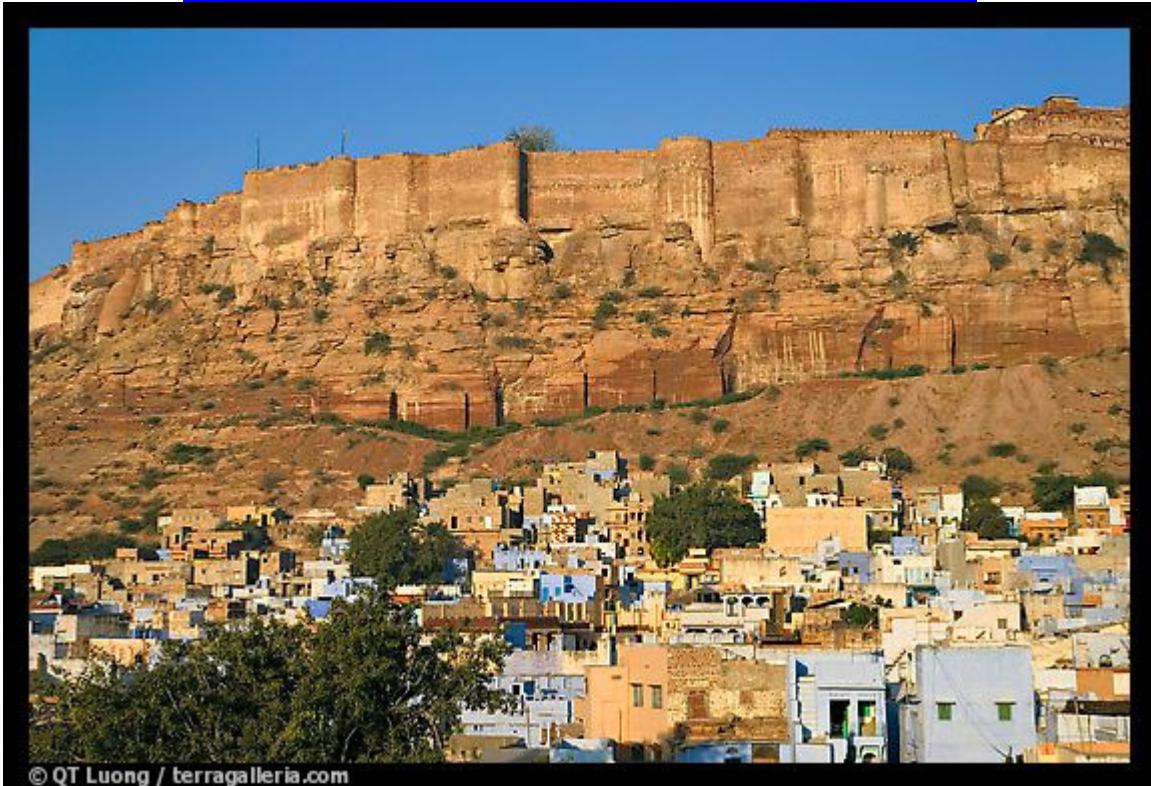


## JODHPUR AND ITS' PRINTING CRAFT



In Rajasthan, the profession and communities were identified from the colours and designs adorned by an individual. Printing and dyeing craft was practiced and perfected in whole of Rajasthan in ancient India. Jodhpur Pagries (Turbans) symbolises 'Maharajas'. Bandhani, Leharia and block printing was a cottage artcraft. These items are surviving even now in a quest for traditional items and dedication of a few dyers and printers. However Jodhpur dyers and printers have transformed themselves in new areas of market. Screen printed dress material from Jodhpur are in good demand locally as well as abroad.

## 1. About Jodhpur :

Jodhpur is part of ancient 'Maru' desh, which later on came to be known as Marwar, Mandore, a tourist destination now, and about 10 kms from Jodhpur was then capital of Marwar. After independence, Marwar was merged into the State of Rajasthan, but its identity was converted into five districts viz. Pali, Barmer, Jodhpur, Jalore and Nagore with some areas transferred to Jaisalmer, Sirohi and Ajmer districts. It is great to know that out of the five districts of Marwar, Jodhpur, Barmer and Pali towns are the well known destinations for hand printed and dyed textiles.

Jodhpur, called the land of Dead, was founded by Rao Jodha, the chief of a clan known as the Rathores in 1459. The city is surrounded by a 10 km long wall which was built 100 years after the city was founded. The history of Jodhpur has been evident of the fall and rise of many empires. The Rathore clan of Rajputs who enjoy the Royal house today are the descendants of the Suryavansh dynasty who ruled in the Deccan during the 8<sup>th</sup> century AD. The city was ruled by the Maharajas since 14<sup>th</sup> century and this continued till India got independence.

Lying on the strategic Delhi - Gujarat trading route, Jodhpur was one of the major hub for trading in the medieval time. Centrally located in the western part of the State of Rajasthan, the city is the second largest city in Rajasthan, after Jaipur and is a popular destination offering palaces, forts, temples etc. worth visiting. The economy of city depends on

several industries including handicrafts, textiles and some metal based industries. Located at the heart of the desert, this city of Rajasthan is the majestic jewel of Rajasthan's eternal crown.

Jodhpur, one of the five districts of Marwar has a population of 21.53 lakh as per 1991 census, with population density of 96 persons per sq km. 64.50% of people in Jodhpur district live in rural areas and 35.50% in urban areas.

Jodhpur town, the district headquarters of Jodhpur district, is connected by road, rail and air from Delhi, Jaipur, Udaipur and Mumbai. It has got one Indian Institute of Handloom Technology, Women Polytechnic and University for conducting short and long term training courses in textile discipline.

#### 1. Jodhpuri traditional Craft :

Jodhpur with its rich culture has been a known centre for artcrafts viz. tie and dye such as Bandhani and Laharia, block printed goods, handicrafts, wooden and iron furnitures, dyed and printed textiles, leather shoes, antiques, embroidered shoes, carpets, silver jewellery, lace work and bangles etc. Jodhpuri hand crafted products have been adorned by Royals and poors alike from time immemorial.



### CRAFT MAN AT WORK IN JODHPUR

Jodhpur, over a period, has developed its distinct patterns, which are slightly different from others in Rajasthan like Barmer, Sanganer, Bagru etc. Jodhpur Pagries (Turbans) are very popular and are adorned in Indian marriage functions even today. No Hindustani marriage in Indian Hindi films is complete without Jodhpuri Pagries.

### JODHPUR PAGRIES



Tie and dye craft used in traditional Jodhpuri Pagries has survived the test of time

and the art has found it's new use in scarves, curtains, bed sheets, table covers, dress material and running length fabric for use in garment industry for domestic and export market. Artists play with large variety of fabrics from fine voiles to heavy sheetings and from silky chiffons to smooth satins.

## 2. Industry profile :

No.of.Units	Approximate Annual Investment	Approximate Capacity	Annual Turn Over
153	Rs.400 million	150 million metres	Rs.4000 million

- i) Units are mixed viz. Power processing, hand processing, units having hand operated / locally fabricated electrically operated processing machines
- ii) About 90 units are doing mainly printing work, mainly for export but as supporting manufacturers for exporters of Mumbai, Delhi, Bangalore, Jaipur and Chennai etc. A total of 150 million metre of fabric is processed, with annual turnover of Rs.400 crore.
- iii) Industry gives direct employment to around 5000 and indirect employment to almost equal number of people.
- iv) Allied activities of screen making and design preparation have come up.

## 3. Product Profile :

Jodhpur printers produce cotton and viscose printed goods for many world fame retailers such as Walmart, K-Mart, JC Penny, Reve etc. 80% of Jodhpur products are for indirect export. The quality profile of the products is better than nearby decentralised printing centres.

Main products are :-

i) Cotton and viscose hosiery goods (20s, 25s, 30s)  
for T-shirts

Cotton viscose Ribs (180 - 250 gms quality)

Grey fabric comes from Delhi, Ludhiana and Tirupur

#### COTTON - VISCOSE RIBS



ii) Viscose, blended georgette, chiffon, crepe of grey  
width 54" finished width 49".



Grey fabric is brought from Surat

30s high twist x 30s high twist

56 x 56

40s x 40s / 88 x 56

40s x 40s / 108 x 56

30s x 30s / 100 x 84

Boski, Shantoon and Moss crepe varieties are processed. Rayon crepe of 110 - 120 gms and Rayon fabric of 90, 100, 110, 120, 140, 155 gms is also processed.

CHIFFON FABRIC



iii) Cambric

2/40s x 20s / 56s x 60s

40s x 60s / 64 x 56

60s x 60s / 92 x 80

30s x 30s / 56 x 60

40s x 40s / 92 x 80

34s x 34s / 64 x 54

30s x 30s / 64 x 56

20s x 20s / 68 x 68

Grey width 49" finished width 43"

Grey fabric comes from Erode, Ichalkaranji,  
Bhiwandi, Malegaon, Burhanpur

### CAMBRIC FABRICS



iv) Voil

100s x 100s / 92 x 80

70s x 90s / 64 x 54

80s x 100s / 80 x 72

90s x 100s / 92 x 80

100s x 120s / 92 x 104

Grey width 49" finished width 43"

Grey fabric comes from Bhiwandi



## VOILE FABRIC



Dress material are mainly used for ladies dresses and garments.

A small quantity of products is also for men's shirts.

Dyed rubia and poplin is produced for ladies blouses and petticoats. Approximate price range is Rs.32 - 35 per metre for dyed goods, Rs.30 - 40 per metre for printed goods, Rs.25 - 35 for Voil, Rs.250 per kg for hosiery, Rs.40 - 45 for georgette, Rs.60 - 70 for chiffon for export varieties. Domestic varieties are cheaper in the range of Rs.10 to 16 per metre for dyed and Rs.20 to 30 for printed varieties. Premium varieties are costing upto Rs.125 per metre.

Value Processes involved are desizing, bleaching, dyeing and printing for viscose and blended fabrics, desizing, mercerising,

bleaching, dyeing in case of dyed cotton fabric, desizing, mercerising and bleaching for bleached white fabric and desizing, mercerising, bleaching and screen printing for printed fabric. Mercerizing process is thus carried out for cotton fabric. Desizing and mercerising processes take care of scouring of cotton fabrics.

#### 4. Environmental Issues :

Industrial effluents from Marudhar industrial area, Basni.

Phase - I are discharged on to agricultural land in the absence of proper drainage system. Drainage system is not properly planned and is almost collapsed. Effluents from other units / areas are conveyed around 10 kms and are discharged into Jojari river. This causes pollution of Jojari river. Individual units have got effluent treatment plants but not every unit has so. ETPs of some units are upto primary level only. Most of the ETPs are not functional. As a result, a 20 MLD Common Effluent Treatment Plant has been set up under the Chairmanship of District Collector and units have been advised to join this CETP. Units to be set up in RIICO industrial area are compulsorily asked to join the CETP.

#### 5. Problems and mitigation :

- i) Use of primitive technology is a bottleneck in the improvement of quality and productivity. Conversion of cold printing tables to hot, may improve productivity, sharpness and brilliancy of prints
- ii) Crude outdated locally fabricated machines and equipments limit improvement in quality, productivity and economy and entails wastage of energy, water, dyes, chemicals etc. Technological upgradation through replacement of primitive and crude technology locally fabricated machines and equipments with better technology machines and equipments under Technology Upgradation Fund Scheme of Govt. of India, Ministry of Textiles could be undertaken. Examples - open boiling to Kier boiling, locally made mercerising machine with no tension control to better quality mercerising machines manufactured by reputed manufacturers for better lusture and mercerising effect and brilliancy in dyed and printed goods, installation of steamers with proper moisture, steam pressure and speed control system for proper fixation of prints and various other machines and equipments of appropriate technology.
- iii) Crude and unscientific methods of processing are adopted. No skilled workforce having scientific knowledge of dyes, chemicals and processes. Technical input by way of training in-service personnels and employing trained

technicians would bring a sea change in quality, productivity and economy.

Prepared by Ram Asrey Lal, Dy Director (Chemical Processing), under the guidance of the Textile Commissioner, Mumbai and material based on :

- (1) Discussion with the representatives of Hand Processors Association and a few leading processors during the survey of Jodhpur cluster.
- (2) Various Websites including [rajasthan tourism co.in/Jodhpurtravel.html](http://rajasthan tourism co.in/Jodhpurtravel.html).
- (3) Inputs from R.O. Noida