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Commercial viability of screen printed silk stoles using blue pottery motifs

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Abstract

The present study was undertaken for development of screen printed silk stoles using blue pottery motifs. On the preferences of the respondents, six stoles were prepared using blue pottery motifs. The cost effectiveness of the prepared stoles was studied from sub- samples of 20 respondents. Majority of the respondents considered the quoted price for S₁, S₂ and S₆ as adequate while 35.00 per cent found the quoted price for S₃ as higher than what the price should have been.

Keywords: Commercial, pottery motifs, screen printed silk, Majority.

Introduction

Blue Pottery is one of the well known crafts of *Jaipur*. The beauty of this pottery was due to its attractive design patterns which were mostly floral but geometrical, animal and birds motifs were also used in plenty. The blue pottery received its name from the blue dye which was used to colour this pottery. This art declined during the period of king Aurangzeb's time. Later on it was revived by the royal rulers of *Jaipur* in the mid eighteenth century (Nath, 1987) [2]. Initially *Jaipur* Blue Pottery motifs were used on tiles to decorate museums and forts. Nearly in the period of two hundred years since its origin, *Jaipur* Blue pottery has seen number of ups and downs. This exclusive manufacture of the product according to the taste of the client has given a much required novelty and freshness to the art.

Thus, fashion designers are always in search of new ideas and the inspiration from blue pottery can be taken to create interesting designs on stoles by using screen printing technique. So this study was planned keeping in view the development of designer stoles inspired from blue pottery motifs by using screen printing technique.

Methodology

The present study was conducted in Department of Apparel and Textile Science, College of Home Science, PAU, Ludhiana. Preferences of ten judges from department of Apparel and Textile Science were taken for the selection of blue pottery motifs. Out of forty motifs, fifteen most preferred motifs were selected. An interview schedule was used to study the preferences of 60 college going girls from the Department of Apparel and Textile Science, College of Home Science, PAU, Ludhiana to develop the designs of stoles using blue pottery motifs. On the basis of the preferences of respondents, six most preferred designs of stoles were selected for preparation of stoles using blue pottery motifs. The data were collected from sub- samples of 20 respondents to assess the consumer acceptance for prepared stoles. The data pertaining to the present study were coded, tabulated and analyzed statistically by using percentages, scores, mean scores and t- test.

Results and discussion

Six stoles using blue pottery motifs were prepared in this study and their commercial viability was studied by taking the preferences of twenty respondents and their results are given below:

The most preferred stole design was S₄ (weighted mean score 5.45), followed by design of stole S₁ (weighted mean score 4.30) which obtained second rank. Third preference was given to the design of stole S₅ (weighted mean score 3.65). The next preferred designs of stole were S₂ and S₃ (weighted mean score 3.05 and 2.80), respectively. Design of stole S₆ obtained last rank among the prepared stoles (weighted mean score 1.75).

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The most preferred embellishment of the stole was S₅ (weighted mean score 4.25) followed by S₆ (weighted mean score 3.85). Stole S₁ (weighted mean score 3.45), S₃ (weighted mean score 3.35), S₄ (weighted mean score 3.10) and S₂ (weighted mean score 3.00) obtained third, fourth, fifth and sixth ranks, respectively.

Distribution of respondents on the basis of preference for overall appearance of the prepared stoles

Compared to all the prepared stoles, S₄ obtained the first rank (weighted mean score 4.90) followed by S₁ (weighted mean score 3.85) for overall appeal of the prepared stoles. Stole S₅ and S₂ got third and fourth ranks (weighted mean scores 3.45 and 3.30), respectively. Last ranks were given to S₃ and S₆

(weighted mean scores 3.20 and 2.30), respectively (Table 1).

Table 1: Preference of respondents for overall appearance of the prepared stoles (n=20)

Designs with code	Score	WMS	Rank
S ₁	77	3.85	II
S ₂	66	3.30	IV
S ₃	64	3.20	V
S ₄	98	4.90	I
S ₅	69	3.45	III
S ₆	46	2.30	VI

WMS- Weighted Mean Score

Prepared designs of stoles



Plate 1: (Stole S1 to S6)

Cost calculated for prepared stoles

Cost price for prepared stoles was calculated by adding the cost of the raw materials used and labour cost. A profit

margin of 30 per cent was added to the cost price to calculate quoted price. Data in Table 2 reveal the cost of the prepared stoles.

Table 2: Cost and quoted price of the prepared silk stoles

Stole designs	Raw material cost (₹)						Calculated cost and quoted price (₹)		
	Silk Fabric (a)	Accessories (b)	Printing Colours (c)	Screens (d)	Stitching cost (e)	Labour cost (f)	Cost price (a to f)	Profit margin (30%)	Quoted price (₹)
S ₁	300	105	120	350	50	170	1095.00	328.50	1423.50
S ₂	300	75	120	350	50	170	1065.00	319.50	1384.50
S ₃	300	70	150	390	100	250	1260.00	378.00	1638.00
S ₄	300	55	190	420	50	200	1215.00	364.50	1576.50
S ₅	300	95	150	330	50	150	1075.00	322.50	1397.50
S ₆	300	30	130	330	50	150	990.00	297.00	1287.00

Distribution of respondents on the basis of opinion regarding the suitability of price of the prepared stoles

Majority of the respondents considered the quoted price for S₁, S₂ and S₆ as adequate. 20.00 per cent of respondents considered the quoted price of stole S₄ as low. Also, 35.00 per cent for S₃ found the quoted price as higher than what the price should have been (Table3).

Table 3: Opinion of the respondents regarding the suitability of price of the prepared stoles (n=20)

Designs with code	Quoted Price (₹)	High		Adequate		Low	
		F	%	F	%	F	%
S ₁	1423.50	3	15.00	16	80.00	1	5.00
S ₂	1384.50	4	20.00	16	80.00	0	-
S ₃	1638.00	7	35.00	13	65.00	0	-
S ₄	1576.50	1	5.00	15	75.00	4	20.00
S ₅	1397.50	4	20.00	15	75.00	1	5.00
S ₆	1287.00	1	5.00	17	85.00	2	10.00

The study by Ritambhara (2004) on developed designs for household articles using screen printing techniques also revealed that thirteen to 31% profit can be earned by making household articles with screen printing technique.

Distribution of respondents on the basis of assessment of the profit margins of the prepared stoles

Quoted price was calculated by adding thirty per cent profit to the cost of each stole. Respondents' opinion about the quoted price for each stole was taken. Then, they were asked to mention the selling price for each stole that they would be ready to pay. Average selling price was calculated for each stole. Quoted prices for prepared stoles S₁, S₂, S₃ was ₹1423.50/-, ₹1384.50/- and ₹1638/-, respectively, while the average selling price suggested by the respondents was lesser, i.e. ₹1390/-, ₹1340/- and ₹1482/- respectively. Quoted price of stole S₄ was ₹1576.50/-, while the average selling price suggested by the respondents was little higher, i.e. ₹1595/-. Quoted price of stoles S₅ and S₆ was ₹1397.50/- and ₹1287/-, while the average selling price was little lesser, i.e. ₹1362/- and ₹1276/- respectively.

Highest profit was possible in case of S₄, i.e. 31.23 per cent, followed by S₆ and S₁ with profit margin of 28.93 and 27.06 per cent. The calculated t-values for profit margin of the prepared stoles were found to be significant at 5% level of significance (Table 4).

Thus, there is significant difference in the selling price and cost price of stoles. The cost of production is expected to be lower on being mass production and screens cost would be eliminated or lowered.

Table 4: Assessment of the profit margins of the prepared stoles (n=20)

Designs with code	Cost price	Quoted price (₹)	Average selling price	t-value	Percentage profit
S ₁	1095.00	1423.50	1390.00	1.11	27.06
S ₂	1065.00	1384.50	1340.00	1.44	25.90
S ₃	1260.00	1638.00	1482.00	3.14	17.63
S ₄	1215.00	1576.50	1595.00	0.44	31.23
S ₅	1075.00	1397.50	1362.00	0.87	26.75
S ₆	990.00	1287.00	1276.00	0.27	28.93

Conclusion

The concept of designing screen printed silk stoles using blue pottery motifs will be useful for designing different garments and accessories. This study would be helpful for the fashion

designers to create something innovative by taking the similar ideas. The quoted price of the prepared articles made from blue pottery motifs was found to be adequate with a profit margin ranging from 17.63 to 31.23. Thus, there is significant difference in the selling price and cost price of stoles. The cost of production is expected to be lower on being mass production and screens cost would be eliminated or lowered.

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