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"A STUDY ON PROBLEMS FACED BY THE ENTREPRENEURS IN SMALL SCALE READYMADE GARMENT INDUSTRIES – WITH SPECIAL REFERENCE TO FINANCE, RAW MATERIALS AND LABOURS".

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Introduction

In view of the steadily increasing demand for readymade, for men and women both at home and abroad, the ready made industry has acquired considerable importance and increasing attention is now being paid to its development in the country. It provides great opportunity for the employment for the skilled workers presently engaged in the industry to the large labour force scattered in villages around the centers of production. India has a remarkable name for its manufacturing capacity especially in readymade garments concerned because of its cost-effective procurement of raw materials, inexpensive skilled labour and quick adjustment to the kind of apparels that have potential to sell so, the Indian garment manufacturers and exporters constantly have to maintain high quality in finished products and continuously provide variations in style and design to attract the attention of prospective buyers. The present study aims at analyzing the existing state of the industry and also identifying the problems confronting it for the sake of providing the policy makers with an insight into the problems and spelling out the prospects of the industry in the years to come.

STATEMENT OF THE PROBLEM

The present study attempts to throw light on the varied problems of the small scale units in readymade industries. Major hurdles faced by small scale units can be presented as follows:

- ❖ The present difficulty of the readymade industries is basically the delay in the **supply of raw material**.
- ❖ The **shortage of finance** affects procurement of raw material, power, transport and marketing
- ❖ Lack of availability of labour for a feasible wages with adequate skill and knowledge also a big issue with regarding ready made industry.

In the background of the hurdles it is felt inevitable to analyze the aspect related to readymade industries regarding finance, supply of raw materials and labour problems. Accordingly, the research attempt will throw light on these issues, and remedial measures to overcome the hurdles enhancing the progression of hosiery and readymade industries.

OBJECTIVES OF THE STUDY

- To identify finance related problems of entrepreneurs in small scale readymade units.
- To study the problems related to raw materials and labours in the small scale readymade units.
- To suggest solution for the problems related to finance, raw materials and labours in the small scale readymade units.