

POCHAMPALLY KALA GHAR



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CHAPTER I

01. INDIA AND ITS
HANDLOOM

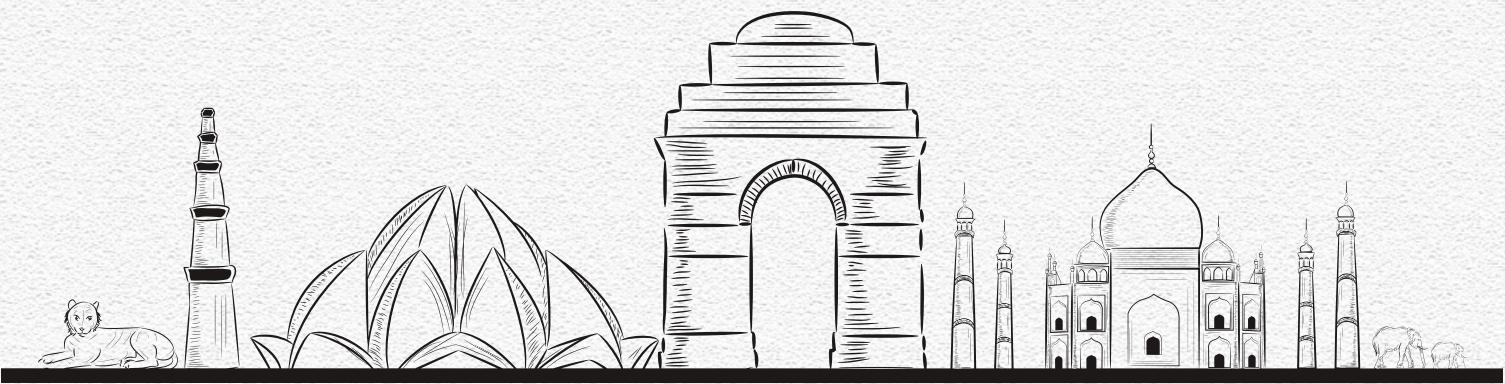
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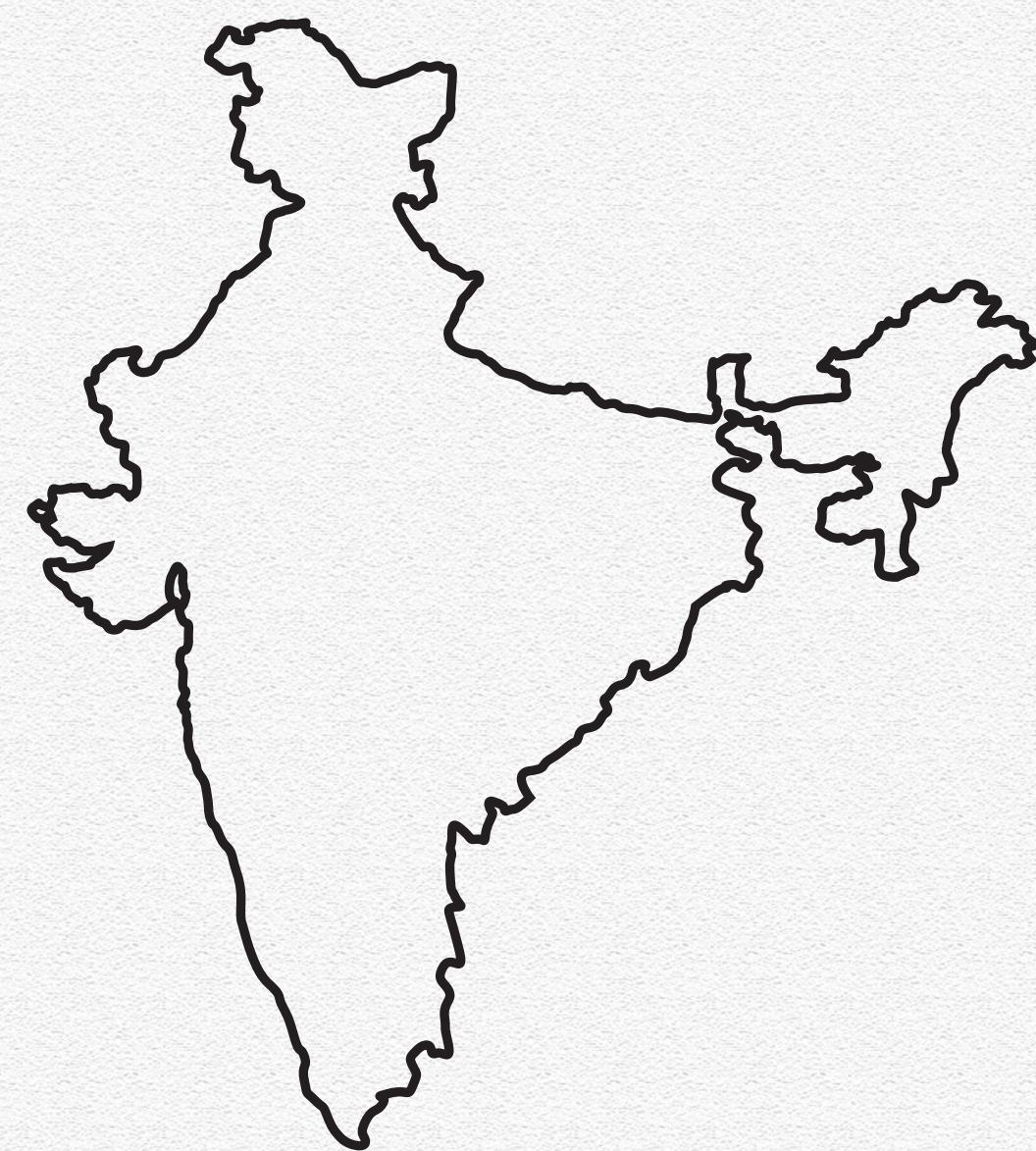
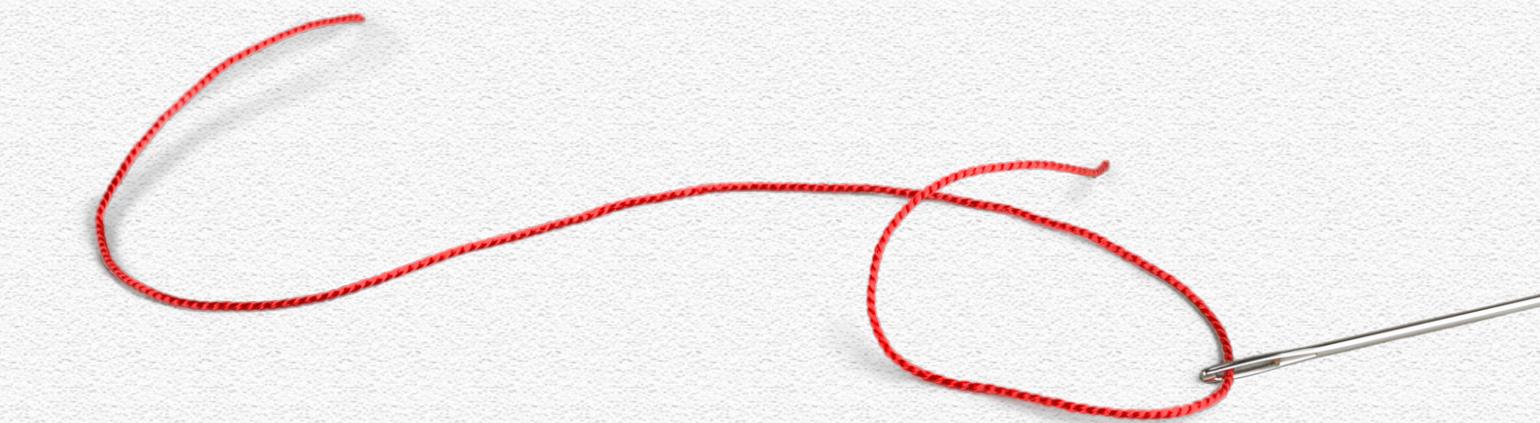
INDIA AND ITS
HANDLOOM



India's rich cultural heritage and centuries of evolutionary tradition is manifested by the huge variety of handicrafts made all over the country.

Handicrafts are the mirror of cultural identity of the ethnic people who make that. Through the ages, handicrafts made in India like the Kashmiri woolen carpets, Zari embroidered fabrics, ceramics, silk fabrics etc. have maintained their exclusiveness. In the ancient times, these handicrafts were exported to far-off countries of Europe, Africa, West Asia and the Far East via the 'silk route'. The entire wealth of timeless Indian handicrafts has survived through the ages.

These crafts carry the magnetic appeal of the Indian culture that promises exclusivity, beautify, dignity and style.



ABOUT POCHAMPALLY IKAT

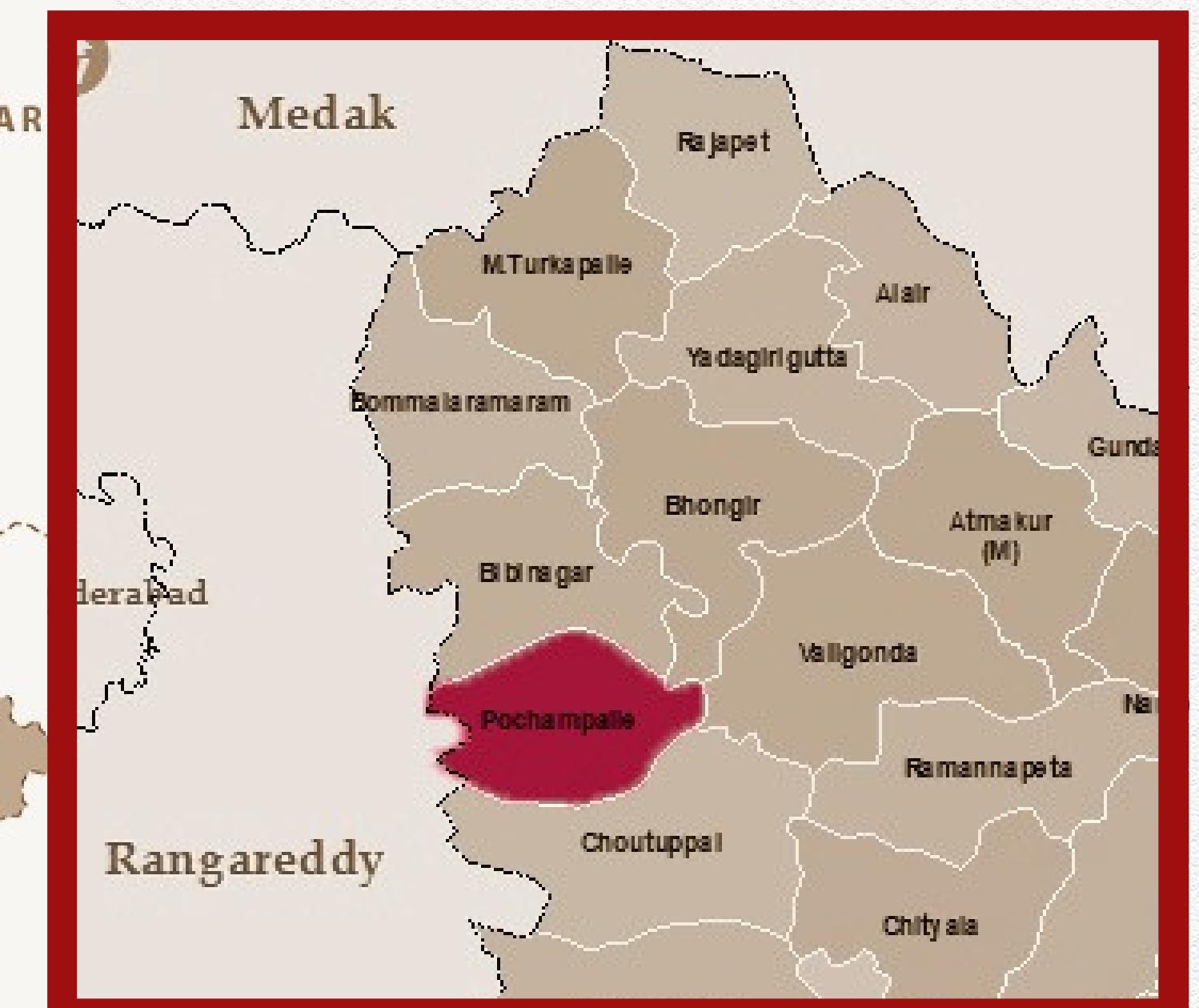
HISTORY AND ORIGIN

Pochampally Ikat is named after a small town Pochampally near Hyderabad, Telangana. The technique of Ikat weaving, which requires true precision and skill, is believed to be brought in the town of Pochampally from Chirala where it is locally called Chit-Ku. Pochampally sari or Pochampally Ikat is a saree made in Bhoodan Pochampally, Yadadri Bhuvanagiri district, Telangana State, India. They have traditional geometric patterns in the Ikat style of dyeing. The intricate geometric designs find their way into sarees and dress materials.





Map of Telangana, locating Nalgonda



Map of Nalgonda, locating pochampally village.

Bhoodan Pochampally marked its rightful place in Indian history as a silk mine in the 18th century. The weaving process of the traditional Pochampally Ikat sarees is said to be brought to the small town of Pochampally from Chirala where the art was locally referred to as chit-Ku. The technique has been widely applauded because of the fabric's unique identity, as compared to other Ikat-producing units. Starting with a small pool of weavers, the town soon came to be known for the classic fabric that they could produce, one that could compete with every silk manufacturer in the country.

By 1999, the manufacturing unit had grown to over ten thousand families, and the process was more maker-friendly, cost-effective, and time-saving. With the introduction of machines in 2000, Pochampally ikat sarees were not just produced faster and without error, but also with precision and perfection that was hard to find elsewhere.

EVOLUTION OF POCHAMPALLY IKAT

Pochampally is a well-known Cotton and Silk Ikat weaving center in Telangana State, located just 50 km from Hyderabad.

The colors of Pochampalli Ikat fabrics are mesmerizing and even more astonishing is the simple method they use to produce bold geometrical designs of flowers, birds, and animal patterns.

The materials used for their weaving are different counts of twisted cotton yarns, silk yarns, and zari depending upon the quality of the fabric.

Ikat is a weaving style that employs a resist-dyeing technique to impart colors to the yarns before their interlacement. The fabric woven in this technique shows a feathered and hazy pattern which is a wonderful classic in its own way.

When only warps are resist-dyed, the Ikat is called Warp Ikat, and when only wefts are resist-dyed, it is called Weft Ikat. When both warps and wefts are resist-dyed to create woven patterns, the Ikat is called Double Ikat.

SPECIALITY AND VARIETIES

One of the most telling signs of a Pochampally silk saree is the intricate geometric design spread over the fabric. The minute detailing gives it a very captivating effect; if you look at the design direction it can actually have a hypnotizing effect. The silk sarees are also extremely lightweight and comfortable so they make for a perfect summer wear option especially in Indian weather. The rich luster of silk also makes it a great festive choice. Today, the Pochampally Ikat weave is not just limited to sarees.

With the introduction of machines that cut down on labor cost and time, Pochampally Ikat finds its way onto dress pieces, bedsheets, bed covers, and other home decor items too.



Women in different ikat saris
source- <https://pochampally.com/blog/up-for-wearing-100-saris-in-365-days/>

INNOVATIONS

In today's new day and age, designs, motifs and patterns have climbed up the ladder of advancement, as the new age fashion designers are designing these fabrics keeping in mind the changing fashion tastes of the fast track generations. The older and the newer generations of skilled weavers are keeping foot with the advanced consumers and hence have patronized their artwork onto other cloth items like bedsheets, bedcovers, telia rumals, dress materials, cushion covers, bags, pots, and many more adding to the creative list. Varieties of products are being imprinted by this embroidered fabric by the women weavers.

In this way, this cotton silk blended fabric has been touched by the wand of innovation and transformation, thus adding more glamour to the entire look.



Kirron kher at lakme fashion week 2013 in ikat saree

Source- <http://globalfabrichub.blogspot.com/2015/09/patan-patola-silk-of-gujarat.html>

CHAPTER II



01. ABOUT CRAFT

02. DESIGN

01.
Products
Raw Materials
Tools and Equipment
Production Processes

02.
Motifs & Evolution
Colours



Ikat products

Source- <https://kharakapas.com/products/blue-ikat-mules>

<https://www.indiamart.com/vj-enterprises-hyderabad/products.html>

<https://www.utsavpedia.com/attires/pochampalli-ikat/>

PRODUCTS

Ikat isn't only used to create sarees but also used to create a wide range of other Indian ethnic garments such as salwars, anarkalis, skirts, and lehengas. Nowadays, with advancements in machinery, it's used in interior décor and for furnishing fittings such as bedspreads, rugs etc.

Spinning machine and reeling machine

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/tools-and-raw-materials>



RAW MATERIALS

The primary raw materials used are yarn (cotton, silk, etc). The fabric is weaved in both cotton, silk and also a mix of both commonly known as sico. For the resisting of the dye, rubbers are used. These dyes are generally obtained naturally from flowers and other plant-based products. In addition to the above mentioned is the handloom that is used to weave the fabric.



Processed cotton thread

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/tools-and-raw-materials>



Handloom



Traditional spinning wheel,

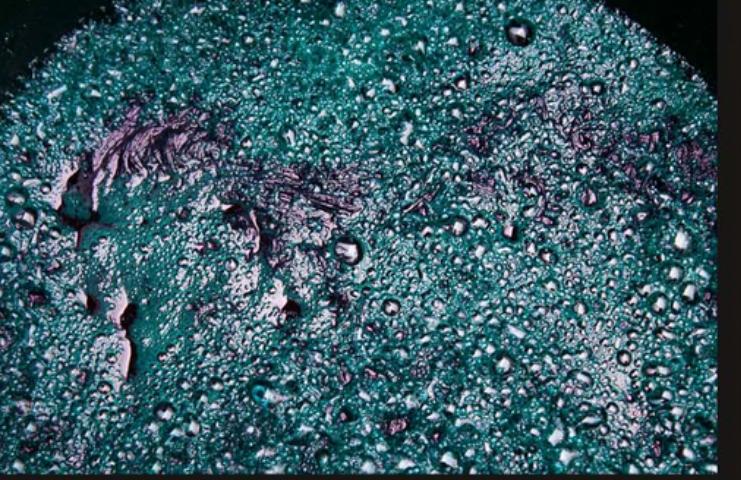


warping frame

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/tools-and-raw-materials>

TOOLS & EQUIPMENT

Other than the raw materials mentioned earlier, weaving a handloom saree requires tools and machinery like weaving loom, dyeing machine, fly shuttle warping wheel, reed, spinning machine, reeling machine, spools, and spindles. Cycle Tubes are also required to tie the warp yarns before the process of dyeing.



Making A Pochampally Ikat Sari
Source: Praveen Dwivedi at Pochampally Village - <http://desitraveler.com/wp-content/uploads/2013/05/steps-of-making-of-pochampally-ikat-sari.jpg>

PRODUCTION PROCESS



The bundle is placed and spread on the reeling wheel

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/spinning-process>

SPINNING PROCESS

REELING

The cotton yarn after dyeing is brought for the spinning process. A bundle of yarn is placed on the spinning wheel machine. The cotton strand is reeled to spools and the wheel is operated. The workers simultaneously keep joining the broken strands for continuous reeling of the threads. These spools are then sent for the warping process.

MAKING SPINDLES

The yarn is placed on the Charka-spinning wheel is transferred into spindles. These spindles are later used to insert into fly-shuttle, which is used in the weaving process.



Modern method of making spindles

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/spinning-process>



Dyed threads are again brought for another level of warping

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/warping>

WARPING

After spinning, the cotton yarn is rolled on the warp wheel from multi-ply spools. The yarn is wrapped manually. The accuracy of this tying process eventually determines the quality of design produced. After warping the yarn is twisted and folded and sent for weft process. Weft process is done twice, one's before dyeing and another time after dyeing.



Warp is stretched and tied between two poles



Cotton thread is laced to divide the warp in segments

Image Source- <https://www.dsoucre.in/resource/cotton-sari-pochampally/warping>

Rubber strips are used because it holds the threads tight

<https://www.dsource.in/resource/cotton-sari-pochampally/tie-and-dye-process>



TIE & DYE PROCESS

In Pochampally village, the Ikat weaving is called as chit-ku. Required designs are marked on the prepared warp threads. According to the designs, rubber strips are tied on areas, which should not be dyed, and the exposed threads are dyed with color. After one round of dyeing those rubber strips are removed and tied on different areas, which should not be dyed again. This step is repeated until all the colors of the estimated design have been dyed on the thread. The dyeing process for the tie and dye process is done manually as different colors have to be dyed one by one on the yarn. Plain color dyeing is done in the dyeing machine as only one color is dyed for all the yarn.



Warp thread are attached to reed
Source- <https://www.dsource.in/resource/cotton-sari-pochampally/jointing-process>



*After tying the amount
threads are tied with cotton
thread to avoid breakages.*

JOINTING PROCESS

Weft yarn is brought for the jointing process. The yarn is passed through a reed and then attached to a handloom for weaving. After weaving is completed a small amount of yarn is left in the reed and the weaved fabric is cut. The yarn is then tied to leftover thread in the reel for the next weaving process. Each yarn is knotted one by one with the remaining threads in the reed. This process is known as the Jointing process.

This process is done manually and takes 1 to 2 days for one set of weft. After the jointing process, the reed is fixed in handloom, and the weaving process is started.



The warp threads are joined to the reed threads
Source- <https://www.dsource.in/resource/cotton-sari-pochampally/jointing-process>



Pulley helps to operate fly-shuttle

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/weaving>

WEAVING PROCESS

The prepared reed is fixed to the weaving loom and the weaving process is started. The weaver interlaces the cotton threads of warp. The shuttle passes through the threads to interlock the threads of warp. Artisans use different colors of contrasting threads while weaving to create designs. The proton of woven cloth is wounded to the wooden beam, which is located in front of the weaver. After weaving of 6 yards of fabric, the portion of the unwoven warp is intentionally left before and after the sari weaving, which is later knotted for fringe.



Pedal movement helps to handle warp allowing fly shuttle to operate

Source- <https://www.dsource.in/resource/cotton-sari-pochampally/weaving>



Skilled artisans are expert in folding the sari systematically
Source- <https://www.dsource.in/resource/cotton-sari-pochampally/weaving>

It takes nearly 2 to 3 days to complete one sari. The length of 3 saris warp is loaded into the loom at a time. For bed sheet weaving big handlooms are used. Thus the weaving is completed and sari is folded in traditional manner for the market.

DESIGN

COLOUR

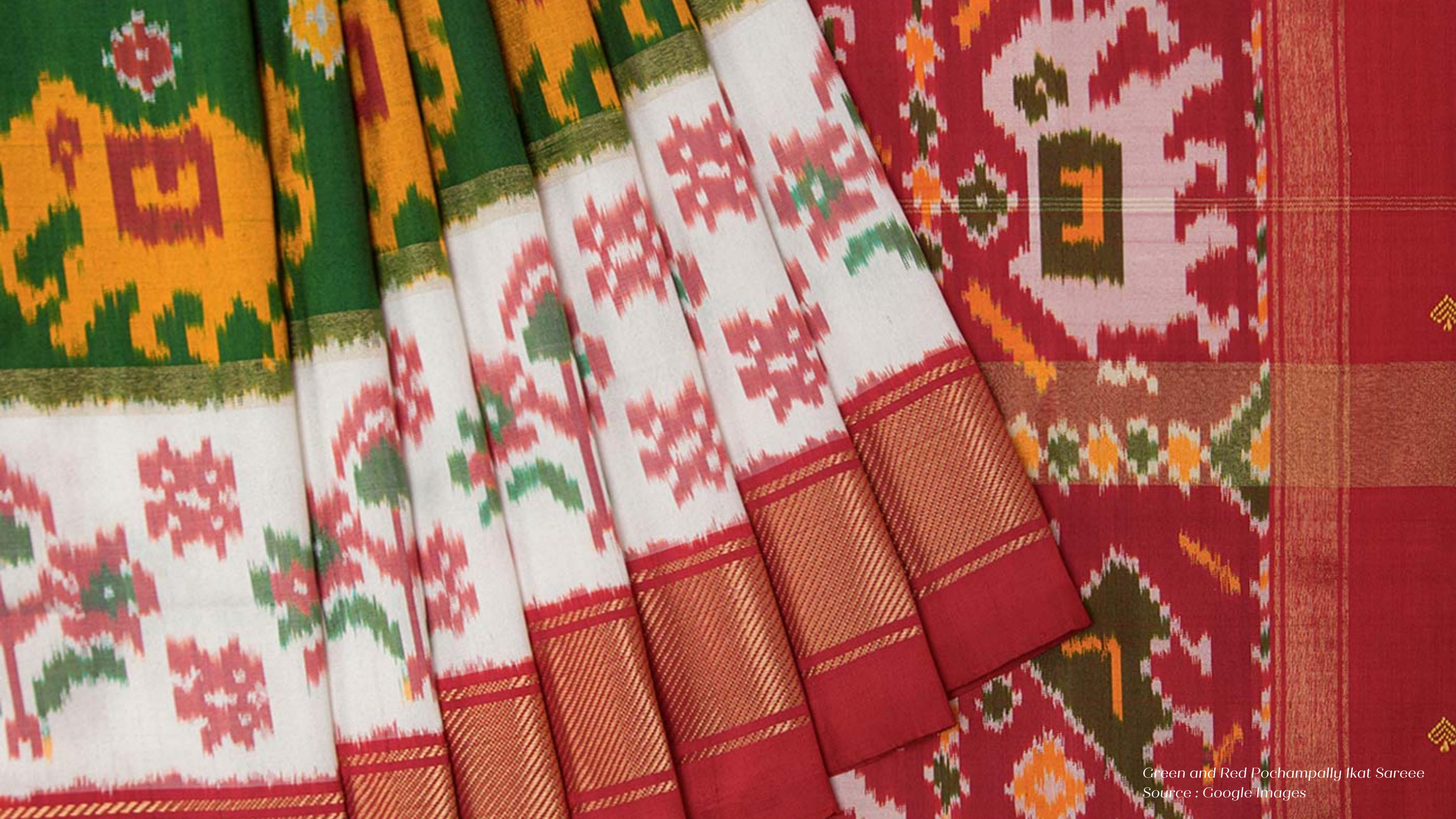
Pochampally Ikat sarees get their colour from natural sources only. The colours are normally bright with orange, yellow, dull gold and pink ruling the roost. The pattern is mostly dull gold, but with the introduction of new motifs, you'll often find brighter colours present in the design too.



Initially, lighter colors are dyed and then darker colors are dyed on them.
Source : <https://www.dsouche.in/resource/cotton-sari-pochampally/tie-and-dye-process>

MOTIFS & EVOLUTION

Pochampally Ikat sarees are famous for their geometric patterns on them. However, modern Pochampally sarees borrow heavily from the Patola sarees of Gujarat, which means that the motifs are a mix of elephants, parrots, dancing girls and flowers. The traditional motifs are interspersed within the geometric grid, which is unique to the saree



Green and Red Pochampally Ikat Sareee
Source : Google Images

CHAPTER III



01. ABOUT THE MAKERS

02. DATABASE OF
ARTISAN

03. GALLERY

01.
Artisan Profile

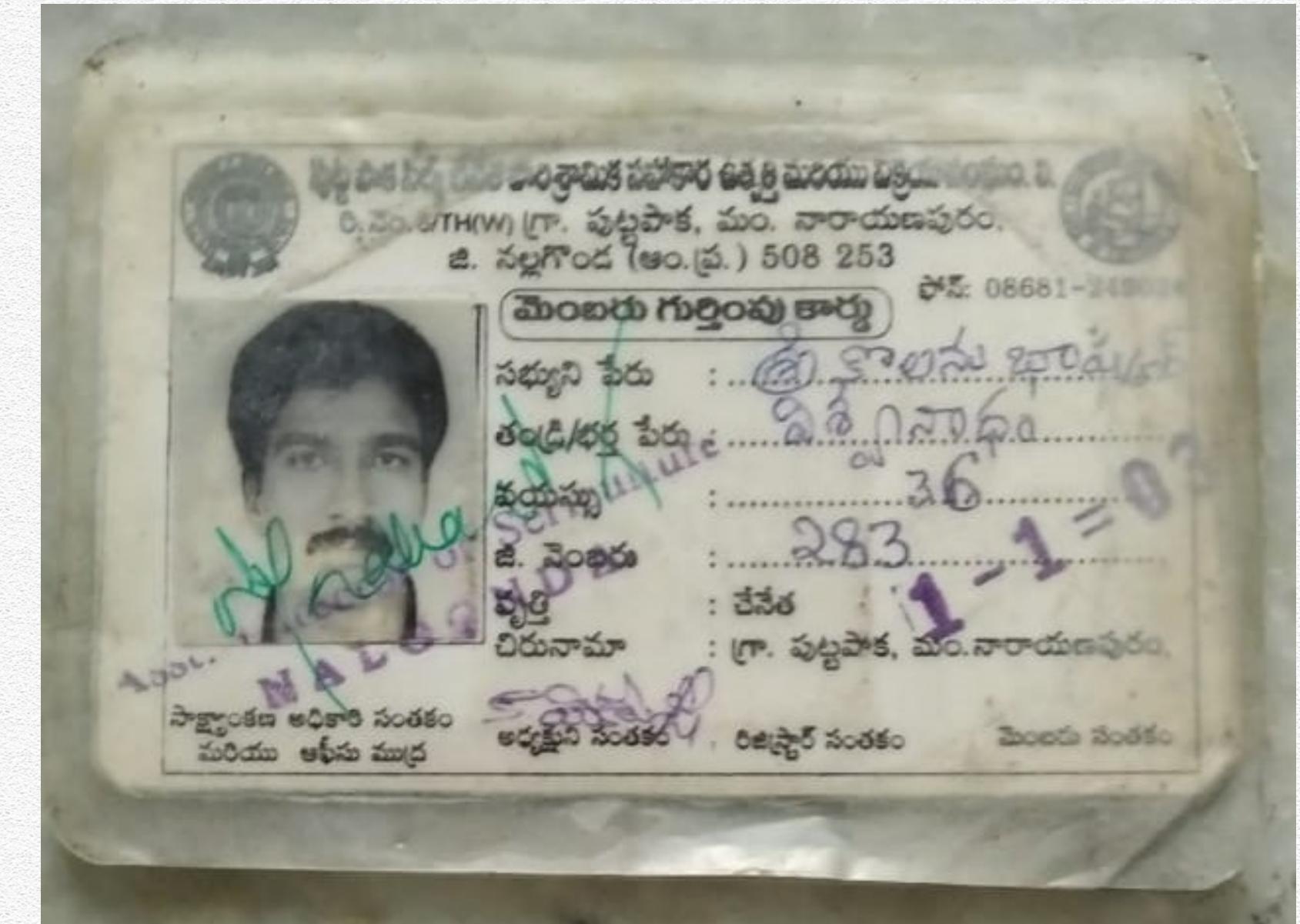
02.
Name, address, profession,
Numbers of years of experience,
Telephone or mobile no.

03.
Collection of images obtained from the artisan.



MR. KOLANU
BHASKAR

CRAFTSMAN'S PROFILE



Pembarthi Handloom Membership Card

IN CONVERSATION

Artisan Bhaskar is a 51-year-old Pochampally craft person. Its been 36 years working in the craft profession. He is from village Puttapaka, Yadadry district, Telangana. He taught to many people who had received honorable awards. His wife Kolanu Padma is a 42-year-old who helps his husband in work. Artisan Bhaskar entered into craft world when he is in 7th grade. he learned this craft from his father and grandfather and stopped education after 10th.

Kolanu Padma wife of artisan Bhaskar learned the craft by seeing is husband working.

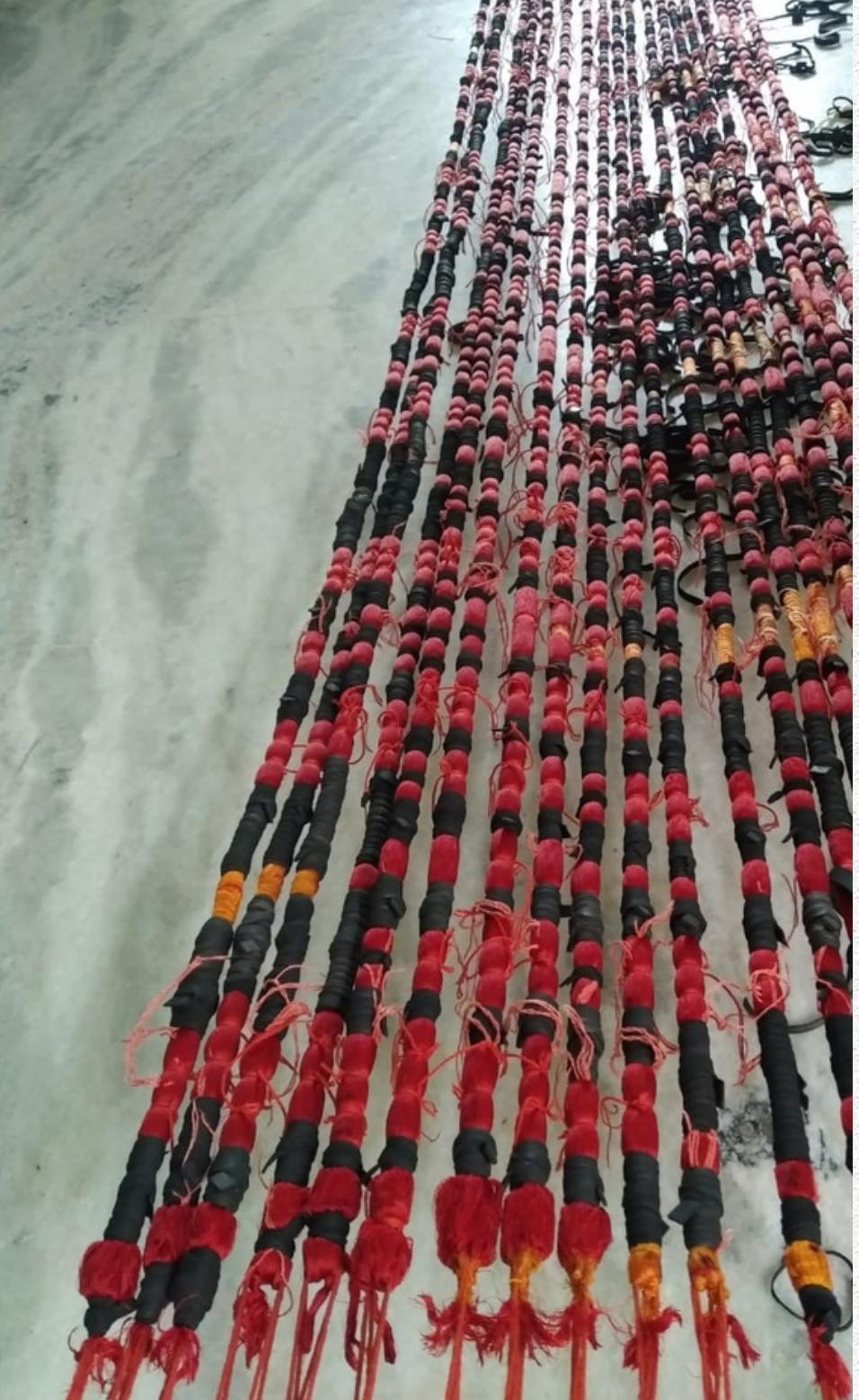
He migrated to Hyderabad for his children education and its been 16 years in Hyderabad. His son did B.tech not interested in craft and his daughter got married. This hierarchy of doing craft may end with artisan Kolanu Bhaskar being a very hard worker.

PHOTOGRAPHS BY KOLANU BHASKAR

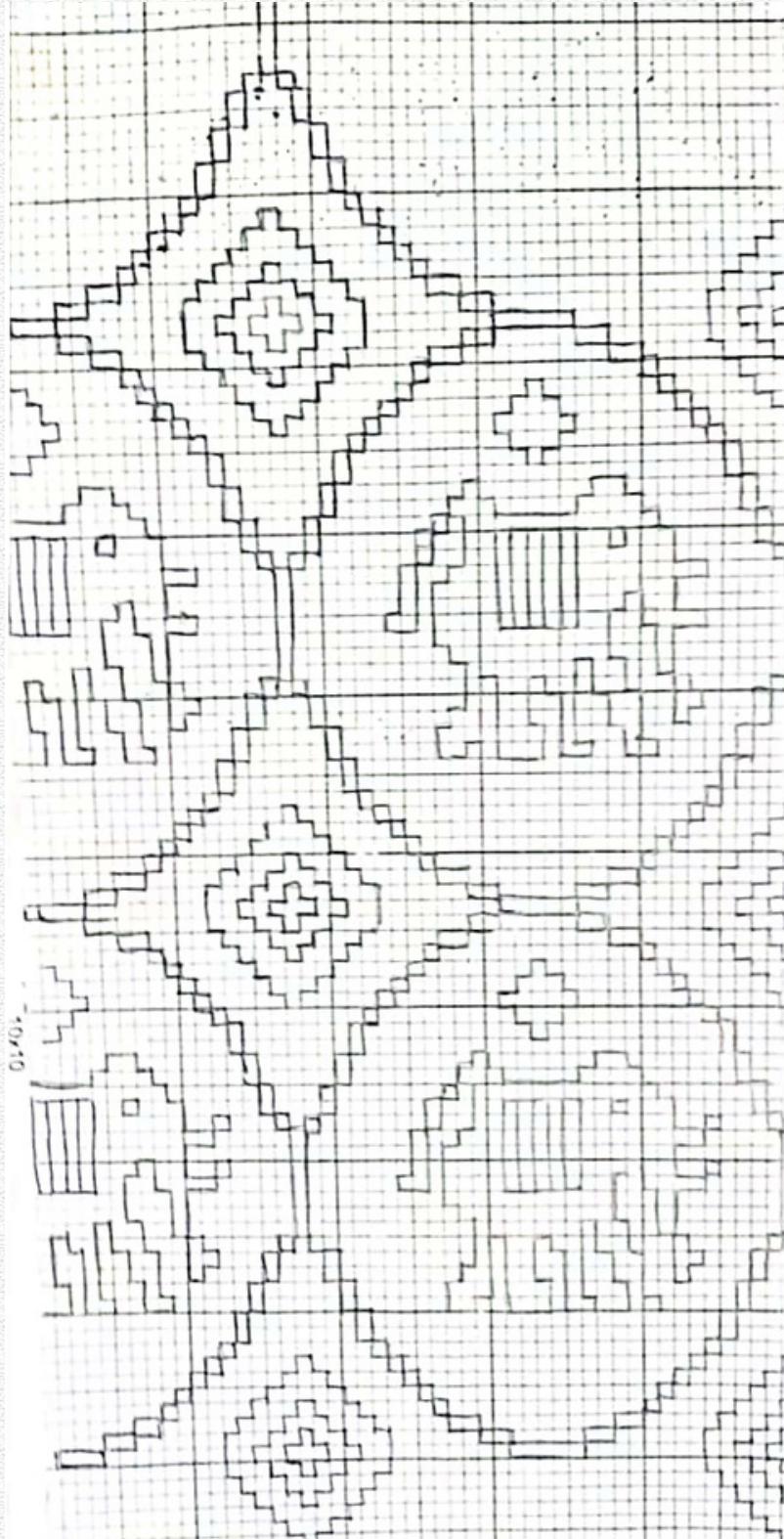


Transferring design on wrap.

64MP AI TRIPLE CAMERA
Shot on realme X7 5G



Process before Weaving.



CHAPTER IV



01. MARKETING
STRATEGIES

02. ISSUES AND
CHALLENGES

03. DESIGNERS

- 01. Traditional and Existing market conditions
- 02. SWOT Analysis
- 03. Influence of the Craft in Fashion World

PPOCHAMPALLY HANDLOOM PARK LTD.



Pochampally handloom park

Source- <https://rebelarunaa.wordpress.com/2020/02/22/handloom-pochampally-ikat-pattu-cheeralu/>



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Ikat Art store

Source- <https://pochampally-handloom-park.business.site/>