

A STUDY ON MANUFACTURING AND MARKETING OF SILK SAREES IN KANCHIPURAM DISTRICT

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ABSTRACT

Kanchipuram silk sarees are the delight of south India from instances immemorial. South Indian marriages are incomplete without a Kanchipuram saree for the bride. Kanchipuram sarees are also known as kanjivaram and Kanchi sarees. Pure Kanchi sarees are produced most effectively in Kanchipuram. Kanchipuram has a recognition that dates back to few centuries as a silk weaving center. The government of Tamilnadu has given Geographical Identification for these sarees, which has given the worldwide importance for these products. Therefore Kanchipuram is rightly referred to as 'SILK PARADISE OF SOUTH INDIA.' People from duration and breadth of the country come to Kanchipuram to purchase natural Kanchi sarees. The climatic circumstance is the boon to this region to supply those sarees. This paper throws light at the history of Kanchipuram sarees, its boom, modernization, change, opposition, sustainability, challenges and problems faced via this enterprise.

KEYWORDS: *Kanchipuram, Sarees, Tradition, Growth, Weaving, Industry, Silk, Jari*