

Role of Carpet Industry in Economic Growth of India

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Abstract: Carpet industry of India has a great potential in economic development of country. Millions of people depend on handmade carpet of handicrafts industry for their livelihood, so there is a good reason to preserve and encourage the handmade carpet industry, not only in Rajasthan, which is its hub, but also, throughout the country. The Indian handmade carpet comes under the cottage industry. Indian handmade carpet sector of cottage industry is perhaps the only sector over in rural India that is almost 100% export oriented and providing direct employment to the millions, generating opportunities to rural unemployed artisans. At present, carpet sector is contributing US\$ 932 million from export to the government exchequer and providing livelihood over and above to the million weavers and artisans. India's heritage of handmade carpet weaving has been recognized worldwide for its elaborate design, delicate style, and attractive vibrant colours craftsmanship. Present study will be based on secondary data collected through the reports from textile ministry, various organisation magazines and some review paper of expert and researcher.

Key words: Carpet Industry, Growth and Economy

1. INTRODUCTION OF CARPET:

The origination of carpets is still mysterious but it is definite that woven forms of floor coverings were present during the Neolithic Age (7000 BC). There are numbers of mysteries about the evolution of carpet but its actual existence would always remain the same in the absence of any print evidence. The oldest documentary is 'The Little Brown Guide to Carpets' by Enza Milanese reported two theories to ponder upon. The first theory says that the carpets were invented to serve the practical purpose of the rough nomadic populations. They were thickly knotted to protect the people from adverse climatic conditions. It fulfilled their original intention of no direct contact with the ground. It is believed that such carpets came as rudimentary forms of floor coverings what we see today. Evolved since the early times, the previous forms of the decorated tents of the nomadic lifestyle were specimens, uniquely colored and decorated with the particular sorts of motifs and established beautification styles. Since the ancient time, art of carpet weaving and its commercial production is started in Iran then Persia. The first documented evidence on the existence of Persian carpets came from Chinese texts dating back to the Sassanid period (224 – 641 AD). Persia became the major hub of carpet production and export in Islamic Era (8th century A.D. On ward). Azarbaijan Province, Tabarestan, Khorassan, Sistan and Bukhara of Iran was among the largest centers of carpet weaving and exported about sent 600 carpets to the courts of caliphs in Baghdad every year with paying taxes to Khalifa of bagdad. These carpets are in great demand in Europe and Middle East because of their prominent designs and motifs, were in high demand among purchasers. The Persian carpets were made to 232 knot/ in² density from high quality wool and sometimes even silk.

2. HISTORY OF CARPET INDUSTRY IN INDIA:

In India, Carpet does not a part of culture but it is an act of importation .This art is a kind of migrated art from the Persian and turkey by the Mughals in India. This intricate and sophisticated art has become the part and parcel of Indian culture since then. It provides the finest example of how a domestic industry practiced at home can be transported to a full established and organized industry, from the safe confines at the home where the carpet was weaved jointly by all the family members, this beautiful piece of handicrafts has transformed to the industry of mass scale production. The certainty of origin of carpets would always continue to be shrouded in mystery. However it is definitely out of debate that woven forms of floor coverings were present in Neolithic age in 7000 BC(www.carpetandrugspedia.com) In India, carpet industry does not originated as a part of tradition, but as an act of importation by Mughal emperors.(carpet export promotion council news, 2013). It is believed that

first Mughal emperor Babar(1526-30) imported carpet from Turkey and Persia to India .It dates back to 16th century where Mughal established the art of carpet weaving continued to spread and survive in India under the patronage of Indian nobility .With the ruin of Mughal empire Indian handicraft faced a set back during 19th century. Local carpet workshop was governed by English and European countries. At the great London Exhibition in 1851, Indian handmade carpet received the world attention and appreciation for the first time for the acceptable quality, oriented pattern, fine weavers and rich color combination (Gito and Kumar 2011). In the post British period, indigenous industry started flourishing in different parts of the country. Each region is engaged in making different kind of carpet with variation in materials(silk, wool etc.), design, color and quality .On the basis of quality of wool used in the production the feel of carpets differ. Northern region of carpets are soft and shiny while southern region carpets are opaque and rough.

3. INDIAN CARPETS:

Indian style carpet is motivated to Persian carpets. It could not boast to its own origination and following tradition of hand knotted carpets due to the region's hot climate could never have required the warmth of carpets. But it exists in India due to centuries old tradition of schlepping of carpets from Persia. The introduction of carpets in India was only possible in Mughal dynasty's and credit goes to the then Mughal emperor, Akbar (tenure 1556-1605). Akbar had called for specialized artists and weavers sent from Persian court to set up workshops in his two Indian capitals in Agra and Fatehpur Sikri. These were meant exclusively to produce novel pieces of decoration and furnishing. Initially, the carpets woven showed the classic Persian style with fine knotting. In due course of development of design and art of carpet weaving. Jahangir, Akbar's son reigned and encouraged more on floral carpets. His fascination towards botanical features like floral characters exhibited a variety of herbal species, which was perfectly expressive on carpets. He set up more workshops and this art form reached the peak of its popularity. This is also the period of culmination of the Indo-Persian style of carpets and make a strong impression. Indian carpet exquisite of prayer rugs, antique rugs and carpets, figural carpets, etc. made of high and medium fine quality wool. Indian style carpets are overwhelmingly rich with a sheer range of patterns, styles and designs on their bristled surface. They are one of the uniquely characterized works of art distinguished mainly upon an exclusive, deeply perceptive palette, based on pink, yellow, green, and light blue. Such colors have best complemented on the usual bluish red known as lac red. This intense red has been extensively used for the grounds of fields on carpet. The lifelike and floral designs with animal figures accompanied with the epic hunting scenes on the carpet are indebted to the Persian style.

4. IMPORTANCE OF CARPET AS PRODUCT:

Carpets are one of the most widely used flooring coverings in both residential and work places. The major application of carpet is to decorate the interiors as well as enhance the thermal comfort in place of its use. It reduces heat loss through floor and their excellent thermal insulating properties has been rely on the principle of trapping air to reduce convective heat transfer. In colder climates or seasons, it retains warm air longer, an important benefit in our energy-conscious world. Besides to provide the eye soothing, luxury feel and comfort to walk. The human activities for a prolong time over a hard floor surface like impact of heel strike in walking and postural sway due to body inertia result to perceive discomfort by fatigue, tiredness and pain in lower leg, ankle and foot. Carpet compressional behaviour facilitate the human activities by reducing the impact of heel strike during walk and help to regulate the postural control in standing conditions to perceive firmness.

5. OBJECTIVES OF STUDY:

The term of Indian carpet has used for the very vast range of floor covering. The present paper is an attempt to examine the role of carpet industry in economic development being as a study of carpet industry. It is an effort to examine the carpet industry's contribution in the economic development of the country.

6. METHODOLOGY AND DATABASE:

The present paper is based on secondary source of information. Secondary data have collected through the published and unpublished source such as district industrial centers (DIC'S), office of Carpet Export Promotion

Council (CEPC), circulars and magazines published by researcher and expert from various department and institute of India. Data have been analysed through simple percentage method and showed by statistical table and diagrams.

7. DISTRIBUTION OF CARPET MANUFACTURING UNITS AND REGIONS:

The variety of carpet has weaved in the different regions. The different types of carpets are hand-knotted, tufted woolen carpets, pure silk carpets, Persian carpets, Iranian carpets. Carpet Industry has spread some states in India such as Uttar Pradesh, Kashmir, Rajasthan, Haryana, Punjab, Andhra Pradesh, Himanchal Pradesh, Madhya Pradesh and Gujarat.

i. Carpet Industry in Uttar Pradesh

Shahjahanpur, Mirzapur, Bhadohi, Khamaria and Agra are main hubs for carpet Industry in Uttar Pradesh. During British rule growing demand outside the country encouraged this carpet manufacturing activity. Carpet industries in this region are the largest handmade carpet weaving cluster in India, engaging around 3.2 million people, Bhadohi alone employs 22 lakh rural artisans in its 100 percent export-oriented industry recognized it as 'Carpet City'. This cluster accounts for about 75 per cent of the Rs 4,400 Crore total carpet exports from India, exporting carpets worth Rs 2,500 crore (approx) in 2010. (Source: "Bhadohi famous for its handmade carpet industry". Now-a-days Jute and cotton is used. Carpets made are of medium quality and on an average of about 60 knots per square inch is applied. Shahjahanpur is also well known for luxurious carpets. The designs are beautiful, with geometrical patterns generally in black on a maroon background. Agra is the traditional center of carpet weaving from the period of Mughals. Agra is specialized in the use of silk mixed with woolen yarn. Designs resembles to that of Persian style. The weavers of the Mirzapur-Bhadohi region are renowned for their versatility by weaving carpets of practically any design, including the Old Persian ones that are in great demand

ii. Carpet Industry in Kashmir

Kashmir can be called the fort of the Indian oriental carpets and rugs. Famous for hand knotted woolen and silk carpets, they are a symbol of quality and artistic expertise. Traditional Gabba carpets which is a hand-woven pile rug of coarse quality characterized by an abstract design that relies upon open fields of colour are specialty of this region. A single gabba carpet takes approximately 2 months for completion. Presently, it is an extinct form of art and the so-called Kashmiri carpets are nothing but the adaptation of Iranian carpet. The carpet design is guided by Talim, the special script for carpet weaving were inspired by Central Asian and Persian rugs. Some carpets combine the discipline of Persian symmetry with a bold contrast of form and color that are characteristically Indian. Pure silk carpets of Kashmir are such high quality that they are woven with 324-600 knots per square inch to capture the fine lines of the pattern. The carpets are generally treated with chemical baths for a high sheen.

iii. Carpet Industry in Rajasthan

Jaipur was another major center of carpet making since Mughal reign. Jaipur, Bikaner, Ajmer its adjacent districts viz Tonk, Alwar, Dausa are the major manufacturing centers. The industry engaged 35000 artisans in Jaipur alone and contributed by 15 percent to total carpet manufacturing in India. The carpets produced here were medium quality (80- 120 knots/in²) with Indian style and geometric patterns. The quality is being improved to global standards and carpets of these regions are also known, superior quality, delicate designs depicting rich cultural heritage of Rajasthan and their innovativeness. In Rajasthan carpet industry shaped as export oriented handicraft and cottage industry. The industry witnessed a constant growth over the years and except 1994-95 due to open competition (WTO). Over ten year's period 2001-11 the carpet industry is fivefold in this region and presently about 150 carpet industries /exporters in the Rajasthan. The growth rate of carpet industry in this region viz. Rajasthan state has been progressing at the rate of around 15 percent per annum. The establishment of a number of ancillary industries like woolen yarn manufacturing and dyeing units has increase in carpet production

and export from this region. Today more than 0.56 million square meter of carpets were produced and exported worth Rs. 450 Crores (2006-07) and engaging about 3.0 lakhs people directly or indirectly in the carpet industry of the State(Source : Ashok Jain, Chairman, Carpet Export Promotion Council.).

iv. Carpet Industry in Punjab

Amritsar carpets are known for their fusion style, fusion of Persian craft and Indian style. The place got into the Carpet weaving sector in a big way in 19th century specially with designs called Mouri that are geometrical patterns. They mostly export their products. The place is also known for Embossed carpets based on Chinese designs.

v. Carpet Industry in Andhra Pradesh

Masulipatnam, Elluru and Warangal are the prominent centers for carpet manufacturing in Andhra Pradesh. In Masulipatnam, patterns used are named after the fruits and flowers like babul, guava, ambarcha etc. Also the main designs called by the name of famous patrons for example Nurjaha, Farsi, and Shah Navaz. More often, combination of blue and green with soft yellow and pastel shades is used. The carpets of Elluru and Warangal are the pride of Andhra Pradesh and have a strong local flavor. The carpet weaving at Warangal is done on a large scale because of ease to access cotton. Handspun wool and jute thread are used. The design are again here of Indo-Persian origin. Images are in deep green and orange colors while off-white background is used.

vi. Carpet Industry in Himachal Pradesh

Sheep and goat rearing is a very common occupation of many villagers in Himachal Pradesh who are also engaged in blanket weaving texturing. Carpets in Himachal have magnificent designs and durable texture. Mainly carpets of these areas are made in pure wool and for durries cotton is used. Many Tibetan craftsmen are engaged in weaving woolen carpets, as a result motifs are influenced by Tibetan tradition and culture. Designs of birds, dragon, lion and swastika are popular. Threads of ground color are used.

8. EXPORT POTENTIAL OF INDIAN CARPET:

The Indian Carpet Industry is vibrant and has considerable potential for growth and development of Indian Economy. It is a labour intensive industry and has potential to provide large scale employment to rural and unemployed youths, besides being an important source of foreign exchange earnings for the country. The Indian Carpet Industry is cottage and primarily a rural based industry. Indian handmade a carpet has showed the ever increasing growth since 6 decade from 1961-62 to 2011-12. The table 2 shows that the export of carpet in the year 1961-61 to the world was recorded 4.42 (Rs. Crore). In 1971-72 this number increased to 13.69 (Rs. Crore). It further recorded the value of export was 157.66 (Rs. Crore) in the year 1981-82. In 1991-92, the value of carpet export recorded 992 (Rs. Crore). The value of export suddenly increased in the year 2001-2002. The value of export increased in this year was recorded 1642.26 (Rs. Crore). The year 2011-12 shows the ever increase value of export that is 3853.54 (Rs. Crore). This increase of value showed the potential of export of carpet in the world market. The carpet industry showed its resistance to compete the world stiff competition in the era of competition. This steep increase in export value has possible due to the introduction of mechanized weaving and government concern to provide aid to this industry. It is highly encouraging fact that it contributes the great value of export items. Carpet industry is the only industry that goes totally for export in spite of being in the category of cottage and handicraft industry. The ever increasing growth performance of this sector shows the high potential of sustainability to the world competitive market. Carpet industry proved its efficiency of sustenance in the globalization period where number of Indian craft lost their ground. They keep remaining the aesthetic value of Indian art to the global market.

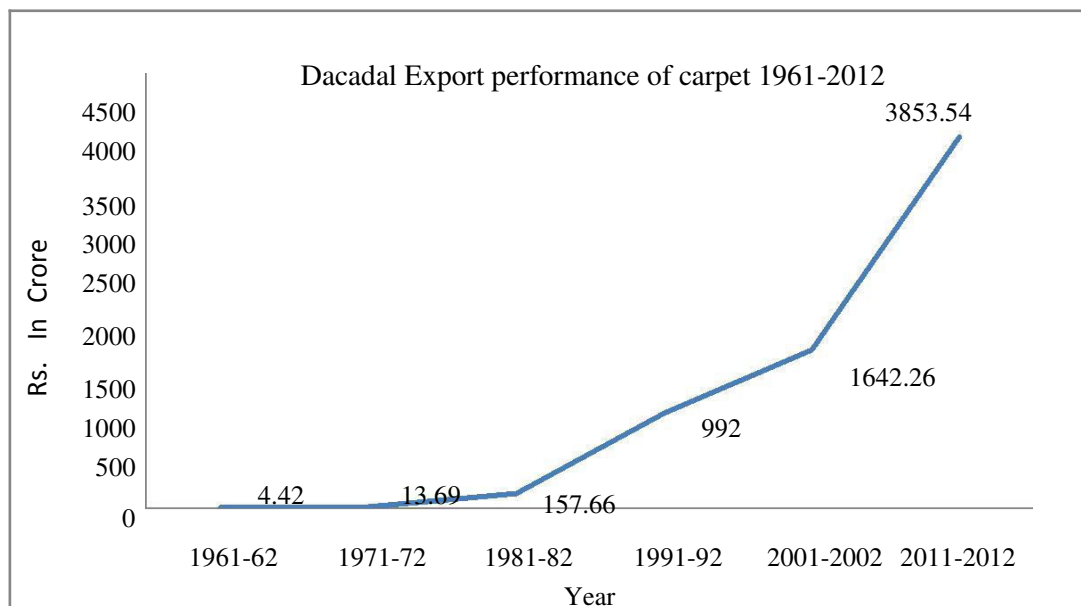
Table 1 The decadal export performance of carpet of India in terms of value

(Rs. In crore) 1961-2012

Year	Export (Rs. in Crore)
1961-62	4.42
1971-72	13.69
1981-82	157.66

1991-92	992
2001-2002	1642.26
2011-2012	3853.54

Fig.1 Decadal export performance of Indian carpet from year 1961-62 to 2011-12



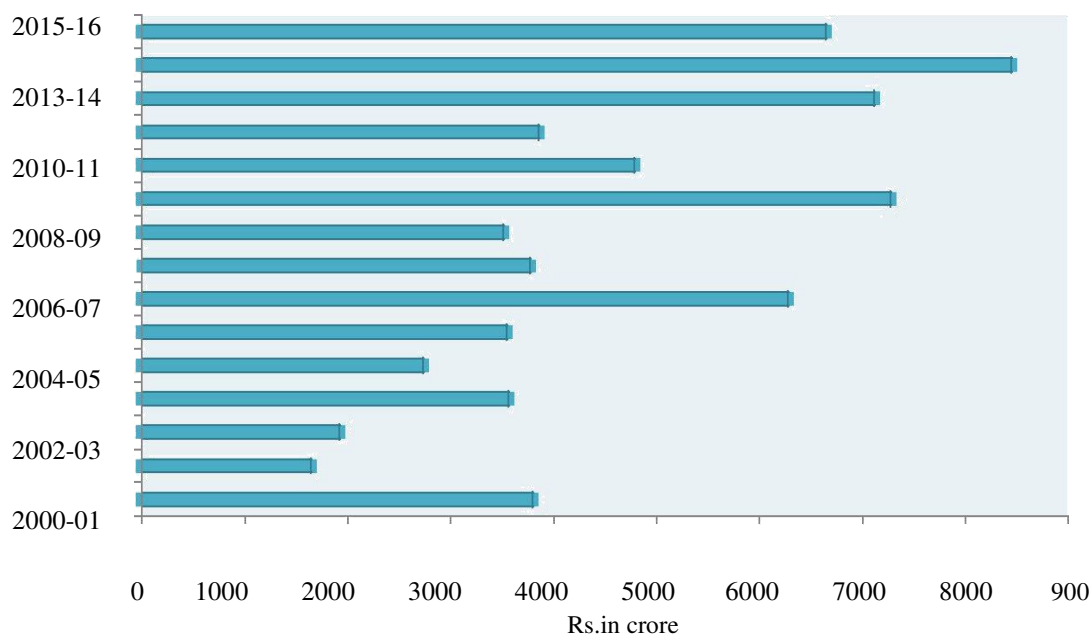
Source: Ministry of Textile, Government of India.

Table 2 Carpet Export from India in terms of Value (Rs. In crore) from the year 2000-01 to 2015-16

Year	Export of carpet in terms of Value (Rs. In Crore)
2000-01	3791.27
2001-02	1642.26
2002-03	1917.39
2003-04	3559.65
2004-05	2727.64
2005-06	3546.38
2006-07	6274.02
2007-08	3766.67
2008-09	3506.37
2009-10	7273.04
2010-11	4777.64
2011-12	3853.54
2013-14	7110.42
2014-15	8441.95
2015-16	6641.23

Source: Ministry of Textile, Government of India.

Carpet Export in terms of value (Rs. in crore) year 2000-01 to 2016



Source: Ministry of Textile, Government of India.

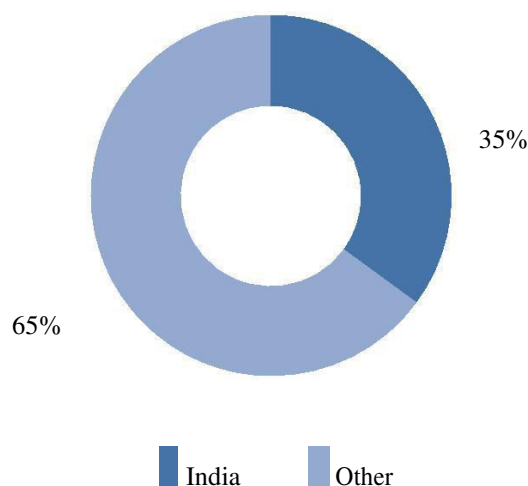
Fig.2 Carpet Export in terms of value from the year 2000-2001 to 2015-2016

9. THE GLOBAL SHARE OF INDIAN CARPETS:

Indian carpet are famous the world over with his magnificent designs and heart winning workmanship, it has been able to capture the world export market and to make mark in the global carpet market .India has made remarkable progress in export market. Handmade woolen carpets, tufted carpets, staple synthetic carpets handmade woolen durries are some of the types for which there is a huge market demand in the European and American market. The handmade carpet is an important foreign exchange earner for our country, besides providing employment to million workers. The current trend of handmade floor covering is estimated to be around US\$ 2.56 Billion (carpet Council Magazine Feb.2012.pg.11) .India ranks number one in terms of value as well as in volume of exports of handmade carpets. The major competition to the export of handmade carpet is coming from Iran, Pakistan and Nepal. Carpet export increased from US\$ 50 million in 2007-2008.During the year 2008-9&2009-10 the export of handmade carpets & other floor covering declined by 23.15% and 7.51 respectively. The export of handmade carpets and other floor coverings have increased during the year 2011-12 by 23.61% in US\$ terms. India has around 35% share (diagram1) of the world markets for handmade carpets and floor covering out of which India’s export to US accounts for about 39.25% of total exports. It is estimated that India’s export can be doubled if it increase it share in the world floor covering market by 3.5%India, Iran, China, Nepal are the key player in the global carpet trade. Iran accounts for about 20-255 of total export. China contributes about 20% (of Machine market) and Nepal for near 10% among the exporting country. Other significant importers are including Turkey, Afghanistan, and Pakistan. Europe and America are the chief importers accounting for almost 95% of total carpet imports. In Europe Germany alone takes over 40 % of global import.

India weaves in its own specialized way that makes its carpet unique in all respect. The stunning design and magical colour blend make it more precious. The trained traditional crafts man weaves the masterpiece that flabbergasted the world and brought the attention of world market towards Indian carpet.

Share of Indian Carpets to the World Market 2015



Source: Carpet Export Promotion Council.

Diagram.1.Share of Indian Handmade carpets and floor covering to the world market

The table 4 shows the export of handmade carpet of India to the different countries. The largest share of carpet export among this country is Germany. The value of export to the Germany is 656 (Rupees in crore) in the year 2012-13 followed by Australia (179.42 Rs. crore), Canada (118.81Rs. crore), Netherland (96.65 Rs. Crore), France (93.34 Rs. Crore), Italy (83.99 Rs. crore), Belgium (72.07 Rs. Crore), Japan (70.12 Rs. Crore), Brazil (64.51 Rs.crore), Sweden (60.03 Rs. Crore), Denmark (56.53 Rs. Crore), Norway (28.46 Rs. Crore), Austria (26.39 Rs. Crore), Switzerland (19.44), Finland (13.96 Rs. Crore), Argentina (7.24 Rs. Crore). The total export of Handmade carpet to the world in terms of value is 1650.72 (Rs.crore). India leads in the production of handmade carpet in the world. India is the largest exporter of handmade carpet to the world market (Carpet Export Promotion Council, 2012).

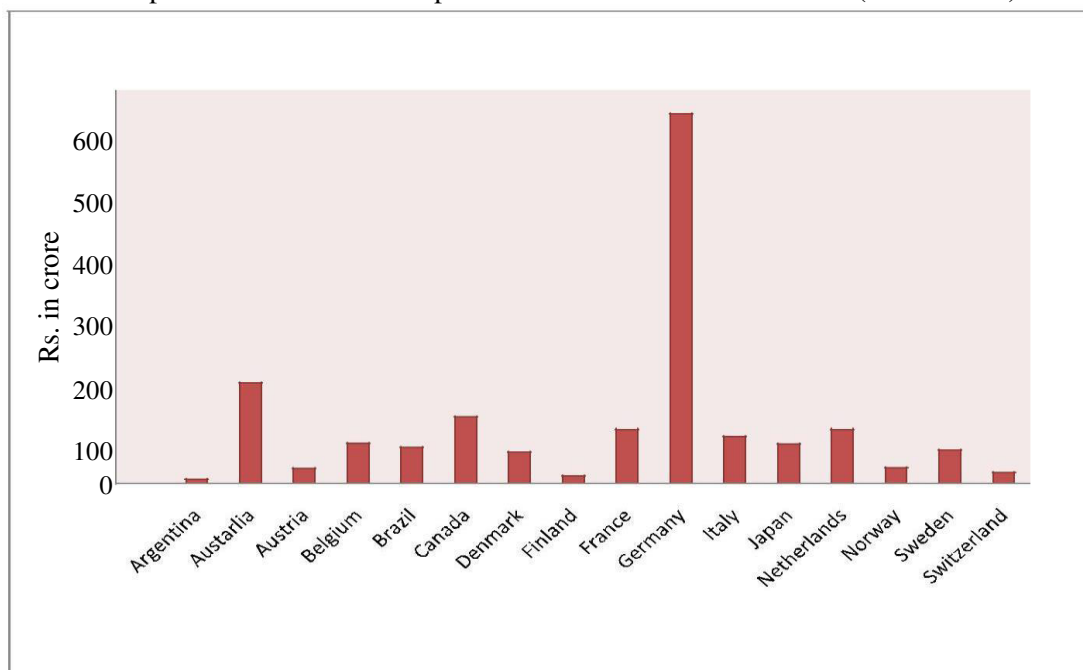
Table 3 Export of Indian handmade carpet to different countries in the year 2012-13

Name of country	2012-13
	Rupees (in Crore)
Argentina	7.24
Austarlia	179.42
Austria	26.39
Belgium	72.07
Brazil	64.51
Canada	118.81
Denmark	56.53
Finland	13.96
France	96.34
Germany	656.76
Italy	83.99
Japan	70.12
Netherlands	96.65
Norway	28.46
Sweden	60.03
Switzerland	19.44
Total	1650.72

Source: Carpet Export Promotion Council

Export Share of Indian Carpets to the World in terms of Value (Rs. in Crore)

2012-13



Source: Carpet Export Promotion Council

Fig.3 Countries share of export of carpet from India 2012-13

10 LIMITATION IN THE PATH OF DEVELOPMENT OF INDIAN CARPET:

The glorious performance of Indian carpet suffers a lot due to the lack of infrastructure facilities. The major carpet making centers in India accidently develops in the less prosperous region of the country. The artisans that come to the industries are basically from rural areas and lack of good transportation facility they suffer most. The finished product that goes to the port firstly have to face the road transportation. The roadways of rural and semi rural region that connecting to the highway laid in the inappropriate way that are seasonal and create great loss in the monsoon seasons. The leading region in carpet manufacturing in Uttar Pradesh that is Bhadohi- Mirzapur belt (The largest hub of carpet making) suffers greatly due to poor transportation facility. The most important centre of handmade carpets is offended by its poor road that makes buyer to avoid to visits in the industry. They prefer to stay at the Varanasi and deal the business. This nature of business is decreasing the demand of carpet among the world.

The shortage of electricity supply becomes the major problem that effects on the production of carpet. The power cut problem forced the workers to work only during day time that cause the lower the production. The weavers of carpet industry could not weave carpet during night time. A study of Bano, (2014) reveals that the major belt of carpet manufactured in northern India. Among the northern Indian region, Utter Pradesh is the leading manufacturer. Bhadohi city (known as carpet city) suffers greatly due to poor electricity. The study reveals that this city avails electricity for only 6 hours (average) in a day.

In spite of the foreign exchange earner, carpet industry has the great capacity to provide job opportunity for millions of people. The industry engaged the range of workers either skilled or unskilled. The workers involve in the industry dependents heavily on the carpet export performance. The more demand in the market directly effects the million of life of workers. No doubt that engulfs the rural as well as urban unemployed labour and enables them to earn their livelihood with dignity. Due to handicraft industry it is highly unorganized that become the great cause of low wage of workers. The most exploited section of the workers of carpet industry is weavers. They can only earn 150-200 Rs. in a day. The pre carpet making work that performed in the house and mainly done by the women worker are paid very pity amount. In the whole day of labour they can get only 50-60 Rs. in a day (unpublished project, 2012). The low wage of carpet industry workers seems to be the cause that workers are forced to leave their traditional art of carpet making.

The irregular nature of work among the workers of carpet industry is another major cause that hampering in the carpet production. The carpet weaving is the traditional art of India. The traditional art transform into the modern art in the new era of technology. Due to the large innovation in the market, the carpet of India also demanding the need of technology used in carpet making. The Indian carpets that weave in the traditional region of carpet weaving centers are very far away in the reach of technological innovation. The advancement in the technological innovation in the carpet making can make them more favorite into the world market.

Above all mentioned problem, there are number of other draw backs of carpet industry that become the hurdle in the path of development .There are some pockets of country that is manufacturing world class carpet. There is lack of awareness among the carpet weavers about government scheme that has introduced for their betterment.

11. SUGGESTIONS:

Indian carpet industry is primarily rural based labour intensive and handicraft industry. There are some specific pockets in India. All regions have achieved its own specialty of glorious and unique quality in carpet making. Uttar Pradesh has leading position in the term of manufacturing and export. There should encourage the other state to producing the carpet weaving. The migrant nature of weavers should be checked by providing them. There should be a good rate of wage provided to the workers so, they can sustain their better life. It is following the traditional pattern of carpet weaving. The weavers are dependent on the elementary tools while weaving carpet so, machines of new technology should be introduced. The introduction of machine would enhance the productivity and attractiveness of Indian carpet to the world. There should be connectivity of the carpet producing region with highways that connect the small cities of carpet manufacturing region to big cities. Each region of carpet making industry should have provided the exposure to the world.

12. CONCLUSION:

The unique art of carpet weaving done by the skilled weavers produced unmatched quality that raised the attention of the world. Handicrafts industry proves its great role in the economic development. The above study shows the export performance of carpet industry that how it helps in the economic development and becomes the prime agent in the path of development of a country. Indian handmade carpet is probably the unique among the other cottage industry. It is contributing the immense value of foreign currency to the country that strengthens our economy. The carpet industry experienced the positive trend of growth since 1961. This period is very much crucial because that is the period of stiff competition over the world market. The Indian handmade carpet has proved its efficiency to compete to the world due to its unique weave. The ever increasing growth in terms of value of export indicates the high potential of sustainability of this industry in coming future. This industry has a capacity to employ the million of rural unemployed artisans and becomes the best instrument of removing the regional disparity from the country.

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