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### Designing of articles through screen printing using innovative *durrie* designs

**Saroj Yadav, Neelam M Rose, Sunita and Pooja Rani**

#### Abstract

Handicraft is a form of creative art and craft work which involves making of products by one's own hands. Since time in memorial human beings have been relying on handicrafts for earning their livelihood or pursuing it as a hobby. This creative practice is basically considered conventional as it manifests the traditions deeply embedded in the culture of a region. It also reflects the skills of craftsmen of specific geographic regions who use different tools, techniques and patterns which are unique to a particular cluster to create an object. Handicrafts epitomize centuries of evolutionary tradition and include the products having religious sanctity and cultural significance, like metal ware, pottery, jewellery, needlework, quilting and weaving are the main items which constitute Indian handicraft industry. Forty-five designs developed using traditional *durrie* motifs were arranged in different styles and three colourways for each selected placement were prepared. Twelve products were developed through screen printing using selected design placements and colourways. The prepared products were assessed by a panel of 30 consumers on different assessment parameters viz. motifs, designs, placements and colourways for their potential marketability. The average weighted mean score of all the developed products ranged from 2.47 to 2.72 indicated that all the developed products were very enthralling and accepted by consumers on different assessment parameters. The cost of cushion cover ranged from Rs 1050/- to 1175/-, cost of sofa back cover Rs 800/- to 925/- and the cost of tote bag Rs 300/- to 310/- which was rated appropriate by all the consumers. It explains the potential and value of research for the development of craft, both as practice and as discipline, and thus for advancing craft as a discipline that is viable and relevant for the future.

**Keywords:** Handicraft, *durrie*, screen printing, acceptability

#### Introduction

The rich craft heritage of India is unique and diverse as its customs and traditions. Each part of the country has its own unique cultural ethos, which is manifested in the handicrafts of that particular region. Indian crafts and handicraft traditions are influenced by local topography, climate, and socio-religious factors. From the time immemorial, the traditional cottage crafts seemed to have played a pivot role in social and economic life of mankind. The famous Haryana arts and crafts are known all over the country for their splendid aesthetic values. Art and crafts of Haryana mainly cover the range of pottery, embroidery and weaving. These not only manifested service to the positive needs in daily life but acted as a mode of self expression which revealed as a conscious aesthetic approval. There are many different methods of fabric construction such as weaving, knitting, crocheting, bonding etc. Among these numerous media of creative expression, weaving holds an honorable position. It is a medium of working directly with materials to create a mixture of colour and texture. (Bains *et al.*, 2019) <sup>[2]</sup>.

Handicrafts may be defined as items or products produced through skills that are manual, with or without mechanical or electrical or other processes, which appeals to the eye, due to characteristics of being artistic or aesthetic or creative or ethnic or being representative of cultural or religious or social symbols or practices, whether traditional or contemporary. These items or products may or may not have a functional utility or can be used as a decorative item or gift. From the time immemorial, the traditional cottage crafts seemed to have played a pivot role in social and economic life of mankind. These not only manifested service to the positive needs in daily life but acted as a mode of self expression which revealed as a conscious

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aesthetic approval. Haryana is known for its exquisite handloom traditions. The creativity of Haryana is visible in the rich art work and unique handloom and hand embroidery (Yadav and Rose, 2019) <sup>[6]</sup>.

*Durrie* weaving is an age old practice and is probably the oldest and certainly one of the most universally practiced crafts. *Durrie* weaving craft is diminishing day by day due to lack of demand, poor marketing channels, lack of incentive for attainment of creative element and professional efficiency (Kaur, 2009). Therefore, this age-old textile craft of Haryana which has been an integral part of their lifestyle through generations calls for a special attention so that it can be preserved for the posterity. The traditional art form can be preserved and diversified by adapting the traditional motifs into contemporary forms and incorporating them into the textile by the use of various techniques of designing as use of traditional motifs in textile keep our motifs and designs alive (Yadav and Rose, 2019) <sup>[6]</sup>.

### Methodology

The present study was conducted in Department of Textile and Apparel Designing, I.C. College of Home Science, CCS Haryana Agricultural University, Hisar. To achieve the planned objectives, a deliberate strategy was pursued. Fifteen *durrie* motifs were chosen based on preferences of experts for development of designs. Total forty five designs were developed and fifteen top preferred designs were selected for

placements of designs on different articles.

### Development of articles and their cost determination

Twelve products were developed through screen printing technique using four top preferred designs for selected three articles i.e. cushion cover, sofa back cover and tote bag in their most preferred placement of most preferred colourways. Screen printing on different article was got done from local market using commercially available pigment colours as per the selected colourways. Cost of each developed article was estimated on the basis of actual cost of raw materials used, labour charges and stitching charges. The cost of consumed amount of raw material was calculated by unitary method according to the market rate. To calculate the labour charges, time utilized in making each article was calculated.

### Assessment of developed articles for consumer acceptability

All the developed articles were got assessed from thirty consumers on the basis of different parameters viz. developed designs, placements of designs, techniques used and overall appearance. The opinion of the consumers regarding developed products were also sought in relation to use and suitability of motifs, appropriateness of developed designs, placement of designs, colour combinations, quality of workmanship and acceptability of idea with the help of self-structured opinion scale.

### Results and discussions

Selected motifs for design development

Geometrical Motifs				
Floral Motifs				
Animal and Bird Motifs				

Plate- 1

Selected designs for placement of different articles


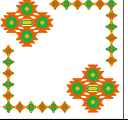
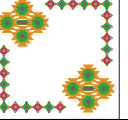


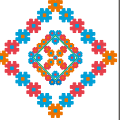


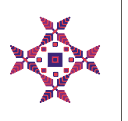

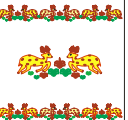
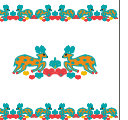


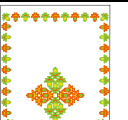






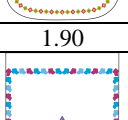
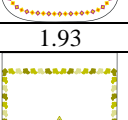

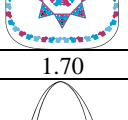
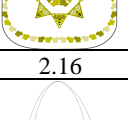
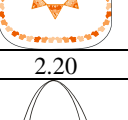
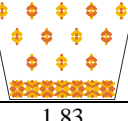
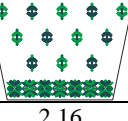
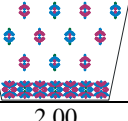
Articles	I	II	III	IV
Cushion cover	 Design No.1	 Design No.4	 Design No.8	 Design No.12
Sofa back cover	 Design No.2	 Design No.7	 Design No.6	 Design No.11
Tote bag	 Design No.9	 Design No.10	 Design No.13	 Design No.15

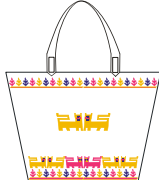





Plate-2

**Preferences of experts for colourways for development of different articles:** The data regarding preferences of experts

for colourways has been presented in Table 1.

**Table 1:** Preferential choices of colourways for screen printing on articles

Articles	Design No.	Weighted mean score		
		Colourway I	Colourway II	Colourway III
Cushion Cover	1			
		1.73	2.03	2.28
	4			
		2.06	1.93	2.10
	8			
		2.10	1.86	2.26
	12			
		2.06	2.03	2.00
	2			
		1.90	2.00	2.06
Sofa Back Cover	6			
		2.03	2.06	1.90
	7			
		1.90	1.93	2.20
	11			
		1.70	2.16	2.20
Tote Bag	9			
		1.83	2.16	2.00
	10			
		1.93	2.13	1.96

	13			
		1.93	2.20	1.90
	15			
		1.83	2.03	2.13

The data in the Table 1 pertaining to the preferences of experts for colourways for screen printing on selected articles depict that for cushion cover, the most preferred colourway of design number 1 was colourway III scoring weighted mean score 2.28, colourway I with WMS 2.06, colourway III (WMS 2.26 and 2.10) for design number 12, 8 and 4, respectively.

In case of sofa back cover colourway III of design number 7,

2 and 11 scored weighted mean score 2.20, 2.06 and 2.20, respectively whereas for design number 6, colourway II got the highest weighted mean score (2.06).

In case of tote bag colourway II of design number 9, 10 and 13 scored weighted mean score 2.16, 2.13 and 2.20, respectively whereas for design number 15, colourway III got the highest weighted mean score (2.13).

**Selected colourways for screen printing on different articles**

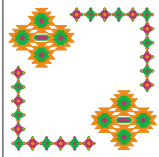
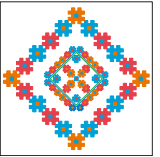
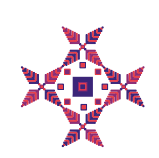
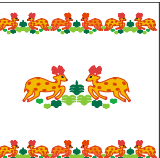






Selected Colourways (WMS)				
Articles	Design No.	Colourways	Design No.	Colourways
Cushion Cover	1	 Colourway III	4	 Colourway III
	8	 Colourway III	12	 Colourway I
Sofa Back Cover	2	 Colourway III	6	 Colourway II
	7	 Colourway III	11	 Colourway III
Tote Bag	9	 Colourway II	10	 Colourway II



Plate-3

**Development of products:** Twelve products were developed through screen printing technique using four top preferred designs for selected three articles i.e. cushion cover, sofa back

cover and tote bag in their most preferred placement of most preferred colourways. The developed products are presented in Plate 4.

Developed articles

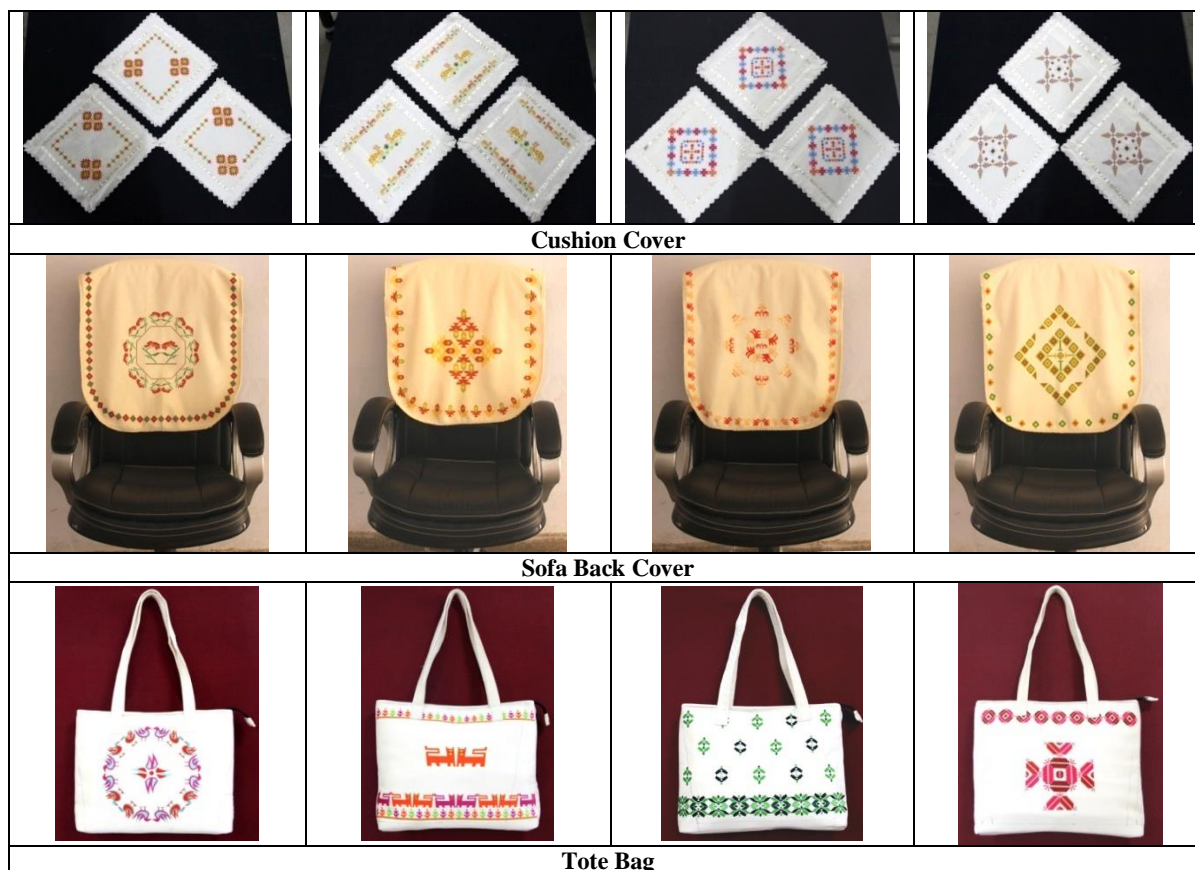


Plate-4

**Cost determination of developed product:** The cost of prepared products was calculated on the basis of expenses incurred on raw material, printing charges and finishing charges. The data presented in Table 2 indicate that total cost of cushion cover ranged from Rs. 1050 to 1175, sofa back cover from Rs. 800 to 925 and tote bag from Rs. 300 to 310. The factors responsible for variation in cost of products were number of colours used, time and labour involved in printing of selected designs.

The results are in accordance with **Babel and Chouhan, 2017** concluded that all the respondents highly appreciated the developed shawls and found them unique in terms of selection, placement and colour combination of designs. Acceptability range of all the shawls ranged between 77 to 83.33 percent. Cost of all the shawls was between Rs. 685 to 730 and marketability results revealed that developed shawls can be sold through handicraft units.

Table 2: Cost of developed products

(n=30)

Developed Products		Cost (Rs.)	Opinion regarding cost			
			Appropriate		High	
			F	%	F	%
Cushion cover	I	1050	26	86.66	04	13.33
	II	1150	28	93.33	02	06.66
	III	1150	28	86.66	02	06.66
	IV	1175	25	83.33	05	16.66



Sofa back cover	I	800	24	80.00	06	20.00
	II	925	24	80.00	06	20.00
	III	800	26	86.66	04	13.33
	IV	925	28	93.33	02	06.66
Tote bag	I	310	30	100.00	--	--
	II	305	30	100.00	--	--
	III	310	30	100.00	--	--
	IV	300	30	100.00	--	--

**Opinion of consumers regarding the cost of developed products:** The developed products were got evaluated by the consumers rated the cost of developed products appropriate i.e. cushion cover I (86.66%), II (93.33%), III (86.66%) and

IV (83.33%), sofa back cover I & II (80.00% each), III (86.66%) and IV (93.33%). Whereas all the respondents (100%) rated the cost of tote bag as appropriate. None of the respondents rated the cost of developed articles as high.

**Table 3:** Assessment of developed products

Developed Products		Parameters (n=30)							AMS
		Designing effect created by use of traditional <i>durrie</i> motifs is unique and innovative WMS	Developed design is appropriate and gives an elegant look to the product WMS	Placement of design is proportionate to the product WMS	Colour combinations used with base colour is appealing WMS	The developed product is attractive and unique WMS	The developed product is acceptable as per trend WMS	The developed product will have good market potential WMS	
Cushion cover	I	2.67	2.36	2.56	2.60	2.70	2.83	2.53	2.61
	II	2.43	2.56	2.66	2.76	2.66	2.73	2.63	2.63
	III	2.46	2.66	2.73	2.63	2.76	2.63	2.83	2.67
	IV	2.56	2.76	2.70	2.46	2.53	2.63	2.86	2.64
Sofa back cover	I	2.73	2.56	2.73	2.83	2.66	2.60	2.66	2.68
	II	2.86	2.63	2.80	2.86	2.73	2.53	2.63	2.72
	III	2.76	2.66	2.66	2.76	2.63	2.73	2.70	2.70
	IV	2.56	2.53	2.66	2.73	2.83	2.56	2.73	2.66
Tote bag	I	2.46	2.83	2.63	2.63	2.46	2.43	2.46	2.56
	II	2.60	2.43	2.53	2.43	2.53	2.49	2.43	2.49
	III	2.56	2.46	2.56	2.46	2.53	2.43	2.53	2.50
	IV	2.63	2.60	2.36	2.53	2.33	2.40	2.46	2.47

Strongly agree: 3.00-2.33, Agree: 2.33-1.66, Somewhat Agree: 1.66-1.00

The data presented in Table 3 indicate that the developed products were highly appreciated by the respondents in terms of 'designing effect created by the use of traditional *durrie* motifs', 'appropriateness of design and proportionate placement gave an elegant look to the product', 'appealing colour combinations used with base colour', 'the developed products are acceptable as per trend', 'the developed product will have good market potential'. The average mean scores were more than 2.33 which indicated that the respondents strongly agreed to each statement. The results are also in line with Pooja *et al.*, 2019 <sup>[5]</sup> as consumers had high opinion about suitability of created designs for product and technique, size and shape of created designs, design placements, colour schemes and overall appearance of the developed jacket with average scores ranging between 2.36 to 2.59. The results are also supported by the findings of Patil, 2018 <sup>[4]</sup> who concluded that the Palazzo and crop top were found to be highly appealing to 70 percent respondents for design, color combination, placement of design and traditional look of apparel in contemporary form. Sari blouse was found to be appealing to 68 percent respondents. Respondents opined that palazzo and crop top were aesthetically appealing at a glance because of use of motifs, layout and color combination.

## Conclusion

Hence to conclude, the execution of this study revealed that the best *durrie* motifs were picked and were artistically combined to form designs. To keep pace with changing demands as per the consumers' taste and fashion, the innovative designs created using traditional *durrie* motifs have endless possibilities for contemporary applications. The results of the study highlighted that it is possible to adapt

traditional motifs to develop innovative designs for screen printing technique of surface enrichment.

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