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Development of different apparel product inspired from Madhubani motifs via application of hand painting

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Abstract

Madhubani painting is the indication of the philosophical heights achieved by Indian civilization for the universal power of love, longing and peace. The beauty of the *Madhubani* painting is the exploration of the relationship between nature, culture and human psyche and the use of raw material i.e. available to them in plenty. Through these paintings innermost desires, dreams, aspirations, expectations and fantasies are expressed by mithila folk women. The Indian folk art form of *Madhubani* is now recognized worldwide and succeeded in creating a place for itself in the international house of fame. The Government of India is also paying its tribute by starting training programs for educating people on *Madhubani* paintings. 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 develop design sheets products like kurti, skirt and saree. After development of design sheets, evaluation was done by weighted mean score (WMS) and ranks were assigned to developed designs. The highest WMS points in each category of the designs were selected for development of final products. Finally, three products were developed by the investigator. All the products were appreciated by the consumer. Consumer also said that all the products made from *Madhubani* motifs using hand painting were very innovative and unique.

Keywords: Madhubani, hand painting, apparel products

Introduction

The artisan of *Madhubani* paintings are used colours directly from nature. Lamp soot served as a source of black, White from powdered rice, green was made from the leaves of the apple tree and Tilcoat, blue from the seeds of *Sikkot* and *indigo*, yellow was drawn from the parts of *singar* flower or Jasmine flower, bark of peepal was to be boiled to make a part of saffron colour, red was made from *kusum* flower and red sandal wood. To make the painting last long as well as take brightness they mixed gum with colour (Das 2013) [1].

The colours, designs and styles keep on adapting to the changing tastes and fashions as man's aesthetic sense motivates him to introduce grace and elegance into the monotony and drabness which leads gradually to new decorative designs through fine form, colour and style. The different designs are introduced on cloth by means of embroidery, printing, painting, applique, etc. (Joshi 1985) [2].

Designing is an art and the art is a product of the creative process. It is the human power to conceive, plan and realize the products that serves human beings in the accomplishment of any individual or collective purpose (Saxena 2012) [3].

Therefore the present study has been undertaken with the view to develop innovative apparel products from *Madhubani* painting with the following objectives;

Objectives

- To collect various motifs from Madhubani painting.
- To develop design sheets from selected Madhubani motifs.
- To evaluate the developed design sheets on four point rating scale.
- To develop apparel products from selected design via painting technique along with embellishment.
- To access the acceptance level of the products with respect to various aspects of clothing.

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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 like books, internet, research papers and magazines. The collected motifs were used to develop design sheets for hand painting work without distorting the originality of the basic designs. The investigator has developed three design sheets where eight design sheets where four designs were developed for each product included skirt, kurti and saree. Therefore, a twelve designs were developed for apparel products. Products were assigned with different codes. The designs were developed keeping in mind their suitability for products like skirt, kurti and saree. After development of design sheets, ranking scale was constructed for taking the preferences from the respondents regarding developed design sheets. Design sheets were shown to the respondents which included faculty members of the Department of Home Science and Post-Graduation students for assessing the acceptability of the developed designs on the basis of different attributes like selection of motifs, placement of design and colour combinations. Weighted mean score

(WMS) were calculated and rank were assigned to developed designs. The highest WMS points in each category of the designs were selected for development of final products. Finally, three apparel products were developed by the investigator. After development of the products, respondents regarding innovativeness, suitability of utility, overall impact, and cost effectiveness of the prepared products. Data were analyzed by using frequency, percentages and weighted mean score.

Result and Discussion

Evaluation of design sheets

On the basis of placement of design

Data in table: 1 indicated that the design SK- 2 with weighted mean score – 4.8 was found the most preferred placement of design for the skirt and obtained first rank by the respondents. K3 with weighted mean score-3 was found the most preferred placement of design for the kurti and obtained first rank by the respondents. S4 with weighted mean score -4.5 was found the most preferred placement of design for the saree and obtained first rank by the respondents.

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

Design code's	Placement of design	
	WMS	Rank
Skirt		
SK-1	1.8	III
SK-2	4.8	I
SK-3	2.4	II
SK-4	0.9	IV
Kurti		
K-1	2.7	II
K-2	1.5	IV
K-3	3	I
K-4	1.8	III
Saree		
S-1	1.2	IV
S-2	1.8	II
S-3	1.5	III
S-4	4.5	I

On the basis of colour combination

Data in table 2 showed that for skirt, design SK2 was found most attractive colour combination by the respondents with weighted score- 4.2. K3 was found most attractive colour

combination by the respondents with weighted score-4.5. S4 with weighted mean score -6 was found the most preferred colour combination for the saree and obtained first rank by the respondents.

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

Design code's	colour combination	
	WMS	Rank
Skirt		
SK-1	1.5	III
SK-2	4.2	I
SK-3	0	-
SK-4	2.4	II
Kurti		
K-1	0.9	IV
K-2	1.5	III
K-3	4.5	I
K-4	2.4	II
Saree		
S-1	0.6	III
S-2	0	-
S-3	1.8	II
S-4	6	I

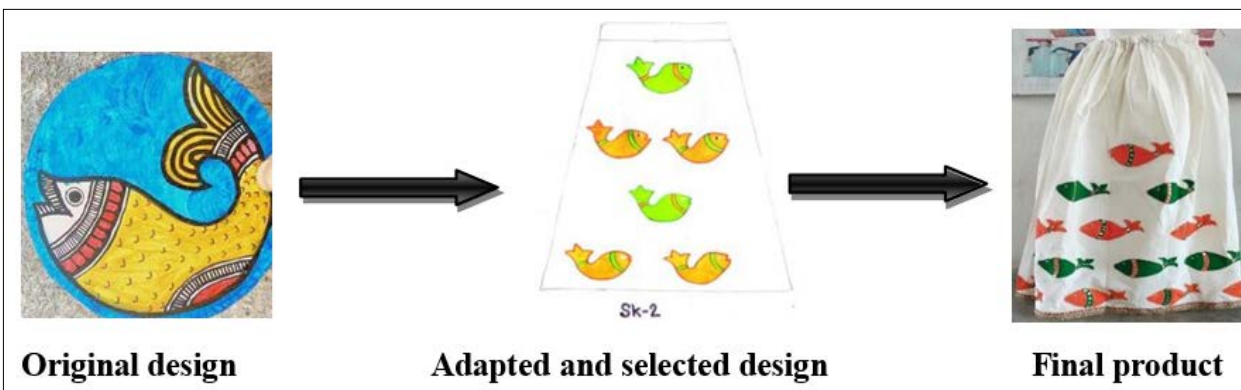


Details of developed products

Skirt

Skirt (length- 36 inch and waist- 30 inch) was prepared from blended white in cotton fabric. Madhubani fish motifs was adapted on surface of the skirt and was painted with fabric

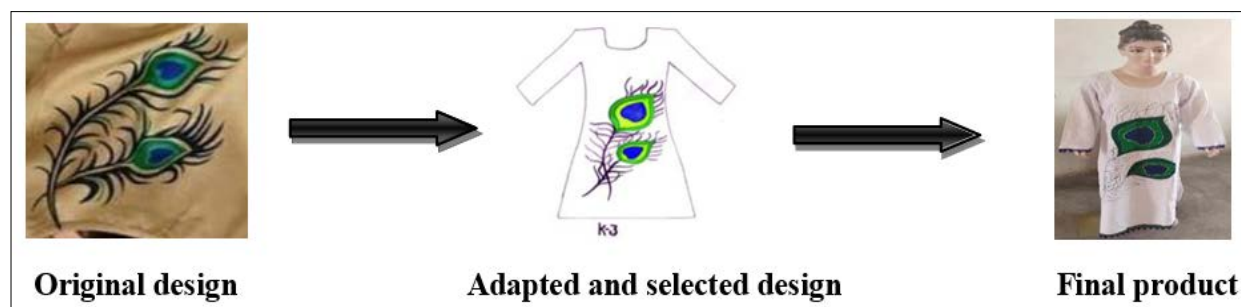
colour i.e. orange and green. Motif was embellished with golden and silver nalki and chain. Multi colour laced was also used for bottom side of the skirt. Mirror was also used in skirt for embellishment.



Kurti

Kurti (length- 40 inch, chest - 36 inch, wasit – 33 inch, hip – 40 inch”) was prepared from cotton fabric. Madhubani morpankh motifs adapted on the center part of the kurti and

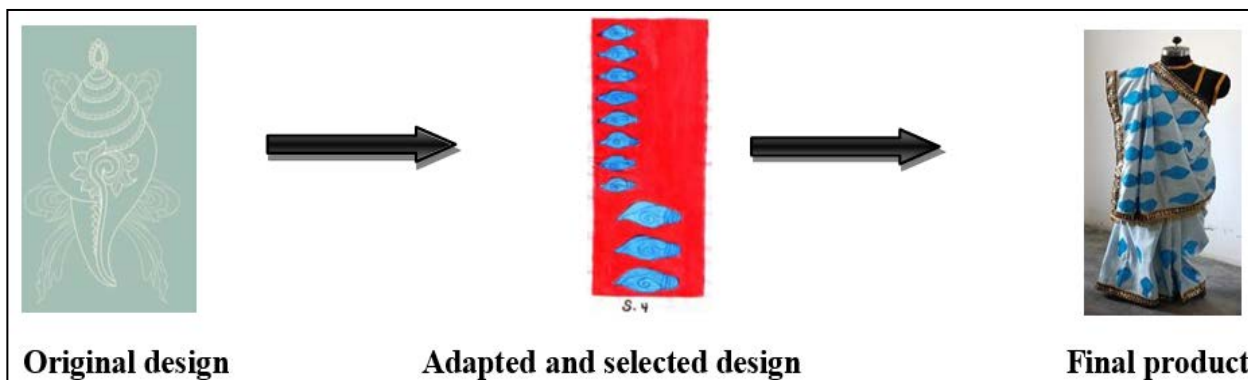
was painted with fabric colour i.e. blue, light green, dark green. Motif was embellished with silver nalki and silver beets. Laced (light green, dark green, blue colour) was used on the bottom side of the kurti.



Saree

Saree (length 6meter and width 40inches.) was prepared from blended fabric. Madhubani shankh motifs was adapted on the Saree Pallu and bottom side and was painted with fabric

colour i.e. sky blue. Shankh motifs were embellished with golden stone and golden laced also used for the bottom side of the saree.



Evaluation of final products

Table 3 indicated that on the basis of the innovativeness, skirt was found as the most innovative product with weighted mean score 4.5 and has got first rank by the respondents followed by saree as second rank with weighted mean score 3 and third rank obtained by kurti with weighted mean score 1.5 for its innovativeness by the respondents. Majority of the respondents preferred saree as best with weighted mean score

5.4 and got first rank by the respondents followed by skirt as second rank with weighted mean score 2.4 and third rank obtained by kurti with weighted mean score 0.9 for its utility by the respondents. Skirt was found the most appealing product by the respondents and obtained first rank with weighted mean score (WMS 4.8) followed by saree got second rank (WMS 2.4), kurti has obtained third rank (WMS 1.8) by the respondents for its overall appeal.

Table 3: Evaluation of final products on the basis of different parameters

Parameters	Evaluation of final products								
	Skirt			Kurti			Saree		
	Total score	WMS	Rank	Total score	WMS	Rank	Total score	WMS	Rank
Innovativeness	15	4.5	I	5	1.5	III	10	3	II
Utility of the products	8	2.4	II	3	0.9	III	18	5.4	I
Over all appeal	16	4.8	I	5	1.8	III	8	2.4	II

Majority of the respondents were found the quoted price of the prepared products as 'adequate' (Table 4). Besides this, 83 Per cent of respondents found the quoted price as 'high' for saree and 33 per cent of the respondents was found the quoted price of the skirt as 'low'.

Table 4: Opinion of the respondents regarding suitability of quoted price

Name of the product	Quoted price	High	Adequate	Low
		Frequency (%)	Frequency (%)	Frequency (%)
Skirt	418	-	20 (66)	10 (33)
Kurti	280	-	30 (100)	-
Saree	1815	25 (83)	5 (16)	-

Conclusion

Madhubani motifs show a blend of ethnic and natural yet stylized designs. Each and every Madhubani motif has a particular meaning attached to it and is drawn with a specific purpose in mind. The designs are intricate through simple to create and adapt. In fashion world, there is always a demand of something novel and artistic. The blend of Madhubani motifs with hand painting 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, easier to fix, or easier to maintain and so on. With the changing world of fashion the field of textile demands for unique, different and fresh designs which gives us the opportunity to use the adapted traditional motifs. All the designs and the products prepared by us are preferred by the immediate consumers. Thus, in the textile sector the adapted designs can be used through the surface enrichment for product diversification and viable.

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