

Kotpad Handloom Fabric - Kotpad, Odisha

Kotpad Handloom is a vegetable-dyed fabric woven by the tribal weavers of the *Mirgan community* of Kotpad village in Koraput district, Odisha, India. The natural dye is manufactured from the Aul/Aal (Indian Madder tree) grown in this area.

Sarees and shawls are the most important and attractive textile products from the community. It received GI tag in 2005. It is a completely chemical-free, eco-friendly, and hence non-toxic fabric for the skin with beautiful motifs weaved inspired from nature.

Problems

1. Supply from the cluster is erratic and often does not fulfill orders.

Proposed Interventions

- a. Increase in information flow to meet market demands and fulfil orders.
 - b. Skill development to remove procedural inefficiencies that lead to slow manufacturing
 - c. Promoting digital literacy for connecting the cluster through the Internet and language training
2. Aal tree becoming *extinct*: Aal tree whose root bark is used to extract the dye is gradually nearing extinction due to overuse.

Proposed Interventions

- a. Afforestation: plantation of Aal tree on a large scale in the district
 - b. Finding a sustainable way to extract the bark without letting the tree die
 - c. Preservation of the dye to continue weaving during the period June-October
3. Product development: Very few designs and products with *limited color options* such as dupattas, sarees are available.

Proposed Interventions

- a. Design training of weavers with NIFT Bhubaneswar and NIFT Delhi
 - b. Connecting with the designers to encourage the use of this fabric
4. Lack of sustained demand: Kotpad is a niche and luxury product but the market is still limited and not enough awareness among the customers about this unique art of dyeing.

Proposed Interventions

- a. Connecting with Emporiums, a special section in Khadi Gram, and exploring Vizianagaram and Vishakhapatnam as potential sales locations due to locational proximity
- b. Design-oriented skill development and training to match current trends in the market demand/update of designs
- c. Establishing a robust export market as opposed to the currently non-existent export avenue by collaborating with Development Commissioner, Handlooms and Handloom Export Promotion Council
- d. Co-branding with luxury brands
- e. Green Tag (India Handloom Brand) must include other Kotpad products
- f. Recommendation for wide presence in market places and product showcase in Khadi India, Hunar/Delhi Haat, GeM, Tribes India
- g. Enabling Quality Standards through textile research and product testing
- h. Leveraging existing provisions under the Comprehensive Handlooms Development Scheme – A centrally sponsored Scheme while proposing update recommendations based on fieldwork

Sr. No	Proposed solutions	Agency
1	Afforestation of wild Aal trees	Ministry of Environment, Forest, and Climate Change
2	Growing Aal trees commercially-Cluster	
3	Finding a suitable way to harness bark Extraction mechanism from Aal tree that is sustainable	<i>Indian Council of Agricultural Research (ICAR)</i>
4	Luxury Co-branding	Ministry of Commerce & Industry
5	Connect with emporiums	Ministry of Textiles
6	Avail a section in Khadi Gram	Ministry of Textiles KVIC
7	Promote Green/ Eco Friendly: High-end luxury product+ All-weather clothing	Ministry of Commerce & Industry
8	Capacity building and skill up-gradation	Ministry of Skill Development and Entrepreneurship,

9	Technology and language training for market	Ministry of Skill Development and Entrepreneurship, Ministry of Electronics and Information Technology
10	Preservation technology and storing dye	<i>Indian Council of Agricultural Research (ICAR)</i>
11	Design and dye making training needed	Design Innovative Centre, IIT Bbsr and NIFT Bhuvaneshwar