A Study of Dynamics of the Conventional Paithani Saree of Paithan and Yeola of Maharashtra: with Special reference to - Product, Manufacturing, Marketing and Customer

Keywords: Entrepreneurial Marketing, Effect of Globalisation on rural SSI and entrepreneurship, traditional handloom textile, Paithani saree of Maharashtra / India, Silk

ABSTRACT

Introduction:
India has a rich cultural heritage of handloom industry and world famous workmanship of hand-woven textiles. India has seen many historically famous hand-woven textiles like Banarasi, Baluchari, Ikkat, Jamdani, Narayan pethi, Irkal, Kanchipuram and of course Paithani saree. In the present study the author has tried to explore the History, Development and current status of the product. The purpose of this paper is to explore the dynamics and the status of the Traditional Paithani Saree weaving industry and its characteristics, problems, challenges, opportunities and remedies. The aim is also to study the area with four broad focus areas; those are product, business, marketing and customer awareness for the same and other competitive products.

It is the most interesting to see the history and historical development of the product ‘Paithani’. The product is classified by various ways and this has added unique characteristics to the product. This is the reason the product has not lost its identity over centuries. The product has one more special character of long PLC (product Life Cycle) of more than 2000 years. The researcher is mainly attracted to the topic to study from modern management perspective due to the longest PLC.
Originality / Value:
The study contributes to the area in following ways:

- Literature of traditional product marketing and consumption as well as product history
- Strengthening of weavers as owners of the product
- Opens a new area in the early Indian Entrepreneurship
- First attempt of analytical and comparative study the product, business, market and customer of Paithani

Objectives of the Study:

- To identify the current status of the Paithani weaving Business and its real problem
- To see the historical product development and identify the unique product characteristics
- To identify current sales and marketing functions
- To identify customer awareness, buying behavior and product competitiveness in the Indian silk saree market
- To suggest strategies to Paithani weavers to deal with increasing local, national & global competition to exploit the export potential
- To develop Integrated Marketing Communication plan for Paithani Manufacturing
- To study current status and recommend new strategies for Government institutes suitable to current challenges

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PROPOSAL TITLE

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PROPOSAL

1. Introduction: Background of the subject

India has a rich cultural heritage of handloom industry and world famous workmanship of hand-woven textiles. The processing and manufacturing of textiles was the second largest occupation of India after agriculture. Fascinating motifs and super design of the fabric assigned special importance to the sector. Indian textiles have a range of techniques and design variations, which are unequalled in any part of world. The distinctive styles developed were determined by geographical factors, cultural influences as well as by trade contacts. ¹

Historically famous few of the hand woven textiles of India are Baluchar saree of Varanasi, Bandanis of Kutch, Brocades of Banaras, Chanderi sarees of Madhya Pradesh, Georgettes of Mysore (Karnataka), Ikkat sarees of Orissa, Jamdhani sarees of Bengal, Karalkuddi sarees of Kerala, Kora cotton sarees of Coimbatore, Paithani shalu of Maharashtra, Patolas and Tanchois of Gujarat, Rathwa loincloth of Chhota Udaipur and Temple silks of South from Kancheepuram, Arni, Dharmavaram etc.

2. Historical Background:

The art of weaving Paithani goes the way till 7th century B.C. during the ‘Yadav’ period, however flourished in 200B.C. during ‘Satvahana era’. The art is more than 2000 years old, developed in the then splendid city of ‘Pratishthan’ ruled by the legendary ‘Satvahana’ ruler ‘Shalivahan’; now Paithan. In the far past it had been an international trade centre for silk and ‘zari’. Paithan was the capital of the ‘Satvahana’ dynasty (200 B.C.) and used to export cotton and silks to the great Roman Empire. Paethana (modern Paithan) was situated on the trade route connected to silk route. Silk was one of the major items of export from Indian via the trade route.
During Yadav period, weaving was one of leading industry of Maharashtra and silk sarees from Paithan were exported to Iran, Greece, Arab, Babylone, China, Malaya, Java & Sumatra. These clothes were used to pack in hollow bamboo pipes and the open ends were used to seal by wax for export. The royal personalities were also the customers with big demands.  

-Zaheer and Pandit, 99

*Paithani*, the fabric woven in traditional ways even after many centuries, is renowned as "the great fabric" not only for Maharashtra but also from India. Even in today's advanced world the methods of weaving Paithani have not changed at all. Woven with extremely delicate silk threaded sticks, the Paithani is one fabric, which cannot be matched by any other cloth today that is why it is enchanting legacy from Maharashtra and fabric of beautifully women.

The weavers of central India wove very fine cotton …. In Paithan …. Pallus and borders were woven in Paithani technique. This technique is similar to the tapestry technique of weaving and involves the interlocking of non continuous weft threads. The old pieces were of the finest cotton and carried intricate patterns on the border and pallu. Since this technique was time consuming and their only patrons were the women of royal households, changing fashions resulted in decreasing demands and ultimately in the discontinuation of weaving of the Paithani Sarees. In fifties the only surviving centre for this technique was Paithan, which survived, because the weavers had begun to copy designs from Ajanta Caves and found a new clientele in the English tourists.  

-Zaheer and Pandit, 99

Some references 4 says about the evolution of the name of Paithani as Since the the technique had survived only in Paithan, when the revival of textiles was taken up in the fifties, it cam to be known as Paithani.

The Paithani has a wide product range which is classified by the motifs used on it, the colours used, the size and length of ‘Pallu’ and the weaving style.
3. **Rationale of the study**

The study contributes to the area in following ways:

3.1 **Literature of traditional product marketing and consumption as well as product history**

3.2 **Strengthening of weavers as owners of the product**

3.3 **Opens a new area in the early Indian Entrepreneurship**

3.4 **First attempt of analytical and comparative study the product, business, market and customer of Paithani**

The research is conducted to unearth the status of the business transactions of Paithani. To our knowledge we are the first to study the Paithani business with modern perspective of management with four broad focus areas – Product, Business, Marketing and Customer perspective. Perhaps we are also the first to identify the Paithani weaver as the early entrepreneurs of India showing true entrepreneurial qualities.

4. **Objectives of the study - The study attempts:**

4.1. **To identify the current status of the Paithani weaving Business and its real problem**

The research is exploratory and aims to observe the current status of the Paithani business. The Paithani weavers / manufacturers need to be studies to identify the business type, whether SSI, entrepreneurial or any other specific.

Traditional handloom activity is an example of Small Scale industry (SSI). This is the reason why the paper targets on the problems in the Paithani weaving. Even a small investment in SSI will result large amount of production and development of employment. This can ultimately help in economic development of rural and grass root people.

**The Paithani weaving business can be studied for its five aspects:**

4.1.1. **Raw materials of the product**
4.1.2. Machinery used (Handloom)

4.1.3. Process of Dying

4.1.4. Process of weaving and techniques

4.1.5. Product design / motifs

4.2. To see the historical product development and identify the unique product characteristics

We can also study the evolution of the product with socio – economic – political history of Maharashtra and India and its current product specification.

4.3. To identify current sales and marketing functions

We also can study the existing sales and marketing patterns so that we can recommend new strategies if required.

4.4. To identify customer awareness, buying behavior and product competitiveness in the Indian silk saree market

The study is incomplete if we do not discover today’s perception of customer about the Paithani and its competitive traditional handloom saree products.

4.5. To suggest strategies to Paithani weavers to deal with increasing local, national & global competition to exploit the export potential

The unearthed facts of existing sales & marketing practices of weavers and sellers will help us to identify the need of new marketing policies. This attempts to make the weavers/manufacturers aware of various governments training programs which will help them to get trained and developed in Unit operations, optimal resource management and obviously marketing. The entrepreneurial development program will also help the weavers to develop as effective and efficient entrepreneur and to deal with critical situations with creative solutions. To enlist such training programs and make the target audience aware is one of purpose of the research.
4.6. To develop Integrated Marketing Communication plan for Paithani Manufacturing

Integrating Marketing Communication is the latest approach of marketing which can be adopted for the product like Paithani.

4.7. To study current status and recommend new strategies for Government institutes suitable to current challenges

The study will collect current government schemes and policies to support the Paithani Weavers under SSI and/or Entrepreneurial development for following categories:

4.7.1. Financial benefits and supports
4.7.2. Technical support
4.7.3. Benefits in Tax and licensing
4.7.4. Research and development
4.7.5. Free registration and central data
4.7.6. Any other

5. Conclusion:

The product has travelled along with socio-political history of Maharashtra and India and seen many ups and down with economical forces. As with most of the traditional arts and crafts of India, Paithani too suffered a decline under the British Raj.

Like any other traditional and local enterprise, Paithani business is also at a step of decline due to adverse effects of Westernization, Liberalisation, Globalization and ever-changing world of fashion. Local entrepreneurship now needs to adopt new strategies to compete the global challenges.

The product however sustained by adopting new problem solving practices that helped the product to obtain a product life cycle of more than 2000 years. We can see the rich and
varied product variation from modern marketing perspective. However the product and business of Paithani needs more attention and research from traditional and modern studies.

6. Literature Review:

6.1. Existing Literature of Competitive traditional handloom products of India: Dharwad Khana, Banaras Silk Saree, of India.

6.2. Existing Literature of traditional handloom, silk products of medieval and modern world like:

6.2.1. State promotion of consumerism in Safavid Iran: Shah Abbas I and royal silk textiles - Yuko Minowa, Terrence H. Witkowski,

6.2.2. The competitive position of Thailand’s apparel industry - Challenges and opportunities for globalization - Kittichai (Tu) Watchravesringkan and co-authors,

6.2.3. Evaluation of supply chain collaboration: a case of apparel retail industry in India - R. Anbanandam and co-authors,

6.2.4. The art of the entrepreneurial marketer - Ian Fillis,

6.2.5. Vocational training in small firms in Germany: the contribution of the craft sector - Thomas Deissinger,

6.2.6. Entrepreneurship and marketing: an exploratory study in Mauritius – Mridula Gungaphul, Mehraz Boolaky

6.3. Existing Literature of Paithani In the main categories of:

6.3.1 Product Manufacturing

6.3.2 Weavers problems

6.3.3 Social development of the weaver community

6.3.4 Historical achievements of the product

6.3.5 Other competitor products – Indian silk sarees

6.3.5.1 Status of Banaras weavers: A profile – Amrita Singh and Shailaja Naik

6.3.5.2 Revival of relic ‘Khana’ material as contemporary designer’s Bed Linen – Namrata M.
The Paithani Literature is in form of articles in Magazines of special editions for silk and handloom, and weavers’ community publications. Those are not national or international academic journal.

6.4 Gaps identified in the existing Literature are:

6.4.1 Scientific and management approach to the product
6.4.2 Product development and product innovation
6.4.3 Weavers direct marketing
6.4.4 Customer buying behavior and product competitiveness
6.4.5 Government initiatives and further scope
6.4.6 Current challenges

7. Design/methodology/approach:

7.1. Research Type: Exploratory – including Primary and Secondary data.

7.2. Data collection:

7.2.1. Primary data: for Marketing and Customer aspects - Semi-structured questionnaires and experience surveys administered to weavers, dyers, sellers, buyers and Interviews of experts, government Centre and officials will also serve a resource for data and opinions.

7.2.2. Secondary data: for Product history and manufacturing aspects - Economic historical and Entrepreneurial Books, Journals, contemporary literature and commentaries, syndicated data (more of Qualitative and analytical)

This research has to use an exploratory research design. Primary data is to be collected using structured questionnaires administered to numerous weavers, dyers, sellers and buyers. We are using 4 different questionnaires to above mentioned four groups including foreigner who are aware of the product although may not be actual buyers or consumers. Both open and close-ended questions will be used. The type of sample population is
significant because the foreign tourist are not just ordinary tourists but are typically well educated professionals and most had travelled extensively both in India and in other countries. Also they are aware of major traditional Indian handloom textile products, therefore, their level of awareness and knowledge are already higher than the average foreigners.

7.3. The sampling method:

7.3.1. Weavers – the sample will be selected by stratified and judgement sampling. The reason is the whole population data (sampling frame) for weavers is not known to us. There is no existing government body which hold records of weavers or no system of registration of weavers do exists currently. As the weavers are located in specific geographical areas of Paithan and Yeola talukas of the two districts, namely Aurangabad and Nashik in Maharashtra, we have chosen to select the sample by judgement on the basis of experience and size of the manufacturing unit (number of handlooms and people involved of the family in the activity). Also the sample included the currently running units as well as recently closed units to study the current status and major problems of the industry. The stratification made to make the study extensive and comprehensive is as below:

- 7.3.1.1. Unit with own loom, which is running in profit
- 7.3.1.2. Unit with own loom, which is not in profit
- 7.3.1.3. Unit with own loom, recently closed
- 7.3.1.4. Weaver who are working on other’s loom
- 7.3.1.5. Weaver who are working in Government supported centre

7.3.2. Dyers: There are very few dyers in Paithan and Yeola who work on Paithani Silk. We can cover 100% population for dyers.

7.3.3. Sellers / Mediators: The first line sellers / distributors are to be covered in this sample. They are majorly located in Paithan, Yeola, Nashik city and Aurangabad City, Very few in Pune and Mumbai also. We also can cover the maximum population for the first line distributors / sellers. However the authentic source for the facts about the marketing process will be the weavers and the experts of the business. Although few typical
marketing and distribution aspects can be searched from the sellers, they are the most important source to approach to the end customer / consumer of the product.

7.3.4. Consumers / Customers: The end customers can be targeted with judgment, convenience and snowball method as the population is scattered. The sample can be captured from the Paithani Show Rooms, Shop, Handloom Trade Fairs, relatives and relatives of the relatives. The consumers residing at Paithan, Yeola will definitely contribute value to the research.

References:

1) Dhamija Jasleen, Indian folk, Arts and Crafts, NBT, India, 1970, Chapter – Textiles (p 9)
2) Swakul Darshan, Paithani Special Issue – 1997, (p – 10)
3) Dhamija Jasleen, Indian folk, Arts and Crafts, NBT, India, 1970, Chapter – Textiles (p 12)
4) Dhamija Jasleen, Indian folk, Arts and Crafts, NBT, India, 1970, Chapter – Textiles (p 12)
5) ‘Udyamita’ November 2005, Year 14, Issue 7. ISSN: 0971-6211 (p- 4)