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Market demand and development of fusion designs for traditional hand block printing

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Abstract

Hand block printing designs are cherished since Mughal era. However, recently hand block printing has taken a different route. It has been an elaborate technique ever since it is known. Hand block printing has always been one of the most admired arts, but many facets are added to it, to update it as per the current fashion trends. Block printing on components of garments like pockets or collar add an edge to the overall look and make the garment a statement piece. Also, such prints used as patches on various products look fascinating. Hand block printing has a tremendous demand in apparel industry for sarees, suits, and dresses and also for products such as handbags etc.

Keywords: Demand, fusion, design, block printing

Introduction

India has been renowned for its printed and dyed cotton cloth since the 12th century and the craft flourished as the fabric received royal patronage. Though the earliest records mention the printing centers in the south, the craft seems to have been prevalent all over India. The earliest centers for block printing seem to have been located in what are now the states of Andhra Pradesh and Gujarat. From these centers, the craft appears to have spread gradually with the migration of craft workers to other areas. Centers such as Sanganer I Rajasthan rose to prominence in the 18th century. Other centers such as Serampur developed even later, becoming the hub of block printing in West Bengal only in the 1940s. Now, there is the increasing phenomenon of block printing units being set up in urban areas including Calcutta and Jaipur city. Block printing is practiced in many different geographical regions of India with each area having its own particular local aesthetic.

Objectives

1. To identify the latest fashion trends in the present market/ scenario.
2. To collect different traditional hand block printing designs and develop fusion designs

Methodology

The study was conducted in Kanpur District. In this study divided in to two parts –Part-I- selection of Retailers, Whole seller, Boutiques, Part II survey of respondents. 200 respondents were selected from selected ten localities randomly. This study was experimental work on 30 fusions (Doddle) design developed for 30 cotton saree with the help experts in designing institute. Dependent and independent variable used such as Age, caste, education, design, block printing, wholesaler, and motifs etc. The statistical tools were used such as arithmetic mean, rank and correlation coefficient etc.

Results

Table 1: Distribution of respondent according to age group

S. No.	Age (Years)	Frequency	Percentage
1.	20 – 30	89	44.5
2.	30 – 40	67	33.5
3.	40 – 50	44	22.0

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Table no 1 shows Block printing is preferred or bright colour or fluorescent colour fabric as they look unique, attractive and shine when seen from a distance. Bio-data printing is also

done on gent's kurtas, home furnishing articles, such as bed sheets, cushion covers, table mats, etc. Block printing is famous in Gujarat, Madhya Pradesh and Rajasthan etc.

Table 2: Awareness about types of textiles printing

S. No	Types of printing	Yes		No		Mean Score	Rank
		F	%	F	%		
1.	Block printing	160	80.0	40	20.0	1.80	I
2.	Screen printing	140	70.0	60	30.0	1.70	II
3.	Digital printing	120	60.0	80	40.0	1.60	III
4.	Stencil printing	80	40.0	120	60.0	1.40	IV

Table no 2 shows Today block printing beats the demand for screen prints because of the eco-friendliness that the former has introduced in its practice. The colour and dyes that the industry utilizes are free from any synthetic substance making is an obvious choice of consumer.

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Table 3: Distribution of women according to block printed design knowledge and awareness about different motifs

Design	Frequency	Percentage
Traditional	62	31.0
Naturalistic	28	14.0
Geometric	22	11.0
Stylized	88	44.0
Total	200	100.0

Tble no 3 shows 31.0% of respondents demanded traditional block printed design. 14.0% of women respondents preferred naturalistic design whereas 11.0% of preferred geometric design in the study area. The traditional process of hand block printing on textiles, with rich natural colours, has been practiced in Rajasthan for around 500 years. Block printing was introduced to the Jaipur region of Rajasthan by the Chhipa community. Traditional motifs can be described as the motifs which are being used in Indian Textiles since ancient times and are handed over from one generation to the other. Our traditional motifs are deeply influenced by religious belief, culture, environment activities of day to day life, architecture, history, rulers etc.

Conclusions

India being a over populated country where unemployment is a problem, especially women's are not getting proper job so that her economic condition is pitiable. The block printing of doddle design can be generate income by installation of small scale industry in rural and urban areas by educated women's.

Recommendations

1. Developed designs can be applied to textile products through other technique of surface enrichments like painting, embroidery etc.
2. Study will be helpful for small cottage industry for women entrepreneur.

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