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Acceptability of home textile products: an inspiration from traditional *Sanjhi* folk art

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Abstract

Sanjhi is a religious craft of rural Rajasthan. Sanjhi is classified as folk Sanjhi and temple Sanjhi. Folk Sanjhi is created by cow dung decorated by flowers and leaves and worshipped by the unmarried girls in the rural areas. However, this beautiful craft is getting extinct now due to limited usage, urbanization, modernization, migration, raised education and also it is time taking process. So the researcher took this almost vanished art (Sanjhi) for its revival on textile. The researcher worked hard for the restoration of the vanished craft. Sanjhi motifs / designs were adapted for center design, overall and border design. Total sixty motifs / designs were developed using Corel Draw software keeping in mind their suitability for articles like cushion cover, folder, coasters, table mat, purse, choker covers, *vandarwar* and table cloth. Developed design sheets were subjected to visual evaluation for selection of one best design in each category by the panel of thirty respondents to find out the Acceptability of the developed designs. Finally articles were prepared by using selected designs. Results of the study reveal that all developed products were found highly acceptable.

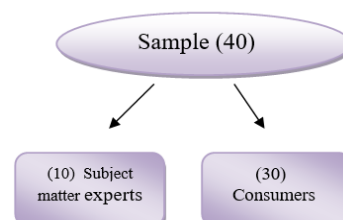
Keywords: Sanjhi painting, textile designing, adaptation, hand painting, motif/designs, folk art

Introduction

Art and culture convey a rich and royal textile tradition in Rajasthan. Since ancient times Rajasthani textiles have become a rich cultural heritage. Sanjhi folk paintings which are significant in their uniqueness, elegant and complex nature have disappeared nowadays. There is a need to explore possibilities for the conservation of this art form with other artistic media for future generations. This artistic representation of Sanjhi art produced an elaborate textile designing that blended with an important visual, cultural expression and a distinctive craftsmanship. These motifs and designs are different as compared to the other traditional art of Rajasthan. The Indian folk arts with painting play an important role in creating new designs. It is, in terms of textile design, aesthetic of artistic value, visually intense, as a priority and has a wide range of design placement types. The objective of the study is to identify the textile design patterns and its unique design formats depicted in this traditional art. The effort was targeted towards finding the possibility of applying Sanjhi motifs / designs on household textile articles.

Materials and methods: The effort was targeted towards finding the possibility of applying Sanjhi motifs on textile articles utilizing various embellishment techniques.

Selection of sample



Collection of motifs/ designs: Traditional designs of Sanjhi painting from the *Nathdwara*,

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Udaipur and Devgarh region were collected for the study from various primary and secondary sources like Site seeing, survey, books, cards, internet and library.

Adaptation of designs for product development: The selected motifs were used to develop designs using computer software Corel Draw. Thirty designs in different categories i.e., center design and border designs were adapted to make them suitable for embellishment. The designs were developed keeping in mind their suitability for articles.

Evaluation of design placements: Development of designs placements for textile article was followed by the preferences of respondents for identifying the best design for preparing the article inspired from Sanjhi painting. The developed designs were shown to ten members the panel of subjects' matter experts. Selected designs placements were further used for product development.

Development of products: Finally, five articles namely cushion cover, *choki cover*, *Toran*, Bag and Wall picture were developed using most preferred designs by the respondents. Prepared articles by using various fabric embellish techniques like hand painting, stencil printing, embroidery, mirror work etc at the Apparel production lab of College of Community and Applied Sciences (CCAS), MPUAT, Udaipur.

Assessment of products by consumers: Thirty respondents selected randomly which included faculty members and students of CCAS, consumers and women. Developed products were evaluated by 30 consumers. Acceptability of motifs in terms of end use of the product, colour combination, clarity of the motifs, acceptability of fabric texture, placement of the motifs, acceptability of fabric enrichment technique and overall appearance using five-point rating scale. Weighted mean scores (WMS) were calculated and ranks were assigned to the developed products. The designs of all the articles which obtained highest rank were considered best for preparing articles.

Product Development: Five products namely *Banwarwal*,

Choki cover, Cushion covers, wall pictures, Bag, and *toran* were developed. Five different designs of each product were developed except toran i.e. only three torans were developed in two different designs.

Banrwal: Standard measurements of Banrwal 2.5 feet wide 4.5 feet long was used for product development. Auspicious motifs like swastika, Om, *kalash*, *nariyal*, *ganpati* was used by stencil printing or hand printing, and *katech* embroidery was also done for surface embellishment. Bright colors were used on light background.

Wall picture: Square shape wall picture of size 22" * 22" was developed from Sanjhi painting. *Sanjha devi*, *chach bilona*, marriage scenery, *kila kot* designs was adopted for center of the fabric and small flower *buti* motif used for border making.

Cushion cover: Cushion covers of size 16" X 16" were designed. Moon, Sun, Peacock, *khodiya Brahman*, *traju*, pot and many floral motifs were used in combination, and geometrical patterns were also adapted for creating border of cushion cover by using hand paintings and mirror work by using different types of colours such as green, red, pink, and black.

Bag: For bag mixed motifs used with vibrant colours. Floral, theme based, auspicious motifs was adopted for center or border designing of bags. On the other hand, decorative lace ribbon was also used for decoration purpose. For embellishment different colours stones were also used.

Choki cover: A round or square piece of fabric which is use as covering of stool or choki in rituals and pooja was developed generally called choki cover. Its size was 12 X 12 (size may vary according to choki size i.e. small, medium and big) designs developed from Sanjhi paintings. Various auspicious motifs were used with embroidery, mirror work, and hand painting. The findings obtained from the present study in the following sub heads:

Table 1: Acceptability score obtained by *Choki cover*

Parameters	Acceptability of motifs in terms of end use of the product	Colour combination	Clarity of the motifs	Acceptability of fabric texture	Placement of the motifs	Acceptability of fabric enrichment technique	Overall appearance
<i>Choki cover 1</i>	4.75	4.70	4.50	4.82	4.73	4.80	4.75
<i>Choki cover 2</i>	4.76	4.82	4.80	4.81	4.76	4.81	4.74
<i>Choki cover 3</i>	4.94	4.90	4.92	4.80	4.89	4.90	4.86
<i>Choki cover 4</i>	4.70	4.80	4.51	4.44	4.69	4.65	4.70
<i>Choki cover 5</i>	4.86	4.80	4.76	4.79	4.80	4.90	4.79

Table - 1 shows that *choki cover 3* got maximum score in term of all the above criteria (Acceptability of motifs in terms of end use of the product, Colour combination, Clarity of the

motifs, Acceptability of fabric texture, Placement of the motifs, Acceptability of fabric enrichment technique and Overall appearance) as compare to other.



Fig 1: Overall mean score and rank obtained by Choki Cover

It can be seen from fig.-1 that choki cover 3 obtained highest mean score 4.85 secure 1st rank. Choki cover 2 or choki cover 5 obtained 2nd and 3rd rank respectively with the overall mean

score 4.65 and 4.56 respectively and choki cover 1 or 4 at 4th or 5th rank respectively.

Table 2: Acceptability score obtained by Cushion cover

Parameters	Acceptability of motifs in terms of end use of the product	Colour combination	Clarity of the motifs	Acceptability of fabric texture	Placement of the motifs	Acceptability of fabric enrichment technique	Overall appearance
Cushion cover 1	4.75	4.70	4.50	4.82	4.73	4.80	4.75
Cushion cover 2	4.76	4.82	4.80	4.81	4.76	4.81	4.74
Cushion cover 3	4.94	4.90	4.92	4.80	4.89	4.90	4.86
Cushion cover 4	4.70	4.80	4.51	4.44	4.69	4.65	4.70
Cushion cover 5	4.86	4.80	4.76	4.79	4.80	4.90	4.79

It can be seen from **Table – 2** that **Cushion cover 3** was found most preferred article by the respondents for all the parameters. Acceptability of motifs in terms of end use of the product, Colour combination, Clarity of the motifs, Acceptability of fabric texture, Placement of the motifs,

regarding acceptability of fabric enrichment technique and Overall appearance cushion cover 3 and 5 were most preferred article.

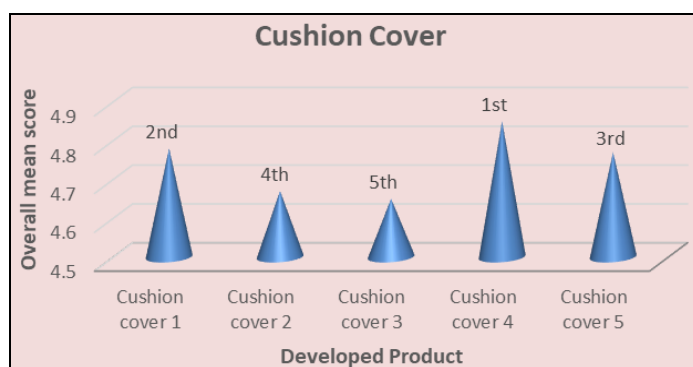


Fig 2: Overall mean score and rank obtained by Choki Cover

Fig. 2 show that cushion cover 4th got maximum score and secure 1st rank out of all five cushions covers it was interesting to record that cushion cover 1, 2, 3, and 5 got 2nd,

4th, 5th, 3rd rank with the score 4.78, 4.67, 4.65, 4.77 respectively.

Table 4: Acceptability score obtained by Bag

Parameters	Acceptability of motifs in terms of end use of the product	Colour combination	Clarity of the motifs	Acceptability of fabric texture	Placement of the motifs	Acceptability of fabric enrichment technique	Overall appearance
Bag 1	4.70	4.80	4.72	4.60	4.76	4.70	4.63
Bag 2	4.76	4.62	4.60	4.67	4.60	4.68	4.66
Bag 3	4.86	4.83	4.80	4.86	4.60	4.93	4.86
Bag 4	4.81	4.73	4.84	4.81	4.78	4.80	4.76
Bag 5	4.70	4.79	4.62	4.63	4.66	4.62	4.60

Data in **Table-3** revealed that majority of the respondents considered bag 3 and bag 4 as best with all the attributes. In term of Clarity of the motifs, Acceptability of fabric enrichment technique and acceptability of motifs in terms of

end use of the product Bag 1, 2, 5 were less accepted by respondents in terms of other bag, but suitability scores were more than 4.5.



Fig 3: Overall mean score and rank obtained by Choki Cover

It was interesting to record that bag 1,2,3,4,and 5 got 1st, 2nd, 3rd, 4th, 5th ranks with the overall mean score 4.7,4.66,4.82, 4.79, 4.66 respectively.

Table 3: Acceptability score obtained by Wall picture

Parameters	Acceptability of motifs in terms of end use of the product	Colour combination	Clarity of the motifs	Acceptability of fabric texture	Placement of the motifs	Acceptability of fabric enrichment technique	Overall appearance
Wall picture 1	4.96	4.80	4.92	4.82	4.86	4.89	4.94
Wall picture 2	4.92	4.88	4.82	4.89	4.82	4.81	4.86
Wall picture 3	4.72	4.78	4.70	4.66	4.74	4.62	4.72
Wall picture 4	4.76	4.68	4.71	4.62	4.69	4.70	4.62
Wall picture 5	4.83	4.89	4.78	4.70	4.72	4.81	4.78

It can be seen from **Table-4** that there was slight variations in the views of respondents over the overall appearance the article i.e. 4.62, 4.72, 4.78, 4.86 and 4.94 respectively.

Respondents considered Wall picture1 as best for overall appearance.

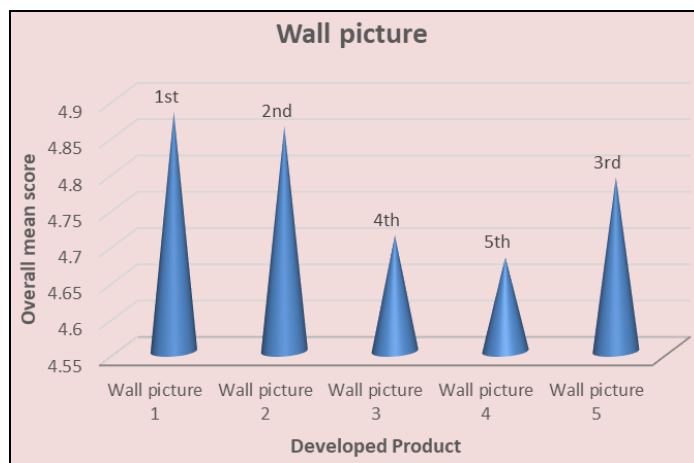


Fig 4: Overall mean score and rank obtained by Choki Cover

Data in fig.-4 revealed that wall picture 1 obtained highest mean score 4.88 secure 1st rank. Wall picture 2 or wall picture 5 obtained 2nd and 3rd rank respectively with the overall mean

score 4.86 and 4.71 respectively. And wall picture 3 or 4 at 4th or 5th rank respectively.

Table 5: Acceptability score obtained by Toran

Parameters	Acceptability of motifs in terms of end use of the product	Colour combination	Clarity of the motifs	Acceptability of fabric texture	Placement of the motifs	Acceptability of fabric enrichment technique	Overall appearance
Toran 1	4.66	4.69	4.78	4.70	4.62	4.66	4.60
Toran 2	4.68	4.69	4.68	4.70	4.62	4.60	4.60
Toran 3	4.66	4.62	4.60	4.70	4.79	4.62	4.63

Table – 5 shows that toran was highly acceptable by the respondents in term of Acceptability of motifs in terms of end use of the product. Colour combination, Clarity of the motifs,

Acceptability of fabric texture, Placement of the motifs, Acceptability of fabric enrichment technique and Overall appearance.

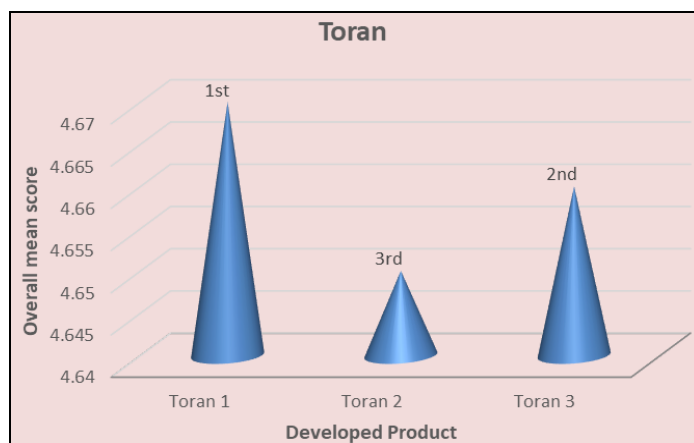


Fig 5: Overall mean score and rank obtained by Choki Cover

The findings of acceptability score of toran revealed that toran 1 got highest mean score (4.66) and secure 1st rank. Toran 2 and 3 fall into 2nd and 3rd rank with the overall mean score 4.65 and 4.64 respectively.

Conclusion: In this study researcher developed a product range by contemporized Sanjhi motifs on fabric and developed various house hold and furnishing products, and assess their acceptability. Developed products were extremely appreciated by the consumers. So, it can be concluded that application of Sanjhi motifs in textile design can be novel step for the restoration of Sanjhi folk art. The patterns can generate abundant variations, which may bring in series of re-construction of heritage designs in form of contemporary creations. Thus, in the textile sector the adapted design can be used for the surface enrichment for products, its diversification and value addition. This type of work also motivates people to come up with an ingenious work, which indirectly help in upgrading the rural art and craft.

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