

## STATEMENT OF CASE

### Bhavani Jamakalam

#### **Description of Goods**

The "Bhavani Jamakalam" is a fine cotton carpet/ spread woven in the pit looms in and around Bhavani, with a multicoloured crossbar effect on both sides. These carpets/ spreads in addition to having a rich display of colours have a fine feel texture. The art of weaving the Bhavani Jamakalam is now part of a tradition in usage for a couple of centuries and capable of being classified under class 24 – textile and textile goods.

#### **Origin & Geographical Indication**

It is believed that the art of making of the Bhavani Jamakalams began with a community of Lingayat, Veera Saivaites also known as the Jangamar, migrating to the said region in the 16<sup>th</sup> century A.D. from Mysore. The said community undertook the weaving of the cotton carpets/ spreads as a profession. And the word Jamakalam is supposed to have been given derived from the Urdu/ Persian word "Jama khans" meaning spread. It is said that one Thekkanambi Mathaiyan of the said community was instrumental in promoting the cause of the said community. Later in the 18<sup>th</sup> century one Kurikkara Mathaiyan of the said community was also instrumental in popularizing the said Jamakalams.

Given the demand of these carpets/ spreads another community, which soon took up the carpet/ spreads manufacture was the Okkiliar, an agricultural community, who also immigrated into the plains in and around Bhavani and complemented the former community, with the market demand for the said product.

So popular was the Bhavani Jamakalam that according to the Coimbatore District manual published in 1887, it is reported that the Bhavani Jamakalam won the first prize at an Exhibition conducted at Madras way back in 1883. Understandably the fine texture, multicoloured cross bar effect, usage of both sides, versatility of usage and the sturdy material that it is contributed to it being chosen as the winner. It is noteworthy to mention that there were instances when traders in Bombay bartered the Bhavani Jamakalam for dates from the Arabs.

Location

Erode District Profile - within which Bhavani Taluk falls:

Geographical Position

North Latitude	Between 10 - 36' to 11 - 58'
East Longitude	Between 76 - 49' to 77 - 58'

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Area and Population

- i. Area (Sq.Km.) 8,162
- ii. Population 25,74,067
  - a. Male Population 13,06,039
  - b. Female Population 12,68,028
  - c. Rural Population 13,84,746
  - d. Urban Population 11,89,321
- iii. Density (Sq. Km.) 314
- iv. Literate 15,32,258

Handloom & Powerloom Units forms part of the top 6 important industry in the District.

The main centres of the location where the Bhavani Jamakalam is manufactured:

Within the Erode District:

1. Bhavani Town
2. Kurupanayakanpaalayam
3. Municipal Fort
4. Kutuvaretiyur
5. Chennampatti
6. Vellitiruppur
7. Maathoor
8. Jambai
9. Periyamolapaalayam
10. Orichaery
11. Thalavaaipetai
12. Aapakcoodal
13. Chaethunaampaalayam
14. Paruvaachi
15. Chinna Paruvaachi
16. Nallipaalayam
17. Brahmadaesam
18. Kaatuppaalayam
19. Osapatti
20. Thavituppaalayam
21. Nagalloor
22. Keezhvaani
23. Moongilpatti.

The other areas where the Bhavani Jamakalam is now manufactured include:

Within the Salem District:

1. Maechaerry
2. Chettyyatti
3. Mayilampatti
4. Mettur
5. Ornalloor
6. Edapaadi
7. Govindapaadi
8. Thaeyvoor
9. Magudanchavady
10. Muthanayakanpatti
11. Kugai
12. Pullakkavundanpatti
13. Komarapaalayam

THE RIVER BHAVANI

Bhavani, the second largest river in Tamil Nadu, begins from Kerala's Silent Valley and flows into western Tamil Nadu, covering a distance of 217 km before merging with the Cauvery. The basin drains an area of 0.62 million ha, spread over Kerala (9 per cent), Karnataka (4 per cent) and Tamil Nadu (87 per cent). The main river courses through Coimbatore and Erode districts of Tamil Nadu, before reaching the Cauvery at Bhavani town. About 90 per cent of the river's water is used for agriculture, even as industries dot the sub basin at every point.

Sangameshwarar Temple At Bhavani

Located 15km northeast from Erode is the famous pilgrimage centre, Bhavani. It is popularly known as "Tiruveni of South India". The temple stands at the confluence of the rivers Bhavani and the Cauvery. The presiding deity is Lord Sangameshwarar along with his consort Vedanayaki.

**Production – Method & Stages**

The manufacturing process of the Bhavani Jamakalam is generally classifiable as a cottage industry.

Raw material:

Yarn being the basic raw material is usually purchased from Madura, Bangalore and Bombay centres. Initially the Jamakalams were produced using No.2 as coarse variety and then using No.6 and generally 8s and 3 – 20s were used. Today No.10 yarn is procured for the weft and 2/17, 2/10, and 2/20 are used for warp.

Dyeing:

In the earlier days the colours used were black, blue and khaki. These were extracted from vegetables such as Kadukkai husk (Gall nut – Chebulic Myrobalan, Terminalia Chebula), Annabedhi (Green Vitriol – Ferri Sulpar) a blue colour yielding medicinal creeper, along with turmeric and indigo were used for dyeing.

The Dyeing was traditionally carried out by the local Devanga Chetty's, who most often used aniline dyes especially for yellow, red and orange colours, Sulphur black for back colour.

This process involves extraction of the colour of the required dye first, which entailed soaking the extracts of the aforesaid plants in rigid ratios in earthen pots/

tanks and covered with a wooden plank for days together. Thereafter the plant particles are crushed into a mixture and the colour dyes would be obtained.

#### COLOURS -

The khaki colour is extracted from the husk of the Gall nut.

The black color was obtained after mixing together and boiling Green vitriol and Gall nut. The extract obtained is a black colour liquid dye, used to dye the yarn black.

The blue colour was obtained from the leaves, the mature and tender fruits of a certain variety of creeper, which when crushed gave a blue sap, which when along with the husk of the Gall nut is boiled, the extract thus obtained is a blue colour liquid dye, used to dye the yarn blue.

The yarn is immersed frequently and turned inside out for a couple of minutes in the hot liquid dye and then removed and squeezed and sun dried. Interestingly the manufacture of the dyes was so tedious and highly skilled process, so much so the community of people who engaged themselves in the said task soon came to be labelled as "Karruppu chaaya pandaaram" - the black dyer.

However today with the advent of artificial dyes the usage of vegetable dyes has remarkably come down. The dyes are usually obtained from Bombay and Ahmedabad. The yarn is dyed in the usual process.

#### Weaving:

The processes of dyeing and weaving of the yarn for a Jamakalam is labour intensive and thus time consuming. The yarn thus dyed is woven using the throw shuttle in a Pit loom. In the earlier days the No.2 variety of yarn was used. Thus the woven Jamakalam would be thick, hard and heavy. Later on No.6 variety of yarn was used, to give finer and yet thick knot. Nowadays No.10 yarn is used as weft and No.2/17, 2/10, 2/20 variety yarn is used for warp. The thread used for making the warp nowadays is the karaikan thread. Further 10s, 6s, acrylic woollens, artificial silk and such other yarn is also used as warp thread. While the smaller ones may require a single weaver alone to manufacture, in order to obtain a long and wide Jamakalam for instance 52 X 90 ; 60 X 90 sizes - two to three weavers are required to work on a single pit loom. The weavers have to coordinate their work such that when one person throws the bobbin across the loom, simultaneously the other person proceeds to actively coordinate the shuttle weaving to maintain the thick knot being made without any lapse. Normally Jamakalams woven conform to 34 X 72 ; 40 X 78 ; 46 X 84 ; 52 X 90 ; 60 X 90 sizes. Thus woven in the above manner in a short span is produced a finely woven multicoloured crossbar effected finished product namely the Bhavani Jamakalam. Once the required length of the carpet/ spread is woven the warp thread is cut and knotted at the ends. Thus the Jamakalam required is ready.

No. of persons involved in the manufacture of the Jamakalam in one pit loom depending on the size of the carpet/ spread:

- In case of 1' to 5' breadth weave – one person per shuttle
- In case of 6' to 10' breadth weave – two persons per shuttle
- In case of 11' to 15' breadth weave – three persons per shuttle

In addition to the above person 2 more weavers are required one for to roll the thread and the other for linking the warp threads are needed.

Experimentation with Power looms did not yield with the desired result, hence power looms are not used in the weaving process.

### **Eminent Body**

In 1964 the first cooperative society viz. Jambai Weavers Cooperative Society was formed exclusively to cater to the interests of those dependent on the Bhavani Jamakalam. Now there are 27 weaver cooperative societies involved with the manufacture and sale of the Bhavani Jamakalam, in the Bhavani Taluk alone. And there are more than 300 private concerns involved with the manufacture and sale of the Bhavani Jamakalam.

### **Uniqueness & Characteristics**

The Bhavani Jamakalam in addition to being a handloom cottage industry is dominated by women weavers who undertake the major part in the production of a Jamakalam despite being labour intensive.

#### As regards the weave:

- The uniqueness of the Bhavani Jamakalam for centuries has been in its weave of multi coloured cross bar effect on both sides of the carpet/ spread. And more especially the letters of almost all languages and figures and natural scenes that are woven by hand in the "Korvai" method. Thus these Jamakalams are easily distinguishable from those manufactured elsewhere, on mere examination with the naked eye.

#### As regards the colour:

- The elegance of riotous colours mostly vegetable dye based is an outstanding feature that helps to distinguish Bhavani Jamakalams from others.
- Only grey coloured yarn is used in the warp of the Bhavani Jamakalam.

### Concerning the warp:

- In the Bhavani Jamakalam the carpet/ spread is so closely knit that the warp is invisible, on account of this the Bhavani Jamakalam is generally heavy and of considerable weight.

### Texture:

- The feel of Bhavani Jamakalam is fine and speaks of the texture and fine variety of yarn used in its manufacture. Attribute for this may also be given to the vegetable dyes used and the qualities of water that is inherent to the said region, especially the waters of the sacred River Bhavani. According to a report published in the Manual of the Coimbatore District, Presidency of Madras by one F.A. Nicholson Es. Mcs, Acting Collector, Anantapur, in page 252, it is said that "...the river water is said to be specially excellent for the colours used, which are cheaply country made vegetable dyes, though the anilines are unfortunately now coming in."

The Bhavani Jamakalam is handcrafted to perfection by skilled artisans who are endowed with critical skills in intricate designs, with decades of experience behind them in their respective fields.

### **Inspection**

In order to keep a constant tab on quality of the Jamakalams manufactured each cooperative society has its quality Inspectors, called Appraiser. The task of the Appraiser is crosschecking the details provided by the weaver's viz. the size, the warp, the weft etc. For instance the Appraiser would while considering the following general sizes: 34 X 72 ; 40 X 78 ; 46 X 84 ; 52 X 90 ; 60 X 90 would also look for the warp to be either 2/10s or 2/17s and the weft to be either 10s or 6s. The process of verification is done through physical examination and comparison. No doubt it is the years of experience and the rule book that every Appraiser would rely upon in arriving at while certifying the genuine Bhavani Jamakalam.

### **Others**

There are approximately 10,000 people directly involved in the weaving of the Bhavani Jamakalam. And there are about 15,000 people involved in the ancillary (or related to the weaving) such as the dyeing, marketing etc., work involved in the weaving of the Bhavani Jamakalam. The wages for weaving small Jamakalams usually range from monthly income of Rs.500/- to Rs.1000/- and

Rs.1000/- to Rs.2000/- per month for large Jamakalams. The monthly sales turnover of the Bhavani Jamakalam approximates to around Rs.1 crore per month.

Usage:

Bhavani Jamakalam in Assam, Sikkim, Arunachal Pradesh, Bhutan and in a couple of other North eastern states is used as a part of the warm clothing costume requirements of the common people. In Andhra Pradesh and in many other northern states it forms a part of the collection of gifts that the bride and the bridegrooms are vested with. Further in parts of Andhra Pradesh the new born children as a tradition are made to lie on the Bhavani Jamakalam not because it is simply auspicious but because of its smooth and fine texture. Nowadays the Bhavani Jamakalams also find use as spreads for easy chairs and table spreads. It is also used as "Joolah" a small spread put on the cow with a pair of nandi's on the two ends and a shiva linga in the centre. It is also used as the floor spread in most mosques, as well as spreads in most marriage halls, dining halls were it is of running length etc.

Varieties:

One expensive variety, which is heavily dyed and better yarn for the rich and a cheaper variety, which is dyed lesser with cheaper yarn for the poor. Others being the Single, Double, Hall, Dining Mat (Running Length) Jamakalams are other different varieties being manufactured. Besides cotton carpets of the Agra pattern and artificial silk are also produced.

**Marketing & Future**

The cooperative societies and the various sales agents generally market the finished products. The government has also granted major subsidies some of them being exemption from sales tax, 50% subsidy on transport through rail, rebates up to 30% is offered. The government also offers low interest loans through the cooperative to aid and assist the manufacture of the carpet/ spread. Thus the carpet/ spread is easily procurable and within the reach of the common man. Further given the major government subsidies today people from almost all communities are involved in the weaving of the Bhavani Jamakalam. Today the Bhavani Jamakalam is exported world over and famous world over for its quality.