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## Women empowerment as a fashion designers by using tribal motifs for apparel designing

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### Abstract

Women empowerment is empowering the women to take their own decision. Empowering women is to make them independent in all fields to make contribution in every fields. To establish as a successful Fashion Designers, Women can not only empowered their self but also contributes in the development of the nation in all respect. Fashion designers can grow up their businesses by using tribal motifs in apparel designing. This study was motivated through the observation that various tattoo motifs found on the body of tribal peoples. It may be very be very suitable as motifs on ornamented fabric in apparel designing.

**Keywords:** Tribal motifs, women empowerments, fashion designers, apparel design

### Introduction

Women empowerment is empowering the women to take their own decision for their personal dependents. Empowering women is to make their independent in all aspects from mind, thought, right decision etc. To establish as a successful fashion designers, women can not only the empowered them selves but also contribute in the development of nation.

In context of these women can be a successful fashion designer in broad field of designing. Most of the women in fond of fashion hence fashion designers as an entrepreneur can grow of their businesses using tribal motifs and can improve their work too. They can also enhance the beauty of textile and apparel too.

The culture of Indian tribal art can be alive as well as it help the upliftment of women in designing field and help empowerment of women.

Taking into consideration the significance of tribal tattoo, the present research work has become very significant. The special significance of this work relates to use of tribal tattoo motifs by fashion designer in reproducing their tattoo motifs on apparel. Though tribal motifs are set to both an ancient origin yet their significance can be understood that they are being used by modern fashion designers all over the world.

### Background

This study was motivated through the observation that various tattoo designs found on the body of tribal peoples. It may be very suitable as motifs on ornamented fabric in textile design decoration. Tattoo motifs reflect not only the environment of the tribal but also their occupation and tools.

There are few literature review that are very relevance to the present study:-

Alou, D.D. (2006) <sup>[1]</sup> conducted a study 'adaptation of traditional design on crafts of Southern Kaduna as motifs for textile resist technique' and described that Southern Kaduna has design motifs that are symbolic to the culture of the people. Among these symbolic motifs in the ancient Nok-Head which symbolizes and articulates the artistic culture of Southern Kaduna and create a link between Southern Kaduna and ancient Nok culture. The design motifs of Southern Kaduna are suitable for adaptation on textile fabric using screen printing and batik resist techniques.

Musabasyarahil, (2011) <sup>[3]</sup> described that bright colours and tribal motifs prints is still a trend in the row collection Fall/winter several leading brands. One of the motifs are quite popular this season are a tribal motifs. Generally tribal motifs released in the form of dress or tops.

**Materials and Methods**

The research was focused on identification of tattoo design motifs of Baiga tribes for exploratory adaptation of some of them for designing purpose and using their illustrations on designer Kurtis through computer aided designing (CAD).

The problem of this study is the selection, documentation, exploration and presentation of tattoo design motifs found on the tattoo of Baiga tribal peoples and adaptation them for apparel designing. In order to consider this problem effectively, it was necessary to critically survey, identify unveil, study and documents some of the traditional tattoo design motifs found on the tattoo of tribal for adaptation on designer Kurtis through Computer aided design(CAD).

The practical exploration was essentially started with pencil. First off all, all these tattoo design motifs were sketched on the paper then created new designer Kurtis using tattoo design motif through CAD.

The selected tattoo design motifs were developed for the designing by the researchers using photoshop CS2. These designs were represented as a complete designers Kurtis.

Illustrations of selected tattoo design motifs on designer Kurtis through CAD as follow:-



**Plate 2:** Illustration of Dhandha motif on designer kurti

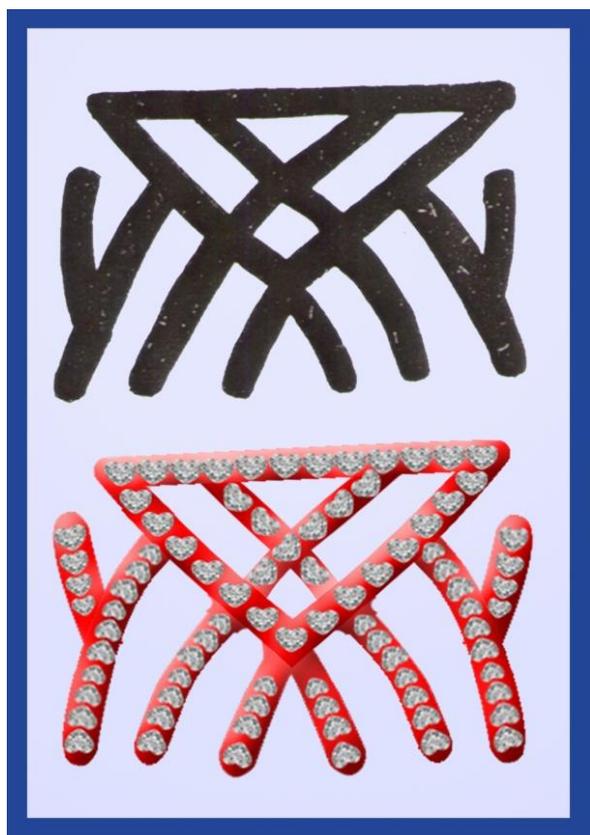
**Motif No - 1**

Name – Dhandha

Dress – Designer kurti

Aspects of Motif –

- Source – Traditional tribal tattoo (symbolism)
- Interpretation – Stylized
- Arrangement – Two way and Border



**Plate 1:** Contemporary Dhandha motif

**Motif No - 2**

Name – Baila Aankh

Dress – Designer kurti

Aspects of Motif –

- Source – Traditional tribal tattoo (symbolism)
- Interpretation – Stylized
- Arrangement – One way & Border



**Plate 3:** Contemporary Baila Aankh motif



**Plate 4:** Illustration of Baila Aankh motif on designer kurti

### Results and Discussion

Motifs are the building block in design and craft, They may be forms or shapes of symbolic significant. Motifs are units of design that are repeated to form a larger meaning and functional design.

It is depicted from results that women liked the newly designed tattoo motifs with CAD because the motifs are very unique and probably incorporated in designing of dresses for the first time. The appreciation is towards its uniqueness and the new concept to incorporate the traditional tattoo motifs in dress designing to create new styles and designs. The respondents opined that the researcher had made real effort with keen interest to revive these traditional motifs by computerized designing on Kurtis which were very attractive and eye catching. This is one of the challenging thrust areas of research, which has been attempted. However there exists some difference in the perception and acceptance of new styles since it all depends upon consumer behavior.

**Table 1:** (Dhandha Motifs) Responses regarding overall opinion towards illustration of tattoo design motifs on designer Kurtis through CAD.

S. No	Opinion	Responses(n=30)	
		Frequencies(f)	Percentage (%)
1.	Fair	2	6.66
2.	Good	2	6.66
3.	Very Good	9	30
4.	Excellent	17	56.66

**Table 2:** (Baila Aankh Motifs) Responses regarding overall opinion towards illustration of tattoo design motifs on designer Kurtis through CAD.

S. No	Opinion	Responses(n=30)	
		Frequencies(f)	Percentage (%)
1.	Fair	--	--
2.	Good	5	16.66
3.	Very Good	6	20
4.	Excellent	19	63.33

### Conclusion

Women can empower as a successful fashion designer and can grow up their businesses using these tattoo motifs for apparel designing and can improve their work. They can too enhance the beauty of textiles and apparel designing. The culture of Indian tribal's art can be alive as well as it help the upliftment of women in designing field.

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