



Tex-Connect

An initiative by the Textiles Department, Government of Maharashtra



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I am delighted to receive a positive and heart-warming response to the first edition of our quarterly newsletter. Tex-Connect continues to be a vital platform for sharing updates, innovations, and developments within our vibrant textiles sector.

Traditional Textiles, being a heritage sector for the Textiles industry, holds immense significance not only for Maharashtra but for the country as a whole. The sector is responsible for carrying on an

ancient legacy of craft and expertise that has been nurtured across centuries with records dating back to as far as the Vedic period. As laid out in the Integrated and Sustainable Textile Policy 2023-2028, our focus lies on supporting and empowering our traditional textiles weavers and providing them with sufficient social support to allow their legacy to live on. I am also pleased to announce the resounding success of our event in collaboration with CII – TexFuture 2023: 'Envisioning a Thriving Future for the Textile & Apparels Industry', which was held on November 1st in Mumbai. At the event, 41 MoUs were signed across industry, academia, R&D, skilling and eCommerce, with an investment commitment of over 5,500 Cr. The event served as a platform for stakeholders to ideate and create partnerships towards a prosperous future.

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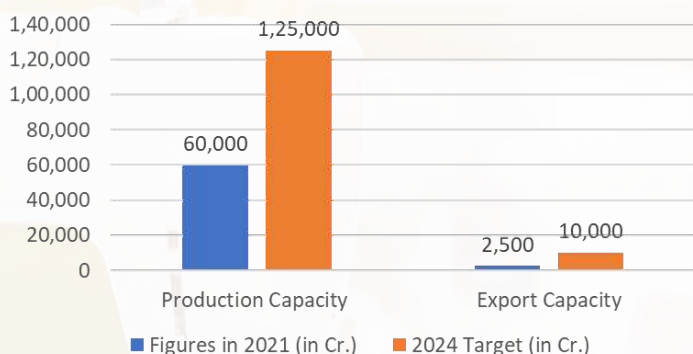
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Shri. Chandrakant (Dada) Patil
 Hon'ble Minister Textiles
 Government of Maharashtra

MARKET INSIGHTS: Handloom and Traditional Textiles

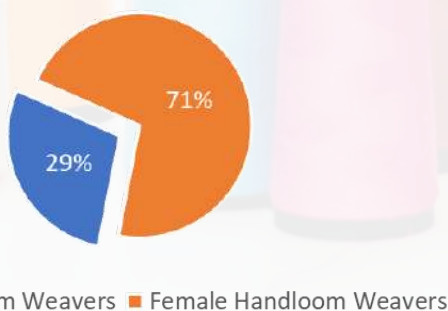
Overview

Traditional textiles have played an essential role in our country’s history, and continue to be some of the best-preserved traditional legacies. While traditional textiles in India were originally woven using conventional handlooms, pattern designs and styles of these textiles are increasingly being replicated on powerloom machines. As depicted in the graph below, the Ministry of Textiles, Government of India is already taking initiatives towards increasing the production and export capacity of the handloom sector.



Latest and targeted production and export capacity of the Handloom Sector

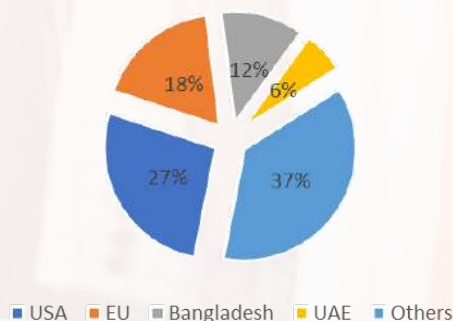
The sector, with 23.77 lakh looms currently employs a large percentage of the rural and semi-rural population of the country, a majority of which are women. As depicted in the graph below, out of a total of over 35 lakh weavers, 25 lakh weavers (or 71%) are female.



Percentage division of handloom weavers by gender in India

The Handloom and Traditional Textile sectors in India are primarily ‘unorganized’ and small in scale, with low levels of technology adoption. India has a mere 2% share in global shuttle-less (modern)

looms; wherein the states of Maharashtra, Gujarat and Rajasthan comprise 85% of the total number of looms set up. The ‘unorganized’ textile sector which not only includes handloom but hosiery, garmenting, knitting, yarn and fabric processing sectors employs the largest percentage of the Indian labour force after agriculture. These sectors are also considered to be the largest surplus labour force absorber. As depicted in the graph below, USA and the EU were the biggest importers of Indian handlooms in 2021-22.



Country-wise handloom exports in 2021-2022

Government of India Initiatives

The Ministry of Textiles has year-on-year allocated funds towards the National Handloom Development Program (NHDP) which includes multiple components including a weaver scheme, a yarn supply scheme, trade facilitation centres and cluster development programs. INR 200 Cr. was allocated for 2023-2024, while the revenue in the revised estimates for 2022-2023 was INR 156 Cr.

Government initiatives such as Make in India, Skill India, Women Empowerment and Rural Youth Employment have been established to provide a much-needed impetus and inclusivity in the sector. In response to the challenges faced by the sector as a result of the COVID-19 pandemic, the Ministry has also begun onboarding handloom weavers, artisans and producers on the Government e-Marketplace (GeM) to help increase their sales. In addition, over 23 e-commerce players have been engaged by the Ministry to market handloom products further.

SECTOR IN FOCUS: Traditional Textiles of Maharashtra

The Five Traditional Textile Gems of Maharashtra

Maharashtra has a diverse history of traditional textiles, reflecting the state's cultural, social and economic traditions. The weavers that form the backbone of this subsector, have an inherent dedication to their craft that extends beyond the loom, right to the local community. The sector acts as a source of employment for weavers, encouraging the cross-generational transfer of a rich legacy and inimitable set of skills. The five key traditional textiles from Maharashtra include Ghongadi, Paithani Saree, Himroo, Karvath Kati, and Khana Fabric.

Himroo is a blended brocade fabric woven with cotton or rayon and silk, featuring recurring motifs such as geometric shapes, parallel lines as well as flora and fauna. The fabric was developed in the 14th Century CE. Today, Himroo is used to make clothing, home textiles and fashion accessories.

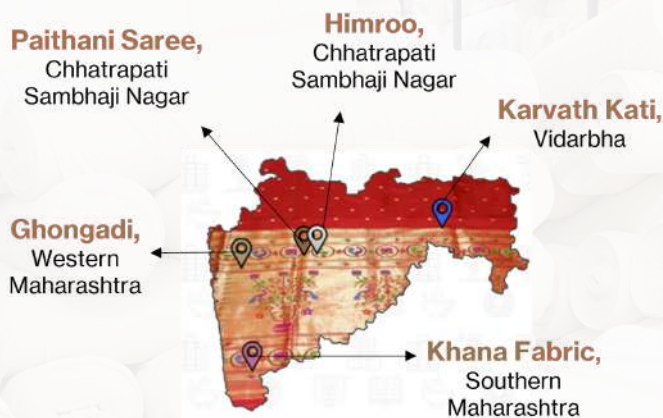


Left to Right: Ghongadi, Paithani, Himroo, Karvath Kathi and Khana fabrics

Originating from the Vidarbha region of Maharashtra, the Karvath Kati saree is named after its unique 'saw-tooth' shaped pattern on the border and bodice. Handwoven on pit looms with three fly shuttles of cotton and Tussar silk, records date the Karvat Kati back to the 17th Century CE. Once woven, the fabric is beaten with a mallet over a wooden block to provide an even finish.

The Khana (or Khunn) is a cotton and viscose silk woven fabric, traditionally used in saree blouses in Maharashtra and the neighbouring Karnataka. The Khana is known for its distinct two-toned honeycomb brocade pattern that contrasts with the border. Popular motifs include flora and fauna, astronomy, folk art and Hindu mythology.

While traditional textiles and their weavers face the looming threat of mechanisation in terms of scale and efficiency, there is an increasing consumer consciousness towards buying authentic garments and supporting traditional artisan communities.



The five key traditional textiles of Maharashtra span across the geography of the state

Ghongadi is a woollen blanket made primarily by a community of shepherds in Western Maharashtra called Dhangars who weave it on a pit loom using natural dyes and tamarind paste. The Ghongadi blanket is known for its warmth, durability and acupressure benefits.

Originating from the Paithan region in the 2nd Century BCE, the Paithani is a handloom garment woven in silk and zari with vibrant and opulent motifs of flora and fauna using an interlock twill tapestry technique for creating patterns. Over the years, the Paithani has evolved to become a symbol of prestige, most often worn as a saree on special occasions.

SECTOR IN FOCUS: Traditional Textiles of Maharashtra

Weaver Profile: A Glimpse into a centuries-old craft

In the heart of Maharashtra's textile heritage, a tapestry of tradition continues to be woven by the skilled hands of artisans such as Mr. Madanlal Prabhakar Dhalkari. Hailing from the historic town of Paithan in District Chhatrapati Sambhajnagar, Mr. Dhalkari is a master weaver whose family heritage spans three generations of Paithani silk weavers.



Mr. Dhalkari being felicitated for his expertise in the craft

Paithani, a time-honoured handwoven silk saree, stands as the pinnacle of Maharashtra's textile tradition. Its hallmark lies in the opulent Zari (gold thread) and Pallu (meticulously crafted border) adorned with intricate motifs such as peacocks, elephants, birds, flowers and leaves. Beyond being an exquisite textile, Paithani carries the weight of cultural significance, deeply embedded in Maharashtrian weddings and festivals. Crafting a single Paithani saree transcends mere labour; it's a testament to the art of patience and dedication, spanning weeks, months, and sometimes even years.

What drives Mr. Dhalkari each day is a profound connection to the rich history and artistry of Paithani weaving. The desire to safeguard his family's cherished tradition fuels his dedication. The Dhalkari family's commitment to Paithani weaving has been acknowledged at both national and state levels. Mr. Prabhakar Ambadas Dhalkari, Mr. Madanlal Dhalkari's father, was bestowed with the

prestigious 'President's Award' in 1993 by the then President of India, Shri Shankar Dayal Sharma for his exceptional work on the 'Bangdi Mor Paithani' saree.



Mr. Dhalkari has been encouraging the craft for decades

Mr. Madanlal Dhalkari and his elder son, Mr. Rakesh Madanlal Dhalkari have received state-level awards, and his younger son, Mr. Roshan Madanlal Dhalkari, has been recognized at the district level. Looking to the future, Mr. Dhalkari envisions preserving and advancing the tradition of Paithani saree handloom through design and innovation. His enduring spirit serves as a living testament to the artisanship that has retained Maharashtra's textile heritage for centuries.

FROM THE POLICY

The policy identifies five textiles as traditional textiles namely Pathani, Himroo, Karvat Kathi, Khana and Ghongadi. As per the policy, festival allowances will be given to male and female weavers on the annual occasion of Ganesh Chaturthi. The best designs from all five textiles will be awarded on the occasion of National Handloom Day. An Old Age Pension Scheme will be formulated for weavers over the age of 60 and in addition, certified traditional weavers will be encouraged to register as Master Trainers under the Skill Development Programme.

EVENTS

TexFuture 2023 Investors Conference

The TexFuture 2023 Investors Conference organised by the Textiles Department, Government of Maharashtra in association with CII was held on November 1st 2023 in Mumbai.

The event was graced by the presence of eminent speakers from the Government of India, the Government of Maharashtra as well as key members from the textile industry.



Inaugural Session dignitaries for TexFuture 2023

During the inaugural session, Memorandums of Understanding were signed with thirty-three industry members to commit investment of over 5,500 Cr into Maharashtra; three academic institutions to strengthen capacity building, research and development for the textiles and technical textiles sectors; two Government of India Centres of Excellence in Technical Textiles to improve testing, research and innovation as well as two eCommerce firms to strengthen the adoption of platforms and last-mile delivery of state textile products.

The Memorandums of Understanding signed during TexFuture 2023 are expected to lay the roadmap for the textiles sector in Maharashtra; from a policy implementation and investment grounding perspective. The MoUs signed with educational institutes include those with the Indian Institute of Technology Bombay, DKTE's Textile & Engineering Institute and Veermata Jijabai Technological Institute (VJTI).



MoU signed with Indian Institute of Technology Bombay



MoU signed with DKTE's Textile & Engineering Institute



MoU signed with Veermata Jijabai Technological Institute

An MoU was also signed between the Government of Maharashtra and the Maharashtra State Skill Development Society. The MoUs signed with Centres of Excellence for the Government of India include those with the Bombay Textile Research Association (BTRA) and the Synthetic Art Mills Research Association (SASMIRA).

EVENTS

TexFuture 2023 Investors Conference (Cont.)



MoU signed with Bombay Textile Research Association (BTRA)



MoU signed with Local Nation



MoU signed with Synthetic Art Mills Research Association

The MoUs signed with eCommerce institutions include an MoU signed between the Government of Maharashtra and the Open Network for Digital Commerce.



MoU signed with the Open Network for Digital Commerce

In addition, an MoU was signed between the Textiles Department and Local Nation.

During the event, a thought leadership report titled Decadal Outlook for Textile Industry was released. In addition, the new Department logo and official video were unveiled by the dignitaries.



Launch of the Thought Leadership Report

The inaugural session was followed by three panel discussions on themes highlighted in the policy and included speakers representing the textiles industry and various sub-sectors as well as allied industries.



The panel discussions included a diverse group of speakers

EVENTS

TexFuture 2023 Investors Conference (Cont.)

The first panel discussion was on 'Technical Textiles and their potential in Maharashtra', the second on 'Use of alternative & emerging technologies for ensuring sustainability in the textiles industry, while developing readiness for future skills'. The third panel discussion was on the 'Role of e-commerce and retail in impacting consumer preferences towards a greater opportunity in the Global Textile Market'.



Hon'ble Minister, Textiles interacts with industry

During the event, a focused group discussion on the newly released Textiles Policy was held between Shri. Chandrakant (Dada) Patil, Hon'ble Minister Textiles and industry members that signed investment commitment MoUs during the event. Industry members shared their thoughts on the policy and its subsequent implementation, which proved to be both insightful and forward-looking.

Regional Deputy Commissionerate Workshop

The Textiles Department led by Secretary Textiles organised an administrative state-level workshop with Regional Deputy Commissionerates at the Yashwantrao Chavan Academy of Development Administration, Pune. The purpose of the workshop was to communicate the intent and objectives of the Policy and create an action plan for its

implementation. The workshop included a presentation by Secretary, Textiles on the salient features of the Policy and way forward for the Department.



Administrative staff from the Textiles Department and Textiles Commissionerate attended the event

This was followed by a structured group discussion was held between the RDCs of Mumbai, Nagpur, Aurangabad and Solapur on the policy implementation strategy. The RDCs took the opportunity to discuss the potential challenges and solutions with implementation.

Focused Group Discussion with Industry

A focussed group discussion on the newly released Textile Policy was held with industry. The meeting was presided by Secretary, Textiles who gave a presentation on the Policy.



Secretary, Textiles summarises the Policy

ANNOUNCEMENTS

Launch of the Textiles Department Logo and Official Video

The Textiles Department launched its logo at the TexFuture Investors Conference. The logo is symbolic of the textile sector and includes a centrally-placed stylized peacock with the body of a spindle.



The newly launched Textiles Department Logo

The peacock represents strength and power and is also a popular motif used to portray wealth and luxury. In Maharashtra, the peacock motif is most popular for being woven into the famed Paithani saree. Surrounding the peacock is an industrial wheel, with peacock feathers between its spokes, highlighting the bird's vibrant, decorative plumage. The peacock's feathers symbolize immortality and protection from evil. At the bottom of the logo is the Department motto in Marathi, which translates to "weaving prosperity" in English.

The official video of the Department was also launched, which is available on its website.

Launch of the Website for the Textiles Department

The official website for the Textiles Department was revamped and the updated version was launched by Hon'ble Textiles Minister Shri Chandrakant (Dada) Patil.



Secretary, Textiles and SIO, NIC launch the website in the presence of Hon'ble Minister, Textiles

Government Resolutions Issued

The Textiles Department has issued five Government Resolutions under the Policy:

1. Festive Allowance Scheme to Certified and Registered Weavers in Five Traditional Textile Sectors on the occasion of Ganesh Chaturthi.
2. Free power scheme for Handloom weavers families up to 200 units per month
3. Reward Scheme to Traditional Textile Weavers
4. State component in Raw Material Supply Scheme (RMSS)
5. Administrative approval for the captive market scheme to provide one saree free of cost to every Antyodaya ration card holder family in the state once in a year.

Each of these GRs are available on the official website for the Government of Maharashtra.

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