The Journal of Sri Krishna Research & Educational Consortium

ASIA PACIFIC JOURNAL OF RESEARCH IN BUSINESS MANAGEMENT

Internationally Indexed & Listed Referred e-Journal

HISTORY OF POWERLOOM INDUSTRY IN SURAT AND ITS CHALLENGES AND PERSPECITVES

DASARI JYOTHI RANI*

*Vaagdevi Institute of Management Sciences,
Hanamkonda - 506009.

ABSTRACT

SURAT is the country's biggest man-made fibre industry in the city is on the verge of losing skilled and experienced migrant workers, mainly from Orissa and Bihar who are in majority, with the textile processors going on an indefinite strike to oppose the rise in the prices of natural gas. 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. The study highlights the history of powerloom industry in Surat and its challenges and perpectives.

KEYWORDS: *Industry, Power loom, Challenges.*