

AN EXPLORATORY STUDY ON THE IMPACT OF CLUSTERS ON THE PLASTIC INDUSTRY IN TAMIL NADU

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ABSTRACT

Economic growth needs to be both faster and balanced in order to attain a more equitable and sustainable development. This development of the economy should also encompass regions and sectors as well as persons. This examines the impact of soft intervention measures and the hard intervention measures of the sample plastic units in Chennai. The collective bargaining that the member of the cluster can achieve is not possible in the case of the non-member units and this is seen in the lesser revenue, which is due to lesser competitive price in the market.

KEYWORDS: Cluster, Government, Intervention, Plastic

Article History

Received: 08 Sep 2021 | Revised: 09 Sep 2021 | Accepted: 15 Sep 2021
