Nagari Powerloom Cluster

1	Name of the Cluster	Nagari Powerloom
2	Place	Nagari
3	District	Nagari
4	State	Andhera Pradesh
5	No of firms (by type)	530
6	No. of workers	24000
7	Turnover	Rs. 2000 Million
8	Associations in cluster	PECKS Association
9	Major products	• Yarn • Fabric
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	NA
11	Major markets	Chennai Benglore Other
12	Major problems/prospects	• No variation in product mix, particularly product innovation/ diversification is absent. • Catering mostly to cost base market. No brand identity or organized marketing strategy exists in the cluster. • Old /obsolete technology very few SME's are having advanced weaving technology based looms. • Under utilization of capacities due to electrical supply problem. • Some of the enterprises having their very poor quality of looms in very poor quality of sheds. • Most of the units are involved to give their product to local market and Job work only so they do not know have any knowledge about market and hence have no product identity. • Most of the weavers are having their loom sheds in their house itself. • Family of most of the weavers is working as a labor in their own shed. • Most of the SME's do not have clarity about Techno – economic operation of the unit. • Avery few SME's also exist which cater with product to export markets. But they are facing the problem like. • They are not averring about the system of export procedures. • Lack of information about the detail of the customer whether the customer is Black Listed or not.
13	Data source and updated on	DSR by Office of the Textile Commissioner submitted to Entrepreneurship Development Institute of India, Ahmedabad. In Year 2008