

Batiks and Handloom



Real Sector Division - Economic Research Department
Central Bank of Sri Lanka

Industry Background

- While the handloom tradition has been prevalent in Sri Lanka for over 2500 years, the Sri Lankan batik industry is a rather young one having begun in the 1970s.
- Although both industries had been particularly lucrative around the 1970s and in the 1990s, industry participants and the Export Development Board (EDB) confirm that export revenue has **stagnated** at around **US dollars 1.0 mn** for the **past decade**.
- Revival of interest in these industries:
 - '**Gami Liyata Rate Saviya**' proposal (Vistas of Prosperity and Splendour)
 - State Ministry of Batik, Handloom Fabric & Local Apparel Products



Global Trends

Fig: Top 10 Exporters of Textiles - 2019

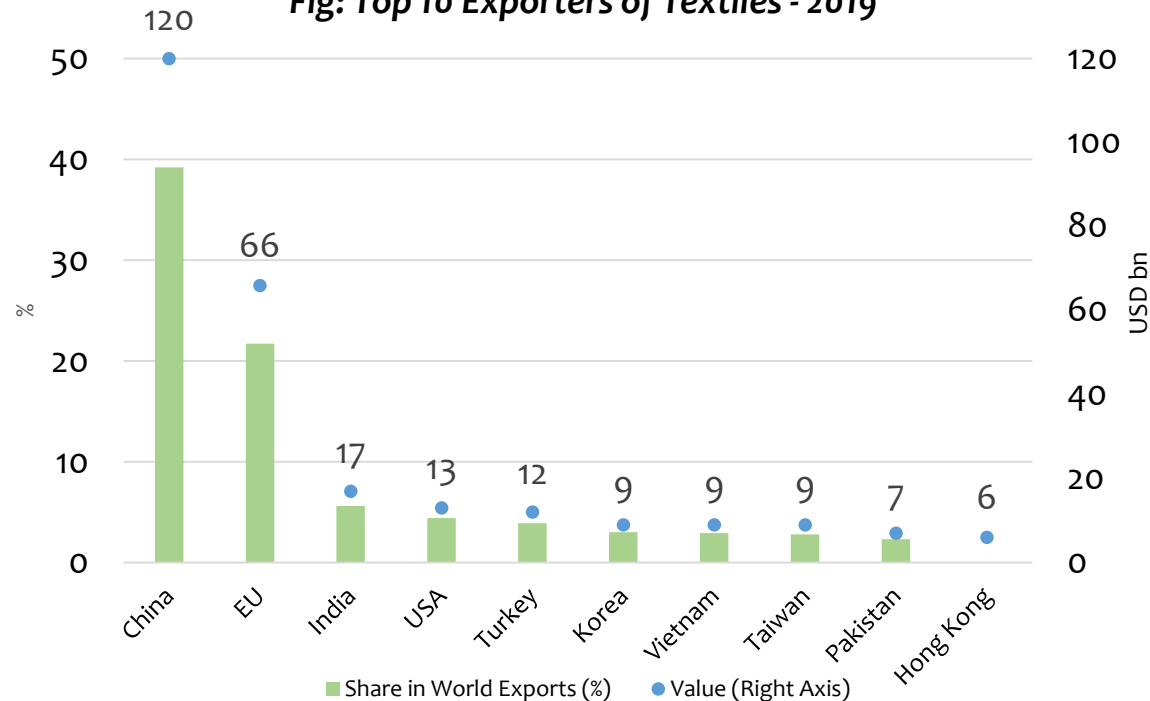
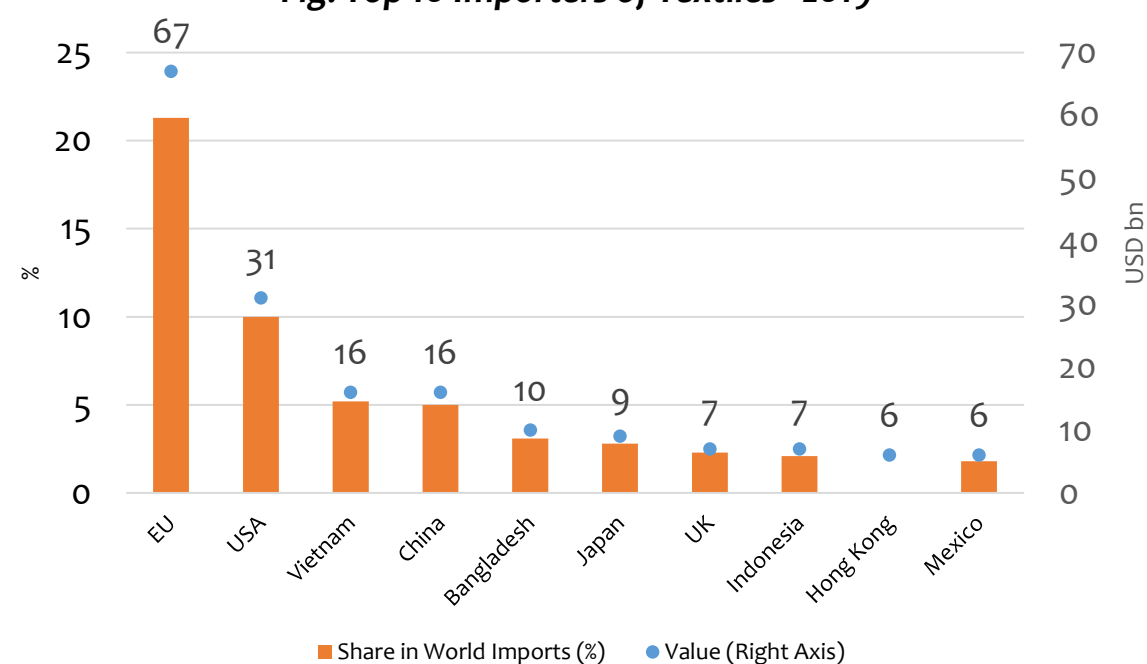


Fig: Top 10 Importers of Textiles - 2019

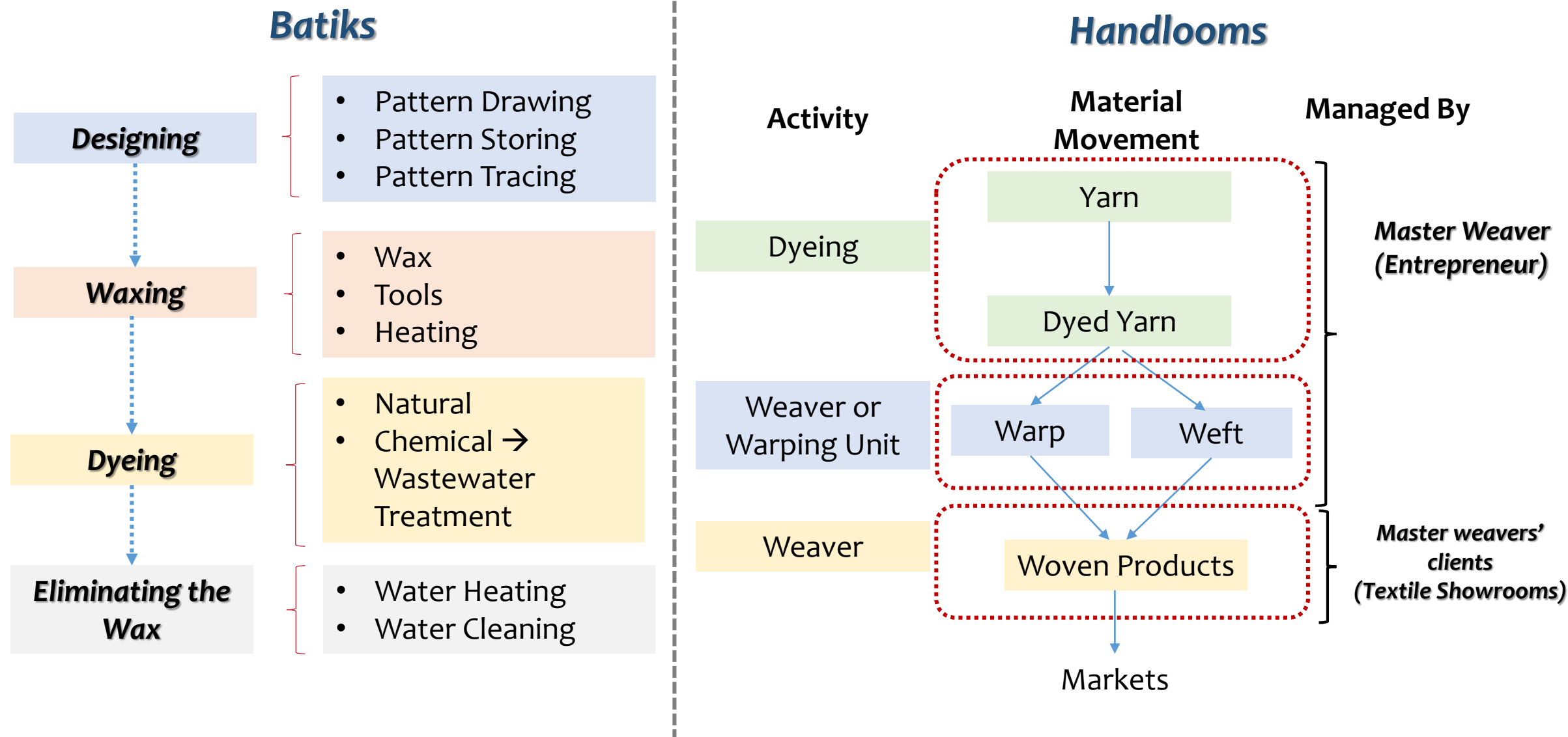


Key Exporters of Handloom and Artisanal Textiles:

- India
- Bangladesh
- Indonesia
- South American countries

- Globally comparable statistics on 'Handlooms' or 'Batiks' are relatively difficult to find due to HS codes being available for 'Woven' products which include both hand and machine woven products
- A new HS Code has been recently introduced in Sri Lanka for 'Handlooms' and 'Batiks'

Value Chain/Production Framework



Industry Participants

Batiks

- Sonali Dharmawardena
(Vipula Dharmawardena)
- Eric Suriyasena
- Aluvihara Tapestries
(Ena de Silva)
- Buddhi Batiks



BAREFOOT



Handlooms

- Key Exporters
 - Selyn Exporters Pvt Ltd
 - Barbara Sansoni Exports Pvt Ltd
 - Kandygs Handlooms Exports Ltd
 - IC Collection Pvt Ltd
 - Asian Fabrics Ltd
 - Ko Lanka Pure Silks Pvt Ltd
 - Suntex Handloom Industries
 - Kelani Fabrics
- **962** private producers including SMEs and large enterprises
- **08** Provincial Councils own **771** production centres

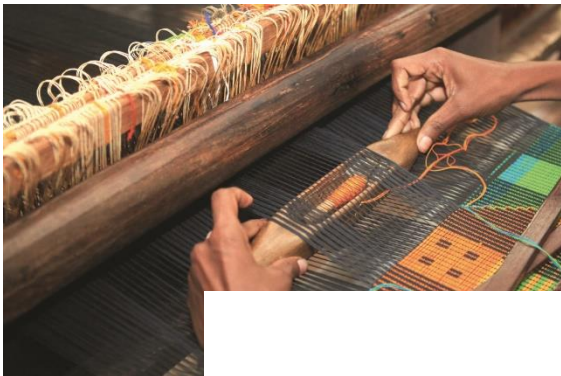
Industry provides employment to around **15,000 persons**, a substantial portion of whom are women

Contemporary Global Trends

- Increased consumer awareness about ‘Fair Trade’
 - Companies are required to drive income sustainability, community and individual well-being, empowerment, and environmental stewardship.
 - Include **requirements** around worker's rights, **fair** labor practices, and responsible land management.
- Rising incomes has led to changes in consumer preference away from ‘**mass produced**’ products to ‘**niche**’ products of an artisanal nature
- Growing interest in ‘**Green Living**’ and ‘**Slow Fashion**’ in the wake of COVID-19
- Several governments are pushing for a **revival of local artisanal products** as they are village-centric, enable the thriving of indigenous cultures and tradition and the upliftment of rural households.
- Development of the Industry can help countries in achieving milestones relating to the Sustainable Development Goals



Strengths to be capitalised



AOD
ACADEMY OF DESIGN COLOMBO

- Sri Lanka has a **long standing heritage** of handlooms. Although the art of batik is relatively new, Sri Lanka has already carved a niche for itself in this arena with its unique designs and its commitment to 'waxed' batik rather than the block printed variants available from India and Bangladesh.
- **Ample number of weavers and artisans** are **currently** available in the public sector and training opportunities relating to the craft are widely available through several government institutions.
- **Niche and advanced training is available**
 - *Focused training on the crafts of Sri Lanka, including handloom weaving, batiks, Beeralu lace, and other artisanal products and how they may be customized to global needs*
 - *Provides training on other aspects of the value chain, including marketing, brand building and advertising which will be essential for the future.*
 - *AOD (key educational provider) owns platforms that showcase work of individual and growing designers: Fashion Market and Urban Island*
- With Sri Lanka **reopening tourism**, the batik and handloom sector can be a **key attraction** as an advocate of 'slow and sustainable' lifestyle.
- Sri Lanka has a **huge local market** that can be easily tapped into especially with the recent establishment of a dedicated State Ministry and the widespread restrictions on textile imports.
- Batik and Handlooms are **not just about Sarees!** Demand for furnishings, such as curtains, towels and other products such as bags and face masks using these textiles is fast growing.

Industry Goes Beyond Sarees!

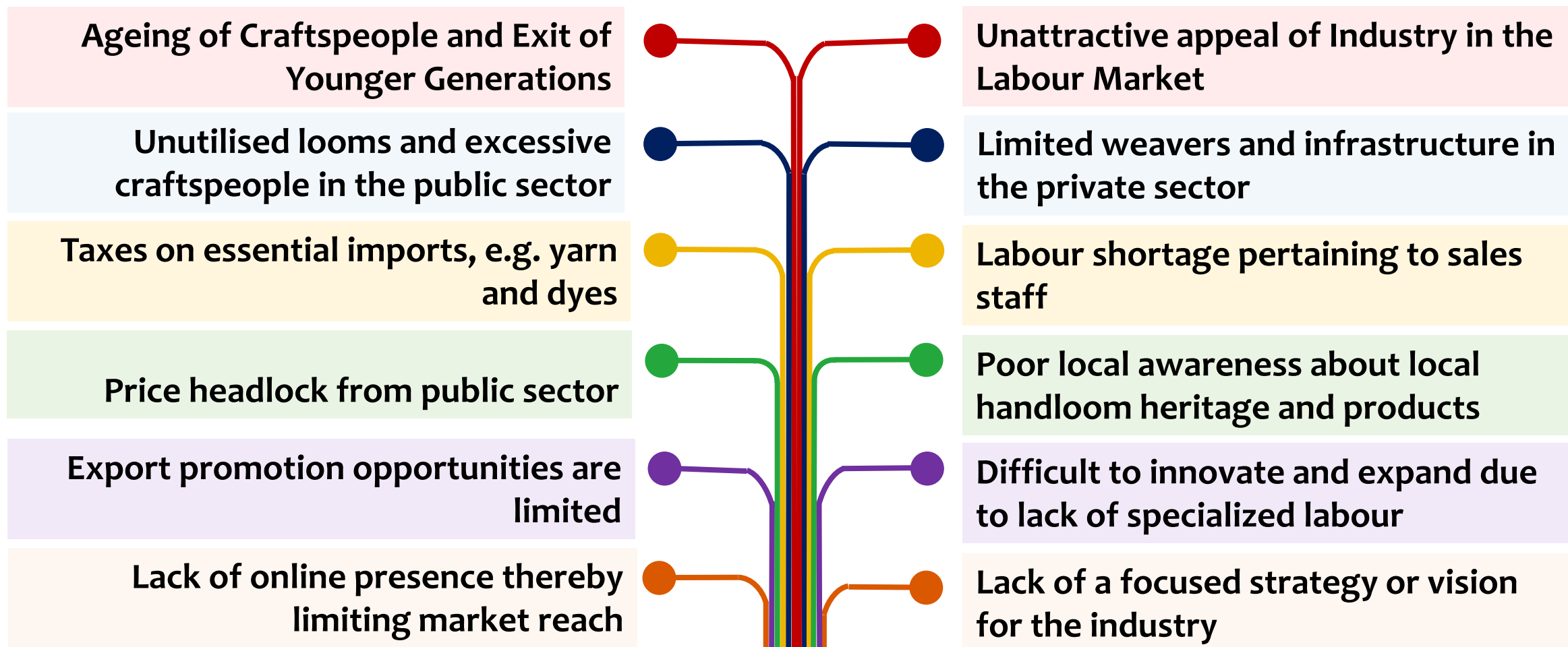


This ceiling of multiple batik panels is found at Cinnamon Bentota! This is a reproduction of the original that was done in 1967 by Ena De Silva and Geoffrey Bawa. This second iteration was carried out in 1994 by the same craftspeople under the guidance of Chandra Aluvihare, Director of the Aluvihare Heritage Centre and architect Amila de Mel and Designer Roshan Rajapakse

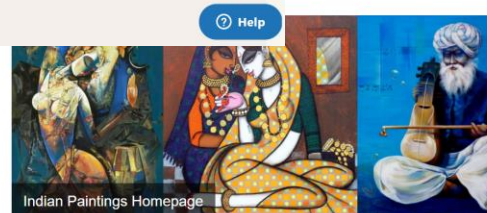
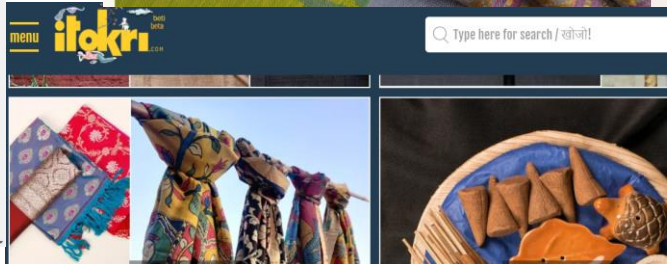
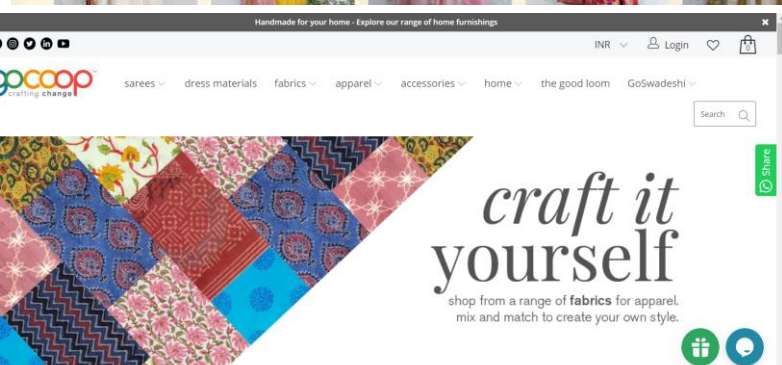
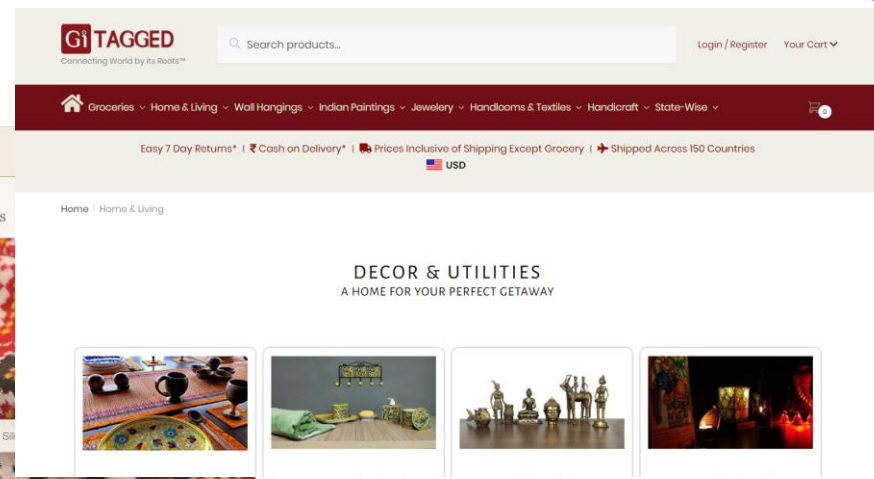
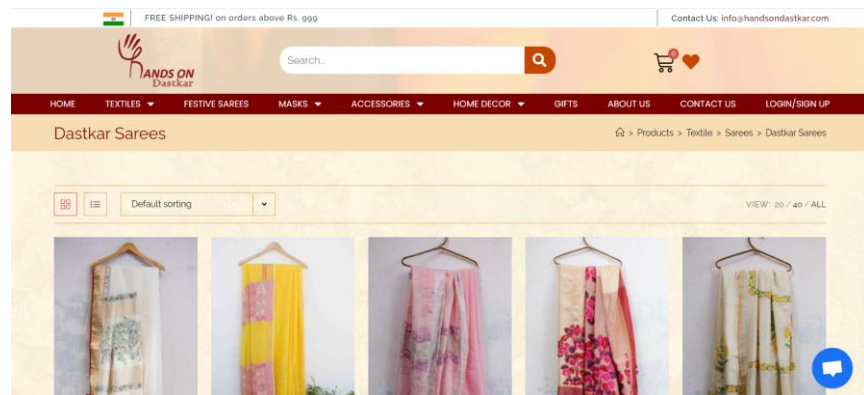
Handloom fabric covered the original ceiling of the Peacock Salon and Bar in 1967 at Cinnamon Bentota. The renovation went back to archival records of both the Bawa trust and Barefoot to recreate a ceiling closely matched to the original



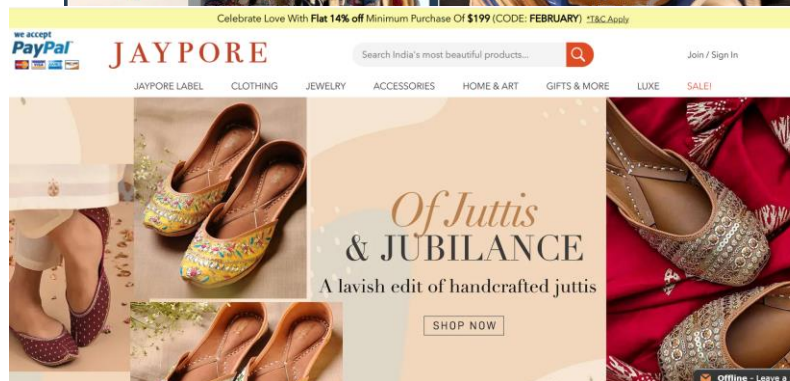
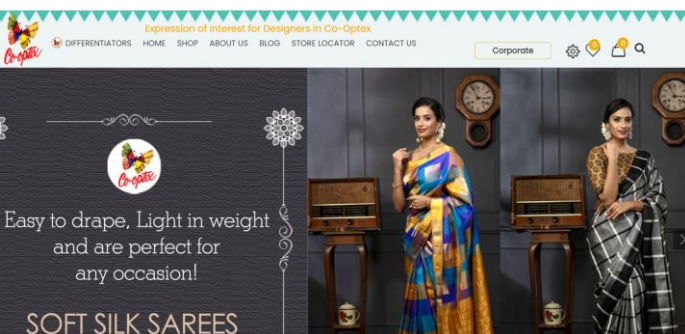
Barriers to Sri Lanka's Success in the Batik & Handloom Industry



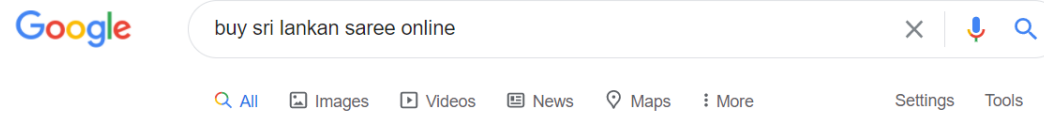
India's Online Presence



India has been a land of rich in culture and religion. Art has been an very integral force in our culture depicting various testimony to famous idols, landmarks and manuscripts. Going by time, there have been images that indicate the usage of artworks in various forms including decor, portraits across doorways, guest rooms. So the traditional painting also depict the historical significant elements of



Sri Lanka's Online Presence



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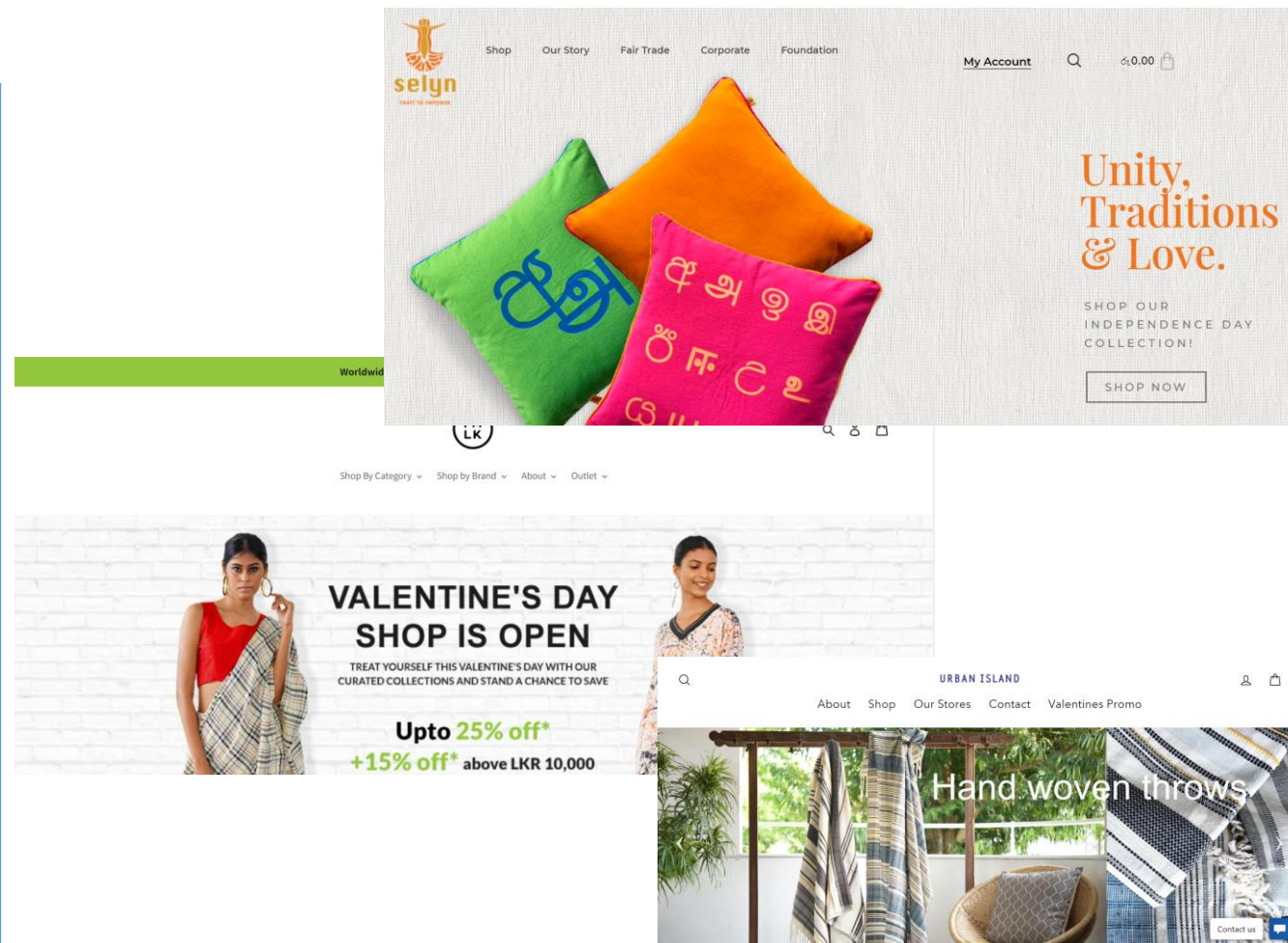
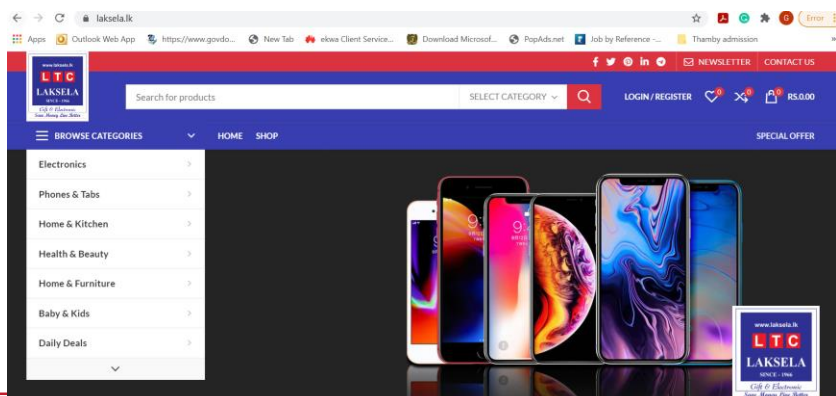
Ad · www.laveena.lk/

Laveena Online Store - Laveena Sarees Srilanka

Over 35 years of experience! All our products are ideal for Office wear | Party wear etc. Laveena is a local manufacturer of **Lanka** Batiks.

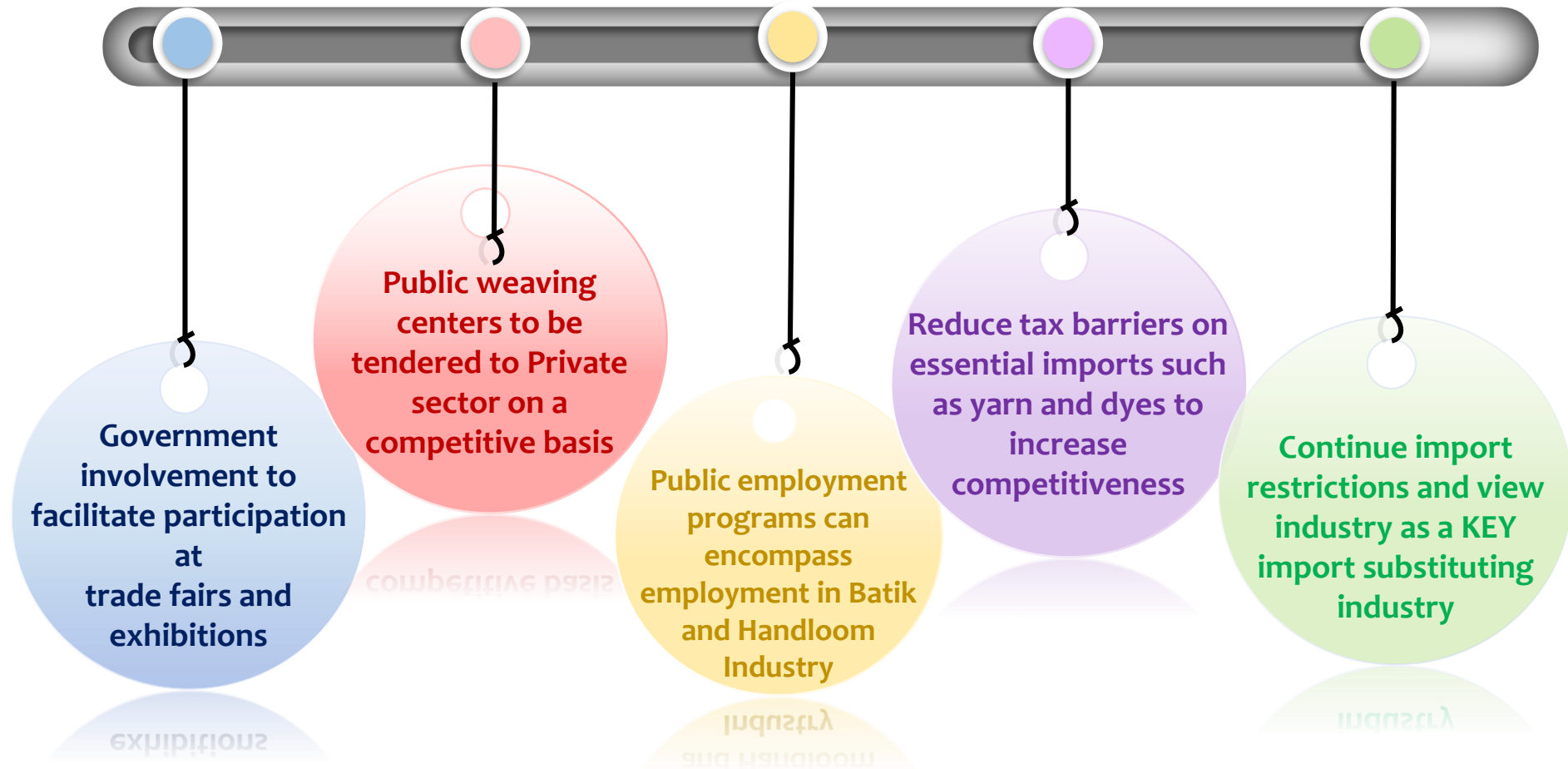
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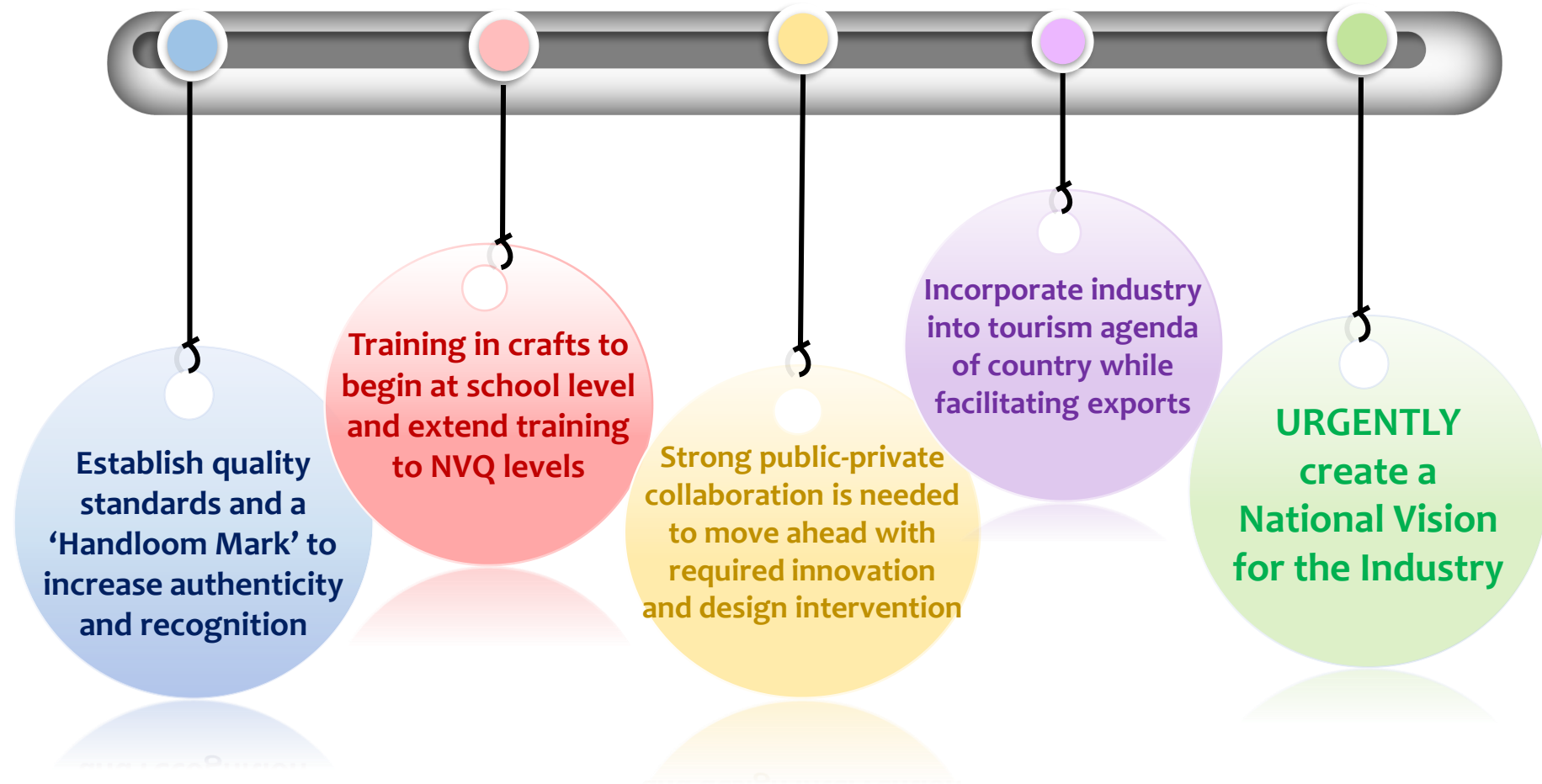


Despite the relative ease of having online presence (considering the high internet penetration in the country!), Sri Lankan handloom and batik enterprises (both private and public) have VERY POOR online presence!

Way Forward



Way Forward



Warps and Wefts of Love

MADE IN SRI LANKA

