



Socio-Economic Condition of Small-Scale Producers in Varanasi: A Case of Banaras Brocade and Saree

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Geographical indication is a designation or sign intended to protect certain products that are located in a geographical locality or origin. The vast diversity of handicrafts produced throughout India reflects India's rich cultural heritage and centuries of evolutionary tradition. One such prominent product under the category of Geographical Indication is “Banarasi Silk and Brocade”. Banarasi Silk products have a ready market at home and abroad but the industry has been experiencing a significant decline in recent years. In the present study, an effort has been made to determine the socio-economic condition of the small-scale producers and their awareness level towards GI. It will also highlight the challenges faced by the weavers of recognized GI product “Banaras Brocade and Saree” in Varanasi and also attempts to suggest solutions for improving the marketing and distribution system of the industry. Empirical data were gathered using in-depth semi-structured interviews. In total, 100 weavers from Varanasi, Uttar Pradesh from different handloom groups were questioned. It was found that the conditions of the weavers have worsened over the years. It is important for the Government to intervene so that the weavers are able to regain the lost charm of the handloom industry in Varanasi.

Keywords: Geographical Indication, Banarasi Silk, Brocades, Handloom Products, Small-Scale Producers, Weaving, TRIPS Agreement, GI certification, Goods Registration and Protection Act, 1999

A Geographical Indication (GI) is a name or a sign used on products that belong to a specific geographical location or origins like a town, region, or country. Article 22.1 of the TRIPS Agreement (Trade-Related Aspects of Intellectual Property Rights) defines Geographical Indications as “*An Indication which identifies a good as originating in the territory of a member, or a regional locality in that territory, where a given quality, reputation or another characteristic of the good is essentially attributable to its geographical origin*”. Geographical Indication (GI) is a sub-category of Intellectual Property that classifies definite properties whose explicit characteristics are linked to their geographical origin. An association of interested parties (for example, producers) typically submits to the appropriate authority a mutually negotiated Code of Practice that specifies the product's manufacturing process, distinctive qualities, and geographic boundaries of the production area.¹ There should be a direct connection between the product and the place of origin.² The certification and registration process

establish and affects market supremacy, and this exceptional credibility is essential to GI product manufacturers. The GI certification is vital in providing enormous opportunity and security to producers from a specific geographic area.³ It is an exclusive community right, acknowledges the critical roles of place, environment, and human know-how in distinguishing goods based on their intrinsic characteristics.⁴ The Law relating to Geographical Indication came into force on 15 September 2003 in India and was covered under the Goods Registration and Protection Act, 1999. Following that, nearly 370 items were registered under it.

The number of Geographical Indications is increasing year after year. Manufacturers, farmers, craftsmen, and others are very receptive to the idea of GI. The impact of the getting a GI tag includes legal protection, enhanced export, and improved product quality. It prohibits unauthorized use of the registered product. Many GIs have developed a valuable reputation over centuries that are not properly secured and could be misrepresented by fraudulent commercial operators. If there is no regulation, anybody may advertise a commodity as originating

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from a specific territory when it does not.⁵ It provides legal and monetary benefits to the producer of such goods. The Geographical Indication tag is a source of pride for both producers and consumers because it serves as a quality assurance measure, a symbol of goodwill, and indicates authenticity.⁶ GI protection safeguards both the traditional knowledge embodied in a GI product and the locality's traditional heritage.⁷ By purchasing GI products, customers save money on their transaction costs. These are usually experience products that necessarily involve prior expertise in order to determine the good's quality.⁸ In a South – Korean study on the Dried persimmons towards GI, it was found that GIs are new to a large number of dried persimmon producers and consumers.⁹ The information asymmetry between customers and producers is one of the reasons why GI hasn't been a success specially in developing countries.¹⁰ The significance and objectives of GI implementation must be continuously communicated. It enhances local producers' living standards and income by enabling them to maximise the value of their products. It also aids in rising product demand, boosting exports, and providing job opportunities in the local region, thus reducing local immigration.¹¹

After agriculture, India's textile industry is the second-largest employer, hiring both skilled and unskilled employees. According to the Ministry of Textiles, the textile industry employs over 45 million people directly, with another six million people working in allied industries, including a significant number of women and the rural population. As per the Ministry of Textiles' Annual Report (2019-2020), this industry accounts for 7% of industrial production, 2% of India's GDP, and 12% of the country's export earnings. Traditional textile sectors such as handloom, handicrafts, and small-scale power-loom units account for even more than 75% of the total textile production in the country.

Handloom weaving is the second-largest economic activity employing 35.23 lakh weavers and associated workers directly and indirectly. This sector accounts for 15% approximately of the country's fabric production and also contributes to the country's export earnings. India produces 95 percent of the world's handwoven fabric. The strength of the Handloom industry lies in its ability to introduce revolutionary concepts that cannot be duplicated by the power loom industry. Despite facing stiff competition from the mill-made textiles, the handmade fabrics are still

demanding by many and are able to command a premium price.¹² Protecting and promoting GI-registered goods allows them to compete with industrial goods while also providing significant market differentiation for artisanal products.¹³ Few studies have been conducted to examine the socio-economic status of small-scale producers in Varanasi and the issues and challenges faced by them, and even fewer studies have identified the awareness level of producers towards geographical indication. The current study is undertaken to explore the socio-economic status of the handloom weavers and their opinions towards GI protection, particularly Banaras Brocade and Saree weavers in Varanasi, Uttar Pradesh. It will also underline the significant problems faced by the weavers and suggest various measures to strengthen the distribution and marketing strategies of the industry so that maximum benefit is reaped by the first-hand producers.

According to the Fourth Handloom Census (2019-2020), total handloom worker household in Uttar Pradesh are 1,31,120 out of 31,44,839 all over India, as shown in Table 1.¹⁴ However, the total number of weavers and allied workers in Uttar Pradesh are 1,90,957 out of 35,22,512 workers across India, as shown in Table 2.¹⁴

Banaras Brocade and Sarees: About the GI

Banaras Brocade and sarees are among the living example of the exquisite craftsmanship of Indian artisans. In July 2007, nine organisations, namely, “Banaras Bunkar Samiti, Human Welfare Association (HWA), Joint Director Industries (Eastern Zone), Director of Handlooms And Textiles, Uttar Pradesh, Handloom Fabrics Marketing Cooperative Federation, Eastern UP Exporters Association (EUPEA), Banarasi Vastra Udyog Sangh, Banaras Hath Kargha Vikas Samiti and Adarsh Silk Bunkar Sahkari

Table 1 — Distribution of handloom workers household

State	Rural	Urban	Total
Uttar Pradesh	87,412	43,708	1,31,120
All India	27,48,445	3,96,394	31,44,839

Source: Fourth Handloom Census, Ministry of Textiles

Table 2 — Total weavers and allied workers

State	No. of Weavers	Allied Workers
Uttar Pradesh	1,30,778	60,179
All India	26,73,891	8,48,621

Source: Fourth Handloom Census, Ministry of Textiles

Samiti" applied to the Geographical Indication Registry in Chennai for GI registration. On 4th September, 2009, the world-famous Banarasi Saree and brocade finally received GI status after a two-year wait.¹⁵ According to the GI certificate, Section 23 – 26 gives the four categories under the GI tag namely silk embroidery, textile goods, silk brocades, silk saree and dress material. Uttar Pradesh is a major source of biodiversity as well as professional artisans and product designers.¹⁶ The city of Banaras is the main hub for weaving. Banaras brocade weaving is cluster-based and found in the Banaras District and some neighbouring districts. Varanasi, Mirzapur, Bhadohi (Sant Ravidas Nagar), Chandoli, Chunar, and Chakia are the major weaving centres. However, Varanasi is the most prominent centre of brocade weaving, with over 85 percent of weavers hailing from Varanasi and the surrounding area.¹⁷ Brocade is a unique weaving technique in which gold and silver threads are woven onto fine silk. Only silver and golden wire were used in the past, but duplicate is now used instead.¹⁸ A Banarasi Saree usually takes between 15 and 30 days for its completion. However, depending on the complexity of the designs and patterns of the saree, the period can differ. The Mughal period was when India's Banarasi silk sarees achieved their height of fame and appreciation.¹⁹ Banarasi silk sarees are enjoying ready markets both at home and abroad. Silk garments are an indispensable part of Indian weddings and other auspicious occasions. Silk rearing and weaving have a strong legacy and are still practiced out today.²⁰ The plight of saree weavers has recently deteriorated, putting the weaving industry in grave danger. Rising competition with artificial fabrics, absolute machinery, a lack of economic capital and assistance by the Government, lack of technological experience, scarcity of raw materials, and competition with Chinese silk and south Indian silk are all possible triggers.²¹

Weaving Industry of Varanasi

Weaving industry of Varanasi is the world's largest cottage industry, encompassing not only Varanasi but also the surrounding districts. The industry's structure is fragmented, with intermediaries serving as the only means of establishing a link between producers and consumers. Government initiatives do not reach all producers; only those who are members of some co-operative organizations are able to benefit from them, while others are left out. The authorities are unable to

get all of the producers together in order to build a stronger market and define marketing activities in that direction. Information asymmetry has been highlighted as one of the reasons why the replicated product's share is increasing day by day in comparison to the real hand-woven goods. As a result of the high costs and inadequate returns, artisans are driven to exit the market, trapping them in a debt cycle of poverty.

Issues and Challenges

The weavers' condition has worsened over time. They produce a well-known and GI-registered product, but they aren't reaping the benefits. Producers face a variety of challenges, some of which are described below:

Role of Intermediary

Weavers are unable to build a reputation with consumers because they are entirely reliant on middlemen to sell their goods, such as local retailers, master weavers, co-operative societies, and others, who are collectively known as Gaddidar. The intermediaries often exploit the producers by not paying them a fair profit, and in certain cases, they only pay a minimum amount per day. Since the costs of production are so high, and the income made is minimal, it becomes difficult for them to run their business at times and as a result they fall prey to the intermediaries.²² Since middlemen play such an important role in product marketing and distribution, he takes advantage of his position for personal benefit. The Gaddidars have been able to use co-operatives established by the Government to run their business, effectively suppressing the poor weavers. Workers are given worker cards by the cooperatives, which often provide them with silk raw material. Master weavers attempt to avail benefit of the incentives by posing as participants.

Unorganized Structure

The unorganized structure of the business, as well as the nature of the market, is a major problem. Since the scope of the job isn't very wide, the day-to-day records aren't properly maintained. The majority of decisions are made on the basis of trust. Payments and receivables are often delayed for years, and they are often never obtained at all. This slows down production, and weavers are often forced to shut down their handlooms leading to a shortage of funds. Investments in automation, yarn processing and dyeing, finishing, packaging, and other areas are

limited due to the industry's size and structure.²³ Poor infrastructure such as power and roads, has harmed the entire chain, from production to sale.

Unfair Competition

The industry is facing stiff competition from the power loom, which prepares a product in almost half the time and involves less cost.²⁴ Owing to market instability, many weavers are leaving the industry, and the innovative art of hand weaving content is fading. The authentic form of hand-woven fabric cannot be compared to the replicas in the market as they are more elegant and unique than the fake product. Fake 'Banarasi' products mass-produced in Surat and China are now posing a serious threat to Varanasi handloom weavers, as they are less expensive and the uninformed consumer prefers them to the original product.²⁵

Lack of Government Support

Despite the fact that the Government has developed various schemes to aid the industry's growth, the majority of weavers in Varanasi are not protected by them.²⁶ Some of them are only available to weavers who have formed a cooperative; if weavers outside of cooperatives wish to avail the benefit of the scheme, they must first obtain a recognition certificate from the State Directorate of Handloom in Lucknow, and not all weavers are able to travel to the city.²⁷

Lack of Market Accessibility

Since the producers has to depend on the middlemen for selling their product, they are unable to interact with the buyers because of which they are not able to access the markets and remains confined to the production process only.²⁸ There is no proper market segmentation, and producers who do not relate to the demarcated region, or in other words, producers who do not reside in the area as specified by the GI provisions, are putting the authentic producer community under a lot of competition.

Information Asymmetry

A large number of consumers aren't aware of the GI tag. Since asymmetrical knowledge puts the buyer in a vulnerable spot, he cannot always make the best decisions. The best way to help him get more details is to make it possible for him to do so.²⁹ Producers who continue to supply high-quality products face unfair competition from those who have reduced their

quality when selling their goods at the same price. Fake product manufacturers profit from this by marketing their unauthentic product under the label of a registered GI product, fooling consumers who are unaware of the difference.

Lack of Marketing Efforts

In order to promote Banarasi Saree, there have been no major marketing campaigns from the government or value chain partners. The various small partners have been unable to band together or pool their resources in order to cope with the business or political environment, which has resulted in the continued decline. There is no suitable location for displaying their designs. There is a chain of stores that sells the same goods at varying prices and employs different marketing strategies.³⁰

Dynamic Environment

One of the reasons the weavers in Varanasi are having such a tough time is the ever-changing existence of the fashion industry. It takes many days, if not months, to make a silk saree, but due to the continuously changing fashion and taste of the customer, changing the design process on a consistent basis is challenging. Due to this, the power looms and other major market players profit from evolving patterns, while handloom workers' efforts are largely replaced.³¹

Lower Return

One of the major challenges that producers face is an increase in the cost of production inputs and a lower return.³² Weavers' earnings are so poor that they are often not able to meet their basic needs, and as a result, they are unable to escape the debt cycle. The cost of making a saree sometimes outweigh the benefits it offers. The intermediaries benefit heftily from the sale of the product, but the weavers are paid a pittance. Government funds are only disbursed on paper, and beneficiaries do not always receive them. Various government announcements, such as Demonetization and the introduction of GST (Goods and Services Tax), have worsened their condition in recent years. As a result of this, the weavers have to bear an additional burden.

Electricity Failure

Another issue that the weavers face is power cuts at odd hours, which restricts their ability to work. While

the authorities have made efforts in this regard, proper implementation of them cannot be seen. The problem of long and frequent power outages has gotten worse in recent years.³³ The Government has raised the electricity rate, which has exacerbated their problems.

Health Problems

Weavers and their families face a variety of health problems. The majority of the looms are located in an area with insufficient light and ventilation. Weavers suffer from poor eyesight and severe respiratory ailments, such as shortness of breath, cough, and wheezing, as a result of allergic reactions to dust and fungi in cotton, flax, and hemp fibers, since most looms are located in a house with insufficient light and ventilation.³⁴ They also do not have access to proper medical facilities.

Methodology

This study aims to determine the socio-economic condition of the small-scale producers in Varanasi, their attitude and opinions towards Geographical Indication protection, to assess the challenges faced by the Banaras Brocade and Silk weavers, and to suggest measures for improving the marketing and distribution system in the sample area.

The study is descriptive and exploratory in nature. The survey was undertaken in Uttar Pradesh having 28 products registered under Geographical Indication. Varanasi is believed to be a hub of GI products. Banaras brocade and sarees have been one of the most demanded products of Varanasi and it has received GI registration in the year 2009. The major areas of it are in and around Varanasi, which was selected as the geographical area for this study. The information used was mainly obtained from in-depth semi-structured interviews with open-ended questions was carried out on a sample of 100 weavers from different handloom groups. Convenience sampling was used and information was compiled during September and October of 2019. The data is presented in tabulated form.

Demographic Information

Table 3 records the demographic information of the weavers wherein age, gender, marital status, category, educational qualification, type of family, type of house and monthly income has been defined as Socio-economic status. During data collection, it was discovered that the majority, i.e., 39% and 27% of Banaras weavers were in the 36-45 year and 46-60 years age group because productivity is higher at this

age due to physical capabilities and experience. Only 1% and 18% weavers were below 18 and were in the category 18 – 35 years as the younger generation has

Table 3 — Demographic information of Banaras weavers

Demographic variables	Status	Percentage of respondents
Age (years)	Less than 18	1
	18 – 35	18
	36 – 45	39
	46 – 60	27
	Above 60	15
Gender	Male	62
	Female	38
	Transgender	0
Marital Status	Married	85
	Single	15
Category	General	17
	OBC	21
	SC	33
	ST	29
	Others	12
Educational Qualification	Never attended school	29
	Secondary	20
	Senior Secondary	16
	Diploma	10
	Graduation and above	13
	Others	12
Monthly income (₹)	Less than 5,000	2
	5,001 – 10,000	9
	10,001 – 15,000	37
	15,001 – 20,000	24
	20,001 – 25,000	19
Type of family	25,001 – 50,000	9
	Joint family	73
Type of house	Nuclear family	27
	Owned	19
Years of Experience (years)	Rented	81
	0 – 10	11
	10 – 20	48
	20 – 30	21
	30 – 40	15
Inherited from	40 – 50	5
	Self	9
	Parents	42
	Grandparents	34
Working hours per day (hrs)	Not traditional	15
	0 – 4	13
	4 – 8	22
	8 – 12	46
	Above 12	19

realized that weaving alone will not provide them with a livelihood, so their participation in the process is minimal; instead, they are more inclined to obtain an education so that they will not be stuck in the same vicious cycle of poverty as their elder family member. Owing to their health issues, strength, and vision problems, older people do not participate as much, as only 15% weavers were above 60 years of age.

Weaving is a male-centered occupation, as shown in the data also that nearly 62% of the weavers are male and the rest 38% are female but the women weavers are not present at the forefront of the weaving process. In reality, it was discovered that they are involved in allied activities and are underpaid for the amount of work they did. The majority of the weavers, 29%, have not been to school. 20% and 16% weavers have attended secondary and senior secondary school respectively and the rest having earned a diploma or having graduated from college.

In the weaver's community, the joint family system (73%) still exists, with 4-6 members of a family living together in the same house and all members actively participating in the pre-loom, loom, and post-loom processes. Every member of the family participates in the weaving process and spends approximately 8-12 hours (46%) or even more on average, as shown in Table 3, about 22% of the weavers work for 4-8 hours a day and sometimes the weavers (19%) work above 12 hours. Weavers work day and night in weaving, but they are not compensated for their efforts because the profits go to the middlemen and their socioeconomic status remains unchanged. It was discovered that 80% of the weavers earned between ₹10,000 and ₹25,000 per month, with just 28% receiving more than ₹20,000 per month. The weavers' earnings do not reflect their hard work. Almost 48%, 21% and 15% of the weavers have working experience between 10 – 20 years, 20–30 years and 30–40 years respectively. This authentic art of weaving has been passed from one generation to other, weavers have acquired the skill from their parents (42%) or grandparents (34%).

Procurement of Raw Material and Designing Process

The most useful step is to choose and acquire the appropriate raw materials and to prepare them for use. The procedure begins with the collection of silk yarn, which comes in a variety of qualities and is imported from different manufacturing centers. Original gold

and silver threads, known as Zari, were used in ancient times for design, but artificial threads have since taken their place. The price of raw materials varies depending on the source of procurement. Just 10% of weavers purchase fabric and other inputs on their own, with the employer providing 90% of the raw material (Table 4). The open market (58%) is the primary source for obtaining input. Other sources of inputs are NHDC (18%), Co-operative societies (5%), master weavers (15%). Majority 25% and 29% of the producers uses 4-6 kg and 6-8 kg of silk respectively and other materials on an average. 12% and 13% uses 8-10 kg and 10-12 kg of silk and other materials respectively. In reality, the weavers obtain instructions from master weavers (52%), customers (17%), or other employers (12%) for the preparation of molds and only 19% weavers create their own molds. In the same way, designing instructions are also given by the master weavers (63%), buyers (9%) and other parties (15%). Only 13% weavers are able to make their own designs.

Selling and Distribution Practice

Banarasi silk products are in high demand both at home and abroad. Most of the weavers sold their products in the local market (49%) and to master

Table 4 — Procurement of raw materials and designing

Raw material details	Status	Percentage of respondents
Procured by	Self	10
	Employer	90
Source of procurement	Open market	58
	NHDC	18
	Co-operative societies	05
	Master weavers	15
Quantity (kg)	Others	04
	0 – 2	09
	2 – 4	12
	4 – 6	25
	6 – 8	29
	8 – 10	12
	10 – 12	13
Preparation of molds	Self	19
	By Master weavers	52
	Given by buyers	17
	Others	12
Design instructions	Self	13
	By Master weavers	63
	Given by buyers	09
	Others	15

Table 5 — Selling and distribution information

Selling/distribution practices	Status	Percentage of respondents
Selling market	Local market	49
	Master weavers	23
	Co-operative societies	13
	Export	07
	Others	08
Marketing channels	Directly to consumers	12
	To intermediaries	88
Frequency of orders	Quarterly	26
	Monthly	32
	Weekly	12
	When demanded	30
Do you get the required profits?	Yes	03
	No	97

weavers (23%) (Table 5). Even though, they are demanded in other countries, only 7% weavers exported their products and 13% sold their products to Co-operative societies. This demonstrates that there is no one-to-one relationship between customers and manufacturers, as shown in the table that only 12% of producers sold their commodity directly to consumers, while the rest (88%) had to resort to middlemen. The existence of an intermediary weakens the ability of weavers to survive in the market by denying them the well-deserved monetary gain, or in other words, the necessary profit. Only 3% weavers were satisfied with the profit received and the rest 97% are still finding solutions to cope up with the problem.

Awareness towards GI

Even after being registered under Geographical Indication, the producers are unaware of the advantages that it brings. 93% of the producers claimed that they had no other source of employment, despite which, just 13% of producers were aware of the term, while the majority (62%) had only heard of it, and the remaining 25% had no idea what it meant (Table 6). The Government agencies play the most crucial role in raising awareness (78%). Since the weavers lack the financial resources to invest in their business or start their own, they are dependent on the Government for assistance. Government and other institutions have taken various initiatives for supporting the producers but only 68% of producers received technical assistance, while 72% received

Table 6 — Awareness towards GI

Questions	GI awareness Status	Percentage of respondents
Have you heard of GI tag?	Completely aware	13
	Heard about it	62
	Don't know	25
How did you get this awareness?	Govt. agencies	78
	Competitors	13
	Colleagues	04
	Others	05
Have you ever received any technical assistance from Government or any other institution?	Yes	68
	No	32
Have you ever received any financial assistance from Government or any other institution?	Yes	72
	No	28
Do you have any other source of employment?	Yes	07
	No	93
Do you believe GI protection is helpful?	Yes	31
	No	69

financial assistance through the schemes launched by the Government and Non-Government agencies. The remaining weavers are either unaware of the initiatives or unable to register in order to take advantage of them.

Conclusion

GI has the potential to revitalize the handloom industry, but if it is only seen as intellectual property, the interest of the industry is undermined. Several studies have been carried out to assess the impact of GI registration, with positive results with respect to improving socio-economic factors in the economy, such as creating livelihood in rural areas, improving living standards, increase in earnings and income of those involved in the manufacture of the goods, and thus affecting the nation's growth. Based on the findings, it can be inferred that weaver in Varanasi still have a poor understanding of Geographical Indication, which is one of the significant reasons as to why the Banaras handloom industry is dying. Weaving is such an authentic art form that is not given the recognition it deserves. A product made on a power loom cannot match to the authenticity and uniqueness of the work of artisans' hands. Since intermediaries obstruct the communication between consumers and producers, producers are not able to keep up with the ever-changing tastes and preferences of their customers. They do not receive the

maximum advantage since the middlemen just pay the producers a certain sum. This is because of the legal loophole that enables the intermediaries to participate in the GI market. Although the commodity is registered under the GI label, the beneficiaries are not reaping the benefits. The Government can play a vital role in reviving the industry's future. Formulating policies and initiatives is one thing; putting them into action on such a large scale is a different thing altogether. The authorities seem to be struggling regarding the issue. There is a law regarding false representation of Geographical Indication, there must be a strict implementation of it. The Government has implemented a Handloom Mark (an initiative introduced by the UPA in 2006) for handloom items but no one is completely aware as to how this would help in indicating the authenticity of the product. Such initiatives taken by the authorities are not managed adequately. Awareness campaigns, advertisements, workshops and other methods must be considered to ensure proper implementation of such programmes, otherwise it's just a waste of resources. Instead of working individually, weavers could band together to make this product a market leader. Public- Private Partnerships can also be a game changer. To strengthen the product's market dominance, linkages with various stakeholders such as vendors, channel representatives, packaging partners, and even consumers should be encouraged. Marketing activities must be tailored to the market's evolving patterns. Celebrity endorsements, brand ambassadors and considering a well-known face to boost the value of the Geographical Indication tag can be considered a marketing tactic because it will help a large number of rural people recognize the importance of their product. Producers must be professionally trained to carry out sales activity and pricing problems. The weaving range is currently limited to "Saree," but this should be expanded to include other dress materials and home furnishings to address the demands of younger generations. Collaboration with experienced and leading designers will help attract new customers while also adding considerable value to the industry. Implementing a regulatory mechanism for price regulation at the retail level would also help to protect producers from being exploited by the intermediaries. There must be an accurate measure for costing of product such that middlemen cannot undercharge the product; in other words, there must be a maximum retail price concept to determine if

manufacturers are receiving the proper monetary reward for their efforts. The adoption of new technological advancements to improve efficiency in the production process to reduce the cost of production and achieving highest return on investment should be encouraged. Lack of demand is one of the factors for the Banarasi industry's decline; efforts to improve the status of Banaras Brocade and Sarees would help to improve the product's popularity, resulting in increased demand from both national and international markets. It is critical that both producers and consumers recognize the importance of GI registration in order to reduce asymmetry of information and ensure that no third party can take advantage of the produce.

The study attempted to discover the condition of the Banarasi Brocade and Saree weavers. The Conclusions and Suggestions, on the other hand, are based on the information available and are limited to a specific sample size and geographic area. Extensive research with a larger sample size is needed to raise awareness among producers and consumers, identify grey areas in the implementation of government policies, propose additional solutions to the Handloom industry's problems, and evaluate the post-GI registration scenario.

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