

Innovation and Trends in Handloom Sector

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Abstract - India Handloom Brand is an initiative of the Ministry of Textiles, Government of India, for branding of high quality handloom products. The India Handloom Brand would be an endorsement of the high quality of the handloom products to which it is applied in terms of raw materials, processing, embellishments, weaving design and other quality parameters besides social and environmental compliances in their production for earning the trust of the customers. The revival of Indian weaves has truly become a popular movement. The Ikkat, Mekhla Chadar, Kalamkari and Banaras are weaves which have an undeniable charm of its own. Indian designers are using Handloom intelligently, and by wearing them one can truly carry forward the tradition of the ancient weaves. It revives old handloom weaving patterns and designs onto new wearable materials too. "It is essential that the younger generation celebrates the legacy of these weaves. And they will be able to do so only when they are exposed to that history," "After agriculture, the handloom industry is the second largest employment provider for the rural population in India. However, if we look at designer-oriented handcrafted products, they form less than one per cent. Handloom textile products (as well as handicrafts), namely yardages, saris, dupattas, and stoles are aggregated directly from artisans. Textile revival is also helping empower weavers to make a sustainable livelihood, with weaver clusters, who are being trained to work with innovative material like hemp and banana fibres. But today, with the increased production capacity of the power looms that can produce even the most stunning fabrics, it's essential that the relevance of our own classical textiles be prompted out to the masses. Our intervention in the design end lies in reviving older designs and in experimenting with textiles. Some of our collections, for instance, feature a mix of silk and mercerised cotton, instead of just silk that is common to Banaras. We have also worked on linen saris in the Banaras weave, experimenting with yarn. "At the same time, most of our ideas are drawn from museums, and textile books. We don't come from a design background. We stepped into the field purely by accident, after seeing the way the weavers were being treated. We have been learning the job, with the weavers." We believe that handlooms will again come to the forefront, and wish to put in all their efforts which will benefit the rural populace and give visibility to the work of the skilled artisans. We proud to say that our designs in western wear made exclusively in handloom are not available anywhere in the country.

keywords - Handloom, Customer, Awareness, Culture, Products

Introduction

India Handloom Brand is an initiative of the Ministry of Textiles, Government of India, for branding of high-quality handloom products. The India Handloom Brand would be an endorsement of the high quality of the handloom products to which it is applied in terms of raw materials, processing, embellishments, weaving design and other quality parameters besides social and environmental compliances in their production for earning the trust of the customers.

Handloom Industry is the main of textile industry in our country. It is the largest cottage industries which produce Cotton, Silk, Jute and Khadhi in large number. The popularity of Indian handloom has been growing not only with in our country also around the world.

Indian Handloom



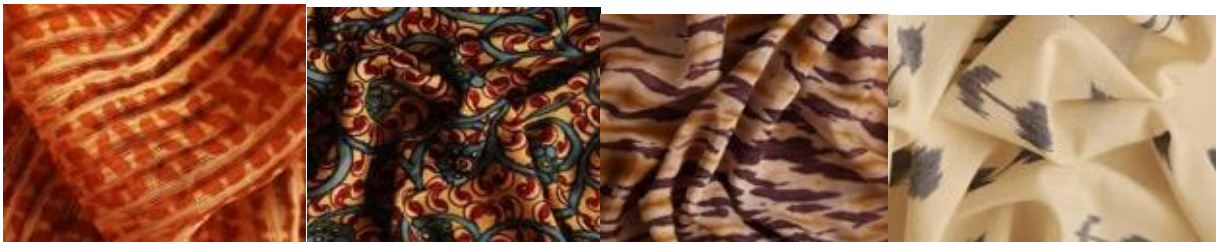
Handloom weaving involves three Primary Motions i.e. Shedding, Picking and Beating. Shedding motion separates warp threads, according to pattern to allow for weft insertions or picking prior to beating. Picking is the operation wherein after the shed has

been formed, the length of weft is inserted through the shed. As soon as a weft yarn is inserted, the reed pushes or beats up the weft to the fell of the cloth. All the three motions are carried out by the weaver manually for weaving of the fabric by interlacement of warp and weft. Loom is the basic equipment for hand weaving. Broadly speaking, based on their structure and technique of working, the handlooms are classified into four main groups namely primitive looms, pit looms, frame looms, and semi-automatic looms.

THE BACKBONE OF THE TEXTILE INDUSTRY

The handloom textiles constitute a timeless facet of the rich cultural heritage of India. As an economic activity, handloom sector occupies a place next only to agriculture in providing livelihood to the people. About 65.51 lakh persons are directly or indirectly engaged in weaving and associated activities in the handloom sector. Handloom sector in India is highly decentralized and dispersed and handloom weavers can be found in over 400 clusters in the country. In view of the high employment in the sector and cost disadvantages faced by handlooms compared to the mill and powerloom sectors and due to the manual nature of production, the Government of India had been following a policy of protection of the handloom sector since long. This policy consists of subsidy for production of yarn supply, marketing rebate on sales, and exemption from excise duty on hank yarn which has recently been discontinued.

Different Handloom Fabrics



A Most Unique Silk **Kalamkari** Japanese -resist dyeing **IKAT FROM TELANGANA**



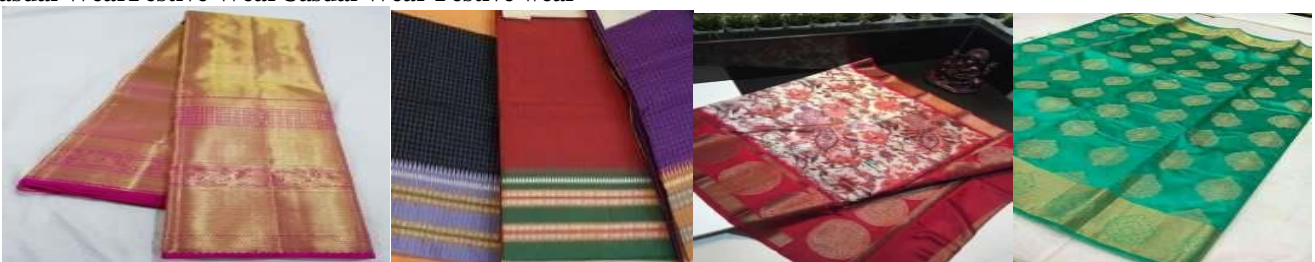
Striped Dress Long Dress Cigarette pants Hand woven Gathered

Sophisticated stripes intricately hand-woven into breathable cotton and dyed using 100% organic dyes. Handloom for both office & leisure wear. A trusted all-season Ikat hand-woven gathered dress in a symmetrical pattern. Maze-like Ikat hand-woven by the weavers of Telangana in patterns inspired by global cultures. Cigarette pants hand-woven in soft & comfortable organic cotton and patterned with hand-block-printed elegant stripes.

Cultural Products in Handloom:



Casual Wear Festive Wear Casual Wear Festive wear



Wedding wear

Casual wear

Party wear

Festival wear



Regular wear Handloom checked sari Banarasi Handloom Silk Sari

Current Handloom Scenario in India:

Prime Minister [Narendra Modi](#) inaugurating the first National Handloom Day in Chennai on August 7, implementing innovative solutions to the plethora of problems confronting weavers should attract the attention of policy-makers. While celebrating a day for handlooms is laudable. The government should seriously look at leveraging an oft-ignored intellectual property right—geographical indication—for unlocking the commercial potential inherent in many handloom products and meeting the objectives sought to be achieved by the National Handloom Day.

Weavers have traditionally been organised into communities that have sustained their art and skill by preserving their traditional knowledge through oral traditions. Their craft is both an artistic tradition and a source of income and livelihood.’ The weavers and the workers who engage in this art are traditionally skilled and have been doing the same work for generations; it is a matter of culture and pride for them.

One-fourth of the total cloth production in the country is from the handloom sector. In terms of employment, it ranks next to the agricultural industry. With the development of technology, power looms are providing increasing competition, and handlooms are getting deprived. India is one of the few countries that have still a significant sector which employs artisans who weave for a living and produce almost 40 percent of the cloth in the country.

The problems range from high raw material cost to the slow process of weaving that increases the price of the cloth produced by the handloom as compared to the power loom. The cost of raw materials has become prohibitively expensive; the market abounds with cheaper machine substitutes and, most importantly, the young generation seems entirely uninterested in learning the skills due to inadequate income in this sector. The difference between handloom and power loom fabrics is sometimes hard to tell, and according to a report, 70 percent of the fabrics sold as handloom are actually made on power looms. Better marketing, design as well as credit availability to handloom weavers are essential for the revival of the handloom sector.

Handloom Products:



It is difficult to distinguish a hand-woven fabric from a machine woven fabric. Therefore, in order to stamp the authenticity of hand-woven textiles, the Government of India has introduced “**Handloom Mark**”. The objective is to generate awareness about the **Importance of Handloom** industry and its contribution to the socio-economic development. The **Handloom** sector is one of the richest and most vibrant aspects of the Indian cultural heritage. Weavers are keeping the traditional craft from different states alive. Aug 7, 2017. India has the world’s largest number of handloom weavers and an extremely rich heritage of handloom products. Until only a few decades ago, we also had the most diverse cotton varieties, providing the most suitable raw material for handloom weaving.

Despite such obvious and impressive strengths, India has not been able to ensure sustainable and satisfactory livelihoods for handloom weavers. The grim reality today is that an overwhelming majority of handloom weavers are living in poverty, while many others have left the occupation based on intricate skills to toil as construction workers and rickshaw pullers. Several have also migrated out of areas earlier known as famous handloom centres.

The raw material base of the handloom industry – several region-specific cotton varieties suitable for handloom weaving – has been destroyed. Cotton cultivation is now dominated by American cotton varieties not suitable for handlooms and, more recently, by the problematic genetically modified BT cotton. As many natural forests have been destroyed and/or replaced by monoculture plantations, the potential of sericulture to support silk handlooms has also reduced. In the WTO trade regime of very low tariffs, indiscriminate imports of mechanised imitations of handloom products have increased rapidly, taking away the market for original handloom weavers.

Thus the crucial areas of raw material supply and marketing are increasingly threatened. The internal structure of the industry has also seen changes which have increased the problems of small-scale, independent weavers who complain that the benefits of government schemes do not reach them at all. Also, the gross inadequacy of government efforts to help handloom weavers is increasingly visible. The large-scale violation of its own laws to protect handlooms has been ignored by governments obsessed only by production targets and caring little for the protection of livelihoods. The framework of government policies is also very limited. It doesn't care at all for the loss of precious indigenous varieties of cotton crop.

Handloom Fabrics



There is the need to grow cotton varieties suitable for handloom weaving in different areas, to ensure decentralised spinning of this cotton and for tying up various other ancillary works. The result is that great potential for handlooms, handloom weavers in India continue to face a livelihood crisis, poverty and deprivation. So, their intricate skills are not being passed on to the next generation.

The importance of handlooms

In the textiles sector, to meet diverse needs there is enough room for the co-existence of mills, powerlooms, handlooms and *khadi*. The most modern machines can co-exist with handlooms. However, handlooms should be given a place of pride in the textiles industry. In a review of the inherent strengths of handlooms, B.K. Sinha (former development commissioner, handlooms) pointed out that due to manual operations; several combinations are possible in handlooms with intricate designs. "The functional properties like drape, texture, strength, wrinkle resistance, dominant stability etc. can be ingeniously manipulated through appropriate designs, exclusive types of fabrics used, counts and twists of warps and yarns, thick density, type of weave, type of fashion and process employed in printing."

Conclusion

This review goes on to detail many kinds of clothes which are best woven on handlooms. "The clothes made from extremely fine material i.e. yarn count with 100s and above which are delicate, can be woven more safely on the handloom owing to comparative lightness of jerks. The polish of the clothes interwoven with gold or silver thread can be taken out by extremely frictional action of powerlooms. Clothes with multi-coloured designs in which the weft is to be changed very frequently are most suited to handlooms. Clothes with embellishment in the border and heading and entire body with delicate designs in various colours which calls for individual schemes can be ideally woven on handlooms."

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