



**VAJIRAO & REDDY INSTITUTE**

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# YOJANA MAGAZINE ANALYSIS

(May 2024)

(Part 3/3)

## TOPICS TO BE COVERED

### PART 1/3

- REGIONAL DIVERSITY IN INDIAN WEAVING

### PART 2/3

- INDIAN WEAVES PROMOTING SUSTAINABILITY
- KHADI: THE ICON OF INDIAN INDEPENDENCE

### PART 3/3

- HANDLOOM PRODUCTS OF INDIA
- WEAVING AS A LIVELIHOOD

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# HANDLOOM PRODUCTS OF INDIA

The handloom sector is **ranked number two after agriculture** in India as an unorganised sector providing employment to more than 3 million people. It is also the largest cottage industry in the country, with around 24 lakh looms (IBEF, 2024).

Indian **handloom exports have been on the rise** in the recent past. This does not mean that there are no challenges in this realm. There are multiple and we have to overcome them.

## HANDLOOMS OF INDIA

The handloom sector **represents a significant chunk of handwoven products** in India. The handloom products are a living testimony of exemplary artisanship, showcasing the culture and civilisation of India. They are produced across various states of the country:

- Pashmina (Kashmir),
- Phulkari (Punjab),
- Chikankari (Uttar Pradesh),
- Muga Silk (Assam),
- Naga Shawls (Nagaland),
- Pochampally Ikkat (Telangana),

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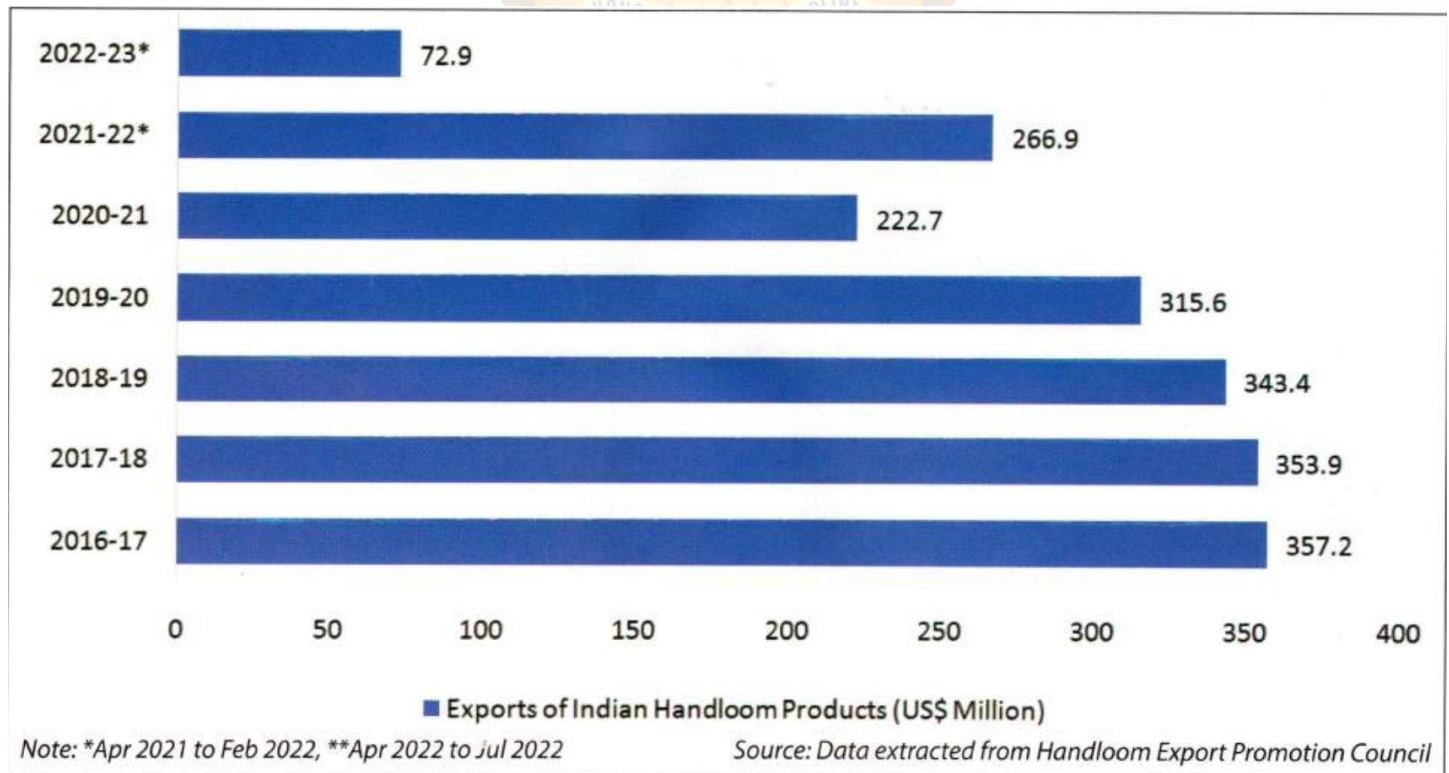
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- Kancheepuram Saree (Tamil Nadu),
- Mysore Silk (Karnataka),
- Bandhani (Gujarat),
- Paithani (Maharashtra),

## THE GLOBAL RECOGNITION OF INDIA HANDLOOM

Though Indian handloom products are **produced in small towns & villages**, they are **recognised globally**. They are known for their uniqueness, variety, quality & endurance. This global recognition has enabled to create **sizeable export markets**.



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## WHERE ARE INDIAN HANDLOOM PRODUCTS EXPORTED?

Indian handloom products have **significant demand in more than 20 countries** in the world, mainly **developed countries and the Middle East**. Among these countries, the **US is a major market** and accounted for around **40% of export demand** for India's handloom products in international markets.

Country	2018-19	2019-20	2020-21	2021-22	2022-23*
USA	94.2	100.5	83.1	105.3	58.1
UAE	16.3	11.2	3.4	5.9	12.7
Spain	25.2	33.4	10.1	13.9	12.5
UK	17.8	17.3	19.0	22.9	11.9
Italy	16.5	10.8	9.0	11.3	8.9
Australia	13.5	11.1	10.7	9.4	8.0
France	13.9	12.1	9.7	11.8	7.2
Germany	14.7	12.3	9.9	10.6	6.0
Netherlands	12.1	8.3	5.4	5.4	5.6
Greece	5.7	5.2	3.5	5.6	4.9

## VARIOUS INITIATIVES TAKEN FOR THE HANDLOOM SECTOR

- **Branding of handloom products: India handloom trade mark**

Introduction of the India Handloom Trade mark, provided the customers **assurance** that concerned **handloom product is authentic**.

It has also provided the **assurance of good quality**.

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**Figure 2: Logo of 'India Handloom' Trade Mark and Products covered under the Trade Mark**

- **Intellectual Property Protection for Indian handloom products for international markets:** Intellectual Property (IP) protection for handloom producers in India is granted through the **Geographical Indications of Goods Act, 1999**, and the **Designs Act, 2000**. These acts intend to provide **IP protection to exported handloom products not only in India but also in foreign markets.**
  - The Geographical Indication (GI) tag is conferred on a product that is **recognised by its specific place of origin**. The GI tag conveys the authenticity and source of a product and its associated qualities. GI Tag in India has been given to:
    - Pochampally Ikat

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- Chanderi Sarees
- Solapur Chaddar
- Mysore Silk
- Kancheepuram Silk

## CHALLENGES

- Keeping the tradition of handweaving alive.
- With better paying jobs & more emphasis on education, traditional artisans are not inclined to bring their new generation to hand weaving profession.
- Competition from machine made fabrics which are often cheaper & less labour intensive.
  - This competition turns out to be ugly as the machine made products are replicas of the original hand work being sold at excessively cheaper prices.

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## WEAVING AS A LIVELIHOOD

India has a **rich history and tradition of weaving** in handlooms with each region having **special designs** and using a variety of raw materials.

According to some estimates, the **handloom industry may be the largest source of employment** in India next only to agriculture.

But there are multiple challenges.

### CHALLENGES

- **Lack of reliable data:** Unfortunately, the lack of reliable data regarding this sector is but one of the many challenges that it faces today.
- **Competition from the powerloom:** The other big challenge faced by the sector is competition from products made by the powerloom which are much cheaper and available in much larger quantities.
- **Fast changing fashion:** Another challenge for the weavers is fast-changing fashion and design preferences. Most weavers work at home in villages and rural areas, with the loom being at the centre of the weaver's home. Few weavers have formal training

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in the design and marketing of products, especially those which are in demand in urban centres.

## THE SILVER LININGS

- Increased participation of women in this domain.
- Current interest in hand made & sustainable products.
- Collaboration with fashion designers including international fashion houses.
- Increasing demand in urban areas.
- Advent of e commerce.
- End to End support to the weavers of some big corporate houses.



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