

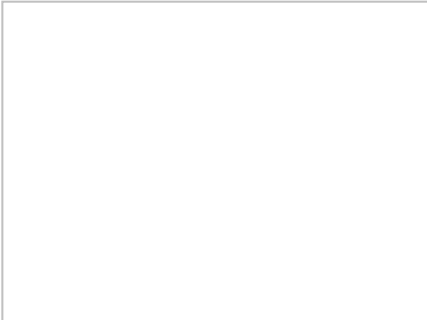


Pathamadai Silk Mat

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Inclusion of technology in the making of traditional Pathamadai silk mat through the use of electronic powerloom is ensuring higher production and income for weaving community.

- Handmade Pathamadai silk mats are also called Pattu paai.



- Traditional art of weaving pathamadai silk mat belongs to the Tirunelveli district of **Tamil Nadu**.
- Pathamadai mat is made up of **Korai grass**.
- Pathamadai mats have been granted **Geographical Indication (GI)** status by the trademarks and GI authorities.
- These are made specially for **wedding ceremonies** and have bride's and groom's names as well as the wedding date woven in it.

Concerns

- **Outdated handicraft methods** used in the making of Pattamadai mats is facing tough competition from increased domestic and international demand and supply imbalance which has led to increased use of **synthetic dyes** and lesser focus on benefits for the weaver.
- **Low cost** and mechanisation of plastic mats are resulting in the decline of the silk mat industry.

Initiatives/Schemes to Promote Technology in Textile Production

- **Sustainable and Accelerated Adoption of efficient Textile technologies to Help Small Industries (SAATHI) Initiative:** Under this initiative, Energy Efficiency Services Limited (EESL), will acquire energy efficient powerlooms, motors and rapier kits in bulk and provide them to the small and medium powerloom units.
- **Power Tex India:** It is a comprehensive scheme for powerloom sector development.
- **Merchandise Exports from India Scheme (MEIS):** It is aimed at stimulating the growth of textile exports from India in various traditional and emerging markets.
Textile sector is one of the biggest beneficiaries of the MEIS.
- **Amended Technology Upgradation Fund Scheme for textiles industry (ATUFS):** It is designed to provide incentives to entrepreneurs and business owners for upgrading technologies.
- **Integrated Skill Development Scheme (ISDS):** Textile weavers and workers lack formal training in using the latest technology which reduces their chance to get a better job and higher wages.
ISDS plans to bridge this skill gap by training 1.5 million people.
- **Scheme for Integrated Textile Parks (SITP):** Under SITP scheme, the government will provide funding for infrastructure, buildings for common facilities like design & training centre, warehouse, factories and plant & machinery.

Source:BL