



The J&K State Handloom Development Corporation plays a multifaceted role for the development of the handloom sector and the economic upliftment of weavers and artisans. It provides pre- and post-weaving facilities including raw materials at the door steps of weavers and helps them in technology upgradation and design development.



A tweed coat

J&K State Handloom Development Corporation

The Jammu & Kashmir State Handloom Development Corporation was established in 1981 with the objective of providing technical and financial support to weavers to help them improve their production methods/techniques and product marketing.

Since its inception, the Corporation has been playing a vital role in establishing Common Facility Centres in far-flung areas of the State and implementing various developmental/ welfare schemes of the Central and State governments for the economic upliftment of weavers and artisans.

Today, the Corporation provides pre- and post-weaving facilities including raw materials at the door steps of weavers apart from helping them in technology upgradation and design development.

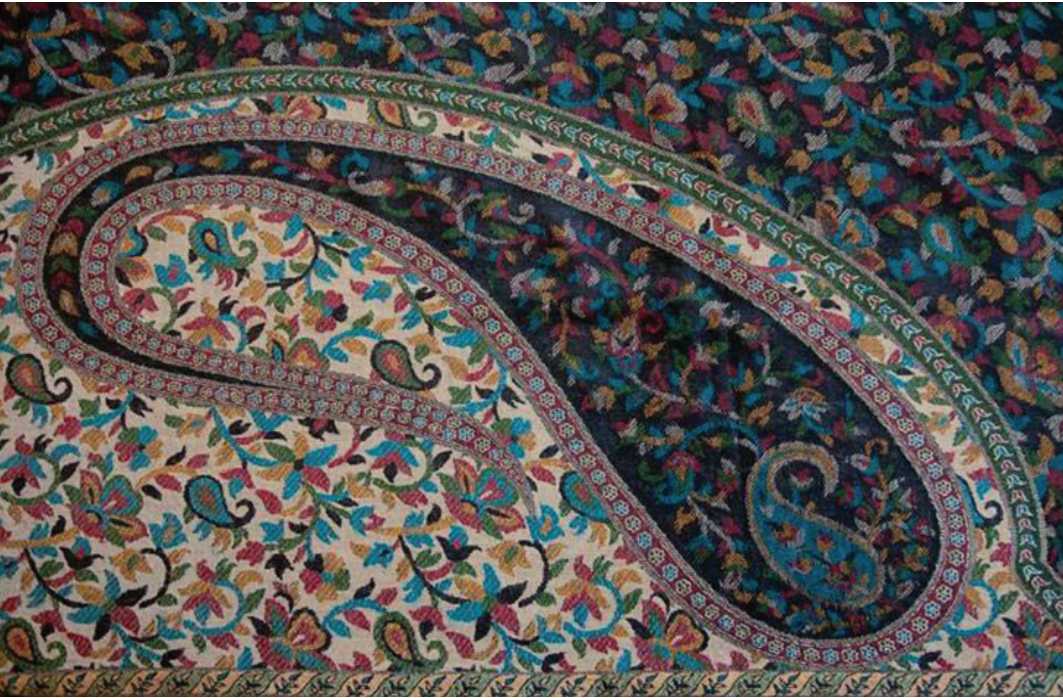
Centralized and decentralized sectors

At present, the Corporation gets its products made from the weavers working in the centralized and decentralized sectors. In the decentralized sector, weavers work from their home. They are provided raw material (i.e., yarn) at their workplace, and they produce material (fabric) and give it to the Corporation. In the centralized sector, production is carried out by weavers within the project premises under the direct control of the Corporation. Presently, in Export Oriented Handloom Development Project (EOHDP), Samba and Solina, Rambagh, centralized production is being carried out.

Technology, design support to weavers

In Jammu & Kashmir, handloom production is a secondary vocation for a good number of weavers, as they are mostly engaged with agriculture. Considering this ground reality, the Corporation strives to ensure that weavers are updated with product and design innovations and the use of the latest technology so that they could upgrade their skills to produce as per market requirements.

For technology upgrade, weavers have been provided modern fly shuttle/semi-automatic looms, which have helped them increase their production capacity. Also available to them is the Corporation's help in design development and quality upgradation of their products. These support measures have enabled weavers to increase their earnings.



A Pashmina Kani shawl woven in antique almond design at the Poshish Kani Shawl Project, Kanihama



Weavers of the Pashmina Kani Shawl Project, Kanihama, weaving a delicate Pashmina Kani shawl

Innovative product range

The Corporation is presently engaged in the manufacture of innovative and diversified products. Its product range includes fine tweed, waist-coats, pherans, fine count Raffal shawls, Royal Pashmina shawls, Kani shawls, fine cotton and linen items.

Taking its design development efforts to a new direction, the Corporation collaborated with the National Institute of Fashion Technology (NIFT) to create modern designs for pherans. This collaboration resulted in creation of 3,000 pherans in 30 designs of different colour shades, embroideries and sizes. These pherans were launched in 2016-17 and attracted good response at retail sales.

New designs in tweeds have been introduced and also transferred to blazers and waist coats, which have attracted very good marketing response. The Corporation has even tied up with Reid and Taylor and Raymonds and supplied them tweed cloth. Similarly, cotton cloth was converted into bed sheets, pillow covers and other medico textile items for supplies to Central/State government hospitals and organizations such as Directorate of Health Associated Hospitals, Jammu/Kashmir; SKIMS-Soura, Srinagar; JVMC-Bemina, Srinagar; Hospitality & Protocol and Tourism Departments, J&K Govt; and Indian Railways, Govt. of India.



Woollen tweed coat for ladies

Woollen tweed coat for ladies

Hand-woven tweed coat for gents

Marketing support

Providing a marketing cover to individual weavers, societies and handloom/SSI textile units is a primary function of the corporation. To perform this function, the Corporation establishes and maintains showrooms, retail outlets and trade centres. It has also contributed to the economic well-being of weavers by providing them instant marketing cover through payment for their production at the time of its delivery.

As an extension of its marketing role, the Corporation organizes as well as participates in exhibitions and trade fairs to showcase handloom/textile products and spread information regarding the J&K handloom industry. It is also in touch with various export agencies in Jaipur for export of linen and fine cotton cloth. It is hopeful of receiving export orders.

Plan for brand creation & promotion

The Corporation intends to associate with talented fashion designers for its ready-made products to create its brand image in the State and outside. The plan is to get associated with young qualified fashion designers/artisans/weavers through the Corporation website, where these people can apply for working with the Corporation. Even artisans and weavers can also apply to work for the corporation in their individual capacity. With this move, the corporation hopes to increase employment opportunities for the qualified enterprising youth as well as artisans and weavers.

Reviving sick units

The Corporation has reactivated production in Basholi, Budgam, and Samba units. Around 50 employees have been engaged to look after production in these units. These projects are still in the revival mode.

At the Basholi unit, hand-spun hand-woven Pashmina shawls and stoles would be produced. At the Budgam unit, Raffal (worsted) shawls and stoles, Kani Pashmina shawls, traditional pherans and woollen tweed cloth are expected to be produced. The Samba unit after revival is expected to produce Dusooti cloth, Mazri cotton cloth, casement cloth, fine cotton cloth, and linen/cotton shirting cloth.

Future plans
Purchasing wool locally in Kashmir and processing it to make finished yarn of different colours and specifications which is currently imported from other States.
Utilizing the finished yarn made from wool for making traditional products like woollen tweeds; supplying the yarn to weavers at reasonable rates at their door steps and creating a yarn bank.
Establishing a production/sale showroom for Kani shawls at Kanihama, which is enroute to Gulmarg, a world-renowned holiday destination; this project has been submitted for clearance to Development Commissioner Handlooms, Government of India.
Upgrading the Corporation’s showrooms in terms of infrastructure, technology, fabric designs, finishing techniques, presentation, and advertisement to make its brand competitive with other brands and target high-end customers.
Reviving and boosting Samba’s block printed handloom cotton sheets with revival projects in both centralized and decentralized sectors; the revival to boost local employment generation.
Upgrading the test houses at Solina and Samba so that all Corporation products meant for sale are tested and standardized.
Starting e-commerce to sell the Corporation’s products.

Tradition and innovation at JKHDC

To encourage the traditional handloom sector, JKHDC has successfully carried forward the programmmes concerning the weaving of tweed at Solina, Srinagar, and the production of cotton at Samba. At Solina, world-class tweed of new as well as traditional designs is being woven. Since the inception of the Corporation, thousands of weavers have been inspired by the demand and success of tweed weaving and have subsequently set up their own small-scale weaving societies to earn their living.

Similarly in Samba, the old tradition of cotton weaving and printing is being encouraged. A boost to the handloom sector and to the many workers associated with this sector is envisioned through the activities of this centre. Association with the centres at Solina and Samba and involvement in handloom work has provided good exposure to these weavers, which manifests itself in improved weaving skills and an increase in their income. Therefore, these centres are not just contributing towards the economic growth of the community members but through capacity building and skill development are also enhancing the quality of employment for the associated weavers.

