



ECONOMIC SUSTAINABILITY IN PRODUCTION PROCESS BY MANUFACTURING INDUSTRIAL UNITS IN VIRUDHUNAGAR DISTRICT

P. Rajmohan

*Research Scholar, Commerce Research
Centre, V.H.N. Senthikumara Nadar
College (Autonomous), Virudhunagar,
India.*

Dr. A.A. Magesan

*Associate Professor and Head, Commerce
Research Centre, V.H.N. Senthikumara
Nadar College (Autonomous),
Virudhunagar, India.*

ABSTRACT: *Implementation of economic sustainability has become a critical issue for manufacturing sector in Virudhunagar district. In order to survive in today's competitive world implementation of economic sustainability has become a necessity. Implementation of economic sustainability in production process is brings lot of social and environmental benefits to the manufacturing industries. Such benefits include reduce the unwanted production and other costs, goodwill of the industry and improve business profile. The study brings forth that the implementation of more economic sustainability depending on the form of organization, amount of investment and category of industry shall enable their faster development in sustainable way.*

Keywords: *Economic sustainability, implementation, manufacturing, industry, production process.*

1. INTRODUCTION

Indian manufacturing sector have become the engine of economic growth in India with their effective, efficient, flexible and innovative entrepreneurial spirit. The micro, small and medium enterprises constitute a very important segment of the Indian economy. MSME's contribution to the development of our economy is significant as it evident in terms of MSMEs being the major constituent sector in the manufacturing system, employment generation and GDP. Sustainability reporting is the practice of measuring, disclosing and being accountable for organizational performance towards the goal of sustainable development and is considered synonymous with other terms used to describe for accounting for economic, environmental and social impacts such as triple bottom line or corporate responsibility. Smith and McDonald explain that: environmental sustainability requires that development is compatible with environmental friendly processes; *economic sustainability means it is economically feasible* and social sustainability means it is socially acceptable. This research paper discusses the review of related literature, methodology, objectives of the study and implementation of economic sustainability in production process by manufacturing industrial units in Virudhunagar district.

2. REVIEW OF RELATED LITERATURE

A. D. Basiago, in his study titled Economic, social, and environmental sustainability in development theory and urban planning practice, it concludes that while these examples from the developing world cannot be directly translated to cities in the