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Designing of apparel using traditional *gond* painting motif

Shobha Bora and Sakshi

Abstract

Gond is one of important tribe of Madhya Pradesh. *Gond* painting is associated with gond tribe, which has unique motifs, signature patterns, colour combination. Traditionally *Gond* painting was done on walls of the home to decorate them. People belonging to *Gond* tribe think that these painting bring good luck to them. In this study an attempt was made to use these traditional *gond* painting motifs for screen printing on apparel. Different motifs were selected from *gond* painting which were adapted using computer aided designing so that they can be used for screen printing. The design arrangement of motif for apparel was selected by panel of judges. The apparels were printed using screen printing method by selected colour combination for the motif. The designed apparel was evaluated by the consumer for its acceptability and were highly appreciated and accepted.

Keywords: *Gond* painting, motif, Madhya Pradesh, Apparel, tribe

1. Introduction

Madhya Pradesh is one of the states in India, where large number of tribal community reside^[1-2]. This state is famous for its tribal arts and crafts. Paintings were done in Madhya Pradesh from ancient times and its proof was found on the walls of many caves that adorn the face of Madhya Pradesh. Their paintings are not only meant for decorations, but also for religious beliefs as well. Paintings of tribal people are very basic and are sketched on walls to please their deities or to ward off evil and diseases. Painting of Bundelkhand, Malwa, Gondwana and Nimar of Madhya Pradesh have gained the fame.

Three distinct tribes namely *Gond* tribe, *Bhil* tribe and *Oraon* tribe have influenced the culture of Madhya Pradesh. Traditional art practiced by several tribes or rural population, which is classified as tribal art. In the Gondwana region, unmatched creative vision has been shown by the *Gond* tribe. *Gond* tribal walls come alive with vibrant depictions of local flora, fauna and Gods such as *Marahi Devi* and *Phulvari Devi* (Goddess Kali), fantastical birds, anthill-covered alligators, spirits, humans and long-snouted crabs^[3]. This mythical art form is created by putting together dots and lines. *Gonds* don't paint a picture; they paint a story, folklore. *Gond* paintings find inspirations from various myths and legends as well as from daily quests of life^[4]. *Gond* paintings are distinguished for their effortlessness of forms. Bright colours and magnificent arrangements of dots and lines are used in *gond* painting to make extraordinary attraction^[5]. *Gond* painting has a different range of creative styles, mainly related to particular painters and their practices. One of the recognizing element is the practice of 'signature pattern' that is used to 'infill' the bigger arrangements on the canvas. These infill arrangements are distinguishing recognizable symbols used by the *gond* artists and every *gond* painter has established his or her own signature arrangement. Traditionally this art was done by hand on walls, which is time consuming and laborious. But due advancement of technology, these motifs and designs can be created with the help of softwares like coreldraw, photoshop etc. Computer aided designing has led to better quality in motif designing and shorten the time required for designing and adaptation of motifs. These saved motifs can be used many times without waste of time. In the present study attempt was made to adopt traditional *gond* motif promote the traditional tribal painting motifs into apparel market by introducing new designs. It can also increase the income of the artists by giving them a new media to exhibit their painting. This will also help in promoting the tribal painting and diversification can be done to

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preserve this tribal painting from extinction.

2. Methodology

2.1 Motifs used and their selection

The motifs used in *gond* painting were collected from primary and secondary sources. The twenty five motifs which were suitable for screen printing were adapted using Corel draw software. These motifs were judged by panel of 30 judges based five point rating scale i.e., 5 marks for excellent, 4 marks for very good, 3 marks for good, 2 marks for fair and 1 marks for poor motif to be used for apparel designing. Different signature pattern used in *gond* painting were also drawn on these motifs. Adopted twenty five motifs are given in Table 1.

2.2 Design arrangements

A single adapted motif was randomly selected and used for developing design arrangement of each product. This single motif was used as border design, center design and buti design for developing design arrangements of different products. Single motif was used for selection of design arrangement as this gives overall appearance by using same motif for all selected products. Seven different arrangements of motif were made for use on apparel. The design arrangement was developed by arranging single motif in different manners by tilting, flipping and rotating. The apparels selected for the present study were kurti and stole. One arrangement of design for kurti and stole was selected based on the evaluation made by panel of 30 judges based on overall appearance. First preference was given to most like design arrangement and seven was for least like design arrangement.

2.3 Development of designs for apparel products using selected motifs

A total of twenty designs, ten each for kurti and stole were developed. The designs were developed by using selected adapted motif i.e., one motif each design and their arrangement. The developed designs were evaluated by a panel

of 30 judges for the selection of one preferred design for kurti and stole. The designs were scored as rank I to X corresponding to marks 10 to 1 respectively according to their overall appearances.

2.4 Development of colour combination

A total of twelve colour combinations, six for kurti and stole were made. The colour combinations were developed by using red, yellow, blue and black colours in different proportions. These colours were selected as they were prominently used in *Gond* paintings. The developed colour combinations were evaluated by a panel of 30 judges including for the selection of preferred colour combinations for motif. The colour combinations were scored as rank I to VI corresponding to marks 6 to 1 respectively according to their overall appearances.

2.5 Evaluation of developed products

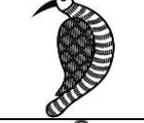
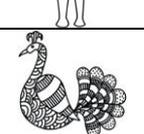
Kurti and stole were developed using selected motif arrangement and colour combination using screen printing method. Developed apparels were further subjected to evaluation by the panel of 30 judges. The parameters used for the evaluation were appropriateness of motif according to the product, placement of motifs, colour combination and overall appearance. The products were scored as excellent, very good, good, fair and poor.

Statistical analysis was done for selecting motif, design arrangement and colour combination for motif. Weighted mean score and mean were calculated.

3. Results and Discussion

Table 1 illustrates twenty five adapted motifs from *Gond* painting and their ratings. The ratings were given based on overall appearance and appropriate of motifs for screen printing on apparels by panel of experts. It clear from Table 1 that adapted motifs 5, 7, 12, 13, 15, 17, 20, 21, 23 and 25 secured highest rank in overall appearances. These selected adapted motifs were used in further designing.

Table 1: Rating of adapted motifs of *gond* painting

Motif no.	Rating	Motif	Motif no.	Rating	Motif	Motif no.	Rating	Motif
1	3.3		9	2.6		17*	3.8	
2	2.3		10	2.2		18	3.4	
3	2.3		11	3.4		19	2.9	
4	3.1		12*	4.1		20*	3.8	
5*	3.7		13*	4.2		21*	3.8	

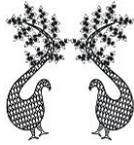
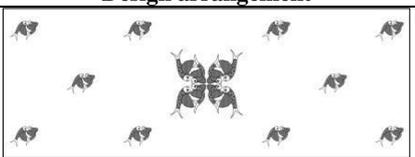
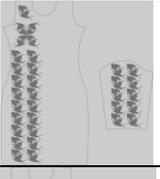
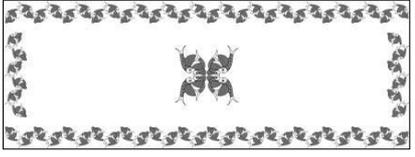
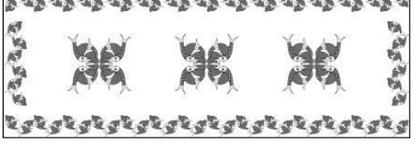
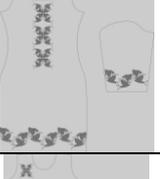
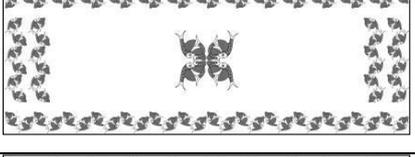
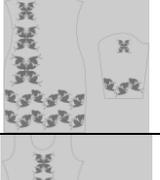
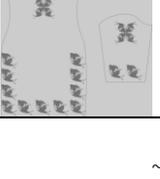
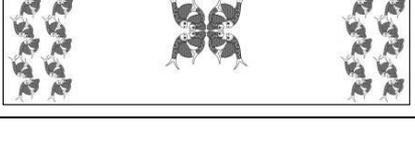
6	3.6		14	2.4		22	3.1	
7*	4.0		15*	4.0		23*	4.0	
8	3.0		16	2.6		24	2.8	
Selected motifs						25	4.2	

Table 2 shows images of different design arrangement for kurta and stole along with preference. It is clear from the Table 2 that among the developed design arrangements, design

arrangement E scored highest 5.3 score in case of kurta and design arrangement D got highest score (5.2) among design arrangement for stole.

Table 2: Preference of design arrangement for kurta and stole

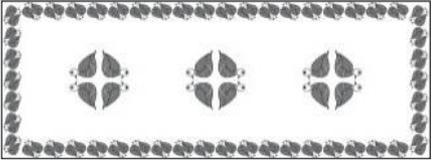
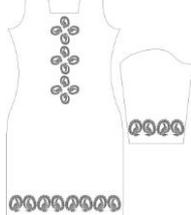
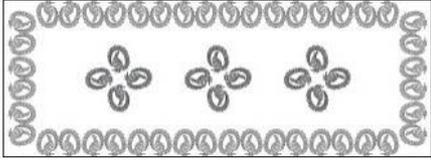
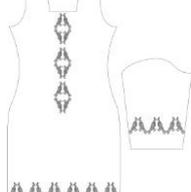
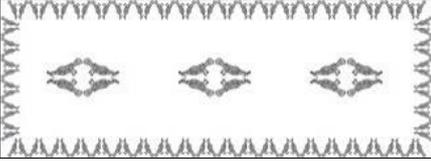
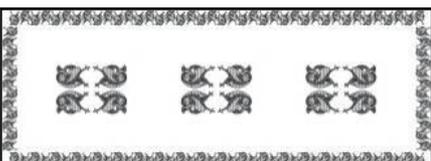
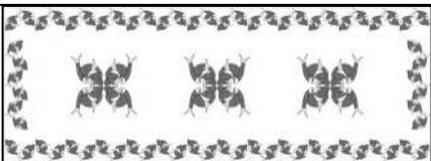
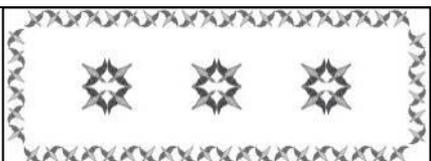
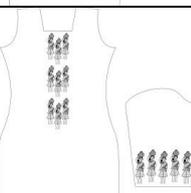
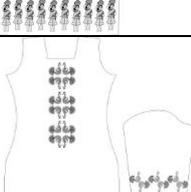
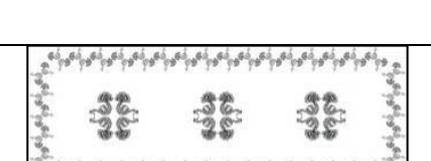
Design arrangement	Preference	Design arrangement	Preference	Design arrangement
A	2.6		3.0	
B	4.3		3.1	
C	3.2		3.6	
D	4.9		5.2*	
E	5.3*		4.7	
F	2.9		4.5	
G	4.8		3.8	

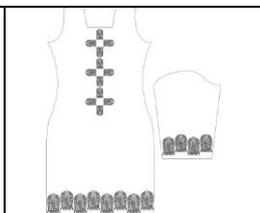
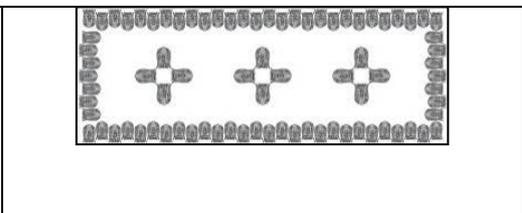
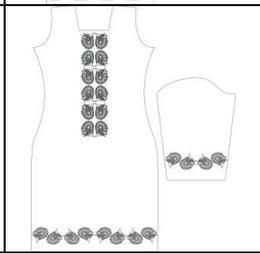
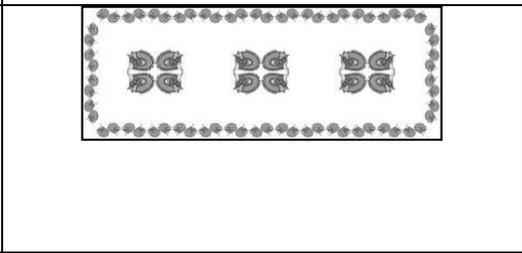
*selected design arrangement

Arrangement of different single motifs on selected design arrangement is given in Table 3 along with score for selection motif along with design arrangement. According to Table 3,

design A of kurti and design B of stole were selected as they acquired highest score of 7.0 and 6.5, respectively. Hence, these designs were used for the printing of textile products.

Table 3: Evaluation scores of designs on apparel using selected *gond* motif and their arrangement

Design	Scores of kurti	Designs on kurti	Scores of stole	Designs on stole
A	7.0*		4.6	
B	6.3		6.5*	
C	6.0		5.5	
D	5.4		6.3	
E	5.5		4.8	
F	4.6		6.2	
G	5.3		5.9	
H	6.2		6.3	

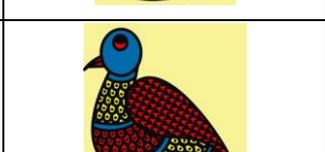
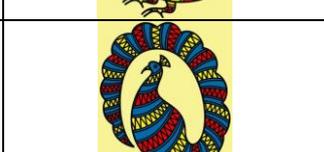
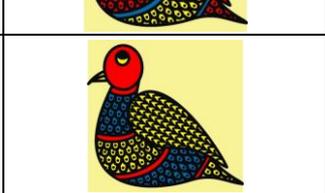
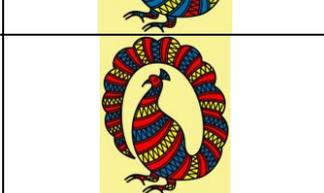
I	3.7		3.3	
J	5.1		5.6	

*Preferred design

Table 4, gives information regarding colour combination used for motif and their arrangement along with their weighted mean score. Colour combination D got 4.3 WMS for kurti and

colour combination A of stole obtained 4.9 WMS. Therefore, these colour combinations were used in screen printing of each product.

Table 4: Scores obtained by colour combinations

Colour combination	Scores of kurti	Colour combination of motif	Scores of stole	Colour combination of motif
A	3.9		4.9*	
B	3.8		2.7	
C	3.4		4.1	
D	4.3*		3.1	
E	2.2		2.9	
F	3.4		3.3	

*Preferred colour combination

Table 5 gives information regarding evaluation of printed products using traditional *Gond* painting motifs. Kurti got highest 4.4 WMS for placement of motifs, colour combination and overall appearance. Further kurti scored 4.3 WMS for appropriateness of motif according to the product. Placement of motifs and colour combination of stole were rated higher

(4.6 WMS) by the judges. The stole scored 4.5 WMS for the rest of the parameters (the appropriateness of motif according to the product and overall appearance). Thus, it can be concluded that all of the products were appreciated by judges very well. Similar type of studies were also made using *gond* motifs on textiles by using digital printing ^[6].

Table 5: Score obtained by printed products

Products	Appropriateness of motif according to the product	Placement of motifs	Colour combination	Overall appearance
Kurti 	4.3	4.4	4.4	4.4
Stole 	4.5	4.6	4.6	4.5

4. Discussion

Gond painting is unique to *Gond* tribe of Madhya Pradesh. The motifs used shows how close they are to nature and God. The signature patterns used in painting are unique and distinguish it from other paintings. The colours used were also unique as they are extracted from natural resource. Nowadays, but they are using synthetic colour instead of natural colour due each availability of synthetic colours. Artisans also shifted their media from wall painting to paper, canvas as they easy preserve compared to wall paintings from severe weather conditions. In order to preserve and increase the income of the artisan diversification in media on which painting is done should be changed. Apparel is one of the media where this painting can be done either by hand or can be done by block printing, digital printing, heat transfer printing or screen printing. In order sustain the motifs of the *gond* painting they have to be modified according to technique that is being used. Government can also train the artisan in this field to revive the painting which is slowly becoming extinct. The present study of using *gond* painting motif for use in apparel by screen printing is one of the method to revive the art. As apparel is one thing which people usually change very fast use by using various motifs designing can be done on apparel in order keep alive motifs of *gond* painting and also enhance the income of artisans.

5. Conclusion

The fusion designs prepared were successfully applied on different apparel products using screen printing and all the prepared products were highly appreciated. The present study was an initial step in the direction of creating fusion designs of *gond* painting using computer aided technology which can open the avenues for the designers to fulfill the ever changing demands of consumers especially for those who hunt for the ethnic design in their attire and other textile products. The adaptation of these designs on the textile products using screen printing further facilitates the faster production with less time

span. It also facilitates faster product production and economic gain is better. This study combines the motifs of *gond* painting with screen printing for use on apparel. Due to modernization and technological advancement, the tribal arts of India are going to be extinct and the artisans are having problem of unemployment. In this study beautification of traditional *gond* painting has been given new shape using technological tools and techniques which will help the product to be acceptable among the consumers in the present market and will provide employment to the artisans in the homes only.

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