



सत्यमेव जयते
Ministry of Textiles
Government of India



Manual for India Handloom Brand Products

A rich history of Indian Handloom for the modern world

Manual for Handloom Brand

The products are woven using natural fibers like cotton (organic, non-organic), silk (Mulberry, Tassar, Eri, Muga), Wool, Linen, Jute and their blends.



1. What is Handloom Brand

It is an endorsement to quality of handloom products in terms of raw material, processing, embellishments and other parameters beside social and environmental compliances. It differentiates high quality handloom products. It is an initiative of Ministry of Textiles, Government of India.

2. What is the Gain

- **100% Handloom-** The products are woven on handlooms and not by machines. Human skill and intensive labour are involved in its production. Since hand woven, these are softer and more comfortable than machine products. There are endless varieties of design, colour, pattern, layout and texture which are not possible in machine products. It may be customized also.
- **100% Natural-** The products are woven using natural fibers like cotton (organic, non-organic), silk (Mulberry, Tassar, Eri, Muga), Wool, Linen, Jute and their blends. No synthetic yarn is used in the product. Products of natural fibres are more comfortable because they absorb moisture/ perspiration quickly from the body. They are more breathable also because more air pockets are present in the yarns and fabrics.
- **Assured fast colours-** Colours of the product are very fast to sunlight, washing, dry-cleaning and rubbing. So the colours of the fabrics will not fade during its use.

- **Skin friendly dyes-** Products have been coloured with dyes free from banned amines which are carcinogenic. So the branded fabrics do not have any bad impact on health of the users, specially the fabrics which are worn next to skin.

- **Organic Cotton-** A special category of products using organic cotton is available.

- **Natural Dye-** Natural dyes like Indigo, Kattha, Harda, Pomegranate, Onion, Turmeric, Heena, Majistha etc are used for an exclusive range of products.

- **Socially Compliant-** There is no child labour involved in producing the fabrics.

- **Defect free-** The products are tested stringently in the laboratory of Textile Committee for their quality. Branded products are defect free as per standard parameters.

3. What are all the products branded

Hand woven products of all States have been covered. It is a continuous process.

- Sarees
- Dress material/fabrics
- Shawls
- Stole/Dupatta/Scarf/Muffler
- Home furnishing, Bed linen, Kitchen linen, Table linen.
- Garments of India Handloom Brand fabrics.

4. How to Know the Branded Products

- Every product carries a label with India Handloom Brand logo and registration number.
- A separate tag mentioning quality parameters like type & counts of yarn, ends/picks per inch, size is affixed.
- Genuineness of the label may be verified from a list of registered users hosted on www.indiahandloombrand.gov.in.

5. Who are Registered for Brand

- Producers of handloom fabrics.
- Producers of garments and made-ups using India Handloom branded fabrics.
- No traders are registered for the brand.

6. How the Brand is Registered

- Applicants can apply online at www.indiahandloom.gov.in.
- Registration fee is ₹ 500 + service taxes as applicable per item in each product category with maximum fee of ₹ 5000 + service taxes as applicable for all items applied by the same applicant.

- Officials from Weavers' Service Center visit the production facility/premises for verification.
- Stringent quality testing of fabric samples is done in the laboratory of Textiles Committee, Mumbai.
- Periodic surveillance visits are made to the premises of the registered users by officials from Weavers' Service Centre.
- Registration is cancelled if the product fails to meet specified quality parameters.

7. How the Brand Helps

- Customers will be assured of high quality products with fast and safe dyes.
- Weavers will be able to get higher wages by interacting directly with the market.
- Buyers and exporters will be able to source branded fabrics.
- Lists of registered manufacturers and the dedicated stores are hosted on the official website of India Handloom Brand (www.indiahandloombrand.gov.in).

*Special characteristics
of
Branded products*



Balaramapuram Saree

- Traditional Saree produced at Balaramapuram in Thiruvananthapuram district in Kerala, in which design appears very prominently on the saree because of rib weave.
- Design appears identical on both sides of the fabric. There is no rough or unfinished-like appearance on the back side of the fabric.
- Basic texture i.e., thread density of the fabric is higher than that of similar cotton sarees.
- Less starchy finish in the saree so it is softer to touch.



Chendamangalam Dhoti

- Very popular Dhoti produced at Chendamangalam in Ernakulam district in Kerala is woven with undyed grey cotton yarns.
- Design appears very prominently on Kasavu both side border and cross border.
- Basic texture i.e, thread density of the fabric is higher than that of similar cotton dhotis.
- Less starchy finish in the Dhoti to get softer touch.



Chettinadu Cotton Saree

- Traditional saree woven at Chettinadu in Shivaganga district of Tamil Nadu has small stripes in different colour at the joining of the borders in warp way on both sides.
- Simple extra warp designs are employed.
- The texture of the saree is relatively thicker.
- The sarees are having broad stripe or check patterns.
- Chettinadu sarees do not have extra weft designs in the body.



Gujarat Single Ikat Saree

- Contemporary saree woven in Surendranagar district of Gujarat is perfectly reversible cloth with same appearance of the design on both sides.
- Intensity of the colours in the design also appears same on both sides of the fabric, whereas if the fabric is printed, then colours in the back side of the fabric will be lighter.
- Contours of the designs are always hazy.



Kasargode Saree

- Traditional Saree woven in Kasargode of Kerala is having stripes, check patterns in tie & dye technique to obtain solid border on pallu appearing very prominently.
- Basic texture i.e, thread density of the fabric is higher than that of similar cotton sarees.
- Lesser starchy finish (loom sizing) in the saree so it is so soft to touch.
- Catch card system is also used for solid border.



Khandua Silk Saree

- Khandua Silk Saree or ikat produced in various districts of Odisha is different from the Pochampali and Patola of Gujarat due to its yarn grouping systems.
- Geometrical pattern are found in Pochampally or Patola. Continuous floral pattern/ and shaded effects are seen in Odisha Ikats.
- Designs on face and back side of the fabric appear same.
- Blurriness is noticed in the designs due to yarn tie-dye.



Kuthampully Saree

- Traditional Saree woven at Kuthampully in Thrissur district of Kerala in which designs appear very prominently in side borders, body and pallu.
- Sarees are mostly woven with undyed yarns like Balarampuram Sarees.
- Basic texture i.e, thread density of the fabric is higher than that of similar cotton sarees.
- Less starchy finish in the saree to get softer touch.



Matka Noil Home Furnishing

- Produced in Bhagalpur, Bihar & Malda, West Bengal, the fabric is densely woven and is apt for home furnishing range.
- The surface of the fabric has short fibres which gives rough texture on the fabric.
- Fabric handle is soft when compared with similar cotton fabric.
- Different woven structures like basket, hounds-tooth, diamond etc are used.



Rib Mat / Place Mat

- Produced in Kerala, Tamil Nadu and Panipat has thick ribs in weft or horizontal direction.
- It is one of the components of table linen.
- It is rectangular piece of cloth of size 30-35 cm width and 45-50 cm length.
- It is generally woven in plain weave texture to get a firm texture.



Runner/Place Mat

- Produced in Kerala, Tamil Nadu and Panipat is one of the components of table linen.
- It is rectangular piece of cloth of size 33-35 cm width and 150-200 cm length.
- It is generally coarser and has woven texture.
- It can be plain, stripe or checks design depending upon the market need.



Tussar Silk Saree/Fabric

- Produced in Chattisgarh, Bihar, West Bengal and Odisha generally hand reeled Tussar (Kosa) is used in natural state in weft.
- Rough, coarse texture and weft bars are visible due to unevenness of the yarn.
- Color varies from yellowish beige to brown in natural state.
- Causes creases / wrinkle easily, especially with water.
- Creates rustling sound when rubbed together.



Baluchari Silk Saree

- Traditional saree woven in Bishnupur in West Bengal can easily be identified from the construction of long pallu and placement of its design motifs in perfect rectangular closed corners maintaining continuity of the designs without break.
- Basic fabric is heavier and more compact than Benarasi Saree.
- Designs are made with extra weft using silk yarn. No jari is used as done in Benarasi or other silk saree.



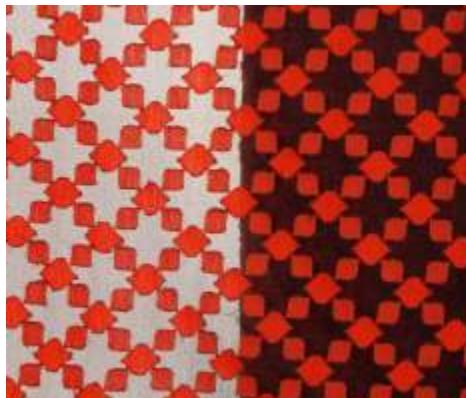
Benaras Brocade Saree /Fabric

- Woven in and around Benaras in Uttar Pradesh made of silk and jari are heavily designed with intricate floral and / or spotted motifs.
- Satin weave used in the base fabric.
- Metallic visual effects prominently appear in the fabric.
- Floats of wefts are not found in face or in back side of the fabric.
- It has heavy weight due to use of metallic yarn and compound texture.



Benaras Cutwork Saree/Fabric

- Woven in and around Benaras can easily be identified by viewing cutting edges of extra weft threads at back side of the fabric.
- There will be no clean outer edge of the designs.
- Since design threads are cut from both sides, the same may be taken out easily from the fabric with the help of a pin.



Chanderi Saree/Fabric

- Produced at Chanderi in Ashok Nagar district of Madhya Pradesh in which warp thread is un-degummed mulberry silk whereas weft thread is cotton, which is not commonly used in any textile products.
- Due to un-degummed silk warp, the fabric texture is somehow not very soft.
- The fabric is not compactly woven. It is transparent and light weight, very suitable for summer wear.



Maheshwari Saree/Fabric

- Traditional product woven at Maheshwar in Khargon district of Madhya Pradesh in which generally the border design of the saree is reversible. The design looks similar from both sides.
- In warp, un-degummed mulberry silk yarn and in weft cotton yarns are used.
- These sarees are heavier and more compact than Chanderi Saree.
- Normally, there is no designing work with extra threads in the body of the saree.



Kancheepuram Silk Saree

- Woven at Kancheepuram in Tamil Nadu, the saree is the heaviest among all other silk sarees.
- Separate set of warp threads are attached in the pallu using petni technique. Trimings are noticed in the joining.
- Solid borders of contrast colours are woven using ‘Korvoi’ technique. Interlocking of threads in the borders is noticed.



Jamdani Cotton Saree

- Woven in Nadia and Burdwan districts of West Bengal. Jamdani fabrics can easily be distinguished by seeing the extra weft which is usually inserted in the ratio of two ground thread and one design thread.
- Bulging effect is seen at the design portions of the fabric since design thread is coarser than ground thread.
- The extra un-cut weft is interlaced with warp threads to form the design from left to right and vice versa in such a way that it cannot be pulled off.



Kullu Stole/Shawl

- Traditional products of Kullu district of Himachal Pradesh in which designs are developed with different coloured weft threads of short length.
- No continuous thread from one end to other is used in design area.
- Basic fabric has diagonal twill lines.
- Kullu shawl is famous for its intricate multi-colour strong geometrical pattern woven with woollen yarns.



Mangalagiri Cotton Saree/Fabric

- Popular product of Mangalagiri in Guntur district of Andhra Pradesh has basic texture more compact than that of similar cotton sarees.
- Extra warp designs are spread continuously without any gap upto the selvedge of the saree.
- The texture of the fabric is relatively soft since there is not starch finish.
- Mangalagiri dress materials do not have any extra weft designs on the body.



Pochampally Ikat Saree/Fabric

- Traditional product of Pochampally in Yadadri Bhuvanagiri district of Telangana is perfectly reversible cloth with same appearance of the design on both sides.
- Intensity of the colours in the design also appears same on both sides of the fabric, whereas if the fabric is printed, then colours in the back side of the fabric will be lighter.
- Contours of the designs are always hazy.



Muga Silk Fabric

- Heritage product woven at Sualkuchi in Kamrup district of Assam has natural rich golden color. Texture is glossy and lustrous.
- Durability is beyond life time, which is a known fact.
- As the fabric ages its golden luster increases.
- Moisture regain capacity is about 30%, which are more than other silks.
- Muga silk fabric absorbs 85.08% of the harmful ultra violet rays in sunlight.



Kota Doria Saree / Fabric

- Traditional product of Kota and Baran districts of Rajasthan has basic texture in combination of cotton and silk yarn. Cotton yarn gives check effect and silk yarn gives transparent effect on the fabric.
- One small check has 4 micro checks creating an illusion which is the special characteristic of Kota Doria Saree.
- Design does not appear very prominently on the saree.
- It is a light weight open textured fabric and soft to touch.



Uppada Jamdani Silk Saree

- These sarees are produced at Uppada in East Godavari district of Andhra Pradesh in which the designs are perfectly woven along with the plain ground cloth without any float on both sides of the fabric.
- The extra weft is interlaced with warp threads to form the design from left to right and vice versa in such a way that it cannot be pulled off.
- In Uppada silk jamdani saree, floral patterns, parrots and animal designs in bold form are woven by using silk / zari.



Tanchoi Saree/Fabric

- Produced in and around Benaras in Uttar Pradesh.
- Feel of the fabric is very smooth.
- Base fabric weave is satin.
- Density of warp is very high compared to weft.
- No floats are visible in back side of the fabric which is flat in appearance.
- Back side appears as a shadow of designs of the face side.



Benaras Butidar Saree/Fabric

- Produced in and around Benaras in Uttar Pradesh.
- Butidar fabrics can easily be distinguished by seeing the Buta/ Buti all over the surface.
- It is woven either by Karhwa/Fekua technique of weaving.

In Karhwa technique, extra float is not visible on backside of fabric, whereas in Fekua the backside of the saree has float, which may or may not be cut.

- Butis are arranged in straight /half drop/any other pattern of repeat.



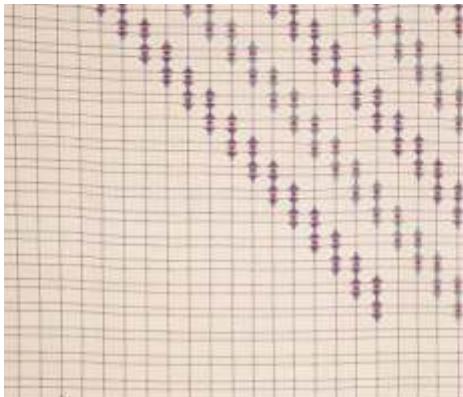
Begampuri Cotton Saree

- Begampuri Saree woven at Begampur in Hooghly district of West Bengal can be distinguished by the presence of designs and ‘Chiur’ (Designs made by wooden pattayas) technique of weaving in some varieties.
- Contrast colours are usually arranged in body and borders. Some varieties are woven with ‘Khejurchuri’ though it is originally derived from Dhanikhali gharana.



Cotton Pattu- Shawl/ Chadar

- Produced in Jodhpur, Bikaner and Jaisalmer districts of Rajasthan.
- Design is achieved by extra weft technique without use of jacquard or dobby.
- Design is always in contrast colour.
- Coarser yarn is always used hence the shawl is heavier.
- Only geometrical patterns like line, zig-zag, diamond, triangle etc. are woven.



Dhaniakhali Cotton Saree

- Dhaniakhali Saree produced at Dhaniakhali in Hooghly district of West Bengal can easily be distinguished by the presence of ‘Khejur Chori’ design thread, an arrangement of special weft threads of twisted cotton yarns in two colours woven in pallu portion.
- In this saree picks per inch is always more than ends per inch.
- Grouping of two warp threads in the saree is noticed since bamboo reed is used.



Ilkal Saree

- Woven at Ilkal in Bagalkot district of Karnataka has the uniqueness of joining the body warp with pallu warp with a series of loops is noticed in the back side of the saree.
- Solid coloured border of the saree is generally broad (4 to 6 inches).
- In the body of the saree, there are coloured stripes and checks, but not in the pallu.
- Generally, the traditional colour of the saree is Red / Green /Yellow and the patterns in the pallu are woven in white colour.



Karvati Silk Saree

- Traditional saree of Vidarbha region of Maharashtra in which hand reeled tasar is used. Fabric appearance is not flat and uniform. There are uneven picks in irregular fashion.
- Feel is harsh and the colour is darker beige
- Saw tooth designs of various sizes are woven in the border of the saree in tapestry technique.



Mekhela Silk Dress Material

- Heritage product woven at Sualkuchi in Kamrup district of Assam has natural rich golden colour. Texture is glossy and lustrous.
- Durability is beyond life time, which is a known fact.
- As the fabric ages its golden lustre increases.
- Moisture regain capacity is about 30%, which are more than other silks
- Muga silk has proved that muga silk fabric absorbs harmful ultra violet rays in sunlight.



Pochampally Ikat Cotton Saree/Fabric

- Traditional product of Pochampally in Yadadri Bhuvanagiri district of Telangana is perfectly reversible cloth with same appearance of the design on both sides.
- Intensity of the colours in the design also appears same on both sides of the fabric, whereas if the fabric is printed, then colours in the back side of the fabric will be lighter.
- Contours of the designs are always hazy.



Odisha Single Ikat Saree/Fabric

- Traditional product of various districts of Odisha is different from the products of Andhra Pradesh and Patola fabric of Gujarat due to its yarn grouping systems.
- Generally in Odisha the weavers prepare grouping of yarn with 2, 3 or 4 picks where in Patola or Pochampally designs are made out of 8 picks that is why we found geometrical pattern in Pochampally or Patan patola unlike Odisha Ikat here we find continuous floral pattern/ also shaded effects are seen in Odisha products which are unique in Ikat products.



Pochampally Ikat Cotton Bed Sheet

- Traditional product of Pochampally in Yadadri Bhuvanagiri district of Telangana is perfectly reversible cloth with same appearance of the design on both sides.
- Intensity of the colours in the design also appears same on both sides of the fabric, whereas if the fabric is printed, then colours in the back side of the fabric will be lighter.
- Contours of the designs are always hazy.
- Unlike multi-treadle designs its surface smooth due to plain weave.



Salem Silk Dhoti

- The chief attraction of the Salem silk Dhoti produced in and around Salem in Tamil Nadu is its luster which is created by flattening the surface with the help of small brass / steel plate on the loom itself.
- The jari in the border and pallu is also unique. Design appears identical on both sides.
- Solid contrast borders on both sides of the Dhoti are woven with 3-shuttles.
- Many times, two differently coloured borders are woven like Red & Green, Blue & Red, Green & Orange.



Tangail Cotton Saree

- Woven in Nadia and Burdwan districts of West Bengal, Tangail sarees can be identified from the extra warp designs in the borders essentially, and designs in the body which are produced with the help of Jacquard for lifting the threads.
- Coloured threads are used for the designs as well as in the whole body of the saree.
- Bulging effect is seen at the design portions of the fabric.



Venkatagiri Cotton Saree

- Produced at Venkatagiri in Nellore district of Andhra Pradesh, Venkatagiri saree is not having very compact texture as compared to Balrampuram Saree.
- Borders have plain Zari stripe without extra warp design
- Small extra weft design in body and pallu with zari adds beauty to the Venkatagiri saree.
- Generally it is light coloured, light weight and soft to touch since very less designing is done and also less starch is put on yarns.



Tweed

- Produced in various villages in Himachal Pradesh and Jammu & Kashmir, it is medium-to-heavy weight fabric.
- Rough in surface texture and produced in a great variety of colour and weave effects
- Weave designs used in Tweed includes herringbones, diamonds, chevrons, cross twills and checks.
- Most tweeds are colour woven from dyed yarns but some are piece-dyed.



Shantipuri Cotton Saree

- Woven in Nadia and Burdwan districts of West Bengal Shantipur saree can easily be identified from the extra warp designs. No other saree will have unique design arrangements like 'Bhomra', 'Terchi', 'Rajmahal', 'Chandmala', 'Gont', 'Dorokha', 'Nilambari', 'Ganga Jamuna' etc.
- Generally, no extra weft Buti designing is done in the saree.
- Comparatively stiff starch finish is applied on the same.
- Comparatively high ends and picks are seen in the saree.



India Handloom Brand Products

Product	Items
Cotton Sari	Jamdani, Tangail, Shantipuri, Dhaniakhali, Begumpuri, Bichitrapuri, Bomkai, Kotpad, Pochampally, Venkatgiri, Uppada, Siddipet, Narayanpet, Mangalgiri, Chetinad, Balararamapuram, Kasargod, Kuthampally, Awadh Jamdani, Odisha Single Ikat, Madhavaram, Polavaram.
Dhoti	Balararamapuram, Chendamangalam, Salem.
Silk Sari	Baluchari, Muga Silk, Assam Silk, Khandua, Berhampuri, Bomkai Silk, Benaras Brocade, Tanchoi, Benarasi Butidar/Jangla, Benarasi Silk Satin Jangla/Butidar, Benarasi Cutwork, Pochampally, Dharmavaram, Kanchipuram, Arni Silk, Molkalmuru, Paithani, Patan Patola, Tasar Silk, Ashawali Silk, Tirubhubanam, Uppada Jamdani, Ilkal, Gujarat Single Ikat, Gujarat Double Ikat, Karvati, Salem Silk, Covai Silk.
Cotton-Silk Sari	Chanderi, Maheswari, Kota Doria, Ilkal, Gadwal, Covai Kora Cotton, Benarasi Cutwork.
Cotton Dress Material	Odisha Ikats, Pochampally Ikats, Mangalgiri, Jamdani.
Silk Dress Material	Tanchoi, Benarasi Cutwork, Benarasi Butidar/Jangla, Benarasi Brocade, Odisha Ikats, Pochampally Ikats, Tasar Fabric, Muga Fabric, Mekhela, Chadar, Tasar-ghicha Fabric, Eri Dress Material, Dharmavaram Pavadas, Ashawali Brocade, Banarsi Silk Satin Jangla/Butidar, Tasar Balkal Fabric, Tasar Dupion Fabric.
Cotton-Silk Dress Material	Chanderi, Maheswari, Mashroo, Benarasi Cutwork.
Cotton Bed Sheet	Odisha Ikats, Telengana Ikats, Atobi.
Home Furnishing	Tasar Ketia Fabric, Matka Fabric, Matka-Noil Fabric, Place Mat, Rib Mat, Runner, Pattu Cushion Cover Fabric, Bath Mat, Cut Shuttle Durry, Rugs.
Shawl/chadar	Kani Shawl, Kinnori Shawl, Kullu Shawl, Tangaliya Shawal, Kutch Shawl, Wangkhei Phee, Shaphee Lanphee, Cotton Pattu.
Stole/Scarf	Woolen Stole, Silk Stole, Tasar Silk Stole, Tasar Dupion Silk Stole, Cotton Stole, Odisha Ikat Cotton Dupatta, Kotpad, Kutch Stole.
Tweed	Woolen Tweed
Organic Cotton Sari	Organic Cotton Sari
Organic Cotton Fabric	Natural Dyed Denim Fabric, Plain Fabric, Twill Fabric (Stripe or Check), Grey Fabric, Dress Material, Yoga Mat, Terry Towel.
Natural Dyed Non-organic Cotton Fabric	Denim Fabric, Plain Fabric, Twill Fabric (Stripe or Check).



100% Handwoven

100% Natural yarn

Assured fast colours

Skin friendly dyes

Socially compliant



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