Research Reinforcement | A Peer Reviewed International Refereed Journal | ISSN 2348-3857
Vol. 11, Issue 2 | November 2023 - April 2024 | pp. 65-68

Impact of Globalization on Textile Hand Printing Craft of Jaipur Region

Vijay Kumar
Assistant Professor of Textile
BND Govt Arts College, Chimanpura, Jaipur (Rajasthan)

Abstract

Textile hand printing craft with its decent colourful designs has flourished in several states of India for centuries. Some of the important centres of this art are in the states of Uttar Pradesh, Madhya Pradesh, Gujarat, Maharashtra, Orissa and Rajasthan. Jaipur, Jodhpur, Pali and Barmer, the four districts of Rajasthan are well known for their unique designs and product quality. To match the market demand at national and international level, there was only conventional method of hand block printing process where the artisan used to print the impression of design on the fabric through small carved wooden blocks one after another which was much more laborious and time consuming. Globalization has facilitated the exchange of goods, services, ideas, leading to economic growth, cultural exchange, technological advancement, expansion of markets, increased the international trade and access to global markets has created opportunities for artisans to reach a wider customer base but with some challenges adhere to it. Its impact varies widely across regions and sectors, influencing everything from trade patterns to labour markets to cultural identity. Globalization has significantly affected textile hand printing, on the one hand it has increased market access for traditional textile hand printing techniques, allowing artisans to reach broader consumers and on the other hand preserve their cultural heritage.

Keywords: *Artistic Expression, Integration of Technology, Textile Heritage, Craft Promotion, Globalization*

Introduction

Textile hand printing craft using wooden blocks emerged in India almost 450 years ago. In ancient India, the division of caste and communities was done on the basis of their occupation. The Chippa community originally found in Nagaur (Rajasthan) was so called as their primary occupation was dyeing and printing and were partly migrated gradually to some other states of the country and flourished the art. Although the product quality varies from place to place due to individual style, specific motif, colour and pattern pertaining to their geographical location and resources availability but the process of printing remains the same using design engraved wooden blocks. Broadly the printed material can be divided into two categories one the utility products (bed sheets, casual wear etc) for mass market and other based on experts who value the ethnic designs and the usages of eco-friendly dyes having concern about environmental pollution. Bagru and Sanganer village of Jaipur region has a unique place in textile hand printing craft. Although the techniques of printing used are similar, both villages have its own individual stamp on the fabric. The water available plays an important role in the design and the colour of the fabric differentiating the print of Bagru and Sanganer village. To catch the market demand at national and international level, globalization has brought

both opportunities and challenges to the art. On the one hand it has expanded market reach, facilitated cultural exchange and introduces different new techniques leading to innovation and hybridization in textile hand printing practices; on the other hand increased competition from mass produced textiles and the need to adapt to changing consumer preferences, raised sustainability concerns and posed challenges related to copy rights. Overall the impact of globalization on textile hand printing is complex, with opportunities and challenges.

History of textile hand printing craft in the Jaipur region

The textile hand printing craft in the Jaipur region has a rich history and has been an integral part of the regions cultural heritage for centuries. The following factors will enlighten the emergence of this craft in the region:

Historical roots: The textile hand printing craft in Jaipur has its roots in the traditional art forms of Rajasthan. The region has a long history of textile production and printing, influenced by the Mughal and Rajput Dynasties. The art of hand printing on textiles, known as block printing or hand block printing has been practiced in Jaipur and its surrounding areas for generations.

Skilled Artisans: The emergence of the hand printing craft in Jaipur is closely linked to the presence of skilled artisan in the region. Artisans from families who have been practicing the craft for generation have passed down their knowledge and skills through apprenticeships and familial traditions. These artisans possess expertise in various aspects of the craft, including block carving, dye preparation and the printing process.

Availability of Natural Resources: Jaipur proximity to natural resources has played a significant role in the emergence of the textile hand printing craft. The region has access to high- quality cotton and silk fabric, as well as natural dyes derived from plants, minerals and insects. These resources have been traditionally used to create vibrant and durable prints on textiles.

Patronage by Royalty: The patronage of the royal families of Jaipur and nearby kingdoms has historically played a crucial role in the development and promotion of the textile hand printing craft. The royal courts provided a platform for artisans to showcase their skills and cater to the demands of the aristocracy. This patronage not only encouraged the growth of the craft but also elevated its status and recognition.

Local Market Demand: The emergence of the textile hand printing craft in Jaipur was also driven by the local market demand. The vibrant prints, intricate designs, and rich colours of the hand- printed textiles resonated with the local population, who used them for clothing, home furnishings and ceremonial purposes. The craft became an integral part of the local culture and identity.

Tourism and Global Exposure: With the growth of tourism and increased global exposure, the textile hand printing craft in Jaipur gained international recognition. Tourists and visitors from around the world started appreciating the craftsmanship and unique beauty of hand- printing textiles, leading to a growing demand for these products in the global market.

Artisan Cooperatives and Organisations: Over time, artisan cooperatives and organisations have emerged to support and promote the textile hand printing craft in Jaipur. These entities provide training, market assistance and financial support to artisans, enabling them to sustain their craft and connect with a wider customer base.

The emergence of textile hand printing craft in the Jaipur region is a testament to the rich cultural heritage and craftsmanship of the artisans in the area. Today, Jaipur is renowned globally for its hand- printed textiles, and the craft continues to thrive, combining traditional techniques with contemporary designs to meet the demands of both local and international markets.

Impact of Globalization

The geographical distribution of production in the textile industries has changed dramatically in the past 25 years resulting in sizeable employment losses in Europe and North America and important gains in Asia and other parts of the developing world. This trend, says the Interna-

tional Labour Office in a new report (Endnote 1) has been accompanied by a parallel shift of production from the formal to the informal sector in many countries with generally negative consequences on wage levels and conditions of work. The biggest changes in the textile industry occurred in the 1960s when new production centres began rapidly springing up in Asia. Many of these centers opened first to service the less capital-intensive clothing industry, then used the export earnings from these products to set up their own textiles production. Other developing countries entered the market with investments from multinational enterprises. During the past two decades, textile production in Asia has forged further ahead at an average increase of 3.6 percent per year. By comparison, industrialized countries have only increased production an average of 0.2 percent per year over the same period. Globalization has had a profound impact on India, both economically and culturally.

Since the early 1990s, when India began liberalizing its economy, globalization has opened up new awareness for trade and investment in India. The removal of trade barriers and encouragement of foreign direct investments have led to the integration of Indian businesses into global supply chains which resulted in increased exports of goods as well as services. In terms of culture, globalization has influenced various aspects of Indian society. The spread of media and internet has exposed Indians to a wide range of global cultures, lifestyles and ideas and has led to the adoption of different cultures and trends.

Globalization has opened up new opportunities for textile hand printing business of Jaipur region to access international markets. Entrepreneurs can now source materials from different countries, collaborate with designers and artisans from around the world and reach customers in diverse geographical locations. This has led to a greater variety of textile hand printing techniques, designs and styles being available in the market. It has facilitated the exchange of knowledge and expertise in textile hand printing art. Artisans and craft man can learn from each other's techniques and incorporate them into their own work, leading to innovation and the development of new printing methods. This crosspollination of ideas has enriched the industry and created a more dynamic market place. Further some key points highlighting the impact of globalization can be classified as:

Market expansion: Globalization has facilitated the expansion of markets for Jaipur hand printed textiles. Increased international trade and access to global markets have created opportunities for artisans to reach a wider customer base. Export-oriented businesses have flourished, providing economic benefits to artisans and the local economy.

Design and Innovation: Globalization has exposed artisans to a variety of design influences from around the world. They have been able to explore and incorporate new design elements and motifs, resulting in innovative creations that blend traditional techniques with contemporary aesthetics. This has broadened the range of products and attracted new customer segments.

Increased demands: With the rise of global tourism and growing appreciation for traditional crafts, there has been an increase in the demand for hand printed crafts from the Jaipur region. Tourists and international buyers seek unique, handmade products as souvenirs or for their personal usage. This demand has provided artisans with greater opportunities for income generation and market expansion.

Production techniques: Globalization has also influenced production techniques in textile hand printing craft. Artisans have incorporated modern technologies such as screen and digital printing, along with traditional block printing methods. This has enhanced productivity as well as allowed high production to meet global demands.

Cultural exchange: Globalization has facilitated cultural exchange between Jaipur textile artisans and people from different part of the world. Artisans have the opportunity to learn about different cultures, traditions and aesthetics which can influence their artistic expression. Conversely, tourists and other foreign buyers gain exposure to Jaipur rich textile heritage and promotion of the craft.

Challenges of Globalization

Despite these positive impacts of globalization, there are some challenges associated with globalization for Jaipur textile hand printing craft:

Socio-economical disparities: The increased competition from global markets has put pressure on domestic industries and has also highlighted socio-economic disparities within the region. While some segments of society have benefited from economical growth and global opportunities, others have been left behind and hence income inequalities and regional disparities have become prominent issues requiring attention and policy interventions.

Price pressure: While globalization has opened up new markets, it has also increased competition in the textile hand printing industry. Artisans now face competition from mass-produced, machine-printed products that are cheaper and readily available. This has led to competition of price pressure on hand printed textile goods, making it challenging for artisan of the region.

Competition from mass production: Globalization has increased competition fro mass-produced textiles and cheaper imitations. This has posed a threat to traditional artisans who may struggle to compete on price and volume. Maintaining the authenticity and uniqueness of hand printed textiles while competing in a global market can be a big challenge.

Sustainability concerns: Globalization has led to increased demand for fast fashion and low cost production, which often prioritizes speed and cost over environmental and social sustainability. The use of synthetic dyes, chemicals and unsustainable practices in the textile industry can have detrimental effects on the environmental and the health of artisan.

Intellectual property issues: Globalization has made it easier for designs and motifs from Jaipur textile hand printing craft to be replicated and mass produced without proper acknowledgment or compensation. Protecting intellectual property rights and ensuring fair trade practices is a significant challenge faced by artisans in the era of globalization.

Conclusion

Globalization has brought both opportunities and challenges to the textile hand craft of Jaipur. While it has expanded market reach, facilitated cultural exchange, and introduced new techniques, it has also increased competition, raised sustainability concerns, and posed challenges related to intellectual property rights. The future of Jaipur textile hand printing craft depends on finding a balance between preserving tradition and embracing innovation in a globalized world. Artisans are adapting to the digital age by leveraging online platforms to showcase their work and connect with global customers. Additionally there is a trend towards sustainability and ethical production, which aligns well with the handmade approach of textile hand printing. Innovations in materials and techniques, combined with a renewed interest in traditional crafts, may further enhance the appeal and viability of textile hand printing in the future.

References

1. Agarwal, Rinku. (2014). Globalization and its effects on India. *Economic Affairs*, 59, pp. 797-803.
2. Chishti, R., Jain, R. and Singh, M. (2000). *Tradition and beyond: handcrafted Indian textiles*, New Delhi: Roli Books.
3. Ghouse, S.M. (2012). Indian handicraft industry: problems and strategies. *International Journal of Management Research and Reviews*. pp. 1183.
4. Naidu, Y.G. (2006). Globalization and its impact on Indian society. *The Indian Journal of Political Science*, pp. 65-76.
5. Singla, S.K. and Singh, Kulwinder. (2012). Impact of globalization: the India experience. *International Journal of Economics, Commerce and Research(IJECR)*, pp. 1-10.
6. Globalization of the footwear, textiles and clothing industries. Report for discussion at the Tripartite Meeting on the Globalization of the Footwear, Textiles and Clothing Industries: Effects on Employment and Working Conditions. ISBN 92-2-110182-7. International Labour Office, Geneva, 1996.
7. https://www.ilo.org/resource/news/globalization-changes-face-textile-clothing-and-footwear-industries