

# Woven Legacies: The Story of Gyasar Textiles

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## ABSTRACT

*Gyasar brocade, with its origins in the city of Varanasi, India, is a textile that carries an untold story waiting to be unraveled. This comprehensive paper delves deeply into Gyasar, discussing its rich cultural and historical significance and illuminating its close relationship to Varanasi's storied textile past*



**Fig.1.** Gyasar brocade tapestry

Source-<https://youtu.be/lRak5rBqYVw?si=8DjwX8OXeCP4IG-i>

*This study aims to shed light on the complex process involved in creating Gyasar and provide an understanding of the artistry and craftsmanship that characterize this textile.*

*The combination of weaving techniques and raw materials results in a truly distinctive product. However, Gyasar goes beyond simple craftsmanship. It is an archive of cultural and symbolic meaning and is essential to Buddhist monasteries' ceremonial and spiritual activities. In Gyasar, every strand appears to have a spiritual essence that has been skillfully woven in, offering deep insights into the fabric of spirituality and tradition.*

*One of the essential aspects of this research is its investigation into whether Gyasar has received a Geographical Indication (GI) tag. The GI tag is a mark of authenticity and recognition of a product's origin and quality. If Gyasar has not yet been granted this recognition, the research delves into the potential and feasibility of acquiring such a tag, which would safeguard its unique identity and promote its heritage.*

*Furthermore, the study broadens its research into Gyasar's current relevance. The opportunities and difficulties of preserving this traditional art form in a world that is constantly changing are thoroughly examined. Gyasar's adaptability and its lasting importance in contemporary society emerge as major themes, highlighting the necessity of maintaining its relevance and continuity.*

*In a nutshell this research paper captures the essence of Gyasar brocade, which is a living example of the spirituality, tradition, and innovation in addition to being a textile. The tale of Gyasar, which arose from the centre of Varanasi, is one that must be told, honored, and conserved for future generations.*

## METHODOLOGY

*The research paper primarily relies on secondary sources such as journals, internet resources, articles, books, and review papers, while also incorporating primary data gathered through surveys. The methodology of this research was implemented in the following sequential steps:*

**Comprehensive Review of Literature:**

An in-depth review of the literature on Gyasar brocade was conducted before starting the surveys and data analysis. This review of the literature established the foundation for understanding the historical, cultural, and socioeconomic significance of the Gyasar Brocade.

Numerous sources were included in the review, including relevant publications, books, articles, and studies.

**Research Process Employed:**

This study employs a mixed-methods approach to examine Gyasar Brocade, combining information from the literature review with data obtained from online and offline surveys.

**Methods of Data Collection:**

The Data was collected through the means of :

**Online Survey:** An online survey was conducted on a sample size of 100, using platforms like Google Forms.

**Offline Survey:** An offline survey was conducted on a sample size of 50, by interacting and questioning the local people.

**Analysis of the Survey:**

The data collected from both online and offline questionnaires were analyzed using statistical methods that were descriptive in order to acquire insights into people's perceptions and familiarity with Gyasar Brocade. Furthermore, qualitative analysis was used to analyze replies to open-ended questions, allowing for comparison with the findings of the literature review.

**Limitation:**

- Response rates in online surveys tend to be lower compared to offline surveys, potentially affecting the representativeness of the sample.
- Participants in online surveys often self-select, which may introduce bias as individuals with stronger opinions or specific interests are more likely to participate.
- Respondents in face-to-face interviews may provide answers they believe are socially acceptable rather than their true opinions.



**Fig.2.**Intricacy of Gyasar brocade Source- <https://swatiandsunaina.com/gyaser/>

**OBJECTIVES**

The Objectives of the following research paper is -

- To educate and inform a larger audience about the art of Gyasar brocade. It aims to increase awareness of, appreciation for, and understanding of Gyasar brocade by highlighting its historical and cultural relevance.
- To explore the possibilities for growth and innovation in the Gyasar brocade industry. It comprises doing a thorough review of the current design methodologies in order to pinpoint areas that could benefit from modernization, diversification, or enhancements. The purpose of this research is to investigate the limits and potential applications of design.
- To provide an in-depth understanding of the materials, tools, and handweaving methods involved in crafting Gyasar brocades. It may explore the sustainability of materials, the preservation of traditional techniques, and the integration of modern technology into the production process to enhance efficiency and quality.

**Keywords-** Gyasar, Cultural Heritage, Geographical Indications, Buddhist, Monasteries, Contemporary Relevance.

## INTRODUCTION

Gyasar brocades, an intricate type of silk brocade, hold profound cultural significance in the Buddhist realms of the Himalayan region. The term "gyasar" finds its origins in Tibet, where it signifies "silk brocade," while in Ladakhi, it is referred to as "gos-chen." Notably, in the Indian textile trade, Gyasar brocades specifically designate brocades woven in the city of Varanasi, India, adorned with Buddhist motifs.

These remarkable textiles are renowned for their ornate and intricate patterns, which frequently draw inspiration from Tibetan themes. Their exquisite handiwork, frequently adorned with strands of gold and silver, makes them particularly striking. In the religious and ceremonial domain, gyasar brocades are widely used, often embellishing sacred objects and ceremonial garments. Beyond their sacred use, Gyasar brocades extend their influence into the very fabric of Tibetan life. They adorn the walls of monasteries, the interiors of Tibetan homes, and the hallowed areas of temples enhancing their



Fig.3. Intricacy of Gyasar brocade

Source- <https://swatiandsunaina.com/gyaser>

already exquisite surroundings. Their fashionable appeal melds perfectly with their practical purpose as apparel.

Gyasar brocades are valued as priceless heirlooms that have been passed down through the years; they are more than just fabrics; they are a symbol of Tibetan culture. They weave the strands of history and craftsmanship into the complex tapestry of Tibet's textile culture, acting as living emblems of a cultural legacy.

Gyasar brocades are distinguished by their elaborate designs, vivid and brilliantly colored color palettes, and extraordinary craftsmanship of their craftspeople. These fabrics frequently feature images that have their roots in Tibetan Buddhism and culture. Symbols of profound spiritual value, such as dragons, lotus blooms, and the Eight Auspicious Symbols, are among their motifs. Gyasar brocades require extensive time and attention to detail, and their production is distinguished by the use of antique wooden looms and generation-old handweaving methods. The precision and artistic weight of history are woven into every thread. These fabrics are highly prized for their cultural significance in addition to their visual appeal.

In essence, Gyasar brocades are a testament to the enduring creativity, devotion, and reverence that define Tibetan culture and its rich tradition of textile artistry.

## REVIEW OF LITERATURE

**Shah Archana, (September 8th, 2021), "GYASAR: Brocades Woven in Benares", Rang Bandhej Retail Pvt. Ltd.**

The author, talks about Gyasar brocades exquisite silk fabrics adorned with intricate gold or silver motifs, which hold a significant place in the world of textiles. It delves into the historical and cultural significance of Gyasar brocades, which are utilized in diverse applications ranging from wedding sarees to temple decorations. The author reviews the enduring legacy of the Ansari family, and their deep roots in weaving of this textile for the Tibetan market. Their resilience and dedication have not only preserved tradition but also expanded its reach, within India and the global fashion industry.

The craftsmanship of Gyasar brocades is explored, emphasizing their modernization through the utilization of jacquard devices. The article underscores the uncompromising commitment to quality and the growing market for both real and imitation zari fabrics, making Gyasar brocades an activating and evolving art form.

**Ahmed Monisha, (2002), "From Benaras to Leh - the trade and use of silk-brocade", Textile Society of America Symposium Proceedings.**

In article, the author provides a fascinating historical account of the trade in silk brocades, specifically gos-chen or Buddhist religious brocades, from Benaras to Ladakh. The article unveils the intricate journey of these textiles, from their origins in Benaras to their cultural significance in Ladakh. It highlights the transition from Chinese brocades to Benaras-made gos-chen, exploring the pivotal role of Tibetan traders and Marwari or Nepali merchants in introducing this trade. The enduring importance of brocades in both religious and secular contexts in Ladakh is evident, as is the continuing trade relationship between Benaras and Ladakh. A significant historical and cultural exploration, the article offers valuable insights into the interwoven tapestry of trade, tradition, and religion in the Himalayan region.

**Nair Supriya, April 18th, 2019, " Gyasar Brocades from Tibet to Ganga.", The Voice of Fashion.**

The author captivates the intricate world of gyasar brocades and their cultural journey from Tibet to the heart of Banaras, India. This article eloquently weaves together the historical significance of gyasar textiles in Buddhist practice with the contemporary revival. The article draws on Indian literary history, underscoring the significance of Rahul Sankrityayan's journeys to Tibet during the 1920s and 30s. These expeditions unveiled valuable Buddhist manuscripts, forming a unique connection between the quest for knowledge and the intricate beauty of Buddhist motifs found in silk brocades. The article further explores the trade ties between Tibet and Banaras, where skilled artisans painstakingly reproduced sacred Buddhist symbols. Additionally, the article highlights the transformation of gyasar weaving as it adapted to contemporary, non-religious applications.

**Singh Bandeep, September 5th 2015, "Gyasar" , Fortune India.**

This article beautifully unveils the hidden world of gyasar, a sacred and rare brocade renowned for adorning the ceremonial headgear of Tibetan high priests, including the Dalai Lama. The article expertly describes the meticulous process of crafting gyasar, which involves twisting gold-coated silk threads into a single twine, resulting in bold floral motifs with a striking textured appearance. The traditional kimkhab brocade technique forms the foundation, but the thickness of the gold twine lends gyasar its distinctive raised texture. The piece underscores the cost, time, and effort invested in producing gyasar and highlights the renewed interest in this craft by notable fashion designers, offering a glimmer of hope for its preservation. In essence, it's a captivating journey into the world of a unique and sacred textile artistry.

**Raniwala Prachi, (28th, May 2019), "What gives Benarasi brocade its timeless appeal? ". Vogue India.** This article delivers the rich tradition of Benarasi weaves, including their significance in Buddhist culture. It delves into the intricate process of creating these silk brocades and their diverse variations, such as the Gyasar brocade woven with Tibetan motifs found in Buddhist monasteries. The article also discusses the time and effort required to weave a Benarasi sari, with the kadhwa technique being the most tedious. The cultural motifs on Benarasi fabrics, like paisleys and shikar scenes, are highlighted. Modern brides are choosing Benarasi saris for weddings, and the article features textile designer Kshitij Jalori's work in preserving and modernizing this weaving tradition while emphasizing the use of pure zari and intricate designs.

## RESEARCH GAP

The following research paper aims to bridge the following gaps :

- Even though Gyasar textiles have been made for generations, there is still much to discover about the origins and growth of this custom. Further study is required to comprehend how Gyasar textile designs have evolved over time and how commerce and cultural interchange have impacted Gyasar textile production.
- Although the global market for gyasar textiles is growing, there is still a lot to learn about it. Further research is required to comprehend the elements driving Gyasar textile demand in the global market and to determine strategies for introducing Gyasar textiles to a larger consumer base.
- Insufficient research has been done on the modern uses and market patterns of gyasar brocade, especially its involvement in the international fashion business.

## UNVEILING THE ROOTS OF HISTORY

Historically, brocades woven in China had been widely used in the Himalayan region, reflecting the trade routes that connected this remote region with the flourishing Chinese civilization. However, a shift in preferences and production emerged over time. Khimkhab, the brocade woven in Varanasi, gained popularity in the region of Kashmir, where it was favored for secular and non-religious purposes. This shift might have been influenced by various factors, including regional tastes and cultural changes.



**Fig.4.** Ghats of varanasi

Source- <https://www.archdaily.com/1002292/varanasis-ghats-the-adaptable-riverscapes-of-india>

Benaras weavers first crafted the famous Buddhist Gyasar brocades in the middle of the 1800s. This change represents an important progression in the way that textiles are produced as well as how various civilizations interact. Numerous ideas endeavor to elucidate the causes that precipitated this transition.

The journey of Gyasar from Tibet to Varanasi has two compelling theories. One suggests that Tibetan monks played a pivotal role in introducing Gyasar brocades to the weavers of Benaras. According to this theory, Tibetan monks, who were well-versed in the art of textiles and had access to Chinese brocade samples, approached the weavers of Benaras. They requested similar textiles to be woven, but with a sturdier quality and at a lower price point. This interaction between Tibetan monks and Benaras weavers resulted in the emergence of Gyasar brocades, which became renowned for their intricate patterns and Buddhist themes.

Another theory attributes the establishment of trade links between the Himalayas and Varanasi to Marwari traders who had settled in Kalimpong, a town in the Himalayan region.

These traders, with their business acumen and knowledge of textile markets, may have played a crucial role in facilitating the exchange of ideas and goods between the Himalayan communities and the weavers of Varanasi. This theory highlights the vital role of trade and commerce in shaping the textile landscape of the region. The history of Gyasar Brocades embodies a dynamic blend of tradition, craftsmanship and its significance.

## VARANASI: WEAVING TRADITIONS



**Fig.5.** Varanasi The hub of brocade

Source- Own work based on image :India UttarPradesh locator map.svg

The Varanasi city area is a tangled, chaotic maze of congested crossroads, small lanes, cycle rickshaws, and shops selling a wide range of goods, from bicycles to brocade to streaming Ganga. The weavers, dyers, spinners, and polishers are located all over.

Since ancient times, Banaras (Varanasi), a holy city in Uttar Pradesh, has been the centre for brocade and handcrafted fabrics, including saris. Numerous unique weaves are woven on handlooms in the Banarasi saree industry. Various hand-operated dobbies and jacquards are mounted on these handlooms. Weaving with warps and weft threads of various colours and frequently different materials yields the exquisite fabrics that are highly valued worldwide. According to historical accounts, pure gold and silver wires were once extracted to a fine enough consistency to be woven into garments. Later, silk was added to the textile to give it body and colour. These days, special wefts made of silver or gold wire are twisted with silk.

### SIGNIFICANCE OF GYASAR

Gyasar brocade is indeed a cultural symbol that reflects Tibetan identity and artistic traditions. The intricate patterns and vibrant colors of Gyasar brocade carry cultural, religious symbolism and significance:

- **Cultural Symbolism:** Gyasar brocade is an integral part of Tibetan culture and is often associated with Tibetan identity. The intricate patterns and vibrant colors in Gyasar brocade are seen as expressions of Tibetan aesthetics and artistic traditions.
- **Religious and Spiritual Symbolism:** Gyasar brocade is commonly used in Tibetan Buddhism for religious purposes. It can be found in the decoration of temples, monasteries, and religious artifacts. The fabric is often used to create thangkas (religious paintings on fabric) and ceremonial clothing for monks and lamas.
- **Cross-Cultural Interest:** Gyasar brocade has gained recognition and interest beyond Tibetan borders, attracting collectors, tourists, and artists interested in its unique beauty and historical significance.

### SYMBOLIC THEME

Gyasar brocade features a variety of motifs, each of which holds specific cultural, religious, or symbolic significance. Here are some common Gyasar brocade motifs and their significance.

- **Floral Patterns:** Various floral motifs in Gyasar brocade may represent the beauty and abundance of nature, with each type of flower carrying its own unique significance.



**Fig.6.** Elegant floral motifs

Source- <https://www.tilfi.com/blogs/art-culture/the-vocabulary-of-floral-motifs-in-indian-textiles>

- **Geometric Patterns:** Some Gyasar brocade designs incorporate intricate geometric patterns that may symbolize order, balance, and harmony in the universe.



**Fig.7.** Symmetric geometric patterns

Source- [https://www.sartorbohemia.com/geometric-brocade-gold-and-burgundy\\_z15221/](https://www.sartorbohemia.com/geometric-brocade-gold-and-burgundy_z15221/)

- Lotus Flower: The lotus flower is a symbol of purity, enlightenment, and spiritual growth in Tibetan Buddhism. It represents the potential for spiritual awakening and the idea that one can rise above suffering and ignorance to achieve enlightenment



**Fig.8.**Endless in knot in brocade

Source- <https://www.bandhej.com/blog/post/gyasar-brocades-woven-in-benares>

- Endless Knot (The Eternal Knot): The endless knot, often depicted as an intricate, interconnected design, represents the interdependence and interconnectedness of all things. It symbolizes the eternal cycle of life, death, and rebirth and is associated with the concept of karma



**Fig.9.**Traditional lotus flower motif

Source <https://www.facebook.com/GoodEarthIndia/posts/the-story-of-gyasar-7-of-8our-kashi-fabric-was-woven-at-a-rate-of-20-centimeters/1368415413178269/>

- Eight Auspicious Symbols: These symbols, including the parasol, conch shell, endless knot, lotus, fish, victory banner, treasure vase, and wheel, are considered auspicious in Tibetan Buddhism. Each symbol represents a particular aspect of enlightenment and is often seen in Tibetan art and religious iconography



**Fig.10.**Elegant floral motifs

Source- <https://www.tilfi.com/blogs/art-culture/the-vocabulary-of-floral-motifs-in-indian-textiles>

Dragon: Dragons in Tibetan culture are not viewed as malevolent creatures but rather as protectors and bringers of rain. They symbolize power, strength, and the life-giving force of water.



**Fig.11.**Elegant floral motifs

Source- <https://www.tilfi.com/blogs/art-culture/the-vocabulary-of-floral-motifs-in-indian-textiles>

## PROCESS OF GYASAR MAKING

The process of weaving traditional Gyasar brocades is a highly intricate and skillful craft that produces beautiful and luxurious textiles. The key steps involved in creating these exquisite fabrics:

### Design and Planning:

The process begins with meticulous planning and design. Artisans create a motif or pattern on graph paper, carefully determining the placement and intricacies of the design. This design is the basis for the entire weaving process.



**Fig.12.** Motif designing on to the paper



**Fig.13.** Khaka making (Naksha Benana)



**Fig.14.** Creating motif on the graph paper

Source-<https://youtu.be/NwEpCs-w1hs?feature=shared>

**Punch Cards for Jacquard Loom:** Once the design is finalized, it is transferred onto punch cards. These punch cards are used to control the jacquard loom, a mechanical loom that enables precise weaving of intricate patterns. Each card corresponds to a specific row of the design, and as the loom operates, it reads the cards to create the desired pattern.



**Fig.15.** Khodna- Card punching using binary system



**Fig.16.** Card lacing

Source-<https://youtu.be/NwEpCs-w1hs?feature=shared>

**Yarn dyed preparation** - In the yarn preparation process, silk threads are dyed in the chosen colors and subsequently spun into individual threads. Simultaneously, the gold and silver zari threads are crafted by twisting together three or four silk threads coated with gold, creating a single twine.

.Ensuring the even dyeing



**Fig.17.** Nikhar & Kharna [bleaching & degumming silk hanks] **Fig.18.** Dyeing Silk yarn for **Fig.19** Ensuring the even dyeing of the Yarns

Source-<https://youtu.be/NwEpCs-w1hs?feature=shared>

**Weaving on a Draw Loom:** The actual weaving is done on a draw loom, which gives the weaver more control over the process. The elaborate patterns are woven by artisans using a supplemental weft technique. To get the raised, textured impression on the fabric, an extra weft thread is added.



**Fig.20.**winding of the yarn on the bobbin    **Fig.21.**winding of the yarn on the bobbin    **Fig.22.**upside down weaving  
Source-<https://youtu.be/NwEpCs-w1hs?feature=shared>

**Gold and Silver Thread Overlay:** To achieve the characteristic Kinkhwab or "cloth of gold" effect, the woven fabric is overlaid with gold and silver threads. These threads are meticulously added to the fabric, creating a stunning, embroidered-like appearance.



**Fig.23.**Finished product [cushion]  
Source-<https://youtu.be/NwEpCs-w1hs?feature=shared>

#### LIMITATION AND CHALLENGES

- Limited production capacity: Gyasar textiles are made by hand employing labor-intensive and slowly advancing traditional techniques. Gyasar textiles have a limited capacity for manufacture as a result. Due of this, it may be challenging to provide Gyasar textile demand, particularly from the global market.
- Expensive: Gyasar textiles are costly to make since labor-intensive production methods and premium materials are used. This may prevent many people in Tibet and other parts of the world from having access to Gyasar fabrics.
- Lack of knowledge: Gyasar textiles are not well known outside of Tibet. It may be challenging to market and sell Gyasar textiles to a larger audience because to this lack of knowledge.
- Conservation and preservation challenges: Gyasar textiles are often delicate and fragile, and they can be difficult to conserve and preserve. This is especially true for older Gyasar textiles. Competition from machine-made textiles: Machine-made textiles are often cheaper and more readily available than Gyasar textiles. This can make it difficult for Gyasar textile weavers to compete in the market.
- Modern Transformations: In recent years, Gyasar has evolved to meet contemporary fashion trends. Designers have played a role in transforming Gyasar into saris and other clothing items, often using a combination of silver zari plated with gold to create a modern and elegant look while preserving the essence of this traditional craft.
- Overall, the creation of Gyasar brocades is a labor-intensive, artistic, and highly skilled process that results in exquisite, intricate textiles. Its rich history and cultural significance make it a valuable tradition that requires ongoing support to maintain its authenticity and quality.

#### IMPORTANCE OF GEOGRAPHICAL INDICATION (GI) OF GYASAR BROCADE

Gyasar, as of now, lacks a Geographical Indication (GI) tag, but its potential benefits upon receiving one are manifold. The following points highlight its significance.

- Will protect against imitation and misappropriation: Gyasar brocade is an unique and priceless craftsmanship, and a GI tag would help keep it safe from copying or theft by unauthorized parties. This would guarantee that the product is manufactured in the same traditional manner and aid in the preservation of the traditional knowledge and abilities of the Gyasar brocade weavers.
- Will help promote the reputation of Gyasar Brocade: A GI tag would also aid in enhancing Gyasar brocade's market reputation. In addition to helping to increase the product's price, this would make it simpler for customers to recognise and buy genuine Gyasar brocade products.
- Benefits the local community: The production of Gyasar brocade is an important source of income for the local

community in Gyasar. A GI tag would help to secure the livelihoods of the weavers and their families, and it would also help to attract more tourists to the area.

- Preserves the cultural heritage of Gyasar: A key aspect of Gyasar culture is the brocade. To make sure that this legacy is maintained and handed on to upcoming generations, a GI tag would be beneficial.

A GI tag would offer Gyasar brocade a competitive advantage in the international market in addition to these other benefits. Authentic products with a distinctive tale to convey are in high demand from consumers. Gyasar brocade would be better positioned as a high-end item deserving of a high price if it had a GI tag.

## BRANDS & DESIGNERS FLOURISHING THE GYASAR BROCADE

There are a number of brands that are modernizing the Gyasar brocade by using it in new and innovative ways. Here are a few examples:

**Swati and Sunaina** are one of the very known for its use of intricate design of brocades. Swati and Sunaina uses Gyasar brocade to create a delicate yet intricate sarees. They have taken the Gyasar brocade on to the another heights in terms of fashion and making people aware of this beautiful brocade .

**Raw Mango** is a fashion brand that is known for its use of traditional Indian fabrics in modern designs. Raw Mango uses Gyasar brocade to create a variety of garments, including saris, dresses, and lehengas. The brand often uses Gyasar brocade in unexpected ways, such as pairing it with denim or leather.



**Fig.24.** Swati and Sunaina delicacy  
Source- <https://swatiandsunaina.com/gyaser/>



**Fig.25.** Swati and Sunaina legacy  
Source- <https://swatiandsunaina.com/gyaser/>



**Fig.26.** Raw Mango  
Source- <https://rawmango.com/products/gulner-a-o-green>

**Good Earth and Aadyam**—In addition to these fashion brands, there are also a number of homedecor brands that are using Gyasar brocade to create unique and stylish pieces. For example, the brand Good Earth and Aadyam uses Gyasar brocade to create cushion covers, curtains, and wallhangings. The brand often uses Gyasar brocade in bold colors and with geometric patterns.



**Fig.27.** Good Earth Royalty  
Source-<https://www.goodearth.in/404>



**Fig.28.** Aadyam artistry  
Source-<https://handwoven.aadyam.co.in/products/blue-flower-gyasar-silk-cushion-cover-medium-white>

## CASE STUDY - EDUCARD

### INTRODUCTION

This Gyasar Educard is an innovative project designed to elevate the awareness and appreciation for Gyasar brocade—a rich textile tradition with deep cultural roots. By leveraging Augmented Reality (AR), the project aims to provide an immersive and educational experience, shedding light on the intricate processes, historical significance, and the remarkable craftsmanship behind Gyasar brocade.

### OBJECTIVE

- 1. Public Exposure and Appreciation:** The primary goal is to enhance Gyasar brocade's public exposure by using AR to showcase its beauty and cultural importance. Through interactive AR content, the project seeks to captivate a global audience and foster appreciation for the artistry embedded in Gyasar.
- 2. Educational Insights:** Utilizing AR, the project aims to educate students and enthusiasts about the detailed processes involved in the creation of Gyasar brocade. By offering a virtual tour of the intricate weaving techniques, historical context, and cultural significance, the experience becomes a valuable educational resource.
- 3. Artisan Showcase:** The project emphasizes the skills of Gyasar brocade artisans by presenting their craftsmanship through immersive AR content. Users can witness the meticulous work that goes into each piece, gaining a profound appreciation for the dedication and artistry of the skilled artisans.

### IDEATION

The Gyasar Brocade EduCard aims to provide an educational experience by merging physical and digital realms, providing an immersive learning experience about Gyasar brocade. The card integrates a QR scanner, augmented reality (AR) technology and a website to deliver comprehensive information about the intricate artistry, history, and cultural significance of Gyasar brocade.

#### Key features

- Interactive Physical Design QR Code Scanner
- AR-Enhanced Information 360-Degree Virtual Tours
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The Gyasar Brocade EduCard seeks to inspire curiosity, promote cultural appreciation, and make learning about Gyasar brocade an interactive and enjoyable experience.

## TARGET AUDIENCE

the target audience encompasses students at various educational levels, particularly those in schools and colleges, as well as libraries and educational institutions interested in promoting cultural awareness and innovative design practices. This content serves as a bridge between academia and real-world applications, enriching the educational experience and fostering a deeper appreciation for the intersection of design and cultural heritage.

## IMPLEMENTATION

Gyasar Educard and website stand as an immersive online platform committed to unveiling the cultural richness embedded in Gyasar brocade—a traditional textile craft with a profound heritage. This interactive website transcends traditional showcases; it serves as an educational hub, an artisan showcase, sustainable practices, a virtual marketplace, and a portal to the captivating universe of Gyasar brocade.

Website Sections :

### About the Craft

The "About the Craft" section serves as the heart of the Gyasar Brocade education website. It provides a comprehensive overview of Gyasar brocade, including its historical roots, cultural significance, and the artistry embedded in each piece. Engaging multimedia elements such as videos, images, and infographics help convey the intricate details of the craft.

### Sustainable Practices

Highlight the commitment to sustainability by showcasing the eco-friendly practices employed in Gyasar brocade production. Include information about the sourcing of materials, waste reduction initiatives, and any eco-conscious decisions made in the crafting process.

### Artisan Profile

Dedicated section showcasing individual artisans and their profiles. Personal stories, photos, and videos that highlight their journey, skills, and contributions to Gyasar brocade. This humanizes the craft, fostering a connection between the audience and the talented artisans.

### Virtual Shopping

Integrate an online marketplace where users can explore and purchase Gyasar brocade products. Each item should be accompanied by a detailed description, including information about the artisan who crafted it, the materials used, and the cultural significance of the design.

### 360-Degree Virtual Tour

Embark on a captivating 360-degree virtual tour to explore the intricate world of Gyasar brocade.

### Collaboration

The collaboration between designers and artisans is a dynamic and symbiotic relationship that brings together creativity, craftsmanship, and cultural richness. This partnership fosters a unique synergy where design concepts are transformed into tangible, culturally infused creations.



Fig.29. Educard Book



Fig. 30 . Educard QR

## CONCLUSION

The history of Gyasar Brocades represents a captivating journey through time, tradition, craftsmanship, and cultural significance. These elaborate silk brocades, which originated in the Himalayas and rose in the sacred realm of Tibet, have developed into living symbols of a cultural heritage. What truly distinguishes Gyasar brocades is the unparalleled craftsmanship and meticulous attention to detail that goes into their creation.

These textiles are celebrated for their ornate and intricate patterns. The inclusion of gold and silver threads in the weaving process, make them a splendor.

Gyasar brocades are intricately woven with spiritually significant connotations. These symbols add to the fabric's spiritual and cultural significance since they hold deep spiritual meaning. Gyasar brocades thus become a means of communicating spirituality and cultural heritage beyond their solely aesthetic appeal.

The results of the research revealed a significant lack of knowledge about Gyasar Brocade, indicating the urgent need for awareness initiatives to promote this complex craft to new audiences. The promotion of goods bearing Geographical Indication (GI) tags has become a crucial element, highlighting the significance of maintaining the genuineness and rich history of the craft.

The Gyasar Brocade EduCard project is aimed to successfully bring together traditional craftsmanship and cutting-edge technology to create an immersive and educational experience. As students engage with this innovative learning experience, they embark on a journey that extends far beyond the realm of Gyasar brocade. They not only gain profound insights into the artistry and heritage of this traditional craft but also cultivate skills and perspectives that are invaluable in navigating an interconnected and rapidly evolving world. The EduCard, with its fusion of tradition and technology, becomes a gateway to a broader understanding about the craft.

Gyasar brocades are treasured as priceless relic's heirloom that has been passed down through the years; they are more than just materials. They represent Tibetan culture in a way that goes beyond simple beauty and it is our shared duty to safeguard and promote this craft, ensuring its legacy continues to thrive for generations.

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