A. The Textile Industry of India

The Indian textile industry has an overwhelming presence in the economy of the country. Apart from providing one of the basic necessities of life, this industry is of crucial importance through its contribution in industrial output, employment and the export earnings. The 12th five year plan has provided further impetus to the textile sector with a plan allocation of Rs 25931 crore aimed at achieving 15 per cent export growth and 10 per cent growth in cloth production.

Current Initiatives: Lion’s step – ‘Make In India’¹

PM Narendra Modi has announced the campaign on 25 September 2014 to make India a manufacturing super power and to promote export in 25 different sectors. Textile and Garments, is one of the significant sector because India is 2nd largest textile manufacturer in the world and 2nd largest producer of silk and cotton. India has the highest loom capacity (including handlooms) with 63% of the world’s market share. India accounts for about 14% of the world’s production of the textile fibre and yarn. The website also shares its statistics as below:

1. The sector contributes 14% to industrial production, 4% to India’s GDP and constitutes 13% of the country’s export earnings.
2. With over 45 Million people, employed directly, the industry is one of the largest sources of employment generation in the country.
3. The domestic textile and apparel industry in India is estimated to reach USD 100 Billion by 2016-17 from USD 67 Billion in 2013-14.
4. Exports in textiles and apparel from India are expected to increase to USD 65 Billion by 2016-17 from USD 40 Billion in 2013-14.
5. The total fabric production in India is expected to grow to 112 Billion square metres by 2016-17 from 64 Billion square metres in 2013-14.
6. India’s fibre production in 2013-14 is 7 Million Tons and is expected to reach 10 Million Tons in 2016-17.

¹ www.makeinindia.com
There are many reasons to look forward in the area of Textile:

1. India has the highest loom capacity (including handlooms) with 63% of the world’s market share. India accounts for about 14% of the world’s production of the textile fibre and yarn.

2. A strong production base of a wide range of fibre/yarn from natural fibres like cotton/jute, silk and wool to synthetic/man-made fibres like polyester, viscose, nylon and acrylic.

3. Increased penetration of organized retail, favorable demographics and rising income levels to drive textile demand.

4. India enjoys a comparative advantage in terms of skilled manpower and cost of production over major textile producers.

5. Abundant raw material and increasing demand for exports to boost fibre production.

6. Abundant availability of raw materials such as cotton, wool, silk and jute.

The first handloom census was conducted in 1988 and the second census was conducted in 1995-96. According to the handloom census conducted in 1995-96 it is the West Bengal, which has the highest number of handlooms (3,50,654), followed by Manipur (2,81,496), Andhra Pradesh (2,02,100) and Uttar Pradesh (1,82,539). Karnataka has 70,605 handloom units. As the nature of handloom industry in India is, it is scattered and unorganized; it is difficult to get updated statistics.


It continues to accord priority to the handloom sector. The Preamble of policy reads the significance of the handloom industry as -

‘Perceiving the role of the Textile Industry in providing one of the most basic needs of people and the importance of its sustained growth for improving quality of life;

Recognizing its unique position as a self-reliant industry, from the production of raw materials to the delivery of finished products, with substantial value-addition at each stage of processing; and its major contribution to the country’s economy;

Realizing its vast potential for creation of employment opportunities in the agricultural, industrial, organized and decentralized sectors & rural and urban areas, particularly for women and the disadvantaged;’
Steps are suggested to promote and develop its exclusiveness for the global market. The measures include –

- Training for up-gradation of skills for weavers engaged in the production of low value added items, who may not be able to survive the competition consequent on globalization.
- Comprehensive welfare measures to be implemented with the State Governments, for better working environment and the social security of the weavers.
- Effective support systems in research and development, design inputs, skill up-gradation and market linkages to be provided.
- The Reservation Orders issued under the Handloom (Reservation of Articles for Production) Act 1985 to be reviewed keeping in mind the needs of the handloom weavers.
- Weavers Service Centers will be revamped in consonance with the contemporary trends like NIFT and NID.
- As merchandising and marketing will be central to the success of the handloom sector, the present package of schemes for production of value added fabrics to be streamlined; innovative market-oriented schemes will be introduced; and joint ventures encouraged both at the domestic and international levels.
- Brand equity of handlooms will be commercially exploited.

Ministry of Textiles, Government of India

The Ministry of Textiles is responsible for policy formulation, planning, development, export promotion and trade regulation of the Textiles Industry. This includes all natural and manmade cellulosic fibres that go into the making of textiles, clothing, and handicrafts. The Ministry is headed by a Secretary, who is assisted in the discharge of duties by four Joint Secretaries, , the Development Commissioners for Handlooms and Handicrafts, the Economic Advisor, the Textiles Commissioner and the Jute Commissioner.

The Ministry has the vision to build state of the art production capacities and achieve a pre-eminent global standing in manufacture and export of all types of textiles including technical textiles, jute, silk, cotton and wool and develop a vibrant handlooms and handicrafts sector

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2 http://www.texmin.nic.in
for sustainable economic development and promoting and preserving the age old cultural heritage in these sectors.

**The Mission is**

- To promote planned and harmonious growth of textiles by making available adequate fibres to all sectors.
- To promote technological upgradation for all types of textiles including technical textiles, jute, silk, cotton and wool.
- To promote skills of all textile workers, handloom weavers and handicrafts artisans, creation of new employment opportunities and development of new designs to make these sectors economically sustainable.
- To ensure proper working environment and easy access to health care facilities and insurance cover to weavers and artisans to achieve better quality of life.
- To promote exports of all types of textiles and clothing and handicrafts and increase India’s share of world exports in these sectors.

The Ministry strives to make available adequate raw material to all sectors of the Textiles Industry, to augment the production of fabrics at reasonable prices from the organised and decentralized sectors, to lay down guidelines for a planned and harmonious growth of various sectors with special emphasis on the development of the handlooms sector due to its large employment potential, to monitor the techno-economic status of the industry and to provide the requisite policy framework for modernization and rehabilitation.

**Third Handloom Census (2009-10)**

Third handloom census was conducted by National Council of Applied Economic Research (NCAER). As per data published by Steering committee on handlooms and handicrafts for 12th Five Year plan,

1. Third handloom census of 2009-10 estimated about 23.77 lakh handlooms in the country providing employment to 43.32 lakh handloom weavers and ancillary workers.

2. As against the total number of weavers at 43.32 lakh as per the Handloom Census of 2009-2010, the number of weavers as per the earlier (2nd) Handloom Census (1995) was 65 lakh, thus indicating a significant fall in total employment in the sector in recent years. The reduction can be attributed partly to the impact of the global
recession in 2008 and partly to the impact of growing competition from the powerloom and mill-made sector.

The highlights of the census were recorded as below:

A. Handloom activity is mainly a rural phenomenon. 87% of total household units are located in rural areas.
B. Majority (82%) are weaver households, only 13% households exclusively are engaged in allied activities.
C. Nearly 47% of handloom worker households are BPL (Below Poverty Line) and rest are non-BPL.
D. Nearly 75% of total workforce engaged in handloom activities is female workforce.
E. A majority (60%) of adult handloom work force has attained little or no schooling.

Growth of powerlooms in India

*Table 6.1 Number of powerlooms in India for the period of 1951 to 2011.*

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Powerlooms</th>
<th>% increase from previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>24078</td>
<td>--</td>
</tr>
<tr>
<td>1961</td>
<td>160465</td>
<td>566%</td>
</tr>
<tr>
<td>1971</td>
<td>221200</td>
<td>38%</td>
</tr>
<tr>
<td>1981</td>
<td>599020</td>
<td>171%</td>
</tr>
<tr>
<td>1991</td>
<td>1057000</td>
<td>76%</td>
</tr>
<tr>
<td>2001</td>
<td>1661550</td>
<td>57%</td>
</tr>
<tr>
<td>2011</td>
<td>2269469</td>
<td>37%</td>
</tr>
</tbody>
</table>

(Source: 1. Ambedkar Institute for labour studies, Bombay
4. [www.indiastat.com](http://www.indiastat.com))

Continuous increase in powerlooms and decrease in handlooms have interrelation with each other. The migration of handloom weavers to powerloom and leaving the handloom weaving occupation in all are the observations noted. High skill requirement and low rate of production of handloom sector puts the powerloom sector on level of comparative advantage. However the products of handloom can not be compared with the powerloom production in terms of quality, design and intricacy.
The table below (Table 6.2) shows the percent of handlooms and powerlooms cloth production to the total cloth production in India for the period of 1980/81 to 2007/08. We have also calculated the percent of handlooms over the powerlooms to compare the cloth production every year. This table shows that the percentage of handloom cloth production over powerloom cloth production is gradually decreasing. This is point of worry for handloom sector.

Table 6.2 Total percentage share of Handloom and Powerloom sector in Total Cloth production in India from 1980/81 to 2007/08

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Handloom (HL)</td>
<td>24.98</td>
<td>24.02</td>
<td>18.40</td>
<td>22.53</td>
<td>18.65</td>
<td>12.32</td>
<td>12.39</td>
</tr>
<tr>
<td>Powerloom (PL)</td>
<td>38.58</td>
<td>55.38</td>
<td>57.21</td>
<td>58.82</td>
<td>59.16</td>
<td>61.77</td>
<td>61.98</td>
</tr>
<tr>
<td>% HL to PL</td>
<td>65%</td>
<td>43%</td>
<td>32%</td>
<td>38%</td>
<td>32%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

(Source: Table inferred from Ministry of Textiles GOI Annual Report 2008-09)

We can state from above tables of data that the number of handlooms and the total cloth produced by handlooms have decreased over the period of two censuses 1995-95 and 2010-11. The total handlooms are decreased from 34.86 lakh to 23.77 lakh. Though the number of employment depend on handloom sector is huge, it is decreased from 65 lakh to 43.32 lakh during the two censuses. The production output is not optimum hence the handloom cloth production in comparison with powerloom is decreasing. The sector also faces many challenges which results into to low income to weavers and poor standard of living of the weaver families. However we can also observe that few handloom clusters like Banaras, Kanchipuram are very successful but others are on verge of collapse due to multiple socio-economic problems. Paithani handloom industry is one of them.

As per All India Handloom Census (2009-10), there are 23.77 lakh handlooms (State-wise details on Annexure-A). The Table 6.4 gives the state wise data of handlooms as per the Handloom Census (2009-10).
Table 6.3 State-wise total number of handlooms (as per Census 2009-10)

<table>
<thead>
<tr>
<th>No.</th>
<th>State Name</th>
<th>Number of handlooms</th>
<th>% to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Andhra Pradesh</td>
<td>124,714</td>
<td>5.25%</td>
</tr>
<tr>
<td>2</td>
<td>Arunachal Pradesh</td>
<td>27,286</td>
<td>1.15%</td>
</tr>
<tr>
<td>3</td>
<td>Assam</td>
<td>1,111,577</td>
<td>46.76%</td>
</tr>
<tr>
<td>4</td>
<td>Bihar</td>
<td>14,973</td>
<td>0.63%</td>
</tr>
<tr>
<td>5</td>
<td>Chhattisgarh</td>
<td>2,471</td>
<td>0.10%</td>
</tr>
<tr>
<td>6</td>
<td>Delhi</td>
<td>2,560</td>
<td>0.11%</td>
</tr>
<tr>
<td>7</td>
<td>Gujarat</td>
<td>3,900</td>
<td>0.16%</td>
</tr>
<tr>
<td>8</td>
<td>Haryana</td>
<td>4,876</td>
<td>0.21%</td>
</tr>
<tr>
<td>9</td>
<td>Himachal Pradesh</td>
<td>5,578</td>
<td>0.23%</td>
</tr>
<tr>
<td>10</td>
<td>Jammu and Kashmir</td>
<td>7,301</td>
<td>0.31%</td>
</tr>
<tr>
<td>11</td>
<td>Jharkhand</td>
<td>2,128</td>
<td>0.09%</td>
</tr>
<tr>
<td>12</td>
<td>Karnataka</td>
<td>40,488</td>
<td>1.70%</td>
</tr>
<tr>
<td>13</td>
<td>Kerala</td>
<td>13,097</td>
<td>0.55%</td>
</tr>
<tr>
<td>14</td>
<td>Madhya Pradesh</td>
<td>3,604</td>
<td>0.15%</td>
</tr>
<tr>
<td>15</td>
<td>Maharashtra</td>
<td>4,511</td>
<td>0.19%</td>
</tr>
<tr>
<td>16</td>
<td>Manipur</td>
<td>190,634</td>
<td>8.02%</td>
</tr>
<tr>
<td>17</td>
<td>Meghalaya</td>
<td>8,967</td>
<td>0.38%</td>
</tr>
<tr>
<td>18</td>
<td>Mizoram</td>
<td>24,136</td>
<td>1.02%</td>
</tr>
<tr>
<td>19</td>
<td>Nagaland</td>
<td>47,688</td>
<td>2.01%</td>
</tr>
<tr>
<td>20</td>
<td>Orissa</td>
<td>43,652</td>
<td>1.84%</td>
</tr>
<tr>
<td>21</td>
<td>Pondicherry</td>
<td>1,771</td>
<td>0.07%</td>
</tr>
<tr>
<td>22</td>
<td>Punjab</td>
<td>261</td>
<td>0.01%</td>
</tr>
<tr>
<td>23</td>
<td>Rajasthan</td>
<td>5,403</td>
<td>0.23%</td>
</tr>
<tr>
<td>24</td>
<td>Sikkim</td>
<td>345</td>
<td>0.01%</td>
</tr>
<tr>
<td>25</td>
<td>Tamil Nadu</td>
<td>154,509</td>
<td>6.50%</td>
</tr>
<tr>
<td>26</td>
<td>Tripura</td>
<td>139,011</td>
<td>5.85%</td>
</tr>
<tr>
<td>27</td>
<td>Uttar Pradesh</td>
<td>80,295</td>
<td>3.38%</td>
</tr>
<tr>
<td>28</td>
<td>Uttar Pradesh</td>
<td>3,766</td>
<td>0.16%</td>
</tr>
<tr>
<td>29</td>
<td>West Bengal</td>
<td>307,829</td>
<td>12.95%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>2,377,331</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>


B. Initiatives by Government of India

1. The Ministry of Textiles, The National Textile Policy of India are the important bodies who are working in interest of the Textile industry of India.
2. Textile Committee (TC)\(^3\)

The Parliament in its 14th year of the Republic has enacted the Textiles Committee Act, 1963 (41 of 1963), started functioning with effect from 22nd August, 1964. The Textiles Committee's main objective is to ensure the quality of textiles and textile machinery both for internal consumption and export purposes.

3. Office of the Development Commissioner (Handlooms)\(^4\)

Development Commissioner for Handlooms was set up as an attached non-participating office on 20th November, 1975 under the Ministry of Commerce. At present it is functioning under the Ministry of Textiles. Development Commissioner (Handlooms) office is assisted by 25 WSCs function across the country. Weavers’ Service Centers play a pivotal role in skill up-gradation, capacity building and disseminating the technological interventions for reducing the drudgery to the handloom weavers and better productivity, thereby improving earning of the weavers. WSCs also sponsor weavers in various trade fairs, Expos, to help them in establishing direct market linkages. There are 2 WSCs in Maharashtra, Mumbai and Nagpur. There are WSCs at Chennai, Kanchipuram and Ahmedabad in the state of Tamil Nadu and Gujarat respectively.

4. National Handloom Development Corporation (NHDC): A Government of Indian Undertaking\(^5\)

NHDC was set up in February 1983 as a Public Sector Undertaking by the Government of India under the Companies Act 1956 in pursuance of the imperative need for a National Level Agency to assist the speedy development of the Handloom Sector by coordinating all action covering the procurement and supply of inputs at reasonable prices augmenting the marketing efforts of State upgrading the technology in the Handloom Sector & improving productivity.

5. Indian Institute of Handloom Technology (IIHTs)

With an aim of providing world class quality education in Handloom and Textile Technology IIHTs have been established under Office of Development Commissioner for Handlooms, Ministry of Textiles and Government of India at five locations – Varanasi, Guwahati,

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\(^3\) [http://www.textilescommittee.nic.in/](http://www.textilescommittee.nic.in/)

\(^4\) [http://www.handlooms.nic.in/](http://www.handlooms.nic.in/)

\(^5\) [http://www.nhdcltd.co.in/](http://www.nhdcltd.co.in/)
Jodhpur, Salem and Bargarh. Many of educational courses like Diploma in Handloom & Textile Technology (DHTT) and Post Diploma in Textile Processing (PDTP) are operated un these institutes.

6. **Central Silk Board (CSB)**

The Central Silk Board (CSB) is a Statutory Body, established during 1948, by an Act of Parliament. It functions under the administrative control of the Ministry of Textiles, Government of India. Central Silk Board Head Quarter functioning from Bangalore. The silk board is involved in the activities like Research and Development, Training, Silk production, Consultancy and supporting various schemes. Silk Flash also displays the rates of various types of silk at various markets of silk. As large sized weavers and silk traders of Yeola purchase silk for Paithani from Bangalore, the rates of Raw Silk (Filature) at the market of Karnataka Silk Exchanges are the reference prices for our study.

7. **Branding – ‘Silk’ and ‘Handloom’ as a brand**

Silk and Handloom are the major constituents of the Indian Textile manufacturing. Pure silk as a raw material and weaving on pure handloom add great value to any cloth or saree and give uniqueness to the product. Silk is the natural, living fiber with highest tensile strength among all natural fibers. Handloom weaving is the old traditional method of weaving any type of thread which gives the cloth the longest life, strength and look. Also it is the best technique which can be used to weave unique product unlike the uniform powerloom weaving. Silk being the main raw material and there is branding in silk based on quality, the silk sarees gain an extra value by using the branded silk. Ex. Paithani is woven only with Mulberry Filature silk and Banarasi is only woven with China silk and Ramnagar Silk.

Both silk and handloom characteristics are protected by establishment and application of ‘silk mark’ and ‘handloom mark’ by government of India. At present there are no indicators and controls over the quality of silk used as raw material for any textile. Hence both of the marks will provide a sound platform to stand Paithani and other pure silk handloom sarees / textile different and original in the vast textile market where most of the products are imitated on powerloom. The marks are displays in the exhibit 6.1 as below.

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Exhibit 6.1 The silk mark and The Handloom Mark

Your Assurance of Pure Silk


a. Silk Mark Organization of India (SMOI)\(^7\)

Silk Mark is being promoted by Silk Mark Organization of India (SMOI), a registered society under Karnataka Society Act 1960. SMOI is an initiative of Central Silk Board, Ministry of Textiles and Government of India. Silk Mark was launched on 17th June 2004 as a response to the demand with an objective to

1. To protect the interests of the consumer
2. To protect the interest of genuine traders and manufacturers of silk
3. Generic promotion of natural silk

Benefits to Authorized users (AU) of Silk Mark –

Manufacturers, Exporters, Brands, Retailers and Designers of Silk can become authorized users of Silk Mark by getting SMOI membership and Silk Mark licensee. It offers weavers the business advantage and customers the confidence of pure silk in the product. Besides, SMOI membership brings multiple benefits. Members can participate in high profile exhibitions, conferences and Silk Mark Festivals organized by SMOI to expand the business horizons. It adds goodwill by displaying exclusive Silk Mark certificate and identification marks on the business premises or retail outlets. It benefits from national promotion of Silk Mark and allows participating in joint promotion schemes announced from time to time for SMOI members. An Authorized User gets the technical support from SMOI and its silk testing laboratories in major cities and silk clusters.

Membership procedure is also very simple. Application to silk mark, payment of the required fees (for handloom weaver Rs 500 membership fee + Rs 500 AU fee + Rs 62 Service Tax,

\(^7\) http://silkmarkindia.com/
Total Rs 1016 for first five years) and conformity test to Quality Assurance System will execute the license agreement with SMOI.

**Security of the Silk Mark –**

One of the primary objectives of Silk Mark is to protect the interests of consumers. In order to ensure high security, a fusion label embedded with nano particles, has been introduced. This form of labeling method makes the label printed on the product and unlike the paper hang tags cannot be removed and affixed on another product.

The Quality Assurance System of Silk Mark - Silk Mark is a quality assurance label which signifies that a product which it is affixed to contains 100% pure silk in its base fabric. Silk Mark is a Trademark, registered under Trade Mark Registration Authority, to be used by ‘authorized users’ only. A detailed and stringent Quality Assurance system covering the following facets are evolved and implemented for maintaining the credibility of Silk Mark.

- Pre-qualification Criteria
- Recommended quality parameters
- Training
- Verification & Evaluation Mechanism

**The Silk Mark – A Quality Assurance Label**

The silk mark is a certification mark in India for silk textiles. The mark certifies that the piece of textile which bears the silk mark is made of pure natural silk. Consumer of Silk has long been having a difficulty of identifying the pure silk from the host of other fibers, just like the Consumer of Gold in finding the purity of Gold. The Consumers and the genuine traders of silk had been demanding a measure from Central Silk Board in bringing in a fair practice in the Trade.

b. **Handloom Mark**

The Government of India has launched the Handloom Mark Scheme on 28.06.2006. The basic objective of the Scheme is to brand our handloom products and secure a premium position for them in Domestic as well as International market. The Scheme is promoted by

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[8](http://www.handloommark.gov.in/)
Office of Development Commissioner (Handlooms), Government of India and Textiles Committee is nominated as the Implementation Agency.

**Description of Handloom Mark**

- ‘Handloom Mark’ logo has been registered for Trade Mark under the Trade Mark Act, 1999 as well as for Copyright under the Copyright Act, 1957.
- Each label is coded on its backside for easy identification/classification. E.g. DF followed by coded number for fabric for domestic sale, DM followed by coded number for made-ups and garments for domestic sale: EF followed by coded number for fabric for export and EM followed by coded number for made-ups and garments for export.

**Method of fixing labels**

- One label will be affixed on each made-up item and each garment produced from hand woven fabric. The user can have option of either affixing the label by tag gun or stitching.
- In case of hand woven fabric one label will be affixed on the inner end of the fabric fold (Than). When the fabric is sold in retail to the consumer, the retailer will fix a label on the cut piece of the fabric.

**Objective of the Handloom Mark**

- Promote handloom products in Domestic as well as International Market.
- Provide assurance to the consumers about the genuineness of the product origin.
- Improve international marketing linkages to the handloom weavers.
- Strengthen supply chain for Handloom products
- Improve price realization of the Handloom products in Domestic as well as International Market
- Improve the earnings of the handloom weaver community
- Facilitate uninterrupted workflow throughout the year to the handloom weavers.
- Develop database on the handloom supplies and weavers that will help in supporting the weavers through the existing schemes being implemented by the Govt. of India and framing of the future plans.
Enforcement Measures

- Periodic surveillance audit by team of officials.
- Random verification of Handloom Mark products will also be carried out by sample purchase from the market.
- Manufacturers while supplying the handloom products to the merchant exporters, retailers etc. will be required to enclose along with the other requisite commercial documents, a self-certIFICATE that the product has been manufactured on handlooms.
- Besides, there would be penalty clauses in the agreement entered between Textiles Committee and the registered user for misuse of the Handloom Mark.

Consumer Concern

Any consumer having any doubt about the authenticity of product labeled with Handloom Mark can approach the Textiles Committee along with the copy of the bill and the code number. Based on the findings, Textiles Committee will initiate action according to the agreement entered into with the users and as per the Trade Marks Act, 1999. The consumer may also exercise the option of approaching the Consumer Courts. This will be given wide publicity through media.

The table 6.5 gives the state-wise handloom marks registered till 31 July 2014.

Inferences based on table 6.5 are listed below:

1. The top three states in ‘Handloom Mark’ registration are Tamil Nadu (58%), Andhra Pradesh (10%) and Uttar Pradesh (8%). Maharashtra has HM registration only 0.7% to the total Handloom Marks registered till 31 July 2014.
2. The trend of Handloom Marks registration in India is observed maximum in Individual Weaver (71%) and Co-operative Societies (24%).
3. In Maharashtra also, 33 (37%) Co-operative societies and 26 (29%) of total ‘Handloom Marks’ have registered.
<table>
<thead>
<tr>
<th>No</th>
<th>State</th>
<th>State wise HLM registration</th>
<th>Total</th>
<th>% to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>IW</td>
<td>MW</td>
<td>CO-OP</td>
</tr>
<tr>
<td>1</td>
<td>Andhra Pradesh</td>
<td>437</td>
<td>36</td>
<td>842</td>
</tr>
<tr>
<td>2</td>
<td>Assam</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Bihar</td>
<td>549</td>
<td>9</td>
<td>74</td>
</tr>
<tr>
<td>4</td>
<td>Chhattisgarh</td>
<td>18</td>
<td>9</td>
<td>82</td>
</tr>
<tr>
<td>5</td>
<td>Gujarat</td>
<td>54</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>6</td>
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<td>18</td>
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<td>19</td>
</tr>
<tr>
<td>7</td>
<td>Himachal Pradesh</td>
<td>35</td>
<td>10</td>
<td>37</td>
</tr>
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<td>8</td>
<td>Jammu &amp; Kashmir</td>
<td>153</td>
<td>16</td>
<td>63</td>
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<td>Jharkhand</td>
<td>2</td>
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<td>1</td>
</tr>
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<td>10</td>
<td>Karnataka</td>
<td>2</td>
<td>4</td>
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<td>29</td>
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<td>294</td>
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<td>Madhya Pradesh</td>
<td>54</td>
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<td>Maharashtra</td>
<td>26</td>
<td>9</td>
<td>33</td>
</tr>
<tr>
<td>14</td>
<td>Nagaland</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>15</td>
<td>Manipur</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>16</td>
<td>New Delhi</td>
<td>254</td>
<td>1</td>
<td>97</td>
</tr>
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<td>17</td>
<td>Orissa</td>
<td>170</td>
<td>30</td>
<td>102</td>
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<td>18</td>
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</tr>
<tr>
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<td>0</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>Rajasthan</td>
<td>29</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>21</td>
<td>Tamilnadu</td>
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<td>75</td>
<td>982</td>
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<td>22</td>
<td>Tripura</td>
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<td>0</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Uttarakhand</td>
<td>148</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>Uttar Pradesh</td>
<td>901</td>
<td>13</td>
<td>191</td>
</tr>
<tr>
<td>25</td>
<td>West Bengal</td>
<td>8</td>
<td>0</td>
<td>374</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>9787</td>
<td>284</td>
<td>3274</td>
</tr>
</tbody>
</table>

% to Total: 71% 2% 24% 0.4% 0.5% 0.5% 0.2% 1.5% 100%

| IW  | Individual Weaver |
| MW  | Master Weaver     |
| COOP| Primary Co-operative Society |
| AHS | Apex Handloom Society |
| RT  | Retailer and Trader |
| MANE| Manufacturer Exporter |
| MERE| Merchant Exporter |
| OTH | Others |

Source: [http://www.handloommark.gov.in/Performance/Statewise-Registration.pdf](http://www.handloommark.gov.in/Performance/Statewise-Registration.pdf)
Handloom Mark (HLM) – The Assured Originality

The traditional handloom silks always score over the powerloom silks in the richness of their textures and designs, in their individuality, character and classic beauty. Handloom weaving remains a symbol of versatility and creativity of living craft. Today, Indian silks, especially the handloom products, remain the most beautiful and cherished the world over.

Handloom mark provides a collective identity to handloom products in India. The Mark is aimed to promote the brand of handlooms and develop a niche market for the handloom textiles with distinct identity. can be used not only for popularizing the hand woven products but can also serve as a guarantee for the buyer that the product being purchased is genuinely hand woven from India. The Handloom Mark would, therefore be a hallmark of passionate creative work that defines the product with clarity, distinguishes it from competition and connecting it with customers. To support the above features, the ‘Handloom Mark’ is specially developed with the logo and unique coding. The mark is in two forms. One for Domestic use: the word Handloom is written beneath the logo and the other for International marketing: same logo with the word Hand woven in India written beneath it.

8. Handloom Clusters of India

Traditional occupations like handloom weaving is observed at particular area concentrated with specific caste, group of people performing the traditional, ancestral activity. Such group of people having common needs, common infrastructural requirements and common challenges always can work together to perform better. Earlier this was promoted by government agencies in form of SHGs, Co-operatives etc. Now a holistic and comprehensive approach is adopted by the Government which is a cluster development.

XI five year plan clearly talks about the Cluster approach of Integrated Handloom Development Scheme. (Chapter 5.33) The Integrated Handloom Development Scheme is based on a cluster approach where basic inputs and work sheds are provided, training is imparted, and formation of SHGs is encouraged. Under this scheme, the committees of weavers, supported by an external cluster development agency, will be empowered to decide which interventions need to be carried out. Branding of cluster products, GI registration, and construction of CFC will be carried out. This will not only give greater power to weavers, but will also help in marketing products, quality control, and processing of bigger orders. Under DDHPY, financial assistance for design development, product diversification, publicity,

http://www.indianhandloomscluster-dchl.net/
CFCs, market survey, and market incentives will be encouraged. The work shed cum housing scheme will be extended to weavers outside the co-operative fold as well.

**Cluster Development Program (CDP):**
Handloom cluster - The handloom cluster may be defined as a place where there is a large concentration of handlooms, producing handloom fabrics that would be in tune with the market demands.

Textiles Committee (TC) started its cluster development program from the year 2001. To implement CDP, the office of the Development Commissioner (O/o DCH) under the Ministry of Textiles (MoT), Government of India has selected 20 clusters out of the 469 handloom clusters in the country as a pilot project. TC was selected as one of the Implementing Agencies (IA) for three clusters on each in the Eastern, Northern & Southern state of India viz. Santhipur (Nadia) in West Bengal, Bijnore in Uttar Pradesh & Trichy in Tamil Nadu.

Clusters are defined as a sectoral and geographical concentration of enterprises, institutions, service providers, and related regulatory bodies, engaged in the production of homogeneous or inter-related products and faced with common opportunities and threats.

**Typology of clusters in India from a policy perspective**
In India, as per the current estimates, there are over 6600 clusters. Agencies have come up with a range of definitions of clusters by specifying a minimum number of units in a given measured location. However, from a policy perspective, it makes sense to typify cluster by their broad challenges relevant for policy intervention. Accordingly, clusters in India can be classified into three broad categories, namely, (i) high-tech clusters (very few at present) targeting innovation for existence, (ii) traditional manufacturing clusters (around 400 plus) targeting competitiveness and consequent employment, and (iii) low-tech micro enterprise ‘poverty-intensive’ clusters (around 6000) that have both employment as well as poverty implications.

Various important government schemes are supporting the development of handloom clusters. They are Integrated Handloom Cluster Development Scheme\(^\text{10}\), Comprehensive

\(^{10}\) [http://www.indianhandloomscluster-dchl.net/](http://www.indianhandloomscluster-dchl.net/)
Looking at the forces of the growing competition in the textile industry both in the national and international markets and free trade opportunities emerging in the post MFA environment, the current policy of promoting and encouraging the handloom sector through various policies and programs of the Government of India, are not enough. There is a need for adopting a focused yet flexible and holistic approach in the sector to facilitate handloom weavers to meet the challenges of a globalized environment. A need has also been felt to empower weavers to chart out a sustainable path for growth and diversification in line with the emerging market trends.

Due to the unorganized and dispersed nature of handloom sector, and challenges like lack of education, lack of inadequate working capital, inadequate infrastructure, poor exposure to new technologies, absence of market intelligence, stiff competition with mechanized sector and poor institutional framework, the co-operative structure could have covered less than 15% of the total weaver population for the benefits of various programs and policies of the Government. Those, outside the cooperative, are largely at the mercy of the market forces and continue to be vulnerable to market volatility of various types. Therefore there is need of an hour to have a comprehensive scheme, which can take care of modernization, cover issues related to development of basic and technical infrastructure, technology up-gradation, improvement in productivity, skill up-gradation, improving dyeing facilities, value addition, product diversification, environment friendliness, market development etc. Cluster Development is the best way to go for such centralization and institutionalization of all related activities of the handloom industry.

**Mega Handloom Cluster** –
There are total 470 clusters, out of which 240 clusters have less than 1000 handlooms, and 230 have more than 1000 looms. Only 41 clusters have over 25,000 handlooms. Since they are very large, they cannot be covered under the Integrated Handlooms Development Scheme

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11 [http://www.handlooms.nic.in/writereaddata/1202.pdf](http://www.handlooms.nic.in/writereaddata/1202.pdf)
(which caters small clusters in the range of 300-500 looms). A Comprehensive Handloom Cluster Development Scheme (CHCDS) was introduced in 2008-9 with massive investment for development of 2 Mega Handloom Clusters Varanasi (Uttar Pradesh) and Shibsagar (Assam). The Comprehensive Handlooms Cluster Development Scheme will be implemented for development of 2 Mega Handloom Clusters, one each in the State of West Bengal and Tamil Nadu. Each cluster will cover over 25,000 handlooms at upper Central of Rs.70.00 Crore. The scheme will be implemented as a Central Sector Scheme. Mega Handloom Clusters in various parts of the country will be taken up for their holistic development, for which comprehensive development plans would be drawn up and implemented on PPP mode. The Project Approval & Monitoring Committee (PAMC) will decide on merit the inclusion or otherwise of a component/s in the project cost on cluster to cluster basis. This activity shall be carried out by the Cluster Management & Technical Agency (CMTA) as a part of their responsibilities and therefore, this will be met out from the overall Project Management Cost to be paid to CMTA. The share of assistance by GOI is up to 80% (excluding land cost) and the remaining 20% by the SPV/beneficiaries/stakeholders/ State Govt. However, the contribution of the State Government will not exceed 10%. Duration of the project is five years.

Objectives –

The objective is to develop Mega Handloom Clusters that are located in clearly identifiable geographical locations that specialize in specific products, with close linkages and inter dependents amongst the key players in the cluster by improving the infrastructure facilities, better storage facilities, technology up-gradation in pre-loom / on-loom / post-loom operations, weaving shed, skill up-gradation, design inputs, health facilities etc.

Handloom Clusters of India –

District wise Classification of Handloom as per Census 1995-96 in India are published by Indian Handloom Clusters as per the table 6.6.
Table 6.5 District wise Handloom clusters as per Census 1995-96

<table>
<thead>
<tr>
<th>No</th>
<th>State &amp; Clusters</th>
<th>Number of Hand Looms</th>
<th>Total Clusters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Upto 1000</td>
<td></td>
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<tr>
<td></td>
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<td>1000 – 5000</td>
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<tr>
<td></td>
<td></td>
<td>5,000 – 10,000</td>
<td></td>
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<td></td>
<td></td>
<td>10,000 – 25,000</td>
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<td></td>
<td></td>
<td>25,000 – 50,000</td>
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<tr>
<td></td>
<td></td>
<td>Above 50,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maharashtra</td>
<td>25</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nashik, Aurangabad</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>and other 23</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bhandara</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Solapur and Nagpur</td>
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</tr>
<tr>
<td></td>
<td>Tamil Nadu</td>
<td>3</td>
<td>22</td>
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<td></td>
<td></td>
<td>4</td>
<td></td>
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<td></td>
<td>6</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td></td>
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<td></td>
<td>Gujarat</td>
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</tr>
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<td>Total Clusters</td>
<td>240</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>111</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td>38</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>40</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>21</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

(Source: [http://www.indianhandloomscluster-dchl.net/HandloomCluster](http://www.indianhandloomscluster-dchl.net/HandloomCluster))

The Table 6.6 gives data of total clusters sanctioned for the period 2006 to 2014.

Table 6.6 Year-wise number of clusters from 2006-07 to 2013-14

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of Clusters</td>
<td>20</td>
<td>251</td>
<td>131</td>
<td>52</td>
<td>107</td>
<td>69</td>
<td>2</td>
<td>19</td>
<td>651</td>
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<tr>
<td>Clusters for Maharashtra</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>7</td>
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(Source: [http://texmin.nic.in/annualrep/ar_13_14_english.pdf](http://texmin.nic.in/annualrep/ar_13_14_english.pdf), page 116)

9. Integrated Textile Parks – (ITPs) under XII Five Year Plan

Guidelines for ITPs during the 12th Five Year Plan –

The Scheme for Integrated Textile Parks (SITP) was launched in 2005 to provide the industry with state of the art world-class infrastructure facilities for setting up their textile units.

Objectives –

1. To provide the industry with world class state of the art infrastructure facilities for setting up their textile units. The scheme would facilitate textile units to meet international environmental and social standards.

2. To create new parks of international standards at potential growth centers.

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3. Each Integrated Textile Park (ITP) under the scheme would normally have 50 units. The Scheme for Integrated Textile Parks (SITP) was launched in 2005 to neutralize the weakness of fragmentation in the various sub-sectors of textiles value chain, and the non-availability of quality infrastructure, with only 9 projects completed of 40 projects sanctioned in the 11th Plan, impact of these Parks is yet to emerge.

**Scheme for integrated textile parks (SITP) -**

The annual report of the Textile Committee of 2013-14 has given information about the scheme for Integrated Textile Parks. The Scheme for Integrated Textile Parks (SITP) was approved in the 10th Five Year Plan to provide the industry with world class infrastructure facilities for setting up their textile units by merging the erstwhile ‘Apparel Parks for Exports Scheme (APES) and Textile Centre Infrastructure Development Scheme (TCIDS). The scheme targets industrial clusters/locations with high growth potential, which require strategic interventions by way of providing world-class infrastructure support. The project cost will cover common infrastructure and buildings for production/support activities (including textiles engineering, accessories, packaging), depending on the needs of the ITP. There will be flexibility in setting up ITPs to suit the local requirements.

Forty Textiles Parks were sanctioned in 10th and 11th Five Year Plan in the following States:

Aggressive marketing initiative through marketing events has helped weavers and their cooperative societies to understand the market trend and consumer choice, besides selling products directly to the customers. For a focused attention on the sector, the Ministry has started celebrating ‘Handloom Week’ every year.

\(^{14}\) (source: [http://texmin.nic.in/annualrep/ar_13_14_english.pdf](http://texmin.nic.in/annualrep/ar_13_14_english.pdf))
10. Geographical Indications of India (GI) - Brand Creation for Paithani

Introduction

Geographical Indication (GI) is one of the six Trade-Related Intellectual Property Rights (TRIPS) of the World Trade Organization (WTO). The promulgation of Geographical Indication (GI) Act, 1999 by Government of India has created an avenue for protection of these unique products of the country. The GI Act stipulates protection of the market of the producers and safeguards the interests of the consumers of these unique products through registration and taking infringement action against the infringers.

Definition and significance:

A geographical indication identifies agricultural or natural or manufactured goods as originating or manufactured in the territory of a country or region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either.


Qualities and characteristics of certain goods attributable to some geographical locations and reputable to “as produce of certain region” come under Geographical Indications. Geographical Indications is an emerging trend in Intellectual Property. Geographical Indication (GI) is one of the six Trade-Related Intellectual Property Rights (TRIPS) of the World Trade Organization (WTO) that seeks to provide comprehensive and effective protection to goods registered as GI goods. 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 parliament of India has enacted an Act on 1999 for protecting the Geographical Indications. Geographical Indications (GIs) are associated with goods such as agriculture goods, natural goods or manufactured goods as originating or manufactured in the territory of a country or a region or locality in that territory where a given quality, reputation or other characteristics of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured. GIs are also associated with non-agricultural products, which include handicrafts, jewellery, textiles etc.
Historical Development and related Acts

International Agreements for IP:
India is a member of the World Trade Organization and committed to the Agreement on Trade Related Aspects of Intellectual Property. India is also a member of World Intellectual Property Organization, a body responsible for the promotion of protection of intellectual property rights throughout the world. India is also a member of the following important WIPO-administered International Treaties and Conventions relating to IPRs:

GI Administration in India:
- The Geographical Indications Registry is a statutory organization; its office is set up at Chennai for administration of the GI Act with the objective of providing registration and protection of geographical indications (GI) relating to goods. The ‘Controller General of Patents, Designs and Trademarks’, who is also the ‘Registrar of Geographical Indication’ of India, is responsible for administering the GI Act. The office works from Chennai. Applications for registration of Geographical Indications can also be filed by foreign entities for registration of their GI in India in accordance with the provisions of TRIPS.

The details of the office of the ‘Registrar of Geographical Indication’ are as below:
Address: Geographical Indications Registry,
Intellectual Property Rights Building,
G.S.T. Road, Guindy,
Chennai, 600 032.
Website: www.ipindia.nic.in

In India ‘The Geographical Indications of Goods (Registration and Protection) Act’ (GI Act) was enacted on 15 September 2003 in compliance with India's obligations under TRIPS at the WTO. The Government of India has established the 'Geographical Indications Registry' with all-India jurisdiction at Chennai, where the GIs can be registered.

The Act has three key objectives:
1. Adequately protect the interest of producers of GI goods & add to the prosperity of the producers of such goods,
2. Protect consumers from deception, and
3. Promote goods bearing GI in the export market.
Uses of GI:
An ‘authorized user’ identified by GI registered for any good, has the exclusive rights to the use of geographical indication in relation to goods in respect of which it is registered.

Various ways of application of GI:
• GI can be applied to the product by many ways. It can be applied on good itself, package in which the good is sold or exposed for sale, in any sign, advertisement, invoice, catalogue, business letter, price list or any other commercial document, if it is woven in, impressed on, worked into, annexed, affixed to the good or to any package of the product.
• By using words as ‘Registered GI’ or symbol or sign like ‘RGI’ is termed as representation of GI to the product.

The practical benefits of GI and Trademarks are distinctive signs that enable producers to secure their established reputation against imitation and fraud. In early times the producers used GI to protect their products against usurpation. However in modern times the motivation of use of GI logo (PGI logo is used in European counties) as a marketing tool has increased.

Benefits of GI registration
• It confers legal protection to geographical indications in India.
• It prevents unauthorized use of a registered geographical Indication by others.
• It boosted exports of Indian geographical indications by providing legal protection.
• It promotes economic prosperity of producers.
• It enables seeking legal protection in other WTO member countries.
• GI Registration affords better legal protection to facilitate an action for infringement
• The registered proprietor and authorized users can initiate infringement actions
• The authorized users can exercise the exclusive right to use the geographical indication.
• GI acts as a signaling device that helps producers differentiate their products from competing products in the market and enables them to build a reputation and goodwill around their products, which often fetch a premium price.
• GIs are collective rights owned by the concerned communities.
Significance of GI
GI acts as a signaling device that helps producers differentiate their products from competing products in the market and enables them to build a reputation and goodwill around their products, which often fetch a premium price. GIs are collective rights owned by the concerned communities. GI tag is a certification which bears the quality function of the product hence it is significant to identify the original product from the unauthorized products of low and poor quality. A geographical indication tells consumers that a product is produced in a certain place, by certain method and has certain characteristics that are due to that place of production. The GI can be used by all the approved users of GI who are identified as the authentic producers of the product. Unlike a trademark, which is company specific, the GI is a generic tag, encompassing a cluster of people who have been manufacturing that particular item in the traditional way. Thus, it is a group protection more than an individual one.
The key socio-economic factors affecting by GI in the developing countries include misappropriation, protecting traditional and indigenous knowledge, improving market access, creating niche market, protection of reputation, potential income effect and rural development.

Infringement of GI:
- Registered GI is infringed when non authorized user uses GI by any means.
- GI is infringed when genuine GI is falsely applied by alteration, addition, effacement etc.
- GI is infringed when non-authorized user uses GI to goods not originating in the place indicated by GI or accompanied by expression such as ‘kind’, ‘style’, ‘imitation’ etc. Use of word ‘Semi Paithani’, selling powerloom product in name of Paithani, online trading of art. Silk sarees as Paithani etc. are examples of infringement of registered GI
- Where RGI goods are acquired and further dealings like processing or packaging by non authorized user shall not consider as infringement

Protection of GI
- ‘Registered Proprietor’ and ‘Authorized users’ have exclusive rights to obtain relief in case of infringement of GI.
- The offence trials at court of Metropolitan Magistrate or Judicial Magistrate class I.
• Penalty for applying false GI, selling goods with false GI, subsequent conviction can be imprisonment from 6 months to 3 years or fine from 50 thousand to 2 lakh rupees.

In case of Paithani the unauthorized producers produce the Paithani like saree on powerloom, which is named as ‘Semi-Paithani’. The Paithani weavers of Paithan and Yeola have understanding that the Semi-Paithani is weaved in the regions of Karnataka and it contributes around 50 per cent in the Paithani market. Weavers also tell that the weavers of Karnataka are aware of weaving technique of Paithani and they can weave on the handloom. This gives a similar version of Paithani which costs less in the Paithani market due to low cost of silk and weaving charges in Karnataka. However, it simply violates the GI law and hence need to take action on this infringement. In similar case the law can be improved in India in terms of Textile goods so that sell of ‘Semi Paithani’ which is a powerloom product may or may not be of pure silk (non Paithani, non silk and non handloom saree) would be prohibited.

Pochampally, a small town in Nalgonda district of Andhra Pradesh, is known for its unique Ikat design. About 50% of the population here depends on handlooms. In December 2003, Pochampally became the first traditional Indian craft to get a Geographical Indication (GI) registered. Less than two years later, the proprietors of the GI found that a retailer in Hyderabad was selling sarees produced by a Mumbai-based manufacturer under the false GI of ‘Pochampally’. They immediately filed a case. Both the retailer and the manufacturer accepted the case of infringement and agreed to an out of court settlement. They also gave an undertaking not to sell any products in the name of Pochampally.  

Effective GI Code of Practices

The Geographical Indications of Goods (Registration & Protection) Act, 1999:
• The definition of the ‘Producer’ in the Act does not distinguish between a real producer, retailer or dealer. (Nanda, 2013)
• As per Chapter 1. Section 1.3.k.iii of the GI Act, ‘Producer’ in relation to goods, means any person who, if such goods are handicraft or industrial goods, makes or manufacturer of goods, and included any person who trades or deals in such production, exploitation, making or manufacturing, as the case may be, of the goods.

15 Source: XI Five Year Plan, Box 5.2 ‘Hope Looms’
There is not separate definition for Textile goods hence we have to consider the definition of handicrafts for textiles.

- As a result the benefits are not percolated to the real producer. Various economically powerful intermediaries may still continue their control over markets and the real producers may still be dependent on these market intermediaries for market access. In such scenario, firms with superior bargaining positions (located on the upper stream of supply chain) may end up appropriating disproportionate share of the economic value generated from securing protection. (Gautam and Behl, 2010)

- There are three different entities used in the GI Act, ‘Producers’ (Ch 1. Section 1.3.k.iii)\(^\text{16}\), ‘Registered Proprietor’ (Ch 1. Section 1.3.n)\(^\text{17}\) and ‘Authorized Users’ (Ch 1. Section 1.3.b)\(^\text{18}\) registered under section 17\(^\text{19}\). There is confusion of eligibilities and authorities in the same.

- There should be clear distinction between the registered producer and registered traders. The authorized users of GI can also be differentiating between authorized producers and authorized traders. This will facilitate the identification of weavers as authorized producers and the benefits of GI will able to percolate till them. Also the traders who like to trade only GI tagged products will able to gain an advantage over the non-GI traders by registering themselves as authorized traders. This is significant in case of textile and handicraft goods because producers have very tiny workshops and don’t sell their products of their own. In the case, producers and traders are always different entities.

- An important dimension of GI is that it does not protect knowledge or technology as such. It only protects the name or indication. This essentially means that the famous Banarasi sari can be produced anywhere in the world but it cannot be named ‘Banarasi sari’. For a price-conscious consumer, it might not make much sense to buy GI certified products at a premium, if the same product is available elsewhere.

\(^{16}\) ‘Producer’ in relation in relation to goods, means any person who, If such goods are handicraft or industrial goods, makes or manufacturer of goods, and included any person who trades or deals in such production, exploitation, making or manufacturing, as the case may be, of the goods.

\(^{17}\) ‘Registered Proprietor’ in relation to a geographical indication, means any association of persons or of producers or any organization for the time being entered in the register as a proprietor of the geographical indication.

\(^{18}\) ‘Authorized User’ means the authorized user of a geographical indication registered under Section 17.

\(^{19}\) Section 17—Any person claiming to be the producer of the goods in respect of which a geographical indication has been registered under section 16 may apply in writing to the Registrar in the prescribed manner for registering him as an authorized user of such geographical indication.
C. Awareness about Handloom Paithani Saree

1. Care of Paithani or any Silk Handloom Saree

Taking care and preservation of Paithani

- Change folds after every use or after 3 months if not used.
- Do not spill any liquids on it.
- Dry-clean locally in case of spill.
- Protect during monsoon from damp weather.
- Do not iron. Roll press if necessary.
- Expose to sunlight once every six months.
- Provide good air circulation when in storage.
- Do not use naphthalene balls or chemical to protect from insects.
- Drop few Cloves around to avoid insects.
- Never use plastic or regular cardboard boxes to store.
- Do not use hangers. Wrap in muslin cloth.
- Store in Wooden chest or wooden cupboard.
- Use Paithani more often. After every use, let it breath for few hours. More you will use Paithani, It will last longer.
- In case of damage, stain or tear, consult the expert

(This care is applicable to all handloom and silk textiles.)

There are some more sources who have also published the information about the care of the silk product.

Washing Care

- Always wash your silks in soft water. Add a pinch of Borax or Ammonia, if water is hard.
- Use Good neutral soap either in the form of flakes or solution. Light detergents may also be used in case of hard water.
- To remove the soap and soiled spots rinse 2-3 times in warm water.
- Avoid Harsh Scrubbing.

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20 [http://www.touchofclass.co.in/Docs/Care-for-Paithani-Saree_files/Paithani-Care.pdf](http://www.touchofclass.co.in/Docs/Care-for-Paithani-Saree_files/Paithani-Care.pdf)
• Silk with doubtful color fastness may be immersed in cold water with small amount of citric acid or acetic acid for 2 minutes before washing. Squeeze lightly by hand to remove water.
• Do not use washing M/c for washing silk products.
• Dry in shade without folding (in Single Layer)
• Dry Cleaning is advisable

Storing Care22

• Store them clean and avoid wrinkles.
• Protect from insects, dusts, excessive moisture and light.
• Avoid direct contact with wood.
• Avoid storing in plastic bags and card board box.
• Use white cotton cloth to cover the sarees.
• Use brown paper cover to avoid blackening of zari.
• Periodically expose your silks to fresh air and dry in sun shade.
• Do not use Naphthalene balls and use only silica gel sachets in storage racks.
• Periodically take out your silks, do reverse fold and store it.
• If drenched in rain, wash the sarees in plain water immediately.

22 http://silkmarkindia.com/index.php/consumer
Simple steps to take care of precious silk

Exhibit 6.2 Care of precious silk, like Paithani

http://silkmarkindia.com/index.php/consumer
### Type of Stains and Treatment

**Exhibit 6.3 Types of stains and the treatments suggested**

<table>
<thead>
<tr>
<th>Type of Stain</th>
<th>Treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood</td>
<td>Soak in warm water, sponge with a few drops of ammonia in 10cc of hydrogen peroxide, and then launder.</td>
</tr>
<tr>
<td>Butter</td>
<td>Use drops of carbon tetrachloride.</td>
</tr>
<tr>
<td>Chocolate</td>
<td>Soak in hot water and launder.</td>
</tr>
<tr>
<td>Coffee or tea</td>
<td>Allow the fabric to dry, sponge with carbon tetrachloride. If stain remains, launder in hot water using small quantity of hydrogen peroxide.</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>Dampen the stain and rub with bar soap finally rinse and wash.</td>
</tr>
<tr>
<td>Ink or Lipstick</td>
<td>Place the stain on Paper towel face down, sponge back with dry cleaning solvent or alcohol. Avoid water until stain is removed, rinse and launder.</td>
</tr>
<tr>
<td>Nail polish</td>
<td>Sponge with acetone.</td>
</tr>
<tr>
<td>Cream (ice, milk)</td>
<td>Sponge with carbon tetrachloride. Launder in hot water.</td>
</tr>
<tr>
<td>Egg</td>
<td>Sponge in cold water</td>
</tr>
<tr>
<td>Fruit juices</td>
<td>Sponge with alkali and alcohol in equal proportions and launder.</td>
</tr>
<tr>
<td>Greasy stains</td>
<td>Apply face Powder and place the stain face down on paper towel and sponge with dry cleaning solvent and dampen slowly, rinse and wash or launder.</td>
</tr>
<tr>
<td>Machine oil</td>
<td>Cover the stain with an absorbent and slowly sponge, remove the trace with carbon tetrachloride, rinse and wash or launder.</td>
</tr>
<tr>
<td>Mud</td>
<td>Allow to dry, sponge with carbon tetrachloride, rinse and wash or launder.</td>
</tr>
<tr>
<td>Paint</td>
<td>Rinse in warm water and launder. If stain remains sponge with turpentine and kerosene, rinse and wash or launder.</td>
</tr>
<tr>
<td>Varnish oil</td>
<td>Sponge with carbon tetrachloride.</td>
</tr>
<tr>
<td>Perspiration</td>
<td>Rinse in dil. hydrochloric acid., rinse and launder.</td>
</tr>
<tr>
<td>Shoe polish</td>
<td>Remove the excess Polish, sponge with liquid detergent, followed by solvent or rub with alcohol, rinse and wash or launder.</td>
</tr>
<tr>
<td>Wine/soft drinks</td>
<td>Soak in cold water, then use liquid detergent, launder in hot water.</td>
</tr>
</tbody>
</table>

Care of Silk – Do’s and Don’ts\textsuperscript{25}

\textit{Exhibit 6.4 Care of Silk – Do’s and Don’ts}

\begin{center}
\begin{tabular}{|c|}
\hline
\textbf{Do’s and Don’ts} \\
\hline
☑ \textbf{Dry cleaning} of silk items is \textbf{suggested} due to the yarn structure, poor to moderate washing fastness of the dyes and other fabric constructional details. \\
\hline
☒ It is also important to \textbf{avoid rigorous agitation/mechanical handling of silk} under wet condition due to weakening of the fibers. \\
\hline
☑ \textbf{Washing with mild detergent solution} with gentle agitation is \textbf{welcome}. \\
\hline
☑ \textbf{Mulberry silk} item \textbf{should be pressed} after wash under damp condition with a press cloth. \\
\hline
☑ \textbf{Wild varieties} should be \textbf{dry cleaned} and ironed dry to retain the sericin. \\
\hline
Silk textiles may \textbf{water spot} easily so care should be taken to \textbf{avoid} this problem. Before washing make sure that the product does have a dye which would not water spot. \\
\hline
☒ Silk is sensitive to \textbf{strong soap, alkalis} and \textbf{high temperature} and gets damaged. Please \textbf{avoid} these washing conditions. \\
\hline
☒ \textbf{Chlorine bleaches} should be totally \textbf{avoided}. But Hydrogen peroxide and sodium perborate are safe to use under careful treatment conditions. \\
\hline
☒ Silk has the \textbf{shrinking features} with \textbf{strong alkali and acids}. \\
\hline
☑ \textbf{Furnishing fabrics} of silk should be protected against exposure to direct sunlight. \\
\hline
☑ Silk may be attacked by insects especially carpet beetles. Care should be taken to see when storing that they are clean because soil may attract insects that do not normally attack the silk. \\
\hline
☒ \textbf{Weighted Silk} deteriorates even under good storage conditions and are especially likely to \textbf{break at folds}. \\
\hline
☒ \textbf{Silk items} should not be stored \textbf{without wash} after use. \\
\hline
\end{tabular}
\end{center}

\textsuperscript{25} \url{http://silkmarkindia.com/index.php/consumer}
2. Difference between Pure Silk and Art Silk

The GI Journal number 23 talks about the differences between pure silk and Art silk referred from the Central Silk Board as follows:

*Table 6.7 The differences between Pure silk and Art silk*

<table>
<thead>
<tr>
<th>Test</th>
<th>Pure Silk</th>
<th>Art Silk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burning</td>
<td>- Burns but stops burning or burns slowly&lt;br&gt;- The fumes emit burnt hair smell&lt;br&gt;- Forms black bead with rough surface&lt;br&gt;- The bead can be crushed resulting in to crystalline powder</td>
<td>- Burns and burns continuously&lt;br&gt;- The fumes emit burnt paper smell&lt;br&gt;- Forms white ash and drops immediately.&lt;br&gt;- The ash is amorphous in nature</td>
</tr>
<tr>
<td>Strength</td>
<td>For a given thickness the silk thread is stronger comparatively</td>
<td>For a given thickness the art silk thread is weaker comparatively</td>
</tr>
<tr>
<td>Crease</td>
<td>The pure silk quickly recovers from the crease formed by crushing effect.</td>
<td>Susceptible to formation of crease, and recovering is rather slow.</td>
</tr>
</tbody>
</table>