

Creative Designs of Handloom Weavers of Chhattisgarh and their Innovative Ideas Protected under Intellectual Property Rights

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INTRODUCTION

Every individual is born with instinctual capacity to create something new, different from other's existing ideas, designs etc. and this conceptualized as creativity.

Creative design is the idea of combining artistic elements and innovative thinking. So as to make visually appealing and impressive design, products or material.

For exploring creative designs, different techniques such as typography, colour theory and principles of design are considered. Creative designs include principles of design such as emphasis, balance, alignment, contrast, repetition proportion, movement and space in making the product or innovation, appealing, impressive and eye catching. Chhattisgarh is a fast in coming state in the field of Handloom weaving specially kosa silk and other Terracotta and iron products.

Chhattisgarh is 26th state of union is the fastest growing state due to its agriculture and industries. Handloom industry is one of the vital cottage industries in Chhattisgarh. Under Directorate of Rural Industries (Handloom) nine district

Handloom offices are working, Durg district is one among them. Many state and Central schemes are running in Chhattisgarh, but the weavers are living on the mercy of Government and facing many problems (Peters and Bajpai, 2017).

Today, in the country, handloom production is the second largest employment- generating activity after agriculture and it contributes nearly 14% share of the

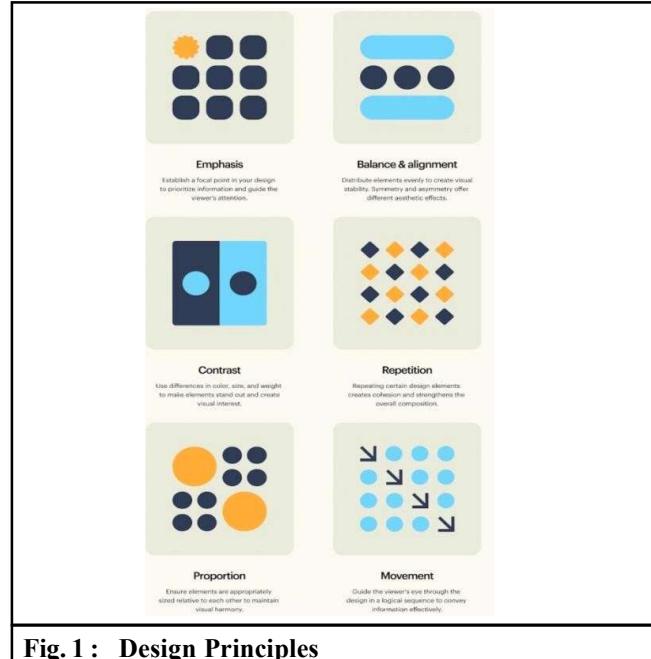


Fig. 1 : Design Principles

total production of textile industry. But at the same time, this industry is facing multifarious problems that other industries are not facing. Though the Government of India is working towards the development and improvement of its productivity and marketing, still weavers of Durg, Chhattisgarh are facing livelihood crisis.

Intellectual Property Right (IPRS):

Creative design in India is protected under the "Designs act, 2000", which safeguards the aesthetic

features of product's shape configuration, pattern ornamentation or color composition.

As per "Design Act, 2000", designs applied to articles that are judged solely by the eye and purely functional aspects are not covered under IPR.

The design must be registered under the Designs Act after submission of drawings and documentation. Besides this it should have Novelty and originality means, should not have been publicly disclosed.

Finally as per Design Act 2000, India uses the "Locarno classification system" to categorize innovative ideas, designs or products.

Taneira Saree: Brand name, logo and products comes under IPRs. Conceived in 2017, TANEIRA, the ethnic wear bread from the house of Tata, was established with a vision to bring to life a symphonic medley of the old and new-an eclectic selection of contemporary designs on authentic hand woman fibers from over hundred craft clusters across the country.

Every TANEIRA pure silk saree is hand crafted by skilled weavers and comes with the trusted silk market tag for authenticity.



TANEIRA, the Indian ethnic- wear brand from the house of Tata unveils 'Vegan Visions' and innovative range of plant based yarn sarees in collaboration with TENCEL LUXE. Women from a plant based filament yarn, the collection brings together the harmonious union of nature and technology that drapes one in elegance.

HANDLOOM WEAVING is our country's cultural heritage and symbolises ability of the weavers to design intricate and attractive products using Handloom. These products are flexible and versatile, permitting experimentation and innovations. As per the government report it is estimated that it occupies an important place

in contributing in raising Indian's economy and provides direct employment to 65 lakhs and to millions indirectly (Gouri, 2017).

As per Handloom census 2009 to 2010 there are about 43 + lakhs weavers and among them 77% are women. Observing the vision of " ATMA-NIRBHAR" Bharat and " MAKE IN INDIA", These women weavers could be encouraged and trained so that they could work from home, taking care of their children and family and become financially and socially independent.

The Handloom weavers should be appreciated and awarded as they are propagating our culture by weaving beautiful clothes and furnishing with love and emotions. The importance lies in its intricate craftsmanship. It's advantages for human beings as it is organic and made from natural friendly fabric which is good for health and hygiene. It also uses less capital, minimum power and is eco- friendly and open for creations and innovations (Mishra and Mohapatra, 2019).

For enhancing Handloom weavers their creative designer skills should be appreciated and accelerated through various means such as, increasing their communication skills, creativity power, seeking and paying attention to products and people, using problem solving skills and developing software proficiency in modern era.

There are associated careers which could bring this industry on the top. They are as follows::

1. Industrial design
2. Architectural design
3. Fashion and April design
4. Photography
5. Product design
6. Interior design
7. Graphic design

Review of Literature:

Tian and Hu (2016) "*The Application of Creative Design in Apparel Industry.*" They concluded that the era of the creative economy is coming, creative has become the core competitiveness of individuals and organizations. Experienced the economic crisis sweeping the globe and the rational thinking of China's sustainable development after great development, it is increasingly clear that changing "Made in China" to "Create in China" is the inevitable direction of future development of China and the only way for the great rejuvenation of Chinese Nation.

Ceesay (2025) "*Awareness and application of*

intellectual property rights in the Gambia textile industry". The study assessed the level of awareness about intellectual property rights and how it is being utilized by those in the Gambia textile industry.

Textilecoach Oct 16, 2021 " *IPR Protection To Handlooms in India- An Overview*" . The result revealed that the Handloom industry is an integral part of Indian history write from the Harappan civilization to the present times. The Indian tradition of handlooms is reputed all over the world for its diversity, variety, and richness. In this light, one can say that the hand-woven fabric is not only a piece of cloth but a symbol of the Indian civilization.

A study has been conducted on 100 Handloom weavers of Durg District and found that the socio-economic status of weavers was significantly low and as a result there anxiety level was also found to be significantly high.

Conclusion:

It has been suggested that to reduce their anxiety level and increase their social- economic status, the creative designs enhancement and its production under IPR should be encouraged to bring them up at global

level.

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