

An Analysis Of Economic Growth For Uppada Jamdani And Kalamkari Sarees Products After Geographical Indication Tag

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Abstract

In this study analysis that an analysis of economic growth for Uppada Jamdani and Kalamkari Sarees products after getting geographical indication tag. There are 136 weavers are drawn into sample frame from the area of study selected Chittoor, Krishna and East Godavari districts of Andhra Pradesh.

Keywords: Economic Growth, Uppada Jamdani, Kalamkari Sarees, Geographical Indication, Awareness in Weaver.

Introduction

The Chittoor, Krishna, and East Godavari district is a place of significance, which is popular for the handloom industry and is famous for Kalamkari sari and Uppada Jamdani Sarees materials. Besides its traditional items, it is also the place for an important advancement in the weaving Kalamkari and Uppada Jamdani Sari.

About Kalamkari and Uppada Sarees

Kalamkari sarees are globally renowned for their elegance and rich heritage that dates back to the medieval times. Kalamkari is a Persian word that is a combination of two words, 'Kalam' which means pen and 'kari' which means artwork or craftsmanship. This literally translates to mean drawing with a pen. So Kalamkari is hand painted or block printed work on cotton textile done in Andhra Pradesh and Telangana but

originally from the Mughal period. The Kalamkari art dates back to 3000 B.C. in Iran during the Sasani era. Kalamkari is a type of hand-painted or block-printed cotton textile produced in Isfahan, Iran, and in the Indian state of Andhra Pradesh. Only natural dyes are used in Kalamkari. Uppada is a beach town located in East Godavari district in the state of Andhra Pradesh and is famous for beautifully designed silk sarees. Uppada is well known for its traditional Jamdani / Uppada Handlooms. Uppada handlooms are well known for its unique designs. The Kalamkari sari and Uppada Jamdani Sarees already got Geographical Indication marks.

Geographical Indications Tag

Geographical Indications of Goods (Registration & Protection) Act, 1999, amendment for GI Protection, 2003 in India Geographical Indication (GI) tag is one of the six Trade-Related Intellectual Property Rights (TRIPS) of the World Trade Organization (WTO). It identifies a good as originating from a particular place, where a given quality, reputation or other characteristics of the good become essentially attributable to its geographical origin. The GI Act was passed in India in 1999 and has been amended for GI protection in 2003.

Geographical Indications Execution by Weaver

This is the most in-competitive factor of the industry. Geographical Indications tag is registered for Paithani in 2010 (GI Journal 33), however the effective use of Geographical Indications practices is yet to be started by the weavers. The co-operatives, who are registered as 'Authorized User' of the Geographical Indications, are also not aware and they don't execute the Geographical Indications tags. They fail to execute Geographical Indications and hence also fail to protect their product from the encroachment of duplicate power loom product in the market.

Geographical Indications Awareness in Weaver

Absence of Geographical Indications execution by the weaver goes to its root cause that the weavers are not made aware and educated about the powers and the effective use of the tools like Geographical Indications in the modern times. No Government institutions like Geographical Indications Registry or any handloom institution or any third party NGOs work for

awareness building. The weavers don't approach proactively and get information from Geographical Indications website and Office.

Table – 1: Category of the Weavers

S.No	Category of Weavers	Respondents	Percentage
1.	Weavers under Middlemen	39	28.68
2.	Independent Weavers	36	26.47
3.	Cooperative Weavers	22	16.17
4.	Master weavers	21	15.44
5.	Labour Weavers	18	13.24
Total		136	100.00

As reported, there are 136 weavers are drawn into sample frame from the area of study selected Chittoor, Krishna and East Godavari districts of Andhra Pradesh. Of the selected weavers, more than twenty eight percent (~28.68) of Weavers under Middlemen, above twenty six percent (~26.47) of Independent weavers, above sixteen percent (~16.17) of Cooperative weavers, above fifteen percent (~15.44) of Master weavers and thirteen percent (~13.24) of Labour weavers constitute.

Table – 2: Distribution of Age Wise Respondents

S.No	Age-Wise	Respondents	Percentage
1.	Bellow 19 years	25	18.38
2.	20 to 30 years	33	24.26
3.	31 to 40 years	37	27.21
4.	Above 40 years	41	30.15
Total		136	100.00

The above table revealed that the distribution of age wise respondents, among the total 136 respondents, there are more than thirty percent (~30.15) of the weaver respondents under the age of more than forty years, followed by above twenty seven percent (~27.21) of the weaver respondents under the age of 31 to 40 years, above twenty four percent (~24.26) of the weaver respondents under the age of 20 to 30 years and above

eighteen percent (~18.38) of the weaver respondents under the age of bellow 19 years.

Table – 3: Source of Finance for the Unit

S.No	Finance Source	Respondents	Percentage
1.	Commercial Banks	45	33.09
2.	Co-operative Banks	29	21.32
3.	Private Finance	24	17.64
4.	Financial Institutes	20	14.71
5.	Own Finance	18	13.24
Total		136	100.00

The Category wise interpretations revealed that majority of weavers respondents finance from commercial banks (33.09 percent) are the source of finance. Co-operative banks are the source of finance for majority of weavers under co-operative fold (21.32 percent). Own finance has also been the source of finance for 13.24 percent) of weavers under fold. The overall opinion survey reveals that majority of the weavers respondent prefer commercial banks finance as the best and safe source of finance for the unit in the area of study.

Table – 4: Opinions of Respondents on Production Techniques

S.No	Techniques	Respondents	Percentage
1.	Government should provide Yam	108	79.41
2.	Technical Training is needed	103	75.74
3.	New Technology Looms	99	72.79
4.	Reduction of Cost Yam	95	69.85
5.	Direct purchase of Raw Yam	81	59.56
6.	Reduction of Employees	76	55.88

(Note: Respondents may have selected more than one option)

The above data revealed that majority of weavers respondent of all categories more than seventy nine (~79.41) have opined that Government should provide yam. The respondent weavers constituting seventy two percent (~72.79) have felt the best way of improving production techniques is by introducing advanced technology looms, while a notable percentage of

respondents (~69.85) have expressed the idea of reduction of cost of yam, and above seventy five percent (~59.56) of them think that the best technique to improve production is by direct purchase of raw yam. It is also to be noted that more than seventy five percent (~75.74) of weaver respondent feel that technical training is the only way to improve production techniques.

Table – 5: Mode of Purchase of Raw Yarn

S.No	Mode of payment	Respondents	Percentage
1.	Cash Purchase	45	33.09
2.	Credit Purchase	36	26.47
3.	Credit and Case Purchase	32	23.53
4.	Through Agencies Purchase	23	16.91
Total		136	100.00

The above table revealed that mode of purchase of raw yarn, more than thirty three percent (~33.09) of the respondents purchase of raw yarn by cash purchase, above twenty six percent (~26.47) of the respondents purchase of raw yarn by credit purchase, above twenty three percent (~23.53) of the respondents purchase of raw yarn by credit and case purchase and less percent (~16.91) of the respondents purchase of raw yarn through agencies purchase. So it can be concluded that the best mode of purchase yam is by cash.

Table – 6: Mode of Selling Products by the Respondents

S.No	Marketing of Product	Respondents	Percentage
1.	Direct Market	113	83.09
2.	Through the Middlemen	101	74.26
3.	Through the Online Market	95	69.85
4.	Through the Societies	82	60.29
5.	Through the Market Agencies	69	50.74

(Note: Respondents may have selected more than one option)

The data revealed that eighty three percent (~83.09) of weaver respondents from all categories prefer to sell their products directly in the market, whereas seventy four percent (~74.26) of weaver respondents to sell middlemen to market their

products. Above sixty nine (~69.85) of weaver respondents to sell online market their products, above sixty percent (~60.29) of them like to sell through Cooperative Society and above fifty percent (~50.74) of respondents like to market their product through a market agency.

Table – 7: Basis of Selling the Product

S.No	Basis of Selling	Respondents	Percentage
1.	Cash Basis	52	38.24
2.	Credit Basis	36	26.47
3.	Advance Basis	33	24.26
4.	Middleman A/c Basis	15	11.03
Total		136	100.00

The data presented in the table revealed that the more than thirty eight percent (~38.24) of respondent from all categories, sell their products on cash basis, while the above twenty six percent (~26.47) of them sell products on credit basis, above twenty four (~24.26) of respondents sell them on advance basis and above eleven percent (~11.03) of weavers approach middlemen to sell their products on account basis. Thus, it can be concluded that majority of respondent belonging to all categories want to sell their products only on cash basis.

Table – 8: Respondents Reasons for Not Getting Reasonable Profit

S.No	Reasons	Respondents	Percentage
1.	Lack of Government Involvement	109	80.15
2.	Competition from power loom products	100	73.53
3.	Middlemen Involvement	91	66.91
4.	Cost of production is high	75	55.15
5.	Wages of labour is high	66	48.53
6.	Lack of Marketing Facilities	59	43.38

(Note: Respondents may have selected more than one option)

The above table revealed that the respondents reasons for not getting reasonable profit, there are more than eighty percent (~80.15) of the respondents, lack of Government involvement are the main reasons for not getting reasonable profit, above

seventy three percent (~73.53) of the respondents, Competition from power loom products are the main reasons for not getting reasonable profit, above sixty six percent (~66.91) of the respondents, Middlemen Involvement are the main reasons for not getting reasonable profit, above fifty five percent (~55.15) of the respondents, Cost of production is high are the main reasons for not getting reasonable profit, above forty eight percent (~48.53) of the respondents, Wages of labour is high are the main reasons for not getting reasonable profit and above forty three percent (~43.38) of the respondents, Lack of Marketing Facilities are the main reasons for not getting reasonable profit. On the whole it can be concluded that the major obstructive reasons for not getting reasonable profits are lack of government involvement.

Growth of Indian Textiles Market

The Indian textiles market is expected to be worth more than US\$ 209 billion by 2029. India is the world's largest producer of cotton. Production stood at 360.13 lakh bales for the crop year October 2021-September 2022. Domestic consumption for the 2021-22 crop years is estimated to be at 335 lakh bales. During the period between April and December, 2021, total textiles and apparels exports, including handicrafts, stood at \$29.8 billion as compared to \$21.2 billion recorded for the corresponding period of the previous year. This implies a robust growth of approximately 41 per cent as compared to the year ago period, the Ministry of Textiles said in a statement.

Conclusion

It is hoped that everyone will agree that the Kalamkari and Uppada Sarees manufacturing industry under the informal sector is one of the major industries that needs immediate care and attention. The Sarees manufacturing industry sector is next only to agriculture in respect of employment potential and with this declining trend in the Sarees manufacturing industry sector the problems of unemployment will aggravate.

While the country is depending equally on all the three sectors, i.e., handloom, power loom and the mills to meet the clothing needs, the declining trend in handloom sector is certainly an unhealthy phenomenon. If this trend is allowed to continue then the country with the population increasing at 1.2

crore every year has to suffer for want of cloth. So the planning people of Andhra Pradesh should realize the importance of handloom sector and allocate the required funds for the upliftment of rural handloom weavers to avoid starvation deaths and the decline in handloom industry.

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