**OBJECTIVES:**

The objectives of the study are as follows;

i) To examine the present situation in marketing and financing in powerloom industry.

ii) To identify the major issues in marketing and financing.

iii) To evaluate the present policies and programmes of government bodies in respect of marketing and financing.

iv) To analyse the role of major players in marketing and financing in powerloom industry.

v) To identify the ways and means to promote market for powerloom industry.

vi) To suggest the solutions for major issues.

**HYPOTHESES:**

In this study the researcher has taken assumptions;

**Hypothesis 1 :**

\( H_0 \) : Marketing practices of Powerloom industry is positively related to its performance.

\( H_1 \) : Marketing practices of Powerloom industry is not positively related to its performance.
Hypothesis 2:

\( H_0 \): Lack of finance is a major obstacle in modernisation and upgradation.

\( H_1 \): Lack of finance is not a major obstacle in modernisation and upgradation.