

## CULTURAL TRANSFORMATION BY DESIGN: A STUDY ON TRADITIONAL TEXTILE DESIGNS IN GUJARAT

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### **ABSTRACT**

*The paper highlights the rich history of Gujarat's karigars (artisans) who have produced exquisite projects for daily and ceremonial uses for centuries, blending indigenous skills and techniques with imagination. The paper also discusses the challenges faced by the handmade industry, such as adapting to market expectations and globalization, and throws light on the initiatives taken by the Government to preserve and foster the development of traditional crafts. The paper focuses on various textile crafts of Gujarat, including Patola, Saudagiri Fabrics, Ajrakh, and Tangaliya, Rabari and their unique characteristics, design aesthetics, and community involvement. By shedding light on the cultural heritage of Gujarat's traditional textiles and crafts, the paper aims to contribute to a deeper understanding of the artistic expressions deeply embedded in the religious and traditional fabric of Gujarat, India*

**KEYWORDS:** *Design, Culture, Heritage, Tradition.*