

HANDLOOM CLUSTERS EXPO 2007

[Under Integrated Handloom Cluster Development Program]



सत्यमेव जयते

Ministry of Textiles
Government of India



Development Commissioner
(Handlooms)



Entrepreneurship
Development Institute
of India

Introduction

The Office of the Development Commissioner (Handlooms) has launched an Integrated Handloom Cluster Development Programme [IHCDP] in 20 selected handloom clusters spread over 13 states of the country. Entrepreneurship Development Institute of India, Ahmedabad has been appointed as a National Resource Agency to extend handholding support to the implementing agencies as also mentoring support to some clusters to revitalize them. The programme, launched in 2006, has attempted to evolve new products and designs among the niche products being manufactured in the clusters, with the help of reputed designers from NID and NIFT. In addition, the quality upgradation of the products by improving processes such as that of dyeing, has also been emphasized. Capacity building and Skill development programmes for weavers were undertaken to impart expertise in producing quality products. Over and above institutional innovations in the form of Self Help Groups, Consortiums and Producers' Company have been attempted to adhere to market norms and provide a common platform for buyers to interact on issues, such as, timeliness and quality standards.



To provide market linkage for products of these 20 clusters, 'Handloom Clusters Expo 2007' is being organized under the aegis of the Ministry of Textiles by Entrepreneurship Development Institute of India, Ahmedabad, at Handloom Pavilion, Pragati Maidan, New Delhi. The Expo has participation of all the Implementing Agencies of 20 Clusters.

The information in this Brochure provides a background of the clusters along with an update on the products being manufactured. For more details on the products the concerned Cluster Development Executive [CDE] (Details provided below each of the clusters) can be contacted

Website: www.indianhandloomscluster-dchl.net also provides extensive information.

BARABANKI

- No of Weavers 50,000
- No of Looms 20,000
- No. of Cooperative Societies 73
- Products : Stolls, Scarf, Shawls
- Turnover 150 Crores

Northern Region Clusters

Background

District Barabanki was known as Dariyabad with its headquarters at Dariyabad town established by an officer in the army of Mohammed Shah Shariqi by the name of Dariab Khan. It remained the district headquarter till 1858 AD. The district headquarter was shifted to Nawabganj in 1859 AD now known as Barabanki. The Barabanki Handloom Cluster is famous for weaving since the nawab's period of Lucknow. About 95% of total cluster turnover has been oriented towards export. Cluster actors also outsource production to some other cluster due to heavy demand and time bound order of export market.

Contact Details :

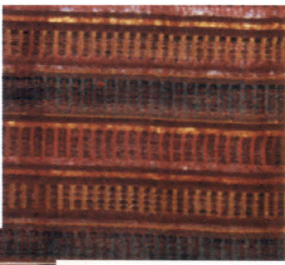
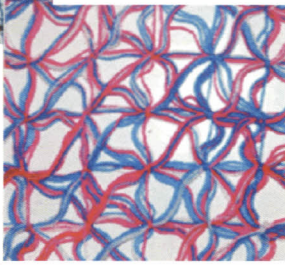
Mr. Vijay Saxena

C/o. National Institute of Small Industry Extension Training

Yousufguda, Hyderabad - 500 045 [AP]

Phone: 09839251152

E-mail: vijay_saxena4@rediffmail.com



BIJNORE

- No of Weavers 13,000
- No of Looms 7000
- Blocks Covered Kullu
- Products Duster clothes, Home furnishing, Dress material
- Turnover 5 Crores

Background

Bijnore is a medium sized district located in north west UP on the eastern bank of Ganges river and adjoins the southern part of Utrakhand state. The handloom weaving activity is found in around 32 villages and 6 small towns. Ninety nine percent (99%) of the weavers belong to Muslim Ansari community. 92 co-operative societies are registered in the cluster, but only 22 of these are working actively. The Bijnore district handloom cluster is wide in area and spread across a length of 60 km and breadth of 40 km. About 20% of total production is being supplied to Delhi based exporters like Fab India, All India Handloom board & other prominent exporters through middle men. The rest is sold in the domestic market at Naogaon, Sadat, Nahtore, Sheohara Dhampur and Kath etc;

Contact Details:

Mr. Raman Shiva Kumar

C/o. Textile Committee

P. Balu Road, Prabhadevi Chowk

Mumbai - 400 025, [Maharashtra]

Phone: 09313370136

E-mail sssdelhi@yahoo.com



CHANDERI

- No of Weavers 3000
- No of Looms 5000
- Blocks Covered Chanderi, Gwalior
- Products Sarees [Cotton],
- Turnover 15 crore

Background

Chanderi is one of the best-known handloom clusters in India, particularly famous for its sarees, made with mix of silk and cotton. But if we look at its history, Chanderi has been adapting itself as per needs. Chanderi started weaving sarees in the second half of the twentieth century. Changes were Subsequently introduced in methodologies, equipments and even the compositions of yarn. The heritage of the space is skills of weaving high quality fabric. The weavers uphold heritage, as they have been the ones, who produced the fabric that received appreciation even from the royals.

Contact Details:

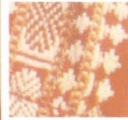
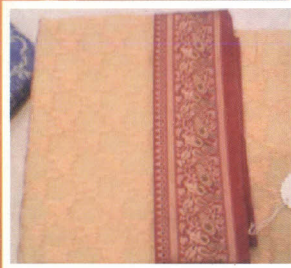
Mr. Tarun Bedi

Entrepreneurship Development Institute of India
Near Village Bhat, Via Ahmedabad Airport & Indira Bridge,
P.O. Bhat – 382 428,

Dist. Gandhinagar [Gujarat]

Phone: 09826282522 / 09302481849

E-mail: tarun@ediindia.org



GWALIOR



- No of Weavers 2000
- No of Looms 650
- Products: Carpet, Dornier Dari
- Turnover 1 crore

Background

Gwalior is an historical place of Madhya Pradesh. The Gwalior Trade Fair takes place every year in the month of December-January. The Tomars, Marwahs and Marathas ruled the Gwalior city.

There are mainly two types of activities in handloom sector in Gwalior

1. Carpet, Sofa set covers, Bike seat covers, Floor mats, Doormats manufactured from the wastage/Salvage of Dornier Power looms popularly known as Dornier Dari/ Fur Carpet.
2. Cotton Cloth, polyester Cloth, Bandage Cloth, Woollen items manufactured mainly for supplying to the Govt. Supply.

Contact Details:

Mr. Tarun Bedi

Entrepreneurship Development Institute of India
Near Village Bhat, Via Ahmedabad Airport & Indira Bridge,
P.O. Bhat – 382 428,

Dist. Gandhinagar [Gujarat]

Phone: 09826282522 / 09302481849

E-mail: tarun@ediindia.org



KULLU

- No of Weavers 20,000
- No of Looms 6500
- Products Kullu shawls, carpets
- Turnover 60 crore



Background

There is a large concentration of weavers in the District of Kullu of Himachal Pradesh. Kullu shawls have now become a household name and the activity has assumed commercial significance. There are around 180 Co-operative Societies providing employment to about 7000 weavers. Besides this, 1500 weavers are working for 300 private units. The major production by these weavers is for Self Consumption. The cluster has of late diversified into various other Market friendly products such as Mufflers, Scarves and Export Quality Carpets and Shawls.

Contact Details:

Mr. Sher Singh Bhardwaj
C/o. H.P. State Handicrafts &
Handloom Corporation Ltd
D-2, SDA Commercial Complex,
Kasumpti, Simla - 171 009 [HP]
Phone: 09816461695

MUBARAKPUR

- No of Weavers 7500
- No of Looms 5000
- Blocks Covered Mubarakpur
- Products Silk sarees,
- Niche Product Silk sarees
- Turnover 10 crore

Background

Sarees weaving started way back in the 14th century under the kingship of Mubarak Shah. Although the weavers are skilled craftsmen, the cluster has never been able to attain prominence. Like Banaras it specializes in cotton weaving but made a switch to silk weaving in the 14th century. Around this time again, over it specialized in Kora & Kotan weaving. Even the products manufactured have changed from Ordinary Silk to high-end heavy zari Saris to Art Silk (Synthetic) Sarees. Today more than 50% of the production is of Art silk sarees. The saris may be categorized in Silk, Chiffon, Georgette, Tusser and Kotan & Kora Tissue etc;

Contact Details:

Mr. Akhilaque Ansari

C/o. National Institute of Small Industry Extension Training

Yousufguda, Hyderabad - 500 045 [AP]

Phone: 09305193389

E-Mail : akhlaque11@gmail.com

VARANASI

✓ No. of Handloom	80,000
✓ No. of Weavers	100000

In selected pockets [Kotwa, Ramnagar, Lohta]

➤ No of Handlooms	5000
➤ No of Weavers	10,000
➤ No. of Cooperative Societies in the Cluster	20
➤ No. of Weavers associated with Cooperative Societies	2500
➤ No. of Master Weavers in the Cluster	25
➤ Main products of the Cluster:	Silk Sarees, Dress material, Home furnishing

Background

Banaras Silk Sarees – a name that conjures up the diverse landscapes of Indian tradition. The historians have traced the tradition of Banaras Silk Sarees From 1500 to 2000 BC with references in Vedic and Buddha literature. It specialized in cotton weaving but made a switch over to silk weaving in the 14th century. Around this time again it specialized in brocade weaving. Brocade is a textile in which pattern is created in weaving by transfixing or thrusting the pattern thread between the warp. Zari brocade entails use of gold (meaning silver thread with gold polish) and silver threads- real or imitation-thrust either as special weft or warp to create glittering raised ornamentation. The weave- rich varieties of Saree in Varanasi are: Jangla, Tanchoi, Vaskat, Cutwork, Tishu and Butidar.

Contact Details: Shailendra Jarika

C/o Entrepreneurship Development Institute of India,
C/o IIHT & WSC Campus
Varanasi Cantt, Varanasi [UP] Phone No: 0542 – 3208065
Phone: 09838936743
E-mail: jarikashailendra@rediffmail.com

KURINJIPADI

- No of Weavers 7500
- No of Looms 5000
- Blocks Covered Kurinjipadi, Cuddalore, Chidambaram,
- Products: Lunghi , Silk sarees shirting, handkerchieves.
- Niche Product Lungi
- Turnover 15 crore



Background

In early 1950s, Koorai sarees, Kundanji Dhothies and Kambi / Chittai towels were the main products of Kurinjipadi cluster. Between 1950 to 1960 people used to wear only dhothies and towels and hence these two varieties were produced mainly in Kurinjipadi cluster. Later during 1961 to 1970, they started producing new check shirting popularly known as **bleeding Madras**, which was exported to U.S.A. From 1971 to 1980, they produced low cost lungies in 60s x 40s x 72s reed with low texture. From 1981 onwards, they changed the quality into high texture i.e., in 60s x 40s x 80s reed and exported to Singapore, Sri Lanka and Malaysia. During the same period, **Payadi Lunghi** variety was introduced with heavy texture with mat weave having double ends on equal proportion of white and colour. The special feature of the Payadi Lunghi that is it looks like mat design. The Cluster has adpted varieties like cotton check shirting and Payadi design shirting with latest attractive colours.

Contact Details :

Mr. Mr. N. Vairavel

Tamilnadu Handloom Weavers Coop. Society Ltd.

Balasundaram Buildings

350, Pantheon Road, Egmore,

Chennai - 600 008 [TN]

E-mail- cooptex@vsnl.net

Phone: 09444304724 & 09444439722



cotton



kurinjipadi cluster
cotton shirting



kurinjipadi cluster
silk sarees



cotton

MADHAVARAM

- No. of Handlooms 3500
- No. of weavers 10000
- No of Handlooms under cooperative societies 475
- Main Products of the Cluster: Rich Fancy Sarees
- Turnover 15 crore

Background

“Gadapa”, popularly known as Kadapa is a renowned place for Temples, Forts and also Artists and Artisans. Madhavaram is one of the well – known villages in Kadapa District. Madhavaram is situated on the banks of River Penna. The weavers of Madhavaram have produced 60 X 60 Petu Sarees in 6 yards which are Brides during wedding ceremony. The weavers use “Modugu Puvvu” from nearby forests, for getting the reddish color border on the sarees. It may be construed that the weavers of used vegetable dyes which are eco-friendly in nature. They weavers produce 60x60 count Dhothies, called Madhuparkams, exclusively for wedding ceremonies. Other popular products include “**Malle Mogga, Gundupetu, Allepetu, Oreku anchu**”. “**Turbans**”(Tala pagas) on “Throw Shuttle looms”.

Contact Details :

Mr. S. Sudharshan Rao

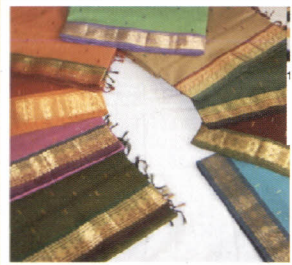
C/o. Andhra Pradesh State Handloom Weavers Co-Operative Society Ltd.

D. No. 305-770, Weavers Bhawan Vittal Wadi, Chowrasta, Nayanaguda,

Hyderabad - 500 001 [Andhra Pradesh]

Phone: 09849789261

E-mail: sudarsan_apco@rediffmail.com



THIRUVANTHAPURAM

- No. of Weavers 45598
- No. Of Handlooms 21687

In selected pockets

- No of Handlooms 5000
- No of Weavers 14000
- No. of Cooperative Societies in the cluster: 139
- Main products of the cluster: Zari Sarees, Double Dhoties, Shirting, Lungi, etc.
- Turnover : 15 crore

Background

The Balaramapuram Cotton Kasavu Sarees, Double Dhoties and other Handloom products of the District are eco-friendly, user-friendly and world renowned. The historical background of Balaramapuram reveals that the Maharaja and his Delava (Chief Minister) Ummini Thampi jointly decided to bring 7 weaver families (Syalias) from Tamil Nadu and settle them at Balaramapuram in a cluster have now got. The street established as Syaliar Street. Presently the number of weavers in the area and in the district has increased to thousands and has established a brand image of their products. The weavers of Balaramapuram and Thiruvananthapuram weave rich and sophisticated handloom products like Balaramapuram Sarees, Double Dhoties, Churidar Material, Dress Material and Furnishing etc.

Contact Details:

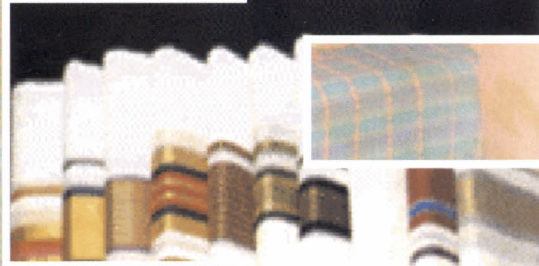
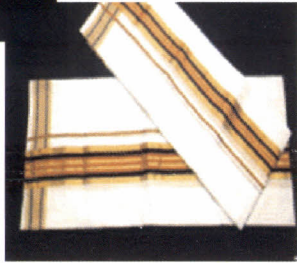
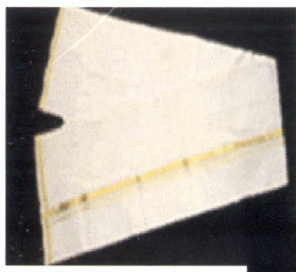
Mr. P. S. Mani

C/o. Kerala State Handloom Development Corporation Ltd.

PM-32/249, Thilleri Road, Cannanore - 670 001, [Kerala]

Phone: 09895780519, (O) 0471 2391646

E-mail: manips59@yahoo.com



TIRUVANAMALAI

- No of Weavers 5000
- No of Looms 2580
- Products Cotton Sarees, Dhotis
- Niche Product Cotton Sarees.
- Turnover 13.5 crore

Background

Tiruvanamalai - The famous pilgrim centre of Lord Shiva and one of the District headquarters in Tamilnadu State is situated 172 kilometers from Chennai. Mudaliar Community lived in Tiruvanamalai and performed Handloom weaving 500 years back. The products produced in Tiruvanamalai District are Arni Silk Sarees, Lungies, Kanchi cotton sarees, 60s cotton sarees, 20s 2 Ply Towels, 40s, 26s Dhoties, cotton and Polycotton Sarees (Govt. Free Distribution Scheme Sarees) and Cotton Gada.

Contact Details :

Mr. V. Arumugam

C/o. Tamilnadu Handloom

Weavers Coop. Society Ltd. Balasundaram Buildings
350, Pantheon Road, Egmore, Chennai - 600 008 [TN]

Phone: 09444439723

TRICHY

- Total No. of Handlooms: 10000
- No. of Weavers: 8000
- Number of Coop Societies 25 (29)
- Number of Master weavers: 50
- Cluster Turn over Rs. 10 crore

Background

Woraiyur, a part of present day Tiruchirappalli, was the capital city of the the the Cholas since 300 B.C. Pure silk varieties with good amount of ornamentation were being woven for dressing of the Kings family and for the rich people in the Jayankondam area, situated about 95 Kms from Trichy. The main product of the cluster is Woraiyur Cotton Sarees, Dhooties, Uppers and voile fabrics, About 70% of the production is only of sarees manufactured in various fine counts namely 60s, 80s, 100s, 120s, 2/120s. These sarees are woven in and around the ancient capital of Woraiyur, and so since then it is called Woraiyur Saree. Thees cotton sarees are produced in and around the Trichy cluster. Yearly production is estimated around 3 lakhs pieces, which is 5% of Tamil Nadu's handloom saree production. The handloom products are manufactured in areas covering 50 kms around tricky Trichy, namely Manamedu, Musiri, Thatheingarpet, Mettupalayam, Trichy, Poovalur, Thuraiyur, Kottathur a Paithamparai. The weaver communities are Padma Saliya, Devangars and Mudaliars.

Contact Details :

Mr. G. Ramesh Babu
C/o. Textile Committee
P. Balu Road, Prabhadevi Chowk
Mumbai - 400 025, [Maharashtra]
Phone: 0984338045
E-mail: ramesh517@gmail.com

BARGARH

- No of Looms 7158
- No of Weavers 15,000
- Blocks Covered Bargarh, Bijepur, Sohela & Attabira
- Products Cotton Tie & Dye Saree, Dress Material, lungi,
- Turnover Rs. 10.00 crore

Background

Bargarh Handloom cluster is famous for its intricate tie and dye design sarees popularly know as “**Sambalpuri Saree**”, which is a testimony of rich art and tradition. The “Tie and Dye” technique (IKAT) is mostly used in weaving sarees, dress material, lungi, bed covers etc. When tie and dye technique is used in either warp or weft it is called single ikat and when both in warp and weft, it is called double ikat. Though the art of weaving was prevalent in Orissa even before 600 B.C. as per historians the cluster has recognition of weaving tradition during mid of 17th century by traditional weaver’s community popularly known as “Bhulia”. In the primitive age the designs under made and dye were based on natural scenery, animal motifs, flowers and plants It depended on the creativity of the weavers. The design is impregnated over the yarn under tie and dye process being translated in to a graph from a rough sketch paper diagram. The products of the clusters are mainly mercerized twisted yarn of finer count.

Contact Details:

Mr. Santanu Kr. Meher

C/o. BOYANIKA Pandit Jawaharlal Nehru Marg,

Bhubaneshwar - 751 001 [Orissa]

Phone: 09437400723

E-mail: santanu.meher@rediffmail.com



BHAGALPUR

- No. of Handlooms 70,000
- No. of Weavers 30,000

In the selected Pocket

- No of Handlooms 5000
- No of Weavers 7500
- No. of Cooperative Societies in the Cluster 10
- No. of Weavers associated with Cooperative Societies 2000
- No. of Master Weavers in the Cluster: 42
- Weavers associated with master weavers 10018
- Main Products of the Cluster Sarees, Kurta-Pajamas, Cushion covers, Bed Sheets, Scarves, Curtains, Table covers, Runners

Background

There are about 70,000 (Approx) handloom weavers in Bhagalpur. The major products are: Silk Dress Material, Saree, Salwar Suits, Dupattas, Kurta- Pyjamas ,Cushion Covers, Bed Sheets, Shawls, Scarves, Curtains, Throws, Table Covers, Napkins & Runners. The total value of trade from Bhagalpur cluster is around 100 crores annually. 50 % of the turnover is from domestic market and the balance 50 % is from the export market. In the area of home furnishing made ups, Bhagalpur produces silk made ups worth 100 crores, as against the total production of 3,300 crores of silk made ups from India. The Bhagalpur cluster is the second highest in silk fabric production and exports after Karnataka state. Bhagalpur silk home furnishing made ups are slowly becoming popular in the overseas markets.

Contact Details :

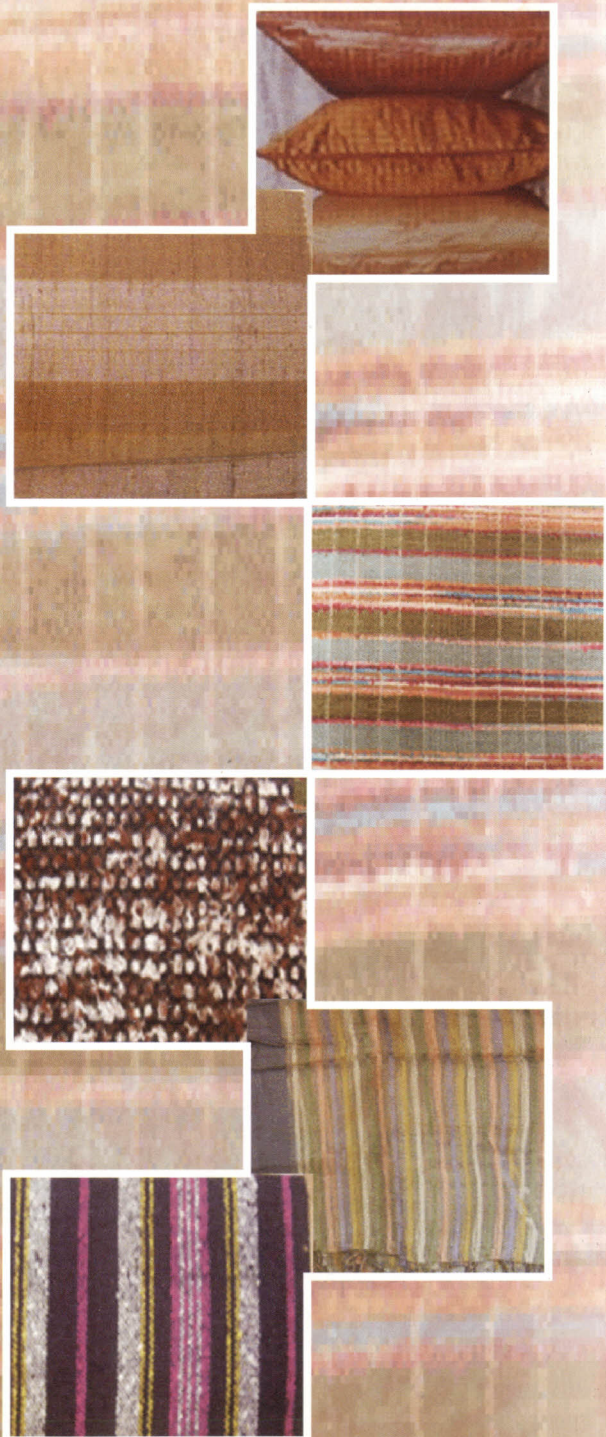
Shri Dhananjay Kumar

C/o. ASEED. ASEED House, C-8/8007, Vasant Kunj,

New Delhi - 110 070

Phone: 09430267035

Email: dhanubhai_65@rediffmail.com



BIJOY NAGAR

- No of Weavers 5000
- No of Looms 7500
- Blocks Covered Bijoy Nagar
- Products Eri Silk Saree and Dress material
- Niche Products Eri silk Saree
- Turnover 2 crore

Background :

Bijoynagar located in South Kamrup District of Assam State is an area where handloom has been a dominant sector as a means of livelihood. In this area there is a concentration of eri handloom weaving. Located at a distance of about 30 kms from Guwahati city, there are several villages in and around the area where eri weaving is a dominant activity. Historically it is seen that eri was reared for both food and yarn and can be traced back to a few hundred years. Since the area already had a history of eri rearing and weaving, these traders foresaw some prospect and thus entered the eri handloom weaving sector.

Contact Details:

Mr. Dhiraj Talukdar

C/o. State Institute of Rural Development, Assam

G. S. Road, Khanapara,

Guwahati - 781 022, [Assam]

Phone: 098641 24143, 09835212220

E-mail: sirdassam@sify.com

BURDWAN

- No. of Active Weavers in the Cluster 50000
- No. of Active Looms 37500
- No. of Primary Weavers in Cooperative Society 82
- No. of Master Weavers 300
- No. of SHGs 64
- Present Export Status 8-10% By Selected

Background

Burdwan cluster is famous and a very significant place in Bengal handloom industry. This cluster is popular for its "Tangail Naksapar Saree" and "Jamdani" Saree with jacquard design. The historians have traced the existence of super fine cloth of Jamdani in the 15th and 16th Centuries. The "Mughals" recognized this excellence and acknowledged its rarity. "Nawabs" of "Awadh" and "Dacca" (presently under Bangladesh) took over and enveloped this craft under their protective umbrella. The weaving techniques make Jamdani an indigenous craft even though the designs are of foreign (Persian) origin. Another product variety "Tangail Saree" originated from a place called "Tangail, a district from the present day Bangladesh. Previously silk warp and cotton weft were used for producing these types of sarees and it was named as "BEGAM BAHAR". Later on, both cotton warp and weft were in vogue.

History reveals that in the year 1942 the weavers, mainly the "Basak" community who migrated from "Tangail" district and "Debnath" from "Nowakhali" district before partition of India and settled in Dhatrigram, Samudragarh, Tamaghata, Katwa in Burdwan district respectively, are producing these glorious varieties of Tangail and Jamdani Sarees.

Contact Details :

Mr. S. Bandhopadhyay

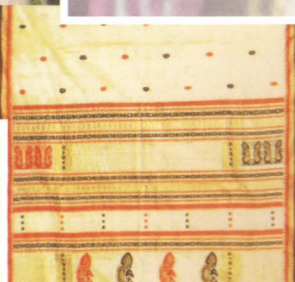
C/o. National Handloom Development Corporation Ltd.

10 & 11 Floors, Vikas Deep,

22 Station Road, Lucknow - 226 001,

Phone: 09831104597

E-mail:subhabrata53@rediffmail.com



IMPHAL

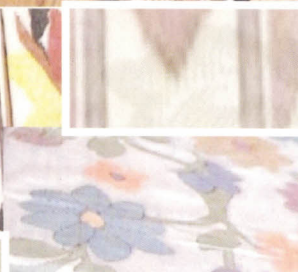
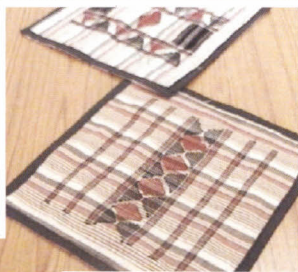
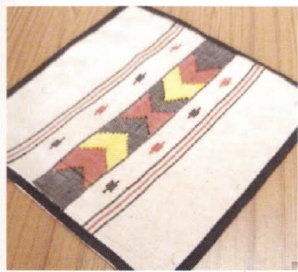
- No of Weavers 6392
- No of Looms 4752
- Blocks Covered Imphal
- Products Khudei, Mayek Naibi, Moirang Phi, Leirum, Home furnishing 1 crore
- Turnover

Background

The Imphal district has the highest concentration of weavers. One of the notable features of Manipur Handloom Industry is that entire workforce comprises women. This implies that every other woman in Imphal East is involved in handloom in one way or the other. Women are into weaving, dyeing, bleaching and also trading of finished products and yarn. This is a natural cluster of handloom. It owes its origin to the inherent need of the people of Manipur to cloth themselves. It is the nature of the tribal societies to distinguish themselves from the rest, and this leads them to showcase different ethnic designs and motifs in their attire also. This makes the cluster more vibrant and colorful. It enjoys a strong patronage of its local population. The advantage of the cluster is the presence of skilled and expert weavers and craftsmen as also proximity to the market. The well known all women market locally called "Ima Bazar" is at a distance of 3 km from the center of the cluster.

Contact Person :

Mr. Kh. Nabachandra Singh
Indian Institute of Entrepreneurship
Bashistha Chariali, Lalmati,
Guwahati - 781 029, [Assam]
Phone: 09436230155, 09436034586
E-mail: singh.nabachandra@rediffmail.com



An Array of Interventions to Refurbish Clusters....



Please contact:

Development Commissioner (Handlooms)
Room No - 56, Udyog Bhavan
Ministry of Textiles, Gol
New Delhi - 11
Phone : 011 23062945
Fax : 011 23062429
E-mail : dchl@nic.in

Project Director
C/o. EDI, P. O. Bhat
Via Ahmedabad Airport
& Indira Bridge
Ahmedabad - 382 428
Phone : 079 023969161/63
Fax : 079 23969164
E-mail : nrahandloom@ediindia.org