CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

Once the topic is decided, it is essential to review all relevant materials, which are most important to define the problem of the study. In fact review of literature begins with the search for suitable topic and continues throughout the duration of the research work. Since a research report, either a dissertation or a thesis, is supposed to be a study of in-depth aim and contribution to knowledge, a careful check should be made that the proposed study has not previously carried out.

Analyzing the study in the field of Powerloom has attracted much of the researchers and practitioners. Though some studies were undertaken on the Powerloom Sector, “Knowledge assessment and Management with special reference to Powerloom Entrepreneurs” was not studied specifically. Hence, literature review related on subjects such as Entrepreneurship, Mill Sector, Handloom Sector, Powerloom Sector and Cotton, Fibres, textile industries are bound to be useful in identification and formulation of problems. The same may be used in analysis of data and in employment of statistical tools. The researcher has made an attempt to present a brief review of the literature available, which includes reports submitted by various Committees appointed
by the Government of India from time to time, Articles, Books and Technical papers published in Journals.

Reath et. al., (1924)\(^1\) in their study entitled “A Classification of Hand-Loom Fabric” outlined that the modern textile manufacturers have borrowed the traditional names of certain types of fabrics and applied them to powerloom products which bear but a superficial resemblance to the original stuffs.

Bartlet, (1926)\(^2\) in his study on “The Mechanization of the Kidderminster Carpet Industry”, concluded that the sudden transformation in weaving industry was a painful process. Within ten years of the introduction of powerloom more than a third of carpet manufacturing firms in Kidderminster and Stourport had ceased production and several hundred unemployed weavers had left Kidderminster to find work elsewhere. Yet by their swift response to the challenge, the Kidderminster manufacturer were able to maintain a leading place in the Carpet industry and by 1886, the powerloom weavers, who earned some 60 percent more in real terms than they would have done as handloom weavers before mechanization, were able to found a strong and prosperous trade union to protect their interest.

Hoslitz (1956)\(^3\) in his article entitled, “Entrepreneurship and Capital Formation in France and Britain since 1700”, highlighted the fact that

“Entrepreneurship depends partly upon the appearance of a person with a psychological make up for entrepreneurial activity and partly upon the social and economic environment. There are many bases of fundamental sets of action which an individual with a certain personality can select.”

Bythell, (1964) in his article entitled, “The Hand-Loom Weavers in the English Cotton Industry during the Industrial Revolution: Some Problems” He found that apart from differences in piece-rates for the same cloth, there were three major grounds according to which weavers' wages might vary. First, wages seem to have differed, as one might expect, according to locality, town weavers being generally better paid than those in the country, where labour was more plentiful, and those near Manchester were better paid than those further away. Secondly, wages varied according to the quality of work being done, fine, fancy and patterned cloths, involving as they did greater skill, being generally more highly paid than coarse and plain clothes. Thirdly, when one is considering the standard of living, actual weekly earnings are more important than piece-rates, and these depended on the weaver's strength, skill, and application and on the efficiency of his tools. Thus an adult male weaver might normally expect to earn more than his wife, his young children, or his aged parents.

The Ashok Mehta Committee (1964) in its report mentioned a specific growth of unorganized powerloom sector. The report highlighted that between 1958 and 1960, the attention of the Government comes to be drawn to the abnormally large number of powerloom. The 1959 census revealed that

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18,000 powerloom on cotton and 11,000 powerloom on non-cotton were installed, but in 1964, however, it has increased to 1, 40,000 powerlooms. The committee recommended that they the entire increased requirements of cloth of the country should be allocated to the decentralized sector and for this, the committee has given a phased programme of installation of powerloom in the handloom sector totalling 1,10,000 powerloom during the next seven year period. The committee also envisaged that the registration of powerloom will freely be allowed. The committee finds that the profit per loom per shift varied from Rs. 107 to Rs. 357 depending on the types and fabrics produced and the continuity of work. The monthly earning of the weaver is assessed at Rs.100 to Rs.150. The committee forecasted that for the next ten to twelve years powerloom are likely to continue to be a part of country’s industrial economy and its overall strategy of development.

Robinson (1966)\(^6\) finds “entrepreneurs were not found to be the simple innovators rather they were the persons with the will to act, to assume risks and to bring about change through the organization of human efforts. The definition of entrepreneurs had passed through a great development age and was improved upon by incorporating the terms like ambition, energy and mitigation.”

Cole and Leibenstein (1968)\(^7\) conclude that “Entrepreneurship should be individuals and groups purposeful activities undertaken to initiate, maintain (or) aggrandize a profit oriented business unit for the production (or)

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aggrandize a profit oriented business unit for the production (or) distribution of economic goods (or) services.”

Murthi, (1975)⁸ in his unpublished thesis on “Costing in selected cooperative and private cotton mills in Andhra Pradesh” described the manufacturing process and costing methods and procedures in textile industry with special reference to spinning activity. Methods of costing technique adopted in mills and the various cost components are analyzed to assess the utility of cost data for managerial decision making. He also observed, the cost of production of grey fabrics in the powerloom will on the average be lower by about 5 percent s compared to that of the organized mill sector. Since the yarn changes from hands to hands, it has to bear the incidence of Sales tax, octroi, packing and transport expenses besides profit margin to the yarn dealer. As a result of these factors, the yarn would be costing anywhere between 7% and 10% higher. But the conversion cost is lowest with powerlooms by about 24% mainly due to low wage cost for meter.

Wood (1978)⁹ in his article entitled, “A Dynamic Programming Solution to a Problem of Loom Box Sequence Planning” highlighted that Weaving is the production of fabric by the intertwining of two perpendicular sets of yarns. The ancient loom, in use from 3000 B.C. or earlier, had the lengthways or "warp" yarns anchored to two parallel sticks, while the crossways or "weft" yarns were passed by hand to and fro to build the cloth. Over the centuries, many detailed improvements were made to this mechanism to improve the production rate and the size of cloth which could be woven.

Arulanandam (1980)\textsuperscript{10} in “The study of Handloom Industry in Tamilnadu” has made an attempt to study the various aspects of the handloom industry in Tamilnadu. A coherent picture of the industry in Tamilnadu by analyzing the structure and organizational set up, local production techniques internal marketing problems, export potential and the role of co-operatives has been given in it.

Shanmugasundaram (1980)\textsuperscript{11} in his “Weaver’s co-operative societies in Coimbatore District – A Study of Utilization by members”, offers some suggestions for achieving a higher degree of utilization of the weavers’ co-operatives. He has attempted to examine to what extent the members of cotton handloom co-operatives in Coimbatore district have availed themselves of the facilities provided by their societies. He analyses the influence of the institutional factors responsible for the utilization of the weavers’ co-operative societies by the members.

RakeshKhurana (1980)\textsuperscript{12} in his book entitled, “Management of Decentralized Sector: A case of Handlooms” serves as a background to the handloom sector in particular. It deals with production and project management. Besides, there is a deep analysis of concepts like production mill, raw material management and project formulation in it. Moreover, it comprehensively deals with the marketing problems, planning, controls, organizational structure, human resource management and the ideal and practical corporate strategy. Even though the book is primarily focused as the


case study of the handloom sector, the author has laid the foundation for the programmes for management development in the decentralized sector.

Singh (1981)\textsuperscript{13} in his work entitled, “The handloom Industry in Madurai City” has made an empirical study of Madurai handloom industry. In his study he has evaluated the sector as a whole. He has made a detailed study of the following important elements of this industry. (i) Organization, (ii) Functioning, (iii) Uniqueness and (iv) Problems. Further, he has concentrated on the wage structure of the industry in Madurai area and has explained the significant areas of the industry in economic terms. He concluded that in Madurai city the profit per loom is the highest in the petty master weavers sector with Rs. 2,014.62. The master weavers come next with Rs.1, 801.48 and the independent weavers sector comes next with Rs. 1,036.66. The lowest profit is earned by the Co-operative sector at Rs. 102.06 per loom.

Saha (1982)\textsuperscript{14} in his article entitled, “Trends in the Textile Industry and the Dilemma in Indian Cotton Textile Policy” stated that the powerloom sector is placed higher, next to the handloom sector, in weaving of cotton cloths and providing employment to rural people. It receives supply of yarn from the organised mill sector and this mill sector is providing employment opportunity to 1.6 million (1980-1984) people. Apart from the employment opportunities, the cotton textile industry has the major share in the volume of output produced in the industry as a whole. Also the sizable portion of its output enters the foreign market.


RamamohanRao (1983)\textsuperscript{15} in his work entitled, “Development of Handloom Industry” had studied the socio-economic profile of the handloom weavers, Production and Marketing characteristics of handloom sector in Karim Nagar District, Andhra Pradesh, the organizational structure, the utilization of production capacity and suggested suitable measures to stabilize and strengthen handloom industry in Andhra Pradesh. He has found that no weaver maintains specific timing for his work, and every weaver spends 10 to 14 hours a day on the activity.

Jain (1983)\textsuperscript{16} in his article on “Handloom faced Liquidation- Powerlooms Mock at Yojana Bhavan” summarized that the powerlooms enjoys a double advantage over the mills: First, in the interest of handlooms, the weaving capacity in the mills is frozen without an effective control on the expansion of powerlooms. Second, the powerlooms enjoy a duty advantage over the mills. Hence, the powerlooms are now posing a serious threat to the handlooms.

Sreenivasan (1984)\textsuperscript{17} in his article entitled, “Indian Textile Industry” dealt with various aspects of the textile industry such as its historical background, sickness, modernization, Industrial Relations, Problems and prospects of the various industries like Silk, Handloom, Powerloom, and Knitting are also analyzed. He observed that production of powerloom products also depends on the availability of required amount of yarn and chemicals. The price of Raw materials and Labour charges play a crucial role in determining

the cost of powerloom products. He also revealed that increasing price of yarn, poor quality of looms, lack of training and research programmes, lack of innovative designs and designers and high cost of labour are the major problem faced by the powerloom sector.

Westphal and Rhee (1984)\textsuperscript{18} focussed in their study on the technology difference between automatic and semi-automatic powerloom in Korea. Notwithstanding the superior technology in automatic looms they have have absolute cost advantage than the semi-automatic looms. This study also found that the inappropriate technological choices have substantial impact on cost of the product produced and employment generation. He suggested the weavers that to adopt semi-automatic looms embodying the appropriate weaving technology for less developed conditions.

Selvanathan (1985)\textsuperscript{19} emphasised that the textile industry being a labour intensive industry, adoption of advanced technology, which is not appropriate to our Indian conditions should be discouraged. Employment generation being the national objective, only appropriate technology should be adopted which is output augmenting as well as employment generating. A few mills have already adopted the advanced technology and the overall effect of this adoption would lead to a drastic reduction in the number of workers required. The range of technological change in the textile industry as a whole has been very slow. The primary reason attributed for the slow change is the sluggish rate of growth of demand for cloth. Moreover the nature of competition between the mills was not technological based, rather cost based.


A few mills followed voluntarily retrenchment scheme, which is a costly measure for the marginal mills to go in for. The author concluded that if the technology adoption is through replacement, it will lead to heavy displacement of labour. Hence, it is to be noted that the replacement will displace more labour than renovation.

Chorghade (1986)\textsuperscript{20} has studied the growth and structure of the powerloom industry, the policy implications and remunerativeness of the powerloom industry and also analysed the problems involved in conversion of handlooms into powerlooms. Further he expressed the view that as far as handloom manufacturing is concerned, it does not satisfy the ordinary clothing requirements in terms of quality or price. Besides, it is realized that the conversion of handloom sector to powerloom encased technological unemployment among the weavers and the scheme was abandoned in 1961. The fact that the scheme did not succeed had no effect on growth of powerlooms in the handloom sector.

Seetharaman, (1987)\textsuperscript{21} made an attempt to evolve a strategy for optimizing marketing, production and financing system for handloom Cooperatives in Tamilnadu. The production, Financing, Channels of distribution and marketing methods adopted relating to handloom sector are analyzed in this connection. He also observed that the marketing of handlooms has four main channels namely the independent weaver system, the master weaver system, the manufacturer system and the co-operative system. In all these channels of distribution the weavers have faced some problems like, lack of

good quality, inadequate quality of hank yarn, high price of yarn, inadequate working condition and the competition from powerloom sector and mill sector.

Hatti (1990)\textsuperscript{22} traced the story of the Indian Textile Industry down through the colonial rule to its present set-up. Today the textile industry in India comprises two sectors – Organized mill sector and unorganized consisting powerlooms and handlooms sector. This unorganized sector assumes importance in employment generation, balanced regional development and contribution to national exchequer from the point of view of Indian population. From the point of view of financial assistance and job creation, the Industrial credit and Investment Corporation of India (ICICI) reveals that it requires about Rs. 40,000 for creating a job in ICICI aided large scale industries. As against this, for the creation of job, the investment in village industries of the decentralized sector will be of the order of only Rs. 4,000 to Rs. 5,000. The small industries in the decentralized sector may have a very short gestation period of one or two years but the large scale units, it is not less than five years.

Omkar (1990)\textsuperscript{23} examined the issues relating to powerlooms versus mill sector, powerlooms versus handlooms, rationalizing the workforce in the mill sector and the myth of modernization. He observed that, powerloom posses a shift competition. The author also opined that there is very little scope for most of the composite mills, especially the nationalized ones, in the face of competition from powerlooms. Similarly, without heavy doses of subsidies, the share of handlooms, is bound to shrink overtime.

\textsuperscript{23} Omkar Goswani. “Sickness and Growth in India’s Textile Industry Analysis and Policy options”, Economics and Political Weekly, 3\textsuperscript{rd} November, 1990.
Asharf (1992) observed that, the textile industry which occupies a predominant place in Indian Economy contributing about 23.5% of the country’s industrial production. He found that the organized sector has been passing through a difficult period due to short term problems in the form of instability in supply and prices of raw material, sluggish demand, infrastructure deficiency etc. the proliferation of the powerloom has generated enormous demand for yarn. The modernization however calls for massive outlay on new machinery; the further stated that a large number of composite mills found it difficult to compete with powerlooms due to economic, production cost factors. The author also emphasized that; both the Government and the trade unions should work together in framing strategy to save they dying industry, an ancillary sector of the textile industry.

Tare (1993) in his study entitled, “Prospects for powerloom sector in textiles exports – Challenges and opportunities” revealed that the enhanced importance of the powerloom sector in the total production pattern of cloth. He further stated that modernization of the powerloom industries is imperative. It is therefore, essential to provide interest free loans to speed up the process of replacement of outdated machinery. He also stated that the quality of fabrics depends on the availability of yarn used in the manufacture of cloth. Hence, the co-operative spinning units should supply some of their earmarked yarn to powerloom sector to produce quality fabrics.

Balasubramanian (1993)\textsuperscript{26} in his study entitled, “Economic of textile industry in Trichy District with special reference to handloom industry in Karur Taluk” was undertaken with overall objectives of assessing nature and cause of sickness in handlooms of Karur Taluk and suggesting specific remedial measures. The study showed that the non-availability of timely credit was the major reason for the sickness, followed by poor knowledge of marketing conservation, risk aversion, inertia of the entrepreneur and delayed payments of the buyers of the product and their monopoly power. There were also other reasons for this sickness in Handloom industry like low productivity, traditional technology, lack of ability and skill of the individual weavers, non-availability and poor quality of the products that had failed to meet the customer needs, non-availability and poor quality of raw materials, work environment and uncertainty of work. Very wide fluctuations in the prices of both raw materials and finished products had also been major sources of business risk and industrial sick in turn.

Khanna (1994)\textsuperscript{27} reviewed that the impact of globalization on Indian Textile Industry. The textile industry consists of the spinning, powerlooms, handlooms and hosiery / knitting sector. Bulk of fabric for Ready Made Garments comes from powerlooms and not from mills or handlooms. Globally India is far behind with countries like Germany, Italy, China and France. He suggested that India has to work in the Environment of GATT, Multi Fibre Agreement and Quotas and also the fashion changes played a vital role. The author concluded his study by stating that countries like Burma, Mauritius, Taiwan etc. are taking place on a large scale structure but India still lags behind.


Doraisamy and Ratinam (1994)\textsuperscript{28} commented that during the last seven years, textile exports have gone up eight fold in terms of rupees and almost four fold in terms of dollars. Powerloom sector in the decentralized sector have made rapid strides during the last decade. The value of exports by powerlooms in 1918 was 25 million dollars and in 1991 it was 427 million dollars. The powerloom sector enjoys the additional advantages of high productivity and better quality when compared to handlooms and excise advantage plus lower wages compared to mill sector while yarn exports have been fluctuating widely from year to year. The author further stated that India is second largest producer of cotton yarns and having bright prospects and opportunities in the future.

Geetha (1995)\textsuperscript{29} in her empirical study entitled, “A study of Handloom weaver’s co-operatives societies in Salem District, Tamilnadu was undertaken with primary and secondary data to review the performance of handloom weavers’ co-operative societies and suggesting suitable remedial measures to improve the performance. He suggests upgradation of the technology and ensuring the supply of quality of yarn to the co-operative societies will definitely improve the performance of co-operatives.

Nanavaty (1995)\textsuperscript{30} in his article titled, “Textile Exports” explained that the new textile policy is quite liberal and bold if it is implemented quickly, because the Indian Textile Industry is plagued at home by prolonged sickness due to unprofessional management and out-dated machinery. Our export credibility in the textile field further challenged by newly emerged major

exporters like China, Taiwan, Hong Kong, Korea and Ceylon. The organized textile sector, composed of some 800 composite cotton mills, is passing through a serious crisis of survival with some 72 mills closed, 24 mills in Gujarat and reset elsewhere in the country. Even most of the well managed mills are locked in the grim battle for survival with demand shrinkage, unhealthy internal competition from powerloom sector and rising cost of labour and raw material wasted on worn-out, out dated machinery in spinning, weaving, and processing sectors. The powerloom fabrics have limited potential in export market as poor substitutes to mill made cloth. The powerloom sector composed of some 6,00,000 looms is enjoying certain advantages over the organized sector. Powerloom fabrics are more competitive and are readily accepted in Africa and West Asia. The advantage has not fully been exploited by the industry due to financial constraints, with irregular faulty production, poor weaving and isolated marketing efforts. Modernization of the textile industry is the long term solution but to meet out the stop gap arrangement, there is the need for a new, bold export policy to be formulated in the interest of the textile industry.

Jaganathan and Selvaraju (1995)\textsuperscript{31} in their article entitled, “Demand for Cotton Cloth-Economic Analysis” portrayed with the objective of measuring the income elasticity of demand for cotton cloth consumption, measuring the impact of consumer price Index of food on per capita cotton cloth consumption and analyzing the effect of whole sale price index of cotton textiles on this consumption. In this study, only secondary data are used for analysis. The method of multiple regression and other appropriate statistical tools are used for analysis. The per capita deliveries of handloom and powerloom yarn for civil consumption, the per capita income, the whole sale

price index of cotton textiles and index of consumer price of food are the few variables that have been analyzed and concluded that, an increase in the per capita income by one unit has positively changed the per capita consumption of cotton textiles by 2.1 centimetres. A unit increase in the whole sale price of cotton textiles has reduced the per capita consumption of cotton cloth. An increase of consumer price index of food by one unit has negatively changed the per capita consumption.

Kailasam (1996)\textsuperscript{32} in his empirical study stated that the powerloom industry in unorganized sector is found and highly profitable one as against the general belief that weaving industry is a perennially sick child, requiring constant patronage and motherly treatment from the Government. However, the job work weavers, who are the vulnerable section of the powerloom industry definitely required a kind and sympathetic treatment from the other functionaries on whom they are dependent and also from the Government. The powerloom industry, is witnessing both prosperity and problems.

Gurusamy (1996)\textsuperscript{33} in his study analysed the textile industry and its position in the economy of Tamilnadu. He pointed out that the textile units, with the major reliance on Thermal power face the problem of high power tariff. In addition, power interruptions become a regular feature, compelling mills to generate their own power at a highest cost than the grid power. He concluded with the recommendation that if the State Government reduces the power tariff, the industry will benefit.


\textsuperscript{33} Gurusamy, A.P. “Textile Industry in Tamilnadu”, Express Textile, P.8, June 1996.
Roy (1996)\textsuperscript{34} stated in his article titled, “Market Resurgence, Deregulation, and Industrial Response: Indian Cotton Textiles in 1990s” that the standard taxonomy of cloth weavers - mill, handloom and powerlooms - which had been the basis for regulating inter sectoral competition, for collection and reporting of official statistics, and for both reasons, been an organising principle in discourses on textiles and textile policy, is becoming obsolete because of segmentation within the mills and the powerlooms. The study highlighted three recent tendencies in Indian Cotton Textiles: recovery of demand for fabrics that use cotton and of cotton as raw material, increased segmentation and specialization among producers, and the emergence of capacity in high quality fabrics. This paper further drew a connection between fabric-exports, new products, new technology, and corporate revival. Some exportable goods, it was argued, are mimicked by the home market. This leads us to hypothesize that the home and foreign markets may converge at a gradually widening front.

The Powerloom Development and Export Promotion Council (PDEXCIL) (1997)\textsuperscript{35} in its report described the growth of powerloom sector. It analysed the reasons for the growth of powerloom sector which have the advantage of productivity and cost over handlooms. It further stated that the establishments which have four looms are exempted from excise duty. In the beginning, most of the looms installed in the powerloom sector have been discarded by the composite mills. But with the passage of time and due to the need for high quality, these looms have been replaced with sophisticated looms. It further stated that the report has given a detailed account of


\textsuperscript{35} Powerloom Development and Export Promotion Council, P.9, July 1997.
powerloom sector, in terms of growth, production and export of fabrics, export of textiles and other allied matters.

The national productivity council (1998)\textsuperscript{36} studies feasibility of the modernization of powerloom sector in India. The study found that nearly 75% of the powerloom sector operated in the country requires modernization in varying degrees. The National Productivity Council suggested three modernization approaches viz., technology replacement, technology up-gradation and technology up-gradation cum replacement for effective productivity.

According to the industrial efficiency and development strategy studies report (1998)\textsuperscript{37} the powerloom sector in Pakistan accounts for 90% of the total grey cloth production, comprises of mostly small family – owned units of approximately four looms each. The powerloom owners in general lack technical know –how and continue to operate old, obsolete shuttle loom without adequate quality control. The powerloom cloth marketed was generally of poor quality and therefore fetch low price. Consequently, Pakistani cotton cloth suppliers have developed and retain a poor quality image among the international suppliers.

Kumar and Srivastava (1998)\textsuperscript{38} in their article dealt with the importance of loom maintenance in the weaving shed. The advantage of

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effective loom maintenance include efficient and low manufacturing operations, long life of machinery, reduced machine time and improved processing conditions. In their perception, increased automation in loom shed led to ever-growing need for skilled manpower. Responsibilities should also be defined to build a strong foundation in relation to break-down maintenance and preventive maintenance. The relative functions and contributions of works manager, weaving maintenance engineer, mechanical maintenance engineer and electrical maintenance engineer should be clearly defined.

Tamizhaha Textile (1998)\textsuperscript{39} is an article which described in detail the role of powerloom sector in the Indian Textile Industry. It is observed that the installation of powerloom sector is at an increasing pace while in the mill sector and handloom sector it has shows a decreasing trend. The production contribution of powerloom sector to the total cloth production had also increased. The establishment made by the Central Government Powerloom Development and Export Promotion Council has been intended to move powerloom sector forwards high-value realization. Lower cost of production in the powerloom sector has given it a pride of place in the textile scenario. The article also started that the factors like quality of yarn, sizing, textile design, weaving and dyeing which have a profound impact on the quality of fabrics produced in powerloom sector.

Nalankilli (1998)\textsuperscript{40} in his article has given an account of the growth of powerloom sector in selected districts of Tamilnadu. In his estimate, more than one lakh looms have been installed which amount to 25\% of the total looms in the entire state. Cotton fabric has mainly been produced in these

\textsuperscript{40} Nalankilli G. “Erode and Namakkal District in the Textile Map of India”, Colorage, pp.21-22, November 1998.
districts which account for 20% of the total cotton consumption in the country, which is the main market for cotton yarn, spun in different part of Southern India. Most of the major spinning mills, have got their offices or dealers in Erode. Erode is the main market for domestic textile consumption all over India. Dhoties, Lungies, Grey fabrics, Bed sheets are mainly produced and sold in and around Erode. Erode district is estimated to have 150 sizing mills, 50 Calendaring units, and 40 bleaching units. It may be difficult to single out a village without powerloom sector in the district.

Roy (1998)\textsuperscript{41} in his article entitled, “Development or Distortion”, outlined that Powerloom firms are small, ranging typically from four to forty looms, with most in western India falling in a range between ten and twenty. In contrast to composite mills, they perform few activities other than weaving: they import their yarn from spinning factories; and they usually send their cloth to outside workshops for bleaching, dyeing and other forms of processing. He also estimated that in 1997 there were 1.7 million looms in powerloom units employing 8 million workers, more than 20 percent of all industrial wage labour in India. Surat and Bhiwandi, the two largest powerloom towns, each possess more than 250,000 looms. Thus, the contemporary powerloom industry is the most important form of Industrial employment in India, has larger centres and employs more workers than the British cotton textile industry did in its heyday, and is undoubtedly one of the world's largest industries.

Pankaj Chandra (1999)\textsuperscript{42} in his study entitled, “Competing through Capabilities Strategies for Global Competitiveness of Indian Textile Industry”

concluded that Indian textile industry has 'islands of excellence' but the
capability and performance of the average firm is not very high when compared
to those in several other countries. The technology stock and work practices in
our textile industry are outdated. There are distinct weaknesses in the structure
of the industry, in processes like ginning and dyeing (and to some extent, in
weaving because of its inability to weave high value fabric), lack of product or
process innovation, poor shop floor practices, poor use of modern management
practices, inadequate plant and equipment maintenance, etc. Given that the
trading regime is going to change drastically in the next few years, the Indian
textile industry as well as the textile policy will have to be re-organised and
reworked. Re-organisation of the textile sector has to be done at two levels -
the firm level and at the industry level. This re-organisation as well as
technology up gradation will require highly skilled workforce which the
industry, currently, does not have as a whole. Strategic thinking to improve the
competitiveness of the sector will require new industry policies, more
investment in workforce education and technology on a continuous basis,
 improvement of manufacturing practices in plains, better linkages between
various entities that form the textile supply chain and continuous investment in
process and product R and D. This will help firms to develop capabilities and
processes that would be difficult to imitate by a competitor.

Ramakrishnan (1999)\textsuperscript{43} in his empirical study analysed the growth
of powerloom sector as well as Government Policy towards the Powerloom
Sector right from pre-independence period. The author found that inspite of the
significance of the powerloom sector; the Government has not extended
adequate support for its growth. However, the industry has registered
significant growth. Currently the growth of the powerloom units are facing set

Arts & Science College, Coimbatore, July 1999.
back like rigorous rivalry from the organized mill sector. Shortage of skilled labour is an added problem for the powerloom sector. The author emphasized that if remedial measures are not instigated the industry is bound to face worse conditions in the upcoming period.

Roy (1999) in his study on “Growth and Recession in Small-Scale Industry, A Study of Tamilnadu Powerlooms” described that the origin and presents conditions of the industry, its major handicaps, how it tries to address its handicaps, and what kind of policy initiatives may be needed to deal with them. The paper also suggests that some recent changes in organization and technology in the industry can be seen as attempts to deal with these weaknesses. He found that (a) The scarcity of cheap intermediate technical options in weaving; (b) the financial constraints under which the average small firm has to operate; and (c) the weak nature of institutions within the industry that might provide common solutions to these problems.

Sinha and Sasikumar, (2000) in their book titled, “Restructuring of the Textile Sectors in India” concluded that Indian textile and clothing industry is stooping under its own weight, and is hence grossly ill-equipped to compete in the global market today, and in globalised “domestic” Indian market tomorrow, is inescapable. It shows all symptoms of chronic, structural malady. Under the mandate from the Agreement on Textile and Clothing in WTO, it is absolutely clear that only the fittest would survive in the competitive marketplace tomorrow, especially after the year 2004. Indian textile and clothing industry is the largest foreign exchange earner for the country, and

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employs over 20 million people, second only to agriculture. India cannot afford to let this industry grow sick. That would be nothing short of a human tragedy. He suggested following measures to restructure Indian textile sector.

(a) Firms in the textile sector should find their customers in garment manufacturers and not in fabric retailers as at present.

(b) Technological up gradation in the textile producing firms to have sustainable basis for competitive advantage.

(c) Powerlooms in India are not a homogenous entity, and this will have to be recognised and taken advantage of while restructuring the powerlooms. The poor technology status is now well known. Among powerlooms, there are certain progressive units, whereas a majority exists not owing to their business generated profits but due to returns from tax evasion and such other unethical practices. Owing to their smaller size relative to composite mills, they can forge a meaningful relationship with the composite mills for manufacturing small lots, while the large mills can do the quality control. A powerloom cooperative structure could be evolved for pooling of common services and functions such as quality testing, marketing, brand-building, small, short-term financing etc.

Powerloom and Textile Units Review (2000)46 “Cluster Strategy to Stay Afloat”, Stated that the textile industry in India has adopted the Industrial Cluster promotion concept for survival in the age of free trade. Tamilnadu Powerloom Industry has planned to group powerloom units into co-operative societies of atleast 25 members and 250 looms. PDEXCIL has set-up co-

operative societies in each of the 15 powerloom weaving centres like Somanur, Palladam, Avinashi, Erode, Pallipalayam and Anthiur. The review strongly advocated that the formation of Clusters, definitely a trouble-free approach to powerloom industries in accessing of funds under the technology up-gradation fund (FUF) scheme.

Ramasamy and Kathirvel (2000)\textsuperscript{47} in their article entitled, “Services to Powerloom Sector”, analysed the testing, training programme conducted and services rendered by SITRA powerloom service Centre to the powerloom sector. They pointed out the impact of powerloom service centre in product diversification and quality improvement. They also highlighted that the activities of Powerloom service centres such as liaison visits to identify various technical problems to find measures to overcome that, analyses of the cloth for construction and calculations render technical advice for product diversification, test the quality of yarn and fabrics, assist to prevent the frequent breakdown in looms, provide technical information about the textile machinery and train the powerloom owners, weavers and organize seminars. They concluded that earlier, the powerloom industries have been producing plain cotton grey cloth of coarse variety and most of the other quality fabrics have been produced only by the organized mill sector. Now the trend has excused with the help of powerloom service centres and some of the major product diversification share has taken place during the past two decades.

Haynes (2001)\textsuperscript{48} in his study entitled, “Artisan Cloth-Producers and The Emergence of Powerloom Manufacture in Western India 1920-
Stated that despite the clear importance of the powerlooms, there has been no significant historical scholarship on their emergence. Early powerloom weavers maintained few historical records of their own. Nor were they the subject of regular comment in colonial documents or nationalist tracts, which often focused on how best to promote large-scale industry or preserve handloom production. The powerlooms thus remained almost unnoticed as a dynamic element in the Indian economy until well after independence. Given the lack of written sources and statistical information, archival research offers only limited potential for recovering the history of powerloom production before 1950. He also concluded that the shape of the powerloom industry before 1950 was strongly affected by the kinds of skill, processes of capital formation, forms of technological change, relations of production, and markets that had previously characterized the artisanal production of cloth in western India. While the industry has certainly undergone a significant transformation since then, its form is still influenced by its origins in handloom manufacture.

Nair and Seerangarajan (2001)\(^\text{49}\) in “Export Performance of co-optex Chennai” have made detailed studies, to assess the export sales performance of co-optex and suggests suitable measures for improving sales of co-optex Chennai.

Meenakshisundaram (2001)\(^\text{50}\) in “Management of Erotex” analysed the financial position of the society to assess the profitability position of the Erotex, and he outlined the used and sources of funds for a period of five years. He concluded the performance of the society on the whole seems to be sound, but the society must try for diversification of the handloom products by


improving the quality. Reduction in overhead expenses and boost of production will help the society to enhance its profit.

Babu (2002)\(^{51}\) revealed that the success of any industry is based on the marketing function which plays an important role. If the industry does not have any marketing progress, it can sell the products at high prices in the absence of competition, but in the present competitive world, the textiles industries can survive only when they have full control over the marketing cost. If the cost management in an industry is effective, the company can survive even amidst cut throat competition.

Viswarajasekaran (2002)\(^{52}\) said that weaving is a system for producing fabrics, which is one of the basic needs of human beings. He has concluded that in the weaving industry in India today, powerlooms, autolooms and shuttle looms play a major role for producing quality fabrics. But unfortunately, few of them only are making profit. The main reason behind this is lack of modernization. In the textile industry, it is necessary to increase the quality of fabrics and productivity of the loom to cope with overseas competition. With modernization, an organization is able to achieve higher production and better product quality.

Engene (2003)\(^{53}\) in his study analyses the structure and working of handloom and powerloom non-cooperatives. He recommended that the

Government should control the price and export of cotton yarn and basic dyes and chemicals. He also suggested that power tariff concessions given to cottage industries should be extended to the powerloom sector also. Further he recommended that the minimum price for handloom and powerloom cloths should be fixed to avoid out-throat competition. He also pointed out that the service cum research and development centre should launch a programme covering phase of technology awareness and generating innovative ideas for the handloom and powerloom weavers.

Kinny (2003)\(^{54}\) Textile Technologist, in his article entitled, “Market for readymade garments “suggested the factors to improve the size of the market for textile products depends on many factors such as the price of the product, the price of substitutes, the income of the consumer, the size and composition of population, the climate condition, Government policies with change in these factors, the size of the market will also grow. He concluded that the total availability or supply of fabrics has increased from 23,330 million sq.meters in 1990-1991 to 42,034 million Sq. Meters. Fabric supplied by the mill sector show a declining trend while fabric supplied other sectors shows an increase in trend. Bulk of the fabrics is supplied by powerloom sector accounting for 60% of the total supply.

Khan and Ghani (2004)\(^{55}\) in their study entitled, “Clusters and Entrepreneurship: Implications for Innovation in a Developing Economy” ascertained that clusters play a key role in facilitating entrepreneurship and technological innovation by reducing the risks of failure and encouraging the


diffusion of new technologies. Specialized suppliers in the cluster assume part of the risk of innovation. New technologies are diffused throughout the cluster, encouraged by close proximity, trust together with rivalry, and extensive outsourcing arrangements. The framework is illustrated through a case study of the Faisalabad textile cluster, as they upgraded their weaving technology from powerlooms to shuttle-less looms. They found that Small firms were able to thrive by outsourcing upstream and downstream processes to efficient specialized suppliers. Specialized maintenance contractors helped reduce the risk of adopting the new technology by providing guaranteed 24-hour maintenance support. They also played a key role in diffusing the technology throughout the cluster. Government policy seemed to play a minimal role in this particular technological innovation.

Kanaka Durga (2004) in her article analysed the problems pertaining to selling and other related activities of handloom product, such as Procurement, Prices, Proper Planning, Designing, Unsold Stock, Absence of Market Research, and Competition. She also highlights the problem faced by the weavers in producing and marketing of their products. The competition from large scale sector and powerloom threatens the very survival of the handloom industry. The main reason for this situation is the textile policy of 1985 which permits anybody, anywhere in the country to install powerlooms. It has been raised to a number of powerlooms on the one hand and on the other hand powerloom lobby has stay orders against the reservation of 22 items for exclusive production by handlooms. The prices of yarn, chemicals, dyes are increasing from time to time owing to this drastic rise in the prices of yarn, chemicals, the weavers have been forced to resort the distress sale of their products, resulting in setup reduction in the wages. Non availability of hank

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yarn and raise in excise duty on yarn, too are an endemic problems for the weavers. It revealed the various hidden issues pertaining to weavers in marketing their products along with their impact consequences on both country’s economy and society. The study certainly useful in policy making both at Central and State Levels and bring about reforms to create favourable atmosphere under which weavers can market their produce with full satisfaction. The study reveals to further research in the related areas like designing advertising, personal distribution and raw material, weaver’s socio-economic conditions, restructuring of sales outlets etc.

Landes et al., (2005) in their article entitled, “Growth Prospects for India’s Cotton and Textile Industries” Outlined that India has the capacity to produce the full range of staple lengths of cotton needed to meet the needs of its textile industry. And India’s hand-picked cotton is considered superior to mechanically harvested cotton in terms of sheen of finished fabric, amenability to spinning, tensile strength, etc. India, however, has significant problems in meeting other quality needs. In particular, Indian cotton is generally contaminated with other fibers and foreign matter and often consists of admixtures of multiple varieties with different fiber characteristics. These problems reduce efficiency (yarn realization) in the spinning process and result in higher levels of yarn impurities and imperfections. A 2001 survey by the International Textile Manufacturer’s Federation indicated that 5 of the world’s 10 most contaminated traded cotton types came from India.

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Shathyavathi (2005)\textsuperscript{58} in her empirical study pointed out that the unsold stock highly affected the economic conditions of the powerloom weavers. She suggested that the Government should help the powerloom weavers for quick sales. She also suggested that co-operative societies are to be formed to provide a common work-shed for powerloom weavers.

Mankad (2005)\textsuperscript{59} in his research highlighted that the textile industry needs to be more competitive to take full advantage of the post – tariff market. A weak infrastructure including poor road network and ports and frequent power-cuts could well result in delays in shipment leading to loss of orders. He further pointed out that the issues relating to technology, funding, foreign investment, trained human resources and labour laws which must be addressed urgently to make the industry globally competitive. He strongly believed that there is a need for powerloom units to integrate their production facility and enhance their supply chain. The study further stressed on the need to invest in professional managers and designers who can scale up the operations to a global level.

Shangvi (2005)\textsuperscript{60} in his article revealed that almost 68\% of the total cloth production of India comes from decentralized powerloom sector. In spite of such predominance, there has been negligible technology up-gradation in this sector for over last 40 years. Most of the looms installed in the powerloom sector are ordinary plain looms with age old technologies incapable of producing consistent quality fabrics as well as value added fabrics to attract

\textsuperscript{58} Shathyavathi, A. “A study on socio-economic condition of powerloom weavers in Komarapalayam”, Unpublished dissertation, Department of Commerce, Madurai Kamaraj University, Madurai, 2005.
proper sales realization and hence becomes economically unviable. He also stated that the modernization of weaving units does not mean immediate replacement of existing powerlooms with automatic looms. He concluded that the onset of liberalization and globalization in trade and consequent integration of the old economy, it has become imperative for the decentralized powerloom sector to upgrade its technology level. This will enable powerloom entrepreneurs to access the export market, compete against the imported fabric, and make the weaving industry economically viable by providing fabrics with consistent quality and value addition, on schedule and at an affordable price. This is why our weaving industry requires modernization.

Jayashree (2005)\textsuperscript{61} in this paper it was aimed to classify the handloom and powerloom weaved fabric using statistical feature analysis of fabric image and neural network. It aimed automate the classification of powerloom weaved fabric and handloom weaved fabric to decide the subsidy permission which the Government provides on handloom weaved fabric, to protect the interest of small scale industries. There is every possibility of the decision being influenced by an expert and also the customer, which may result in lack of revenue to the Government. To overcome this drawback and malfunctioning the system, it is a first-ever attempt to classify handloom and powerloom weaved fabric using artificial neural network supplies with feature inputs obtained from image analysis and thus to avoid human intervention.

Das and Hati (2006)\textsuperscript{62} in their study on Indian Textile and Clothing Sector Poised For a Leap concluded that Investment in the textile sector in the past three to four years, the consequent increase in yarn and fabric production

\textsuperscript{61} Jayashree, V. “Differentiating handloom from Powerloom Fabrics”. 2005.

and the immense optimism witnessed in the sector have definitely resulted in a very different scenario compared to the stagnation and the despondency witnessed just five or six years ago. However, it must be recognized that the industry still has a long way to go, these recent advances notwithstanding. Large sections of the textile value-chain still need to be fully modernized, while the export sector has yet to take full advantage of its existing production strength. There are many areas around the world and many product lines where India is very weakly represented. Thus, while the private sector will need to continue its heavy investment in this industry during the next several years, building on the recent positive trends, India also needs to integrate more fully into the global textile and apparel value chain in order to reap the full benefits from its strengths. Only a coordinated effort by all – the Government, industry and individual units – can enable India to achieve its apparently high and stretched targets of the eleventh Five-Year Plan. Therefore, the next five years will indeed be a period of reckoning when the future direction of the Indian textile and apparel sector will be set for the foreseeable future. The period 2007/12 will also show whether India has successfully grasped the momentous and unprecedented opportunity that has come its way. The Government has to inflow more stimulus packages and introduces flexible schemes to combat the recession in textile and clothing sector of India.

Kanagasabapathi and Shree (2006)\textsuperscript{63} concluded that many of the textile units in Karur are running on supplier basis. The margins realised were very low. Exporters take the major portion of profit, while the manufacturers are not aware of the international market conditions and their opportunities. Karur had witnessed a boom in local manufacturing as well as exports. At the same time, it faced fundamental problems associated with growth centres.

Moreover, the industry is presently witnessing serious competition in a globalised scenario. To maintain the growth and make further progress, necessary steps have to be taken jointly by the industry and the authorities concerned.

Kanagasabapathi and Menaka (2006)\textsuperscript{64} concluded that the decentralized powerloom sector plays a pivotal role in meeting the clothing needs of the country. Production of cloth as well as generation of employment has been rapidly increasing in the powerloom sector. This sector not only contributes significantly to the cloth production in the country but also provides employment to millions of people.

Nayak and Ulaganathan (2006)\textsuperscript{65} in their study traced the origin and growth of powerloom industry and also state the reasons for the growth of powerlooms. Further they described the historical growth perspective of the organization of powerlooms of Nagari, its competitive strength in a new market economy and some proposal for policy interventions. They described that powerloom grew in South India mainly after 1950 due to the failure of market and also due to irregular yarn supplies, besides the Government product reservation policy under which all designed cotton sarees have been reserved for handlooms. They suggest the reasons for the growth of powerlooms such as firstly small economies of scale, followed by low assets, the inter-form cooperation, market structure and ease of entry.

\textsuperscript{64} Kanagasabapathi and Menaka. I. “Palladam emerging as a major powerloom export centre”, 2006.
Manivannan, et. al., (2007)\(^{66}\) in their article entitled, “Strategic Approach to Powerloom Business: An Empirical Evaluation” made an attempt to study the future prospects of the powerloom entrepreneurs and visualize the problems faced by the powerloom entrepreneurs in the Namakkal District of Tamil Nadu, thereby helping the entrepreneurs in the formulation of a Successful Business strategy. In their study they have concluded that the success of the powerloom business is realized only when the entrepreneurs expose their talents with efficient management and hard work. Better style of administration is required, which can be gained through professional courses like ‘management studies’ and ‘information technology’.

Jariwala (2007)\(^{67}\) in his study enlightened the strength, weakness, opportunities and threats of the powerloom industry. He considered some factors such as entrepreneur skill, unique capacity to produce powerloom fabrics and capacity to cater the changing demand of wide variety of products strengthen the powerloom industry. He found out major causes for weakness such as lower level technology, inadequate financial availability from organized financial institutions. He observed few opportunities to capitalize for existence and development such as development of fabrics from multiple yarns to avoid competition from vertically organized sector, development of backward supply chain and forward marketing chain to remain abreast with largest developments. The author identified some factors such as interrupted power supply and high cost of power supply, identifying the appropriate technology up-gradation, use of computerized and electronic gadgets and equipments, Research and Development activities in USA, Japan and other countries masquerade threats to the industry.


Ratinasapapathy (2007) in his article strongly opined that the frequent power cuts have affected the production of grey cloth in thousands of powerloom units in Somanur, Mangalam, Avinashi and Palladam areas. He stated that powerloom units cannot be operated on generators as these looms primarily produce the raw materials i.e., grey cloth. Since they are operated on low margin and getting power at concession tariff, the weavers cannot afford to go in for generators. Powerloom owners reported that they were facing power cuts for nearly five hours a day. As wages had been given on the basis of production, workers were ending up losing their wages these days. He concluded that, normally a weaver gets Rs. 125 to Rs. 150 as wage for a 12 hours shift. Due to frequent power cuts they are losing up to Rs. 30 per shift. A powerloom produces up to 80 meters of grey cloth a day but due to power cut, the sector faces a production loss of around 25%.

Shah (2007) clearly signified in his article that most of the powerlooms in the country (about 20 lakhs) are out dated. The author hinted that if India wants to compete in the domestic and international markets by supplying high quality and flawless fabrics bulk, powerlooms must be modernized. The study stressed the urgent need for equipping this sector with modern rapier looms in large numbers. The study concluded that this sector does not have the required financial strength to back-up technology upgradation, in spite of very substantial control and state Government assistance.

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Dhanaraj (2007)\(^{70}\) in his empirical study contained the problems of production, marketing of grey cotton fabrics of powerloom industry in Coimbatore District, underlined the urgent need for introduction of superior technology in the industry. The author has examined the marketing practices and problems of the selected powerloom units. He examined the factors such as investment pattern, cost components, Production pattern, Channels of Distribution and choice of middlemen greatly influence the marketing of powerloom products.

Jariwala, (2007)\(^{71}\) in his article titled, “Powerloom Sector in India - An overview of the present developments and shape of things to come” He given an overview of the present developments and shape of things to come in Powerloom sector in India. Shri Jariwala observed that "The Government of India has initiated various policies measures in the right direction and is continuing their efforts in this direction. The Powerloom Industry has the intrinsic strength not only to withstand but also to progress in post WTO regime. But, the industry has to modernize itself not only in machinery sector but also in adopting newer technology in manufacturing and to adopt newer marketing strategy etc. and also in development of new products" Finally he concludes by saying that "The industry itself has to decide whether its future is "Bright" or "Bleak" in the post WTO regime.

Rakshit (2007)\(^{72}\) in his article entitled, “Powerloom Sector in India” observed that "the combination of traditional art and contemporary modern


designs, has given a unique character to the Indian Powerloom textiles". "The modernization process undertaken by the Government has widened the scope of the Powerloom industry to further their activity and profitability. The sector today not only caters to the domestic market, it also exports to major countries across the globe".

Goswami, et. al., (2008)\textsuperscript{73} in their report on Entrepreneurship in India (National Knowledge Commission) advised the Indian Entrepreneurs in the following areas”

a) Increase networks with other entrepreneurs to encourage sharing of ideas and experiences, and to mentor upcoming entrepreneurs.
b) Document failures as much as successes and learn from each experience.
c) Invest in people and build teams that follow inclusive approaches (address the needs of talent at all levels), develop incentives and bolster human resources – ‘translate business strategy into talent strategy’.
d) Understand the product and markets well.
e) Conduct extensive background research, especially on marketing and financial aspects.
f) Focus on quality – ‘Cost is forgotten, quality never’.
g) Match the skills, mindsets and beliefs with the business venture focus on core strength and excel.

\textsuperscript{73} Amlanjyoti Goswami, Namita Dalmia and Megha Pradhan, “Entrepreneurship in India”, National Knowledge Commission, 2008.
Saluja (2008)\textsuperscript{74} in her dissertation on, “The Indian textile industry: International Competitiveness” concluded that the competitiveness of the textile industry can be studied in both ways, positively as well as negatively, considering various factors along with it. There have been several factors (Strength and Weakness) influencing the performance of the Indian textile firms. Various inherent strengths include availability of cheap unskilled labour, strong raw material base, growing domestic as well as international market, and variety of distinct local structure. Whereas the weakness which has affected the productivity and have constrained the growth of this industry includes, highly fragmented structure, rigid labour laws, low foreign investment, poor domestic policies and usage of obsolete technology. But with Government taking several initiatives to overcome the bottlenecks that hinders the industry’s growth, not only the infrastructure will be improved but with increasing education scenario the productivity will also be increased as more skilled labour will be available.

Basu and Balasubramaniam (2008)\textsuperscript{75} conducted a survey in the major garment clusters such as Chennai, Bengaluru, Tirpur, Somnu and Palladam. The study emphasized the major portion of fabrics is being produced in the unorganized decentralized powerloom sector. It is believed in their study that the organized sector can deliver high quality fabrics. It highlighted the shortcomings in terms of quality of the fabrics produced by the local weaving and processing industries. Further, the study urged the industries to equip themselves to face the challenge from their overseas counterparts.


Shah (2008)\textsuperscript{76} cited that the textile industry is passing through a recessionary phase mainly because of the depreciation of the US Dollar and its lower realization, which not only affects the profitability of the exporter of the textiles but also makes it difficult for him to cover the production cost. Textile exports are dwindling day by day. Although domestic production has increased there has been illegal import of fabric from China and other countries on a large scale. This has adversely affected domestic demand for textile products. He further pointed out that unless this loophole is sealed the future India textile export will be at stake.

Mathivanan (2008)\textsuperscript{77} Chairman Powerloom developments Export Promotion Council, in his article opined that India claims first position in terms of the installed powerloom capacity in the world. But it does not have much importance in terms of quality weavings as the share of shuttle less looms to the total shuttle less loom in India is just 1.62\%, which is very meagre in comparison to the other countries. So the sector requires modernization by way of replacing the old/plain looms with modern looms. He pointed out this is the need of the hour in order to sustain / expand market share and in meeting the requirement of apparel industry for only fabrics. He further clarified that due to the changes in the international scenario on the implementation of WTO agreement on textile industry, the country needs for prepare itself to meet the challenges of global competition by increasing the productivity and by improving quality of the products.


Bann (2009)\textsuperscript{78} in his article titled “An Innovative View of the Entrepreneur through Exploration of the “Lived Experience” of the Entrepreneur in Start up of the Business” suggested using the findings of the study that the entrepreneurial experience is a complex phenomenon that includes both emotional and rational elements. Entrepreneurs often seek the entrepreneurial endeavour in order to help improve their life and work situation, and approach entrepreneurship from a very personal, engaged, and responsible point of view. The journey of entrepreneurship becomes a very personal journey where the entrepreneur’s values, beliefs, assumptions, attitudes, and personal strengths are leveraged and tested simultaneously. The lived experience of the entrepreneur is significant and results in personal growth, enhanced awareness, and an increase in self-confidence.

Galab and Revathi (2009)\textsuperscript{79} in their article entitled, “Understanding Powerloom Weavers’ Suicides in Sircilla” concluded that the workers generally work exceeding their capacity. For example, they work on eight looms in the case of polyester cloth to produce more and get a higher wage of Rs 144 per day. As working on eight looms is too stressful for the workers, generally workers aged below 50 years and in good physical condition are the only ones who can withstand such painstaking work. Moreover, workers can work at high capacity for 10 years after which they are burnt out and remain prone to occupational hazards which result in tuberculosis, asthma, etc. The pressure to work on more looms and on an increased turnover is high on the workers as the piece rate is low and they need to earn at least Rs 150 a day to meet minimum needs of the family. Due to these, suicides are happening.

Thakor, et. al., (2009)\textsuperscript{80} in their article entitled, “Indian Powerloom Industry: Challenges and Perspectives” identified that the decentralized powerloom sector came into existence, mainly with the conversion of handloom into power driven looms and the mill sector looses the ground. The powerloom sector is the second largest employer after agriculture. There are about 19 lakhs powerlooms in the country which employees about 48 lakh peoples. Today the decentralized sector is facing numerous problems like obsolete technology, no implementation of business ethics, traditional method of marketing, lack of trained human resource, high cost of production with low quality etc. But the performance of the industry within last few years has proven that the industry is standing against the age of globalization. The industry has transforming itself into a modern industry.

Gupte (2010)\textsuperscript{81} in his article titled, “A Study of the competitiveness of the handloom Paithani Saree Business” concluded that, in the current scene of the aggressive marketing and high competition the textile entrepreneurs need to adopt some modern practices to keep the art, technique and pride alive. The handloom silk textile sector has its own peculiar features and determinants of competitiveness. Once they are identified, the entrepreneurs can attempt for its development along with global challenges. The study of effects of Westernization, Liberalisation, Globalization and ever-changing world of fashion can be studied before the business adopts new strategies to compete the global challenges. For that the business of Paithani needs more attention and research from traditional and modern studies.


Manikandan and Thirunuvakkarsu (2010)\(^{82}\) in their article entitled, “Tamil Nadu Powerloom Industry Issues & Challenges (A Critical Study)” discussed that the Tamil Nadu powerloom sector is expanding on the strength of cluster wise product specialization, which is a major competitive advantage for this sector. It contributes well over one fourth of the country’s total textile manufacturing meant for domestic consumption as well as for exports. In order to achieve the target of $ 50 billion set for the textile export by the year 2010 can be achieved only modernizing the powerloom sector in the following ways: 1. Modernisation of powerloom service centre 2. Powerloom Modernisation 3. Skill upgradation 4. Establishment of new powerloom centres 5. Establishment of powerloom complex 6. Investment subsidy in automatic and semi-automatic powerloom units.

Senthilkumar and Bharathi (2010)\(^{83}\) in their article entitled, “Indian textile industry: sea of potential opportunities” highlighted that India is the second prime textile industry in the world after China. India is the world’s fourth largest financial system, the third largest in Asia and the second largest among promising nations. The Indian market reflects significant diversity in income levels and lifestyles. India’s per-capita GDP is one of the lowest between the developing countries, a significant division of the population has extensively higher income. The Indian Textile Industry has a huge presence in the economic life of the country. Apart from providing one of the essential necessities of life i.e. cloth, the textile industry contributes on 14% to the country’s industrial output and about 17% to export income. After agriculture this industry provides employment to greatest number of people in India employing 35 million people.


Bajwa and Chawla (2011)\textsuperscript{84} in their article entitled, “Eco-friendly Textiles & Eco Labelling - Essential for Survival” highlighted that we live in changing times, where more and more awareness is growing towards creating a healthy and Eco-friendly environment. In the earlier times, a garment was chosen from the shelf for its look or style only. But today's well informed consumer has high inclination towards the performance characteristics in addition to the colour, cut, and design of apparel. The eco-problems in textile industry occur during growing of raw-material, some production processes, selling and final disposal of the product. In the global clothing and textiles market, now it's time for the survival of the fittest. But the existing market share of Eco-friendly products is small and the companies manufacturing them are quite few in number. So, those who will start early in the production of Eco-friendly clothing and launch their brands in this domain are sure to reap maximum profit because of the look good and feel good promise that Eco-friendly products deliver. So, Eco-fashion needs to be promoted more to motivate consumers to be more demanding for environmentally responsible clothing besides the enormous benefit to our planet.

Anjum and Thakor (2011)\textsuperscript{85} in their article entitled, “An Analytical Study of the Functioning and the Problems of the Powerloom Industry in Maharashtra with Special Reference to Malegaon Dist. Nashik” studied the functioning of powerloom industry and their problems and suggested the following (a) Most of the weavers are unaware about the powerloom service centre. The centre should organise awareness campaigns about the services


provided by them. The Government should strengthen the powerloom service centre in terms of capacity and infrastructural facilities. (b) In order to improve the level of managerial and administrative skills of the weavers, there is a need to expand the services of powerloom service centres. They should also provide training to proprietors/ weavers regarding entrepreneurship. Steps should be taken to provide basic entrepreneurial training to weavers. (c) Census of the powerloom industry should be conducted after every five years in which basic statistics of their needs, raw material, growth etc. should be conducted. It will be more effective for the programming and implementation of schemes.

2.2 CONCLUSION

The above quoted reviews describe the entrepreneurship, powerloom industry and powerloom entrepreneurs, but none of these studies covered the Knowledge assessment and Management pattern of the powerloom entrepreneurs in production and Marketing of the Powerloom Products. Hence, the researcher found that this gap is more appropriate to tap in the current scenario. In this present study, an attempt was made by the researcher to assess the knowledge of powerloom entrepreneurs in their industry and their management pattern in production and marketing of powerloom products.