
A STUDY ON HANDMADE ARTIFICIALS IN INDIAN CULTURE

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ABSTRACT

Over the course of the last several years, India's handloom industry has seen substantial growth. Both the expanding popularity of handloom textiles and the increasing demand for ethnic and traditional attire are factors that might be attributed to this phenomenon.

The handloom industry in India is one of the oldest in the country, with a history that spans several millennia that dates back to ancient times. Even with the introduction of new textile technologies and the process of modernization, the handloom industry has continued to play an important role in the Indian economy. According to the Ministry of Textiles, the handloom sector is responsible for the employment of more than 43 lakh people and accounts for around 34 percent of India's total textile production. A further point to consider is that the sector exports items with a value of Rs 12,000 crore annually. A variety of policies and programs have been implemented by the government in order to foster the growth of the handloom industry, and the government has also been supportive of the expansion of this sector. Among them are measures to expand the availability of loans, modernize technology, give support with marketing, and other similar endeavours. The Handloom Reservation Act of 1985 mandated that certain goods be allocated only for production using handlooms. This was done with the intention of preserving this historically significant industry.

KEYWORDS:

Handloom, Textile, Technology, Varieties

INTRODUCTION

For a very long time, the cotton textile industry in India has been an extremely important contributor to the country's economy and culture. India is the world's second-biggest cotton grower, with China being the world's largest producer. Additionally, India's textile industry is among the oldest in the world, having origins that date back thousands of years ago. It is anticipated that the industry would create US\$ 250 billion by the year 2019, with over 45 million direct jobs and 60 million indirect jobs. This will result in the employment of over 45 million people.

There are several domestic brands that are associated with organic cotton. Some of these labels are Anokhi, Biba, AND Designs, Dhoti & Co., Jiya Cotton, Kora Organics, Soma Textiles, Sudarshan Silk Mills, and Taantrik. These businesses are committed to producing organic cotton products that are of superior quality and long-lasting durability.

It is projected that the handloom industry will continue to expand at a robust pace over the course of the next years because of favorable regulatory circumstances and an increase in the demand from consumers. It is cotton. Businesses in India's textile industry and local companies that are in favor of organic cotton India's textile industry is one of the oldest in the world, with a history that spans several millennia and counting. Currently, the industry is estimated to be worth 150 billion dollars, but it is anticipated that by the year 2019, it would have reached a value of 250 billion dollars. Through direct and indirect employment, this sector is responsible for the employment of more than 45 million people. India has the position of being the world's second-largest textile maker, behind China.

Over the course of India's long and illustrious history in the textile industry, cotton textiles have been an important contributor. In addition to being one of the most important and long-standing industries in India, the cotton textile industry is also an integral component of the country's economy. This industry is responsible for the employment of millions of people and is responsible for bringing in a substantial amount of money for the country via exports. The textile industry that relies on cotton has been an important employment ever since ancient times and continues to be so now. Together with the creation of employment, the cotton textile industry contributes to the expansion of the economy via exports.

It is common knowledge that the cotton textile industry in India produces high-quality items that are exported all over the globe. The strength, coziness, and design of Indian cotton garments have earned them a prominent reputation. The industry is responsible for the production of a wide variety of commodities, including textiles, garments, furniture, and many more. The cotton textile industry has a tremendous impact on India's economy as

well as the country's heritage. It is responsible for the employment of millions of people and makes a significant contribution to the money that the country receives from exports. This industry is responsible for the production of high-quality items that are admired all over the world for their durability, comfort, and sophistication.

Businesses that specialize in contemporary sarees are helping to maintain India's rich weaving legacy. Using time-honored methods, these designers create sarees that are not only visually stunning but also modern and suitable for any event. The saree is a timeless garment that may be worn to any event it is appropriate for. It does not matter whether you are heading to a formal event or just want to look your best for a night out on the town; a saree is the perfect choice for any occasion. As a result of the number of contemporary saree brands that are available, it is also easier than ever before to choose the saree that is perfect for you.

HANDMADE ARTIFICIALS IN INDIAN CULTURE

There are several contemporary clothing companies that emphasize the saree as an integral component of the tradition and culture of this nation.

Suta: The Suta firm is a contemporary saree manufacturer that is committed to maintaining the art of traditional weaving. Each one of their sarees is made by hand by skilled artisans utilizing time-honored techniques. As a result of their broad collection of styles, which range from classic to modern, you will be able to choose the perfect saree to wear to any occasion.

Katan weaves by Ruchika Modi: The katan weaves that Ruchika Modi makes are widely considered to be among the most delicate and gorgeous that you will ever see. Every piece is a work of art, including stunning hues and patterns that have been meticulously chosen to create a breathtaking overall effect. As a result of the incredible level of expertise and attention to detail that is required for each katan weaving, it is easy to see why collectors hold them in such high respect. If you are lucky enough to obtain one of these objects, you can be assured that subsequent generations will place a high value on it.

House of Masaba: The House of Masaba is a brand that celebrates uniqueness and is known for its vivid and inventive designs. Clothing that is both fun and expressive is something that Masaba Gupta, the developer of the brand and the creative director of the company, prefers. The vibrant culture of India, as well as her own personal sense of style, all serve as sources of inspiration for her creations. Accepting one's individuality and expressing oneself freely are fundamental themes of the House of Masaba. Any wardrobe or home will be infused with a

splash of originality thanks to the broad range of clothing, accessories, and home décor elements that the brand offers. Assam, India is the birthplace of muga silk, which is a kind of silk that naturally occurs there. Gold is a hue that is well recognized for its gorgeous appearance, and it is often used in traditional Indian apparel. Muga silk is produced by the cocoons of the Muga silkworm, which is a kind of silkworm that is only found in Assam. As a result of the labor-intensive nature of the process, the production of a single garment produced from Muga silk may take up to two years to complete.



Figure 1 Muga Silk

The Muga silk business is very important to the livelihood of the Assamese people. The Muga silk industry is responsible for the employment of more than one million people and generates more than one hundred million dollars yearly. In recent years, the muga silk industry has been experiencing a downturn because of the competition from cheaper silks from other countries as well as synthetic materials. Still, a significant number of individuals appreciate the sophistication and quality of Muga silk.

Should you be interested in purchasing Muga silk, it is essential that you choose a provider that can be relied upon. The market is flooded with imitations that are either of poor quality or are completely fake. You can determine whether the items you are buying are genuine by searching for the certification label that was granted by the government.

The fashion industry and the textile industry are intimately tied to one another. Textiles are the fundamental components that are used in the production of clothing and other fashion items. It is important to note that the textile industry is an integral part of the fashion industry. India is consistently ranked among the leading producers of textiles in the world. The country has a long and illustrious history of producing products of excellent quality, including apparel and materials.

When it comes to the production of a wide variety of items, India's textile industry is well-known. In addition to natural fibres such as cotton, silk, and wool, it also produces synthetic fibres like as nylon and polyester. India is well-known for being one of the leading producers of handloom textiles. These textiles are manufactured on traditional looms, and they are highly prized for the unique patterns and motifs that they include.

India's textile industry is a significant contributor to the country's overall economy. It is one of the largest employers in the country, with more than 45 million people working for it. The industry is responsible for around 14% of India's gross domestic product and earns export income of \$40 billion annually.

In an effort to provide assistance to the textile industry, the government of India has initiated a variety of projects. Among them include the establishment of worker training facilities, the provision of financial incentives and subsidies for investment, and the creation of special economic zones for the textile industries' manufacturing sector. To become the global leader in textile production is a goal that the government of India has set for itself.

It has been more than half a century since India gained its independence. An assessment of the development patterns of different industrial sectors during the last fifty years after independence reveals that the industry increased steadily in the first two decades following independence, although at a slower pace, and that growth slowed dramatically in the third decade. This is the outcome of an investigation that was conducted over the course of the previous fifty years. In the years that followed, growth in each industrial category saw a significant acceleration during the fourth decade. On the other hand, the most significant growth occurred over the preceding ten years, which corresponds to the fifth decade, with the 1990s being particularly noteworthy. Actually, the boom that occurred throughout the 1990s was accelerated by two policies: the Textile Policy of 1985 and the Economic Policy of 1991. Both policies revolved on the deregulation of commerce and the economy. Spindling was the primary factor that contributed to the expansion of the organized and decentralized weaving sectors of the man-made fibre industry during this time period.

DISCUSSION

Exports are greatly increased as a result, which contributes to the expansion of the nation's available foreign currency reserves. Through the creation of employment and the establishment of links in both directions, it ultimately results in an improvement in the quality of life (Ali, 2000). The metropolitan areas of Karachi, Hyderabad, Multan, Lahore, Gujranwala, and Faisalabad are where the majority of the industry's concentration can be found, as stated by Fibre Fashion (2007). Within the industry, there is a large-scale organized section as

well as a cottage or small-scale sector that is quite disparate from one another. A component of the organized sector is comprised of integrated textile mills, also known as spinning facilities that function without shuttle looms. According to the Pakistan Board of Investment (2010), the bulk of the downstream industry, which includes weaving, finishing, garments, towels, and habery, is in the unorganized sector and has a large potential for export. The textile industry in Pakistan has an established capacity of 1550 million kg of yarn for spinning, 4368 million square meters for weaving, and 4000 million square meters for finishing, according to studies that were conducted in 2007. On a yearly basis, the sector can produce 400 million pieces of knitwear, 53 million kilograms of towels, and 670 million combinations of clothing.

There is no doubt that the textile industry is one of the most significant contributors to the economy. The textile industry is one of the most important and significant among the several sectors that comprise the economy of India. It is also one of the most significant in terms of output, profits gained in foreign currency, and job opportunities. According to estimates, it is responsible for twenty percent of the total industrial output of the country, nine percent of the excise revenues of the country, eighteen percent of the employment in the industrial sector, approximately twenty percent of the total export profits of the state, and four percent of the gross domestic product. Approximately 35 million people are employed by the sector, making it the second biggest employer in the country behind the construction industry. Cotton, wool, silk, handicrafts, and handlooms are some of the key fibre crops and crafts that are directly connected to the textile business. Additionally, the textile industry has a direct relationship to the rural economy at large. The employment of millions of farmers and artisans in rural and semi-urban areas is a direct result of the activities of these sectors. The number of households in the country that are reliant on this industry, either directly or indirectly, has been estimated to be one out of every six households in the country.

CONCLUSION

When it comes to the textile business, India has a lot of advantages, one of which is an abundant supply of raw materials and workers. The country is the second largest participant in the worldwide cotton trade, making it the second largest player overall. It is the third largest producer of cotton fibre in the world and has the largest cotton acreage, which is over nine million hectares. Additionally, it is its largest cotton producer. Additionally, it is rated fourth in terms of the production of polyester yarn and fifth in terms of the production of staple fibres. Both of these rankings are in the fourth position. Additionally, the textile industry is considered to be labor-intensive; hence, India enjoys a competitive advantage in this area.

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