ABSTRACT

The powerloom industry provides very good employment opportunity for both males and females by always displaying an advertisement board indicating wanted labourers. The powerloom industries were operated around the clock and the powerloom entrepreneurs very much concentrated in utilizing the plant optimally enriching maximum output through selling the grey cloth and other allied products like bedsheets, towels, lungies, etc. The powerloom entrepreneurs gain a good profit and a particular portion of the profit was correctly paid towards income tax. Hence, the Indian economy gain the momentum through powerloom industries. But after the introduction of globalization, many foreign countries launched their business in various areas namely production, marketing, transporting, banking, insurance, IT and IT enabled industries. In order to show much glamour for the industries and offices they had consumed heavy electricity power and make their premises fully air-conditioned for round the clock. The state government has not planned well to distribute the electricity power equally for already existing industries, the newly arrived foreign originated industries and service oriented organization. This affected drastically and the frequent powercuts were vested with shoulders of textile mills and powerloom industries. Due to this frequent powercut the agriculturalist in the dry land finds difficult to product first quality raw cottons. Hence, after liberalization many of the small powerloom entrepreneurs were found very difficult to produce the first quality fabrics in their powerloom industries and these products finds difficult to compete in the global market.
At present, rural development has occupied fairly an important place in the economic development of the country. The Central and State Government have introduced a number of Entrepreneurs Development Programmes from time to time to uplift the rural small and tiny entrepreneurs. But, most of the programmes have not yet covered powerloom entrepreneurs to improve their standard of life. Powerloom industry provides direct and indirect employment opportunity in many ways. Hence, to develop the powerloom industry, the Government of Tamilnadu and other financial institutions have been announcing many funding schemes for a long time. But in general the awareness about these schemes is very low among the powerloom entrepreneurs.

Owing the interest of the powerloom industry, an attempt has been made to study the knowledge assessment and management with special reference to powerloom entrepreneurs of Tamilnadu State. The following objectives are chosen for the study.

i) To study the origin and present status of Powerloom Industry.

ii) To analyze the knowledge of powerloom entrepreneurs on production and marketing of powerloom products.

iii) To analyze the factors that influenced to establish and operate the powerloom industries successfully.

iv) To identify the problems faced by the powerloom entrepreneurs at different phases of functional areas.

v) To suggest strategies to improve the performance of powerloom industries.
The purpose of the study is to find the factors influencing the successful operation of the powerloom industries. To evaluate the successful operation of powerloom industries, a sample of 600 powerloom entrepreneurs were selected using stratified simple random sampling technique from the major powerloom clusters viz., Coimbatore, Erode, Salem, Karur and Madurai which are mainly using cotton as their raw material. The data were collected using interview schedule and the researcher personally interviewed the respondents with the help of various powerloom owners association. The collected data were analysed systematically using Percentage, Range, Average, Chi-Square, Multiple Regression Analysis, Discriminant Function Analysis, Factor Analysis, Structural Equation Modeling and Henry Garrett Ranking Technique. The major findings are given below:

The number of days functioning in powerloom industry was reduced due to various reasons like non-availability of quality raw materials, ill-treatment of labourers by the powerloom entrepreneurs, frequent power cut and migration of labourers to nearby hosiery industries located in Tirupur and Coimbatore. Hence, the number of operating days were gradually reduced to 200-300 days.

It is evident from the analysis that majority (67.2%) of the powerloom entrepreneurs were not aware about different funding schemes in the Government of Tamilnadu for the development of powerloom industry.
It is learnt from the analysis that the maximum (51.3%) of the powerloom entrepreneurs were came to know the government funding schemes for weavers only through friends and relatives.

It is concluded from the analysis that the respondents who have faced the most vital issues of production problem after starting the powerloom industry were “High cost of production” and “Absence of modernization”.

It is inferred from the analysis that majority of the respondents were faced the major financial problems like “Lack of availability of working capital” and “Continuous Business Loss” among listed nine problems in their powerloom industry.

It is stated from the analysis that the respondents who have ranked the most burning marketing problems after starting the powerloom industry were “Tough Competition” and “Credit Sales”.

Agriculture, the largest backbone of India, has been diminishing day by day due to lack of interest and attention on it. Similarly, the second largest profession of India (Powerloom Industry) is also dwindling day by day. A proper rejuvenating measure should be initiated to safeguard the powerloom industry. The State Government has to take meticulous care and should analyse the problems in powerloom industry and create awareness among the powerloom entrepreneurs to manage the industry efficiently by analyzing new trends in the study area.