

# JAMDANI

A PRESTIGIOUS HANDLOOM FABRICS



A Lady expresses her beauty in Jamdani saree



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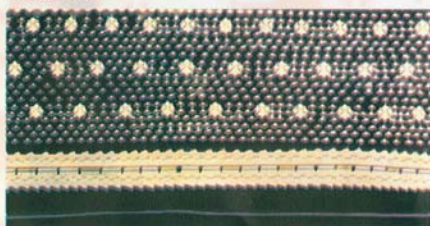
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## JAMDANI

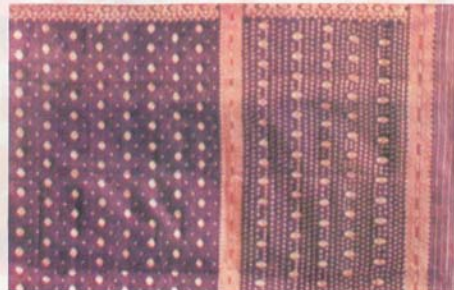
Jamdani is a unique, unparalleled and novelty fabrics of Bangladesh produced in handlooms mostly in cottage industry. It is blazing and splendid in its speciality and magnificence in the domain of fashion through-out the world. Jamdani is mixed with and flown in the way of our culture and tradition. It is a rare and excellent illustration translated and depicted into our artistic works of fabrics and then to our costumes.

The Muslin—a legend of fabrics of our country once reached the zenith of pride around the globe and still occupies a glorious and golden chapter in the world-history of fabrics and fashion. Jamdani is a proper and faithful descendant of the world renowned Muslin. It enjoys its speciality in its incomparable weaving techniques, peerless beauty, artistic skills and extraordinary, wonderful & magnificent designs. The designs of Jamdani fabrics are generally angular in view. Sometimes, it is in excellent assemblage with the pictorial appearance and portrait of fruits, flowers, leaves, groves & shrubs and the nature. Jamdani, a beautifully decorated, distinct, enchanting and heart pleasing fashion fabrics woven by the exquisite charms, whole-hearted devotion and tenacity of the weavers, is the symbol of our pride & aristocracy.

To know the exact time of introduction of Jamdani as costumes is still a subject of research work of the historians. Some historians advocated that it was introduced some two thousand years back. Some others opined that it was far more older. However, during the reign of the Mughals, Jamdani was noticed in getting ground and making gradual advancement in its efficiency and excellency. This industry emerged and was concentrated in an area near by the city of Dhaka. Some villages at Noapara, Demra, Tarabo, Ruggonj, Shiddirgonj, Sonargaon are the renowned places for producing Jamdani fabrics. This industry still survives through generations facing many odds on its way to advancement.



Traditional Jamdani Saree made of Higher Count Cotton Yarn (x)



Higher count cotton Jamdani saree adopted from x

At present, there are some 3439 Jamdani looms in the country. Nearly 12000 weavers are associated with the looms. Total annual production of Jamdani fabrics is about 0.625 million metre equivalent to about 125 thousand pieces saree. But a large number of Jamdani looms remain idle on account of a number of reasons like lack of working capital, high price of inputs, absence of institutional marketing facilities, exploitation of the middle-man in the existing marketing system, low productivity of the loom technology, ignorance and non-acquaintance of the weavers about the market information and consumers' taste & choice and above all lack of proper training in skill development of the weavers etc.

This promising industry is now at the verge of losing its past glory by facing so many hindrances in the cave of time. So, time has come to reinstate the industry in its own glory and majesty by finding out and detecting the problems those stand on its way and then taking appropriate actions for their solution.

For over all development and promotin of Jamdani, it is now imperative to develop the designs and quality of the fabrics, arrange high quality input at a reasonable price, withdraw or reduce custom duty and VAT on the imported raw materials, ensure fastness property of dyeing, arrange and provide pre-weaving and post-weaving services on yarn and cloth, impart training to the weavers for their skill development, achieve technological development, provide working capital, determine competitive price for products, participate in Textile fairs home and abroad, drive market promotion through publicity and propaganda, develop institutional marketing system, furnish marketing information to the weavers, liquidate exploitation from the middle-man, make the customers aware and acquaint them with the techniques & methods of washing and preservation of Jamdani fabrics etc.

There is some natural impact on weaving of Jamdani fabrics. As such this industry has been concentrated on the bank of the river Shitalakka for some geographical reasons and there, only there it is still in existence. It is, thus, necessary to protect and preserve the environment suitable for Jamdani.

In the rapidly changing fashion world, our garments industry has made room and achieved remarkable success in the international market. Jamdani can also add a new dimension to it. Meanwhile Jamdani fabrics has been exported abroad under the auspices of private initiatives. In this context, it may be mentioned that Jamdani fabrics would have been exported in the past. In the writings of the renowned historian, John Teylor, it was found that the fabrics worth of US\$ 90 thousand had been exported abroad from Bangladesh in 1747. Jamdani shared a significant quantity of the fabrics. Demand for Jamdani is increasing day by day in the international market. Bangladesh being the only Jamdani proucing country in the world should take this advantage.

In this context, it may be mentioned here that the rate of value addition in production of Jamdani is the highest. Thus, the industry has special importance in alleviating proverty and extending gainful employment opprotunities. Jamdani is usually weared as saree by the affluent aistocratic ladies of our society. Recently, multiple uses of Jamdani fabrics have been noticed. Besides saree, it is now being used as Selwar, Kamij, Scraf, Ghaghra, Gent's Panjabi, Corta, Koti, Show-piece of furniture, Wall-mate etc.

It is a time to take apporpriate measures and initiatives for populatizing multiple uses of Jamdani fabrics—the pride of our country and symbol of aristocracy. The Government, particularly the Ministry of Textiles and Jute, Bangladesh Handloom Board and other different private organizatiosns are all working to this end.



Artists are at work for weaving Jamdani sarees

## JAMDANI TRADERS AND EXPORTERS

### M/S. Anower Jamdani Weaving Factory.

Vill : South Rupshi,  
P.O.: Tarabo Bazar,  
P.S.: Ruppogj,  
Dist.: Narayangonj.  
Mobile : 0171 139836

### Bhai Bhai Jamdani Sulaghar.

Shop No. 2, Mohajonpur,  
Sonargoan, Narayangonj.  
Mobile : 0172 591916

### Jamdani Ghar

Arts Museum,  
Sonargoan, Narayangonj.  
Mobile : 0189 137621  
0176 931636

### Jumdani Kutir.

25/5, Sayamoli, Mirpur Road,  
Dhaka.

### Jamdani Sharee Kutir

1/1, Lalmatia, Dhaka-1209

### M/S. Muslin Jamdani Weaving Factory.

251, Dhaka New Market, Dhaka.  
Phone : 9673091  
Mobile : 0178 259521

### M/S. Pias Jamdani Weaving Factory.

Vill : South Rupshi,  
P.O.: Tarabo,  
P.S.: Ruppogj,  
Dist.: Narayangonj.

### Rokshana Jamdani Factory.

Vill : Noapara,  
P.O.: Tarabo,  
P.S.: Ruppogj,  
Dist.: Narayangonj

### Ruma Jamdani Weaving Factory.

Vill : Bhargoy,  
P.O.: Tarabo Bazar,  
Sonargoan, Narayangonj.

### M/S. Sufia Jamdani Weaving Factory.

Vill : South Rupshi,  
P.O.: Rupshi Bazar,  
P.S.: Ruppogj,  
Dist.: Narayangonj.  
Mobile : 011 096588

### Tania Jamdani (Yousuf)

Shadipur, Sonargoan,  
Narayangonj.  
Mobile : 0176 108486

## INFORMATION OF JAMDANI INDUSTRY

2. No. Jamdani looms	: 3439
3. No. of weavers	: 12037
4. Annual production capacity per loom	: 250 metter
5. Annual production of Jamdani fabrics	: 0.625 million metter
6. Annual value of production	: 250 million Taka
7. Jamdani fabrics producing area :	
a) Naopara, Rupsi, Kazipara, Dakkhin Rupsi, Khadun, Maikali, Behakru, Bargaon, Chowrapara, Barshatingi, Barabo, Tarabo of Ruppogj Thana.	
b) Tengra, Katchpur of Sidairgonj thana.(c)Demra thana(d) Sonargoan thana.	

Sources : 1. Handloom Caensus, 2003 conducted by BBS  
2. Bangladesh Handloom Board.