In this chapter the researcher tried to find out the previous studies related to the marketing of silk handloom products or the marketing of handloom textile commodities which will give a wide background for this present research work. Therefore the researcher has made an attempt to review the available previous research works on this subject which will enable to study the findings already done, the gaps in the research and the ways for future research.

Khanna (1985) made a study of textile export firms and in India and found that the country’s export image wanted a boost. The prevailing image was not beneficial if not detrimental.¹

Jain (1998), studying export potential and performance, called for diversification of product range and more sophisticated market research to remain alive in the export market, especially in the wake of the withdrawal of national quotas, under there GATT and WTO regimes.²

Radhakrishnan et. al (1990) made a survey of overseas buyer perceptions and found that India had a favourable score in factors like quota availability but fared badly in factors like sewing skills and adaptation to European tastes.³

Erickson (1990) made a comparative study of the quality perceptions of overseas consumers regarding textile goods from six countries China, Hongkong, India, Japan, USA and the USSR and ranked Indian goods the highest in quality.⁴
A fact finding committee under the chairmanship of Mr. Thomas was appointed in 1941. It recommended the establishment of an Indian Handloom Industry Board prompt supply of raw materials to the sector and the reservation of common varieties of cloth for exclusive production by this sector.\textsuperscript{5}

The Report of the Textile Enquiry Committee (1954) suggested a phased conversion of handlooms into power looms to improve efficiency.\textsuperscript{6}

The Working Group on the Handloom Industry (1959) recommended further co-operativisation after painting out the weak spots to be rectified among the existing co-operatives. It suggested activation of dormant societies and dissemination of the cooperative ideal through educative programmes to ensure member loyalty and awareness. It also suggested raw material and marketing assistance on a larger scale.\textsuperscript{7}

The Working Group on the Handloom Industry (1964) recommended the liquidation of sick societies, the diversification of marketing societies into production–cum-marketing societies and assured quotas of fine yarn to the handloom sector.\textsuperscript{8}

The Power Loom Enquiry Committee (1963) headed by Dr. Ashok Mehta wanted handlooms to be converted into powerlooms.\textsuperscript{9}

The Evaluation Committee on Handloom Development Programmes (1967) found a larger membership in co-operatives in rural than in urban areas. The inability of societies to ensure regular employment drove members of the master weavers again. They recommended the installation of improved looms to ensure better productivity.\textsuperscript{10}
Seetharaman, A. (1989) in his study titled “Optimization of Marketing, Productive and Financing Systems in Handloom Textiles reviewed the current practices and pleaded for modernization and updating of technologies and better management practices.\

Sisodia (1978) stressed the importance of co-operatives in making the handloom industry competitive and in ensuring that the weavers had a fair share of the fruits of their labour.\

Krishnaswami O.R. in his article ‘Co-operative Democracy in Action (1976) suggested scaling techniques and index numbers as tools to quantify qualitative factors like knowledge on co-operation, member satisfaction etc.\

Shanmugasundaram (1987) studied the factors that determine member participation in societies. He found one-up-manship on the one hand and passive withdrawal on the other as feudal vestiges surviving among co-operatives. He called for a massive propaganda drive on the egalitarian values that the behind true co-operation, so that members get sensitized to their duties and responsibilities. The government time and again appointed act – finding.\

Ramamohana Rao.K., (1987) in his study on the functioning of the handloom sector sin Karim nagar, Andhra Pradesh examined the socioeconomic conditions of the weavers and their production and marketing processes, He saw the need for greater governmental assistance in matters like technology- upgradation and collective marketing.\

Rama Rao.K. (1987) studied “Labour Relations in the Cotton Textile Industry, Andhra Pradesh” and identified many human resource issues and socio political and economic factors that impinge on labour management decisions and relations.
In 1979 the Central Government appointed a Study Group to review the performance of the Reserve Bank of India in financing the handloom sector. It pointed out conspicuous regional imbalances in the impact of the RBI schemes. This was largely due to the lop-sided growth of the co-operative movement among the states. Vague of demand and consumer tastes, and the inability to maintain standards were also threats to future growth.\textsuperscript{17}

Rajula Devi (1983) too observed the exploitative domination of master weavers and middlemen and the poor plight of the weavers. They were victims of the vagaries of the market naturally; there is low productivity and under-utilisation of capacity.\textsuperscript{18}

Yagaiah (1973) and Angeeli V.B. (1975) too have endorsed this position and suggested active involvement by government to revive the sector.\textsuperscript{19}

Rao SB (1978) sought as an on export of cotton and the establishment of more spinning mills (especially in the co-operative sector) to ensure the availability of quality yarn at competitive prices for handloom weavers. Varadaraj.G. (1979) also endorsed these findings and suggested a revamping of the yarn distribution systems to ensure that handlooms got a fair share of fine yarn.\textsuperscript{20}

Noor Basha.A. (1991) observed that the handloom industry was in dire need of protection. He suggested greater governmental assistance to the sector and the reservation of certain types of cloth for exclusive production by handlooms.\textsuperscript{21}

Shanmugasundaram(1987) in his doctoral research on “Weavers Co-operatives A Study of their utilization in Coimbatore Districts, sought to quantify the factors, that influence the use of Co-operative societies by their members and suggested steps towards ensuring greater co-operative awareness among members.\textsuperscript{22}
C.S. Rayudu’s “Economics of Textile Co-operatives (1988) is mainly a – study of the evolution of textile co-operatives in Andhara Pradesh covering over six decades from 1920 to the Seventh Plan period.23

Dr. N. Laxmi and Thandava Krishna (1999) made a study titled “Crisis of Handloom Industry”in Prakasam District of Andhara Pradesh and saw the real crisis in human terms as the proverbial poverty and exploited lot of the weavers and their low in morale due to under employment and indebtedness. The solution was co-operativisation and greater governmental assistance.24

The National Council for Applied Economic Research (NCAER) made an exhaustive study of the handloom industry in 1958 which highlighted the poor lot of the weavers caused by non-availability of yarn, lack of finance, exploitation by master weavers and inability to improve production / marketing methods. The formation of Co-operatives was seen as a means, to achieve a systematic re-organisation of the sector.25

Researchers like JD Batra R. Arumugam, RNR Gar and Venkateswara Rao have studied problems of weavers ‘co-operatives and suggested steps like greater governmental assistance and adoption of societies by spinning mills to strengthen the system.26

State level studies of weavers’ co-operatives have been made by men like K.N.Venkatappa (Karnataka) and R.B. Chobeue (Bihar) Both have pointed to the need for better management of resources by societies and called for real democratisation to co-operatives of free them from the clutches of vested interests and exploitative one-up-man-ship.27
Khanna (1985) made a study of textile export firms and in India and found that the country’s export image wanted a boost. The prevailing image was not beneficial if not detrimental.  

A study sponsored by the Central Government and undertaken by the BATRA (Bombay Textile Research Association) in 1988 identified two major factors – the scattered location and production pattern of small scale units and outdated manufacturing processes as causes of stagnation and poor productivity – China and Hong Kong were far ahead in productivity per worker. The study called for a technology upgradation drive and modernisation of plants.  

Jain (1988), studying export potential and performance, called for diversification of product range and more sophisticated market research to remain alive in the export market, especially in the wake of the withdrawal of national quotas, under the GATT and WTO regimes.  

Radhakrishnan et al (1999) made a survey of overseas buyer perceptions and found that India had a favourable score in factors like quota availability but fared badly in factors like sewing skills and adaptation to European tastes.  

Erickson (1990) made a comparative study of the quality perceptions of overseas consumers regarding textile goods from six countries China, Hong Kong, India, Japan, USA and the USSR and ranked Indian goods the highest in quality.  

Khanna (1991) in his study on the exports of the Indian garment industry found that the narrow product range was a major handicap.  

Anora and Sievre (1991) in their study on garment exports stress the imperative of sticking to quality standards. Even a minor failure by
a single firm may have a cascading effect on the country’s export image
Link (1992) also calls for better quality management Programmes.34

Koshy (1993) made two detailed studies on export of textiles and
garments and found that to be competitive in the overseas market,
Indian firms will have to realise and respond to the new alignments
resulting from international formations like the EU, Quickness in
meeting demand, reliability flexibility and design skills in meeting
supply schedules consistent quality and competitive prices will have to
be ensured. Sharp responses to the market environment and a
perceptive pattern of catchy advertisements are also a must.35

Porter and Ghemawat (1994) studied the factors that determine
domestic and overseas demand for Indian garments. They record a
greater price sensitivity and preference for garments other than cotton
in the domestic market. The overseas market on the other hand was
chiefly based cotton and often sensitive fad and seasonal.36

Koshy (1997) studied the export potential of the knitwear
Industry – especially cotton, knitwear. He found that the changes in
the USSR had adverse by affected India’s exports of woollen knitwear
but the export of cotton knitwear especially to countries like the US,
Japan and those in the EU was a promising field.37

Gopalsamy (1998), studied India’s potential for export of
garments VIS-A VIS her actual performance. Though the field had
promising potential there was the need for quick action to translate
promises into actual performance. Cost – reduction especially in areas
like power and labour and the preparedness to meet the greater
demand for Cotton goods in the emerging environment - conscious age,
were essential for profitable performance in exports.38

Lal (1999) found that the adoption of IT - based techniques had a
bearing on export performance, but since it involved large-scale
investment, it was not an optimal solution to the problems in the
Indian Textile sector which was mainly labour - intensive and characterized by the emergence of many infant small scale units.\textsuperscript{39}

Chandru (1999) undertook a comparative study of the Cotton textile industries in India and china. It was found that India was better placed in factors like the size of the home market, quality of management personnel and management practices. China outdid India in quality of work environment and operational performance.\textsuperscript{40}

Keschuli (2000) in his study on the problems and prospects of the Indian garment industry pointed out that India was on firm ground in traditional items, but lagged behind in innovations. He wanted Indian exporters become innovative through developmental research that would lead to greater competitiveness and higher profits. He also pleaded for greater simplicity in export procedures and warned against bureaucratic bickering and red-tape.\textsuperscript{41}

Koshy (2000) and Dhingra (2000) have identified poor processing and weaving techniques and antiquated machinery as destructive of quality. Thus yarn of international standards failed to be converted into fabrics of international quality. Both of them have called for greater investments in technology upgradation and design – research. More or less in a similar vein, Nair (2000) bewails the tendency of the Indian garment industry to become tailors to the west rather than creators of fashion wear.\textsuperscript{42}

Predita Roy (2000) attempted an action, time and process study of the Indian Garment / textile industry and found that the time – lag from spinning to production of garments was too long – The idle time was nearly 90\%, so she pleads for the adoption of IT tools to reduce costs and increase return on assets. The emphasis in the supply chain has to shift from the spinner to the customer.\textsuperscript{43}

Koshy (2001) in his study on the textile industry underlines the need to avoid the ‘technology trap’. India should adapt home
technologies rather than ape the west through total mechanization, infrastructural inadequacies in areas like transport and storage should be removed to remain competitive in the export market.\textsuperscript{44}

Mahapatra (2002) has analysed the post-quota Scenario and pointed out how smaller units will have to amalgamate or perish. They will have to operate in the export market through conglomerates.\textsuperscript{45}

Singh (2002) has studied the Indian textile industry from the financial angle, identified large scale crippling indebtedness and recommended the creation of a Textile Asset Reconstruction Fund (ARF) to help liquidate high cost debts.\textsuperscript{46}

Sarkar (2003) refers for the inability of Indian Suppliers to work in concert to meet bulk orders. He also pin-points the outdated machinery, plants and processes.\textsuperscript{47}

Surendar (2003) refers to the influx of foreign firms into India in the 2Kera. This has led to a textile boom, but even then India fared poorer than some of her neighbours. For example the textile exports of Bangladesh were equal to that of India, though Bangladesh has and only a fifth of the number of factories in India. Again Thailand, with just one third of the labour force in India, had almost the same share in exports.\textsuperscript{48}

Verma (2004) noted India as a potential textile exporter of importance since she has an unbroken supply chain. She grows cotton, produces silk and cotton and fibre and then cloth and garments. This indicates self sufficiency and prospects for growth.\textsuperscript{49}

Neal Allan and John. S. Ockland (1991) in their research article on quality assurance in the textile industry studied the quality management systems in vogue and people's awareness on quality issues. They surveyed a broad spectrum of respondents from 23
organisations. The findings revealed that though there is a greater awareness of quality issues, the proper management of quality was let off. Yong Zheng Yang (1994) studied the inspect of MFA phasing out on world clothing and textile markets in a simulated tariff regime and concluded that most of the welfare cost fell on the developing countries. He argued that the phasing out will benefit both the all developed and developing nations.

Ramesh. S. (1999) made an analysis of knitwear especially T-shirts and noted the variability of material and labour cost and the levy reliance on credit.

Madasamy (1997) investigated the investment pattern and knitwear units in Tiruppur. He too drew attention to the paucity of Capital and stressed the need for governmental credit assistance to these units.

Andrew Godley (1998) made a study of the competitiveness in the clothing industry. The Economics of fashion Women’s wear in UK – 1880-1950 and concluded that a cluster approach with many small firms located near one another specialising various processes and thus working together to meet market requirements was cost efficient and more viable in the garment industry.

Debapriya Bhattarcharya and Mstafzur Rahman studied and means by which Bangladesh could meet the post – MFA Scenario.

Sazren Meodly (2002) made an empirical study of the impact to E-Commerce B2B on the export connectivity of South Africa Garment Producers and concluded it did not have any deep impact. This was because customer relations in the garment sector are highly personalised. So 82B were to be effectively implemented one will have
to focus attention the tight and complex interdependencies between buyers and sellers and other factors like technological status and market standing.\textsuperscript{56}

Ulrich Adler (2004) through a study of structural change in the German textile and clothing industries attempted to find but the impact of LPG on national economies. He found that the industry depended on process outsourcing to low-wage countries. Thus, liberalisation with U and the phasing out the EU of quotas under the WTO will lead to structural changes in the industrial units.\textsuperscript{57}

Sanjay Katharima and Anjali Bharadaraj (2004) studied the impact of export quotas and textile policies the Indian our textile and garment industries. To cope with the post quota system and retain her market share, India will have to capital on her traditional advantages like ready raw materials and labour. But the cope with international standards of quality, one has to go in for an assembly live system instead of the usual cluster approach. They call for opening out the textile sector is large scale units putting an end to anachronistic restrictive practices and a greater flexibility in matters of policy.\textsuperscript{58}

Richard P. Applebaum (2004) studied the impact of the withdrawal of MFA quotas will have on least developed and developing countries. He reports that they are likely to lose the race unless they make drastic changes in their policies, programmes and processes.\textsuperscript{59}

Verma (2002) made a detailed study of the various national and international factors that impinge on the performance of the textile sector his seas the international and national quotas as inhibitory factors. Very often they lead to underutilization of quotas at one end and unused spare capacity on the. National quotas were often subcontracted and this led to escalation of costs. He also refers to poor transport facilities and lack of infrastructure and higher transportation costs as clogs in the wheel. Too many intermediaries in the supply
chain were another problem which led to a lengthening of the lead time and added to the cost. He called for a rationalisation of costs at every stage. There was also the need for greater co-ordination between the industry, and the relevant trade bodies and a proper graduation of the rates of central excise to match the value added or share in the GDP. He also noted the high incidence of stickiness and under-utilisation of capacity that called for greater utilisation of the Technology Upgradation Fund (TUF).60

S.Murali has stated in his work, A Study On Marketing Of Fertilizer-Neyveli Lignite Corporation Limited, Neyveli, that the development of fertiliser industry has enabled India to meet successfully one challenge of rapidly growing fertiliser consumption. The ultimate objective is to achieve fertiliser use consistent with our rising need to increase agricultural production. Fertiliser industry rests on increasing fertiliser consumption. Fertiliser consumption is also an important yardstick for adoption and use of new agriculture technology.61

A.L. Kannan has explained in his research work entitled The Marketing Strategy for Furniture With Special Reference To R.M.S. Corporation In Trichy Town, that the work was carried out with an objective of identifying the marketing strategy and market survival strategy. Even then for the betterment of the future growth and advancement of an organisation the computerised technological system have to be adopted for the well being in the market.62

R.Ashok Kumar has viewed the marketing in his dissertation Consumer Behaviour Towards Toothpaste that if marketing is important, it is because, that it is directed towards the satisfaction of consumer needs and in this context the consumer is the centre of attraction for whom the marketing is concerned out.63
A. Abdul Aleem has noted his views in his work Analysis of Consumer Satisfaction in Paging Service With Special Reference To BPL Connect In Trichy Region as in the modern business, it is very important to get the satisfaction from the consumers, which increase the volume of profit. So only, when the consumers are satisfied with a particular service, they will consume again the particular service. So without any satisfaction of a particular service we can say that consumers will not go for that service. V. Ramakrishnan in his research work A Study On Market Potential And Consumer Awareness Of The Anglo French Textiles With Special Reference To Home Sales Marketing In Pondicherry noted as The product preference for the textiles is found to be good among the consumer. The quality and the price is the factor which influenced the consumer purchase decisions for the textile products. The textile industry has got a good image and customer loyalty for the product. Hence the company has to maintain its customer and create a brand image and position of the textile production properly.

K. Usha Rani in her thesis Brand Loyalty – A Research Survey stated as, In India, the policy of globalisation and liberalisation came into effect in recent years. The industrial policy has been the starting point of the new economic policies and reforms, which brought about major changes in the industrial environment of the country. Thus, various multinational-leading companies started exploring new markets for their products in India. They can introduce either adapted products for different countries or globalise products for all countries ignoring the differences among the various markets.

D. Savithri has explained in her research work The Study of Marketing of ARR Products In Nannilam Town, marketing plays a significant role for the society as a whole. A high level of marketing activity is a pre-requisite for a high level economic activity. It has been aptly a remarket. Nothing happens until somebody sells something. At
present the urgency is for increased marketing and not merely for increased production. This alone shows the importance of marketing as a potential force that commands high significance for society as a whole.⁶⁷

S.John Gabriel, in his article The Impact Of Television Advertisement In ICFAI Youth; A Study, concluded that in today’s marketing concept the focus is on the consumer, his needs and requirements, rather than on the product. Naturally all media of advertisements begin with the customer and ends with the consumer. In order to sell a product persuasive and pervasive communication is essential. Basically through television advertisement, there is a promotion of information, which influences people. But the advertisers should not exploit the credulity and lack of experience of consumers for a mere profit.⁶⁸

C.Jayakumar in his dissertation the analysis of consumer satisfaction on cellular service with special reference to BSNL connect in Kodavasal Region, started that the service sectors have to concentrate more on the customers and the consumer satisfaction techniques through additional model to cover the entire area of business operations.⁶⁹

Maheswari .T, Lecturer in commerce with Computer Applications, Sree Saraswathi Thyagaraja College, Pollachi, begins her essay entitled “Handlooms in Crisis” in.... with full praise of the handloom sector in India. To quote : “India is currently the world’s largest producer of handloom products with a total production of more than 5 billion metres in 2005. The major handloom weavers States in India are West Bengal, Tamil Nadu, Uttar Pradesh, Andhra Pradesh, Assam and Manipur. In India, there are more than 3.8 million handlooms in operation, with the livelihood of about 12.5 million people dependent on handloom weaving. This makes up 23 per cent of
the total textile production in the country. Overall, this sector plays a vital role in local economies, especially in rural areas.”. 70

The purpose of this paper is to develop a model of service quality and demonstrate its relevance to customer commitment—a promise to retain the relationship with the marketer. In this paper, correlation analysis is employed to show the relationship between the different variable. A series of studies are conducted for the development and validation of multiple measures for the dimensions of service quality. Once the dimensions are identified date from the study were used to select the items based on factor analysis. Confirmatory factor analysis is then used on the data obtained from a retail chain to examine the factor structure, and provide evidence of dimensionality, scale reliability and validity. A model is developed to measure service duality which shows the relationship between the service duality and customer’s commitment to retain relationship. The model also shows the outcome of all these activities in the forms of customer’s trust satisfaction and commitment. The model finds its relevance with the marketers as took to measure their performance.71

The proliferation of online shopping and marketers craving for a large share of the internet market, necessitates an understanding of the impact of demographic characteristics on purchasing behaviour of the customer over the internet. Such knowledge will help managers understanding and segmenting their markets to improvement appropriate marketing strategies. This paper empirically studies a sample of 200 internet users in NCR Delhi. The study examiners the consumers attitude toward online shopping and investigates the factors influencing the online shopping behaviour of the customer for clothing. The finding indicates that income and age group influence online shopping attitude. This paper-provides an analysis of the data, a discussion of the finding and the managerial implications; and offers directions for further research.72
Consumer behaviour has gained importance for managers of both the profit and non-profit organizations, and of policy makers. In modern marketing, firm’s success depends upon customer satisfaction. Therefore, the knowledge of “what the customer thinks” and “what consequently would contribute to his satisfaction” is the requirement of the marketer. Information technology has changed the present socio-economic environment enormously. The expanded horizon of telecommunications has led to the substantial increase in mobile services. The present study assessed the consumer's awareness and attitude towards different mobile service providers in Lucknow. The paper aims at studying the consumer satisfaction and its future impact on socio-economic changes.

Hence, the previous research works have focussed on the following, to find the Textiles exports and its performance. Another study underwent to find out the factors influencing raw silk production, then problems and remedial measures, Comparative study about silk production among various countries with respect to India also examined. A separate study concentrated to convert the handlooms into power looms to increase performance efficiency. Yet another study focussed on survey of overseas buyer perception about silk products, and a study analysed how Indian handloom exports influenced the foreign countries, the global comparison of quality of work in handloom sectors etc, have undergone already.

But in this current study the researcher tried to find out the current trends in the marketing opportunities for the silk products in a particular District of Tamilnadu State, that in Thanjavur District. It is felt that this study will help to understand the current marketing position and problems of the silk market, which will enable the silk societies and the private manufactures to modify their strategies in order to have a healthy survival in future. This in turn will help the weaving community which comes under the cooperative fold as well as
under the private sector. They are the Master weavers, weavers working under Master weavers, Full coolie weavers and Half coolie weavers (who are not fully skilled).

By reviewing the available previous research works the researcher hopes this study will fill up the gap between the previous studies and hence the need for the current study.

There are two sides of a coin. Importance of handloom sector can never be underrated. The basic necessities of man are food, cloth and shelter. Agriculture produces food, handloom manufactures cloth. So the latter is second only to agriculture. Our country is hailed as a nation of farmers. It is true. It is also true that India harbours more number of weavers next to farm workers.

That is why the Father of our Nation, Mahatma Gandhi, substituted hand weaving through Khadi work to all our people as an additional employment apart from farm labour in order to stand on one’s own legs without depending on others in matters of money. It sounds an ideal, Utopian society.

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