

Future of Handlooms in India

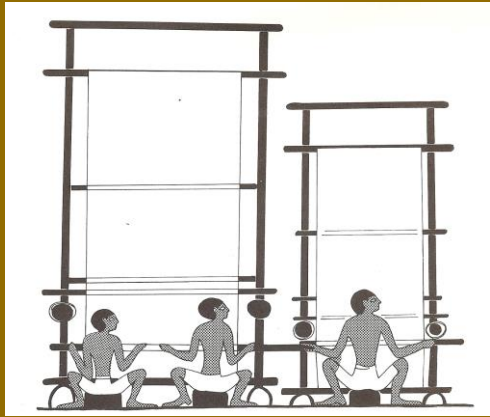


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IDC School of Design

Before we talk about future let's go back to birth of handlooms...

Handloom

The word "loom" is derived from the old english "*geloma*" formed from ge-(perfective prefix) and "*loma*", a root of unknown origin; this meant utensil or tool or machine of any kind.



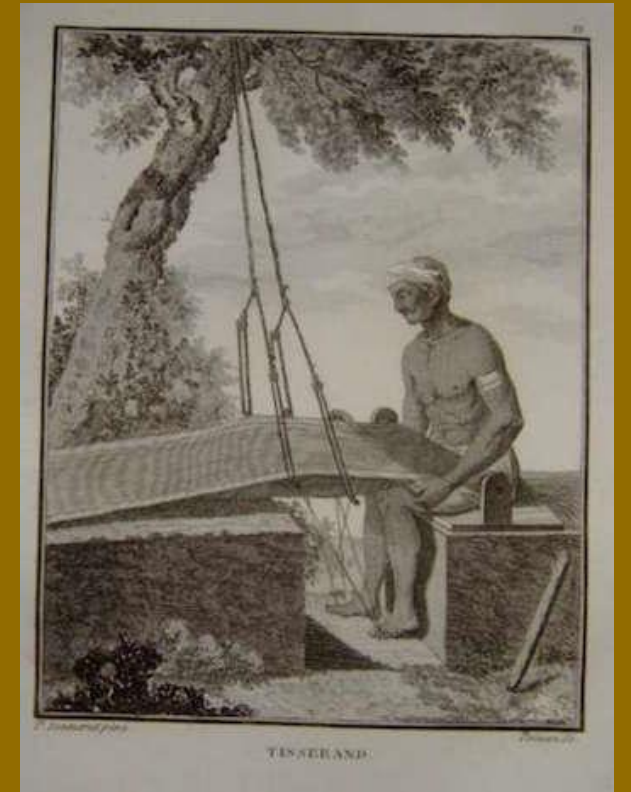
Egyptian loom



Madagascar loom

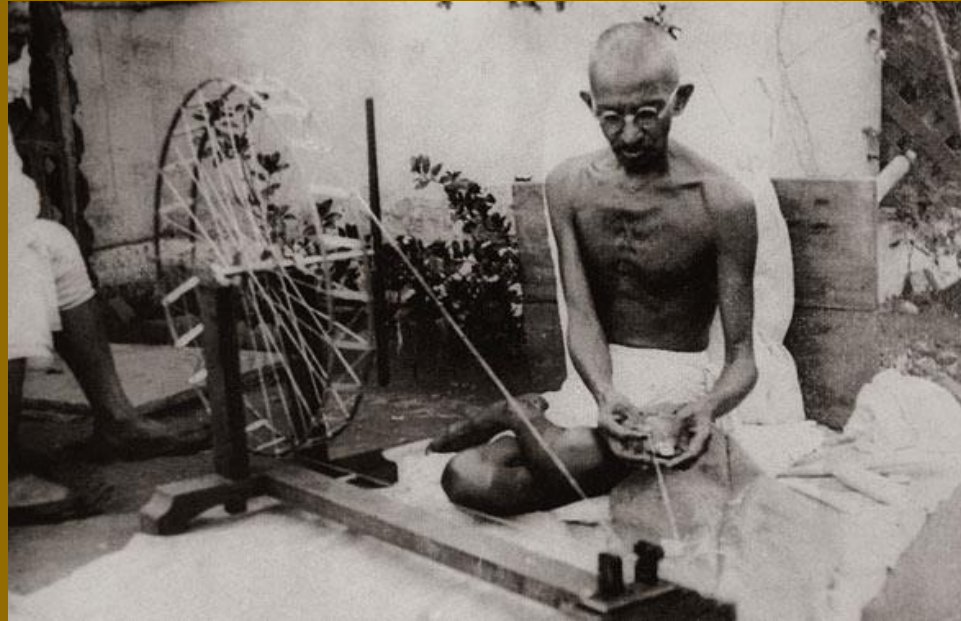
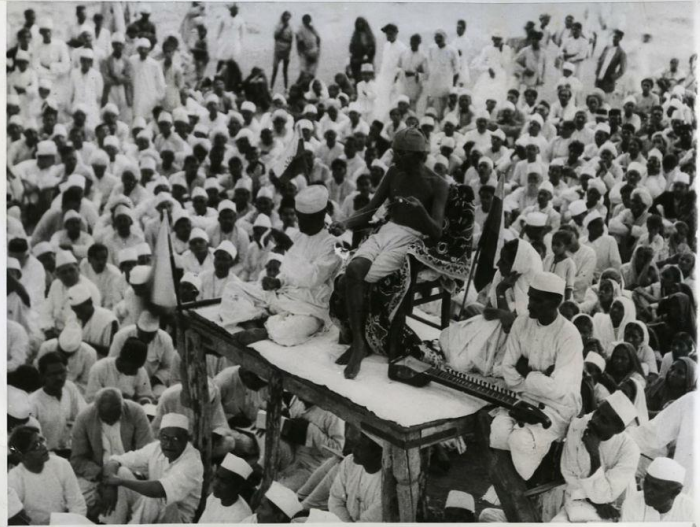


Greek loom



A cotton weaver in India, ca. 1782

• History of Handlooms in India



THE BOMBAY CHRONICLE, SATURDAY, JULY 30, 1921. 13

BOYCOTT OF FOREIGN CLOTHES
BONFIRE OF FOREIGN CLOTHES

Shall take place at the Maidan near Elphinstone Mills
Opp. Elphinstone Road Station on Sunday, 31st July, 1921.

THE CEREMONY WILL BE PERFORMED BY
MAHATMA GANDHIJI

All are requested to attend in Swadeshi Clothes of Khadi. Those who have not
given away their Foreign Clothes are requested to bring them to the Meeting.

SPECIAL ARRANGEMENT IS MADE FOR LADIES
AND CHILDREN

IN REMONY OF
LOKMANYA TILAK

PUBLIC MEETING AT CHAUPATI, 1st AUGUST 1921, AT 6-30 P. M.

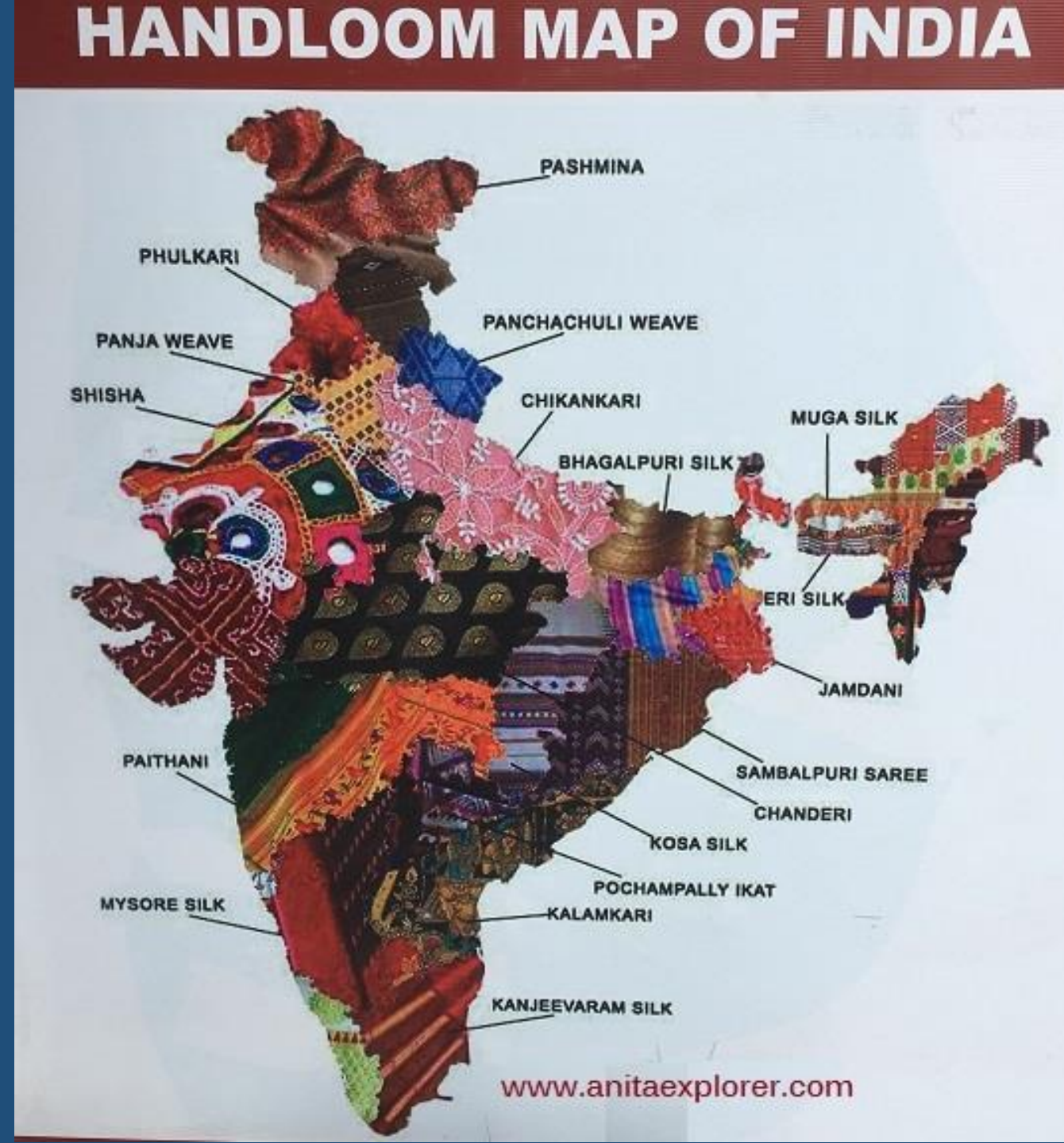
LONDON LETTER.
INDIANS AT IMPERIAL
CONFERENCE.
"WOMEN SELLERS AT PEACE"
INDUSTRIAL CHIEFS.
(Continued from page 10)

The London Letter continues with a detailed account of the Indian delegation's activities at the Imperial Conference. It mentions the presence of various Indian leaders and their discussions with British officials. The text highlights the Indian demand for self-government and the role of women in the independence movement. It also touches upon the industrial sector and the challenges faced by Indian entrepreneurs.

Today handloom in India is said to be a sunset industry but it is duty of younger generation of India to make it sunrise industry.

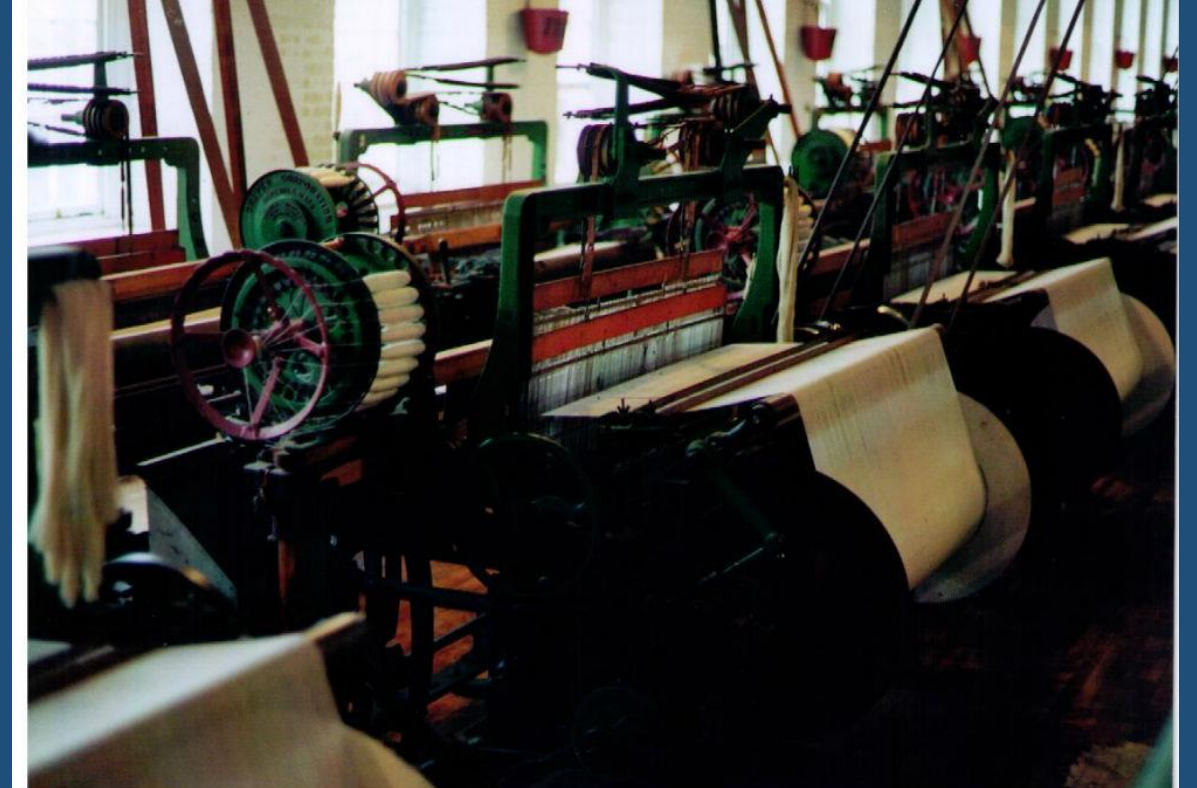
Handlooms in India

- Craft, culture, traditions are the words we use to describe India.
- If we go around India, we will find such amazing handloom crafts and stories behind them that will make us proud as an Indian. It is a signature of Indian culture.



But Today in India!

Arrival of mechanised looms or power looms as we call them has overpowered handlooms.



Not just handlooms!

Spinning and dyeing process has been mechanised.



Today the whole process is mechanised because of market needs and consumers demand. It is always about competitions among brands to keep themselves update and new all the time.



To achieve more and more new bright colours synthetic dyes are used which pollutes rivers and other water bodies because of emission of chemical effluents.





328 Weaving Machines
Monthly Capacity 3.5 million yards

WidePlus2017 Company Video (Functional Fabric Company @Taiwan)

“The clothing industry is the second largest polluter in the world ... second only to oil,” the recipient of an environmental award told a stunned Manhattan audience earlier this year. “It’s a really nasty business ... it’s a mess.”



Fast Fashion has negative impact on weavers

Over the decades, handloom weaving and weaver has seen many changes- the dwindling of local markets, lack of acknowledgement of weaving as a skilled activity, specially in their rural location.

On one hand Indian fashion industry is celebrating handloom fashion across the world, on the other hand weavers are finding it difficult to survive.

There is no sight of help for them.

Gross disparity.

Middle men menace.

Lack of support from government.



TOI screenshot

While Indian handlooms are being celebrated the world over, back home in Andhra Pradesh, weaver suicides continue due to abject poverty and lack of avenues to better their living conditions.

We need to slow down for sustainability...

Dastakar Andhra Seminar, New Delhi

I went to Daskar Andhra seminar, New Delhi to understand how textile lovers from different areas of textile came together and spoke about future of handlooms in India. I came across many ideas and interventions. Everyone spoke about future of handloom industry and their struggle today. They were speaking with strong belief and attachment to this sector. This spark encouraged me to do a very little to this big movement. Being a textile designer at heart, even I once thought that handloom weaving is impossible to survive in today's industrialisation but now my opinions have changed and I wish to change the same of many other textile designers too.

A wave of change

- A change has begun with lot of interventions by different generations of people.
- This is as much a challenge as it is an opportunity and also the foundation to the future of the handloom in India.
- India is a home to 40 lakh weaver households and handloom weaving continues as a livelihood potential and opportunity for millions.
- Add to this, young(er) individuals- are engaged with the world of handlooms.

Study

I would like to study the history of handloom (from books, reports and films that already exist) and visit to the Weavers Service Centre.

Films

Man & Machine - A Textile Documentary

How fast fashion adds to the world's clothing waste problem (Marketplace)

Weaving the Future | Chinthakindi Mallesham | TEDxHyderabad

Weaving Dreams: The Handloom School in Maheshwar, Madhya Pradesh

Storyloom Films

Books

Handloom Industry In India – 2014 by K.S. Suresh Kumar & C. Ganesh (Author)

Article

Growth and Prospects of Handlooms in India- DR. M. Soundarapandian

Interviews with

- **Cotton Rack by Rameshwari Kaul and Vinayak Sharma**- Young entrepreneurs who started a brand called cotton rack. They believe in fair trade and sustainability.
- **Itokri by Nitin Pamnani**- Nitin Pamnani is a business man from Gwalior, Madhya Pradesh who started e-commerce website, itokri to sell handlooms products and handicrafts.
- **Dr. Samrat mukhophadyay, IIT Delhi**- Dr. Samrat is doing project on designing appropriate technologies for handloom needs.
- **Dr. Sudha Dhingra, Nift New Delhi**- Dr. Sudha belongs to textile design department, NIFT New Delhi. She talks about relevance of handloom product & process in design education.
- **Hemendra Sharma, Kala Swaraj**- He talks about production with traditional weavers.
- Weavers, organizations, designers and policy-makers.

Field Trips

Few field trips are being planned to

- **Yeola** (in Maharsashtra for Paithani saris);
- **Maheswar** (Women Weave, Handloom School).

Further plan for this project.

1. Understand the history and future of handloom in India.
2. Research history of handloom; undertake a few field trips to speak with weavers, organizations, designers, policy-makers, to understand the present status of handloom in India. These would include conversations, interviews and video documentation.
3. Based on the above material create a book on the future of handloom in India (an understanding of the past and the present in order to be able to visualize the future.) One section of the book would visualize a possible future for handloom activity at IDC.

Thank You