



Market Potentials of Mewar Wall Paintings Inspire Sarees Designs

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Abstract

"A style of virile intensity characterized by glowing passionate colour, deft rhythm and robust simplifications" is mewar style. Indian art Mewar is distinguished not only for its lovely landscape and romantic architecture but also for a series of distinguished rulers who were not only valiant warriors but also patrons of art and culture. Mewar was the most important centre of early Rajasthani painting the "Golden Age of mewar". Indian culture and its rich heritage of tradition are reflected in many of the various regions of this country and Rajasthan is famous for its profile art treasures. Even since the dawn of civilization man has felt the urge to decorate textile by the means of weaving, printing, dyeing and embroidery. Most of the India's folk arts have been a great source of inspiration and ideas for the textiles as well as designers. Now-a-days fashion trends are fragile and the consumers constantly demand innovative changes over existing fields. Since the Mewar paintings currently do not find much usage on textiles, except as a few decorative painted wall panels, greeting cards etc. This folk art and traditional ideas that are the glitters of our culture, these applied on apparels by a commercial aspect is gaining popularity day by day through the innovation of designer ideas that are performed into tangible products, though constant development in any field is essential. So it is with the field of traditional textiles. Indian folk art and embroidery play an important role in the present-day fashion world. Therefore a study was done to explore the market potential of designer sarees developed from traditional wall paintings of mewar. The idea was that the study would help in popularizing the traditional folk art and could be adopted by small –scale industries. and in this study. Total 30 Mewar painting were collected from various places and total number of 50 motifs were developed or modified from eleven best mewar paintings selected by the researcher. A rating Performa was developed by the researcher to select 15 modified motif for saree design. Further the selected fifteen modified motifs were used to develop 15 saree designs on computer to select the best five placements and its folk embroidery, prior to actual embroidery on sarees. A five point rating Performa and questionnaire was given to 60 respondents (20 Textile and fashion design, 20 Housewives and 20 marketing personnel) selected purposively to find out the acceptability and market potential on embroidered sarees.

Keywords: Traditional paintings, market potential, folk art, embroidery.

Introduction

Mewar paintings currently do not find much usage on textiles, except as a few decorative painted wall panels, greetings cards, etc. This art needs to be popularized in order to preserve its reminiscent beauty by adopting it on textiles¹. The folk arts on textiles have been finding many new applications in the fashion field. Commercial use of folk design is gradually gaining popularity. folk art and traditional ideas that are the glitters of our culture, these were applied on apparels by a commercial aspect is gaining popularity day by day through the innovation of designer ideas that are transformed into tangible products. The designers play the role of a catalyst. it is not as if we invented the crafts, they were all there. All we did was kindle creative energy of traditional weavers, printers and embroidered and blend out and new with stunning effect². This way it not just the craftsman but also the customer who is benefitted. The specific objectives of the study conducted by the authors are:

Objectives: i. To collect various motifs used in Mewar paintings. ii. To develop embroidery designs suitable for sarees

from selected motifs/ designs. iii. To assess the market potentials of developed designs on sarees.

Material and Methods

For the purpose of the study 60 respondents (20 textile and fashion designers, 20 housewives, 20 marketing personnel) were selected purposely. The researcher personally visited various museums and libraries located at Udaipur and collected thirty mewar paintings. After critical evaluation of all these paintings only even paintings were identified as sources of inspiration for developing new modified motifs suitable for sarees total fifty motifs were taken out.

Folk embroidery is always associated with the women folk. it is a form of their self expression researcher used folk embroidery of Rajasthan, Assam silk fabric of gray colors and cotton embroidery threads were the additional material used to develop embroidered sarees³.

Design development on saree and assessment of its market potential: Application of folk embroidery: The researcher used carbon paper to transfer the design on sarees. After this stretching of fabric on frame and folk embroideries of Rajasthan were made by researcher.

Selection of motifs: i. Beautiful Mewar paintings selected were Ragini Maru, Maharana playing chaupad, Maharana shooting bear, Ragmal kosik, Meetings of Rama and Parsurama, Mad/violent elephant, Ansuayana Naayika, Raga sarang, Yudha Kanda of Arsy Ramayan, Marriage scene and procession scene. ii. The researcher developed /modified 50 motifs from selected Mewar paintings and 15 motifs were finally selected by the experts. iii. Motifs code no. 38, 9, 37, 5, 43, 33, 50, 7, 2244, 1, 29, 12, 23, 42 were most suitable for sarees of the with percentage ranging from 84-64% experts.

Application of folk embroidery of Rajasthan: i. Assam silk material was selected for designing sarees. ii. Anchor thread, Rasam thread, sitara, mirror were used for folk embroidery. iii. Mochi Bharat, Sindhi embroidery, Mirror work, Running stitch and Chain stitch were used by the researcher for doing embroidery.

In order to assess the market potential of the embroidered sarees: In order to assess the market potential of the embroidered sarees researcher estimate the cost and profit of 20%, 40%, 60% were added responses were obtained by the respondents and questionnaire was developed to ask some questions related to market potential of the embroidered sarees by 60 respondents. To assess the cost of the embroidered sarees following parameters were considered. i. Cost of fabric, ii. Cost

of embroidery material, iii. Design training charge, iv. Labor charge

Results and Discussion

Each of the embroidered saree was independently rated using five point rating scale by 60 respondents.

Table-1
Acceptability score obtained by all saree on the relative ranking N=60

S.No.	Total scores	Percentage	Rank
Saree1	2636	87.86	I
Saree2	2574	85.8	II
Saree3	2532	84.4	III
Saree4	2500	83.3	IV
Saree5	2439	81.3	V
Total score obtained	3000		
acceptability index			

Table 1 gives the acceptability of all embroidered sarees, on the basis of suitability of the fabric selected, placement of motif, suitability of the motifs to the end use design, suitability of design for embroidery, color combination, quality of workmanship, preference of saree, selection of embroidery material, Acceptability of the concept, overall appearance, where the total scores of each design was divided by maximum obtainable scores, that was 3000, 300 was minimum score any design could get. It was found that saree S₁ was highly acceptable, followed by saree S₂, S₃, S₄, S₅. As revealed earlier saree S₁ was appreciated by most of the respondents in all criteria.

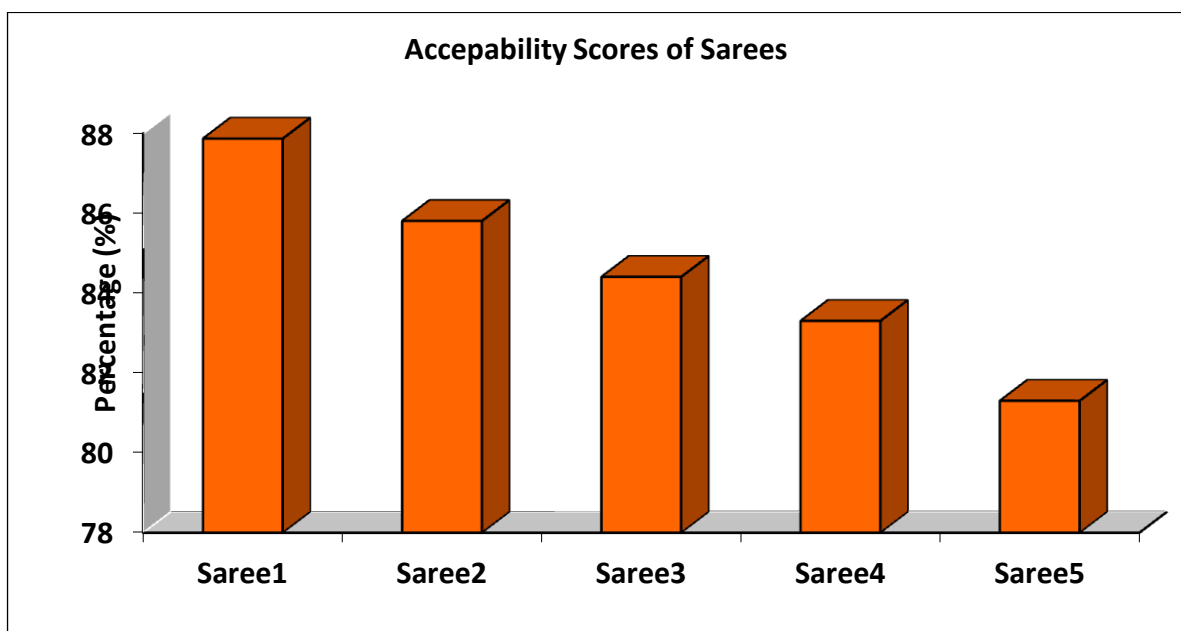


Figure-1
Acceptability score obtained by all saree on the relative ranking N=60

Table-2
Estimation of cost of the embroidered sarees

S.No	Criteria of cost estimation	Sarees				
		S1	S2	S3	S4	S5
1.	Cost of fabric	240	240	240	240	240
2.	Cost of embroidery material	60	60	40	40	50
3.	Design Tracing charge (Rs.)	90	90	90	90	90
4.	Labour charge (Rs.)	375	375	300	300	325
5.	Total cost(Rs.)	765	765	670	670	705

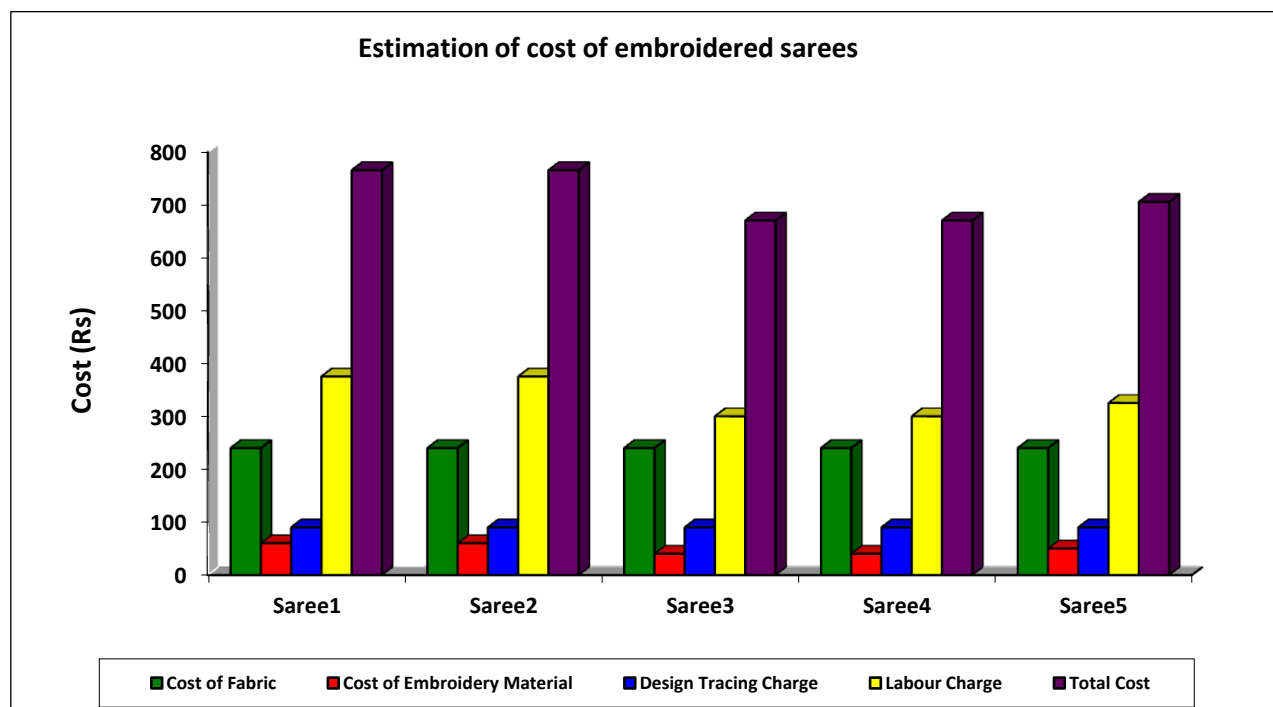


Figure-2
Estimation of cost of the embroidered sarees

Evaluation of the saree design, simulated on computer: Majority of the experts selected placement of sarees design code number 42 with 89%. Modified motif code number 22, 9, 7 and 5 placement were found more appropriate by 87 to 75% respectively.

Evaluation of the embroidered sarees: The opinion of the respondents was coded to find out the acceptability of the embroidered sarees and it was found that: i. All the embroidered sarees had acceptability of and above 80%. ii. Sarees S₁ stood first with 2636 points and had highest acceptability of 87.86%.

Market potentials of the embroidered sarees and their cost of estimation: i. The cost of sarees ranged from Rs.705 to 765. ii. Majority of respondents wanted to give 20 percent profit while few also opened to give up to 60% profit. iii. Developed

embroidered sarees has good market potentials. iv. Majority of respondents would like to purchase this type of sarees.

The findings in table.2 shows that the cost of the embroidery material and labour charges in sarees S₁, S₂ are maximum score because both the design maximum embroidery and heavy folk embroidery. Respectively cost of embroidery and labour charges in sarees S₃, S₄ was minimum because both the design were used minimum embroidery material and folk embroidery it also reveals that cost of all embroidered sarees was reasonable and adequate.

Conclusion

Thus, it can be concluded that developed designs for sarees were highly acceptable and enough market potentials. The cost

of the designed sarees was not found very expensive when compared to other readymade sarees available in the market. More over the colour combination and creativity of design were main criteria for consumer acceptability as revealed by respondents. Creating new textile designs, being inspired from mewar paintings, gives a new way to discover something which is unique and also gives an opportunity to the consumer for an alternative to choose and this calls ,for textile designers, students and teachers to express their creativity and develop fresh designs⁴. Folk embroidery can be useful as self employment project by using them in making different design of sarees for sales through boutiques or retailers and also a good boost up for self creativity.

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