

## **A STUDY ON THE GROWTH, STATUS AND PROSPECTS OF TAPIOCA INDUSTRY IN TAMIL NADU**

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### **Abstract**

The tapioca products occupy an important place in the developing and developed countries alike in the world. The southern states in India have the pride of having more units. Of late the growth in the number of sago industries have seen a down trend after the liberalization and globalization. The note worthy feature of this industry is that its predominantly private sector based. The advent of the new technology could not be fully utilized by the Indian manufacturers even though it has various industrial and common applications. As it contains more starch which is required for the safe functioning of the human system. In this article the author tries to analyze the growth, status and prospects of the sago industries. The SWOT analysis indicates that Indian cassava yield is comparatively high, good quality and man power using machines are the strengths of India. But the lack of application of modern management concepts and lack of awareness on the part of people retard the growth of cassava industries. This may be used to produce ethanol and bio-degradable and eco-friendly paper. The unrestricted import of cassava flour and less import duty on it make the position of the Indian producers at risk of losing the market. Vigorous steps must be taken to revitalize the cassava industry and it may be used as a tool for rural transformation.

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