



Study On Traditional Handloom Textiles Of Kerala Into Regional Branding

R.Loganathan¹, Hariharan Manikkoth², S.Kathik³

¹ Professor, Department of Textile Technology, Jaya Engineering College, Chennai.

² Student of M.Tech Department of Textile Technology, Jaya Engineering College, Chennai

³ Assistant Professor, Department of Textile Technology, Jaya Engineering College, Chennai.

texhod@jec.ac.in

Abstract

The regional traditional handloom textile products of Kerala include, enhanced design, structure, look-and-feel, weave and beauty and colors to make them attractive and acceptable to current fashion. The unique culture, traditional arts, temple arts and murals, wood carvings, natural beauty, scenic vistas are the inspiration to incubate new enterprises in to the handloom sector. The regional branding has been envisaged with the entire handloom clothing of Kerala under one brand called Kerala Handlooms through products of each region is branded separately such as Balaramapuram saree, Chendamangalam dothi, Kuthampully saree, Palakkad Settum Mundu, Kannur furnishing and shirting and Kasaragod saree. Each state of India has its own indigenous art and culture. Handloom industry give due important to the products by taking into account the regional taste. Kerala State has been demarcated into six regions and they are Kasaragod, Kannur, Palakkad, Kuthampully (Thrissur), Chendamangalam (Ernakulam), Balaramapuram (Thiruvananthapuram). By bringing the products of different region into a single brand with a view to revive the ancient hidden treasures as well as present these unique product to Global fashion clothing lovers. Novelty in design brings in new fashion. The skills and wisdom of handloom weavers enhance the economic and social growth which helps to evolve policies for the promotion and development of handloom sector in the state.

Keywords Traditional handloom, Inspiration, Regional Branding, economic and social growth, revival

1. Introduction

It is the strategy of state government to develop regional brands in the handloom industry for its various existences. The regional traditional handloom textile products of Kerala include, enhanced design, structure, look-and-feel, weave and beauty and colours to make them attractive and acceptable to current fashion. The unique culture, traditional arts, temple arts and murals, wood carvings, natural

beauty, scenic vistas are the inspiration to incubate new enterprises in to the handloom sector. The regional branding has been envisaged with the entire handloom clothing of Kerala under one brand called Kerala Handlooms through products of each regions is branded separately. Such as Balaramapuram saree, Chendamangalam dothi, Kuthampully saree, Palakkad Settum Mundu, Kannur furnishing and shirting, and Kasaragod saree Each state of India has its own indigenous art and culture. Handloom industry gives due importance to the products by taking into account the regional taste. Kerala State has been demarcated into six regions and they are Kasaragod, Kannur, Palakkad, Kuthampully (Thrissur), Chendamangalam (Ernakulam), and Balaramapuram (Thiruvananthapuram). By bringing the products of different region into a single brand with a view to revive the ancient hidden treasures as well as present this unique product to Global fashion clothing lovers. Novelty in design brings in new fashion. The skills and wisdom of handloom weavers enhance the economic and social growth which helps to evolve policies for the promotion and development of handloom sector in the state.

The Directorate of Handloom and Textiles of Government of Kerala was initiated these project and was implemented by Indian Institute of Handloom Technology – Kannur (IIHTK). The Branding will help the market for indigenous Handloom products.

2. Review on Regional handloom textiles of Kerala

2.1. Balaramapuram handloom -history and specialty



Figure 2.1
Balaramapuram handloom saree

Balaramapuram is a major small town of Thiruvananthapuram is famous for hand woven fine cotton and kasavu (Zeri yarn) fabric that is woven in and around Balaramapuram. This region is renowned for its high quality fine handlooms. The handloom that is special to this region is made of cotton and silk intertwined.

Historical records indicate that it was Maharaja Balarama Varma encouraged handloom industry in this region during the 1778-1810 AD periods. For the production of clothing, weavers were welcomed from neighboring regions like Nagarcoil of the Saliya community who were encouraged to reside at Balaramapuram and were given all basic facilities. They were promised continuous employment and other facilities which helped Balaramapuram become a renowned centre for Handloom. Traditional handloom products of Balaramapuram were Saree, set mundus, body cloth, dothi woven with 100% cotton threads (80s, 100s, 120 s) number and so on) along with silk gold zari. Also produced were lunges, towels, bed sheets, shirting, furnishing is made in this sector which was traditionally renowned. Balaramapuram saree deliver quality and special design features that cannot be witnessed in any regions of India. This includes saree with boota, pallu with intricate designs without using doobby, jacuard machines.

2.2. Speciality of Balaramapuram Saree

1. Rare beauty
2. Totally handmade clothing - made by hand without utilizing any modern machines or technology features.
3. Incorporating traditional Kerala designs, ancient arts, designs developed utilizing regional branding
4. A traditional design and product that cannot be matched or reproduced by any other region of India
5. Balaramapuram saree have received Geographic Indication registration.

2.3. Chendamangalam handloom -history and specialty

Chendamangalam is a village of handloom weavers in western Paravoor region of Ernakulam District. The historical relevance of Chendamangalam handlooms is intertwined with that of Paliath Achans. According to history, handloom weaving began here to produce handloom clothing like tamarind leaf hued border dothi, kasavu dothi, saris and body cloth that were fitting to be worn by the royal family of Paliath. According to records, it is seen that over a period, factories were established to meet the demand for the products. The industry was reestablished after independence by bringing together far-flung individual weavers into cooperatives. Chendamangalam dothi are renowned for their traditional design and production values. As per the DRBHI program, numerous designs / colours and changes in forms are introduced to create a unique style of products.

2.4. Speciality of Chendamangalam dothi

Dothi are made from the best quality 120x120 number cotton thread adding silk threads to make the borders.

- Elegant saree made with 80x80 number threads, Cotton + Silk, Cotton + Silk + Colour thread mixes.
 - 100% Cotton Shirting items
 - . Shirts that match the designs of Dothi
- Grand Set Mundus, 100% Cotton + border, Border in Silk items.



Figure 2.3. Chendamangalam handloom Dothi

2.5. Kuthampully - handloom -history and specialty



Figure 2.5. Kuthampully - handloom Saree

Kuthampully handloom cluster is traditionally weavers from Kanchipuram, Tamil Nadu was then under the control of Telugu kings. They were brought to Thrissivaperur (today called Thrissur), in 1200 1700 AD. They were peopling of 1700 the Padmashali community and were made to reside here, along with people from Devangru of the Mysore region.

This Kuthampully handloom clusters can be found in Kuthampully, Thiruvilvamala, Erathodi, Kondozi regions. They are involved in producing saree, body cloth, Mundu cloth, Mundu, set saree and other such clothing. Kuthampully saree have grey receive s have great fame and demand in the marketplace. By the Geographic Information Registration, the products from this region have received world recognition.

2.6 Speciality of Kuthampully Saree

The contribution of Kuthampully is in using extra fine cotton threads to deliver superior products which have extra work. Extra weft, boota designs, utilizing silk in its weaving etc.

2.7. Palakkadanloom -history and specialty



Figure 2.7. Palakkadanloom Settum mundu

It is believed that over about 1000 years ago, Shaivashaikuntar Muthaliars were brought to Palakkad from Kanchipuram by Chera kings and given patronage to develop the industry.

This community used to bring weaving threads from Tamil Nadu and used to go about towns and cities, selling clothing, on bullock carts and made it as their livelihood. Today they produce towels, double Mundu, set Mundu, sari etc. They reside in areas around Kodumbu, Chittoor, Tathamangalam, Elapulli, Pallanchattanur,

Palappuram and Pazhambalakode. Around 14 primary cooperative societies are working. Apart from this, Kadhar cloth is being produced. Devanga Chettiyars who came from

Karnataka side make fine double dothi; set Mundu, silk saree, kasavu cotton saris. They are concentrated around Kallanchira, Devangapuram in Chittoor, Sreekrishnapuram Kerimpuzha Kollangode, Erattakulam.

2.8. Speciality of Palakkad Settum- Mundu

Fine cotton with Zeri or cotton coloured border.

Elegant look. Good feel.

2.9. Kannurhandloom -history and specialty



Figure 2.9. Kannur handloom furnishing

Historians opine that around 800 years ago handloom workers guild of northern Malabar around Kannur region of those times came into being. The handloom work and production which was initiated by the Kings of Mooshika dynasty. Centered on Koluthunadu, Azhemala led to the production of towels, work clothes, body cloth etc.

As a result of foreign missionary work around 1700-1800 AD, frame loom system was introduced. Into the handloom industry and this led to the production of shirts, dothi, blankets etc.

As a result of the renaissance movement around the last century, what was an industry controlled by a community came to become a new workers guild as a part of a traditional family enterprise as industrial factories were created. With the creation of co-operatives, the handloom sector grew into a major industrial segment serving the composite requirements for clothing of the society and huge number of products was created for exports... This profession continues in 35 Panchayaths of the Kannur District today. Kannur is widely known as the 'Manchester of Kerala' due to the reliability and prestige of Kannur handlooms.

Kannur furnishings are today of international standards and registered under Geographic Indication. Lungi, Mundu, shirting, saree, towels, bed sheets, rugs etc is the major products.

2.10. Speciality of Kannur Furnishing

Handloom industry in Kannur has specialized in the manufacture of furnishing fabrics, bed spreads, other made-ups and home textiles for export products. Kannur hand-held shirts, furnishing materials etc; occupy a significant position among India's handloom fabrics. Due to its consistency and excellence, Kannur Kerchiefs has won the Japanese reputation. The great strengths of versatility, adaptability, preparation for adventure and the wholehearted commitments of Kannur weavers are unrevealed.

Kannur is the state's largest export-oriented handloom production hub with 10 to 15 percent of the country's combined handloom exports accounting for its output. About 98 per cent of handloom exports from the state of Kerala also come from the district of Kannur. Majority of exports come from districts of Asia. The USA is the main importer, and the UK and Germany are the big importers within the European Economic Countries.

2.10. Kasaragod handloom -history and specialty



Figure 2.10. Kasaragod handloom

The Kasaragod Handloom cluster of today is made up of traditional handloom weaving community who migrated from East Karaveli in Karnataka to Tulunad (West of Chandragiri river) during the 16th 17th century, whose main occupation was in handloom weaving and those people who with the encouragement of the regional regents were encouraged to move here from the Mysore regions to occupy the region East of Chandragiri river. Dothi and saree were the major products produced by them. It was as a result of the efforts of the Basel Mission, by the 19th century, that a handloom factory centered at Mangalapuram organized workers to produce shirtings, bed sheets and other furnishing clothing. Today saree, bed sheets, Mundu, shirting, towels are the major products.

Features of KasaragodSaree

- Exquisite dress which incorporates the natural beauty of Tulunad and the vibrancy of Yakshagana art form.
- Colourful clothing that stands in the forefront to traditional culture:
- Attractive borders and Pallu made with Jacquard, Dobby etc.

A unique manufacturing unlike anywhere in Kerala, weaving Utilizing glue.

- Kasaragod saree are also available in Cotton, Rayon and Silk.
- Kasaragod saree have designs of thin stripes, check designs in tie-and-dye technique with solid borders and pallu.

3. Conclusion

Handloom sector was a major traditional industry in Kerala. A large number of looms were in existence in Kerala from the time immemorial and even during the early 19th century, the factory system of handloom production existed here. In spite of its glorious past, huge potential for employment generation. It is striving hard for survival. Traditional regional handloom product are pure natural, ecofriendly, user friendly, beauty and feel. Uniqueness in Design paves the way of bring in new fashion. It

is our duty to bring all regionalwise products under one single brand to improve the handloom industry which is at the edge of closure.

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