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Designs of block printing and use of techniques

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Abstract

Block printing is one of the ways to decorate the surface of fabrics for enrichment. After a lot of exciting challenges in the everlasting fashion industry, it is observed that there are unlimited possibilities of new ideas that can be tried out by varying combinations of motifs and colour. Motifs have played an important role in apparels and household articles designing. Designers have the talent to express their ideas into new concepts and always find a way to usually express the ideas on to unique items and on whatever they want. Hand block printing design has been prevalent in Indian markets and outside India from a very long time and it has been much appreciated much liked by mostly all. In the present scenario, the consumer is exposed to a lot too many media choices and that is why the speed of recent trend in the market is at a very rapid pace, but yet, to take full shape in the fashion industry. Traditional hand block printing can be seen on saree, suits, kurties, bed linen, cushion covers, upholstery and household articles etc. But very few experimentation has been done to incorporate fusion (doddle) design with traditional block printing.

Keywords: Design, techniques

Introduction

Block printing, like any other technique of applying colour in the form of design on to the fabric, involves the use of a block, into which the design has been carved or cut. This carved design is transferred by pressing the block on to the fabric. This is perhaps the slowest process of all the textile printing techniques, such as Cutting, Printing (stamping, rubbing and pressing)

Objective

1. To collect different traditional hand block printing designs and develop fusion (doddle) 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 5.17: Awareness about type of printing

S. No	Types of printing	Yes		No		Mean Score	Rank
		N	per cent	N	per cent		
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

Hand block printing has evolved as a simple way to do printing on cloth materials. It consists of basic and natural things for doing the printing on fabric. Eco-friendly approaches are one of

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major advantages of hand block printing. The importance of screen printing for small business. Screen printing has several advantages to business owners who want to market his and her company. Screen printing is a very economical and professional way of marketing a company. Screen printing is

the best way to print a T-shirt or on any garment. Screen printing is one of the important printing techniques which has many unusual characteristic and advantages over other means of surface decoration.

Table 5.19: Fabric used for block printing

S. No	Fabrics	Yes		No		Mean Score	Rank
		N	per cent	N	per cent		
1.	Cotton	170	85.0	30	15.0	1.85	I
2.	Georgette	92	46.0	108	54.0	1.46	III
3.	Wool	10	5.0	190	95.0	1.05	V
4.	Silk	130	65.0	70	35.0	1.65	II
5.	Chiffon	130	65.0	70	35.0	1.65	II
6.	Tissue	74	37.0	126	63.0	1.37	IV

Most widely used for block printing is cotton. Natural fabrics are the ultimate choice for block printing, as they tend to absorb ink printing paste more readily than man-made fabrics. Cotton and cotton blends are the most popular choice for most printers and customers as they are soft and absorbent/porous. Silk fabric was invented in ancient China and played an important role in their culture and economy for thousands of years. Silk fabric is best for block printing. Silk provides a beautiful flat surface for a block printing and natural fibers absorbs ink and dye evenly and effectively. Wool Fabric is generally used for winter season all over the world. It

provides warmness in human body hence used in winters. Wide different types of printing like block screen and digital etc., Block printing enhances looks of the woollen fabric. Chiffon and georgette fabric are exclusively used for fine quality block prints usually worn in summers due to more comfortable properties. These fabrics enhance looks of the women making it most popular amongst them. Chiffon and georgette sarees are widely being used because of its vibrant colours our light background. Most printers and customers select them for their cool looks. They have excellent draping properties so are fabric of choice for designer wears.

Table 5.26: Distribution of respondents among age group and block printed design.

Age group	Design				Total
	Traditional	Naturalistic	Geometric	Stylized	
20 – 30	20 (10.0)	12 (6.0)	5 (2.5)	52 (26.0)	89 (44.5)
30 – 40	18 (9.0)	10 (5.0)	11 (5.5)	28 (14.0)	67 (33.5)
40 – 50	24 (12.0)	6 (3.0)	6 (3.0)	8 (4.0)	44(22.0)
Total	62 (31.0)	28 (14.0)	22 (11.0)	88 (44.0)	200 (100.0)
X^2	16.137**				$P < 0.01$

The perusal of Table-5.25 reveals that distribution of women respondents among age group and design for block printing material, In 20 to 30 year age group 10.0 per cent of traditional, 6.0 per cent naturalistic, 2.5 per cent geometric and 26.0 per cent of stylized for block printing material. In 30 to 40 years of age group 9.0 per cent traditional, 5.0 per cent naturalistic, 5.5 per cent geometric and 14.0 per cent stylized design for block printing material in the study area. In 40 to 50 years age group 12.0 per cent of traditional, 3.0 per cent naturalistic, 3.0 per cent geometric and 4.0 per cent stylized design preferred by women respondents for block printing material in the study area. The observed value of X^2 (16.137**) was significant at 1.0 level of significance.

Conclusions

The designs of dress material are changing rapidly, so that everyone has desire for uniqueness. The textile experts are constantly working to satisfy this urge. In this context the doddle design is getting more popularity amongst the coming generation due to their attractive appearance and easy printing on sarees. These designs can be easily adapted for printing through block, which is economical, easy to develop and generate opportunities of job for women to run a cottage industry in their areas.

Recommendation

1. Different types of designs can be developed by adaptation of doddle motifs.

2. To developed designs can be given to entrepreneurs for mass production to help them to establish micro enterprise for developing a wide range of textile products.

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