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### Farm to fashion: Preference of women for the contemporary usage of khes

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#### Abstract

Khes weaving craft was mainly adopted by schedule caste families in Malwa region of Punjab. Ten designs for khes samples were developed through computer aided designing (CAD) using Corel Draw X3. These designs were used for making prototype samples of khes. The samples were evaluated on the basis of design, colour combination, weave pattern, texture and overall appearance. Majority of the respondents preferred design S<sub>8</sub> of khes which was ranked first. The most selected khes design was prepared and evaluated for the contemporary usage of khes by 90 respondents. The quoted price was considered adequate with a profit margin 30.76 per cent and the consumers were ready to pay the quoted price.

**Keywords:** Khes, craft, design, texture, edge finishing

#### Introduction

In Malwa belt of Punjab, this study has been undertaken in order to preserve the age long *khes* weaving craft of Punjab which has been the main earning profession of many Punjab household in the 20<sup>th</sup> century and now on the verge of extinction. Many women can opt this work at household level and do their business through handloom weaving. They can use recycled (shoddy) yarn in *khes* weaving which is a good option to make the *khes* more colourful, attractive multi-functional and cost effective too.

#### Objectives

- To study the socio-economic profile of the respondents.
- To assess the consumer acceptance for the prepared samples of *khes* and its usage.

#### Materials and Methods

An interview schedule was prepared to obtain the relevant information regarding designs used in *khes* weaving from 90 women respondents from three districts viz. Ludhiana, Moga and Bathinda of Malwa region through purposive random sampling technique. The first part deals with the socio-economic profile of the respondents which included age, educational status, type of family, monthly family income. Ten prototype samples were prepared and evaluated by respondents for consumers' acceptance. Preference of respondents were taken regarding the design, colour combination, weave pattern, texture and overall appearance. The most preferred design was selected for the preparation of *khes*. Evaluation of final product was done by using an inventory sheet and to assess the consumers' acceptance.

#### Results and discussion

##### Socio economic profile of the respondents

It included age, educational status, caste, occupation, monthly family income, family type (joint/nuclear) and family composition.

##### Age group

The results revealed that forty per cent of respondents were in the age group of 40-50 years followed by 34.44 per cent of 50-60 years and a small number of the respondents (5.56%) were above sixty years of age in Malwa region.

#### Correspondence

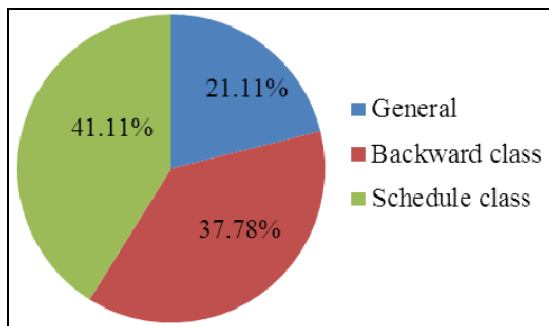
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**Educational status**

The respondents who were involved in *khes* making were educated up to primary level (33.33%) followed by illiterate (31.11%), middle standard (23.33%) and a small number of them were matriculate (12.22%) in Malwa region.

**Caste**

In Malwa region, *khes* weaving craft was mainly adopted by schedule caste families (41.11%) followed by backward caste (37.78%) and general category (21.11%), respectively (Fig 1).

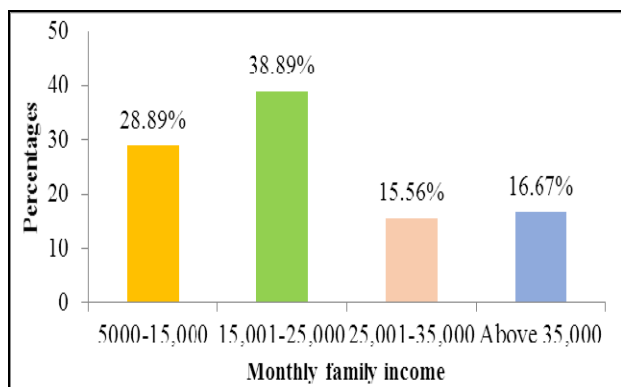


**Fig 1:** Caste of respondents in Malwa region Occupation of the respondents

Majority of the respondents (73.33%) were housewives followed by business (21.11%) and only (5.56%) small number of them were in service in Malwa region.

**Monthly family income**

Fig.2 shows that 38.89 per cent of respondents were having their monthly family income ranging between `15,001-25,000 followed by `5,000-15,000 (28.89%) and `25,001-35,000 (15.58%), respectively in Malwa region.



**Fig 2:** Monthly family income of respondents in Malwa region

**Family type**

Over the period of time, due to a high rate of mobility for jobs, urbanization and industrialization, there is increase in the number of nuclear families. Majority of the respondents (81.11%) were having nuclear families and rest of them (18.89%) having joint families in Malwa region.

**Family composition**

Maximum number of respondents (75.56%) had four to six number of family members followed by (13.33%) three members and more than six members (11.11%), respectively in Malwa region.

**Preference of respondents for prototype samples of *khes***

Ten designs for prototype samples of *khes* were made by using Coral Draw X3 and were woven on a floor loom. For selection of prototype samples of *khes*, preference 90 women respondents were taken to know designs, colour combination, weave pattern, texture and overall appearance.

**Preference of respondents for selected designs of *khes***

The findings in Table 1 indicate that among ten designs of *khes* samples, first rank was given to S<sub>8</sub> with mean score 7.53. Design S<sub>7</sub> was second preferred by the respondents with mean score 6.73 followed by S<sub>10</sub> with mean score 6.5. Design S<sub>6</sub> was ranked least with mean score 3.95.

**Table 1:** Preference of respondents for prototype samples design of *khes* samples (n = 90)

| Design Code     | WMS  | Ranks |
|-----------------|------|-------|
| S <sub>1</sub>  | 5.35 | V     |
| S <sub>2</sub>  | 6.15 | IV    |
| S <sub>3</sub>  | 5.40 | VI    |
| S <sub>4</sub>  | 4.95 | VII   |
| S <sub>5</sub>  | 4.73 | VIII  |
| S <sub>6</sub>  | 3.95 | X     |
| S <sub>7</sub>  | 6.73 | II    |
| S <sub>8</sub>  | 7.53 | I     |
| S <sub>9</sub>  | 4.05 | IX    |
| S <sub>10</sub> | 6.50 | III   |

WMS – Weighted Mean Score

**Preference of respondents for colour combination of *khes* samples**

The preference of respondents (Table 2) regarding different colour combination used for *khes* samples explicit that Yellow colour was preferred by majority of the respondents with mean score 7.73. Sky blue colour was ranked second with mean score 6.8; followed by Navy blue with mean score 6.56. Light green with mean score 3.98 was least scored rank.

**Table 2:** Preference on the basis of colour combination (n = 90)

| Design Code     | Colour combination           | WMS  | Rank |
|-----------------|------------------------------|------|------|
| S <sub>1</sub>  | Light green (Parrot) + white | 5.08 | V    |
| S <sub>2</sub>  | Orange + white               | 5.00 | VI   |
| S <sub>3</sub>  | Light Green (Parrot) + white | 3.98 | X    |
| S <sub>4</sub>  | Black + white                | 4.05 | IX   |
| S <sub>5</sub>  | Turquoise + Orange + white   | 4.90 | VII  |
| S <sub>6</sub>  | Light green (Parrot) + white | 4.73 | VIII |
| S <sub>7</sub>  | Sky blue + white             | 6.80 | II   |
| S <sub>8</sub>  | Yellow + white               | 7.73 | I    |
| S <sub>9</sub>  | Black + white                | 5.98 | IV   |
| S <sub>10</sub> | Navy blue + white            | 6.56 | III  |

WMS – Weighted Mean Score

**Preference of respondents on the basis of weave pattern**

It was found that design S<sub>8</sub> with zig-zag twill weave pattern was ranked first with mean score 8.06. Design S<sub>10</sub> with diamond and rib weave pattern was second preferred by respondents with mean score 6.45 followed by S<sub>7</sub> with vertical zig-zag weave pattern with mean score 6.1. Design S<sub>4</sub> with small weave pattern was least scored rank with mean score 3.85 (Table 3).

**Table 3:** Preference on the basis of weave pattern (n = 90)

| Design code     | WMS  | Rank |
|-----------------|------|------|
| S <sub>1</sub>  | 5.43 | V    |
| S <sub>2</sub>  | 4.05 | IX   |
| S <sub>3</sub>  | 5.28 | VII  |
| S <sub>4</sub>  | 3.85 | X    |
| S <sub>5</sub>  | 5.33 | VI   |
| S <sub>6</sub>  | 4.43 | VIII |
| S <sub>7</sub>  | 6.10 | III  |
| S <sub>8</sub>  | 8.06 | I    |
| S <sub>9</sub>  | 6.03 | IV   |
| S <sub>10</sub> | 6.45 | II   |

WMS – Weighted Mean Score

**Preference of respondents on the basis of texture**

The data in Table 4 show that design S<sub>8</sub> was ranked first with mean score 8.3. Design S<sub>7</sub> was ranked second with mean score 6.38 followed by design S<sub>10</sub> with mean score 5.83. Design S<sub>6</sub> was ranked least with mean score 3.93.

**Table 4:** Preference on the basis of texture (n = 90)

| Design Code     | WMS  | Rank |
|-----------------|------|------|
| S <sub>1</sub>  | 4.90 | VII  |
| S <sub>2</sub>  | 5.68 | IV   |
| S <sub>3</sub>  | 5.60 | V    |
| S <sub>4</sub>  | 4.08 | IX   |
| S <sub>5</sub>  | 5.43 | VI   |
| S <sub>6</sub>  | 3.93 | X    |
| S <sub>7</sub>  | 6.38 | II   |
| S <sub>8</sub>  | 8.30 | I    |
| S <sub>9</sub>  | 4.16 | VIII |
| S <sub>10</sub> | 5.83 | III  |

WMS – Weighted Mean Score

**Preference of respondents on the basis of overall appearance**

Table 5 indicates that design S<sub>8</sub> was first preferred by majority of the respondents with mean score 8. Second rank was given to the design S<sub>7</sub> with mean score 6.88 and third rank was given to the design S<sub>9</sub> with mean score 5.9.

**Table 5:** Preference on the basis of overall appearance (n = 90)

| Design Code     | WMS  | Rank |
|-----------------|------|------|
| S <sub>1</sub>  | 5.35 | V    |
| S <sub>2</sub>  | 5.05 | VII  |
| S <sub>3</sub>  | 5.28 | VI   |
| S <sub>4</sub>  | 4.45 | VIII |
| S <sub>5</sub>  | 4.23 | IX   |
| S <sub>6</sub>  | 4.20 | X    |
| S <sub>7</sub>  | 6.88 | II   |
| S <sub>8</sub>  | 8.00 | I    |
| S <sub>9</sub>  | 5.90 | III  |
| S <sub>10</sub> | 5.73 | IV   |

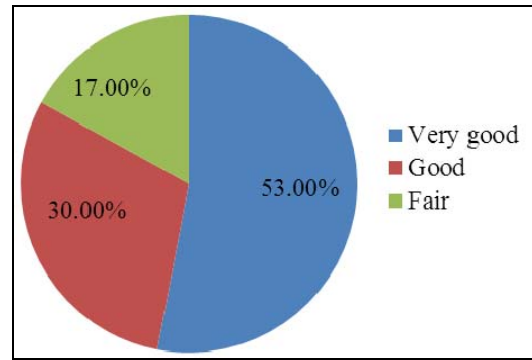
WMS – Weighted Mean Score

**Evaluation of prepared *khes***

The prepared *khes* was evaluated by the respondents. The opinion of the respondents regarding the prepared *khes* was taken on the basis of three categories viz: ‘very good’, ‘good’ and ‘fair’.

**General opinion regarding the prepared *khes***

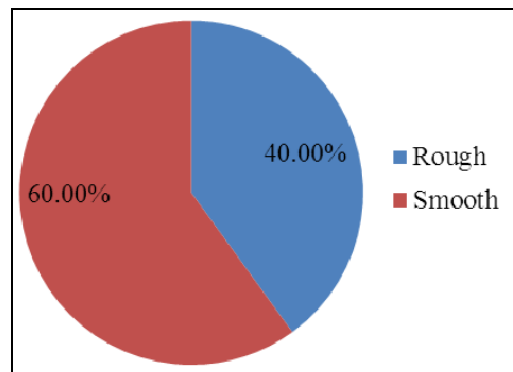
The data in Fig.3 represent that 53.00 per cent respondents opined *khes* as ‘very good’, whereas 30.00 per cent and 17.00 per cent opined as ‘good’ and ‘fair’ respectively. The respondents also opined regarding design, colour combination, edge finishing, utility and overall appearance.



**Fig 3:** Opinion of respondents regarding the prepared *khes*

**Preference of respondents regarding the texture of prepared *khes***

Sixty per cent of respondents opined that the texture of the preferred *khes* as ‘smooth’ and 40.00 per cent opined it as rough texture (Fig.4).



**Fig 4:** Preference regarding texture of prepared *khes*

**Preference of respondents regarding design of the prepared *khes***

Sixty per cent respondents found the design of *khes* was ‘very good’, 33.33 per cent found it as ‘good’ and 6.67 per cent found it as ‘fair’ (Table 6).

**Preference of respondents regarding colour combination of prepared *khes***

The data also revealed that majority of the respondents (70.00%) considered colour combination of *khes* as ‘very good’, whereas 20.00 per cent and 10.00 per cent preferred as ‘good’ and ‘fair’, respectively.

**Preference of respondents regarding edge finishing of prepared *khes***

Edges of *khes* was bound with a fabric and considered by majority of the respondents (76.67%) it as ‘very good’ followed by 16.67 per cent of respondents it as ‘good’. Only 10.00 per cent of respondents were considered it as ‘fair’.

**Preference of respondents regarding usage of prepared *khes***

According to the preference of the respondents, *khes* was considered as of multifunctional value. It was used as bed spread, coverlet, shawl (wrap over), sofa back and floor covering (Plate 1). Usage of *khes* was considered it as ‘very good’ by the majority of respondents (83.33%), 10.00 per cent considered it as ‘good’ and only 6.67 per cent preferred it as ‘fair’. Similar results were in line with Anon (2015) [2] as *khes* were used as bed covering, floor spread and shawls during winters.



Plate 1: Usage of prepared *khes*

### Preference of respondents regarding overall appearance of prepared *khes*

The respondents (46.67%) preferred *khes* as 'good', 43.33 per cent preferred as 'very good' and 10.00 per cent preferred as 'fair' regarding the overall appearance of prepared *khes*.

Table 6: Factors considered for evaluation of prepared *khes* in Malwa region (n = 90)

| Factors            | Very good |       | Good |       | Fair |       |
|--------------------|-----------|-------|------|-------|------|-------|
|                    | f         | %     | f    | %     | f    | %     |
| Design             | 18        | 60.00 | 10   | 33.33 | 2    | 6.67  |
| Colour combination | 21        | 70.00 | 6    | 20.00 | 3    | 10.00 |
| Edge finishing     | 23        | 76.67 | 5    | 16.67 | 2    | 6.67  |
| Utility            | 25        | 83.33 | 3    | 10.00 | 2    | 6.67  |
| Overall appearance | 13        | 43.33 | 14   | 46.67 | 3    | 10.00 |

f-frequency

### Conclusion

*Khes* weaving was adopted mainly by schedule caste families. Out of which majority of them were housewives, had nuclear families with four to six family members in Malwa region. The results of the study revealed that in Malwa region, first rank (WMS 7.53) was given to design  $S_8$  by the respondents. Design  $S_8$  (WMS 7.73) was also given first rank for the colour combination, weave pattern, texture and its overall appearance. Though various techniques of weaving are adopted in India and each region has its distinctive style and technique. People want new decorative designs for *khes* with graceful use of forms and colours. Such confluence of the traditional skill with contemporary tastes and utility will not only add uniqueness but may help in preserving the craft by popularizing it among masses.

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