

Investigation on Hand-Woven School Uniform Initiative and Sustainability: The Kerala Model from India

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Abstract : Hand woven fabric embellishes an exceptional identity in the social milieu of Kerala; still, the artisans and handloom sector is undergoing crisis due to various reasons. The hand woven school uniform initiative of Govt. of Kerala launched in 2016 aims at enhancing the sector, ensuring sustainability at artisan and end-user levels. The Kerala Government already distributed 23 lakhs meters of cloth (for shirting, suiting, and skirting) woven by 4085 artisans in their traditional looms covering 4.5 lakhs of students in the public education sector which covers cover 3,701 schools in the state. The 2019-20 year production is expected to be 42 Lakhs meters of hand woven clothing catering 8.6 lakhs of students in the primary sector. This particular investigation unveils the upshots of the initiative, and the observations are derived through systematic enquiry with artisans, authorities, and end-users. The findings show a remarkable positive impact in the livelihood of artisans and the entire handloom sector.

Keywords : handloom school uniform initiative of Kerala, hand woven fabric, sustainability, handloom weavers

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