



OWNERS' ATTITUDE TOWARDS THE PERFORMANCE OF POWERLOOM SECTOR IN TAMILNADU - A CASE OF ERODE DISTRICT

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ABSTRACT

This article made an attempt to analyse the performance of powerloom sector in Erode District of Tamilnadu. This study mainly depends on primary data gathered through a well-structured questionnaire from the owners of powerloom sector. Based on this research, performance of powerloom industry relating to investment pattern, procurement of raw materials, labour, and marketing are thoroughly analyzed and this industry greatly affected by erratic power supply, labour problems and hike in prices of raw materials. This study suggested that the Government should provide exemption from taxes and duties, loans and subsidies, training to workforce, facilitate easy access to good quality of raw materials and establish a platform to market the products. Further, the owners of powerloom sector should form a cluster to share infrastructure and technology and tap export opportunities to products of powerloom sector.

KEYWORDS: *Owners' attitude, Powerloom sector, Textiles.*