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Study on the handloom sector in India in relevance to geographical indication

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Abstract

In this research paper the Handloom sector is been studied through Kanchipurams silk which is registered under GI. Its importance has been highlighted. Kanchipuram silk is the most acceptable silk fabric in business of silk fabric. As such the product price is quoted very high in the name of pure Kanchipuram silk. But various unauthorized silk producers in Kanchipuram silk sales non-pure silk in the name of pure Kanchipuram silk. Thus, the researcher had studied the awareness mechanism about the silk fabric at the seller/trader level.

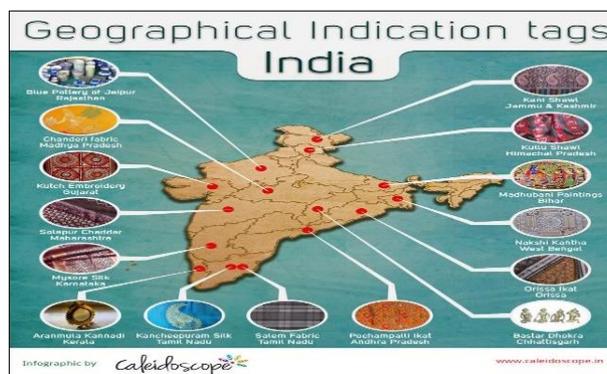
Keywords: handloom sector, quality, production method, and unique specialty Kanchipuram silk, geographical indication

Introduction

[1] GI protection is generally granted to conserve a certain Technique of Production or some Unique Attribute of the product. GIs protect traditional practices and knowledge of the people of the region from where the product originates. The protection of intellectual property in general is to reward the creator for their work and financial risk. The rationale behind the protection through GIs is the same. GI protects producers and manufacturers, securing their reputation and consequently their economy as well as protects the consumers by assuring them of the origin of the Product as mentioned on the Label. Products that are registered GIs have a certain Quality, Production method, and Unique specialty. Protection of the GI is beneficial for consumers as they are ensured of a certain quality (if not the same every time) when they buy any product that is protected under the GI regime.

In this research paper, it includes the study on the Quality and Unique specialty counted during registrar ion of produce or product under GI.

The study is based on Secondary data collected on the procedure followed, the acutely examination of the goods on the basis on origin quality of the produce or product. From the literature review, it is clear that Indian farmers and producers in association coming forward to register the regional specialty of their state.



Source: Caleidoscope

Geographical indication tags

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The above image indicates that from India at least some produce which has regional or unique specialty is registered to protect in domestic as well as international market. Most of the products has exporting demand from India, therefore registering those produce is mandatory.

There are altogether products registered. But researcher have made detail study on Kanchipuram Silk fabrics which is traditional hand weaving as well as comes under Handloom.

Qualitative data Handloom sector

^[2] This, tradition of hand weaving is a part of our country's cultural heritage and symbolizes ability of the weavers to design intricate artistic and attractive products by use of handlooms. Handloom is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovations. The handloom sector of India is known all over the world for its Uniqueness and Intricate Designs. It has established its reputation as a timeless facet of the rich cultural heritage of India. So far as the contribution of the sector to the Indian economy is concerned, it occupies a place next to the agriculture in providing livelihood for the mass. It is estimated that the handloom sector provides directly employment to 65 lakh of work force and millions indirectly. The production of handloom fabrics is estimated to be 7178 mn. sq. mtrs during the year 2015-16 ^[3] and about 17 percent of the total fabrics production of India. It not only plays a pivotal role in generating Employment opportunities but also represents generational legacy and exemplifies richness and diversity of the country and the artistry of weavers. The most of the handloom clusters belongs to Rural areas and hence it plays a crucial role for eradicating poverty in rural India and bridging the gap between urban and rural along with facilitating gender equality as about 40 percent of the work force in this sector are women.

WTO and traditional age-old weaving

The unification of world economy under WTO regime has thrown open the protected market of the traditionally age-old weaving community out of gear on account of their susceptibility to protect their own market by world class advertisement and promotion. So much so, the economic backwardness of the producers does not allow them to fight against infringement of their art styles and designs. The multilateral trading system under WTO has provided a protection to the intellectual property of the innovator through a trade rule called "Trade Related Aspects of Intellectual Property Rights" (TRIPS). The TRIPS under its arena includes a number of Intellectual Property Rights (IPR) to protect the designs, patterns, concepts, intellectual innovations and trade secrets etc. These IPRs confer legal recognition of ownership to the intellectual property innovated by the person or group of persons or a community of people in a geographical region and so on. Three important laws under TRIPS, which have become significant under fair trade and protection of intellectual property of the innovator, are Geographical Indication (GI), Trademarks and Patent. Typically, these rights can be exploited commercially for individual or social benefits.

Socio -Economic

^[4] GI contributes more effectively to the socio-economic development of many regions of the world. They also create and support jobs and encourage diversification in productions allowing producers and manufacturers to dedicate themselves to the commercialization of traditional products in response to the demands of quality-conscious consumers. GIs also contribute to the conservation of natural resources and the preservation of traditional knowledges and cultural heritages often reaching back to distant ancestors.

^[5] The GI is the newest addition to IPRs and defined as indications which identify a good originated from the territory of a member country or a Region or a locality of that territory where a given Quality, reputation or other characteristics of a good are essentially attributable to its geographical origin. In other words, some geographical regions acquire reputation of origin of a product with some Specific Quality and Uniqueness. The GI can be extended to a variety of products, which have traditional and intellectual roots

With the integration of world market under the framework of WTO, the protected market of these producers have been threatened in form of mass copying, duplication by unauthorized producers and hence the livelihood of the artisans are at threat on account of unethical competition. The competition comes both from the domestic market as well as from the global predators. In order to protect these art styles, their livelihood and the interest of the consumers, the GI inclusion of GI in the TRIPs Agreement and subsequent implementation by member countries in form of Acts would be GI contributes more effectively to the socio-economic development of many regions. It also creates and support jobs and encourages diversification in production for commercialization of traditional Knowledge in response to the demands of quality-conscious consumers.

A protected product under GI since will have a Quality of its own to main its reputation, the consumers of the product will benefit from purchasing quality products. Since, the opening of the market has happened from 1 st January 2005 and registration of unique products of textiles and clothing under GI has taken up more recently, a study in this direction is the call of the day.

This study in limited to the registration procedures of silk apparel under geographical indication and its commercial implication, promotions in Mumbai market. Silk traders includes whole seller, Semi-whole seller, Retailers and Consumers in Mumbai metro.

The researcher will be studying only Kanchipuram Silk registrations and market reality in Mumbai. The pre-season the study silk fabric is because 'Silk' has been intermingled with the life and culture of the Indians. Though India is producing all the varieties of silk *i.e.*, dress materials, scarves/stoles, readymade garments, etc., the silk sarees are unique. The saree is almost synonymous with the word silk. It is the traditional costume of Indian woman since time immemorial. The silk sarees of India are among the living examples of the excellent craftsmanship of the weavers of the country. Over the years, regional centers sprung and developed specialties. e a particular pattern of design / weaving. They are being identified for its Uniqueness in Quality and Designs in domestic as well as foreign market

²www.handloomindia.ac.in

³*Ibid.* pg .313

⁴www.GI-India.ac.in

⁵Guide to Geographical Indications Linking Products And Their Origins

[6]. These Regional specialties in silk apparels needed identification and protection. So since 2003 many associations of silk apparels from different states came forward to registered silk product under geographical indications to protect the interest of the sellers and the consumers. Even though silk apparels are quoted high, but every Indian prefers for the silk apparel in their various religion occasions and celebration. Therefore, there is demand for different types of silk in overall India. Mumbai is also attractive market for silk apparel due to its multi-culture approaches and trend-oriented buyers.

Background of Kanchipuram Silk in India

Kanjeevaram silk saree is a magnificent creation of the craftsmen living in a small town, Kanchi (Kanchipuram), situated near the Bangalore city of South India. The saree has been named after the town in which it is produced. The silk used in the creation of Kanjivaram saree is extremely fine as well as durable and is one of the most popular forms of silk in the state of Tamil Nadu. The bold and bright color of the sari is very much preferred by the South Indian women, whose trousseau remains incomplete without this amazing outfit.

Kanjivaram sarees of India make use of a combination of numerous colored threads. Adding to the attraction of the saris is the exquisite and elaborate zari (a form of embroidery) work. The motifs used in an Indian Kanchipuram sari are heavily based on the Pallava temples, Palaces and Paintings. However, these days one can see scenes from great epics, Ramayana and Mahabharata, along with the Bhagwad Gita being used as motifs. Tribal designs as well as contemporary patterns are also seen.

[7] The sheer magnitude of textures, colors and designs of Kanjivaram silk saris of India is incredible. Simple saris can be prepared in about 10 to 12 days. However, decorative ones require up to 20 days of workmanship. Kanjeevarams are expensive and can cost anywhere between Rs. 2000 to Rs. 50,000. The cost of the saree depends upon the amount of zari intertwined with the silk. The more the zari work, the more expensive the sari will be making of a Kanjeevaram Silk Saree. The procedure of making an Indian Kanchipuram sari commences with the task of preparing the thread, which is used at the weaver's loom. This involves, first, twisting the thread and then, dyeing and drying it in the sun. The border, the body and the pallu of the sari are created separately by the weaver. Then, he interlocks them together in an extremely tight joint.



Source: www.mysore.saree.udyog.com

Kanchipuram Silk Fabrics Sarees Making

Kanchipuram Silk (FabricS) Sarees are handwoven with mulberry silk that has been dyed various colours, the silk woven together with golden thread or 'zari'. It takes between 10 and 20 days, and up to 3 weavers to make one sari. The best quality of silk for these saris comes from the Karnataka and Tamil Nadu. For a sari to be passed through generations the fabric must be stronger than other silks available on the market, the strength of the fabric and the variety in the designs makes a Kanchipuram silk saree a must have for every woman. There's no better place to get one than at Mysore Saree Udyog.

Mysore Saree Udyog sell real 'zari' sarees not just in a lot of different colours but suited to a number of different occasions. Due to the amount of skill and work that goes into the creation of this sari, it ranges in price, a simple Kanchipuram silk sari starts at Rs2,500 and goes up depending on the design, the zari and the intricacy of the pallu and the order.

The variety of saris at Mysore Saree Udyog is incredible, and buying Kanchipuram silk is truly considered an investment. The magic of Kanchipuram saris extends far beyond the mastery of its creation, these saris weave their own magic into the lives of many women across many homes. The magic of these saris lives in tradition. Kanchipuram saris are not just depictions of myths and stories of gods, they are more than just designs and colours, these saris are what we inherit from the women in our family, and no one ever forgets the first time they wear a Kanchipuram silk sari. If the kanchipuram silk saree sold to one is genuine or fake can be tested. Following are the test to be done to check the authentication.

Testing of silk fabrics

There are a couple of fundamental tests you need to follow to identify if your kanchipuram saree is Genuine or Fake:

- 1. Zari Test:** Original Kanchipuram Silk saree borders are woven from silver zari, which is plated with 22K gold. This is basically pure red silk thread which is covered in silver and dipped in 22K gold. To test, take a few loose threads from the zari pallu or border. When onetake off the gold layer from the thread, the inner thread should be red, irrespective of the sareecolour. if it's genuine.
- 2. Silk Test:** Kanchipuram silk sarees are woven from pure mulberry silk. To test, take a few loose strands from both the weft and the warp and burn the threads. Pure silk, will leave behind ash which when touched, will crumble into a fine powder that smells like burnt hair or burnt leather. Fake fibers like synthetic ones, become a hardened lump after wards.

Qualitative Data Analysis

The methodology for the study encompassed both secondary research and primary field survey. The primary data includes the focus group of Kanchipuram silk supplier and GI office examiner.

The researcher had visited Geographical Indication registration, Chennai office and 15 suppliers and 20 sellers of Kanchipuram silk sarees in Mumbai Metro region. The secondary research involved literature survey and organization of secondary source information on various parameters. The data collection from the secondary sources were carried out in the important libraries such as Textiles Committee, Tata Institute of Social Sciences, Office of the Textile Commissioner, Silk and Art Silk Manufacturers

Industries Research Association (SASMIRA) and personal contacts with personalities associated with the industry. The Hypothesis required secondary data ie qualitative analysis on the data collected through journal of GI. From the secondary data collected.

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