CHAPTER - 6

SUGGESTIONS AND RECOMMANDATIONS
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SUGGESTIONS:

The Handloom sector is an important segment of the Indian textile Industry. While Handloom literally refers to a traditional weaving method, symbolically it stands for much more. It represents a philosophy, a way of life. The Philosophy is the simple faith of Indian folk artisan the Handloom Weavers, the man behind the loom. His work stands in evidence of the creative skill of the hand and its ability to do the whole job.

India has one of the richest traditions of woven textiles made from different materials and using a variety of techniques for weaving. Each region has its distinctive style of Weaving and Designing. As it is said about language that every to 10 Kms. dialects change, in the same way every village or center has a distinct style of Weaving.

Hence there is a need of conducting studies on "Handloom weaving" or "Traditional Textiles of India".

Appropriate technologies should fulfil the felt needs and use locally available resources. This is very true in the case of Handloom Industry and in its development. As the appropriate technology and modernization go hand in hand, it aims at harnessing the full potential of the Handloom sector. Modernization means better productivity with better quality.

So the studies need to be conducted on improvement of loom designs and training to Weavers on modernized looms. For generations before and even now, the loom remains the same in the Handloom sector. This position was all right as long as we exported what are produced. Now, there is a phenomenal change in the Handloom export front, viz. We have to export what the importers specifically want.
The importers are quality conscious and they pinpointedly state their preference regarding Quality, Specifications, Colour fastness, finish etc. We are quite emphatic that Handloom cannot survive only on Government subsidies. If one really want to put this Handloom sector engaged in export production on a sound footing, one has to naturally ensure technical improvement.

So the studies should be conducted on the requirement of technical improvement in Handloom Industry.

Designing for textiles involves making infinite combination and variation of motifs and arriving at an arrangement that may be aesthetically pleasing to the consumer.

In the Handloom Industry, the designing part is neglected. The designs are created manually during the time of weaving by counting the threads. It is a laborious and highly rigid job and calls for skilled labour too.

Computer graphics is one of the fastest growing areas of computer applications in Textiles Industry. Computer aided textile designing has now given a viable solution to the above problem.

Hence the studies need to be conducted on computer aided textile designing and an attempt should be made to communicate new technology amongst the Handloom Weavers. Special training in computer aided textile designing should be given to them, which will add to their designing knowledge so that the market for sarees will be increased and their economic status, too, will be improved.

To increase the export of Handloom Sarees, testing of Handloom is necessary. Some times customers do not get quality Sarees, very oftenly colour bleeds. Hence it is the need of the day to open testing laboratories for Handloom fabrics by which there would be less chance of the Handloom articles and clothes being rejected. Special training in testing should be given to Weavers which will also add to their scientific knowledge.
In this fashion world, many fashion designers are creating new new designs, sometimes on the Western Wear. They are adopting traditional designs which are receiving increasing demand in the market. Hence this type of new concept should also be experimented by Paithani Weaver. Instead of only weaving sarees, they should start weaving dress materials having yokes and borders with Paithani designing, skirts and tops, wall hangings, stoles, scarves etc.

There is lot of scope for developing zari industry provided suitable R and D activities are undertaken especially in the area of product diversification, new product development and optimization of manufacturing process to produce the desired quality. Since the use of zari in the manufacture of traditional silk sarees is major product under the silk sector, adequate attention is required to improve the quality of zari yarns to cope up with the improvements made in the quality of silk yarn and there by the quality of silk products.

To popularize the use of Paithanis, fashion shows or Fashion Parades should be arranged. It should be shown on the mass media like movies, television. Hence large population will be aware of Paithanis and it will help in increasing the sale definitely.

Handloom industry and Ministry of textiles needs to think seriously about the labelling, Mass Media used in Advertisement, Sale, Exhibitions at State and National level, which will surely help to bring back the glorious days of Paithani.

RECOMMENDATIONS:

It is always customary for anyone writing about the Handloom Industry to begin by saying that it has a long tradition of excellence and craftsmanship, it is next only to agriculture in term of employment.
Each State in India has number of exclusive Handloom items with special characteristic features and in order to be competitive in the global textile trade, emphasis should be given on colour, styling and high quality in terms of both design and performance. These aspects could be accelerated by encouraging the development of Handloom Weavers and management as well as investment in improved gadgets and implements for modernization.

In this study the following recommendations are given by the Researcher:

1. **Capacity Building Interventions:**
   Most of the Weavers in the Yeola town do not have any single organization / federation to unite them and gain the bargaining capacity for both capturing the market as also seek advantage of bulk buying of raw material and ensure backward linkages etc. They need to be sensitized on the aspects of group dynamics, forming association or co-operative societies to organize Weavers.

2. **Designer's Club:**
   Adoption of new emerging design for survival of Paithani is not an exception. Scouting of new designs is the basic requirement for ultimate adoption by the Weavers. So the formation of "Designing Club" with a good number of Master designers and freelance designers as its members, is essential. The club may provides a platform for exchange of ideas and concept among the designers in the region through interaction meets at regular intervals. The workshops on the 'designing' can be organized in collaboration with the central silk Technological Research Institute (CSTRI) of Central Silk Board which ensures the creativity in silk designs and also encourages the new talent.

3. **Designs of the looms:**
   Weaving of silk Saree is a house hold activity and all the family members and the artisans are engaged in various operations of Paithani weaving in Yeola.
The production process involves preloom, loom stage and post loom activities. Pre-loom activities consist of dyeing of yarn, winding and warping. The loom stage activity consisting of weaving and post loom activity involves packaging, forwarding and trading.

Normally, 1-2 looms are fixed in the house of the Weaver. The weaving process is extremely laborious and slow.

There is a need to upgrade the design of the loom itself to improve the productivity as also accommodated the loom at a small space.

Price is one of the important factors affecting the salability of Handloom fabrics. Handloom weaving, being a cottage industry, is not in a position to avail the advantages of large-scale operations. The cost of production of Handloom cloth is higher than Mill / Power loom cloths, for it involves high human skill and specialization and most of the pre-looming activities as well as post-looming activities as on small-scale. The high cost of labor gets reflected in the prices of Paithani. Hence, there has been a permanent need to introduce cost effective methods of production and competitive pricing system.

Since the Paithani weaving is rural based cottage industry, the labour component is pre-weaving and weaving operations is predominant as compared to mechanical operations. It is a fact that drudgery is the basic feature of all the production process involved in Handloom weaving. The production processes being slow are responsible for low labour productivity in hand weaving. The efforts in machinery development for the Handloom industry have been oriented to improve machine and labour productivity without sacrificing traditional labour involvement. This is necessary to sustain the employment generating potential of this industry.

Attitudes towards New Techniques in Dyeing and Designing among the Paithani Weavers of Yeola.
4. **Dyeing:**
At present, there are three main Dyers in Yeola and maximum Weavers have to depend on these Dyers for dyeing of the silk yarn. It was opined by the Weavers that some of the yarn dyed locally are not stable and get washed away with water or sweat. This may affect the quality of Paithani Sarees and its price. Further, use of dyes of standard companies and hydro-extractor machine to remove excess water from degummed yarn instead of hand pressure could improve the quality of dyeing. Therefore sensitization workshops are required to be conducted at regular intervals in association with CSTRI.

More use of vegetable dyes / Eco friendly dyes having fastness and variety of colours etc, need to be introduced. Dyeing process generates lot of effluents which can be treated in a common Effluent Treatment Plant (ETP). This requires collaboration of all the Dyers as a single individual cannot afford the cost of even one ETP. Simple and cost effective ETP models could be designed with the help of institutes like National Environmental Engineering Research Institute, Mumbai/ Nagpur.

The 'bhatti' (furnace) is used for degumming and dyeing of silk yarn. Bhattis are located in the house. Due to inefficient designs, it emits lot of pollutants like CO2 and causes health hazards. So the improved chullahs which causes less pollution and consumes less energy, need to be used by Dyers.

5. **Manufacturing:**
Paithani is a traditional Maharashtrian Sari. The tradition that Paithani is a must for every Maharashtrian woman, started during Raja Satvahan's period. Today's market demand for Paithani is very high but due to the competition of original Paithani with imitation Paithani is a serious problem. So for the survival of the Paithani Weavers, either attractive form or simultaneously they should start weaving other type of pure silk sarees with zari border which could be affordable for middle class people.
Inspite of manufacturing only Paithani sarees, they should start the production of dress materials in pure silk having Paithani borders and woven designs of Asavali, Peacock, Parrot on Yoke, which would get more demand for domestic market in cosmopolitan cities as well as for export market in Gulf Countries.

6. Eco-labelling of Textiles:
The emergency of environment awareness among consumers had led to the growing demand for Eco-friendly products and services. The increasing green consumerism, especially in developed countries, has prompted their Government to bring in environment to regulate trade. In this context, environmental labelling has assumed greater significance to develop confidence in the buyers about the goods and services used by them. Eco-label generally represent a holistic judgment, giving overall assessment of product's environmental quality. The Ecomark steering committee constituted by GOI has included in textiles sector under the eco-labelling. The BIS has evolved standards (ISO 14001:1996) for ecolabelling textiles.

There is a need to introduce this ecolabelling standards for "Paithani", so it could be promoted as an exportable item particularly to European and US markets for ethnic population.

7. Quality control Laboratory:
As far as the Paithani is concerned which considers as a very expensive product fulfill the demands of the customers regarding quality.

Quality of Paithani concerns with silk yarn, dyeing, zari yarn and designing - weaving processes. The heart of Paithani is a 'Colour' even if colour combination, contrasts, shade and light enhances the beauty of sari but these colours may spoil its attractiveness if it is not fast.

Colour fastness to washing, rubbing, dry cleaning, perspiration, light are the important tests to be carried. Unavailability of this facility the malpractices in
dyeing may be continued and customers may be cheated.

So establishment of Quality control laboratory in Yeola is necessary.

8. **Marketing:**
The majority of the Weavers do not market the products on their own. In most of the cases, they supply Sarees to the local traders who at times get the job done through these Weavers by supplying them design, yarn, specifying the colours etc.

The prices are affected according to the fluctuations in the market i.e. demand supply positions. Very few Weavers have established direct contacts with traders at other centres like Pune, Mumbai, Nagpur, Ahmedabad, Kolkata.

The local traders who procure the Paithanis have contacts with major trading centers of the country of they supply Sarees to the wholesale traders as per their demands.

Because of the fact that Paithani Weavers by and large, possess poor marketing infrastructure, marketing exposure, limited geographical / territorial sales area, high cost of production etc. affects the financial status of the Weavers.

Their exclusive sarees should considered for export market through the Weaver's Service Center.

Considering the proximity of Shirdi, the Weaver members of the cluster formed by NABARD, should have an exhibition cum-sales emporia in Shirdi where the weaving activity / processing activity could be displayed along with tools and equipment's which may provide an impulse to the tourists to purchase the Sarees. This center would not only offer a convenient place for shopping but also provides a psychological feeling of "the feel good factor" of being purchased a good quality and reliable saree.