Kuppadam Sarees

Prelims : Current events of National and International Importance

Why in News?

Recently the Government of Andhra Pradesh has designated Kuppadam Sarees as the ODOP (One District One Product) for Bapatla district under a revival initiative.

- **Kuppadam Sarees** – It is a traditional handloom saree from Andhra Pradesh, India.
- It is known for blending cotton or silk body with rich silk zari borders.
- **Origin** – It riginates from the town of Chirala, Bapatla district, near Suryalanka Beach.
- It is named after the Koopadam weaving technique, developed over 150 years ago.

Key Features

- **Design** – Technique designed to imitate **temple architecture** in saree borders.
- Unlike regular stitching, uses interlocking of silk borders with the body fabric.
- Three-shuttle weaving technique, body and borders woven separately and interlocked manually.
- It is known for vibrant colours, nature-inspired motifs, temple murals, and rich pallus.
- Lightweight and affordable compared to pure silk sarees.

Cultural Significance

- It is popular for ceremonies, festivals, and gifting during weddings.
- It symbolizes elegance, tradition, and familial pride.
- It is worn during important occasions like Sankranti, Ugadi, baby showers, and temple visits.

Weaving Process

- It primarily uses **pit looms** in Chirala.
- **Handloom fabrics** from Chirala known for softness, durability, and suitability for all climates.
- Weaving skills passed down through **generations**, involving both men and women.
- **Decline** – It faced decline in early 2000s due to power loom competition and synthetic imitations.
- **Modern innovations –** New-age designs with digital motifs, pastel shades, and minimalistic borders.
- It is done to retain the traditional **Koopadam craftsmanship** while appealing to urban and global markets.
- **GI Tag efforts –** Efforts underway to secure a **Geographical Indication (GI) tag** for Kuppadam sarees.
- **Economic and social impact** – Revival has helped hundreds of weaving families resume work in Chirala and nearby villages.
- It supports employment, preserves traditional craftsmanship, and promotes rural livelihoods.

Reference

[The Hindu| Kuppadam sarees]

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