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   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

   APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON ENHANCING EFFICIENCY OF UNORGANIZED POWERLOOM SECTOR WITH SPECIAL REFERENCE TO POWERLOOM SECTOR IN INDIA

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ABSTRACT

The Indian Textiles Industry has a phenomenal presence in the economic life of the country. Apart from providing one of the basic necessities of life, the textiles industry also plays a pivotal role through its contribution to industrial output, employment generation, and the export earnings of the country. Currently, it contributes about 14% to industrial production, 4% to the GDP, and 17% to the country's export earnings. The Indian Textile Industry is basically depending on Agricultural sector for their major raw material of Cotton. Cotton plays a vital role in the survival of this Industry. So also the Indian Powerloom Industry contributes for the major role in the economy of the country. This industry is basically an unorganized sector, the Government is trying had to boost this industry, by announcing various Up gradation fund schemes, but this sector is taking the fullest benefit of the scheme due to major problem which exists in this industry from years together, being a family runnel business, up gradation of technology is not happening in this sector as expected. This industry contributes to the major exports in the country and for employment to more labours in the region. Depending upon the climatic situation and powerloom are divided in various clusters around the country manufacturing various products, but the problems faced by this industry are all common, due to lack of education, working capital and Marketing management. This industry has got lot of potentials and opportunities which this industry should grab.

KEYWORDS

Unorganized powerloom sector, Indian textile industry.

INTRODUCTION

Unorganized sector in India is broadly defined as units consisting in production of goods and services with the primary objectives of generating employment and income to the people concerned to the sector.These units typically operate at a Low level of organization with little or no division between Labour and Capital as factors of production and on a small scale,Labour relations where they exisits are based mostly on casual employment.. Kinship or personal or social relations rather than contractual arrangements with formal guarantees. Thus units in un-organized sector are not constituted as separate legal entity, independently of house hold or house hold members than own them and for which no complete sets of accounts are available which could permit a clear distinction of the production activities of the enterprises from the other activities. Expenditure of production is often indistinguishable from house hold expenditure.

In India the term Unorganized sector has not been used in the official statistics or in the National Accounts Statistics (NAS). The term used in the Indian NAS are organized and unorganized sectors.

The organized sector comprises enterprises for which the statistics are available from the budget documents or reports. But on the other hand the Unorganized sector refers to those enterprises whose activities or collection of data is not regulated under any provisions or do not maintain any accounts.

THE STRENGTH OF UNORGANIZED SECTOR WORK FORCE ENGAGED

The National Sample Survey Organisation (NSSO) carried out a sample survey in 1999-2000 and its results showed that out of total workforce of 397 million, only 28 million workers are employed in the organised sector and remaining in the unorganised sector. It reveals that over a decade, the employment in the organised sector has been almost stagnant or slightly declined.

In the light of definition of informal sector encompassing private unincorporated enterprises as mentioned above, NSS 55th round, 1999-2000 also covered non-agricultural enterprises in the informal sector in India. As per survey, there were 44.35 million enterprises and 79.71 million workers employed thereof in the nonagricultural informal sector of the economy. Among these 25.01 million enterprises employing 39.74 million workers were in rural areas whereas 19.34 million enterprises with 39.97 million workers in the urban area. Among the workers engaged in the informal sector, 70.21 million are full time and 9.5 million part times. Percentage of female workers to the total workers is 20.2 percent.

RELEVANCY OF THE INFORMAL SECTOR IN INDIAN CONTEXT

Broadly, the informal sector provides income-earning opportunities for a larger number of workers. In India, there is large magnitude of workforce getting their livelihood from the informal sector. The enactment of legislations and other measures to bring them under the regulatory and social protection instruments will adversely affect the existing mechanism prevailing in the informal sector as it would lead to market imperfections creating hurdles in the smooth functioning of the market led economy. Besides, it requires huge infrastructural and institutional arrangements involving financial implications beyond the capacity of the Government in the changing scenario all over the world. The Government has to play a role of facilitator and promoter so that the workers employed in the informal sector are able to get requisite level of protection and security to have decent work environment enabling them to express their skills fully and according to their capabilities necessary for enhancing the competitiveness of their outputs and thereby raising their income and socio-economic status.

INDIAN TEXTILE INDUSTRY

The Indian textile industry is one of the major sectors of Indian economy largely contributing towards the growth of the country's industrial sector. Textiles sector contributes to 14 per cent of industrial production, 4 per cent of National GDP and 10.63 per cent of country's export earnings. The opening up of the sector through liberalisation polices set up by the Indian Government have given the much-needed thrust to the Indian textile industry, which has now successfully become one of the largest in the world. Textile sector in India provides direct employment to over 35 million people and holds the second position after the agriculture sector in providing employment to the masses.

Growing at a rapid pace, the Indian Market is being flocked by foreign investors exploring investment purposes and with an increasing trend in the demand for the textile products in the country, a number of new companies and joint ventures are being set up in the country to capture new opportunities in the market.

GROWTH TRENDS

The Indian textile industry can be divided into a number of segments such as cotton, silk, woolen, readymade, jute and handicraft. The total cloth production registered during September 2010 was 10.2 per cent higher than that registered for September 2009. The total production of cloth during April – September 2010 increased by 2.1 per cent as compared to the period April – September 2009. The highest growth was observed in the power loom sector (13.2 per cent), followed by hosiery sector (9.1 per cent).

The total textile exports during April-July 2010 (provisional) were valued at US$ 7.58 billion as against US$ 7.21 billion during the corresponding period of the previous year. The share of textile exports in total exports was 11.04 per cent during April-July 2010. Cotton textiles has registered a growth of 8.2 per cent during April-September 2010 -11, whilewool, silk and man-made fibre textiles have registered a growth of 2.2 per cent while textile products including apparel have registered a growth of 3 per cent. Textiles and apparel industry exports, valued at US$ 20.02 billion, contributed about 11.5 per cent to the country's total exports in **2008–09**. The total textiles imports into India in 2008–09 were valued at **US$ 3.33 billion**.

The **total foreign exchange earnings** from the textile exports during the current financial year (April-July 2011) was registered at **US$ 10.32 billion** against US$ 7.75 billion during the corresponding period of financial year 2010-11.

India has the potential to increase its textile and apparel share in the world trade from the current level of 4.5 per cent to 8 per cent and reach US$ 80 billion by the end of the year 2020.

The Textile sector grew at 3-4 per cent during the last 6 decades. As per the 11th Five Year Plan (FYP), it was projected to fast-track to a growth rate of 16 per cent in value and is further expected to reach US$ 115 billion (exports US$ 55 billion and domestic market US$ 60 billion) by 2012. Exports are likely to reach US$ 32 billion in 2011-12 and domestic market US$ 55 billion.

The Indian Textile Industry can be divided into several segments, some of which are listed below :

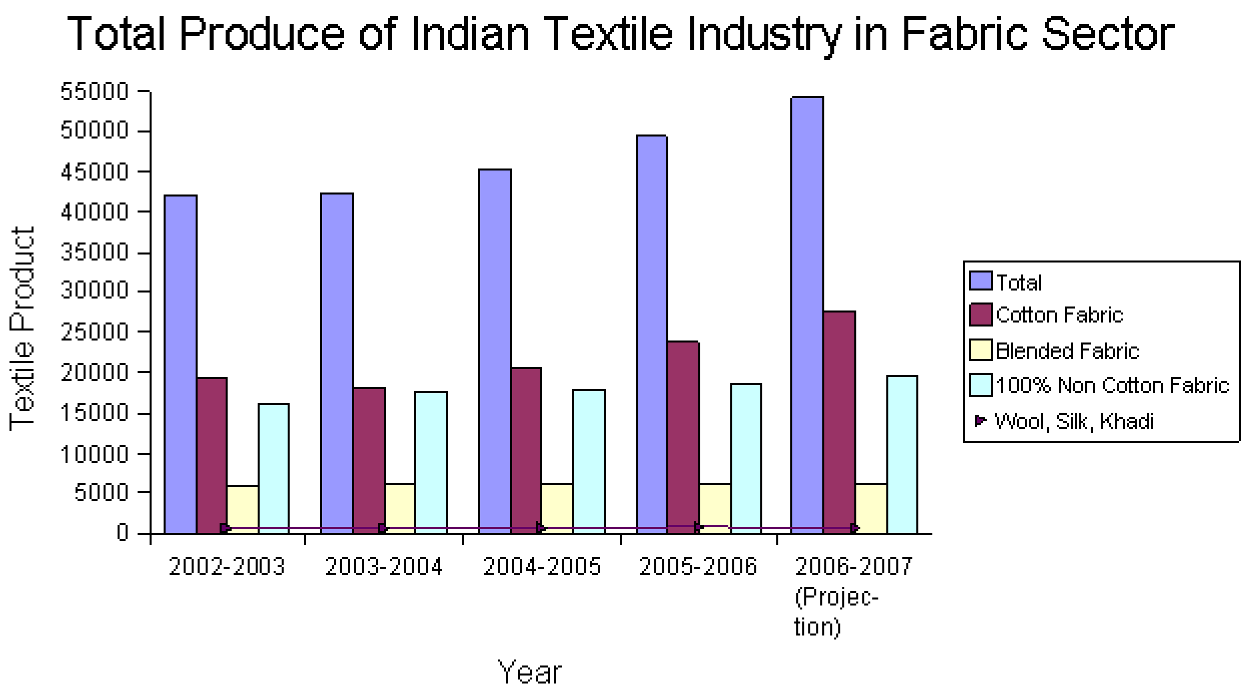
- Cotton Textiles
- Silk Textiles
- Woolen Textiles
- Ready made Garments
- Hand crafted textiles
- Jute and Coir industry

GROWTH IN INDIAN TEXTILE INDUSTRY

Indian Textile Industry is going through a major change in its outlook after the expiry of Multi-Fiber Agreement.Multi Fiber Agreement was introduced in the year 1974 as a short term measure directed towards providing a limited time period to the developed countries for adjusting their textile industries in accordance with that of the developing countries. The textile industries are characterized by their labor intensive nature of commodity production. Availability of surplus labor is abundant in the developing countries. These countries have comparative advantage in the production of textile related products and hence are able to supply goods at a very low price. The basic idea behind this policy was to eradicate all sorts of quota system from the apparel and textile industry all over the world so that a level playing field could be established. This whole process of dismantlement of quota system was completed on 01.01.2005.

Now, this era after MFA is being looked upon by the experts as a means through which the Indian textile and apparel industry is going to grow a much faster pace and would consequently be able to leave a mark on the whole world. Integration of this Indian industry with that of the whole world started from the last period of 1980s. It came up to the top ten league of countries involved in export of textile as well as apparel products after 1998. According to the statistics of United Nations Statistical Division, 2005 it was clear that during the entire 1990s, the average compounded growth rate of clothing item export was more or less 13%. This report has also highlighted the fact that the entire textile industry along with the apparel one has seen a jump in its export from US$ 0.9 billion to US$ 13.5 billion during the period 1985-2003 which accounts to 15 times increase from the base period.

- Now, let us see some of the figures in order to understand the absolute as well as relative change in the textile industry in terms of projections from the financial year 2002-2003 up to 2006-2007 where the final financial year represents the projected figure.The total produce of Indian Textile Industry in fabric sector.



POWERLOOM SECTOR IN INDIA

EVOLUTION OF WEAVING LOOMS

History of weaving looms can be traced back to 17th century. The first power loom was invented by **Edmund Cartwright in 1785**. Originally Power looms were with shuttle, and they were very slow. But as the industrial demands for faster production accelerate, faster looms without shuttle came in use in early part of 20th century. As developments and innovations take place, various types of looms were developed for faster production. Today, Air-jet, Water-jet, Rapier and other computer operated looms are used to maximize production of special materials.

INDIAN SCENARIO OF WEAVING LOOMS

Though weaving is one of the important sector for Indian textile industry, it has not been given due attention like spinning sector. Moreover structure of the industry plays a major role in making it competitive. Nature of this sector is mainly unorganized. The sector consists of fragmented, small and often, un-registered units that invest low amount in technology and practices especially in the power loom, processing, handloom and knits.

India has world's largest installed base for looms. There are approximately 5mn looms in the country. India has 1.8mn Shuttle looms which is 45% of world capacity, and 3.90mn handlooms which is 85% of world capacity.

POWER LOOM

The power loom sector produces more than 60% of cloth in India and textile ministry's estimation says that more than 60% of the country's cloth exports originated from that sector. With its employment of 4.86mn workers, the power looms sector comprised approximately 60% of total textile industry employment.

As per textile ministry of India up till March 31, 2006, the power looms sector — which produces various cloth products, including greige and processed fabrics — consisted of 430,000 units with 1.94mn power looms. The ministry projected the number of power looms to rise to 1.95mn in 2006-07.

But modernization in looms is less and Indian industry still lags significantly behind US, China, Europe, Taiwan etc. (Texmin, 2005). Most of the looms we have currently in country are shuttle-less. There are less than 15,000 modern looms, whereas traditional looms are in large numbers. Value addition and the manufacturing of fabrics according to customer's compliances, is not possible due to obsolete technology of looms.

SHUTTLELESS LOOMS

Shuttleless weaving looms are up to three times more efficient than shuttle looms, but the penetration of modern shuttleless loom is very less. In 2001, there were some 27,000 shuttleless cotton looms in Indonesia, 21,000 in Thailand and 10,000 in India. In world share of shuttleless looms India ranked 9th. Following chart shows comparison of shuttleless loom proportion of India with other countries.

GROWTH IN THE POWERLOOM SECTOR

The estimated number of powerlooms in the decentralized sector in the country till 31st October 2010 were 22,69,469. The year-wise growth in the number of looms installed is given at table.

YEAR	NO OF Powerlooms	Growth Percentage
2002 – 2003	**16,92,737 -**	
2003 – 2004	**18,36,856**	**8.5%**
2004 - 2005	**19,02,953**	**3.6%**
2005 – 2006	**19,43,892**	**2.2 %**
2006 – 2007	**19,90,308**	**2.4 %**
2007 - 2008	**21,06,370**	**5.8%**
2008 – 2009	**21,06,370**	**4.7 %**
2009 - 2010	**22,05,352**	**1.9 %**
2010 - 2011 (Upto 31.10.2010	**22,46,474**	**1.02 %**

Cloth production (Million SqMtrs)

The details of total cloth production and production by powerloom sector during the last six years is mentioned in below mentioned Table.

Year	**Total Production**	**Production of Powerloom**	**% age of powerloom over total Production**
2004 - 2005	**45378**	**28325**	**62 %**
2005 - 2006	**49577**	**30626**	**62 %**
2006 - 2007	**53389**	**30626**	**62 %**
2007 - 2008	**56025**	**34725**	**62 %**
2008 - 2009	**54966**	**33648**	**61 %**
2009 - 2010 (P)	**59809**	**36644**	**61 %**
2010 - 2011			
(April - Oct. 2010) (P)	**35805**	**22067**	**62 %**

REVIEW OF LITERATURE

Ministry of Textiles, Government of India, Annual Report 2010-11 (Page No127 to 132) which deals with the overall growth of the Unorganised Powerloom Sector.

Choryhads S. V has studied the growth and structure of powerloom industry, the olicy implication and remunerativeness of the powerloom industry, and also analyzed roblems involved in conversion of handloom in to power loom.*The Powerloom Development and Export Promotion Council (PDEXIL) 1997 in its report describe the growth of powerloom sector. It analysis the reason for the growth of powerloom which have the advance of producing and cost over handloom

In 1949 M.M. Mahta studied the trends in size of cotton spinning and weaving units at different clusters like Bombay (Mumbai), Ahmedabad, Madras (Chennai) and other important clusters of the country for the period of 1905 to 1944. He emphasised on the size of the industrial units in weaving industry.

S.V. Chorghade (1976) in his researchwork studied the "Powerloom Industry In Maharashtra" Maharashtra state has a lion's share in the growth and development of the Powerloom industry. He attempted to undertake a detailed study of structure and problems of Powerloom industry in Maharashtra.

P.R. Ojha (1978) studied the dividend distribution of 51 cotton textilescompanies. He analysed the dividend distribution of the companies on the basis of size, region, ownership group, management pattern and age of the companies.

R. R. Ansari (1984) in his research work explained the marketing problems of Powerloom industry in Malegaon City of Nashik District. He has very specifically indicated the marketing problems faced by the Powerloom industry.

OmkarGoswami (1985) has made an analysis of demand and supply in the cotton textile industry. According to him, only the Powerloom sector and the pure spinning units seem to be doing well. Sixty five to seventy percent of composite mills and the entire handloom sector are sick.

V. S. Mangnale (1987), in his research work about labour absenteeism in Textile Industry in Solapur, attempted to identify the causes of labour absenteeism in textile town of Solapur. He studied the nature of absenteeism and highlights the different dimensions of the problem.

B.M. Dolle (1992) in his research work revealed the socio–economic problems of powerloom industry in Malegaon. He studied the powerloom industry of Malegaon for the period of 1935 to 1985. The main conclusions of the study are; the powerloom industry in Malegaon has seen many ups and downs in its

development and it is one of the important industries of Maharashtra. The powerloom industry in Malegaon has glorious past and bright future. There are many socio economic problems in the powerloom industry of Malegaon like scarcity of the finance, marketing problems, labour problems etc.
D. C. Mathur in his book "Personnel Problems and Labour Welfare A study of cotton textile industry (1993)" had explained about personnel management in the cotton textile industry. He explained that for the economic results the management of personnel is very important.
B. Sabhoo (1993) in his research work he explained the problems and prospects of textile industry with special reference on the productivity of large and small scale textile industries. He attempted to throw light on the factor productivity of the textile industry.

NEED FOR THE STUDY

The Indian Textile Powerloom sector is structurally flawed and its efficiency and growth depends upon the corrective measures and their effectiveness. This process of inproving the structural aspects of the industry was initiated in the year 1985 Textile Policy, which for the first time took a sectoral view of the industry. The Government is spelling out the need for an integrated approach whereby all sectors will be modernized synchronously..this integrated approach is felt to help the textile industry to achieve a reasonable level of upgraded production with new technology and make it strong enough to face the changed competitive global scenario from the year 2005.
In order to meet the changed competitive due to Liberalisation of echonoly, and globalization and privatization, hence it is felt that the unorganized powerloom sector should be modernized, especially in the present segment of weaving.
For all these to happen and to prepare a proper action plan in which all the stake holders i.e. the Government, Central and State, the weavers community and the interest groups get fully involved,
For preparation of an effective perspective plan which would spread over 5-10 years of modernization for this important sector. Hence this study of unorganized power loom sector which focuses on Modernisation and other aspects to covert the unorganized sector to organized sector, as still lot of illiterate workers are still working in this industry, and a family runned business, and the business is not being uplifted as per the present generation to meet up the globilisation requirement.

SCOPE OF THE STUDY

The study has aimed at finding out the current status of the powerloom sector in India, in relation to the production, efficiency and capabilities with a view to speed up modernization of the powerlom sector.
In order to get primary information on the raw material supply as to its quality and availability, technology level as evidenced from the age / type of powerloom, their production capacity, technology category adaptability to the changing market requirements.
This study has covered full-fledgedpower loom manufacturers as well as a Job Wor units.
As the powerloom industry has got wider dispersal in India, such primary data collection has representation from most of the power loom clusters in the country.
In addition to the data at the level of primary powerloom units, a sample of powerloom products manufactured with operational units in major clusters of Maharashtra, Tamilnadu and Gujrat has covered in order to get the required information on the Industry's perspective and problems inhibating modernization. The cluster includes the following.

MAHARASHTRA

a) Powerloom sector of Bhiwandi.
b) Powerloom sector of Solapur.
c) Powerloom sector of Ichalkaranji
d) Powerloom sector of Malegaon.

TAMILNADU

a) Powerloom sector of Erode.
b) Powerloom sector of Salem and Madurai.

OBJECTIVE OF THE STUDY

This study has focused on the issues of modernization, quality, improvement and market adaptability of powerloom sector which would ensure for preparing short term and long term perspective plans.
The broderobjetives of the study would be to :

a) To identify factors effecting the overall efficiency of the Powerloom sector.
b) To assess critically the problems faced by the unorganized powerloom sector as far as adequate and proper purchase of raw material is concerned.
c) To find out the challenges of which have to be faced from the up-coming organized powerloom sector.

To provide recommendations to enhance the overall efficiency of the Powerloom Industry.

RESEARCH METHODLODLGY

The study involves the data collected from the primary as well as secondary sources. The primary data was collected primarily from powerloom units and powerloom workers, constituting the major source of data for the study. For this purpose two separate comprehensive questionnaires, intended to be the principle instruments for obtaining necessary information, were prepared for (1) Powerloom Units and (2) Powerloom workers. The questionnaires were designed in such a way to meet the requirements for the study. The questionnaires were consisting of all aspects of the functions and problems of Powerloom industry in India at various powerloom clusters
Secondary data relating to powerloom industry was collected from Reports of Ministry of Textile, New Delhi, Office of the Textile Commissioner, Mumbai, PDEXIL (Powerloom Development Export Promotion Council) Mumbai, Powerloom Service Centre, Directorate of Textile and Co-operation, Govt. of Maharashtra, Govt of Tamil Nadu Besides them the secondary data about Powerloom industry has been taken from published and unpublished literature

TOOLS FOR COLLECTING PRIMARY DATA

The information will be collected from the powerloom unitsdiretly.
Questionnaire and Surveys: This will include range of response questions close ended questions, providing limited answers to specific response or on a numeric sale.
Interviews: This will include people to interview, Develop the Interview questions included open ended questions and close ended questions and carefully eliminating leading questions.

SAMPLE SIZE

The sample size of Powerlooms sector is 500 with all the areas taken into account.
1. Data of 250 from Solapur Cluster.
2. Data of 100 from Malegaon Cluster.
3. Data of 50 from Ichalkaranji Cluster
4. Data of 50 from Bhiwandi Cluster.
5. Data of 100 from Erode Cluster.

6. Data of 100 from Salem and Madurai Cluster.
7. Data of 50 from Andhra Pradesh Cluster – Warangal and Sirsella.

SAMPLING TECHNIQUES

The study will be using Simple Random sampling. All these data will help in formulating as very comprehensive case study. All samples will be units will be personally conducted and interviewed.

TOOLS OF COLLECTING SECONDARY DATA

Various statistical tools will also be used to analyse the secondary data.

a) Document Review: - Obtaining the actual forms and operating documents currently being used. Reviews blank copies of forms and samples of actual completed forms.
b) Observation: - analyzing annual reports and press releases, verifying the statements made during the interviews.
c) Web Search: - The information related to out side region (other part of India and Globe) will be studied from internet to other published papers.
d) Various policies from Ministry of Textiles will be dealt in details by referring various government publications and reference book, journals, published data from time to time.
e) Research of journals, periodicals, technical materials,, electronics/internet search, professionals meetings, seminars and discussions, site visits etc.
f) Sampling like records, reports, operational logs, data entry documents, complaints, and various types of forms.

HYPOTHESIS

The first hypothesis that "The Powerloom sector has tremendous potential and strength to meet the future challenges as it has proven its performance and emergence of Powerloom sector has transformed an art into a modern industry" has been proved true by the analytical study of the statistical data about powerloom industry.

The analytical study of the statistical data about decentralised powerloom sector shows that the industry's growth is remarkable. The production trend of powerloom industry continues in the right direction. It produces around thirty thousand millions square meters annually and employing about 55 lakh workers. The Indian powerloom industry is not only self sufficient in the raw materials but also it is one of the suppliers of the raw material in the global textile market. More than 40% of the cloth that goes into exports originates from this sector. The modernisation process by the government has widened the scope of the powerloom industry to further their activity and profitability.

Since 2002-03, 30657 Semi Automatic, 10303 Automatic and 26972 Shuttleless looms were installed under modernisation scheme. The sector today not only fulfils the need of the domestic market but it exports to major countries across the world.

The study of the powerloom industry proved that the powerloom industry has tremendous potential and strength to meet the future challenges and the emergence of powerloom sector has transformed an art into a modern industry.

The above said hypothesis was tested with the help of Chi –Square Test. The relevant variables were selected and three formulated sub-hypotheses were tested.

The first formulated hypothesis "Workers' job security is dependent on working conditions of the factory" has been found valid. The critical value of the Chi Square at 0.05 level of confidence for 9 degree of freedom was 16.919 which is less than calculated value of Chi Square i.e. 96.471 hence the null hypothesis was rejected.

The second formulated hypothesis "Workers' Satisfaction with wages is dependent on satisfaction of job" has also been found valid. The critical value of the Chi Square at 0.05 level of confidence for 9 degree of freedom was 16.919 which is less than calculated value of Chi Square i.e. 109.083 hence the null hypothesis was rejected.

The third formulated hypothesis "Workers' satisfaction with wages is dependent on Welfare Facilities" has been found valid. The critical value of the Chi Square at 0.05 level of confidence for 9 degree of freedom was 16.919 which is less than calculated value of Chi Square i.e. 116.685 hence the null hypothesis was rejected.

OBSERVATIONS

Powerloom industry has a pre-eminent position in the Indian economy. The sector contributes significant share in the production of cloth and generation of employment.There are about 22.05 lakhpowerlooms distributed over about 05 lakh units, till 2008-2009. The Indian Powerloom Industry contributes 60.39% of the total powerlooms in the world. It also contributes 62% of the total cloth production & provides employment to 52.65 lakh persons.

The powerloom industry is spread all over India. The major states are Maharashtra, Tamil Nadir, Gujarat, Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Punjab, Rajasthan, Karnataka, and Hiragana. The Maharashtra state is the pioneering in the powerloom industry in India. The Maharashtra state has about 11.06 laky powerlooms out of 22.05 laky powerlooms in the country. The major clusters in Maharashtra are Bhiwandi, Malegaon, Ichalkaranji, Solapur and Nagpur.

There is no proper marketing mechanism in the Powerloom Sector. It was observed that, the price of the yarn and fabric always fluctuates. Sometimes it goes inverse direction, means the prices of the yarn increases while the prices of the fabrics goes down direction. As the majority of the weavers are job work weavers so they cannot afford buying yarn and marketing of the cloth. Middlemen enjoy the main profit & they also exploit the weavers who are unorganised

SUGGESTIONS & RECOMMENDATIONS

1) Upgradation&Modernisation: Since all the powerloom are conversion of Plain Room to auto and Dobby and jacquard, they should go in for modernization of machinery to get better production.
2) Upgradation of Plain powerlooms to Semi-Automatic level: All plain Looms should be scrapped and the powerloom owners should shift to next generation machinery.
3) Marketing Strategies: As in the organized sector there is a sepearte marketing team to look into the marketing of the companies product same way even in the unorganized sector more marketing strategies have to be adopted rather than depending on Commission agents and Brokers and the same suppliers for years to gether.
4) Awareness about Government Schemes: In lot of Powerloom clusters they are not even aware that Government of India is pusing hard for the survival of this Unorganised sector, there are lots of schemes introduced for upgradation and for the labours working in this particular industry which should be known to this sector.
5) Awareness about Powerloom Service Centre: In the various clusters the Government has opened various Powerloom Service Centre for training and development of powerloom owners and workers.
6) Role of State Government: The state government also plays a major role for the development of the unorganized sector by reducing the Sales Tax and octroi and for the survival of the industry..
7) Census of Powerloom Industry: When the national Sample Survey is conduct it is very difficult to know the exact statistics of this particular industries, all the local federation or association should adhere for census of this sector.

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