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Adaptation of traditional motifs of gond painting for development of upholstery products using hand embroidery

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Abstract

Gond is one of the important tribal art of Madhya Pradesh. The style of using many coloured dots and lines to construct up in a form of picture. Gond painting is related with Gond tribe, which has different unique creative motifs, signature patterns colour combination. Traditionally Gond painting was done on walls of the home to decorate them. It is this inherent belief that motivates the Gond to decorate their house and floors with traditional motifs. Traditionally, the creation of the painting occurs during a Hindu festival. Typical Hindu festivals when painting are created include: *Karwa Chauth* (where a wife prays for her husband's long by fasting); *Diwali* (the festival of lights which signifies the victory of Good over Evil); and, *Nag Panchami* (celebration of the harvest of crops). Thus, the present study was planned. The study was conducted in Pushp Institute of Sciences and Higher Studies, Pilibhit. Motifs were collected from various secondary sources. The collected motifs were used to developed design sheets products like sofa cover and cushion cover. After development of design sheets, evaluation was done by frequency, percentage and ranks were assigned to developed design. The highest frequency, percentage points in each category of the designs were selected for development of final products. Finally, two products were developed by the investigator. All the products were appreciated by the consumer. Consumer also said that all the products made from Gond motifs using hand embroidery were very innovative and unique.

Keywords: Gond painting, hand embroidery, upholstery products

Introduction

Different motifs from Gond painting were adapted using computer aided designing so that they can be used for screen painting. The design arrangement of motif for apparel was selected. The apparels were printed using screen painting method by selected colour combination for the motif. The designed apparel was evaluated by the consumer for its acceptability and was highly appreciated and accepted (Bora S., 2017) [4].

Gond artists use patterns or in-fills for the outlines of objects and people in their paintings. The different types of patterns used establish their signature style. These patterns manifest in the form of dots, dashes, lines or fish scales (Indigoarts.com, 2014 and Mustarts, com., 2015) [1].

Now, the surfaces have changed from walls and floors to paper acrylic colours. Painting have become the story teller's and the medium of expression is simply painting which are now widely celebrated. Selection of theme from folklore to the depiction of legend in colours with line, dashes and dots to create a rich visual narrative is actually a treat to eyes (Saxena A., 2017) [5].

The present study was planned entitled "Adaptation of Traditional Motifs of Gond painting for Development of Upholstery Products using Hand embroidery" with the following objectives;

Objectives

- To explore traditional motifs of Gond Painting of Madhya Pradesh for Hand embroidery.
- Development of motifs for hand embroidery by using different placement.
- Evaluation of the design sheets using ranking method.
- To develop upholstery products by using selected designs.
- To determine acceptance and cost of the developed product by the consumers.

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Material and Methods

The study was conducted in Pushp Institute of Sciences and Higher Studies, Pilibhit. Motifs were collected from various secondary sources. The collected motifs were used to developed design sheets products like internet, research paper, books and magazines. The collected motifs to developed design sheets for embroidery work without distorting the originality of the basic design the investigator has developed three design sheet for upholstery product. Therefore, a total eighteen for sofa cover and twelve placement for cushion cover were developed by the investigator via different kinds of placements i.e., center design, border design, diagonal and corner design were developed. The designs were developed keeping in mind their suitability for products like sofa cover and cushion cover. Ranking scale was constructed for taking the preferences from the respondents regarding developed design sheets. Design sheets were shown to the respondents (faculty members of Pushp Institute and PG students) for assessing the acceptability of the developed design on the basis of different attributes like: selection of design and placement of design. Percentage were calculated and rank were assigned to developed designs. The highest percentage points in each category of the designs were selected for development of final products. Finally, two upholstery products were developed by the investigator. After development of the products respondents regarding innovativeness, suitability of utility, overall impact, and cost effectiveness of the upholstery products. Data were analyzed by using frequency and percentage.

Result and Discussion

Evaluation of Design sheets

On the basis of selection of motifs

Data in Table: 1 showed that in case of selection of motifs sofa cover S3 was obtained first rank (60 percent) by the respondents. In case of selection of motifs for cushion cover, C3 was obtained first rank (73 percent) by the respondents.

Table 1: Preferences of the respondents for design sheets on the basis of selection of motifs

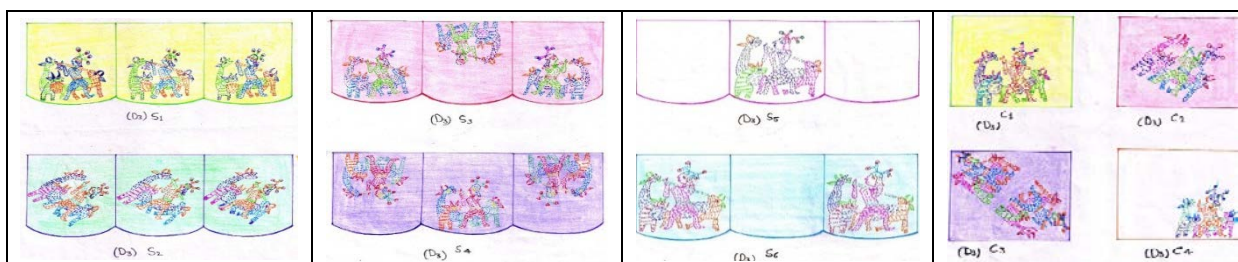
Design code's	Selection of motifs		
	Frequency	Percentage	Rank
Sofa cover			
S1	7	23	II
S2	5	16.6	III
S3	18	60	I
Cushion cover			
C1	6	20	II
C2	2	6	III
C3	22	73	I

On the basis of placement of design

Table: 2 showed that in case of placement of design sofa cover placement S1-D3 was obtained highest per cent (66 per cent) by the respondents for its placement of design. Cushion cover (placement C1-D3) was obtained highest per cent (80 per cent) by the respondents for its placement of design.

Table 2: Preferences of the respondents for design sheets on the basis of Placement of design

Sofa cover	Placement of design											
	S1		S2		S3		S4		S5		S6	
	F	%	F	%	F	%	F	%	F	%	F	%
D1	3	10	5	16	10	33	6	20	2	6	4	13
D2	6	20	3	10	7	23	5	16	8	26.6	1	3
D3	20	66	2	6	1	3	2	6	3	10	2	6
Cushion cover	C1		C2		C3		C4					
	F	%	F	%	F	%	F	%				
	D1	10	33	5	16	7	23	8	26.6			
D2	7	23	8	26.6	6	20	9	30				
D3	24	80	3	10	1	3	2	6				



Sofa cover

Cushion cover

Details of developed products

Sofa cover

Sofa cover in square shape (64 x 29 inches) was prepared from khadi cotton fabric. Human motifs with Animal motifs

adapted by Gond art placed the sofa cover using hand embroidery. Red and white colour lace was used for embellishment of the sofa cover.



Original motifs



Adapted and selected design

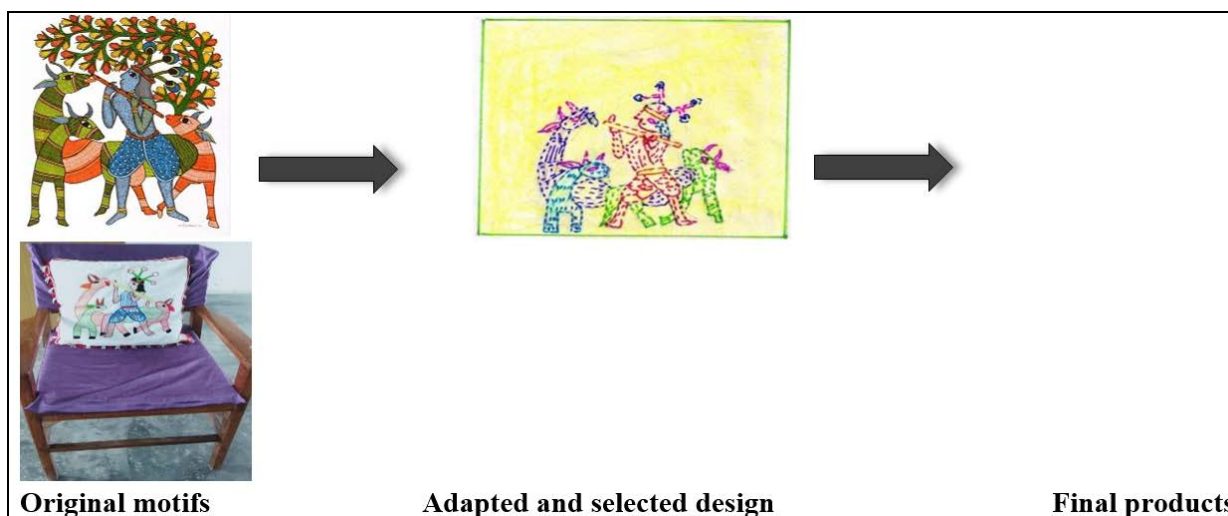


Final products

Cushion cover

Cushion Cover in square shape (16” x 16”) was prepared from Khadi cotton fabric. Human motifs with Animal motifs adapted by Gond art was placed on the middle of the cushion cover using hand embroidery. Cotton lining of the same

colour was used at the back side of the cushion for finishing purpose. Red and white colour lace was used for embellishment of the cushion cover and add the zip back side for support.



Evaluation of final products

Table 3 indicated that on the basis of the innovativeness, cushion covers were found the most innovative product (80 per cent) and given first rank by the respondents. Sofa cover got second rank (20 per cent), for its innovativeness by the respondents. Cushion cover were for its utility obtained first

rank (86.6 per cent) by the respondents, whereas sofa cover got second rank (13 per cent), for its utility by the respondents. Cushion cover was found the most appealing product by the respondents and obtained first rank with 66 per cent followed by sofa cover as got second rank 33 per cent by the respondents.

Table 4: Evaluation of final products on the basis of different parameters

Parameters	Evaluation of final products					
	Sofa cover			Cushion cover		
	Frequency	Percentage	Rank	Frequency	Percentage	Rank
Innovativeness	6	20	II	24	80	I
Utility of the products	4	13	I	26	86.6	I
Overall appeal	10	33	II	20	66	I

Majority of the respondents were found the quoted selling price of the cushion cover as ‘adequate’ (Table 4.5.). Besides

this, 50 per cent of the respondents found the quoted prices as “Low” for sofa cover.

Table 5: Opinion of the respondents regarding suitability of quoted price

Name of the products	Quoted price	High		Adequate		Low	
		F	(%)	F	(%)	F	(%)
Sofa cover	588	6	20	9	30	15	50
Cushion cover	710	10	33	15	50	5	16

Conclusion

Gond designs showed a blend of ethnic and natural yet stylized designs. Each and every Gond design has a particular meaning attached to it and is drawn with a specific purpose in mind. The designs were intricate though simple to create and adapt. In fashion world, there is always a demand of something novel and artistic. The blend of Gond design with hand embroidery is providing an imaginative and fresh collection to the people who want to adopt their tradition with minute modernization. Adapting and improving the designs refers to modify it such that it will be easier to produce, easier to use, or easier to fix, or easier to maintain and so on. With the changing world of fashion the field of upholstery demands for unique, different and fresh designs which give us the opportunity to use the adapted traditional motifs. This type of work also motivates people to come up with an ingenious work, which indirectly help in upgrading the art and craft of any folk art.

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