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IMPACT OF GEOGRAPHICAL INDICATION ON REGIONAL DEVELOPMENT: A STUDY OF WARANGAL DURRIES

Suryapeta Sneha Bhargavi¹ & Dr. Raju Guguloth²

¹Research Scholar, Faculty of Commerce, Osmania University, Hyderabad, Telangana, India.

²Assistant Professor of Commerce, Department of Commerce, Pingle Government College for Women (A), Waddepally, Hanumakonda, T.G.

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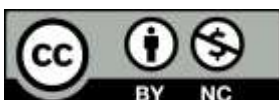


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Keywords	Abstract
Geographical Indication (GI), Warangal Durries, Handloom Sector, Regional Development, Market Analysis, Financial Support, Weavers' Livelihoods.	The handloom sector plays a crucial role in preserving traditional skills, generating employment, and promoting regional economic development. Warangal Durries, a traditional handwoven product of Telangana, gained Geographical Indication (GI) status in March 2018, ensuring authenticity, legal protection, and market recognition. This study examines the role of the GI tag in strengthening market access, improving financial sustainability, and enhancing the livelihoods of weavers engaged in the production of Warangal Durries. The paper analyzes institutional support, government initiatives, exhibitions, awards, and financial assistance provided through agencies such as NABARD and TESCO. It also highlights the production process, raw material sourcing, and evolving marketing channels, including exhibitions and e-commerce platforms. The study finds that GI recognition has contributed significantly to regional development by improving brand value, ensuring fair recognition to artisans, and supporting inclusive growth in the handloom sector.

Introduction

The carpet industry occupies an important position in the traditional handicraft sector of India and contributes significantly to employment generation, export earnings, and rural livelihoods. A



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large number of artisans depend on handmade carpet weaving as a source of income, making it a valuable part of the cottage industry. This sector has long supported rural households by creating opportunities for skilled labor and preserving indigenous craftsmanship. Indian handmade carpets are well known in global markets for their artistic designs, durable quality, and vibrant colour combinations. Their export contribution has played a notable role in strengthening the national economy while sustaining the livelihoods of weavers and artisans.

The origin of carpets can be traced back to ancient times, though exact historical evidence remains uncertain. Archaeological understanding suggests that woven floor coverings existed during the Neolithic period around 7000 BC. These early forms were likely developed for practical use, especially among nomadic communities, where they served as protection from harsh climatic conditions and insulated people from direct contact with the ground. Over centuries, these functional coverings gradually evolved into decorative items featuring intricate motifs, colours, and weaving techniques.

Economically, the carpet industry supports employment, exports, and rural development. It sustains traditional skills while contributing to foreign exchange earnings. The industry also preserves cultural heritage through designs that reflect centuries of artistic tradition. As a labor-intensive craft, carpet weaving remains an important source of livelihood for artisan communities and continues to hold significance in India's handicraft economy.

1. Aim & Objectives of the Study

The main aim of the study is to analyze the role of Geographical Indications Registry recognition in promoting Warangal Durries and to examine its contribution to market expansion, weavers' livelihood, and regional economic development. The study also aims to understand the effectiveness of institutional financial support, promotional activities such as exhibitions and branding initiatives, and their influence on sustaining the traditional handloom sector in the Warangal region.

Objectives of the Study

1. To examine the role of GI Tag in promoting Warangal Durries in national and international markets.
2. To examine the accessibility and effectiveness of institutional financial mechanisms
3. To assess the contribution of exhibitions, awards, and branding initiatives to regional economic development.
4. To offer suitable suggestions

2. Research Hypotheses: The hypotheses of the study are framed to examine the significance of Geographical Indications Registry recognition in the development of Warangal Durries. They focus on analyzing whether the GI tag improves market promotion, product identity, and consumer trust.



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The study also tests the impact of institutional financial support on the economic conditions of weavers. In addition, the hypotheses assess the role of exhibitions, awards, and branding initiatives in promoting regional economic development. Overall, these hypotheses help understand the relationship between GI protection, financial mechanisms, promotional activities, and the sustainability of Warangal Durries in domestic and international markets.

Null Hypotheses:

1. **H₀:** Geographical Indication (GI) Tag has no significant role in promoting Warangal Durries in national and international markets.

3.Need for the Study

Warangal Durries occupy a distinctive position due to their durability, aesthetic appeal, and international recognition. The conferment of National Handloom Award in 2015 to Pitta Ramulu for highlights their craftsmanship excellence to Warangal Durries. The present study examines the impact of GI status on market performance, financial analysis focusing on institutional support from NABARD, Role of cooperative Society and , government schemes, and skill-based income development. The sector continues to face structural challenges: Limited access to organized and global markets, rising raw material costs, dependence on intermediaries.. etc

4. Scope of the Study

The scope of the study defines the boundaries and extent of the research conducted on Warangal Durries with respect to Geographical Indication (GI) Tag, market performance, and financial conditions of weavers. The present study is geographically limited to the Warangal region of Telangana, where the production of Warangal Durries is concentrated. It focuses primarily on weavers, cooperative members, and stakeholders involved in the handloom sector.

4.1. Statement of the Problem

The Warangal Durries sector, despite its historical significance, traditional craftsmanship, and GI recognition, is experiencing severe socio-economic and structural challenges that threaten its sustainability. Weavers frequently face economic instability due to irregular market demand, limited access to organized markets, and exploitation by intermediaries, resulting in reduced profit margins and unstable livelihoods. Rising costs and inconsistent availability of quality raw materials further intensify production difficulties. Additionally, the migration of younger generations toward urban employment opportunities has weakened the continuity of traditional weaving practices. Consequently, the preservation of indigenous artisanal knowledge and the long-term survival of the Warangal Durries industry remain major concerns.

5. Review of Literature

Aruna and Padma Kuriseti (2022) conducted a case study on the challenges of durrie weavers in Warangal. The study used primary data collected from 100 respondents and applied Henry Garrett



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Ranking Technique. It identified key issues such as low wages, irregular employment, marketing difficulties, and dependence on cooperative societies.

Goswami, K. (2018) examined developments in handmade carpets and analyzed changes in carpet manufacturing. The study observed that modernization, design diversification, and technology adoption improve the demand for handmade carpets. It emphasized the importance of innovation in sustaining traditional industries.

Goswami, R. (2011) analyzed managerial issues in the handloom industry in Jaipur district. The study found that weak management practices, production issues, and poor marketing reduce the efficiency of handloom enterprises. It suggested strengthening management systems to improve the industry.

Kumudha, A. (2013) studied the problems faced by handloom weavers. The research identified financial constraints, increasing raw material costs, and low income as major problems. The study emphasized the need for financial assistance and government intervention for sectoral development.

Jayachitra, R. (2016) examined the socio-economic problems of handloom weavers. The study found that poor infrastructure, low wages, and exploitation by intermediaries negatively affect weavers. It suggested cooperative support and direct market access for improving their economic conditions.

Chaudhary, R., Sharma, P. and Verma, S. (2025) examined the economic impact of GI certification on handicraft industries. The study found that GI recognition enhances product identity, increases market value, and supports artisan income. It highlighted that GI certification contributes to sustainable economic development of traditional industries like Warangal Durries.

6.1. Research Gap: A review of the existing literature reveals that no comprehensive study has been conducted specifically on Warangal Durries. Therefore, the present study seeks to fill this research gap by examining their market identity, financial aspects, institutional support, the impact of GI Tag and the living conditions of the weavers

6.1.2. Scope for Further Research

The present study on Warangal Durries provides scope for further research in several areas. Future studies may examine the long-term impact of GI recognition on export growth, digital marketing, and income enhancement of weaving communities. Comparative studies can also be conducted between Warangal Durries and other GI-tagged handloom products in Telangana and other states. Further research may focus on consumer preferences, design innovation, youth participation in handloom occupations, and the role of e-commerce in promoting traditional products. Such studies would help develop sustainable strategies for preserving handloom heritage and improving regional economic development.

7. Research Methodology: Mixed-method approach combining quantitative surveys and qualitative interviews has been adopted



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Data Collection: The data has been collected through Primary & Secondary Sources

Primary Data: Primary data has been collected from Warangal Durries weavers, cooperative members, and other stakeholders through a structured questionnaire. The questionnaire includes questions related to income levels, awareness of GI tag, access to financial support, and market participation.

Secondary Data: Secondary Data:

Secondary data refers to information collected from existing sources. The study uses secondary data from:

- I. Research articles and journals on GI, handloom industry, and regional development
- II. Government reports and publications (Ministry of Textiles, NABARD)
- III. Books, websites, and online databases
- IV. Previous studies related to market performance and financial inclusion

Secondary data helps in understanding the theoretical background, identifying research gaps, and supporting the findings of the study, also secondary data consist with

1. NABARD report (2018-2024)
2. Geographical indications registry (2018)
3. Ministry of textiles, Government of India (2024)
4. National institutional fashion technology(2024)

7.1. Sample Size: The sample size 160 respondents

Sampling: Stratified and Purposive sampling techniques have been used.

Analytical Tools are: i) Descriptive statistics ii) Thematic coding for qualitative insights. Chi-Square Test, Mean Score test has been used

Table 1.1(A) Sample Size

Type of Variable	No. of Respondents
Female	68
Male	92
TOTAL	160
Weavers	
1. Full Time: 65	
2.. Part Time: 7	72
Respondents	24
Employee	28
Co-operative Societies Members	36
TOTAL	160

Source: Primary data



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8. Period of the Study

The period of the study refers to the time frame during which the research was conducted and data was collected. The present study has been carried out over a period of 10 years, from January 2015 to March 2025. This duration was considered sufficient for collecting both primary and secondary data, analyzing the information, and interpreting the results.

Data Analysis & Findings

4.1 Demographic Profile

Table 4. 1. Demographic Profile

Variable	Category	Frequency	Percent	Cumulative Percent
Gender	Male	92	57.5%	57.5%
	Female	68	42.5%	100.0%
Occupation	Weavers	72	45.0%	45.0%
	Co-op Members	36	22.5%	67.5%
	Employees	28	17.5%	85.0%
	Others	24	15.0%	100.0%
Work Type	Full-Time	65	90.27%	90.27%
	Part-Time	07	9.72%	100.0%
Work Experience	Below 5 Years	28	17.5%	17.5%
	5–10 Years	52	32.5%	50.0%
	10–20 Years	46	28.8%	78.8%
	Above 20 Years	34	21.2%	100.0%
Education	Illiterate	30	18.8%	18.8%
	Primary	48	30.0%	48.8%
Organization / Linkage	TGTESCO	40	25.0%	25.0%
	Fabindia	28	17.5%	42.5%
	Co-operative Societies	36	22.5%	65.0%
	Private Exporters	22	13.8%	78.8%
	NGOs / Self-Help Groups	18	11.2%	90.0%
	Others	16	10.0%	100.0%

Source: Primary Data



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Table 4.1 Describes the demographic analysis shows that a majority of respondents are male (57.5%) and primarily weavers about 45 percent, with most engaged in full-time work about 90 percent, indicating strong dependence on the handloom sector for livelihood. A significant proportion is associated with institutional networks such as TGTESCO, co-operative societies, and Fabindia, highlighting organized market linkages. Most respondents possess moderate work experience (5–10 years)

Null Hypothesis (H0): Geographical Indication (GI) tag has no significant role in promoting Warangal Durries in national and international markets.

4.2 Role of GI Tag in Enhancing Brand Identity, Consumer Trust & Product

Table 4.2 Role of GI Tag in Enhancing Brand Identity, Consumer Trust & Product

S. No.	Indicator	Pre-GI	Pre-GI %	Post-GI	Post-GI %	Increase (No.)
1	Awareness of GI Products	56	35%	112	70%	+56
2	Consumer Trust	51	32%	120	75%	+69
3	Brand Identity Recognition	45	28%	115	72%	+70
4	Product Differentiation (Uniqueness)	40	25%	109	68%	+69
5	Market Demand (Sales Impact linkage with TESCO, fabindia, SGH, Co-oprative socity and other sales)	48	30%	122	76%	+74
6	Domestic Sales Growth	64	40%	125	78%	+61
7	International Sales Growth	16	10%	40	25%	+24

Source: Primary Data

The table 4.2 clearly indicates that GI tag has brought significant improvements across various aspects of product performance. Awareness levels have increased from 35 percent to 70 percent, showing a substantial rise in public recognition and understanding of GI products. Consumer trust has also grown remarkably from 32 percent to 75 percent and reflecting increased confidence in the authenticity and quality of these products. Similarly, brand identity has strengthened, improving up to 72 percent, which enhances the product's position in the market. Product differentiation has risen from 25% to 68%, enabling consumers to easily distinguish GI-tagged Products

4.3 Growth and Development of Wealth/Income of Warangal Durries Weavers Before and After GI Tag

Table 4.3 indicates that the GI Tag has contributed positively to the economic growth and wealth creation of Warangal Durries weavers. Annual income increased from 38% before the GI Tag to 68% after the GI Tag, while household savings increased from 32% to 61%. The value and market



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price of Durries also improved substantially, indicating better price realization and market recognition.

Access to institutional markets recorded the highest growth of 37 percentage points, suggesting that GI recognition facilitated stronger linkages with organized buyers and marketing institutions. Household asset and wealth creation improved from 30% to 58%, indicating a gradual improvement in the economic well-being of weaving households.

Table 4.3 Growth and Development of Wealth/Income of Warangal Durries Weavers Before and After GI Tag

S. No.	Indicator	Pre-GI Tag (%)	Pre-GI Mean Score	Post-GI Tag (%)	Post-GI Mean Score	Growth (%)
1	Annual Income of Weavers	38.0	2.38	68.0	3.42	30.0
2	Household Savings	32.0	2.21	61.0	3.18	29.0
3	Value of Durries Produced	40.0	2.47	72.0	3.56	32.0
5	Employment Opportunities	42.0	2.55	74.0	3.61	32.0
6	Access to Institutional Markets	28.0	2.05	65.0	3.27	37.0
7	Overall Economic Condition	34.0	2.31	69.0	3.44	35.0

Source: Primary Data

Null Hypothesis (H₀): Financial support mechanisms have no significant impact on the economic condition of weavers.

Mean Score: Table 4.3 indicates that the mean scores improved across all economic indicators after GI tagging. The mean score for annual income increased from 2.38 to 3.42, while household savings improved from 2.21 to 3.18. The mean score for value of Durries produced increased from 2.47 to 3.56, and employment opportunities rose from 2.55 to 3.61. Access to institutional markets showed improvement from 2.05 to 3.27, while the overall economic condition increased from 2.31 to 3.44. These improvements indicate a positive change in the economic well-being of Warangal Durries weavers after GI tagging.

Suggestions

The following suggestions are offered for the development and sustainability of Warangal Durries and for improving the socio-economic conditions of the weaving community in the study area.



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1. The marketing system for Warangal Durries should be improved by creating direct sales channels between weavers and consumers. This will reduce the role of middlemen, ensure fair prices, and increase income for artisans. Special handloom outlets, weekly exhibitions, and urban sales centres can support this effort.
2. Government departments, banks, and cooperative institutions should provide timely credit, low-interest loans, and subsidies. Many weavers face financial difficulties due to lack of working capital, and easier financial access will help purchase raw materials and modern equipment.
3. Training programs should be organized regularly for weavers on design development, colour trends, quality improvement, digital literacy, and online sales. Skill development will help artisans adapt to changing market demands and increase competitiveness.
4. Awareness programs regarding Geographical Indications Registry certification should be expanded. Many weavers and consumers are still unaware of the benefits of GI recognition. Public campaigns can improve understanding of authenticity, branding, and product uniqueness.
5. Collaboration with major retail companies such as Fabindia and online marketplaces should be strengthened. E-commerce platforms can connect Warangal Durries to national and international consumers, increasing sales opportunities.
6. Modernization of weaving infrastructure is essential. Improved looms, dyeing facilities, workspace arrangements, and design centres should be established to support production efficiency without losing traditional craftsmanship.
7. Youth participation should be encouraged through skill training, educational incentives, and entrepreneurship support. Younger generations are moving away from handloom occupations due to low earnings. Providing sustainable income opportunities can attract them back to the sector.
8. Design innovation should be given priority. Traditional patterns must be preserved, but products should also be adapted to current interior décor trends. Introducing contemporary designs, eco-friendly products, and customized orders can improve market demand.
9. Regular exhibitions at district, state, and national levels should be organized to promote handloom products. Participation in trade fairs increases product visibility, attracts buyers, and strengthens business networks.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.



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CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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