



International Journal of Home Science

ISSN: 2395-7476

IJHS 2024; 10(2): 29-31

© 2024 IJHS

www.home-science-journal.com

Received: 25-03-2024

Accepted: 29-04-2024

Jyoti Gupta

Department of Home Science,
Vasant Kanya Mahavidyalaya,
Banaras Hindu University,
Varanasi, Uttar Pradesh, India

Jahnvi Sharma

Department of Home Science,
Vasant Kanya Mahavidyalaya,
Banaras Hindu University,
Varanasi, Uttar Pradesh, India

Sangita Deodiya

Professor, Department of Home
Science, Vasant Kanya
Mahavidyalaya, Banaras Hindu
University, Varanasi, Uttar
Pradesh, India

Corresponding Author:

Jyoti Gupta

Department of Home Science,
Vasant Kanya Mahavidyalaya,
Banaras Hindu University,
Varanasi, Uttar Pradesh, India

Transformation of brocades: Techniques, trends, and patterns

Jyoti Gupta, Jahnvi Sharma and Sangita Deodiya

DOI: <https://doi.org/10.22271/23957476.2024.v10.i2a.1597>

Abstract

In India, Traditional sectors like hand loom, handicraft and small-scale power loom units are the biggest source of employment for millions of people. The hand loom sector provides direct and indirect employment to 35.22 lakhs weavers and allied workers. (Ministry of Textile, 2021-22). Brocade is one of the traditional textiles in Indian Cultural Heritage. It has vast involvement in different types of goods like- Sarees, Dress materials, home furnishing and various Accessories. The traditional Brocade are manufactured in hand loom (pit loom). They are very expensive, luxurious apparel and labour-intensive work. Katan, Kadua, Tanchui, Zamdani, Kimkhwab and Khaddi are very demanding sarees from ancient to modern trends. Power loom also manufacture Brocade with synthetic materials. The survey of the study conclude that many aspects affect the hand loom sector of Brocade in Banaras such as Lack of marketing strategies, unaware to government program and policies. They need to revive the sector by creating awareness and strong brand value for Brocade of Banaras.

Keywords: Traditional textile, brocade, handloom, power loom

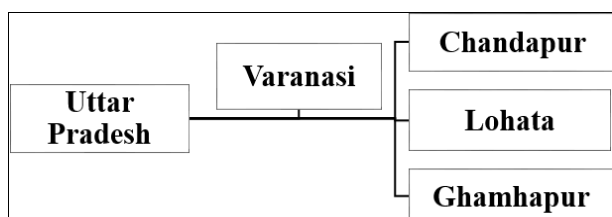
1. Introduction

India is an agricultural country and the biggest industry after agriculture is textile manufacturing. India is the 6th largest exporter of Textiles & Apparel in the world. The share of textile and apparel (T&A) including handicrafts in India's total exports stands at a significant 11.4% in 2020-21. Traditional sectors like handloom, handicrafts and small-scale power loom units are the biggest source of employment for millions of people in rural and semi urban areas (Ministry of Textiles, 2021-22). The textiles of each state in India speak volumes about their cultural heritage. In India, traditional textiles made using silk are of utmost importance ^[1]. Indian handmade items have had their tradition since ancient times, in which silk has its importance. There are many Indian traditional textiles made of silk, which are very popular all over India and other parts of the world and are exported ^[2]. Prominent among these are Brocade, Baluchari, Chanderi, Patola, Paithani, Makhel, Kanjivaram etc. In these textiles, weaving is done using gold and silver zari with silk threads using attractive designs and colors ^[3]. It is famous in the world by the name of Banarasi brocades. Banarasi brocade and Sarees has been granted GI (Geographical Indication) tag on 04 September 2009 ^[4]. The ancient name of Varanasi was Kashi. At present, it is called Varanasi and Banaras in common parlance. This place is one of the holy religious places of Hindus Banarasi brocades are the most elegant and luxurious textile made at Varanasi in Uttar Pradesh. They are very expensive, luxurious apparel and labour-intensive work. Katan, Kadua, Tanchui, Zamdani, Kimkhwab and Khaddi are very demanding sarees from ancient to modern trends. The brocade weaving of the Banaras is cluster-based and scattered all over the Banaras district and some adjacent districts ^[5]. The trends of Banarasi Brocade Sarees with fusion style, pattern and colours in fashion. Banaras City is the main center of brocade weaving. Weavers of Banaras generally use a hand loom (pit loom) to weave brocade. In hand loom sector three generations work together. After industrialization, in a few decades, there has been a change from hand loom to power loom. Some hand loom weavers are converting their handlooms into power looms because power loom requires less labour than handloom and their production rate is

very high. In current times power loom, modern machines and synthetic raw materials (Nylon, polyester, rayon and duplicate cargo etc.) have started producing similar textiles imitating the designs and texture of brocades [5]. Thus, due to the above reasons, a question mark has been raised on the originality and authenticity of the brocade. The main objective of the study is to study the transformation of trends and patterns in brocade. To study the weaver’s adoption behaviour of new technologies.

2. Methods and Materials

This section is primarily focused with the methodological components of the current investigation. The aim of the study is to determine the weaver’s behaviour of new technology and study the transformation of trends and pattern in brocade. The study is descriptive and survey-based study. The survey was undertaken in three areas of Varanasi, Uttar Pradesh.



The information was mainly obtained by schedule method with open-ended and close-ended questions. The sample size was 112 with different handloom groups. Purposive sampling technique was used in the study. Manufacturers and large-scale producers were excluded from the study only self-reliant weavers were included. Data was presented in tabulated form and graphical representation.

3. Results and Discussion

The demographical detail of the weavers such as age, gender, qualification, monthly income, type of family.

Table 1: Demographical detail of the weavers

S. No.	Demographical Variables	Status	Percentage of Respondents
1.	Age (Years)	18-35	21
		36-45	43
		46-60	30
		Above 60	6
2.	Gender	Male	100
		Female	0
3.	Education	Literate	89
		Illiterate	11
4.	Type of Family	Nuclear	23
		Joint Family	77

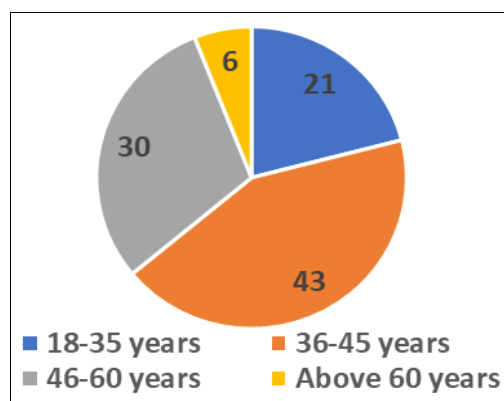


Fig 1: Age Group of Weavers (%)

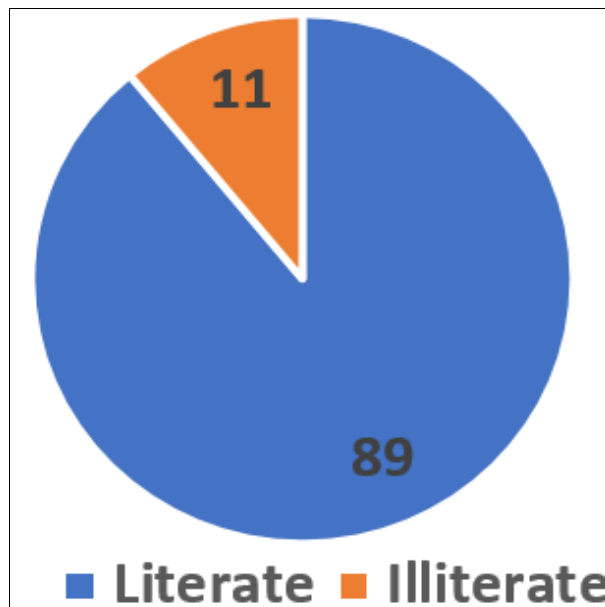


Fig 2: Literacy (%)

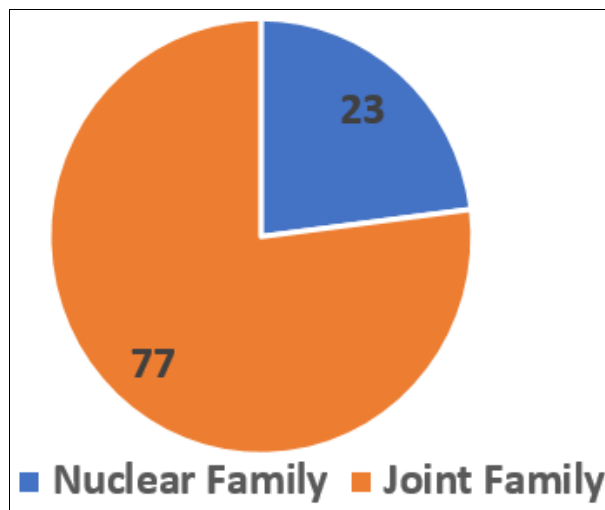


Fig 3: Type of Family (%)

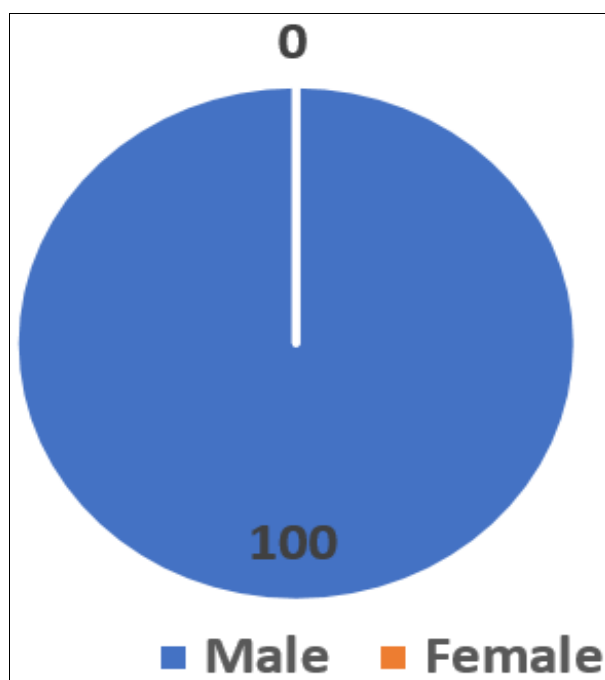


Fig 4: Gender (%)

The above fig 1 shows that 43% of respondents were in the age group of 36-45 years, 30% respondents were in the 46-60 years of age. Most of the weavers were in the age group of 36-45 because higher efficiency at this age group due to their skill and experience. Only 21% respondents were in the 18-35 years of age because the young generation realised that only weaving will not sufficient for their livelihood as their participation is minimum. They occupied themselves in education for better opportunities. Old age people also not participate as much only 6% of respondents were above 60 years because they are not capable to do such hard work at that age. The fig 4 shows that all respondents were male weavers in the selected areas. Females are working as helping hand in the weaving. In the community of weavers, family members also participate in the weaving process and the only source of income is weaving. As fig 3 shows that 77% of the respondents were in joint family. The self-reliant weavers got only 150-200 rupees per Saree in the selected areas which is not fulfil the basic needs of the family.

Table 2: Distribution of Loom Used by the weavers

Looms	% of Respondents use
Hand Loom	8
Power Loom	92

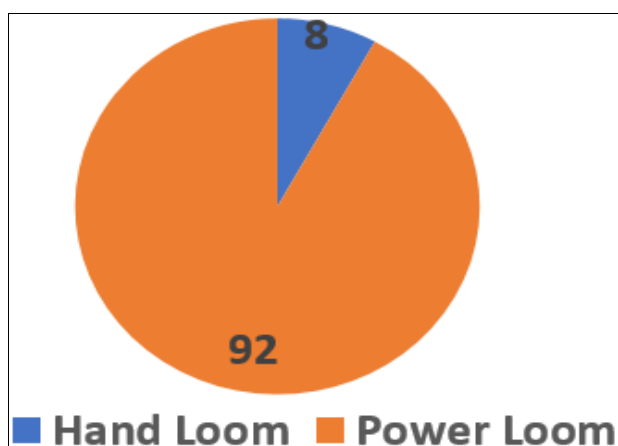


Fig 5: Looms Used by the Weavers (%)

The above fig 5 shows the loom distribution used by the self-reliant weavers. 92% respondents were used power loom and only 8% respondents were used hand loom. Power loom are more used by the weavers as compare to handloom. The low demand of Hand loom products and low wages according to their hard work for production.

4. Conclusion

Brocade of Varanasi has been one of the most elegant, luxuries apparel and demanded in all over the world. It has been granted GI (Geographical Indication) tag on 04 September 2009. The Brocade of Varanasi is known for its designs (Buties, pallaas), pure silk fibre, pure Zari, the art of weaving and the authenticity of the fabric but in present time synthetic fibre (nylon and Polyester) and duplicate Zari are more used by the producers. Power loom are more used by the weavers as compare to handloom because their production rate is very high due to it is mechanically powered and time efficient which leads to bulk production and inexpensive/ low cost. The production of power loom also used the traditional pattern (Khanzari, Charkhana, Aridoria, Mothra) and motif (Paan, Fardi, Kerrie, Tara, Asarfi) by some modifications and many pastel colour shades also included in the Banarasi

Brocade which is very demanding in the market. But the Power loom production cannot match the quality of handloom products made by artisans. The low demand of Hand loom products and low wages according to their hard work for production declined the Handloom industry of Varanasi. The occupation of weaving is not sufficient for livelihood in present time. The government also make efforts by formulating schemes, policies and initiatives to support the producers and weavers but it does not in action at basic level. There are many aspects affect the hand loom sector of Brocade in Banaras such as Lack of marketing strategies, Economic status of weavers, unaware to government program, policies and GI tag. They need to revive the sector by creating awareness and strong brand value for Brocade of Banaras. Consider some Awareness programs and workshops for weavers to aware about the government programs, policies and initiatives for their development.

5. Reference

- Savithri G, Sujathamma P, Ramanamma CH. Glory of Indian traditional silk sarees. *Int J Text Fash Technol.* 2013;3(2):61-68.
- Faisal S. The decline of Varanasi silk handloom cottage industry: A case study of brocade weaving community in Varanasi. *Chitrolekha Int Mag Art Des.* 2016;6(2):67.
- Ansari AG. Brocade weaving of Varanasi; c2014. [cited 2024 May 21]. Available from: [source needed].
- Verma S, Mishra N. Recognition and marketing opportunities of a "GI" tag in handloom product: A study of Banaras brocades and sarees. *J Intellect Prop Rights.* 2018;23(2-3):101.
- Chaudhary M, Agarwal B, Bhatia M. Socio-economic condition of small-scale producers in Varanasi: A case of Banaras brocade and saree, 2021, 26.
- Tanusree S. A study of the present situation of the traditional handloom weavers of Varanasi, Uttar Pradesh, India. *Int Res J Soc Sci.* 2015;4(3):48.
- Basu S. Why Varanasi's weavers are worried about their business. *The Wire;* c2019. [cited 2024 May 21]. Available from: <https://thewire.in/labour/varanasiweavers-photos>.
- Chakravartty A. Golden thread of misery. *Down To Earth;* c2016. [cited 2024 May 21]. Available from: <https://www.downtoearth.org.in/news/economy/golden-thread-of-misery-56195>.
- Gulati S. Geographical indications in India & the case of famous Indian weave: Banarasi brocade. *Int J Res - Granthaalayah.* 2016;4(12):137.
- History of Banarasi sarees; c2024. [cited 2024 May 21]. Available from: www.sari.cz/page_1.php?id=15.
- Rai AK. Crisis looms over Banarasi silk. *The Hindu Business Line;* c2018. [cited 2024 May 21]. Available from: <https://www.thehindubusinessline.com/opinion/crisis-looms-over-banarasi-silk>.
- Shweta. Socio-economic condition of Banarasi sari weavers: A case study of Lohta, Varanasi district. 2019;8(2):2244.
- Singh A, Naik SD. Status of Banaras weavers: A profile. *Karnataka J Agric Sci.* 2009;22(2):408.
- Sundari BS. Handlooms are dying – and it's because of our failure to protect them. *The Wire;* c2017 [cited 2024 May 21]. Available from: <https://thewire.in/>.
- Tiwari D. Living conditions of weavers: A case study of Varanasi. *Int Res J Eng Technol;* c2017. p. 386.