

Project Report

For a Minor Research Project

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On

DEVELOPING A NEW DIMENSION IN THE LIFE OF  
THE WOMEN ASSOCIATED WITH TRADITIONAL  
HANDICRAFTS OF KACHCHH

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## Conclusions and Recommendations

The dyeing and printing industry located in the field of study is mainly concentrated in Anjar and Bhuj and operating at a small scale. The traditional dyeing and printing is the speciality of this region. The processes of the industry have undergone major changes during the last two three decades due to diffusion of technology. With these changing modes, the manufacturing processes have become complex in nature. The phenomenal growth of population and rapid technical development has increased the demand of manufactured items to a high level.

Small scale industries like the dyeing and printing one occupy a place of vital importance in the economic development. These industries have registered phenomenal and spectacular growth and become prominent through their multifaceted contribution in terms of production, investment, and foreign exchange earning and employment generation. A small industry is labour intensive and requires lesser investment and the gestation period is also very short.

### Achievements

In the study area, the dyeing and printing industry has flourished at a high speed during the last two three decades. Earlier it was being run as a cottage industry now it has developed as a small scale industry. Favorable geographical factors, interest and experience of entrepreneurs, availability of cheap rural labour, large domestic market of the country and presently a noticeable growth in the development of the industry.



1992 labours has got employment in the industry. In Anjar and Bhuj more than half of the industrial labour is engaged in this industry. The percentage of labours of this industry account 29.00 and 36.00 respectively in Anjar and Bhuj. As more dyeing and printing industries will be established, it will increase employment opportunities.

#### **Production of Cheaper and Low Value Added Cotton Fabrics**

The dyeing and printing units of the study area produce Bandhani sarees, bed sheets, dress materials as well as it produce printed dress and bedsheets lungi etc. This type of product having comparatively low price. But uniqueness of Bandhani product is having hold on market this can not produce accept manual bandh, to reduce the cost of product it is produced by printing . During the survey of market prices of the product it is noticed that the consumer price of Bandhani saree of the study area is 275-700 Rs. But for printed bandhani saree is available in 175-225 Rs. The price for bandhani dress is 350 Rs. and printed dress is 200-225 Rs. Therefor the products of the study are having relatively low price for cotton material and cover a wide market.

#### **Use of Synthetic Dyes**

The industry now different kinds of synthetic chemicals are used in various processes of dyeing of bandhani and printing. Dyeing is traditional art of Kachchh, various dyes are used on cotton fabric. These include naphthol and bases dyes, reactive dyes vat dyes etc. Naphthol dyes are relatively cheaper and also dyes are used in major quantity in Kachchh. In case of batik printing it gives better result as naphthol dyes are called ice cold dyes.

#### **Increase In Production of Dyed and Printed Cotton Materials.**

The uniqueness of bandhani is such it does not have the substitute, it consistently increasing demand in market. The data show that during last 6 years the bandhani production

Earlier the dyeing and printing industry grew very slowly in the study area because the demand and supply was confined to the local markets. Before 1947, due to lower purchasing power of the consumers most of the coarser varieties were used to be dyed and printed. This was one reason that indigenous industry had been able to hold its own in competition with mill products. Another reason is that the dyers and printers still thrive in consequence of their ability to gratify the love of colour so popular amongst either sex in Darbar of Gujarat. The tie and dye sarees of Jamnagar and Kachchh have been the specialty of this region. The traditional turbans were dyed and printed with fast and bold colours. Initially, this work was wholly done at domestic level. The dyeing and printing unit of the study area is that different processes relating to the production are done by separate units because of their small scale operation. The total no. of units working in study area is 105.

Source of Employment Generation

Establishment of dyeing and printing industry in the study area has generated employment opportunities to the rural as well as urban labour in the industry. In this region where larger area is under rain fed and arid conditions, this industry is the important source of livelihood for the labourers working in the industry. The industry has also provided more employment opportunities at a relatively low capital cost. Small scale operation of this industry does not need high degree of skill. It largely requires unskilled and semi-skilled labours. A small number of skilled labour is only required in the printing of cloth and mixing of dyes.