

Opportunities across value chain in Telangana

- India offers a unique opportunity for a global textiles player not only to leverage the ecosystem to set up manufacturing base, but also to meet the growing demand for value added textiles.
- The presence of both backward linkages right upto the fibre and forward linkages right upto the retail, in physical as well as virtual platforms, supported by large pool of manpower with skills, make it a ready to exploit opportunity for the industry
- Telangana has a friendly investment ecosystem and its location gives connectivity to all the major markets in India. The state has already showed success in its endeavours and has obtained commitments from marquee investors like Youngone, Korea based textile to garment company and Welspun, one of the largest Indian home textiles exporters
- Telangana is well known for historical Textile sector operations with 50,000 power looms, 17,000 handlooms and a skilled work force. The State's natives form a significant part of the work force in other textile clusters in Western India. Telangana is the 5th highest cotton producing state in India with annual production of about 5 million bales (15% of India's production). This is supported by the spinning industry with an aggregate capacity of about 1 million spindles. There are weaving clusters in the state with about 50,000 looms.
- Telangana offers the advantage of geographic location for the textile industry. Finished products can be transported to the Southern markets, particularly, the state's capital city of Hyderabad which is one of the leading metros having a population of ~ 7 million. Hyderabad offers huge opportunity for retail, with Ikea having set up its first India store here.
- [Link for "Know More" on textiles in Telangana](#)

Competitive Advantage of Telangana

- Large producer of cotton in India
- Central location in India
- Access to large consumer markets
- Huge potential for technical textiles
- Conducive environment for new entrants and foreign investments
- Focus sector for Government
- Availability of physical Infrastructure
- Policy support by Government of Telangana
 - Capital Assistance
 - Operational Assistance
 - Infrastructure Support
 - Capacity building and Skill development Support

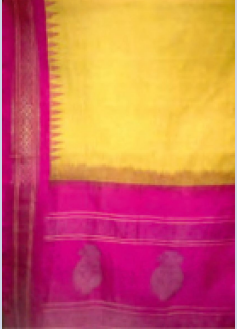


Handloom Tradition of Telangana

- Handlooms of Telangana contribute significantly to the India's craft heritage
- The ethnic designs and patterns of Pochampally Ikat, Gadwal Cotton, Silk & Sico sarees, Narayanpet Cotton and Silk sarees, Warangal Durries, Karimnagar Bed sheets & furnishings, Gollabhama sarees of Dubbaka, shows the exemplary skills of handloom weavers of Telangana
- There are more than 17,000 handlooms in Telangana and form an important aspect of life in many villages and towns
- The State Government has accorded high priority to handlooms and completed a unique handloom census in 2019, which focussed on geo-tagging of all the handlooms in the State. Thus, each and every handloom in the state is tagged with a unique ID and associated with the owner – i.e. the handloom weaver and household
- This census data is being used by the Govt to introduce schemes which are directed at the real beneficiaries i.e. the weavers who are weaving on the handlooms and thus avoiding any duplicacy


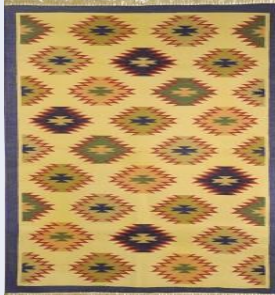
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- The handlooms in Telangana have also received GI status for the following varieties:
 - Pochampally Ikat
 - Warangal Durries
 - Gadwal Sarees
 - Narayanpet Sarees
 - Gollabhama Sarees
 - Teliya Rumal
- Govt has also developed 8 (Aleru, Armuru, Shaympeta, Veltur, Kamalapur, Kanukula, Vemulavada, Pochampally) with fully infrastructure strength developed under Cluster development scheme
- A dedicated handloom park is being planned for Gadwal , apart from existing Malkapur Textile Park
- The handlooms of Telangana are highly regarded in the export market with many designers using these designs and motifs in fashion garments
- The handloom sector has a strong network of master weavers, and skilled artisans (handloom weavers) supported by other ancillary workers
- Investors desirous of developing designs for apparel made out of handlooms will enjoy strong linkages with the various clusters, supported by a strong demand from domestic as well as export market

Handloom Traditional Products of Telangana

Product	About the Product	Photo
Gadwal Sarees	<p>Gadwal sarees are produced in Gadwal and surrounding areas, in the erstwhile combined District of Mahabubnagar</p> <p>The raw material used in the production of Gadwal Sarees is silk and cotton along with zari. Cotton yarn is used, in the warp and weft in the body, whereas silk yarn is used in the warp and weft in pallu and border. Throw shuttle Pit/Frame Looms are used for weaving Gadwal Sarees</p>	
Narayanpet Sarees	<p>Narayanpet is a town, 70 Kms away from Mahbubnagar. The origin of Narayanpet Saree can be traced back to the period around 1630 AD</p> <p>Narayanpet saree is a fine count cotton saree normally woven with 60's-80's yarn both in warp and weft. It has small extra warp geometrical design in the border with Zari/Art silk. These sarees are woven in fly shuttle Pit Loom fitted with lattice dobby</p>	
Pochampally Ikat	<p>Pochampally is famous for the production of famous Ikat art of Tie & Dye both in cotton and silk. Patterns are transformed on to yarns in different colours by tying (resisting) and dyeing the exposed area repeatedly before weaving. The fabric woven through this technique shows a hazy pattern which is a wonderful classic in its own way. The design pattern is mainly inspired by geometry. The product category includes sarees, bed sheet, cushion cover and curtains</p> <p>Pochampally Ikat is the first Handloom and handicraft Indian Product to obtain Intellectual Property Rights Protection under Geographical Indications (GI) Act</p>	

Handloom Traditional Products of Telangana

Product	About the Product	Photo
Siddipet Gollabhama sarees	<p>Siddipet is the headquarters of Siddipet District in Telangana. Siddipet Gollabhama sarees are originally made of cotton with 60's-80ss yarn both in warp and weft with extra weft design in the border, body and pallu. These sarees are woven on Pit Looms and Frame Looms with extra weft Gollabhama (milk maid) motifs and geometrical designs in the border, body and pallu using traditional jala technique of weaving</p>	
Warangal Durries	<p>Warangal durries (also called as shatranjis) are of various designs like One-Two-Three, FullDil, Temple, Vanka, FeerDoshi, Surya, Keelam, Dilkush Interlock, Tie and Dye etc. Jainamaaz or prayer durries/rugs are also made in Warangal using the same methods and materials. They have fringes or stitches at the border of the durries. Warangal durries are of various sizes (in feet) ranging from 2x3 to 60x90</p> <p>The designs that are characteristic of Warangal durries are geometric, angular motifs used in tapestry weave structures, colored horizontal stripes used in jamkhans and shatranjis and the mihrab motif in the jainamaaz. The colors used are distinct with reds and blues used in combination with neutral colors. The design range also has flat weaves with raised or extra weft patterns</p>	

Schemes for Handloom weavers welfare

- The Government has introduced specific schemes for handloom weavers' welfare:
 - **Netannaku Cheyuta (Thrift Fund):**
 - Ensuring the weaver welfare is one of the top priorities of the Government of Telangana.
 - As a part of ensuring this, the existing state contribution towards thrift fund increased from existing 8% to 16%. In total it will be 24% of weaver wages ie. Weaver contribution will be 8% and state contribution will be 16%, with a maximum wage limit is Rs. 15,000/- per month for weaver.
 - Through this matching grant support from the State Government, Weaver will get direct benefit of 16% on wages and indirect benefit of 20% to 22% on maturity. Further, it is inculcating saving habits among the weaver community.
 - **Chenetha Mitra (wage compensation support):**
 - The objective of the Input subsidy linked wage compensation is to provide better wages to weaver artisan without compromising on manufacturer margin and to be competitive in the market.
 - Government of Telangana is giving 40% price subsidy on yarn purchases, this is in addition to the Government Of India 10 % yarn subsidy.
 - Government of Telangana is giving 40% on reimbursement mode, through DBT mode 35% to the weaver and allied workers Adhar- Loom linked account and remaining 05% to manufacturer, who made yarn purchases (TSCO/ Cooperative Society/ Master Weaver/ Weaver Entrepreneur).
 - Through this, 35% support of Input subsidy linked wage compensation, weaver and allied workers will get net 22 to 30% increase in their wages depending on their varieties woven. Further, manufacturer who is purchasing yarn getting converted the fabrics and market the goods will get 15% benefit ie. 10% from GOI through NHDC and 05% from the State Government will get net 6 to 10 % increases in their margin, which enable manufacture to compete in the market.