of weavers where they are concentrated. And materials like, design books and related instruments have to be made available.

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\(^5\) Sahai Biswambhar, Handloom weaving industry III North India Agra University, Agra, 1956, p.208.
The Council of Scientific and Industrial Research\(^6\) conducted an in-depth survey on the technical aspects of handloom industry viz. winding, warping, sizing and bleaching and like. In 1958 the Government of India appointed the Textile Enquiry Committee under the Chairmanship of D.A. Jos to enquire into the existing conditions of cotton textile industry\(^7\). The committee suggested the assistance to handloom sector by way of rebate on a fairly stable basis. Besides, it suggested that government should provide assistance to ensure efficiency and improve quality of products. A.V. Ramana Rao\(^8\) in his study narrated how the handloom industry had suffered under British rule and gave a detailed account of various handloom centres and products in Andhra Pradesh.

In 1958, National Council for Applied Economic Research (NCAER)\(^9\) carried out a survey on the economics of handloom industry in the Mysore state. On the basis of 'stratified sampling' method, among 714 households, 499 urban and 215 rural, were selected. The study showed that

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6 The Council of Scientific and Industrial Research, the wealth of India, New Delhi. 1957, part IV, p.207.


the earnings of weavers were relatively low and much less than the average standard of living. It also pointed that the earnings in the urban centres were considerably higher than those of the rural ones. During 1959, the Government of India set up a working group under the Chairmanship of V.Subramaniyan to assess the process of handloom industry during the Second Five Year Plan and draw programmes for the Third five year plan\textsuperscript{10}. The committee expressed its satisfaction on the performance of weavers’ co-operative societies. However, it pointed out the weak spots in their working. The committee opined that the loyalty of members to the society is doubtful. It recommended the creation of Thrift Fund Scheme which is to be contributed by weavers and Government. The committee placed emphasis on activating the dormant societies, and suggested programmes for the supply of inputs and sale of fabrics. One of the limitations of this study was that it did not explain the reasons why the earnings in urban centres were higher than those of the rural areas\textsuperscript{11}.

The Powerlooms Enquiry Committee, 1964 under the Chairmanship of Ashok Mehta studied the power looms and handlooms in the country\textsuperscript{12}. The committee recommended that the production of colored sarees


should be exclusively reserved to handloom sector. It further felt that a large number of weavers should be brought under co-operative fold. The Working Group set up by the Government of India under the Chairmanship of A. V. Venkateswaran submitted its report in 1964\textsuperscript{13}. For the development of handloom industry during the Fourth Five Year Plan, it recommended that legitimate share of imported superfine yarn should be provided to handloom sector. The supply and marketing societies should be converted into production - cum sales societies as quickly as possible. The State Financial Corporations should finance handloom sector. The Working Group emphasized on the need for intensive publicity and propaganda. Finally, it suggested the setting up of export promotion council for handloom textiles.

In 1967, Programme Evaluation Organization of the Planning Commission conducted a study on the impact of handloom development programmes on employment and earnings amongst weavers\textsuperscript{14}. The study concluded that the co-operative member households gained relatively more. It recommended adequate working capital towards production and

\begin{itemize}
\item \textsuperscript{14} Government of India, study of Handloom Development programmes, Planning Commission, New Delhi, 1967, p.63.
\end{itemize}
marketing activities. In 1973, under the Chairmanship of B.Sivaraman, Government of India setup a High Powered Study Team to study in-depth on the powerloom and handloom industry\textsuperscript{15}.

M.Somappa\textsuperscript{16} opined that the capacity utilization is low due to shortage of yarn and competition from mill sector. The author suggested that mills should concentrate on export market and the vacuum thus created in the internal market will be met by handlooms. A study brought out by the Commerce Research Bureau\textsuperscript{17} highlighted the causes for the plight of weavers, like low output, meager returns, high costs, erratic supply of inputs like yarn, dyes and chemicals, absence of adequate marketing facilities, absolute know-how, chronic indebtedness of weavers and exploitation by middlemen and money-lenders, poor organization and failure, by and large, of co-operatives.

V.B.Angadi\textsuperscript{18} (1975) found that the powerloom cloth is cheaper than the handloom cloth and hence, consumers prefer the former to the latter.


\textsuperscript{18} V.B.Angadi, Handloom Industry and issues Relating to Reservation Southern Economist, Vol. Xiv, No.9, September 1975,p.l0.
Because of this the weavers face difficulties in marketing. It is, therefore, necessary that Government should reserve certain items exclusively for the handloom sector. G.S. Kamat\textsuperscript{19} emphasised the need of face lifting handlooms. The author examined reservation policy, regional imbalance and the like. He suggested the arrangement of buffer stocks and integration of channels of distribution of yarn to avoid instabilities.

In an article K.N. Venkatappaiah\textsuperscript{20} (1977) felt that the inputs are to be supplied to weaver to earn his livelihood, because of non-availability of raw materials at reasonable rates, the looms are in lame position. Further, he emphasized the importance of producing quality fabrics. J.D. Batra\textsuperscript{21} observed that the industry suffered from organizational weaknesses, uneconomic working conditions, irregular supplies with volatile prices, shortage of credit, lack of proper marketing facilities and not to speak of unbeatable competition from mill and powerloom sectors.


T.S.Srinivasan\textsuperscript{22} opined that the Government should frame guidelines for a concrete and definite relationship between composite mills, powerloom and handlooms.

The National Institute of Rural Development\textsuperscript{23} made a critical study of handloom industry and concluded that the new development plan for handloom sector is in the preliminary stages of implementation. It is opined that by considering the magnitude of the problems encountered by the handloom sector, the organization of the Commissioner for Handlooms requires to be expanded with Regional Offices in the states where the industry is concentrated. The Estimate Committee of the Sixth Lok Sabha appointed a sub-committee to look into the matters connected with handloom industry\textsuperscript{24}. The sub-committee submitted its report to joining co-operative societies as there are no additional benefits or substantial incentives available to weavers. In addition, it concluded that the societies are unable to take advantage of Reserve Bank of India (RBI) scheme of handloom finance as most of the weaver co-operative societies are dormant or

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\textsuperscript{23} National Institute of Research and Development, Handloom Sector-Prime Minister's 20 point Programme for Economic Development, Hyderabad, 1977,p.1.

\end{flushleft}
economically unviable or accounts are not audited in time. The government of India appointed a Study Group under the Chairmanship of M.V.Hate to review the working of RBI scheme to finance the handloom industry\textsuperscript{25}.

R.G.Kulkarni\textsuperscript{26} in his article on Improved Handlooms described how the industry evolved from times immemorial. The author felt that the handloom weavers have to be provided with improved tools which will bring in more return at least double the present level and recommended the sevagram loom\textsuperscript{27} as the best substitute for the existing pitloom. K.P.Radha Krishnan\textsuperscript{28} in his article on “Poverty and Unemployment - The Case of Handloom Sector” feels that for the poor economic conditions of the Indian economy the solution lies in popularizing the handloom sector, which needs significantly less amount of capital. He concluded that the development of the handloom sector offers the right answer to the problem of providing better economic well being to this under privileged section of

\begin{thebibliography}{99}
\bibitem{27} Technically improved loom by Institute of National Handloom Technology, Varanasi.
\end{thebibliography}
the society within the frame work of the policy objective of the Government.

“The Cotton Weavers of Bengal” (1757-1883) by D.B.Mitra\(^3\) attempted to study the trade in cotton piece goods, production and organizations of industry factors influencing for the growth of monopolistic power and significance of the cotton industry in the general economy of Bengal state. A study conducted by the Commerce Research Bureau\(^3\) in 1975 point out that the handloom sector had been playing an important role in providing livelihood to lakhs of people. The conditions of the weavers were precarious, most of them being semi-starved and ill-clad. The averages earnings of a weaver do not get even this pitifully paltry income all throughout the year. Thus hand loom weavers formed a significant component of the rural poor, the majority of the people falling into the lower income/expenditure groups.

G.Varataraj\(^3\) emphasized that it is essential to spend more resources in co-operative spinning mills, and mills' capacity should be increased to


provide sufficient yarn to meet requirements. The author again stressed that yarn distribution system is not favourable to handlooms because a significant per cent of yarn going to large scale mills and powerlooms. So the author concluded that the distribution system should be reorganized and huge quantity of yarn to be allotted handloom sector. D.S.Sharma\(^{32}\) in his study stated that the Government made several programmes for the benefit of the handloom weavers, but the weavers did not receive any benefit from any sources, because of the middlemen and master weavers have taken away all the benefits, who could get yarn and raw material for subsidized rates in the names of weavers, and appropriated the benefits. So, the Government introduced photo-pasted identity cards of the actual weavers to eliminate middlemen.

S.Arasaratham\(^{33}\) in his article on Weavers, Merchants and Company - The Handloom Industry in Southern India (1752-1790) narrated the historical facts pertaining to the industry, such as, relation between weaver and trader, caste system prevailing in the industry, products produced, financial assistance provided for the industry, involvement of family


members in general and children in particular, marketing aspects, looms tax, socio-economic background of the weaver during 1750-1790.

K.R. Panday\textsuperscript{34} in his article entitled “The Handloom Industry – Strategies for Marketing' states that handloom industry constitutes one of the major sectors employing the largest number of people next to agriculture. In terms of economic impact on rural employment and income, the handloom industry occupies important place. From the stand point of consumers, it meets a substantial part of the market requirements and its production patterns are selective and finally turned to local and regional demand patterns. S.M.Chakraborty\textsuperscript{35} in his study emphasized that the quality of the handloom products has declined because of the high rate of raw material the weavers were using cheaper quality of dyeing colours. As a result of this the consumers prefer mill made cloth and numerous weavers lost their source of livelihood, employment and kept their looms idle. To overcome this type of situation the author suggested, the government should supply the raw material at subsidized rates and at proper time. The


Loom of interdependence by J. Y. Arterbunn Yvone\textsuperscript{36} is a case study of what makes co-operative succeed rather than fail. It analysis how weavers have an indigenous ethic of brotherhood and equality and use skill and craftsmanship as a source of pride in work and evaluation of status thereby.

Ken pointing\textsuperscript{37} in his book entitled 'Beginner's Guide to Weaving' explained the types of loom, auxiliary process, woven design, the development of the loom, modern weaving, and piece dyeing the development of the finishing process and products of weaving.

L.C. Jain\textsuperscript{38} in his study showed that the woolen handloom industry has been mainly with economically weaker sections and thus emphasized that the Textile Policy has to take care of these people. Kalirajan\textsuperscript{39} in his study examined the technical efficiency in the Indonesia garment industry based on the country's 1986 census of small industry. The study revealed that there was a positive correlation between technical efficiency and each

\textsuperscript{36} J.Y. Arterbunn Yvone, The loom of Interdependence Silk weaving Co-operatives III Kanchipuram, Hindustan Publishing Corporation (India)


of export orientation. It is also found that there is a significant level of labour capital substitution in the industry. Lal and Jayati\textsuperscript{40} in their study examined the policies of gender at work in the context of current transformation of Indian garment industry. The focus is on the structure and manufacturing, the nature of management policies and the changes in the labour process at the level of firm and their bearing on the making of a gender industrial working class.

Darlie O Koshy\textsuperscript{41} observed that India is poised to emerge as the largest clothing producer in terms of number of units produced in the world it both domestic and export sector are taken into consideration. Liberalization of economy and the MFA Phase-out have opened doors for a giant leap by the industry. In export front, India has the potential to achieve lapel' cent share in the world imports of garments.

Ryan and John\textsuperscript{42} focused on the changes in global marketing and global business operations for the year 2000 and beyond. Ni~ are expected with the arrival of the 21\textsuperscript{st} century. These include the European industry

\textsuperscript{40} Lal and Jayati "The politics of Gender at work flexibility" skill and the reorganization of the labour process in the Indian garment Industry Society for the study of social problems (SSSP) 1995.

\textsuperscript{41} Darlie O Koshy “Garments Exports – winning strategies” 1976, pp. 256-257.

\textsuperscript{42} Ryan and John K “Global marketing in the new millennium” Journal of international marketing Vol.8, Issue 4. pp.44-47.
challenge to importance of marketing, the challenge of managing the conflict between the Internet and national sovereignty. The emerging markets of Cuba and other new economic groups. Also it depends on the increasing importance of importing and the decline in importance of commodity cartels.

David B, M.C.Anley Andrew\textsuperscript{43} in their study examined the relationship between initiating export stimuli and export performance within the context of four specific types of export marketing strategies. The nature of the export stimuli is seen to be associated with performance for some types of strategy but not for all consequently, export marketing strategy acts as a moderator of the relationship between export stimulation and performance of an export venture. Nasreem Khundkar\textsuperscript{44} pointed out that the growth of garment industry in Bangladesh is the direct result of the MFA and other trade agreements. It has a free market access to EU markets and US which also gave sizeable quota thus turning. The economic importance of the garment industry is signified by the last rise in the share from 4 percent of the total export in 1983 to 76 percent in 1999-2000.


\textsuperscript{44} Nasreem Khundkar “Garment Industry in South Asia” Pegs or Riches, ILO, New Delhi. 2002 . p.245.
Samar Varma\textsuperscript{45} in his study on export competitiveness of Indian Textile and Garment industry observed that perhaps the most draconian of all government policy that has scuttled the growth of textile industry is reservation of textile manufacture for small scale industry. Himanthu Vaidya\textsuperscript{46} revealed that the Brands however, like Rome are not built in a day, nor they built by communication above. Brands stand on the strong foundation of functional excellence and there after they fly beyond, implanting intangible into the product. This was observed as true case because it was relating to textile products which is an essential items of public use more over textile products need to be designed and manufactured carefully for attracting consumers.

Tanvi Bharadwaj\textsuperscript{47} observed that technology up gradation is an essential requirement to achieve quality. Products diversification is equally important. There is a lot of scope for diversifying the product range. The industry should realize the importance of keeping pace with the changing demands and performances of customers and meet such requirements in a

\textsuperscript{45} Samar Varma “export competitiveness of Indian Textile and garment industry” working paper No.94, Indian Council for research on International Economics Relations (ICRIER) New Delhi 2002, p.27

\textsuperscript{46} Himanthu Vaidya “Brands and collective Brands the path through design” The Journal of Textiles committee”, January-march 2002.p.8

\textsuperscript{47} Tanvi Bharadwaj “The textiles Committee meet 2002”. The textile magazine March 2002, pp.18-20
professional manner. This, if implemented will certainly help the textile industry for better growth with technology and quality up gradation. Reddy\textsuperscript{48} suggests that with disappearance of tariff barriers and quantitative restrictions, the market will get integrated into a global market, which will offer wide choice to the buyers.

The markets are increasingly being led by consumption instead of production i.e. pull markets. The industry needs to be conscious to these emerging challenges and chalk out a strategy to remain competitive in the global market besides keeping a better place in the domestic market. Raina\textsuperscript{49} in his article on “Indian Textile and clothing industry strategy for competitiveness beyond quotas” observed that the developed countries which are likely to loose their market share after phasing out of quota restrictions have consciously initiated several measures by which their political and economic interests are protected. It was pointed out that absence of quotas after the year 2004 will be a threat because minimum assured quantities under quotas after the year 2004 will be a threat because minimum assured quantities under quotas will no longer be available and it


\textsuperscript{49} Raina RCM “Indian Textile and clothing industry strategy for competitiveness beyond quotas” January 2003 pp.43-45.
is an opportunity because there will be no quantitative restrictions or ceiling on the exports.

Manisha Awasthi & Anitha Singh\textsuperscript{50} in their article suggested that the Indian Textile industry can become globally comparative if the quality assurance system implemented strictly. Quality is a part of an integrated consumer responsible supply system. Welsch and Heinz\textsuperscript{51} in their study examined the relationship between the skill structure and the export performance of 26 German manufacturing sectors in the second half of the 1980s. Using several sets of controls, it is found that export growth is inversely linked to the high-skill intensively of labour.

Kothari\textsuperscript{52} in his article on “The Indian textile industry, reasons for options” says that it is imperative for India to take effective steps especially in the following areas to sustain the on going vigorous export growth first the existing labour laws in India need to be reformed, secondly further investment on large scale are necessary to higher scale of operation. Thirdly need for modernization, fourthly development or human capital,

\textsuperscript{50} Manisha Awasthi & Anitha Singh, “Global Competitiveness hinges on product quality” The textile magazine, March 2003, p.42.


\textsuperscript{52} Kothari DO, “The Indian textile Industry” Reason for optimism cloth line July 2005, p. 85.
fifthly, pollution free environment. Finally development of infrastructure facilities along with political stability. With all the measures are taken, the textile industry in India can be as an engine of growth.

Panhasarathy .G\textsuperscript{53} in his study brought out the problems faced by the exporters of hosiery products such as like in yarn price, lack of infrastructure facilities (power, transport, water, communication, port operations. etc.) lack of processing facilities, lack of modernization, labour turnover and absenteeism, lack of skilled employees, lack of proper information about world market and quota restriction imposed by foreign (importing) countries. Lack of proper training facilities lack of co-operation from the commercial banks government and importers complicated policies and procedures. The study suggested for implementation of various measures that are to be taken by both industry and the government for the purpose of solving problems and help the smooth exporting of textile products.

\textsuperscript{53} Parthasarathy ,G. “A study on issues to exporting of textile products from India”, April 2005.
Poja Rajney\textsuperscript{54} in her article suggested that TUF’s initiated by the government of India in April 1999, sanctioned Rs.25,000 crores to be utilized by March 2004. But there was final disbursement of Rs. 4000 crores only as on September 30, 2002. So even though the government introduces some good schemes, they are rendered impractical because of their inability to be implemented fully. The garment exporters need to work harder on the implementation of such in endives.

Gorakhia\textsuperscript{55} reveals that closer contracts by participating in international trade fairs/exhibitions will expose our garments to buyers in these countries.

Vijay Venkatasamy\textsuperscript{56} (2004) the Indian textile industry, which has a tradition over 5000 years is not the verge of creating history. It the industrialization of its colonial masters reduced the status of Indian textiles as glorified converters, the rule based trading symbolized by the world trade organization is excepted to proper Indian textiles as a global clothier, second only to which as of now.

\textsuperscript{54} Poja Rajney, “Post MFA Challenges in textile management” The textile Magazine, p.81.


\textsuperscript{56} Vijay Venkatasamy, study related to the Indian textile industry 2004 – pp. 108-115.
Shanthi Venkataraman\textsuperscript{57} (2004) the Indian textile industry watering up from a prolonged period of hibernation. Suggesting from over capacity, out dated technology, labour problems and debt levels that strained profits, the industry has taken a long time to get its act together.

Rajendran (2005)\textsuperscript{58} the study entitled, “Financial Management in NRB Bearings Company Limited”, He has taken up with a view to fill the research gap. It hoped that the study shall highlight the importance of an efficient financial management of the company and help to point out the possible shortcomings of the various aspects of financial management of the company so that they can be corrected to make the company financially more prudent. Realistic suggestions of the study may prove helpful in improving the financial management of the other companies in the industry.

S.V. Arumugam, Chairman, The Southern India Mills Association (SIMA) (2005)\textsuperscript{59}, the textile in India has been a pioneer industry. India's industrialization in other fields has mainly been achieved on 'the back of

\textsuperscript{57} Shanti Venkataswamy, study related to the Indian Textile industry, 2004.

\textsuperscript{58} Rajendran the study entitled, “Financial Management in NRB Bearings company limited”, 2005, pp.165-175.

\textsuperscript{59} S.V. Arumugam, Chairman, the Southern India Mills Association, the textile in India has been a pioneer industry, 2005, pp.1-38.
the resources generated by the textile industry. The textile industry contributes 4 per cent to the country's GDP, 14 per cent to industrial production and 8 per cent to indirect tax revenue. It employs close to 35 million persons-the second largest after agriculture- and accounts for 18 per cent of industrial employment. In the global context, India offers comparative advantage in the textile and apparel sector with its excellent raw material base, skilled manpower and cost competitiveness.

The Union Textile Minister, Mr. Shankersingh Vagehla (2006), said, the Union Government is committed to create an enabling and conducive milieu for the Indian textile to modernise and expand capacities, as it constitutes the “backbone of our manufacturing sector”.

The CITI Chairman, Mr. Shekhar Agarwal (2006) said, "Proactive policy framework, calibrated fiscal interventions like nationalization of excise duties and importantly TUFS were the key drivers of growth." both in production and in investment.

60 Mr. Shanker Singh vagehla, union textile Minister, Indian Textile is the “backbone” of our manufacturing sector, 2006, pp.11-40.

61 Mr. Sehkhar Agarwal, CITI Chairman, “Proactive policy framework, calibrated fiscal interventions like nationalization of excise duties and importantly TUFS were the key drivers of growth”, 2006, pp.201-230.
The Indian Spinners' Association President, Mr V.K. Ladi (2006)\textsuperscript{62}, said, "Continuation of TUFS is an important factor for leveraging technology advantage specially when the forward looking textile units are keen to install new generation modem technologies and manufacturing processes for man-made fibre based textiles”.

Crisil (2006)\textsuperscript{63} said the textile industry needs an investment of Rs. 1,94,000 crore during the span 2007-12. The industry could create an additional employment of 14 million workers across the textile chain, while the industry has the potential to reach a size of $110 billion by 2012.

Arindam Basu & K.P. Chellamani (2006)\textsuperscript{64}, technical textiles is the fastest growing area of textile consumption in the world and the growth annum. According to a survey conducted by David Rigby textiles will be about 24 million tonnes a year.

**PROFILE OF STUDY AREA**

\begin{itemize}
\item \textsuperscript{62}Mr. V.K. Ladi, The Indian spinners Association President, “continuation of TUFS is an important factor for leveraging technology”, 2006, pp.161-180.
\item \textsuperscript{63}Crisil, the textile industry needs an investment during the span, 2006, pp.1-30.
\item \textsuperscript{64}Arindam Basu & K.P. Chellamani. Technical textiles is the fastest growing consumption in the world, 2006, pp.56-75
\end{itemize}
To develop an undertaking of the survey area it is necessary to present a back-ground view of the agro climatic and economic conditions of the area properly. In order to view the problem perspective, general features of the area and special features are discussed.

**HISTORY OF KARUR:**

Karur is one of the oldest towns in Tamil Nadu and has played a very significant role in the history and culture of the Tamils. Its history dates back over 2000 years, and has been a flourishing trading centre even in the early Sangam days. Epigraphical, numismatic, archaeological and literary evidences have proved beyond doubt that Karur was the capital of early Chera kings of Sangam age. It was called Karuvoor or Vanji during Sangam days. There has been a plethora of rare findings during the archaeological excavations undertaken in Karur. These include mat-designed pottery, bricks, mud-toys, Roman coins, Chera Coins, Pallava Coins, Roman Amphorae, Rasset coated ware, rare rings etc. Karur was built on the banks of river Amaravathi which was called Aanporunai during the Sangam days. The names of the early Chera kings who ruled from Karur, have been found in the rock inscriptions in Aru Nattar Malai close to Karur. The Tamil epic Silapathikaram mentions that the famous
Chera King Cheran Senguttuvan ruled from Karur. In 150 Greek scholars Ptolemy mentioned “Korevora” (Karur) as a very famous inland trading centre in Tamil Nadu. After the early Cheras, Karur was conquered and ruled by Pandyas followed by Pallavas and later Cholas. Karur was under the rule of Cholas for a long time. Later the Naickers followed by Tipu Sultan also ruled Karur. The British added Karur to their possessions after destroying the Karur Fort during their war against Tipu Sultan in 1783. There is a memorial at Rayanur near Karur for the warriors who lost their lives in the fight against the British in the Anglo-Mysore wars. Thereafter Karur became part of British India and was first part of Coimbatore District and later Tiruchirappalli District.
Tamil Nadu News Print and Papers Ltd., better known as TNPL the country’s largest non-wood based paper maker was established in the early 80’s at Pugalur near Karur. It is acknowledged as the world leader in the
technology for manufacture of newsprint from bagasse which became operational from January 1996. The production of news print and paper has been raised from 90000 tonnes to 180000 tonnes per annum.

It is the most Modern paper mill in the country with an unique bagasse handling and pulping system, multifuel boilers, mechanized finishing section and a sophisticated R & D center. The TNPL’s 6.8 metre wide paper machine from the U.K. designed for maximum, operational since 1985, producing quality news print and printing and writing paper. TNPL produces 230,000 tons of Printing & writing paper and consumes 1 million tonnes of bagasse every year.
Chettinad Cement Corporation Ltd.,

Chettinad Cement Corporation Ltd was formed in 1962 to cater to growing demands of cement in the country. The manufacturing unit located at Puliyr, Karur District, in Tamilnadu commenced production in April 1968. Apart from cement, the Chettinad House is today engaged in activities as diverse as granite, engineering, silica, garnet, information technology, steel & textile trading, horse breeding, plantations, shipping, transportation, stevedoring, clearing and forwarding and logistics having a combined turnover of Rs.8500 million.
Textile Trade
On the international textile map, Karur has become synonymous with handloom “made-ups” as Tirupur in the hosiery product. The weaving industry came to Karur from Kerala and has earned a reputation for its high quality handloom products today. Exports of handlooms from Karur began on a modest scale with just 15 exporters in 1975 and today Karur has hundreds of exporters. The handloom products being exported have been broadly classified under three heads – Kitchen, bathroom and bedroom furnishing items. Some of the handloom made-ups exported from Karur are Bedspreads, Towels, Floor rugs, Tea towels, Napkins, Aprons, Kitchen towels, Pot holders Plate mats, Bath Mats, Tea mats, Curtains, Pillow, Quill covers, Shower curtains etc.,

The products are exported to Europe, U.S.A., Japan, Canada, Australia, Singapore, South Korea, South Africa and the Scandinavian countries among others. The handloom industry in Karur generates nearly an annual turnover of Rs.2000 Crores (400 million dollars a year) through direct and indirect exports of textile goods. The development of export as a major trade has led to the enormous growth of other allied industries like handloom and power loom weaving units, dyeing and bleaching units,
tailoring, packaging units etc. The handloom and its allied industries provide direct and indirect employment to over two lakh persons.

EID Parry Ltd.

India is the world’s largest producer of sugar. Parry’s pioneered sugar production in India. In 1842, the Company set up India’s first sugar factory at Vandipalayam. Since then, they have maintained the edge in the industry through advanced technologies. At Pugalur, Karur the company has one it’s manufacturing units apart from Nellikuppam, Pettaivaithalai and Pudukkottai. The factory at Pugalur has a capacity of 4000 TCD. It has
a capacity of 4000 TCD per year. It's also setting a 22 MW co-generation Power plant, with TNPL.

**Bus Body Building Industry**

Karur District is very famous for its Bus Body building industry. In and around Karur, there are several small and large industries catering the need within Tamil Nadu as also Outside the state. Karur is a renowned centre for bus building industries. This is a unique feature of Karur and almost 90% of south Indian bus bodies are being built here. The total business is estimated to be around Rs.250 crore per annum.

**DIVISION**
District Collector is the Head of the District administration and District Collector's Office is the centre of District Administration situated in Master Plan Complex in Thanthondrimalai. It is nearly 6 Km from Karur bus stand and 8 Km from Railway Station on the way to Dindigul via Vellianai.

Karur district has 2 Revenue Divisions, 4 Taluks, 2 Municipalities, 13 Town Panchayats and 158 Village Panchayats and 203 Revenue Villages. Karur District has 4 Assembly constituencies of which one is a reserved namely Krishnarayapuram Constituency. Karur Parliamentary constitutes 6 Assembly constituencies, 2 are from Tiruchirappalli revenue district, namely Marungapuri and Thottiam and 4 Assembly Constituencies from Karur.

**BLOCK AND HEAD QUARTERS**

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