

## **Need to promote awareness about genuine Solapur Chaddars and take action against trade of fake Solapur Chaddars-Laid**

**SUSHRI PRANITI SUSHILKUMAR SHINDE (SOLAPUR):** The Solapur Chaddar is under serious threat due to the rise of imitation products in the market. These counterfeit chaddars, often machine-made with inferior materials, are being sold at lower prices, misleading consumers and undermining the authenticity of the original handloom versions. As a result, the traditional weavers of Solapur, who have preserved this craft for generations, are facing financial distress and struggling to compete with these low-cost, mass-produced alternatives. The influx of fake Solapur Chaddars is not only damaging the weavers' livelihoods but also tarnishing the reputation of this age-old craft. Despite the Geographical Indication (GI) tag given to protect its authenticity, weak enforcement and lack of consumer awareness have allowed imitations to thrive. The government must take urgent action by enforcing stricter intellectual property laws, conducting regular market inspections, and promoting awareness about genuine Solapur Chaddars. Stronger regulations will help preserve the legacy of this unique handloom tradition, ensure fair wages for artisans, and protect consumers from deceptive products. Without immediate intervention, the rich weaving culture of Solapur could face an irreversible decline, leaving thousands of skilled artisans without a livelihood.