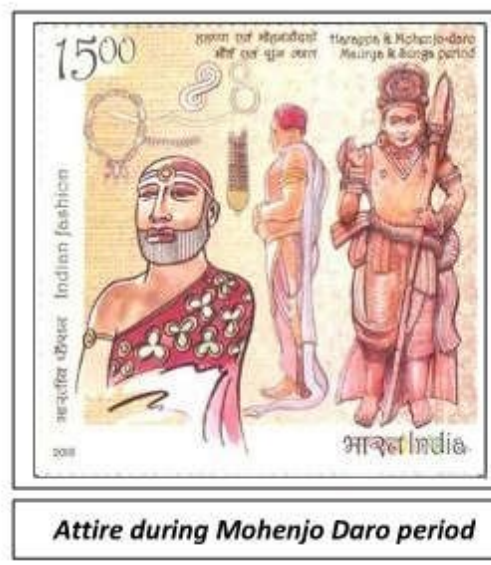


Geographical Indication-tagged Handlooms of Southern India

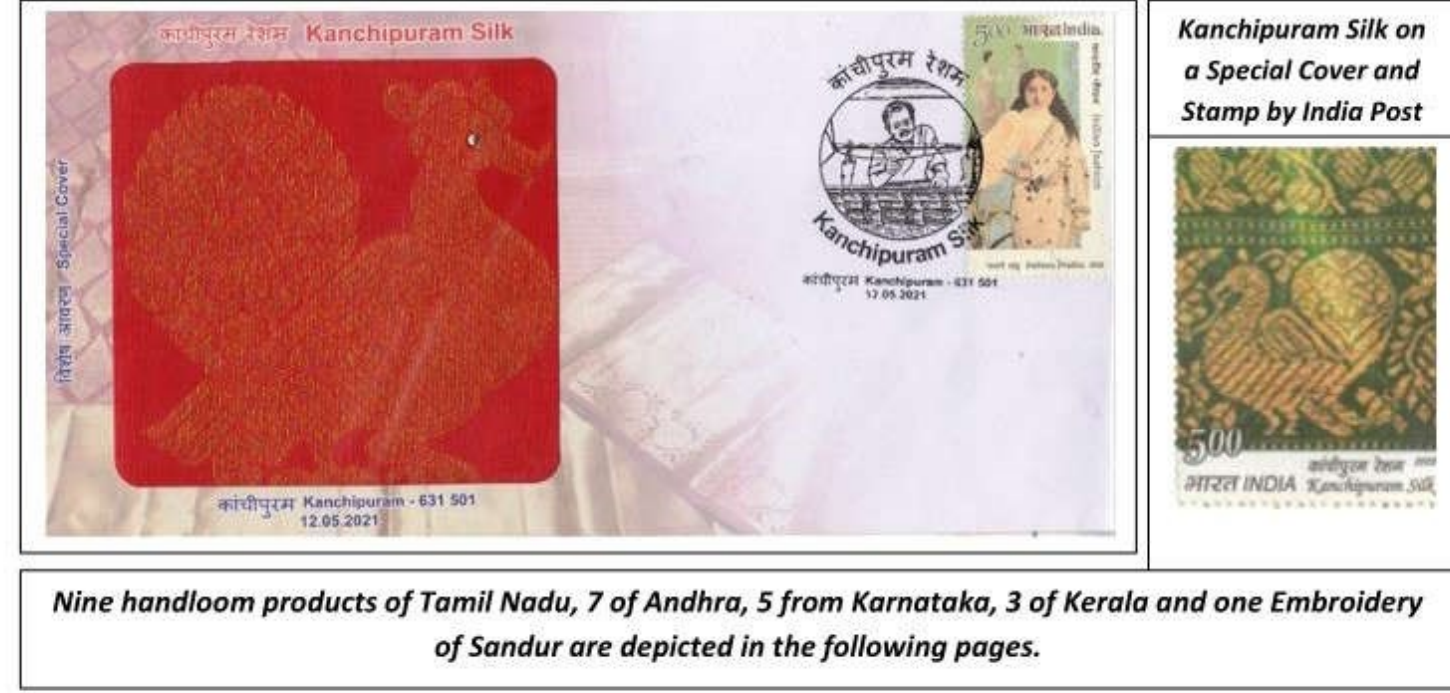
Handlooms have been a fundamental part of the human life since the dawn of the civilization. From the sculptured figures and engraved seals excavated from the Indus Valley civilisation, the dress of men and women consisted of two pieces of cloth-one resembling a dhoti, covering the lower part, and the other worn over the left shoulder and under the right arm. There are references in Tamil Sangam literature (dates back to 400 BC) to show that silk, cotton and woolen clothes were woven in Tamil Nadu and exported to many Arab and European countries. During the colonial period also, hand-loom textiles were shipped from many ports of Southern India.



Attire during Mohenjo Daro period

Handloom weaving was also flourished in Kerala, Telangana, Andhra Pradesh and Karnataka. These states of Southern India are famous for encouraging the traditional weavers to bring out clothes in various textures and designs.

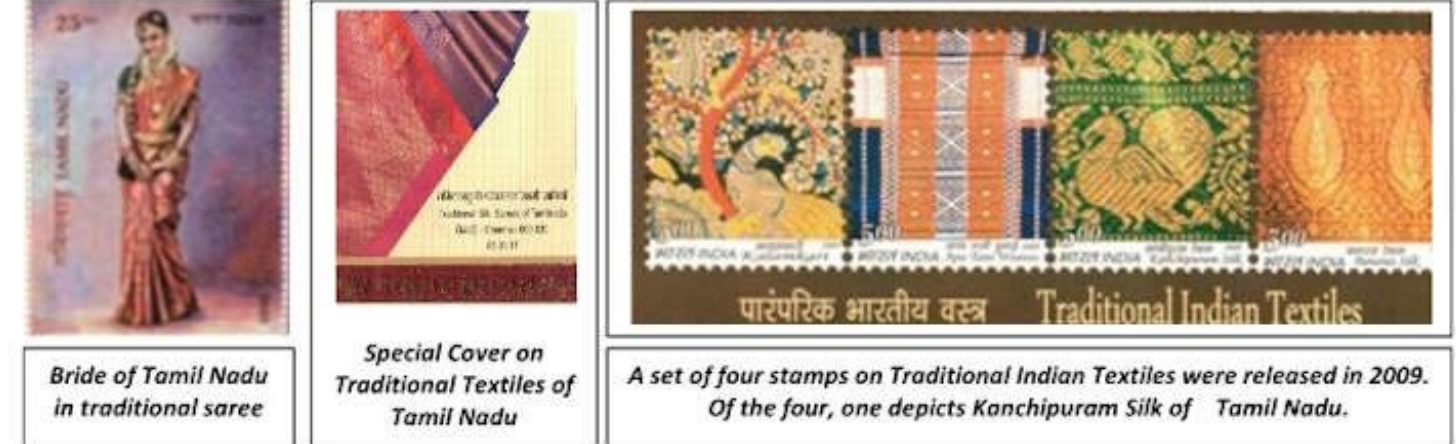
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Nine handloom products of Tamil Nadu, 7 of Andhra, 5 from Karnataka, 3 of Kerala and one Embroidery of Sandur are depicted in the following pages.

Traditional Textiles

Traditional handloom textiles are famous in Tamil Nadu. Uraiyur cotton and silk sarees are aged back to 300 BC during the earlier Chola Dynasty when they flourished in all grandeur. It is also said that sarees woven in Uraiyur were thin enough to fit inside a coconut shell. Legend has it that highly skilled weavers like Padmasalis, who are considered as the descendants of sage Markandeya were able to weave clothes with thread drawn from the stem of the lotus plant. Murals/fresco paintings discovered in 1931 in the Big Temple of Thanjavur show that King Rajaraja Chola (985-1014 CE) wearing silk cloth, worshipping Nataraja.



A set of four stamps on Traditional Indian Textiles were released in 2009. Of the four, one depicts Kanchipuram Silk of Tamil Nadu.

Stamps of India Post on handlooms/Textiles

Much before the issue of G I stamps, to commemorate the rich tradition in textile production, a set of four stamps depicting the images of Kalamkari, Apa Tani, Banaras and Kanchipuram silk sarees was issued on 10.12.2009. In 2019 a set of 12 beautiful stamps on Embroideries of India were released.

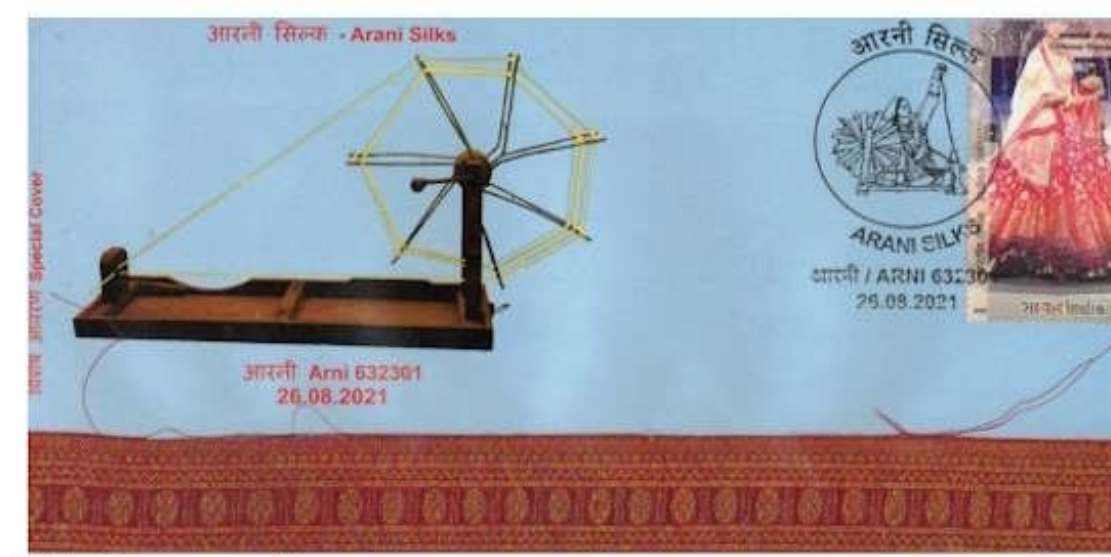


The Miniature Sheet displays traditional textiles of Bhopalpur (Bihar), Pochampalli Ikat (Telangana), Kashmir Pashmina, Tangaliya shawl (Gujarat) & Baluchary Saree (West Bengal)

TAMIL NADU : Arni and Thirubuvanam Silk

Arni Silk

In Tamil, Aru means river, and Ani means adorning. Arani means a place made beautiful by rivers. Arni is well known for its traditional handloom silk fabrics for its durability due to the mixture of colours used in the yarn. The type of silk used for both warp and weft is mulberry. In terms of design, graph sheets were used to develop the motifs. An interlocking border with contrast pallu called Korva is the signature style of Arani, and a check pattern called Kottadi was also in fashion.



The animal motifs and other large floral motifs of the Arni saree are influenced by the motifs of Temple architecture. These sarees are woven by two highly skilled weaver communities, Devanga and Saurashtra. The first flag hoisted in the Red Fort on Independence of India is a silk flag woven in Arni.

Thirubuvanam silk saree

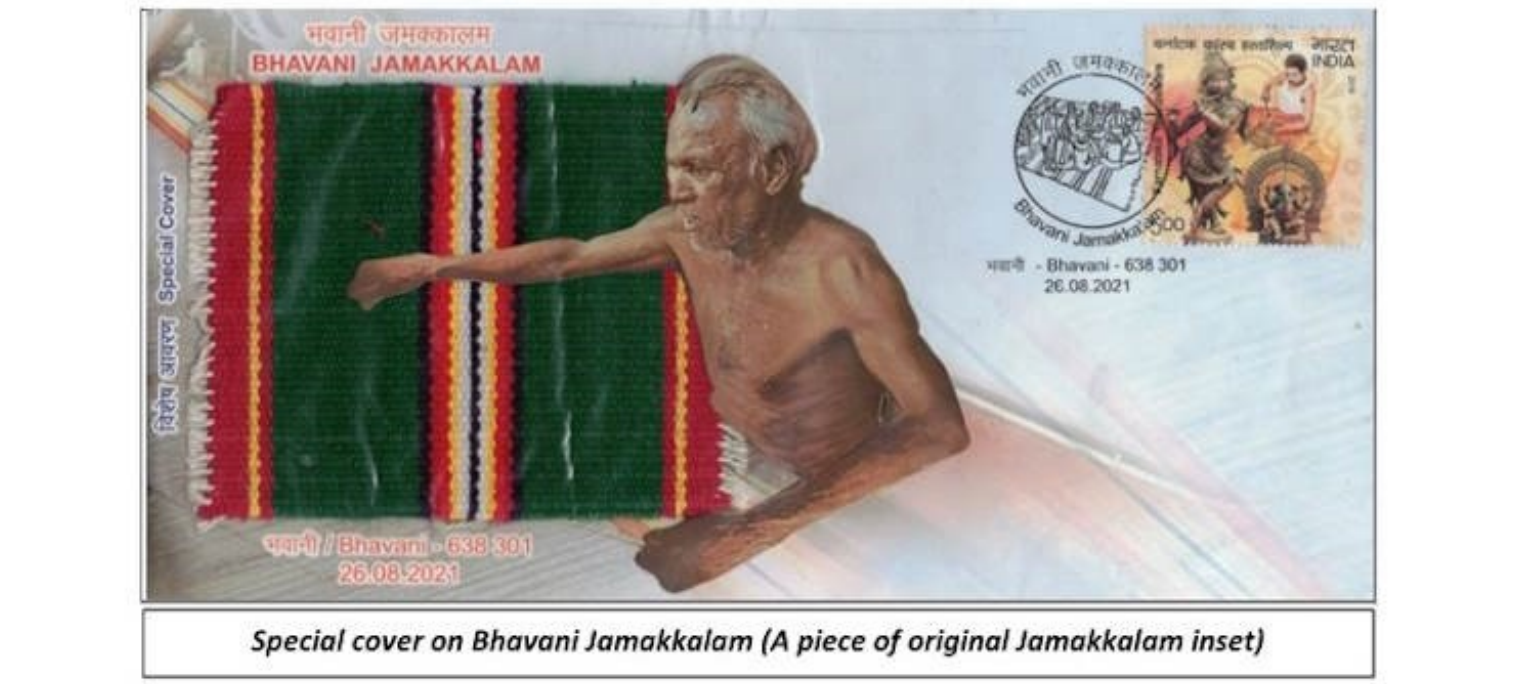
In the temple town of Thirubuvanam, several silk weavers design and produce beautiful, elegant sarees for women. Motifs of checks, stripes, geometrical patterns, birds, temples, flowers, leaves, fruits- name it and you'll find it on the Thirubuvanam saree. These sarees are not only considered to be rich in quality due to the fine silk usage but also aesthetically pleasing with heavy zari work, and the patterns on the saree are inspired by the temple architecture of Thirubuvanam.



It is the softness of the silk, glimmer from the golden zari, prismatic appearance, and cultural expression through the motifs that make the Thirubuvanam saree stand out amongst several others.

Bhavani Jamakkalam

In the late nineteenth century, competition from British made Indian weavers to invent new types of garments. In Bhavani, Erode District a community of weavers called Jangamars weaves a type of blanket using colored coarse threads called Jamakkalam, which is named after its town.



Special cover on Bhavani Jamakkalam (A piece of original Jamakkalam inset)

Two types of jamakkalams are produced in Bhavani. The first type is made from coarser cotton threads capable of producing carpets with colored bands. As the thread was coarser, designs could not be woven on to this type of carpet. Hence, a second softer variety of jamakkalams made of artificial silk threads were introduced enabling weavers to weave different kinds of border designs.



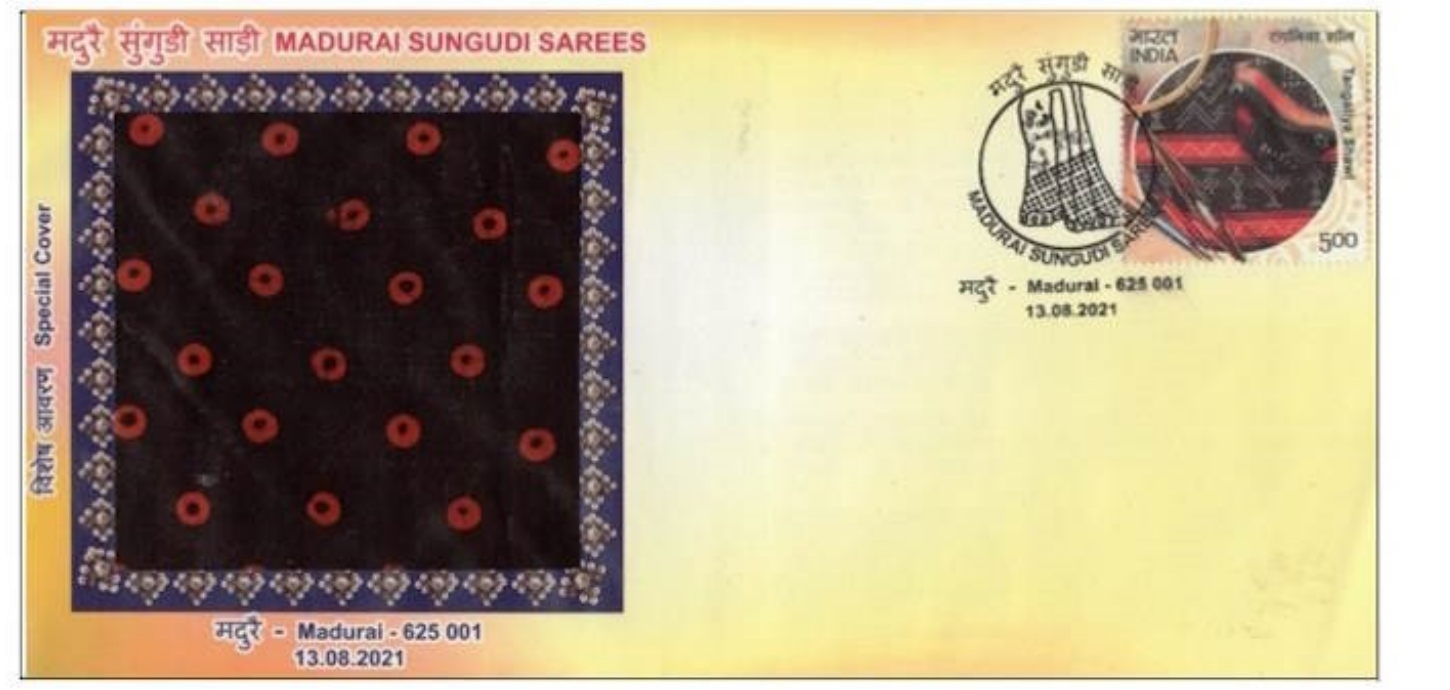
Special Cover on Bhavani Jamakkalam issued by India Post on 12.10.2021 during Europhil District level exhibition held at Erode

Madurai Sungudi

Around 500 years ago, Saurashtrian weavers migrated from Gujarat and settled in Madurai, when the Nayak Dynasty was ruling. These weavers were highly skilled artisans. Their women specialised in tying, while the men expert on dyeing. Once they settled in Madurai, they decided to bring their rich tie-dye heritage a new meaning by adding a local touch to their craft. The pattu-nool-karas, as they are called locally, incorporated the tie and dye craft in creating Madurai's signature textile, the Sungudi sarees.

One of the first products from Madurai to get the GI tag is the Sungudi sarees. These sarees are hand-woven with single dot patterns and natural dyes. In recent years, in view of tough competition from other textile fabrics, to meet the market demand this, "Sungudi" is produced with modern designs and techniques of block printing, wax printing and screen printing.

The pattu-nool-kar named this masterpiece of a weave as Sungudi, derived from the Sanskrit word 'sunam' meaning "round". The classic elegance of the dotted designs and restrained beauty of surface ornamentation created by the sungudi craft attracted the royal lineage of pre colonial era.



Special cover on Madurai Sungudi saree (A piece of original Sungudi saree inset)

Karaikudi Kandangi Saree

The original Kandangi saree is manually made using a winding machine, loom, shuttle and bobbin. It is a team effort of the families who live in the town of Karaikudi and it forms part of their livelihood. These sarees are characterised by the large contrast borders, and some of them are known to have borders covering as much as two-thirds of the saree.

The sarees are usually around 5.10 meters - 5.60 meters in length. The Kandangi sarees exude brilliant colours like bright yellow, orange, red and a minimal black in the traditional pattern of stripes or checks with broad borders woven in coarse cotton. Over the years, more interesting colours have been introduced for the saree, which is worn in a particular manner.

The scarcely documented Kandangi saree was introduced and patronised by the wealthy Nagarathar community of Chettinad. Characterised by their striking colour combinations, tall borders and the use of bold stripes and checks, these sarees were strong enough to last generations.



Special postal cover on Kandangi saree was released in 2021 by India Post. The cover contains a piece of original Kandangi saree cloth.

Kandangi sarees are handwoven sarees manufactured in the Karaikudi Taluk of Sivaganga District. The famous feature of these sarees is the long contrasting borders that sometimes cover even 2/3rd of the entire saree. The cotton sarees are made by the weavers of Devanga Chettians

Kovai Kora Cotton Sarees & Salem Venpattu

Kovai Kora cotton is a blend of silk and cotton and kora another product that is found more in the Sirumugam area. This mixing with silk produces the famous kora cotton which is weaved on a traditional hand-loom.

Eighty two Weavers Co-operative Societies in Coimbatore, Tiruppur and Erode districts have been certified as authorised dealers of Kovai Kora cotton. This is one of the major achievements as not too many societies in the country have been certified as authorised dealers of a product that has got GI registration.



Special postal cover on Kovai Kora Cotton saree was released in 2021 by India Post.

Salem Venpattu (Silk)

Salem, which got GI tag for two of its handloom products, is one of the primary handloom centers of Tamil Nadu. Saree, dhuti and angavastham are made out of silk yarn and cotton yarn.



Special postal cover on Salem Venpattu (Silk) was released in 2021 by India Post. The cover contains a piece of original Salem Venpattu (Silk)

Toda embroidery

The Toda embroidery has its origins in Tamil Nadu. The Nilgiri Hills, inhabited by the Todu community have their own style called pugur, means flower. This embroidery, like Kantha, is practiced by women.

The embroidery adorns the shawls. The shawl, called poothkhal, has red and black bands between which the embroidery is done. As Todas worship the buffaloes, buffalo becomes an important motif in the Toda embroidery among metvvi kaanpugur, Izhadvipuguti and others. Stylized sun, moon, stars and the eye of the peacock feathers are used in Toda embroidery.



The indigenous Toda women without modern literacy skillfully embroider patterns with geometric precision without any external aids. The Toda Embroidery also called "Pukhoor" got G.I. tag in 2013.



TELANGANA - Pochampalli Ikat & Siddipet saree

Pochampally Saree or Pochampalli Ikat is a saree made in Bhoodan Pochampally, Yadadri Bhuvanagiri district, Telangana State, India. They have traditional geometric patterns in Ikat style of dyeing. The intricate geometric designs find their way into sarees and dress materials. The Indian government's official airplane company, Air India, has its cabin crew wear specially designed Pochampally silk sarees. In 2005, this saree was given GI Tag.



Special cover and stamp on Pochampalli Ikat

Siddipet

Siddipet is famous for its handloom products including the Gollabama Saree hand woven by the Padmasali weavers. Originally the strong thick cotton sarees were woven specifically for the Golla community (Cattle herders) by the weavers, to withstand the wear and tear of the strenuous harsh weather and work. Slowly with changing in times, the thickness of the sarees reduced to fine sarees to give way to the weaving with extra weft patterns depicting motifs of women carrying the mud pot on her head with different kinds of "Butas" and proportions, thus giving an identity and the name of Gollabama sarees of Siddipet.



Dharmavaram & Warangal sarees

Dharmavaram Saree has richly woven motifs of flora and fauna and designs inspired by the temple murals and paintings of the famed Lakshmi temple in Hindupur, Anantapur district. The use of gold, silver, green and red zari adds to the magnificence of the saree making it very appropriate for use in grand occasions.

The double shading of the saree body created by the use of two colours in the weaving process is a distinct feature of Dharmavaram sarees. Dharmavaram also feature a solid colour contrasting border and broad pallu with gold zari detailing on the border. Most Dharmavaram silks are made from genuine silks



Dhurries of India have become synonymous with "Warangal Dhurries" due to the high degree of craftsmanship involved in the creation of the thick rugs which are now famous across the world. Warangal Dhurries is being produced for the past several decades in the state of Telangana with the geographical advantage of finding cotton in abundance.



Telia Rumal & Narayanpet

Telia Rumal cloth involves complex handmade work with cotton loom which can be only created by using the traditional handloom process and not by any other mechanical means. The Telia Rumal exhibits a variety of designs and motifs in three particular colours namely red, black and white.

In the beginning of the 20th century, Telia Rumals were exported as turban cloths to the Middle East. This export market flourished till the Second World War and then the decline began in Chirala



There is a different style attached with Narayanpet silk saree, the sarees have a checks design with embroidery and the border or pallu have intricate with ethnic temple design. The contrast loom with small zari weaves in borders and pallu of the Narayanpet Silk Sari. It takes 4 - 5 days to be complete.

The style of weaving shows the distinct influence of two states, i.e. Maharashtra and Telangana because weaves migrated from the Maratha region to Narayanpet.



Gadwal Sari & Mysore Silk

Gadwal Silk Sarees origin of Gadwal in Andhra Pradesh. It is famous for its alluring mixture of fabric and designs. The uniqueness of this saree is, the whole saree is in the cotton fabric while the border is in silk.

Traditional Gadwal Silk Saree techniques were used to design gadwal silk saree collection known as Kupadam and the weaving style for the borders was known as kumbam. Currently, this types of silk sarees are interwoven with the weft technique.



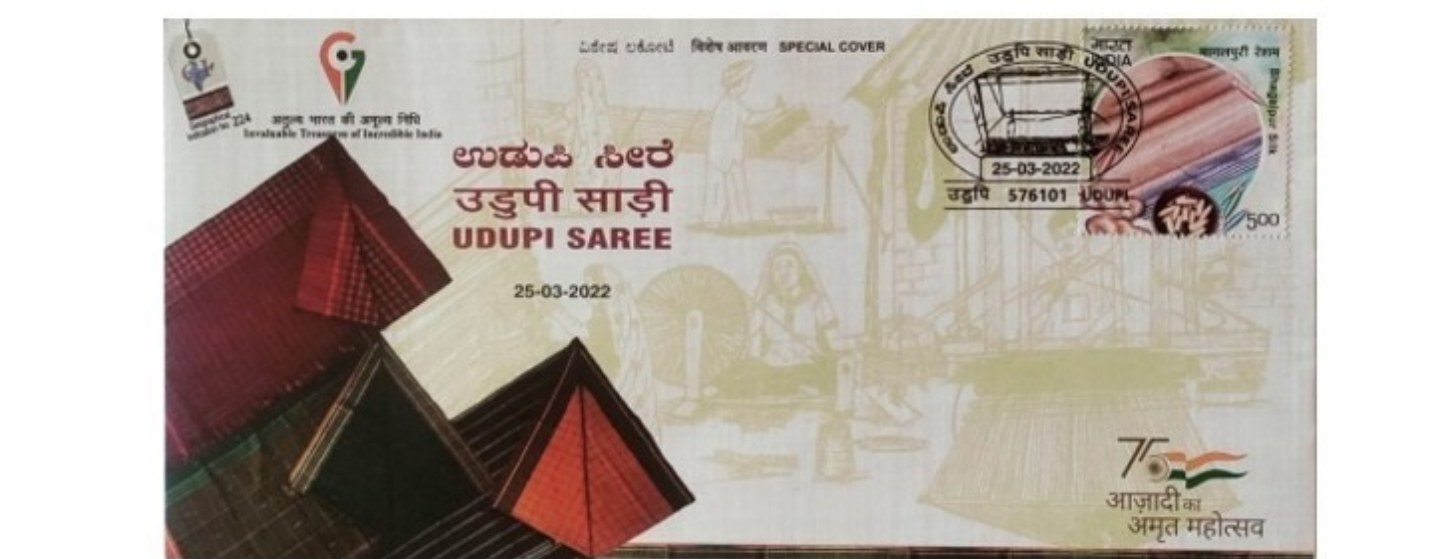
The Mysore silk comes from the city of Mysore, Karnataka. It's manufactured from pure silk with gold Zari. Inspired by the natural ambiance and customs of the time, the Mysore silk sari continues to preserve the heritage of India.

The demand for a Mysore Silk saree is unbeatable not only in India but also abroad. It is considered to be the purest form of silk. It is popular because of its durability and its long-lasting luster. Mysore silk is produced from mulberry silk and it is the highest quality of silk from the cocoons.



Udupi Sarees

Udupi Sarees are made with the finest single ply pure cotton yarns and dyed locally in soothing colors. Udupi Sarees are woven in the geographical region of Dakshina Kannada and Udupi districts of Coastal Karnataka. Sarees are woven using fine 40, 60 and 80 count single ply combed cotton yarns and has a very long life. Traditional Udupi saree is one of the richest variety of cotton sarees in Karnataka.



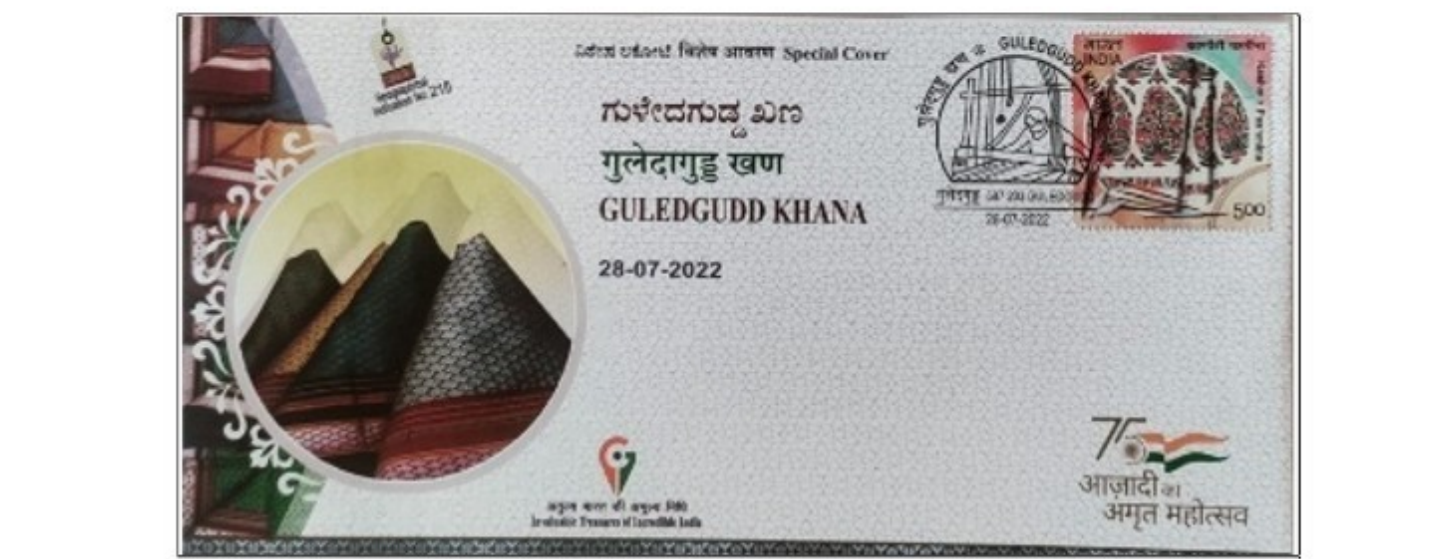
Navalgund Durries

Navalgund durries, geographically tagged in India, are woven durries or a type of Indian rug with geometric designs, birds, and animal designs from Navalgund in Dharwad district of Karnataka. Nuvulgund durrigullu, also known as "jumkhaana" gullu in Kannada language, were initially made by a group of weavers of Bijapur

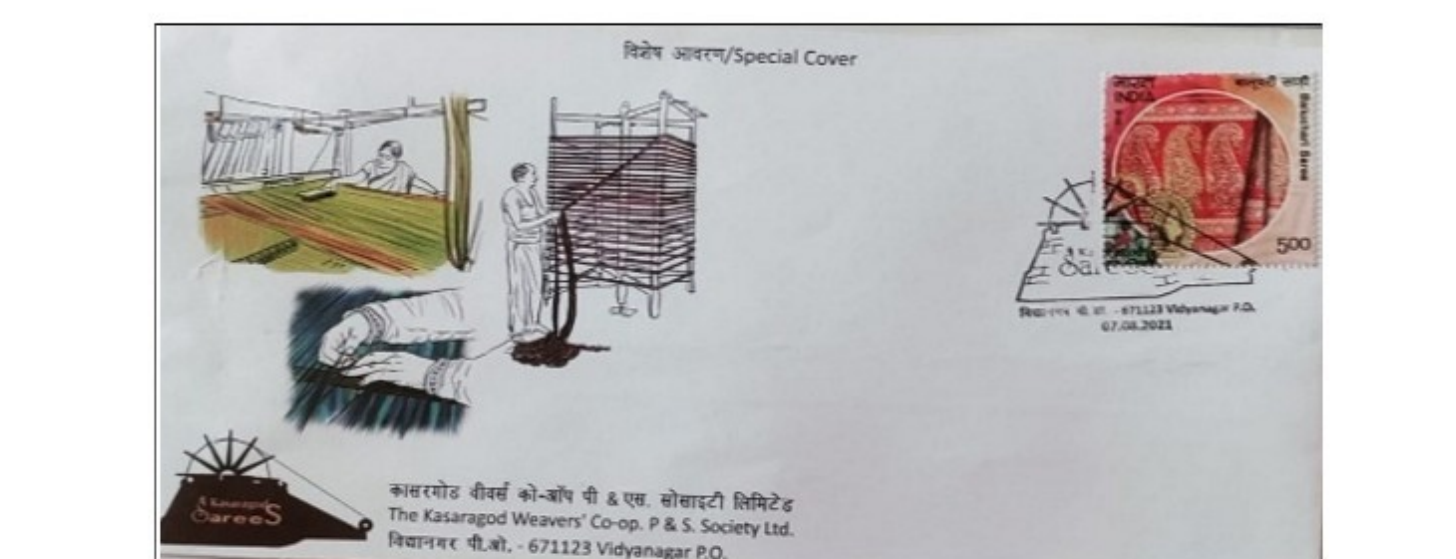


Guledgudd Khana & Kasaragod sarees

Guledgud Khana is a fabric hand woven using pure cotton thread and silk yarn by traditional weavers of Guledgud and surrounding villages. It has become the most preferred blouse piece among women of all classes in the region, because of its exquisite designs, vibrant colours and also as it goes well with Ikkal sarees.



Kasaragod's weavers are originally from the Padmasaliya community, who were originally from Mysore. Kasaragod sarees are the notable exception to the popular image of the Kerala saree being natural cotton and decorated with kasavu - instead, a variety of colours are popular and there is a lack of any zari ornamentation. Having said that, the design aesthetic remains relatively simple, much in line with what one would expect of the relatively sober preferences in Kerala. Vat dyes are commonly used for Kasaragod sarees, owing to the colour fastness as compared to most other commercially available dyes.



Chendamangalam & Kuthampalli Handlooms

The array of handloom fabrics woven in Chendamangalam is much the same as what one finds in Balaramapuram, but with less emphasis on kasavu patterns. Instead, the typical Chendamangalam mundu or settu mundu has coloured borders with a matching colour stripe, with only small amounts of kasavu for ornamentation. Like in other parts of Kerala, weavers in Chendamangalam were under official patronage of the feudal family of Palaim, who served as the chief ministers for the Rajas of Cochin. In terms of the actual process,



Kuthampalli

Kuthampully sarees are typically woven using half-fine zari, which keeps down on the cost of the final product and adds to its popularity. Another uniqueness of this design is that the kasavu border does not extend all of the way to the border, and this gap is white. Kuthampully weavers have their roots in the Devanga Chettiar community from Mysore. They came under the patronage of the Kochi royal family, and originally had woven fabrics exclusively for the members of the palace - much like the weavers from Balaramapuram.



Sandur Lambani Embroidery

Embroidery is the art or craft of decorating fabric or other materials with needle and thread. It involves creating decorative designs, patterns, or images by stitching various types of stitches onto a base fabric. Embroidery can be done by hand or by using specialized sewing machines.

The Lambani embroidery is an intricate form of textile embellishment characterized by colourful threads, mirror-work and stitch patterns. It is practiced in several villages of Karnataka such as Sandur, Keri Tanda, Mariyamanahalli, Kadrampur etc. This embroidery had also found a place in the list of products with Geographic Indication (GI) tag in the country.

The Lambanis are also known as Banjaras and most of them are found in Telangana, Andhra Pradesh and Karnataka states in South India. This community settled across the country with different names, have permanently abandoned their nomadic lifestyle and settled in their settlements called Tandans.

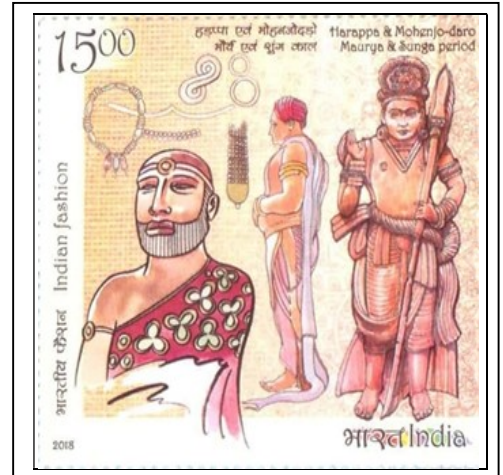


Special Cover on Sandur Embroidery released on 31.08.2021 contains the original piece of Lambani embroidery

Stamp on Kasuti embroidery. It is a traditional form of folk embroidery practised in the state of Karnataka. Kasuti work which is very intricate sometimes involves putting up to 5,000 stitches by hand and is traditionally made on dresswear like Ikkal sarees.

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Kanchipuram Silk on a Special Cover and Stamp by India Post

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Bride of Tamil Nadu in traditional saree



Special Cover on Traditional Textiles of Tamil Nadu



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Handlooms of India miniature sheet issued by India Post in 2018



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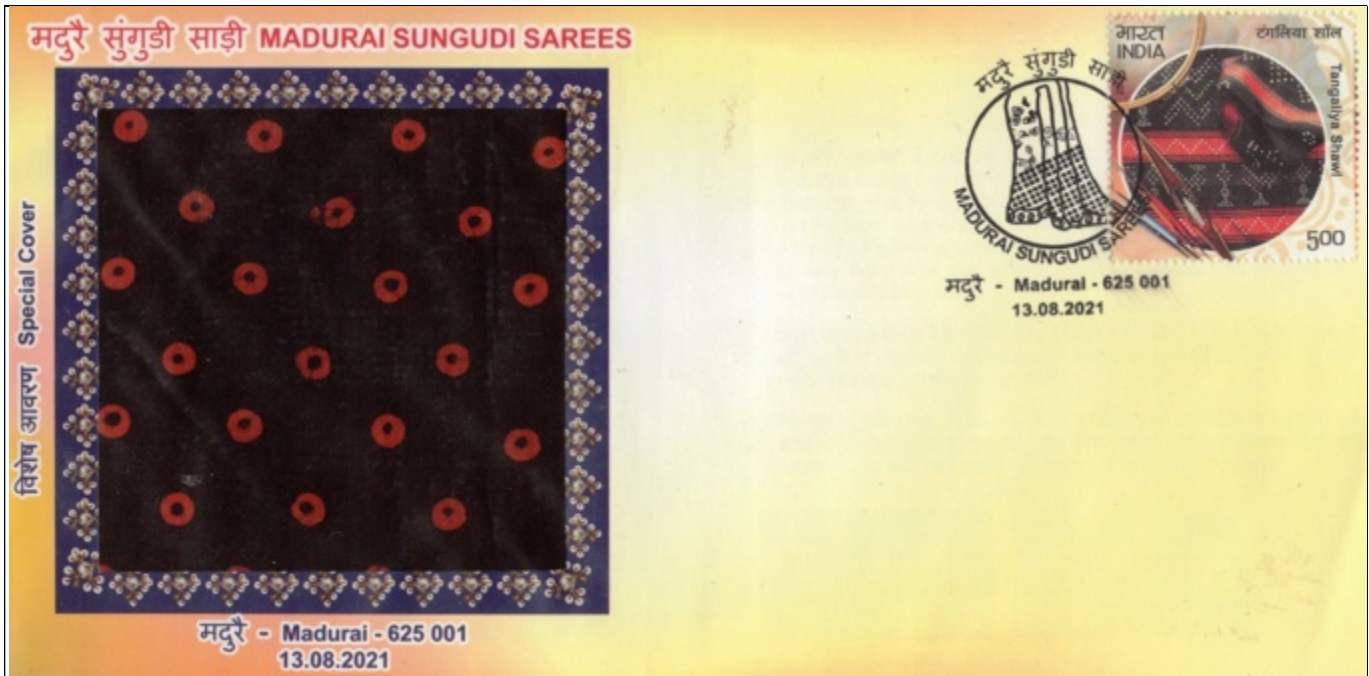
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Kovai Kora Cotton Sarees & Salem Venpattu

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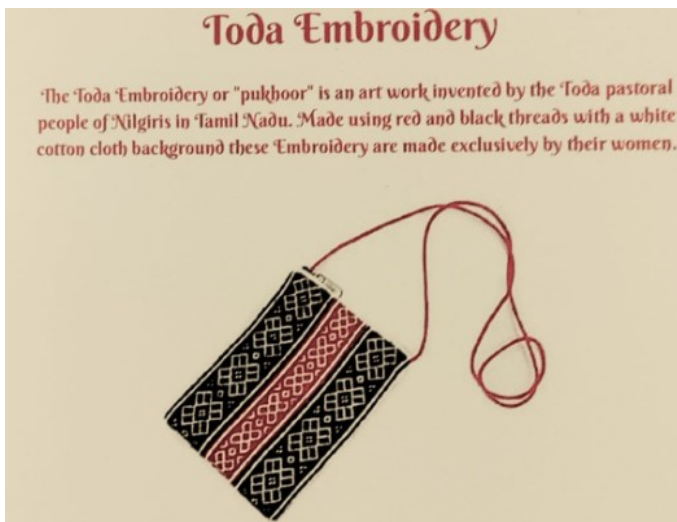


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The embroidery adorns the shawls. The shawl, called poothkuli, has red and black bands between which the embroidery is done. As Todas worship the buffaloes, buffalo becomes an important motif in the Toda embroidery among mettvi kaanpugur, Izhadvinpuguti and others. Stylized sun, moon, stars and the eye of the peacock feathers are used in Toda embroidery.

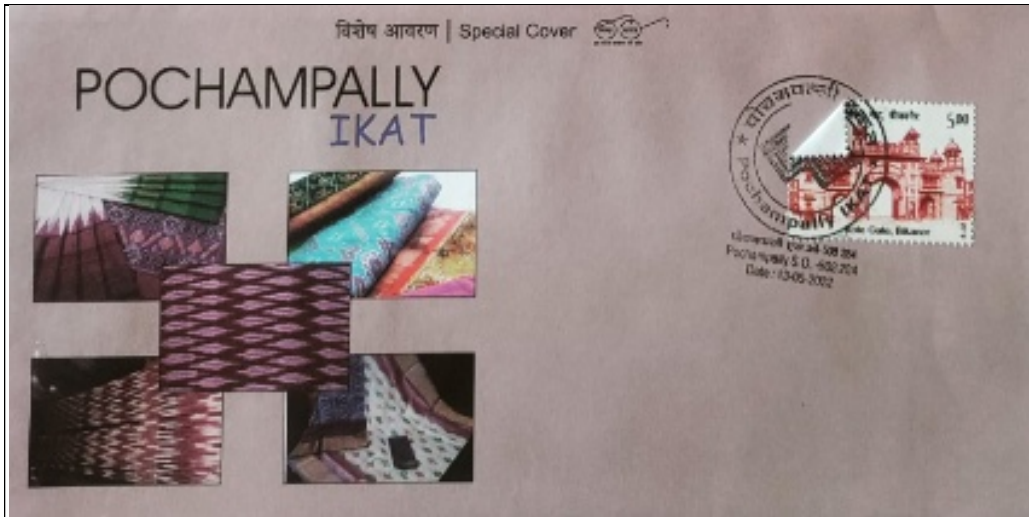


The indigenous Toda women without modern literacy skillfully embroider patterns with geometric precision without any external aids. The Toda Embroidery also called "Pukhoor" got G.I. tag in 2013.



TELANGANA - Pochampalli Ikat & Siddipet saree

Pochampally Saree or Pochampalli Ikat is a saree made in Bhoodan Pochampally, Yadadri Bhuvanagiri district, Telangana State, India. They have traditional geometric patterns in Ikat style of dyeing. The intricate geometric designs find their way into sarees and dress materials. The Indian government's official airplane company, Air India, has its cabin crew wear specially designed Pochampally silk sarees. In 2005, this saree was given G I Tag.



Special cover and stamp on Pochampalli Ikat

Siddipet

Siddipet is famous for its handloom products including the Gollabama Saree hand woven by the Padmashali weavers. Originally the strong thick cotton sarees were woven specifically for the Golla community (Cattle herders) by the weavers, to withstand the wear and tear of the strenuous harsh weather and work. Slowly with changing in times, the thickness of the sarees reduced to fine sarees to give way to the weaving with extra weft patterns depicting motifs of women carrying the mud pot on her head with different kinds of "Butas" and proportions, thus giving an identity and the name of Gollabama sarees of Siddipet.



Dharmavaram & Warangal sarees

Dharmavaram Saree has richly woven motifs of flora and fauna and designs inspired by the temple murals and paintings of the famed Lepakshi temple in Hindupur, Anantapur district. The use of gold, silver, green and red zari adds to the magnificence of the saree making it very appropriate for use in grand occasions.

The double shading of the saree body created by the use of two colours in the weaving process is a distinct feature of Dharmavaram sarees. Dharmavaram also feature a solid colour contrasting border and broad pallu with gold zari detailing on the border. Most Dharmavaram silks are made from genuine silks



Dhurries of India have become synonymous with 'Warangal Dhurries' due to the high degree of craftsmanship involved in the creation of the thick rugs which are now famous across the world. Warangal Dhurries is being produced for the past several decades in the state of Telangana with the geographical advantage of finding cotton in abundance.



Telia Rumal & Narayanpet

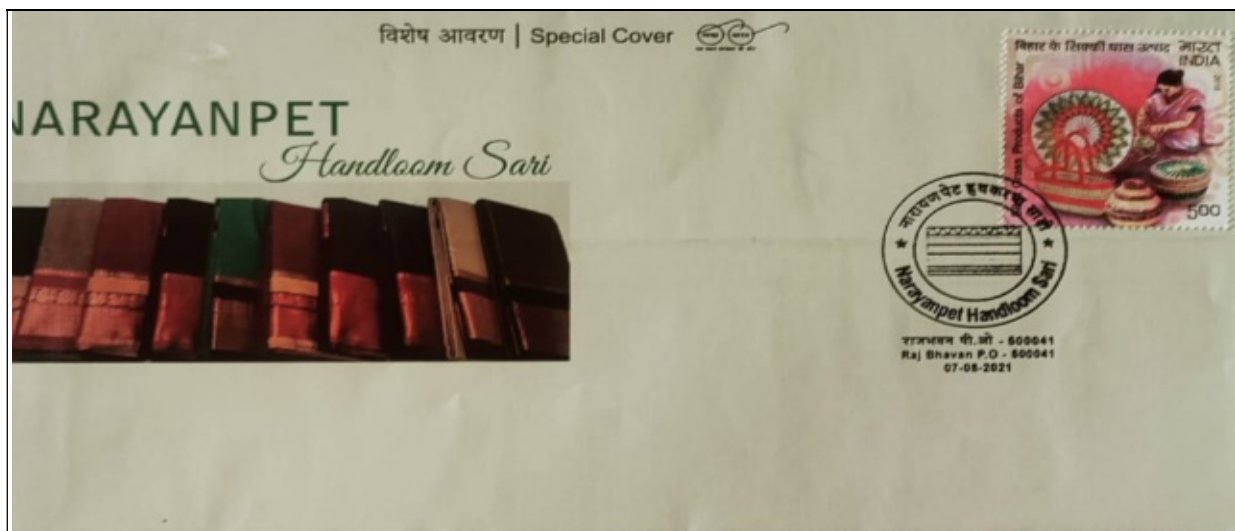
Telia Rumal cloth involves complex handmade work with cotton loom which can be only created by using the traditional handloom process and not by any other mechanical means. The Telia Rumal exhibits a variety of designs and motifs in three particular colours namely red, black and white.

In the beginning of the 20th century, Telia Rumals were exported as turban cloths to the Middle East. This export market flourished till the Second World War and then the decline began in Chirala



There is a different style attached with Narayanpet silk saree, the sarees have a checks design with embroidery and the border or pallu have intricate with ethnic temple design. The contrast look with small zari weaves in borders and pallu of the Narayanpet Silk Sari. It takes 4 - 5 days to be complete.

The style of weaving shows the distinct influence of two states, i.e. Maharashtra and Telangana because weaves migrated from the Maratha region to Narayanpet.



Gadwal Sari & Mysore Silk

Gadwal Silk Sarees origin of Gadwal in Andhra Pradesh. It is famous for its alluring mixture of fabric and designs. The uniqueness of this saree is, the whole saree is in the cotton fabric while the border is in silk.

Traditional Gadwal Silk Saree techniques were used to design gadwal silk saree collection known as Kupadam and the weaving style for the borders was known as kumbam. Currently, this types of silk sarees are interwoven with the weft technique.



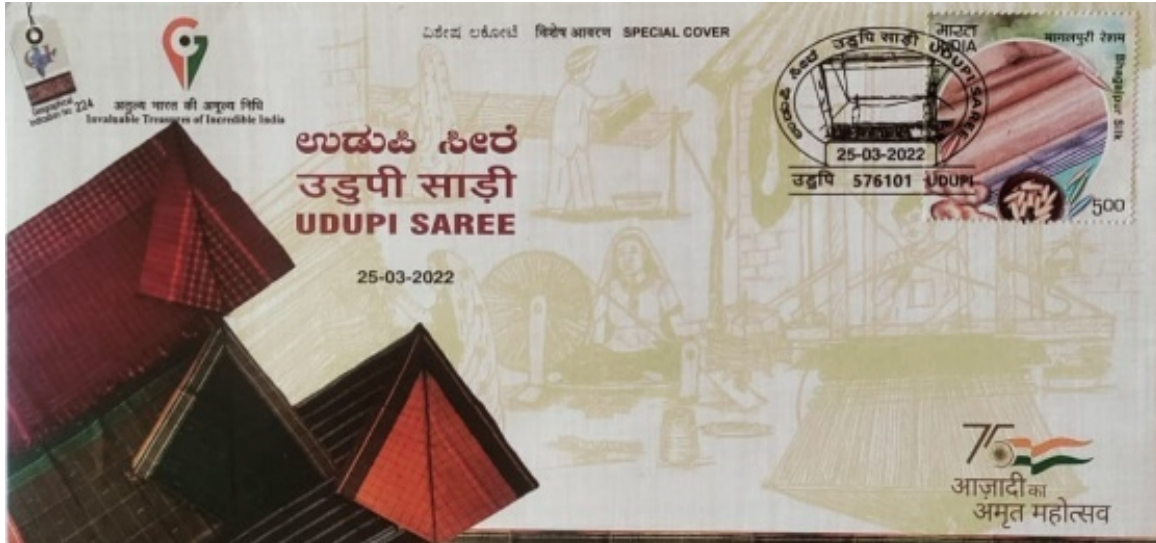
The Mysore silk comes from the city of Mysore, Karnataka. It's manufactured from pure silk with gold Zari. Inspired by the natural ambiance and customs of the time, the Mysore silk sari continues to preserve the heritage of India.

The demand for a Mysore Silk saree is unbeatable not only in India but also abroad. It is considered to be the purest form of silk. It is popular because of its durability and its long-lasting luster. Mysore silk is produced from mulberry silk and it is the highest quality of silk from the cocoons.



Udupi Sarees

Udupi Sarees are made with the finest single ply pure cotton yarns and dyed locally in soothing colors. Udupi Sarees are woven in the geographical region of Dakshina Kannada and Udupi districts of Coastal Karnataka. Sarees are woven using fine 40, 60 and 80 count single ply combed cotton yarns and has a very long life. Traditional Udupi saree is one of the richest variety of cotton sarees in Karnataka.



Navalgund Durries

Navalgund durries, geographically tagged in India, are woven durries or a type of Indian rug with geometric designs, birds, and animal designs from Navalgund in Dharwad district of Karnataka. Navulgund durrigullu, also known as "jumkhaanaa" gullu in Kannada language, were initially made by a group of weavers of Bijapur



Guledgudd Khana & Kasaragod sarees

Guledgud Khana is a fabric hand woven using pure cotton thread and silk yarn by traditional weavers of Guledgud and surrounding villages. It has become the most preferred blouse piece among women of all classes in the region, because of its exquisite designs, vibrant colours and also as it goes well with Ikkal sarees.



Kasaragod's weavers are originally from the Padmasaliya community, who were originally from Mysore. Kasargod sarees are the notable exception to the popular image of the Kerala saree being natural cotton and decorated with kasavu - instead, a variety of colours are popular and there is a lack of any zari ornamentation. Having said that, the design aesthetic remains relatively simple, much in line with what one would expect of the relatively sober preferences in Kerala. Vat dyes are commonly used for Kasaragod sarees, owing to the colour fastness as compared to most other commercially available dyes.



Chendamangalam & Kuthampalli Handlooms

The array of handloom fabrics woven in Chendamangalam is much the same as what one finds in Balaramapuram, but with less emphasis on kasavu patterns. Instead, the typical Chendamangalam mundu or settu mundu has coloured borders with a matching colour stripe, with only small amounts of kasavu for ornamentation. Like in other parts of Kerala, weavers in Chendamangalam were under official patronage of the feudal family of Paliam, who served as the chief ministers for the Rajas of Cochin. In terms of the actual process, .



Kuthampalli

Kuthampully sarees are typically woven using half-fine zari, which keeps down on the cost of the final product and adds to its popularity. Another uniqueness of this design is that the kasavu border does not extend all of the way to the border, and this gap is white. Kuthampully weavers have their roots in the Devanga Chettiar community from Mysore. They came under the patronage of the Kochi royal family, and originally had woven fabrics exclusively for the members of the palace - much like the weavers from Balaramapuram.



Sandur Lambani Embroidery

Embroidery is the art or craft of decorating fabric or other materials with needle and thread. It involves creating decorative designs, patterns, or images by stitching various types of stitches onto a base fabric. Embroidery can be done by hand or by using specialized sewing machines.

The Lambani embroidery is an intricate form of textile embellishment characterized by colourful threads, mirror-work and stitch patterns. It is practiced in several villages of Karnataka such as Sandur, Keri Tanda, Mariyammanahalli, Kadirampur etc. This embroidery had also found a place in the list of products with Geographical Indication (GI) tag in the country.

The Lambanis are also known as Banjaras and most of them are found in Telangana, Andhra Pradesh and Karnataka states in South India. This community settled across the country with different names, have permanently abandoned their nomadic lifestyle and settled in their settlements called Tandas.



Special Cover on Sandur Embroidery released on 31.08.2021 contains the original piece of Lambani embroidery



Stamp on Kasuti embroidery. It is a traditional form of folk embroidery practised in the state of Karnataka. Kasuti work which is very intricate sometimes involves putting up to 5,000 stitches by hand and is traditionally made on dresswear like Ilkal sarees.