

A STUDY ON MANUFACTURING AND MARKETING OF SILK SAREES IN KANCHIPURAM DISTRICT

R. Saraswathy¹ & G. Veeramani²

¹PGT Maharishi Vidhya Mandir Senior Secondary School, Chengalpattu, Tamil Nadu, India

*²Professor and Head, Department of Management Studies, Sri Sankara Arts & Science College,
Kanchipuram, Tamil Nadu, India*

Received: 14 Jun 2018

Accepted: 01 Aug 2018

Published: 30 Nov 2018

ABSTRACT

Kanchipuram silk sarees are the delight of south India from instances immemorial. South Indian marriages are incomplete without a Kanchipuram saree for the bride. Kanchipuram sarees are also known as kanjivaram and Kanchi sarees. Pure Kanchi sarees are produced most effectively in Kanchipuram. Kanchipuram has a recognition that dates back to few centuries as a silk weaving center. The government of Tamilnadu has given Geographical Identification for these sarees, which has given the worldwide importance for these products. Therefore Kanchipuram is rightly referred to as 'SILK PARADISE OF SOUTH INDIA.' People from duration and breadth of the country come to Kanchipuram to purchase natural Kanchi sarees. The climatic circumstance is the boon to this region to supply those sarees. This paper throws light at the history of Kanchipuram sarees, its boom, modernization, change, opposition, sustainability, challenges and problems faced via this enterprise.

KEYWORDS: *Kanchipuram, Sarees, Tradition, Growth, Weaving, Industry, Silk, Jari*

INTRODUCTION

Silk is an image of luxurious and class where no different material can in shape it in glow and elegance. The contact of silk reminds the very thread of history, a shimmering material of unparalleled grandeur. India has a glorious silk tradition of its very own, which no different united states of America inside the global can percentage. Tamilnadu occupies the fourth role in silk production within the united states, and silk weaving is an extended status culture right here. Kanchipuram is world renowned for the fantastic handwoven silk sarees of myriad wealthy colorations, famed for his or her luster, finishing, and their matchless beauty. Kanchipuram is a metropolis which has been installed and flourished in the course of the reign of Krishnadevaraya. It is one of India's seven sacred towns which changed into the historical capital of the Pallavas and Cholas. It is likewise called 'SILK CITY' as the primary profession of the humans residing in and around the metropolis is, weaving silk sarees. The silk weavers settled here for extra than four hundred years, have given it an inevitable reputation because of the first-rate silk sarees within the united states of america. 75% of the population inside the metropolis are dependent on the silk saree weaving either at once or circuitously. In those days weaving silk garments and carrying it become a signal of custom and subculture, which is sustained even today. The human beings who migrated from Andhra Pradesh settled in Kanchipuram and started their hereditary career, who had been famously referred to as Devangas and Salinas, who regarded themselves as descendants of sage Markanda, the master weaver for gods.

Kanchipuram is referred to as temple town which is known for its rich background and weaving enterprise. The sarees woven in this city famously came to be referred to as Kanchipuram sarees, which is referred to as “Queen of all sarees” in India and all around the globe. It is an unusual form of saree with the rich and traditional look. It is likewise high-priced, because of its advanced manufacturing first-class and glows.

LITERATURE REVIEW

Ramanathan (2014) Consumer Patronization Through Effective Category Management in Silk Saree Retailing at Kanchipuram Town, has opined that Kanchipuram silks have built a brand cost and appealed to customers from all around the globe.

Kalaiyarasi (2014) An empirical examination of the options and buying conduct of silk Sarees amongst women consumers in Vellore metropolis has stated that, Kanchipuram silk sarees are very proper and gracious amongst silk sarees which can be preferred by means of women, because of their shining borders, comparison colors, sharp point, and completing.

Babu Rao (2004) Development of X-ray fluorescence-based entirely technique for excellent control of zari utilized in silk saris has opined that Kanchipuram sarees keep a high market percentage and outstanding function in the minds of customers due to its vivid colorations, borders, and jari which is made up of gold-coated silver thread.

Aartikawra (2013) Kanchipuram Sari as Heritage: Artisanship and the Politics of Culture and Technology. The writer has decided that Geographical Indication (GI) given to Kanchipuram sarees has created the notice of the emblem most of the clients to discover and differentiate it from different kind of sarees. The author has stated that Kanchipuram sarees are also utilized in creating suitable dance costumes.

B. Bowonder, S. V. Sailesh (2005) ICT for the renewal of a Traditional Industry: A. Case Study of Kancheepuram Silk Saree. The author has stated that adoption of records and communicate era (ICT) in Kanchipuram silk enterprise has opened the brand new opportunities for weavers to expand revolutionary laptop-aided designs in weaving and attracting customers from all over the international.

Kumarguru Kasinathan (2001) Sustainable Synergy of Traditional and CAD-Based Silk Saree Designing/Production The writer has stated that adoption of the new computerized jacquard generation known as CAD/CAM, the production system of Kanchipuram sarees has multiplied the production and additionally demand in the marketplace. The creator has also explained the process paintings glide of Kanchipuram saree industry South India background.

Jyoti Bhasin. (2009). South India background. Kanchipuram Sarees of Tamil Nadu. The creator in this study has determined that the wealthy weave and feel of Kancheepuram Sarees hold women in their wave for the past a hundred and fifty years. These sarees with a first-rate instigation of the craftsmen, constitute the historical history of South India.

PRODUCTION PROCESS

China is the biggest producer of silk within the international. However, the silk used for world-famous Kanchi sarees is mulberry silk that's grown in Karnataka and Tamilnadu. Jari (a gold lined silver thread) used for borders and pallu is from Gujarat, which gives metallic appearance and brightness to a saree. It consists of 57% silver and 0.6% of gold.

Weaving a Kanchipuram saree is very distinct from any other saree. The talent of weaving Kanchipuram saree has flown from technology to technology, with incredible care and elegance. It is an art that was inherited, taught by using the elders and honed by using practice, creativity and imaginative and prescient. Weaving a Kanchipuram saree is tedious however has a stamp of splendor and sturdiness.

A Kanchipuram saree is outstanding as body component, border component, and pallu portion. It is known as “Korvai,” in which frame and pallu are woven one after the other after which interlinked together. It is interlinked in this type of manner that the becoming a member of could not be recognized from the front. It is an image of identity and differentiation of Kanchi saree from other sarees. The width of traditional Kanchipuram saree is tons broader by using three inches, in which the same old silk saree is forty-five inches. Using a double warp for weaving is its specialty, in which every thread is virtually made from 3 single yarns twisted together which makes it a good deal more potent and pricey from its counterparts from Banaras or Dharmavaram. Initially, those sarees were woven in 9 yards. However, today 6 yards saree is the trend observed each wherein.

Contrast jari border is a distinguishing characteristic of this saree. It is a silk thread which is twisted with the silver thread over it and dipped into 24-karat gold to make the jari border. However nowadays tested jari is used, in which the skinny copper cord is electroplated with silver.

The primary cause for the consistency inside the fine of the sarees is the dyeing method observed from hundreds of years. River Palar which flows across Kanchipuram is a boon to this town. The stiffness of the saree is handiest due to the fact, and it's far dyed inside the Palar river water. To bring thick consistency in the saree, silk yarn is dipped in rice water and dried in the warm solar.

THE UNIQUENESS OF KANCHIPURAM SAREES

A special approach is used to weave those sarees, in which 3 single threads of mulberry silk yarn is twisted with jari to supply a saree which is not observed in another saree. Its excellence lies information of motifs, (layout or sample) utilizing educated weavers. These motif designs are taken from sculptures of temples, which has brought the call to the metropolis as “Temple City.” Some of the not unusual motif designs are peacock, leaves, mango, rudraksha, stripes, soon. We can also see motifs from the epics of Ramayana and Mahabharata.

GEOGRAPHICAL INDICATION

To gift the common Indian heritage Kancheepuram sarees has been delivered beneath Geographical Indication act. Kancheepuram sarees are India’s fascinating first-rate saree originating from the district of Kancheepuram Tamilnadu. Only natural Kancheepuram sarees are awarded silk mark by silk board of India and this label on saree is the security of its genuineness.

Kanchipuram sarees have were given (GI) from the government of India in 2006, which offers it a unique identification and recognition in India and all over the globe. This (GI) tag has proved to be a marker to build brand name Kanchipuram. According to this (GI), it must keep well-known weight, first-rate and Jari mark as it is stated inside the norms of the act. After implementation of (GI) to Kanchipuram sarees sales has been improved all around the international.

MARKETING

Previously Kanchipuram sarees had been marketed best thru co-operative societies. There are around 60,000 silk weavers inside the metropolis, out of them 50,000 weavers paintings underneath the co-operative fold. Retailers needed to register themselves as the member of those societies and purchase most effective through these societies. Kamatchi Amman, the primitive Kanchipuram Co-operative society was set up in 1942 at Kanchipuram and later extended its branches throughout Tamilnadu, Andhra Pradesh and Karnataka. At present 24 co-operative societies are operating in India. Slowly the fashion modified and weavers began selling their products without delay to wholesalers and retailers which delivered them reasonable income.

As the days passed, there are new traits in marketing those silk sarees, i.e., online advertising, social media advertising and marketing and many others have been implemented utilizing the big scale silk saree showrooms. Its price variety starts offevolved from Rs. 7000 – Rs.2,00,000. The worth of these days' Kanchipuram enterprise is 20 million greenbacks.

Silk showrooms also offer with customization of these sarees, their artisans, who hand weave the saree of purchaser desire. It takes 15-20 days of length, to complete one single saree relying on intricate designs.

On account of globalization, Kancheepuram sarees are available all over the globe. It makes the activity of choice pretty hard because of its mind-blowing shades designs and range. There are 60,000 looms in Kancheepuram and Rs.200crores turnover, with 3croresof exports. They are now shipped abroad to cater to the distant places Indians.

Kancheepuram sarees have crossed the Indian obstacles and feature inspired the global runways. Some of the acclaimed designers like Chanel, Alexander Mc Queen, and Louis Vuitton took the concept from the brocades and silks. Alexander Mc Queen 's, 2008 series turned into based wholly upon at the topic of 'British Royalty Meeting Indian Regality.' It changed into observed as sovereign masterpiece inside the show. (Kishore Balakrishna- writer)

CURRENT TREND

Authentic, silk sarees from throughout South India provides elegance and style to female. The converting patron tastes, particularly from traditional handlooms to fancy mild sarees are the alerts to the enterprise to reorient its manufacturing plans to match the converting demand patterns.

Today energy looms have overtaken handlooms and made the work clean and speedy. Adoption of ICT (Information and Communication Technology) in manufacturing and advertising and marketing manner has extended each demand and delivered. Implementation of Computer Aided Design (CAD) / Computer Aided Motif (CAM) has given upward thrust to the exploration of the latest present-day designs in borders and pallu.

Times have modified, and Kancheepuram sarees have also underneath long gone a metamorphosis. Embroidery and crystal works are finished on the traditional Kancheepuram sarees. Due to the call for in lightweight Kanchi sarees, weaversblend cotton and kora whilst weaving those sarees. In the cutting-edge global clients decide on much less steeply-priced, weightless, light shades and simple designs.

To cut down the massive cost of saree and to make it be had for all sort of customers weavers are generating sarees with unmarried side border, which brings down the value with the aid of half the fee.

Implementation of the above strategies has severely affected the sale of natural Kanchipuram sarees. Instead of using Pure Jari which might price Rs3000 and high, tested jari (synthetic Jari) of Rs. Three hundred to Rs. Four hundred has been used within the borders of saree.

CONCLUSIONS

Kanchivaram is the king of Indian silks. It is unique with quality texture, tender experience, exceptional, craftsmanship, advanced weaving method, and fare coloration mixtures. The entire culture of South India can be looked out in an unmarried sari. By taking its start in the small city of Tamilnadu, it has proved its worth all over the world. The cloth wardrobe shelf of Indian ladies is incomplete without one Kanchi saree. It has maintained its function in the minds of clients from the decades. Its traditional look, it is the image of auspiciousness to wear a Kanchipuram saree in fairs and ceremonies. Even even though the industry has changed from traditional handloom to modern energy loom, it has maintained its outlook by using enjoyable the cutting-edge customers.

REFERENCES

1. Kalaiyarasi(2014) *An empirical study of the preferences and buying behavior of silk Sarees among women consumers in vellore town.*
2. Dr.V.Ramanathan (2014) *Consumer Patronization Through Effective Category Management in Silk Saree Retailing at Kanchipuram Town*
3. Bowonder, B. and J. V. Sailesh, "ICT for the renewal of a Traditional Industry: A. Case Study of Kancheepuram Silk Saree"
4. Aartikawlra *Kanchipuram Sari as Heritage: Artisanship and the Politics of Culture and Technology*
5. Baburao 2004*Development of X-ray fluorescence-based methodology for quality control of zari used in silk saris*
6. Jyoti Bhasin. (2009)*South India heritage. Kanchipuram Sarees of Tamil Nadu.*

