

# REVIEW ARTICLE FUSION OF TRADITIONAL AND DIGITAL: EXPLORING THE ROLE OF TECHNOLOGY IN REVIVING KODALI KARUPPUR TEXTILES

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## Abstract

The revival of Kodali Karuppur textiles has become a subject of academic interest in recent years. Researchers and practitioners alike have focused on various strategies to restore and preserve the craft, with particular attention paid to integrating traditional techniques such as block printing and Kalamkari dyeing with modern practices. This review of literature aims to highlight the key studies and projects that explore these revival efforts, offering insight into how Kodali Karuppur textiles are being reintroduced into contemporary markets while maintaining their cultural and aesthetic value.

Kodali Karuppur textiles, renowned for their intricate weaving and dyeing techniques, represent a significant part of Tamil Nadu's rich cultural heritage. Historically, these textiles were woven using traditional methods that combined artistry with functionality, producing fabrics, particularly sarees, of exceptional quality and beauty. However, due to socio-economic changes, the unique craft of Kodali Karuppur textiles faced a decline, with traditional practices becoming increasingly rare.

## Keywords: -

Kodali Karuppur, textile, tradition, modern, outfits.

## Introduction: -

The literature explores a variety of topics, including the historical significance of Kodali Karuppur sarees, the challenges faced in reviving the craft, and the role of innovation in adapting these traditional methods to suit modern tastes and global demand. Key themes include the use of sustainable practices, the importance of preserving indigenous techniques, and the fusion of old and new methods to rejuvenate this ancient art form.

This body of work also underscores the role of artisans, designers, and cultural institutions in the revival process, showcasing how collaborations between traditional and modern textile experts are helping to breathe new life into Kodali Karuppur sarees. Furthermore, scholars have examined the broader impact of reviving traditional textiles on local communities, particularly in terms of economic sustainability and cultural pride. The review of literature on Kodali Karuppur textiles provides a comprehensive understanding of the challenges and successes associated with their revival, shedding light on the ongoing efforts to preserve and promote this invaluable part of India's textile heritage.

Chaudhary, P. (2024). This article delves into the traditional hand block printing technique and its historical significance, especially in the context of reviving textiles like Kodali Karuppur. It explores how block printing serves as a crucial tool in the restoration and promotion of these traditional textiles.

Sundari Silks. (2022). This article emphasizes the historical significance of Kodali Karuppur sarees and discusses efforts to revive the craft by utilizing block printing and natural dyes. It provides a comprehensive look at the decline of traditional methods and the strategies employed to bring them back to life.

Chayroot Studio. (2022). This portfolio highlights Chayroot Studio's efforts to revive Kodali Karuppur textiles by producing both wearable garments and wall hangings adorned with 'Gold Zari.' The studio's work represents a fusion of tradition and innovation, showcasing how modern design can help preserve and promote this heritage.

Panneerselvam, R.G., Sriramulu, V., Ramalingam, P., & Prakash, C. (2022).

This study explores the revival of Kodali Karuppur sarees by combining Jamdani weaving techniques with Kalamkari dyeing processes. It focuses on integrating modern methods, such as Jacquard weaving and advanced printing-dyeing processes, to rejuvenate these traditional textiles while preserving their historical techniques.

Rajalakshmi, S. (2021) While focusing on Kalamkari from Srikalahasti, this work indirectly informs the revival of Kodali Karuppur textiles by analyzing the evolution of Kalamkari techniques. The study provides essential context for understanding the broader artistic traditions that influence Kodali Karuppur textiles.

Ramalingam, P. (2021) This paper examines the unique blend of Kalamkari painting, block printing, and intricate weaving used in Kodali Karuppur textiles. It highlights the traditional wax-resist methods and their application in block printing, giving a deeper understanding of the artistic techniques behind these textiles.

Reviving Traditional Handloom Textiles through Block Printing" (Patel, 2020)

This study examines the role of block printing in reviving traditional handloom textiles, including Kodali Karuppur sarees, and discusses how modern adaptations help preserve these ancient crafts.

Natarajan, S. (2020). This study focuses on the strategies employed to revive traditional Indian textiles, with Kodali Karuppur sarees as a primary case study. It analyzes the various revival efforts, including both artisanal and commercial approaches to bringing back traditional textile crafts.

Mehta, (2019) "The Role of Craft Revival in Sustainable Fashion" This paper explores how reviving traditional crafts like Kodali Karuppur contributes to sustainable fashion, promoting both eco-friendly practices and cultural preservation.

Sharma, A. (2019) This paper addresses innovations in block printing as part of the efforts to rejuvenate traditional textiles like Kodali Karuppur. It examines how modern techniques and technologies are integrated into the revival of these ancient crafts.

Kumar, R. (2018) This research highlights sustainable methods for reviving traditional textiles, using Kodali Karuppur as a case study. The study discusses eco-friendly approaches to dyeing, weaving, and printing that help preserve the environment while restoring these textile traditions. Das, (2018) Indian Textiles and Their Cultural Significance A Case Study of Kodali Karuppur" Focuses on the cultural significance of Kodali Karuppur sarees in the context of Tamil Nadu's textile heritage, highlighting their unique techniques and the efforts to preserve them through modern design methods like block printing.

Lakshmi, M. (2017) This paper delves into the cultural significance of Kodali Karuppur sarees, examining how these textiles represent both regional heritage and artistic expression. It also explores the current revival efforts and their impact on the preservation of this craft.

Kalakshetra Foundation. (2017) This article details Kalakshetra Foundation's efforts to recreate the Kodali Karuppur saree using block printing with specially designed wood blocks and natural dyes. The foundation's approach emphasizes the need for cultural preservation alongside innovation in textile production.

Sivakumar, (2017)"Traditional Weaving Techniques in the Modern World"

This work discusses how traditional weaving techniques used in Kodali Karuppur sarees are being adapted for contemporary markets to maintain their relevance while retaining their traditional charm.

Choudhury, (2016) lock Printing and Its Impact on Indian Textile Traditions"

Explores the historical importance of block printing in Indian textiles, particularly how it's being used to revive traditional textiles like Kodali Karuppur through innovative, sustainable practices. Sivakumar, P. (2016).

This study provides an in-depth analysis of the traditional weaving techniques specific to Kodali Karuppur. It outlines the intricate craftsmanship involved in the weaving process and offers a detailed understanding of the art form. Azhagesan, V. (2015). This paper traces the history and decline of Kodali Karuppur sarees, offering insights into the efforts made to revive the craft. It discusses the challenges

faced by artisans in maintaining traditional techniques while trying to cater to modern markets.

Gopal, (2015) "The Decline and Revival of Tamil Nadu Textiles" Traces the history of textile production in Tamil Nadu, including Kodali Karuppur sarees, and discusses the efforts being made to revive these crafts through techniques like block printing and the use of natural dyes. Rathi, (2014) "Modern Techniques for Preserving Traditional Indian Textiles" Focuses on modern interventions in preserving traditional textiles, including Kodali Karuppur, by using new materials and methods to ensure their survival in the global market.

"Kodali Karuppur: A New Warp—Journey of Textiles" (2009). This blog post provides an overview of the history and unique techniques used in Kodali Karuppur sarees. It highlights the unique qualities of the textiles and offers insights into the broader movement to revive these ancient art forms. Leslie Blau, D. (2006). This article focuses on the unique characteristics of Kodali Karuppur sarees, particularly the intricate weaving and dyeing techniques. It presents a historical perspective on the craft, emphasizing its importance in the broader scope of Indian textile traditions.

#### **Conclusion: -**

These references collectively cover the historical, cultural, and technical aspects of Kodali Karuppur textiles. They explore both traditional practices and modern adaptations, such as block printing and the use of natural dyes, that are essential in revitalizing the craft and ensuring its sustainability for future generations. These reviews provide a broader view of how Kodali Karuppur textiles, along with other traditional Indian crafts, are being revived through innovative methods like block printing, sustainable practices, and cultural preservation efforts.

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