



SUSTAINING INDIAN TRADITIONAL TEXTILES

Akshita Bakliwal

Student, Department of Fashion and Textile Technology, The IIS University Jaipur.

Radha Kashyap*

Prof Head, Department of Fashion and Textiles, The IIS University Jaipur.

*Corresponding Author

ABSTRACT

Indian traditional textiles have been known for its unique creativity and skill of the weaver. Traditional textiles are sustainable as they are environment friendly, energy saving form of artistry. Amongst the textile sector, it is the outcome of sustainable textile products. Textiles have remained not only as one of the important options of livelihoods but have also been the saviors of the various traditional skills that have been inherited by the weavers over generations. The present study is an attempt to analyze the importance of Indian handloom sector and problems faced by this sector. The study reveals the problems that the Indian textile weavers are facing. The major challenges faced by the textiles weavers are in availability of raw materials, inadequate finance, poor marketing promotion, inadequate welfare measures and government support. Unhealthy working conditions of Indian Textile weavers have also contributed towards not taking up weaving as their profession. The ways through which Indian traditional textiles can be sustain is to create awareness among new generations to preserve their cultural heritage. Promoting textiles through museums, innovations and product diversification, development schemes and programmes should be adopted. Paths and ideas for sustaining Indian traditional textiles have led to increase in revitalizing traditional textiles. There is a need towards integrating technological innovation in traditional culture and converting it into an economic growth factor.

KEYWORDS : Indian traditional textile, Sustainable, weavers, economic growth.

INTRODUCTION :

Textiles have been recognized by the unique creativity and skill of the weaver. Weavers comprehension of colour, texture and function and capacity for rapid adaptation and production of small yardage in a variety of designs. Indian handloom designs takes its inspiration from nature and the products of various regions reflect the colors of the flora and fauna of that area and makes the uniqueness of handloom products which attract the costumers to buy it. Each state of India displays a variety of designs, producing distinct textiles and crafts indigenous to the region. Thus traditional Indian textiles can be classified according to the region of production. Another classification of Indian textiles can be based on the technique of production. The handloom industries are environmentally friendly, energy saving form of artistry among the textile sector with the outcome of sustainable textile products. Indian handloom products are as different and varied as our cultures and languages. There may be many similarities in different styles, but then each handloom products are distinct from the other, has a mark of its own. This difference in styles patterns or motifs used, ground fabric and yarns used. Each unique combination of weaves, motifs, patterns and colors conveys the historical experiences of the people who make and use it. Handloom is done in all most all parts of India, the work produced in each area having its own distinctive character.

The loss of our craftsmen, the migration of new generation to urban areas, the production of competitive mass-goods and the ignorance of material and immaterial culture are some of the problems with which traditional textile art is confronted. If a culture is still alive it is due to its constant reinvention and its understanding of the new economic, social and political challenges. There are a number of ethnic groups that continue to weave for both personal and commercial reasons. In many of these communities other economic opportunities do not exist and they are weaving to sell to local and national markets.

IMPORTANCE OF TRADITIONAL TEXTILES :

Textiles have remained not only as one of the important options of livelihoods but have also been the saviors of the various traditional skills that have been inherited by the weavers over generations. The importance of this sector lies in its size and employment potential. It provides direct and indirect employment to all the rural people who are engaged in weaving. It also gives employment to a lot of women and, thus, plays its role in women empowerment.

The most important quality of traditional textile goods is sustainability. The products of "total beauty" are the source of many environmental issues. Pollution, deforestation, extinction of species and global warming are side effects of mass goods production. Many of the beautiful products we see today have a darker side, less pleasant. Sustainable products are made from organic, recyclable or compostable materials, they are safe and non-toxic. The production

processes needed use renewable energy and the final product fulfils its function efficiently and has a fair social impact. Regardless of the importance of eco-friendly and sustainable products there is a need to focus on the economic impact for rural communities. Sustainable products are made from organic, recyclable or compostable materials, they are safe and non-toxic. The production processes needed use renewable energy and the final product fulfils its function efficiently and has a fair social impact. Regardless of the importance of eco-friendly and sustainable products, the focus should be on the economic impact for rural communities.

The present study is an attempt to analyze the importance of Indian handloom sector and problems suffered by the sector. The study is expected to reveal the problems that the Indian textile weavers are facing.

PROBLEMS AND CHALLENGES FACED BY INDIAN TRADITIONAL TEXTILES :

Raw material is the basic thing necessary for the production of any textile product. The shortage of raw material is one of the major barrier for the development of textile industry. More over the prices of the raw material has been increasing which results in the decrease in the profit of weavers.

Inadequate finance and access to loans is the another challenge faced by the weavers of textile industry. At present 80 per cent of the weavers work with master weavers including with exporters and, therefore, cannot access credit sources directly. Moreover, the remaining weavers find it difficult to fully meet their credit needs on reasonable terms as they are unable to satisfactorily provide adequate security to banks and other financial institutions. Due to lack of finance and inadequate marketing facilities, weavers are also not able to promote their products.

The weavers do not get the reasonable prices for their products in comparison with the effort and energy involved which leads the migration of weavers from rural to urban areas and do not adapt weaving as their profession.

Inadequate welfare measures is also a biggest problem faced by the people of textile industry as people show less interest towards traditional textile which leads to depletion of traditional textiles and handlooms (Khatoun, 2011).

Other constraints which are faced by the weavers are :

- Lack of organizational strength
- Lack of training facilities
- Lack of transport facilities
- Wastage of human abilities

- Inadequate government support

Unhealthy working conditions of Indian Textile weavers have also contributed towards not taking up weaving as their profession.

SUGGESTIONS TO SUSTAIN INDIAN TRADITIONAL TEXTILES :

Paths and ideas for sustaining Indian Traditional Textile has led to increase in revitalizing traditional textile. There is a need towards integrating technological innovation in traditional culture and converting it into an economic growth factor.

Government should invest in skill development programmes so as to skill the weavers and their families. With the help of this programmes the weavers will be able to add modern blends to the traditional textile. New diversification should be added to traditional textile such as Sarees, Dress materials, Stoles, Scarves, Home furnishing products like Curtain, Cushion Cover, Ladies Bags, Lamp set, Wall Hanging, Door mat, Table Mat, Bed Cover, Ladies Top, Gents Shirts, Wool Shawls, Kurta etc. Innovation of products helps in increasing the demand of the products which helps in sustaining the textile.

Government should also introduce new development schemes such as Export promotion scheme or clusters to be formed which helps the weavers to enhance their products in the global market and creates a link between small weavers and organizations. Such kind of schemes will open the doors for Indian handloom market to showcase its beauty, strength & capabilities in international market

The quality assessment of yarns, woven fabrics, dyeing, finishing and packaging should be done beautifully. To create a stable space for the handloom products in national and international market quality assurance is a must. When good quality products will go into the hands of the consumers, the satisfaction of consumer will result in increase in demand of the goods. Hence the sale will be boosted which in turn will boost the production in handloom industry and hence the Indian handloom market will flourish.

Awareness should be created among consumers and new generation. Visual designer and artisan collaboration and co-creation for sustainability of Traditional textile is necessary. The mode of collaboration should address the preservation by educating more people while retaining the originality of the Indian textile. New-media application can be explore more for heritage conservation and generation of public awareness. Many of the Indian traditional art form has immense potentiality to be adopted into contemporary new media. It is necessary to aware people before the textile get fades away along with the immense treasure of our cultural heritage. Awareness can :be created through National Seminars, Workshops, Projects, etc.

CONCLUSION:

On the basis of above discussion it is concluded that the research process unfolds the necessity of revitalization of traditional Indian Traditional textile. To bridge the gap between cultural heritage and the society awareness should be created among consumers and young generation and new schemes and development programmes should be implemented. Sustainability today has become a necessity driven by consumer awareness and preference for sustainable products, compliance norms, and a realization that to secure the future it is important to act today.