



REVITALIZING TRIBAL FASHION: ANALYZING POTENTIAL IN INDIA

ISHA BHANDARE¹,

¹ISHA BHANDARE, ²PRITI PATWARI, ³PAYAL MUSMADE

¹5TH YEAR STUDENT, ²PROFESSOR, ³ASST.PROFESSOR

, ¹Dayanand Institute Of Technical Education Latur,

¹Dayanand college of architecture, Latur, India

ABSTRACT

Diverse tribal cultures are part of India's legacy, which is reflected in its intricate traditional artistry and craftsmanship. Adapting to modern economic systems is challenging for indigenous societies; the risk is that they will lose their cultural traditions. This research paper delves into the establishment and impact of a unique initiative.

Examining the Tribal Fashion Technology Hub in India allows for a more profound understanding of its influence on tribal communities, the fashion industry, and broader societal norms through this research paper. Sustaining India's tribal heritage requires simultaneously empowering these communities for long-term success. This initiative showcases a model for sustainable development by fostering cultural resilience and economic self-sufficiency in the realm of traditional craftsmanship and tribal fashion.

Keywords: Indigenous Fashion, tribes, marketing, culture, Skill Development, Artisan Empowerment, Textile Clusters, Digitalization, Handloom Industry

1. INTRODUCTION

India is home to a diverse array of tribal groups referred to as Scheduled Tribes or usually Adivasi people. They inhabit numerous regions across India and feature unique languages, cultures, traditions and lifestyles. They additionally range in fashion, tradition, culture and lifestyle.

Tribal Fashion refers to attire and accessories inspired from conventional apparel, artwork and craft of indigenous tribes from diverse regions. It contains tribal motifs, patterns and strategies handed down via generations, reflecting their cultural heritage. That's not an end line to tribal museum but for a fashion industry in India.

Today Tribal Art and Fashion is limited to small localities scattered in different areas of country or in the museums.

2. BACKGROUND

The history of tribal fashion in India dates back centuries, with every tribe having its own wonderful style and traditions. Tribal style isn't always simplest a form of inventive expression however also includes deep cultural and historic importance for the tribes that practice it. These tribes often utilize traditional substances, strategies, and styles to create their specific clothes and add-ons. Over time, tribal fashion has evolved and adapted to changing trends and influences. In recent years, the digital revolution has brought about significant changes in the tribal fashion industry.

There are many tribes in India like Gond, Santhal, Bhil, Khasi, Garo, Naga, etc. Each tribe has its own distinct clothing style, reflecting their cultural heritage and traditions.

- The Naga tribe is known for their vibrant and intricate traditional clothing of colourful shawls, woven skirts, and adorned headgears made of feathers and beads.
- The Garo tribes' women wear a long piece of cloth called 'Dakmanda', draped around the waist, and men wear a breechcloth called 'Gitchak'.

- The Bhil tribe has a peculiar tribal fashion where women wear colourful ‘Ghagras’ having mirror work, while men wear dhoti and a long-sleeved upper garment (waistcoat) called ‘Kediyu’.
- The Mizo tribe demonstrate their cultural identity through their traditional clothing in which women wear a ‘Puan’ (wrap-around skirt) with intricate designs, while men wear a breechcloth called ‘Lungi’.

3. AIM

- Analysing, exploring and preserving culture of Tribal fashion of various parts of country.
- Highlighting the potential of tribal art and fashion of our country is limited to small localities & scattered in different areas of country or in the museums.
- By combining traditional knowledge with modern tools and technologies.
- To understand the role and impact of technology adoption within tribal fashion ecosystems, including the challenges and opportunities it presents to tribal artisans and entrepreneurs.

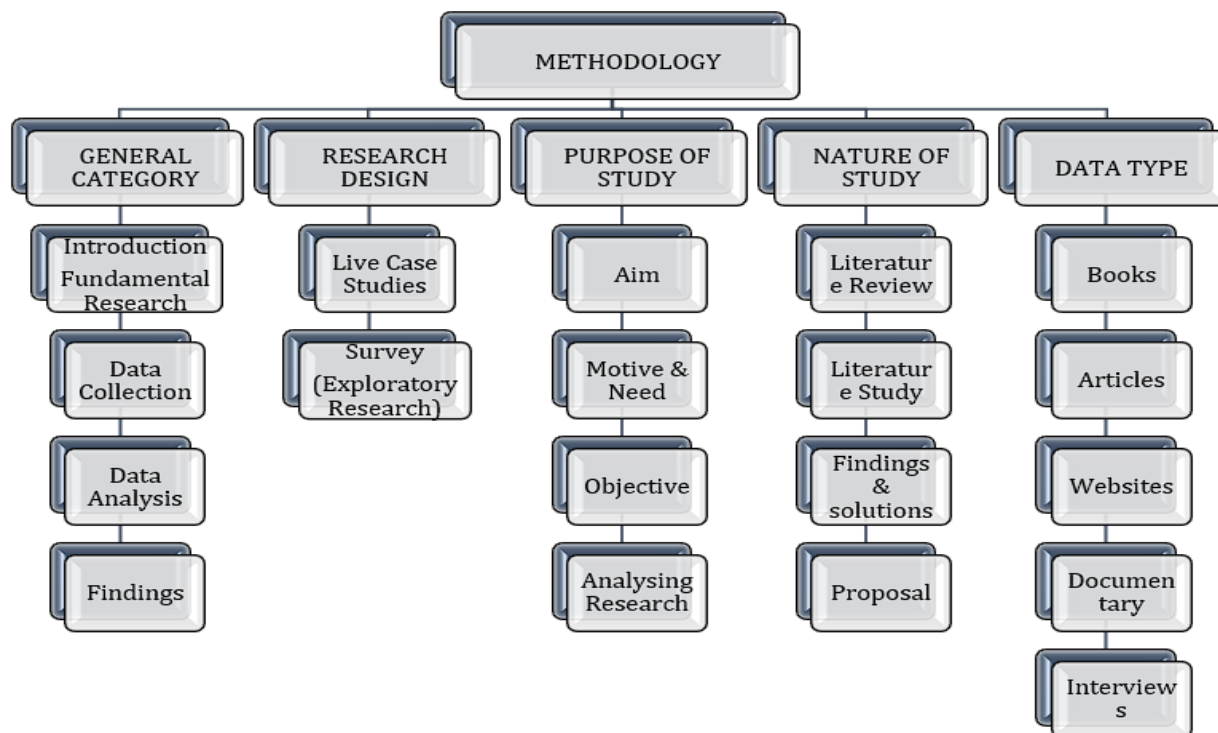
4. OBJECTIVE

- To support and promote the development of tribal fashion industry by using technology.
- To explore, analyse and give solutions on unidentified tribal fashion with current modern tools. This will give a future where we flourish tribal culture across the world through fashion hub.
- To identify the challenges and barriers faced by tribal communities in adopting technology and explore the solutions, initiatives, and best practices employed within technology hubs to address these challenges.

5. RESEARCH QUESTIONS

1. How can a tribal fashion technology hub facilitate knowledge exchange and skills transfer between tribal artisans and fashion tech experts?
2. What innovative technologies can be utilized within a tribal fashion technology hub to enhance the production, design, and marketing of indigenous fashion products?
3. How can a tribal fashion technology hub collaborate with existing fashion tech companies, organizations, and designers to foster innovation and create market opportunities for indigenous fashion products?
4. What are the economic benefits and opportunities that can be derived from a tribal fashion technology hub in terms of job creation and income generation for tribal communities?
5. To what extent do collaborations and partnerships with external fashion brands impact the branding efforts and cultural sustainability of tribal fashion technology hubs?

6. METHODOLOGY



7. LITERATURE REVIEW

7.1 ADAPTATION OF DESIGNS FOR TEXTILE PRODUCTS INSPIRED FROM MADHUBANI PAINTING

DR. MOHINI GUPTA, SWATI GANGWAR

The detail study and the adaptation of Madhubani painting designs for textile products, aims to bridge the traditional artistry with contemporary Madhubani painting, textile fashion an ancient folk-art form from Bihar, India & is known for its intricate motifs and vibrant colours. This paper investigates the process of translating these distinctive designs onto textile products, considering the artistic, cultural & commercial aspects of the adaption.

This project of adaptation of designs for textile products adapts traditional Madhubani painting designs for contemporary textile products. It involves researching Madhubani painting techniques, motifs, and colours, adapting these elements into textile designs, and producing a collection of textile products such as clothing, home decor, and accessories. Feedback from potential users will guide refinements, and the project explores opportunities for future expansion and market viability.

It explains the importance of the preservation & promotion of Madhubani painting as a living art form while exploring the creative possibilities of adapting its designs for contemporary textile products.

- Transforming traditional motifs into repeat patterns for fabrics, including animals, birds, and elements from nature by Using block printing, embroidery, or hand painting to recreate the intricately detailed designs.
- Maintaining the essence of Madhubani in garment silhouettes, such as sarees, kurtas, and scarves by Applying dyeing and printing techniques to mimic the vibrant colours of Madhubani paintings.

7.2 TRIBAL TEXTILES OF ODISHA-

AN EMPIRICAL STUDY IN EIGHT TRIBAL DISTRICTS OF ODISHA

This research paper explains out into the rich- world of tribal textiles in India (Odisha), exploring the intricate artistry & cultural significance behind these ancient handwoven fabrics. The paper aims to shed light on the diverse textile traditions of various tribal communities in Odisha, highlighting their unique weaving techniques, motifs & the socio-cultural context of these crafts.

This imperial study involves in-depth research into traditional textile practices among tribal communities, including weaving, dyeing, and embroidery. The study contributes the cultural significance, craftsmanship, and economic impact of tribal textiles. Findings aim to promote preservation, marketability, and sustainable development of these unique art forms.

This research paper endeavours on -

- Odisha's Tribal Textiles (Eight Districts of Odisha, India)
- Weaving techniques & traditions
- Role of Textiles in Tribal Society.
- Future Prospects & Cultural Revival

7.3 BRAND DEVELOPMENT OF H&M

By: LIYA LI, XIAOLING RUAN

H&M is one of the world's leading fast- fashion retailers, examining the strategic marketing & management initiatives that have propelled it into a global fashion empire. The paper examines into H&M's innovative approaches to brand positioning, sustainable practices, & consumer engagement, highlighting the key factors contributing to its remarkable success & influence in the fashion industry.

This study examines the brand development of H&M, a global fashion retailer. It examines the company's historical growth, marketing strategies, and evolving brand image. The research evaluates the impact of sustainability initiatives, digital marketing, and consumer engagement on H&M's brand identity. Insights from this analysis will inform recommendations for the continued growth and adaptation of the H&M brand in the competitive fashion industry. It gives important point of view of various opportunities and ways to know more about fashion, market and company development.

- Developing Marketing Campaigns
- Utilizing Various Communication Channels
- Measuring and Evaluating Effectiveness
- Expanding into New Markets
- Introducing New Product Lines
- Collaborations and Partnerships

7.4 GLIMPSE OF THE TRIBAL MUSEUM: A RICH CULTURAL HERITAGE OF UTKAL UNIVERSITY By: SUBRAT KUMAR NAIK

Glimpse of tribal Museum research paper offers an intensity exploration of the Tribal Museum situated with within the Utkal University in Odisha. It aims to provide a comprehensive expertise of the museum's importance in preserving & showcasing the various cultural historical past of tribal groups within the region.

This research offers a brief evaluation of the Tribal Museum at Utkal University, supplying insights into its sizable collection of tribal artifacts, artwork, and cultural heritage. The researcher explores the museum's significance in preserving and selling tribal lifestyle. This glimpse sheds light on the educational and cultural value of the museum, showcasing its function in preserving and celebrating the various tribal heritage of the location.

This research paper makes a speciality of: -

- Collections & artifacts like musical instruments, ceremonial objects, and ancient tools
- Role in Cultural Preservation like artwork and cultural heritage of tribal culture.
- Challenges & Future Directions like funding, etc.
- Supporting educational initiatives, fostering sustainable livelihoods, and preserving traditional knowledge.

8. LITERATURE CASE STUDY

8.1 BHARAT BHAVAN, BHOPAL



Chart- Impact of Contemporary Art

Interior design →	Culture →
Sculptures	Fascinating Tradition
Artwork	Beliefs & superstitions
Jewellery	Old age wisdom

Chart- Provision

Future →	Challenges Faced →
Preserving Traditional knowledge	Financial Constraints (limited Funding & sources)
Empowering Tribal communities	Cultural Sensitivity- Balancing tribal culture with avoiding stereotypes.
Creating awareness	Language Barriers
	Community involvement
	Government Support

Chart- Future & Challenges faced

Research Through Innovation



Fig. Bharat Bhavan



Fig. Artifact



Fig. Collection

8.2 ZARA MANUFACTURING CHAIN



Chart- Design Process

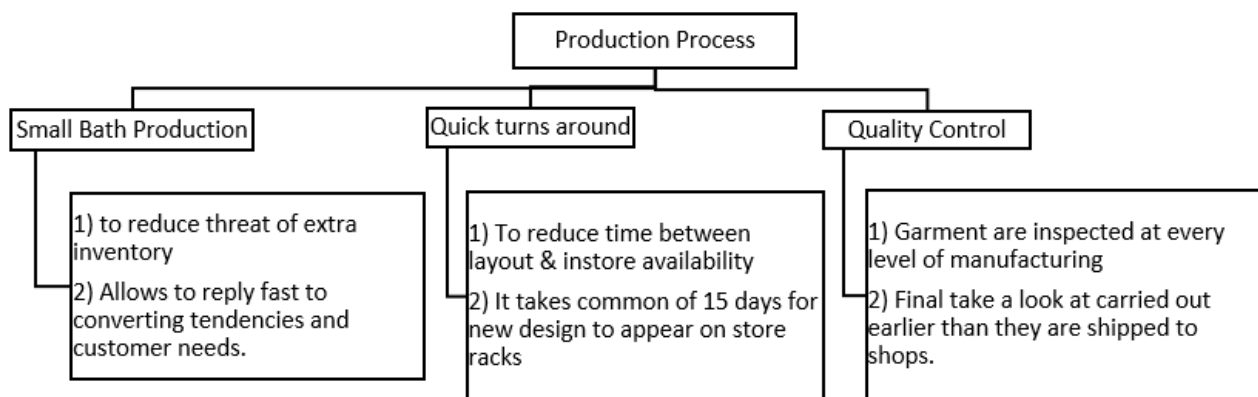


Chart- Production Process



Fig. Zara Factory



Fig. Zara



Fig. Collection

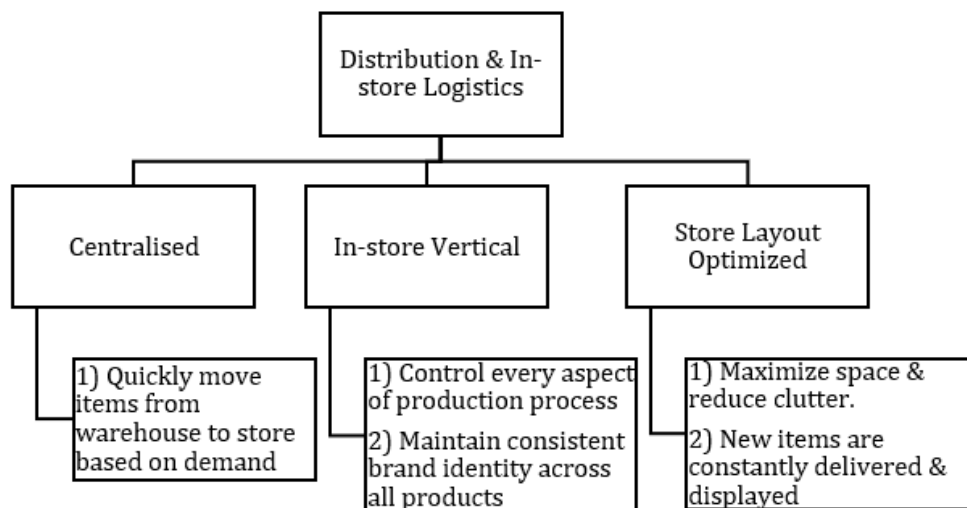


Chart- The Zara Distribution and In-Store Logistics

8.3 NATIONAL HANDLOOM DEVELOPMENT CORPORATION (NHDC)

Impact of NHDC’s Initiatives

- Employment generation – Creation of job opportunities
- Sustainable Live hoods – Empowered weavers to preserve and continue their cultural heritage while earning a sustainable live hood.
- Improved quality and designs

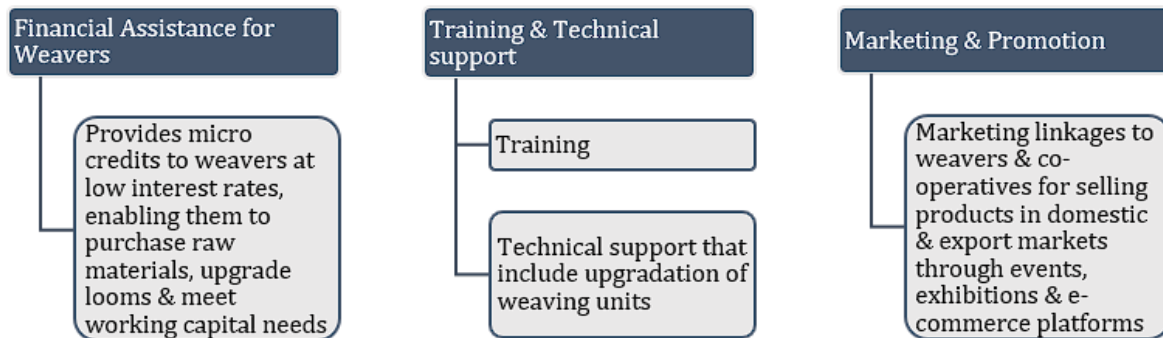


Chart- Objectives and Initiatives Process



Fig. Handloom Weavers

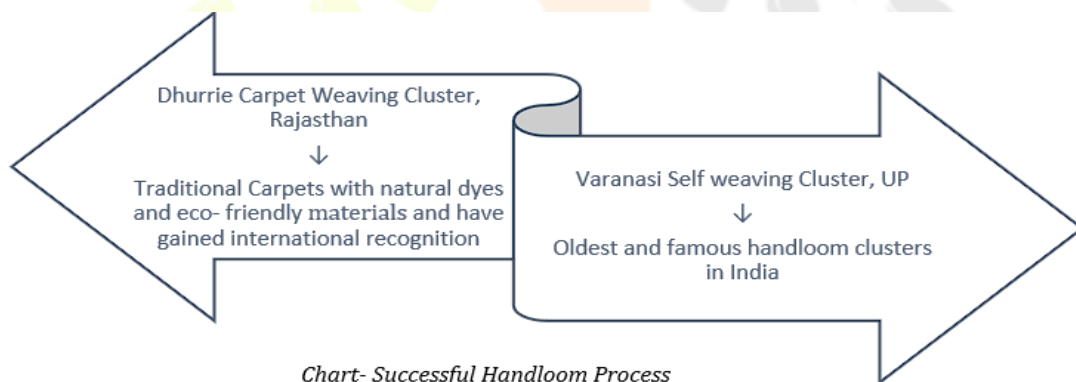


Chart- Successful Handloom Process

8.4 MAYA MAM WEAVING COOPERATIVE, GUATEMALA

‘The Maya Mam’ Weaving Cooperative in Guatemala is a success tribal style era hub that combines traditional weaving techniques with cutting-edge era to create unique fashion merchandise. The ‘Maya Mam’ Weaving Cooperative is a women’s artisan cooperative positioned in Guatemala. It is mostly composed of indigenous ‘Maya Mam’ ladies who concentrate on traditional weaving strategies to create plenty of textiles and handicrafts. These artisans are recognised for his or her complicated weaving abilities and the usage of vibrant, colourful designs that replicate their cultural background.

History

‘The Maya Mam’ people have inhabited the mountainous areas of western Guatemala for over 2,000 years. They have a wealthy history of creative expression via weaving, pottery, and other crafts.

Traditions

Their weaving strategies and designs were surpassed down via generations, with each village having its signature patterns and colorations.

Weaving Techniques

They practice various weaving techniques like Backstrap weaving, Brocade weave, Foot loom weaving, Ikat, Picbil, Selvages, Supplementary weft, Warp, Weft, etc.

Impact and Challenges

- **Empowerment**
The weaving cooperative has empowered women by creating economic possibilities and maintaining their cultural identification.
- **Community Development**
The cooperative invests in community improvement applications, such as healthcare and schooling.
- **Challenges**
The cooperative faces demanding situations consisting of constrained get admission to schooling and healthcare, as well as difficulties in selling their merchandise in the international market.

Future Plans

- **Growth and Development**
The cooperative plans to expand it attain to new markets and preserve to enhance the high-quality of its products.
- **Community Programs**
The cooperative ambitions to create extra applications that promote schooling and enhance network development.
- **Sustainability**
By using herbal dyes and fibres, the cooperative is committed to maintaining sustainable practices that protect the environment and hold the cultural history of the Maya Mam humans.

The Weaving Cooperative

Origins

The Maya Mam Weaving Cooperative become founded in 2000 by way of a collection of girls determined to preserve their cultural history and provide economic opportunities for his or her households.

Techniques

Using traditional backstrap looms, the weavers craft complex styles with colourful hues, often incorporating natural dyes and fibers.



Fig. Backstrap Weaving

Products

The cooperative sells quite a few textiles, inclusive of blankets, shawls, and baggage, every precise in its layout and crafted with care.

Community

The cooperative employs over 100 women, imparting them with a sustainable earnings and a feel of satisfaction in their cultural identification. In addition, they sponsor packages including education scholarships and healthcare to gain their network.



Fig. Brocade Weaving

8.5 INDIGO DYEING, GUJARAT

- **Indigo Dyeing**
Indigofera's signature indigo dye is made from traditional strategies the use of herbal indigo flowers.
- **Weaving Techniques**
The brand works with indigenous artisans, incorporating their traditional weaving techniques into present day designs.
- **Modern Aesthetic**
Indigofera's designs exhibit the particular mixture of traditional and contemporary aesthetics.
- **Community Empowerment**
Indigofera is dedicated to truthful change practices and empowering rural tribal communities.

Indigenous Inspiration	Modern Interpretation	Comfort and Functionality
<ul style="list-style-type: none"> Indigofera takes inspiration from the indigenous tribes of India, using their traditional motifs and patterns in their designs. 	<ul style="list-style-type: none"> The brand blends indigenous design elements with modern silhouettes and techniques to create unique and versatile pieces. 	<ul style="list-style-type: none"> Indigofera takes pride in creating clothing that is both comfortable and practical, using natural and breathable fabrics.

Chart- Design Philosophy

Materials and Sourcing

- Organic Cotton**
 Indigofera sources a hundred% natural cotton for its material, supporting sustainable agriculture practices.
- Natural Indigo**
 Indigofera makes use of herbal indigo dye, that is green and unfastened from harmful chemical substances.
- Handwoven Fabric**
 Indigofera works with professional artisans who use traditional weaving strategies to create excellent, handwoven

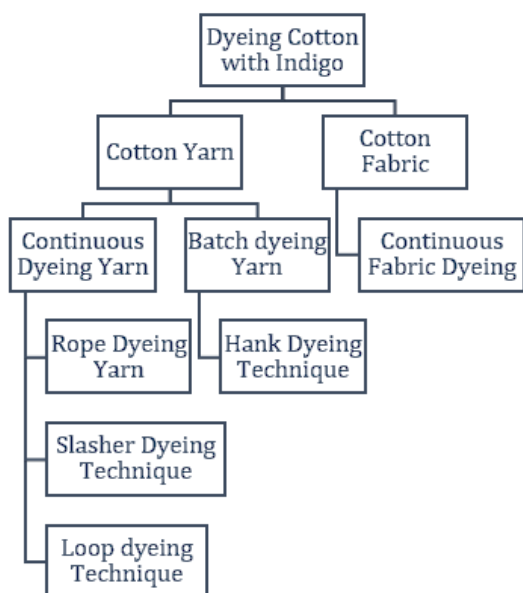


Chart- Techniques of cotton dyeing with indigo

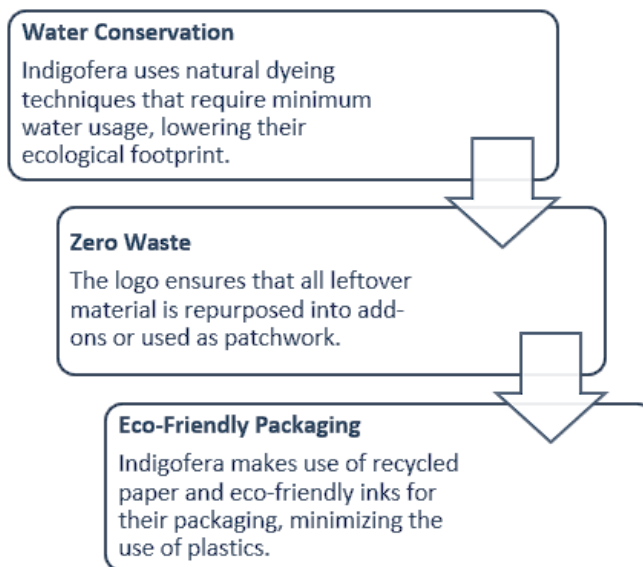


Chart- Sustainable Practices

material.



Fig. Indigo yarn

9. DATA ANALYSIS

9.1 THE HISTORY OF TRIBAL TEXTILES [By: Adam Peters]

This article discusses the records of ethnical fabrics, exploring the rich and special historical past of these fabric traditions. It starts off evolved with the aid of explaining that ethnical fabric was historically created via indigenous companies around the

sector, regularly the use of historical methods exceeded down through generations. These fabrics play a substantial element within the artistic and social lifestyles of those lines, representing their identification, beliefs, and traditions.

Also delves into the specific areas regarded for their ethnical fabric, similar as Central and South America, Africa, Southeast Asia, and the Middle East. Each region has its distinct fashion, motifs, and accoutrements, showcasing the precise cultural expressions of the lines. Likewise, the composition highlights the full-size a part of ethnical fabrics in observances and rituals, comparable as marriages, sepulchres, and coming- of- age fests. The garments and fabric used for the duration of these events not handiest contribute to the aesthetics but additionally keep emblematic meanings and mirror the inventive values of the lineage.

Another issue explored in the composition is the impact of colonization and globalization on ethnical fabrics. With the preface of recent accoutrements and approaches, in addition to the impact of Western style, the traditional made from ethnical fabrics has confronted challenges. Some strains have acclimated to those changes, incorporating ultramodern rudiments into their designs, at the same time as others attempt to shop their historic methods and creative historical past.

The composition concludes via emphasizing the significance of holding and appreciating ethnical fabric as a critical a part of the arena's creative historical past. It encourages individualities to support and have interaction with ethnical crafters and communities, each to sustain their traditions and to rejoice the beauty and significance in their fabrics.



Chart- Current Trends & Advancements in the Field

10. FINDINGS

1) Empowerment of Tribal Artisans:

The Tribal Fashion Technology Hub will significantly empower tribal artisans via supplying them with modern gear, schooling, and publicity to international markets.

Artisans might also document increased income degrees and advanced livelihoods, decreasing their dependency on traditional subsistence sports.

2) Heritage Preservation:

The hub may additionally successfully preserve traditional strategies and motifs, tribal culture and tradition, strategies, and so on.

3) Skill Development:

Capacity building packages shall help artisans to improve their talents, however further training is needed to match marketplace trends.

4) Market Access:

Although there may be manufacturing on nearby foundation, there's a lack of advertising and branding of its merchandise.

5) Technological Integration:

The integration of technology, consisting of digital layout software program and sustainable production techniques, improves the efficiency and high-quality of tribal style merchandise.

6) Cultural Exchange and Collaboration:

The hub fosters cultural trade among tribal communities and urban centres, promoting mutual know-how and appreciation.

Collaboration with city style designers results in revolutionary fusion creations, bridging the space among conventional and modern style.

7) Sustainable Practices:

The Tribal Fashion Technology Hub promotes sustainability in tribal style by means of encouraging the usage of eco-friendly substances, reducing waste, and imposing ethical manufacturing practices.

This aligns with international trends towards sustainable and responsible style.

11. PROPOSALS

1) **Training Programs:**

Organize dependent education applications that cover various aspects of fashion era, including virtual layout, sustainable production techniques, and e-trade. These packages have to be tailored to the needs and skill degrees of tribal artisans.

2) **Digital Resources:**

Develop and maintain a digital repository of assets, tutorials, and educational substances associated with fashion era. Tribal artisans can get entry to these sources at their comfort for self-paced gaining knowledge of.

3) **Digital Design Tools:**

Computer-Aided Design (CAD): CAD software program permits for specific and efficient digital textile layout, permitting tribal artisans to create intricate styles and designs. 3D Printing: 3-d printing generation can be used to create unique elaborations, buttons, or accessories for style products.

4) **Sustainable Production Technologies:**

Eco-pleasant Dyeing Techniques: Adopt sustainable dyeing techniques together with herbal dye extraction and dyeing processes with minimum water consumption. Zero-Waste Cutting Machines: Utilize modern-day reducing machines that optimize material usage, lowering waste.

5) **Sustainable Materials and Textile Innovation:**

Recycled Fabrics: Explore innovative recycled and sustainable substances for fashion merchandise. Biodegradable Textiles: Develop and comprise biodegradable textiles that align with eco-friendly style developments.

6) **Outreach and Networking:**

Organize networking events, meetings, or seminars that convey together tribal artisans, hub stakeholders, and capacity collaborators. These events can function a platform for initial discussions.

7) **Showcase Tribal Artistry:**

Organize exhibitions, fashion suggests, or showcases that highlight the precise craftsmanship and designs of tribal artisans. Invite capacity collaborators to those events to witness the creative capability firsthand.

8) **Employment Opportunities:**

Tribal style technology hubs can provide various employment opportunities within the fashion price chain. These encompass designers, artisans, tailors, weavers, dyers, high-quality manipulate personnel, and administrative team of workers.

9) **Branding Efforts:**

Increased Visibility: Partnering with well-known style manufacturers can appreciably increase the visibility of tribal fashion generation hubs. The association with mounted manufacturers can entice attention from a broader target audience, consisting of purchasers, media, and buyers.

10) **Skill Transfer:**

External fashion brands often convey superior layout and manufacturing techniques. Collaborations can cause know-how alternate and abilities switch, empowering tribal artisans with new capabilities even as retaining traditional ones.

12. CONCLUSION

This research paper on the tribal fashion technology hub in India highlights the importance of preserving and promoting the traditional fashion of various tribes in the country. The paper studies some fashion techniques and styles used by tribal people and how they've emerged in today's fashion trends and production. It brings the challenges and problems faced and some of their solutions are proposed in the paper. Sheds light on importance of cultural heritage of different tribes, emphasizing the need to integrate technology into the preservation and promotion of tribal fashion.

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