

Acceptability level of developed *Phulkari* embroidered *Kurtis* by adaptation of traditional *Phulkari* motifs

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■ **ABSTRACT :** The study was conducted in Hisar city of Haryana state. Motifs of *Phulkari* embroidery were collected from Hisar and Patiala markets and categorized according to their categories *i.e.* geometrical, floral and animal. These were collected from secondary sources. Out of forty five motifs only fifteen were selected to develop stylized designs for *Kurtis*, each were converted into two designs. Then total thirty designs were developed with the help of Coral Draw. Five top ranked designs were selected. Then top five ranked placements of each selected designs was worked in *Phulkari* embroidery for making *Kurtis*. Finally five *kurtis* were developed. The opinion of experts was sought the most favourable about the cost of developed *kurtis*.

■ **KEY WORDS:** *Phulkari*, Embroidery, *Kurti*, Traditional, Adaptation

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The designing activity is not a casual and simple process. The conventional methods of designing was tedious, time consuming and laborious. The time consuming of designing has been easier by Computer Aided Designing (Anonymous, 2004). The huge advantages offered by digital system for drawing and modelling allows designs to be seen from any angle as well as easily manipulated in terms of colours, texture shapes etc. CAD is powerful tool for product designing and development and is used friendly (Anonymous, 2006). At present time two and three dimensional software are used widely in designing sector. Designing can be created in less time (Aggarwal, 1997). Computer also helps in designing of garments like digital embroidery. Much software's used for designing for example Corel Draw. Through computer we can create our own designs in

less time (Aggarwal and Gehlot, 1999). Embroidery can be seen on different articles like *Sarees*, *Dupattas*, ladies shirt, cushion covers, bed sheets etc. Today, market is flooded with various designs of embroidery, but creativity and sound knowledge of different designs is needed to make the embroidery more popular for contemporary uses. Punjab, is one of the most vibrant, dynamic and culturally rich north western states of India, where people especially village women use their time productively by engaging themselves with various crafts. *Phulkari* is the ancient and most distinguished tradition which its people have and are still trying to maintain in spite of uncertainty and changing times (Grewal, 1986 and Rond, 2010). According to Khurshid (1992) the history of Hazara *phulkari* can be traced as far back as the Greek rule in the area the present study only primarily

investigates the contemporary Hazara phulkari. *Phulkari* (flower work) existed at the same time in the neighboring regions of Swat and Punjab.

Most *Phulkaris* are worked with the darning stitch, placed at different angles – vertical, horizontal and diagonal. Light falling on the glossy, single color silk threads known as pat thread makes the embroidery appear multi-hued. Occasionally, small pieces of mirrors are embroidered into the *Phulkari* for a decorative look. The embroidery is worked from the reverse of the fabric by the careful counting of threads, without any pattern being traced on the cloth. On the main surface the stitches are about quarter to half centimeters long while they are very minute on the reverse, and successive stitches on the *Baghs* are only one thread apart. The advantage of working on thick cotton is that it aids the counting of threads. So it has to be ensured that the cloth has an even weave for a perfect result. Embroidery done by hand or machine is a time consuming and painstaking process. Women *Kurtis* with *Phulkari* embroidery are still in fashion. Girls more prefer embroidered *kurtis* with unique designs.

■ RESEARCH METHODS

Study was conducted in Hisar city of Haryana state. Top ranked five placements were selected for the development of *Phulkari kurti* with traditional colors of pat threads. Their cost was estimated and then expert's preferences were taken according to their overall appearance and developed designs. All *kurtis* were highly accepted by consumer as well as experts (Department staffs and P.G. students, Textile and Apparel Designing Department, I.C. college of Home Science, CCS HAU Hisar.). For taking preference developed *kurtis* were exhibited in seminar room of TAD Department.

■ RESEARCH FINDINGS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented under following heads :

Development of *Kurtis* :

Top five placements were selected for product development so five *Kurtis* were developed through these placements. These were embroidered with *Phulkari* embroidery with the selected colours of pat threads. Embroidery was done on wrong side of the fabric, by counting the threads (Plate 1).



Plate 1 contd...

Plate 1 contd...



Expert's opinion about estimated cost of the developed *Kurtis* :

Cost of the *Kurti* was estimated including their raw material, labour cost, stitching charges and profit.

The estimated cost of developed *Kurti* :

Table 1 shows that the cost was calculated on the basis of raw material used *i.e.* fabric, pat threads used for hand embroidery, stitching charge, and labour cost of skilled labour. The material cost including fabric and thread cost of *Kurti* with design number 5a costs 160/- followed by *Kurti* with design number 14b (168/-), *Kurti* with design number 17a (174/-), *Kurti* with design number 25a (180/-) and *Kurti* with design number 26a was 188/-. The stitching charges of *Kurti* were Rs. 100/- for each *Kurti*. Labour charges of *Kurtis* with designs number 5a, 14b, 17a, 25a and 26a were 560/-, 477/-, 617/-, 840/- and 907/-, respectively. And 10% profit of each *Kurti* were also included in the cost of *Kurtis* which were 82/-, 75/-, 90/-, 112/- and 120/-, respectively. The total cost of embroidered *Kurtis* including the material cost, labour charges, stitching charges and 10% profit with design number 5a Rs. 902/-, *Kurti* with design number 14b Rs. 820/-, *Kurti* with design number 17a Rs. 985/-, *Kurti* with design number 25a Rs. 1232/- and *Kurti* with design number 26a Rs. 1315/-.

Acceptability level of the estimated cost of the products by experts' opinion :

Acceptability levels of the estimated cost of the product were got evaluated from the experts. The acceptability levels of the cost of *Kurtis* are shown in Table 2 and Fig. 1.

Table 2 and Fig. 1 revealed the acceptability level of the estimated cost of *Kurti* with *Phulkari* embroidery. The data depicts that 76% experts rated the acceptability level as appropriate cost of *Kurti* number 14b followed by 72%, 64%, 52% and 40% expert's responds as appropriate cost of embroidered *Kurti* with design number 17a design number 5a, design number 25a and 26a, respectively. But 60%, 48%, 36%, 24% and 16% experts responds as high cost for embroidered *Kurti* with design number 26a, 25a, 17a, 5a and 14b, respectively and 8%, 8% and 4% embroidered *Kurti* of design number

Table 1 : Estimated cost of developed *Kurtis*

| Products | Cost of raw material | | Total cost of material | Labour charges (Rs.) | Stitching charges | Profit (10%) | Cost of products |
|-----------|----------------------|---------|------------------------|----------------------|-------------------|--------------|------------------|
| | Fabric | Threads | | | | | |
| Kurti 5a | 120/- | 40/- | 160/- | 560/- | 100/- | 82/- | 902/- |
| Kurti 14b | 120/- | 48/- | 168/- | 477/- | 100/- | 75/- | 820/- |
| Kurti 17a | 120/- | 54/- | 174/- | 617/- | 100/- | 90/- | 985/- |
| Kurti 25a | 120/- | 60/- | 180/- | 840/- | 100/- | 112/- | 1232/- |
| Kurti 26a | 120/- | 68/- | 188/- | 907/- | 100/- | 120/- | 1315/- |

| Kurtis with embroidery design nos. | Cost (Rs.) | Acceptability level of experts | | |
|------------------------------------|------------|--------------------------------|-----------|-----------|
| | | Appropriate | High | Low |
| | | Freq. (%) | Freq. (%) | Freq. (%) |
| 5a | 902/- | 14(64) | 9(36) | 2(8) |
| 14b | 820/- | 19(76) | 4(16) | 2(8) |
| 17a | 985/- | 18(72) | 6(24) | 1(4) |
| 25a | 1232/- | 13(52) | 12(48) | 0 |
| 26a | 1315/- | 10(40) | 15(60) | 0 |

| Kurti with embroidery | Developed design | | Overall appearance | |
|-----------------------|------------------|-------|--------------------|-------|
| | WMS | Ranks | WMS | Ranks |
| Design no.5a | 2.44 | II | 2.80 | III |
| Design no.14b | 2.36 | III | 2.95 | II |
| Design no.17a | 2.08 | V | 2.60 | V |
| Design no.25a | 2.32 | IV | 2.75 | IV |
| Design no.26a | 2.56 | I | 3.00 | I |

WMS = Weighted mean score

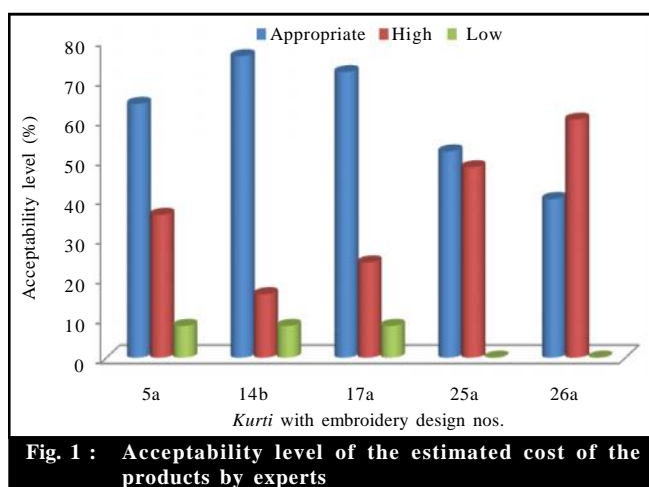


Fig. 1 : Acceptability level of the estimated cost of the products by experts

5a, Kurti with design number 14b, and 17a, respectively rated cost as low. It is concluded from the data that majority of the experts rated the cost of developed Kurti as “appropriate”. Results of Grewal (2011) reported that the cost of embroidered jacket was found to be most appropriate by experts.

Evaluation of developed Kurtis :

The developed Kurtis were assessed/ evaluated by experts on the basis of appeal of the developed designs and overall appearance.

The Table 3 shows that the evaluation of Kurti was done on the basis of developed designs and overall appearance. Table shows that Kurti with design number

26a got Ist rank in developed design (2.56), design number 5a got IInd rank (2.44), design number 14b got IIIrd rank, design number 25a got IVth rank and design number 17a got Vth rank whereas design number 26a got Ist rank in overall appearance, design number 14b, design number 5a, design number 25a and design number 17a got IInd rank, IIIrd rank, IVth rank and Vth rank, respectively. The results of Grewal (2011) are in the line of the study as the researcher reported that developed jackets were most appealing in terms of developed designs and overall appearance. There was no difference in both techniques of design development *i.e.* embroidery and painting. Similar work related to the present investigation was also carried out by Malik (2011) and Nameeta (2012).

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