

# HANDLOOM CLUSTERS

Under Integrated Handloom Cluster  
Development Scheme



Development  
Commissioner  
(Handlooms)



Ministry of Textiles  
Govt. of India



Entrepreneurship  
Development  
Institute of India

# Introduction

India's strong traditional footing and a rich resource base have made it a hub of clusters. However, it has been noticed that over reliance on traditional practices and methodologies, of these clusters, needs to be complemented with contemporary knowledge so that the clusters are equipped well enough to play a pivotal role in economic development.

While the Handloom Sector, in particular, gives India its standing, it also calls for innovative procedures and strategies to adopt the role of a front Runner. In cognizance of this need, the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India took the onus of revitalizing 20 handloom clusters across 12 states of the country. EDI, appointed as the National Resource Agency (NRA), imparted diverse need based inputs in the areas of marketing, technology, institutional tie-ups and



capacity building in different enterprise related sectors.

This document previews the details of the clusters pertaining to geographical coverage, products manufactured, turnover, number of handlooms and weavers and the contact details of the CDEs.

Please visit us at

[www.indianhandloomscluster-dchl.net](http://www.indianhandloomscluster-dchl.net)



Barabanki  
1 & 2



Bijnore  
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# Barabanki

Uttar Pradesh

No. of handlooms  
**20,000**

No. of weavers  
**50,000**

Blocks covered  
**Barabanki**

Products  
**Stoles, Scarves, Shawls,  
Home furnishings**

Turnover  
**150 crore**

## **Background**

District Barabanki in Uttar Pradesh is famous for weaving since the Nawab period of Lucknow. About 95% of the turnover of this handloom cluster is exported. Most of the facilities are outsourced by cluster actors as the demands of the export market are heavy and time bound. The cluster is a good destination for stoles and scarves and some of the world famous designs are being exported to various Middle East and European countries. The cluster has brought about improvements in its dyeing quality with installation of dyeing facilities and upgradation of the existing dye houses.

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# Chanderi

## Madhya Pradesh

No. of handlooms  
**3500**

No. of weavers  
**7500**

Blocks covered  
**Chanderi**

Products  
**Sarees, Dress material, Running material**

Turnover  
**15 crore**

### Background

Chanderi is one of the best-known handloom clusters in India, particularly famous for its sarees made with a mix of silk and cotton. But if we look at its history, Chanderi has been adapting itself to the changing times. Sarees are the product of second half of the twentieth century only. Over the years, there have been changes in the methodologies, equipment and even the composition of yarns. The cluster is credited with the skills of weaving high quality fabric products. The weavers are the symbols of heritage as they produced quality products that were appreciated by the royals and have today matched pace with the need to come out with contemporary designs and quality.



### Contact Details :

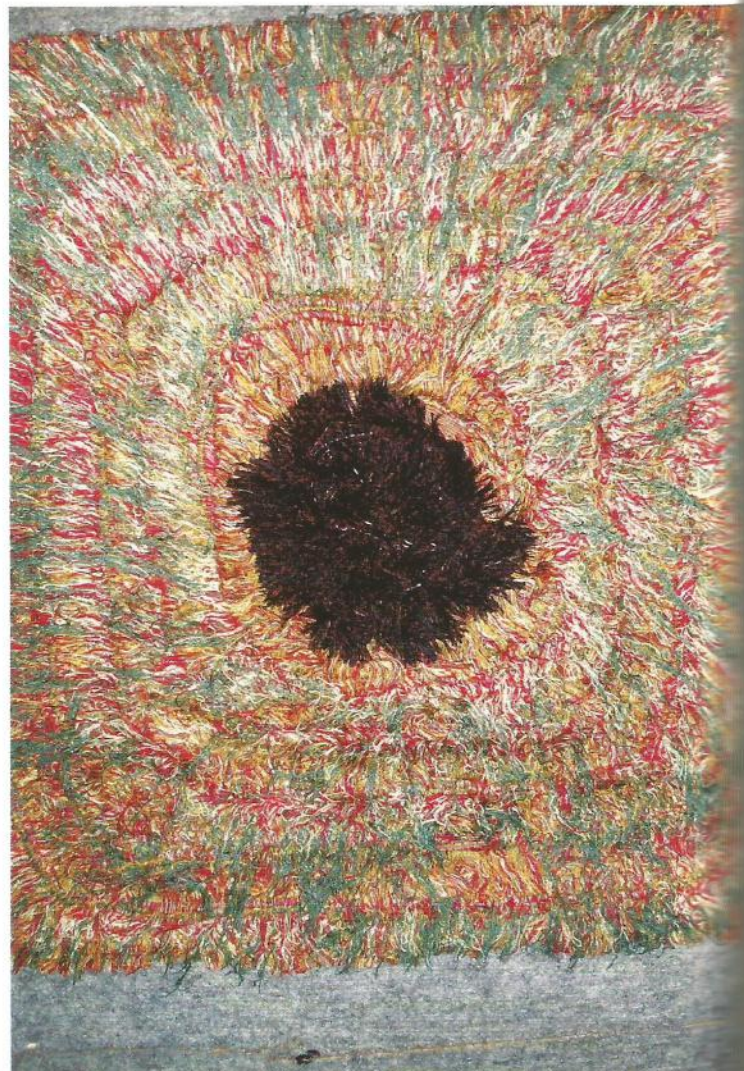
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# Gwalior

## Madhya Pradesh

No. of handlooms  
**650**

No. of weavers  
**2000**

Blocks covered  
**Gwalior**

Products  
**Carpets, Dornier Durries**

Turnover  
**1 crore**



### Background

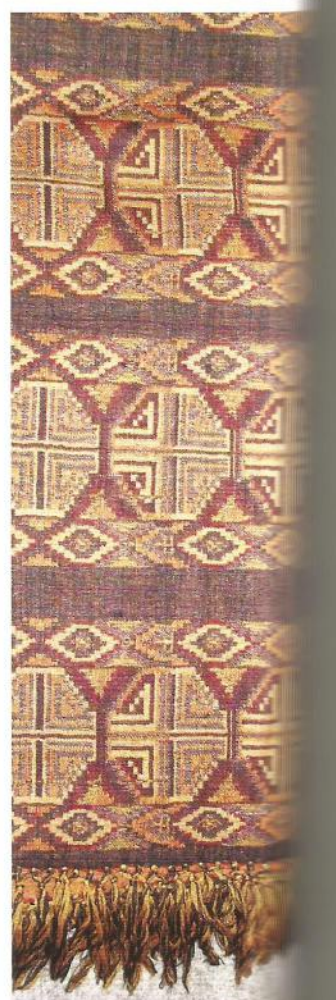
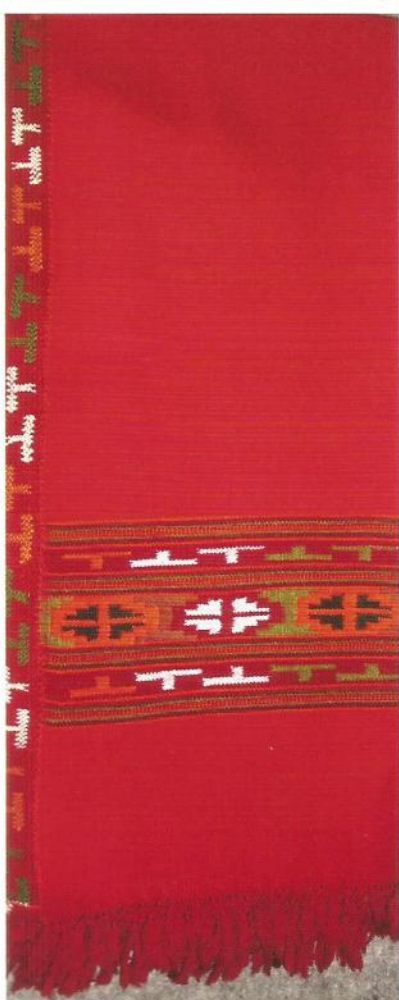
Gwalior is a historical place of Madhya Pradesh. The Gwalior Trade Fair takes place every year in the month of December-January. The Tomars, Marwahs and Marathas ruled the Gwalior city. There are mainly two types of activities in the handloom sector in Gwalior :

1. Carpets, Sofa set covers, Bike seat covers, Floor mats, Doormats manufactured from wastage/salvage of Dornier Powerlooms popularly known as Dornier Durries / Fur Carpet.
2. Cotton, Polyester and Bandage Cloths, Woollen items manufactured mainly for Govt. supply.

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# Kullu

## Himachal Pradesh

No. of handlooms  
**6500**

No. of weavers  
**20,000**

Blocks covered  
**Kullu**

Products  
**Shawls, Jackets, Carpets, Scarves**

Turnover  
**60 crore**

### Background

There is a large concentration of weavers in district Kullu of the 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, 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.



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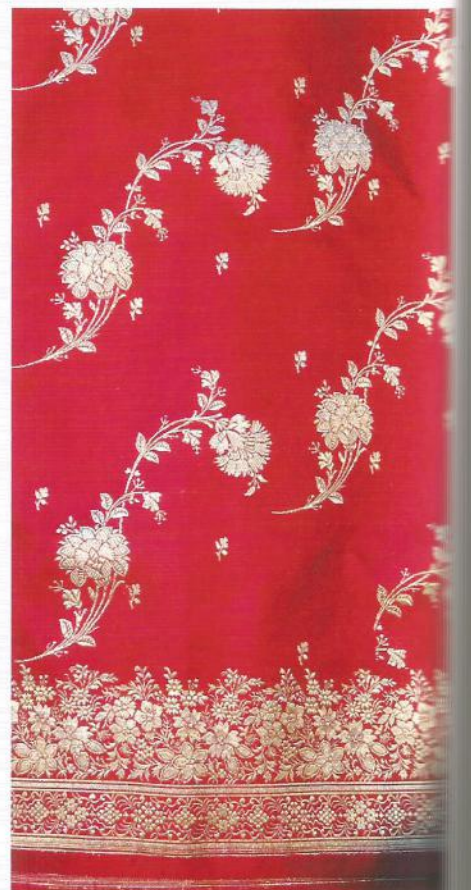
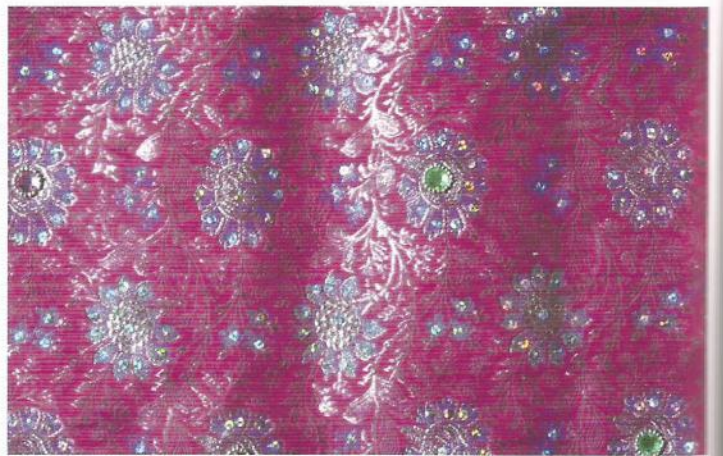
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# Mubarakpur

## Uttar Pradesh

No. of handlooms  
**5000**

No. of weavers  
**7500**

Blocks covered  
**Mubarakpur**

Products  
**Silk sarees, Running material,  
Dress Material**

Turnover  
**10 crore**

### Background

Saree weaving started way back in the Fourteenth century under the kingship of Mubarak Shah. The weavers are skilled craftsmen. Like Banaras it specialized in cotton weaving till it switched over to silk weaving in the Fourteenth century. Around this time again it specialized in Kora & Kotan weaving. Even the products manufactured have changed from ordinary silk to high-end heavy zari sarees to art silk (synthetic) sarees. Today more than 50% of the production is that of art silk sarees. The sarees may be categorized in Silk, Chiffon, Georgette, Tusser and Kotan & Kora Tissue etc;



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# Varanasi

## Uttar Pradesh

No. of handlooms

**80,000**

No. of weavers

**100000**

Blocks covered

**Kotwa, Ramnagar, Lohta**

Products

**Silk sarees, Dress material,  
Home Furnishing set, Brocades**

Turnover

**450 crore**

### Background

Banaras Silk Sarees is a name that conjures up diverse images of the rich Indian tradition. The historians have traced the tradition to 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 Fourteenth 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 wrap. 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 sarees in Varanasi are Jangla, Tanchoi, Vaskat, Cutwork, Tissue and Butidar. Apart from the Sarees the other products that have of late been introduced in the cluster are dress material and home furnishing items.



### Contact Details :

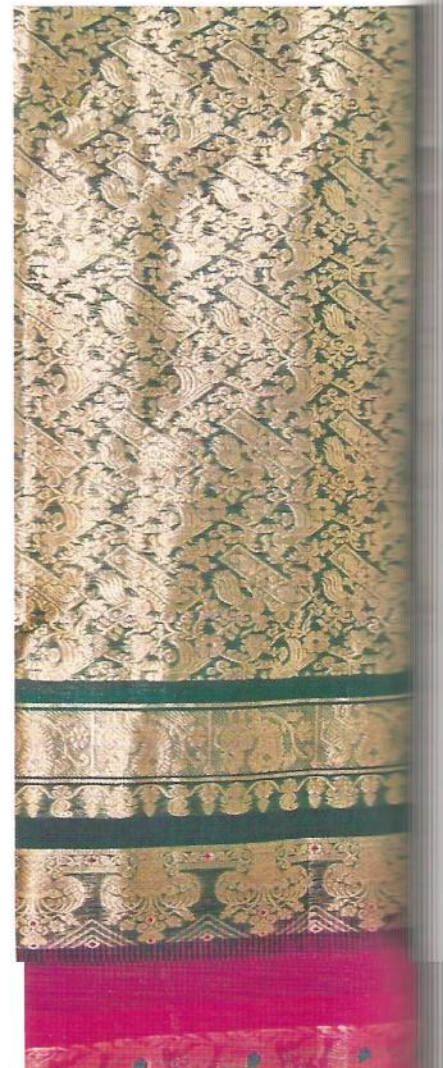
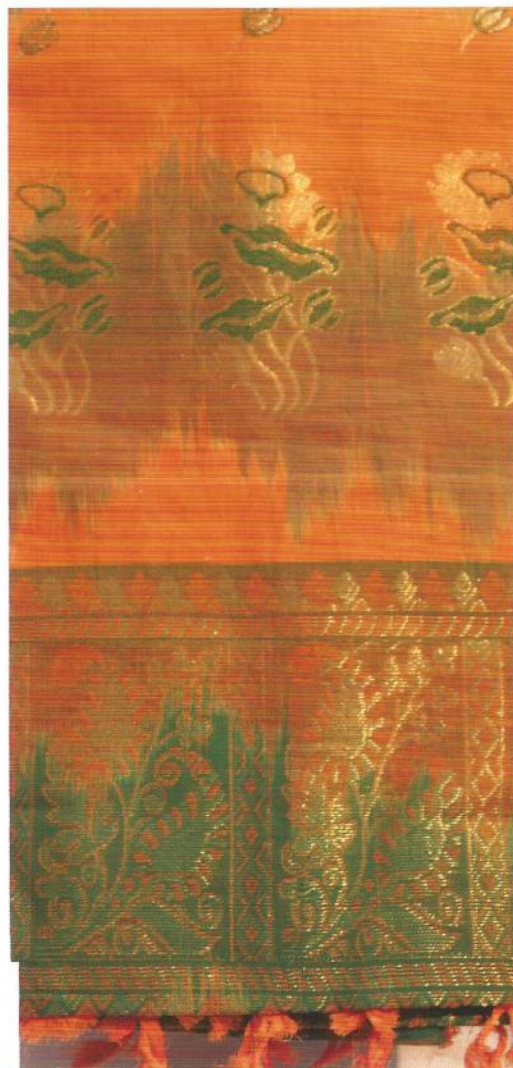
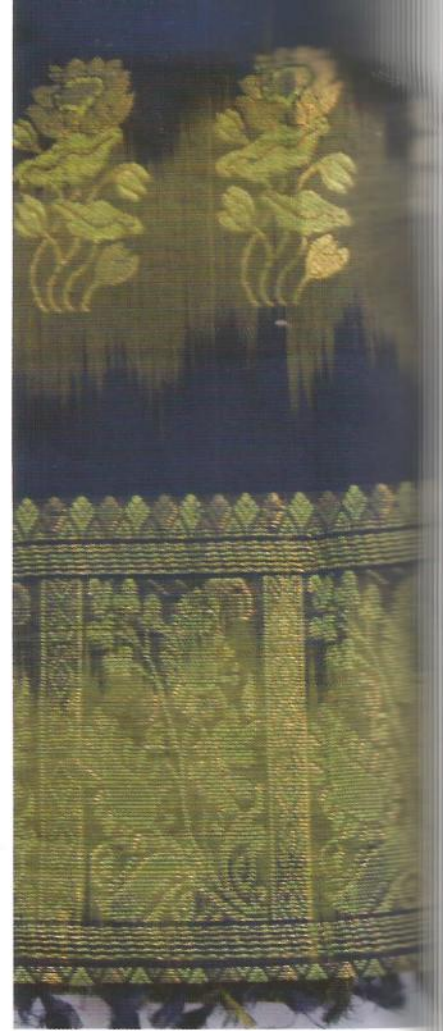
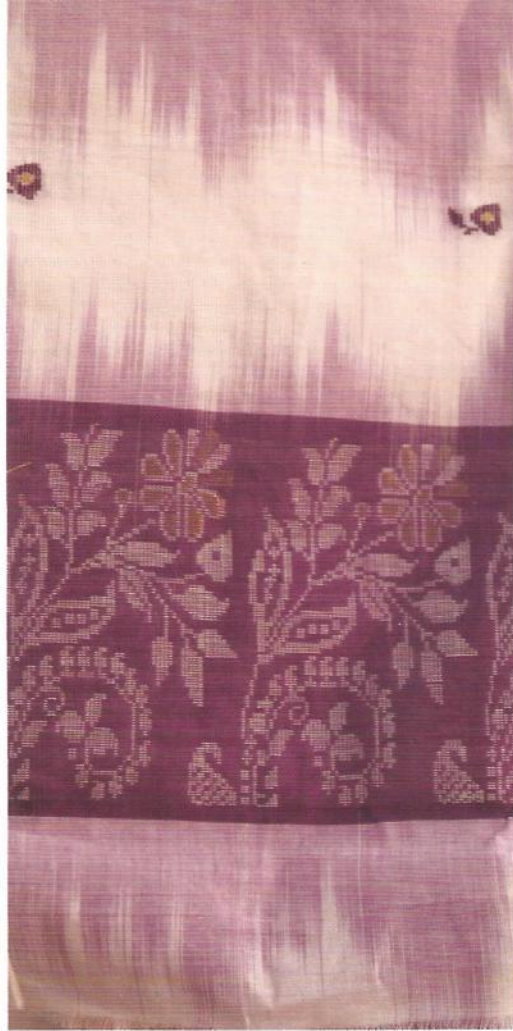
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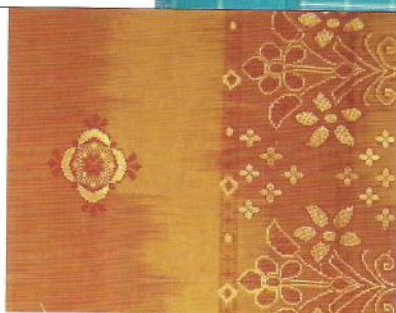
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# Chirala

## Andhra Pradesh

No. of handlooms  
**18000**

No. of weavers  
**25000**

Blocks covered  
**Epurupalem & Photavaripalem**

Products  
**Lungi, Rich Fancy Sarees & Dress material**

Turn Over  
**10 crores**

### Background

Chirala was formally known as "KSHIRAPURI", As Chira means saree and la means "possessing". Gradually this place came to be known as Chirala. At Chirala, the handloom industry is famous since time immemorial for producing finest of fabrics. During the thirteenth century, Italian traveller Marcopolo who visited this area mentioned that, the fact that a seven yard saree can fit in a match box is a testimony to the excellent skills and competence of the weavers. Chirala area is famous for its production of traditional varieties of zari sarees and dhotis. During 1973 the introduction of exportable variety, "Real Madras Handkerchiefs" had improved the living condition of the weavers and fetched foreign exchange to the nation. Since 2002 the introduction of "Kuppadam and Seiko sarees" had also improved the earnings of the skilled weavers.

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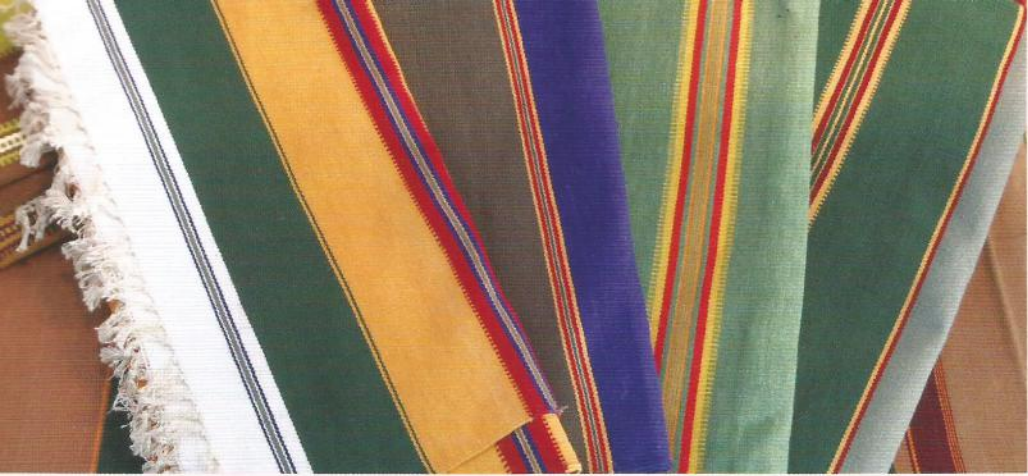
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# Gadag

## Karnataka

No. of handlooms  
**3600**

No. of weavers  
**10,000**

Blocks covered  
**Gadag**

Products

**Traditional sarees, Home furnishings, Terry Towel, Bed-sheets, Shirting etc.**

Turnover  
**8 to 9 crore**

### Background

Gadag is a famous cotton-trading centre for "Jayadhar" variety of cotton. It has occupied a significant place in the handloom industry of Karnataka. The Gadag cluster is highly popular for its traditional sarees called "Gaadi Dhadi" sarees. Weaving is the main occupation of local people for the last 125-130 years. The cluster specializes in cotton weaving but has diversified into mercerized yarn and silk weaving. These "Gaadi Dhadi" traditional sarees are largely worn by women of North Karnataka and in some parts of Maharashtra. These sarees are preferred in almost all their cultural and traditional functions because of its combination of harmonious colours, quality and richness. The weave - rich varieties of sarees in Gadag are: Kasakasi, Peta Dhadi and Pattedanchu.



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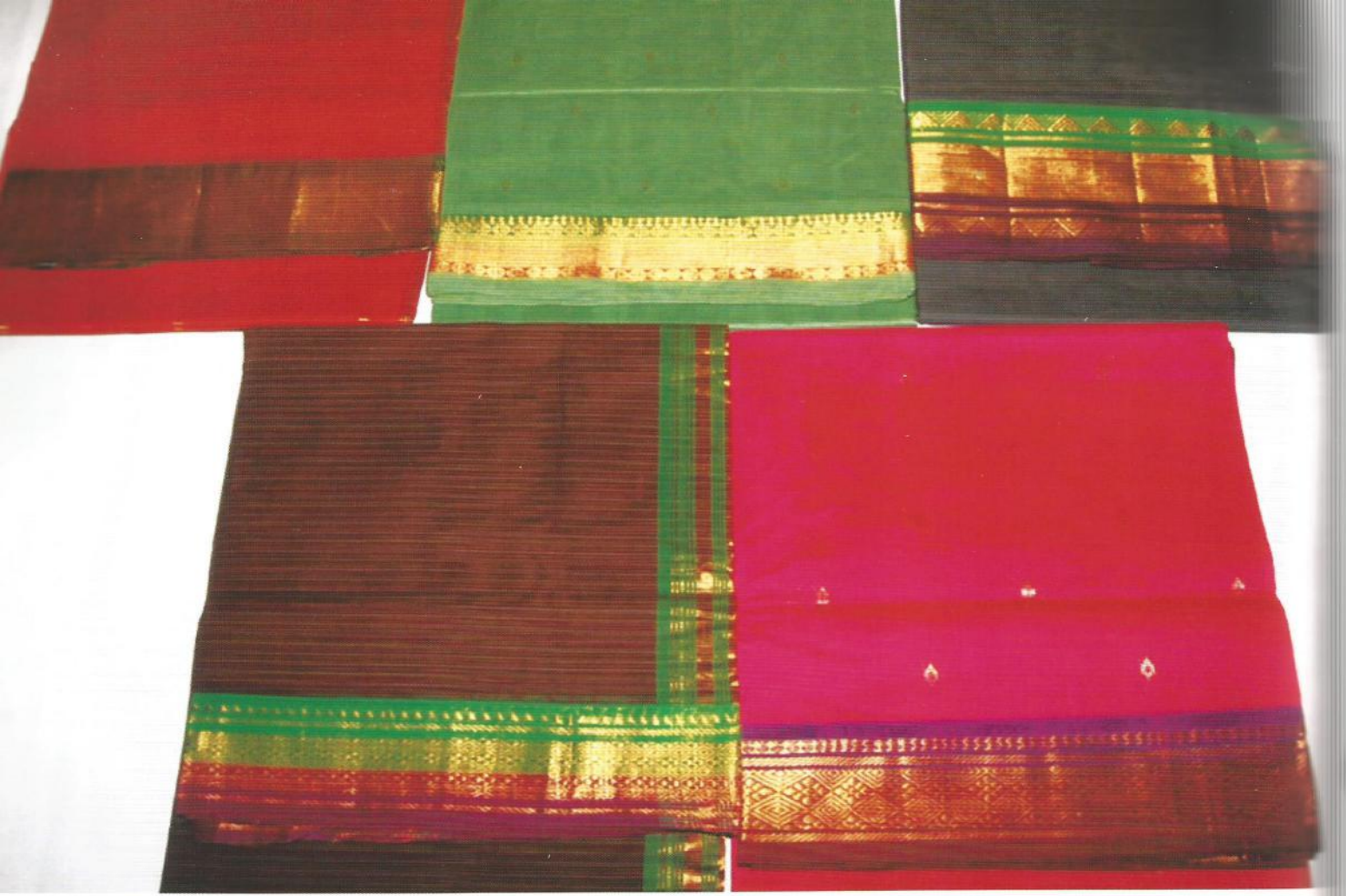
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# Kurinjipadi

## Tamil Nadu

No. of handlooms  
**5000**

No. of weavers  
**7500**

Blocks covered  
**Kurinjipadi, Cuddalore, Chidambaram,  
Panruti**

Products  
**Lungi , Silk sarees, Shirting,  
Handkerchieves.**

Turnover  
**15 crore**

### Background

In the early 1950s, Koorai sarees, Kundanji Dhothies and Kambi / Dhotis Chittai towels were the main products of the Kurinjipadi cluster. During 1950 to 1960 people wore dhotis and towels and hence these two varieties were produced mainly in Kurinjipadi cluster. Later i.e during 1961 to 1970, the cluster started producing chequered shirting, popularly known as Bleeding Madras, which was exported to the U.S.A. During 1971 to 1980, it produced low cost lungies in 60s x 40s x 72s reed with low texture. From 1981, the cluster 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 Lungi 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 Lungi is that it looks like a mat design. The Cluster has adapted to varieties like cotton chequered shirting and Payadi design shirting with attractive colours instead of traditional colours.

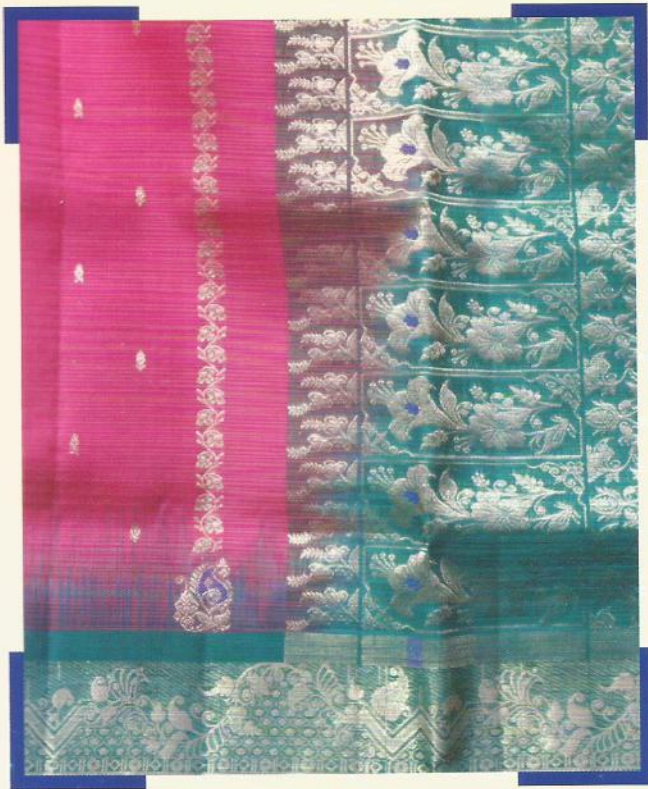
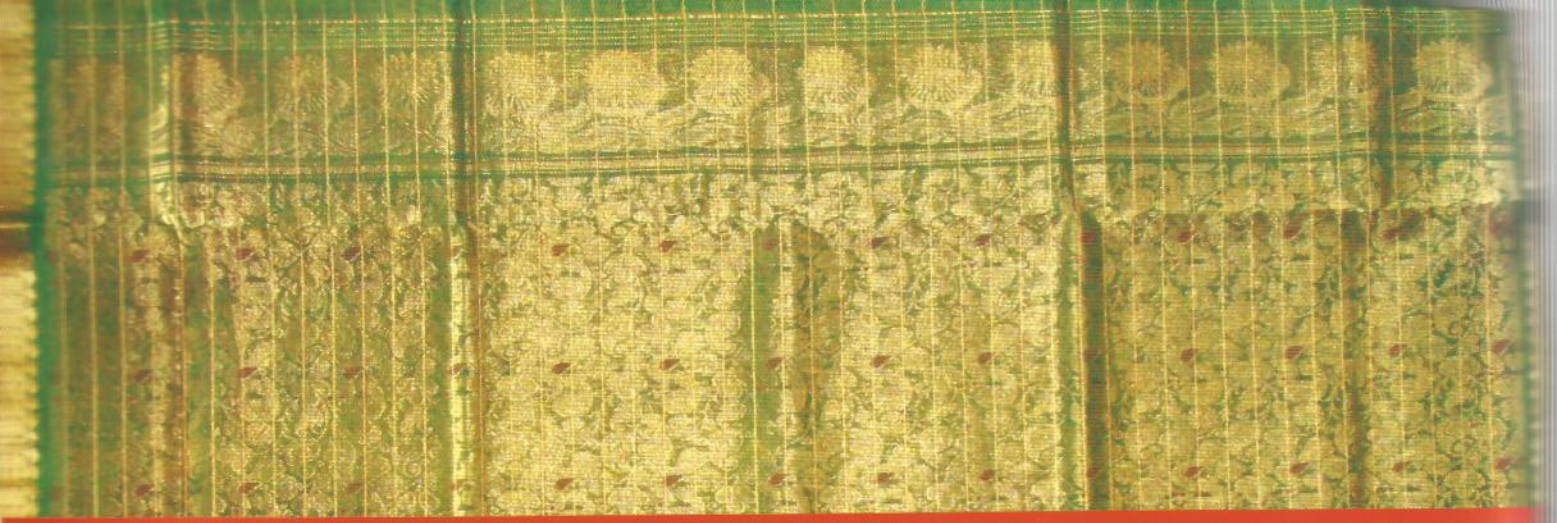
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# Madhavaram

## Andhra Pradesh

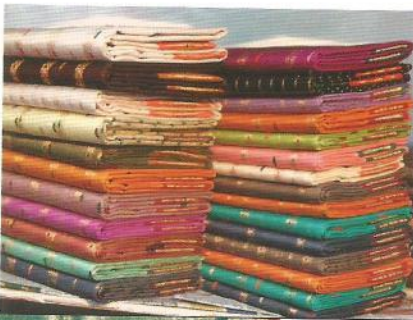
No. of handlooms  
**3500**

No. of weavers  
**10000**

Blocks covered  
**Madhavaram, Upparpalli,  
Konda-mathupalli**

Products  
**Rich Fancy Sarees**

Turnover  
**15 crore**



### Background

"Gadapa" popularly known as Kadapa is a renowned place for temples, foretellers, poets, forts, and art – artists – artisans. Madhavaram is one of the well – known villages in Kadapa District. Madhavaram is situated on the banks of river Penna, which is surrounded by hillocks. The weavers of Madhavaram produce 60s X 60s Petu sarees in 6 yards, meant for brides. To make the saree apt for an auspicious occasion like a wedding, the weavers use "Modugu Puvvu" brought from nearby forests to give reddish color border to the sarees. It may be construed that the weavers use vegetable colors which are eco-friendly. They also produce 60s x 60s count dhotis, meant for bride and bridegroom in a single warp called Madhuparkams. Other popular products include "Malle Mogga, Gundupetu, Allepetu, Oreku anchu". "Turbans" (Tala pagas) on "Throw Shuttle loom"

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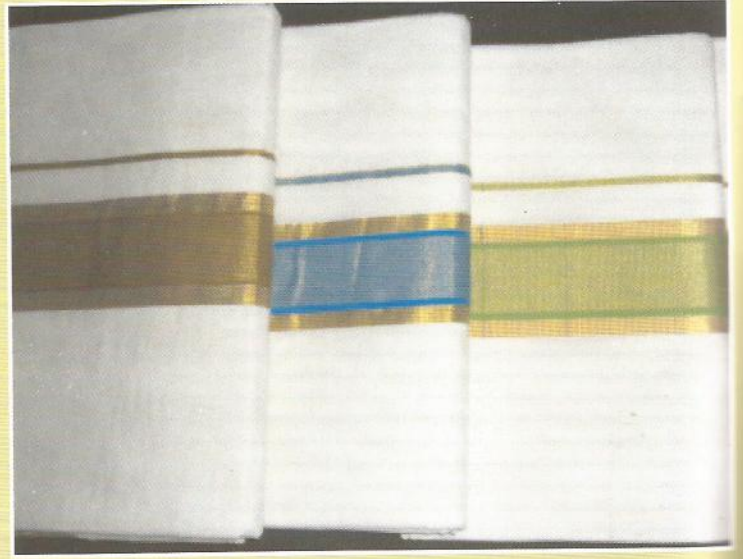
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# Thiruvananthapuram

## Kerala

No. of handlooms  
**5000**

No. of weavers  
**14000**

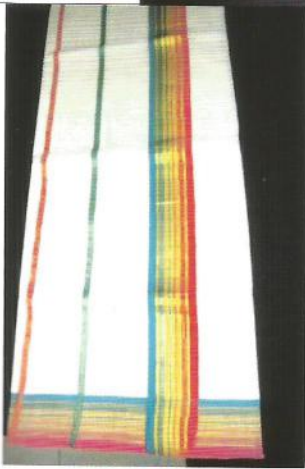
Blocks covered  
**Thiruvananthapuram**

Products  
**Zari Sarees, Double Dhoties, Lungi, etc;**

Turnover  
**15 crore**

### Background

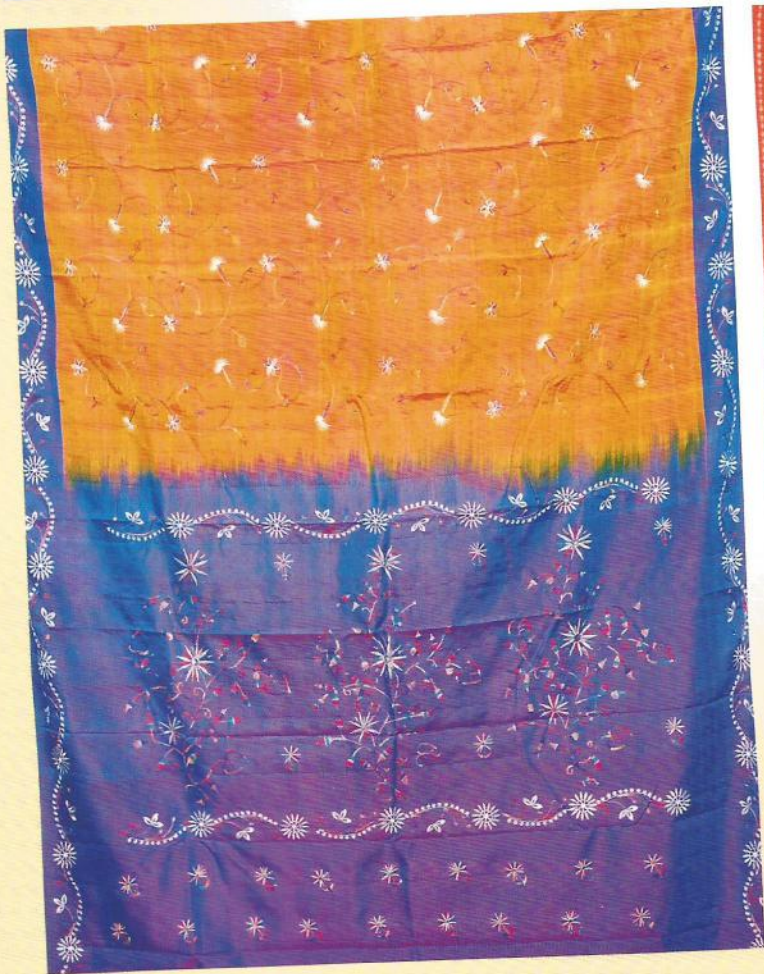
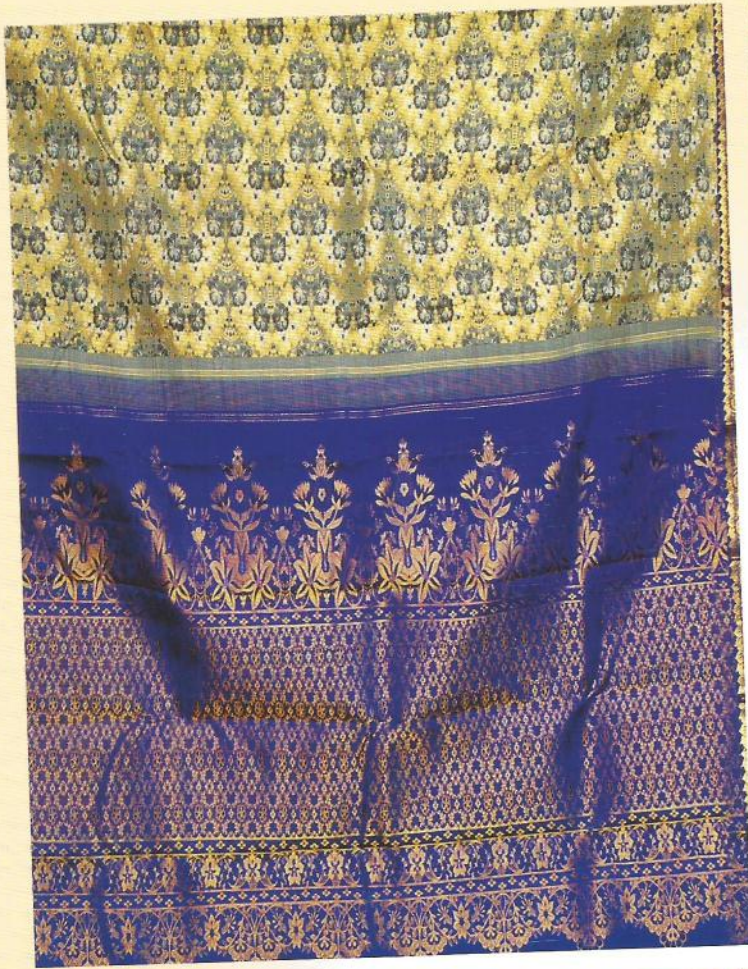
The Balarampuram Cotton Kasavu Sarees, Double Dothis and other Handloom products of the District are eco-friendly, user-friendly and world renowned. The historical background of Balarampuram reveals that the Maharaja and his Delava (Chief Minister) Ummini Thampi jointly decided to bring 7 weaver families (Syalias) from Tamil Nadu and settle them at Balarampuram in a cluster, and the lane in which they settled has today come to be known as the Syaliar Street. Presently the number of weavers in the area and in the district has increased to thousands and Balarampuram has got established as a brand name for the products. The weavers of Balarampuram and Thiruvananthapuram weave rich and sophisticated handloom products like Balarampuram sarees, double dothis, churidar materials, dress materials and furnishing etc.



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# Tiruvanamalai

## Tamil Nadu

No. of handlooms  
**2580**

No. of weavers  
**5000**

Block covered  
**Cheyyag, Vewadavasi, Arni**

Products  
**Cotton Sarees, Dhotis & Towels**

Turnover  
**13.5 crore**

### Background

Tiruvanamalai - The famous pilgrim centre of Lord Shiva and one of the district headquarters in Tamilnadu is situated 172 kilometers from Chennai. Mudaliar Community lived in Tiruvanamalai that started handloom weaving around 500 years back. The products produced in Tiruvanamalai District are Arni Silk Sarees, Lungis, Kanchi Cotton Sarees, 60s Cotton Sarees, 2 Ply Towels and Diamond Dhotis (2/40 x 20s), Cotton and Polycotton Sarees (Govt. Free Distribution Scheme Sarees) and Cotton Gada.



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# Trichy

## Tamil Nadu

No. of handlooms  
**10000**

No. of weavers  
**8000**

Blocks covered  
**Kulithalai (Karur Block) & other  
Blocks of Trichy**

Products  
**Cotton Sarees, Export Voile Fabrics,  
Silk Sarees, Dhothies & Uppers**

Turnover  
**10 crore**

### Background

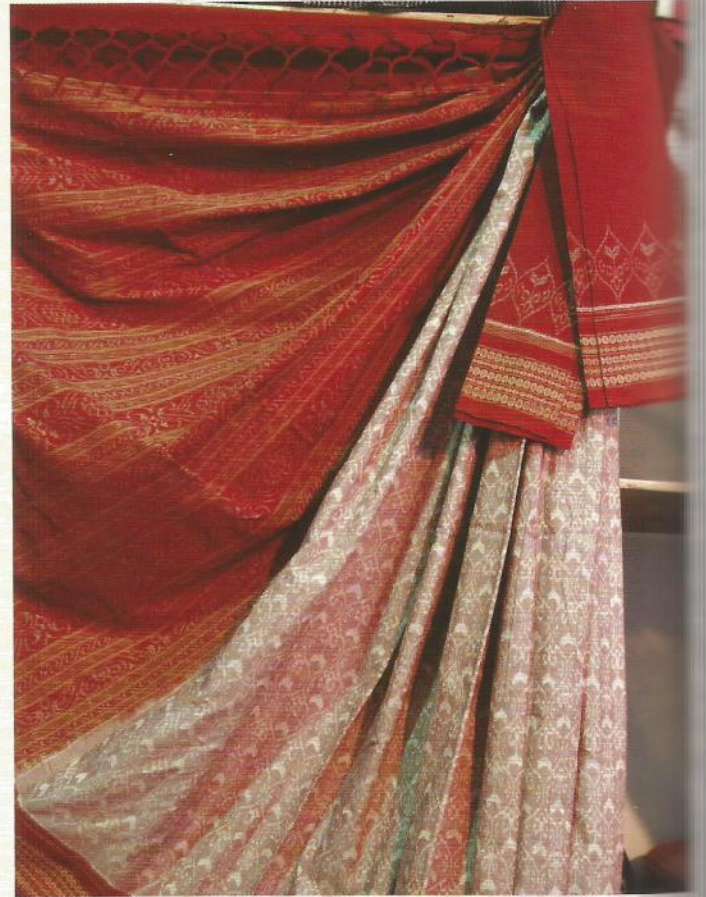
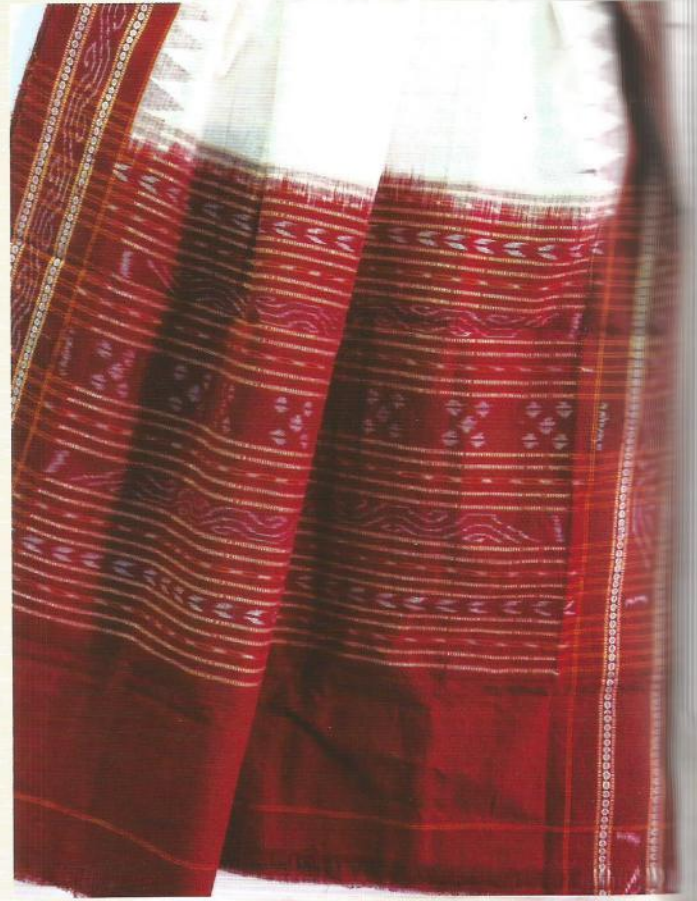
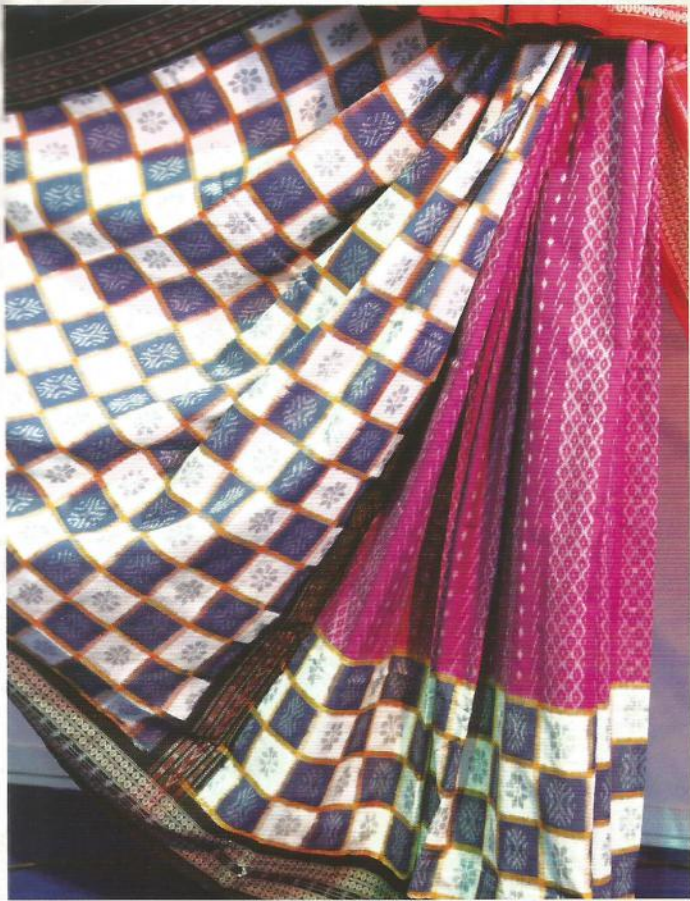
Woraiyur, a part of present day Tiruchirappalli, has been the capital city of Cholas since 300 B.C. Pure silk varieties with good amount of ornamentation were used for dressing the kings, their kin and the rich in the Jayankondam area, situated about 95 Kms from Trichy. The main product of the cluster is Woraiyur Cotton Sarees, Dhotis, and Voile Fabric. About 70% of the production is that of sarees in various fine counts namely 60s, 80s, 100s, 120s, 2/120s. As these sarees are woven in and around the ancient capital of Woraiyur, they are called the Woraiyur sarees. These Cotton sarees are produced in and around the Trichy cluster and the yearly production is estimated at around 3 lakhs pieces, which is 5% of the Tamil Nadu's handloom saree production. The handloom products are manufactured in and around Trichy in various locations namely Manamedu, Musiri, Thatheingarpet, Mettupalayam, Trichy, Poovalur, Thuraiyur, Kottathur and Paithamparai areas. The weaver communities are Padma Saliyars, Devangars and Mudaliars.

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# Bargarh

Orissa

No. of handlooms

**7158**

No. of weavers

**15,000**

Blocks covered

**Bargarh, Bijepur, Sohela & Attabira**

Products

**Cotton Tie & dye Saree, Dress Material, lungi**

Turnover

**10 crore**

## Background

Bargarh Handloom cluster is famous for its intricate tie and dye design sarees popularly known as "Sambalpuri Saree", a symbol of art and tradition. The "Tie and Dye" technique (IKAT) is mostly used in weaving sarees, dress material, lungis, bed covers etc. When tie and dye technique is used in either warp or weft it is called single IKAT and when in both warp and weft, it is called double IKAT. Though, the art of weaving existed in Orissa even before 600 B.C., as per historians, the cluster got recognition in the mid 17<sup>th</sup> century for its traditional weavers community popularly known as "Bhulia". Earlier the design mainly depended on the imagination of the weavers and included scenery, animal motifs, flowers and plants. The products of the clusters are mainly mercerized twisted yarn of finer count.

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# Bhagalpur

Bihar

No. of handloom  
**70,000**

No. of weavers  
**30,000**

Blocks covered  
**Shahpur, Jagdishpur and Goradih**

Products  
**Sarees, Kurta - Pajamas, Cushion Covers, Bed Sheets, Throws, Scarves, Curtains, Table Covers, Runners**

Turnover  
**5-7 crore**

## Background

There are about 70,000 (Approx) handloom weavers in Bhagalpur. The major products are Silk Dress material, Sarees, 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 crore annually. 50 % of the turnover is from the domestic market and the balance 50 % is from export market. In the area of home furnishing made ups, Bhagalpur produces 100 crore silk made ups as against the total production of 3,300 crore of silk made ups from India. The Bhagalpur cluster is the second highest in silk fabric production and exports, after Karnataka. Bhagalpur silk home furnishing made ups are gradually becoming popular in the overseas markets as well.

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# Bijohnagar

## Assam

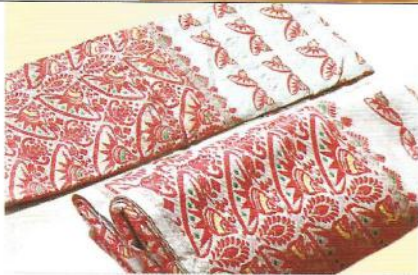
No. of handlooms  
**7500**

No. of weavers  
**5000**

Blocks covered  
**Bijohnagar**

Products  
**Stoles, Scarves & Eri Silk dress materials  
Cushion Cover, Home Furnishings**

Turnover  
**2 crore**



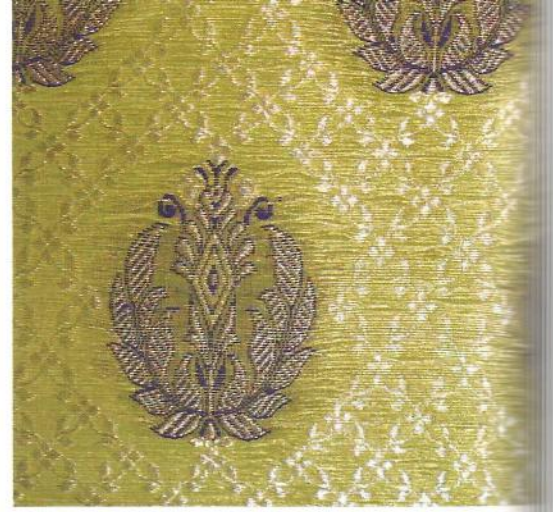
### Background

Bijohnagar, located in South Kamrup District of Assam, is an area where handloom has been a dominant sector as a means of livelihood. It is in this area that there is a concentration of Eri handloom weaving units. Located at a distance of about 30 kms from Guwahati city, there are numerous 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, the traders foresaw some prospect and thus entered the Eri handloom weaving sector.

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# Burdwan

## West Bengal

No. of handlooms  
**37500**

No. of weavers  
**50000**

Blocks covered  
**Purvasthali Block -1, Kalna-1**

Products

**Cotton & Silk Based Tangil and Jamdhani Sarees,  
Home furnishings, Shirting**

Turnover  
**4.7 crore**



### Background

Burdwan cluster holds a very significant place in the Bengal handloom industry. This cluster is popular for its "Tangail Naksapar Sarees" and "Jamdani" Sarees with jacquard design. Historians have traced the existence of super fine cloth of Jamdani in the 15<sup>th</sup> and 16<sup>th</sup> centuries. The "Mughals" recognized this excellence and acknowledged its rarity. "Nawabs" of "Awadh" and "Dacca" (presently under Bangladesh) took over this craft under their protective umbrella. Jamdani is an indigenous craft even if the designs are taken to be of foreign (Persian) origin. Another product variety "Tangail Saree" originated from a place called "Tangail, a district in the present Bangladesh. Previously silk warp and cotton weft were used for producing these types of sarees and this was named as "BEGAM BAHAR" Later on, both cotton warp and weft came into use.

History reveals that in the year 1942 the weavers, mainly the "Basak" community that migrated from the "Tangail" district and the "Debnath" from the "Nowakhali" district settled in Dhatrigrām, Samudragarh, Tamaghata, Katwa in Burdwan district and they are now producing these glorious varieties of Tangail and Jamdani Sarees.

### Contact Details

**Mr. S. Bandhopadhyay**

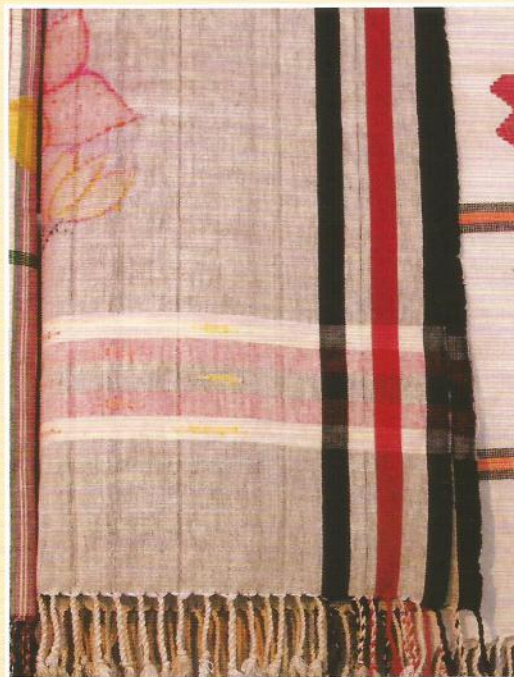
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# Imphal

## Manipur

No. of handlooms  
**4752**

No. of weavers  
**6392**

Blocks covered  
**Imphal**

Products  
**Khudei, Mayek Naibi, Moirang Phi, Leirum & Home furnishing**

Turnover  
**1 crore**

### Background

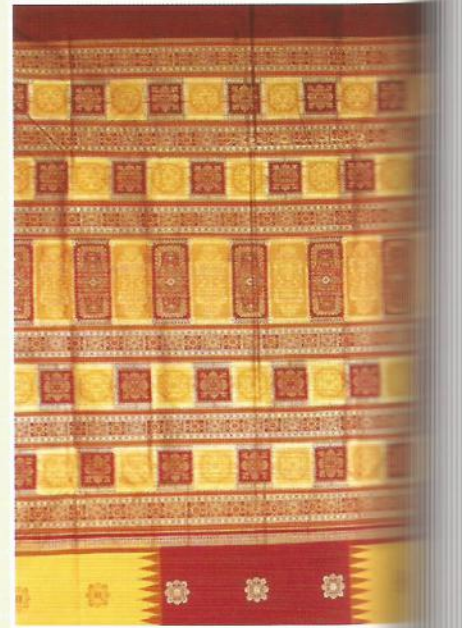
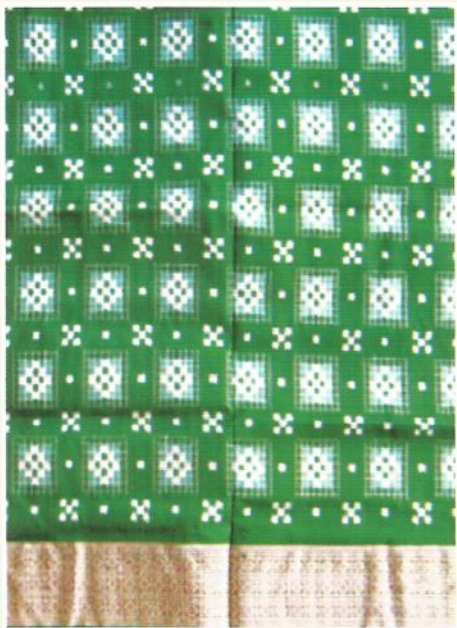
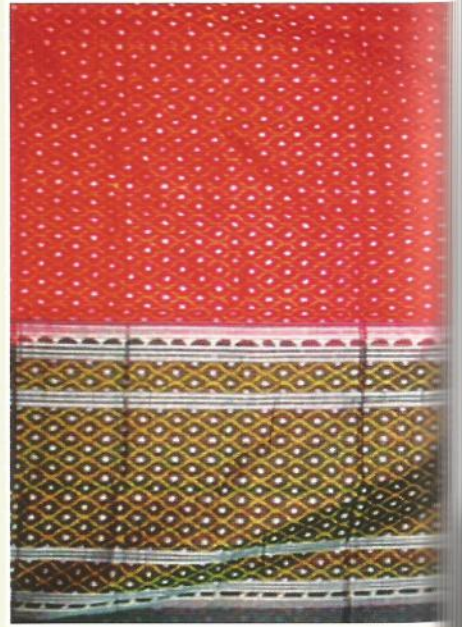
Imphal district has the highest concentration of weavers. One of the notable features of Manipur Handloom Industry is that entire workforce comprises women. This implies that every second woman in Imphal East is involved in handloom in one way or the other. The women are involved in weaving, dyeing,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

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# Sonepur

Orissa

No. of handlooms

**6112**

No. of weavers

**40,000**

Blocks covered

**Sonepur, Birmaharajpur, Ullanda,  
Binka & Tarva**

Products

**Bomkai Design Tie & Dye Sarees,  
Cotton Sarees, Dress Material, Shirting,  
Running Material**

Turnover

**10 crore**

## Background

Sonepur is located in the western part of Orissa. Sonepur handloom woven sarees and dress material are known for their unique "Bomkai" designs locally known as "Bandha" design. This Bomkai design on the fabric (especially on Sarees) is developed by using Jala technique on handloom.

The art of weaving has been existing in this part of Orissa since 600 B.C. The scriptures in the caves of Khandagiri reveal this. By late 1980s, this handloom cluster had begun specializing in silk weaving especially the Bomkai design (locally known as Bandha Design) without using any extra shedding mechanism like Jacquard and Dobby. The Bomkai design both the warp and weft is dyed according to the requirement. For border design, warp alone is processed, while for Palavas and anchal of sarees, weft is processed and overall saree designs, both the warp and weft are processed.

## Contact Details:

**Mr Sadanand Bhoi**

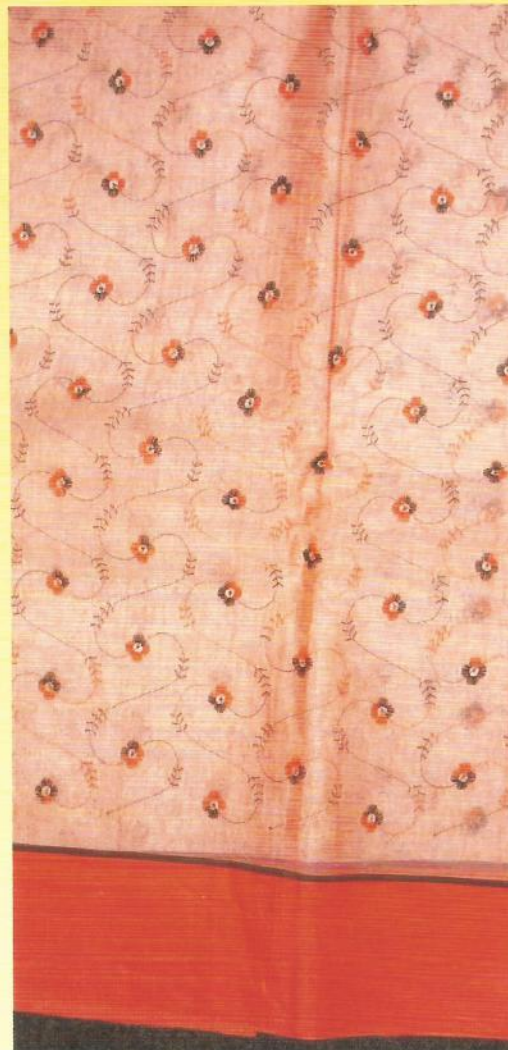
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# Shantipur (Nadia)

## West Bengal

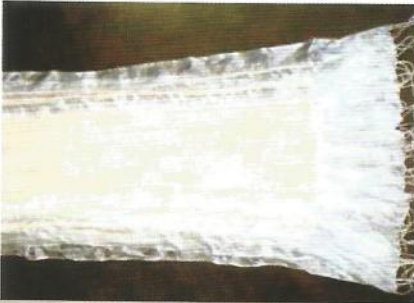
No. of handlooms  
**20,000**

No. of weavers  
**60,000**

Blocks covered  
**Santipur**

Products  
**Jamdani, Nilambari-Sarees, Dhoties,  
Exportable Fabrics, Stoles, Scarves**

Turnover  
**120-130 crore**



### Background

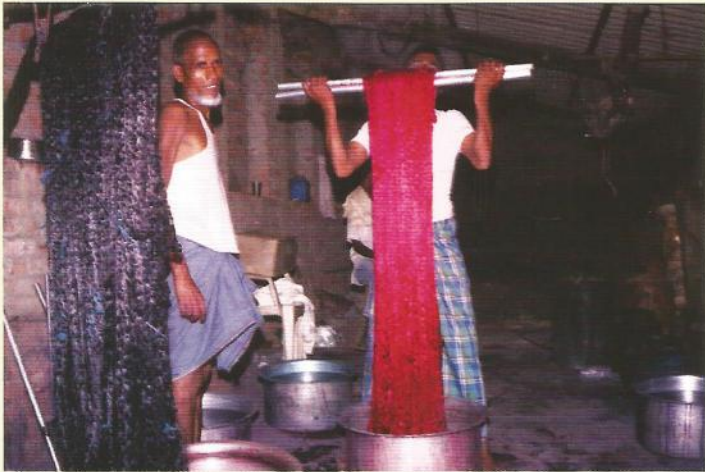
Phulia is one of the locations in Shantipur Block, whereas Shantipur (U) is the other location with local weaver concentration. Shantipur is 90 kms away from Kolkata and is well connected by both train and road services. The weaving activity was initiated in 1409, during the regime of Gaur Ganesh Danu Mardhandev. Saree weaving was practiced from 1683 to 1694 i.e. during the reign of Nadia king Rudra Roy. The production got systematized and was well organized leading to noticeable recognition during the period of the Mughal empire. Sarees were exported to Afghanistan, Iran, Arabia, Greece & Turkey. The healthy trend continued till the early twentieth century. Women undertake preparatory work like separation of hanks, sizing and pirn winding. All the weavers have good weaving skills for weaving Saree on Jacquard looms.

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# An Array of Interventions to Refurbish Clusters...



Dyeing process at one of the units in the Varanasi Cluster



A workshop on Twin Shuttle Box Loom technology at Kurinjipadi



Health Checkup camp organised at Kurinjipadi under IHCDs



Customers at the Handloom Clusters Exhibition in Mumbai



A Buyer - Seller meet in progress at Bangalore



A weaver of Bijnore Cluster with foreign Buyer

## LIST OF IMPLEMENTING AGENCIES

<b>Chirala :</b>	<b>Madhavaram :</b>	<b>Bijoyanagar :</b>	<b>Bhagalpur :</b>
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