

Opportunities and Challenges of Garment Manufacturing Units in Tirupur

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Abstract: *Tirupur, a major textile hub in India, has become synonymous with high-volume knitwear production and export. This study examines the current landscape of making practices in garment manufacturing units in Tirupur, focusing on both emerging opportunities and existing challenges. Opportunities include advancements in automation, increased global demand for sustainable apparel, product diversification, and strategic benefits from shifting global trade patterns. At the same time, the industry grapples with workforce retention, rising operational costs, infrastructural limitations, and the need to meet strict international compliance standards. This research highlights how adapting to technological innovations and policy support can help the industry navigate these challenges and remain globally competitive. The findings aim to guide manufacturer, policymakers, and investors toward more efficient and sustainable manufacturing practices.*

Keywords: Tirupur, garment manufacturing, making practices, textile industry, automation, labour challenges, sustainability, global trade, compliance, production efficiency

