

Acceptability and marketability of the developed Madhubani shawls

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■ **ABSTRACT** : The present study explores the possibility of development of shawls through hand painting using Madhubani Motifs. The objective of present study was to assess the acceptability and marketability of developed shawls using Madhubani motifs. The study results revealed that developed products were highly appreciated by all the respondents. The most preferred shawl was S₅ with first rank. Acceptability range of all the products ranged from 77 per cent to more than 83.83 per cent. Cost of all products ranged between Rs. 685 to Rs.730.

■ **KEY WORDS**: Madhubani painting

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Painting is the practice of applying paint, pigment, color or other medium to a surface. Madhubani painting is a traditional folk art of region of Bihar (Sharma and Parwana, 2010). Painting is done with fingers, twigs, brushes, nib-pens, and matchsticks, using natural dyes and pigments, and is characterized by eye-catching geometrical patterns (Das, 2013). There are paintings for each occasion and festival such as Birth, Marriage, Holi, Surya Shasti, Kali Puja, Upanayanam, Durga Puja etc.

■ RESEARCH METHODS

The present study was conducted in Udaipur. For documentation of Madhubani motifs, 30 motifs were selected. Out of 30 motifs, 15 suitable motifs were selected by experts. 10 shawl placement designs were developed by using of 15 selected motifs. Out of 10 placement design, 5 designs were selected by experts.

30 marketing personnel, to judge the developed hand painted shawl. On the basis of the objectives of the study, three tool was developed *i.e.* three rating performa : Evaluation of suitable motif for shawls design, rating performa second evaluation of suitable placement of shawls design and rating performa third: it consist of two parts (1) evaluation of acceptability of developed hand painted madhubani shawls and (2) the assessment of marketability of developed shawls. The data were analyzed using frequency percentage, ranking, scoring, mean per cent score and acceptability index.

■ RESEARCH FINDINGS AND DISCUSSION

Researcher made an effort to collect the madhubani motifs from secondary sources. Thirty motifs were critically analyzed by the researchers. Each motif was drawn on paper manually by the researcher. Developed Madhubani Painting motifs were arranged in systematic

manner and then shown to 5 experts (clothing and textile expert) to select the best fifteen motifs for developing shawl designs.

Development of designs and their placements on shawls:

A total of ten shawl design placements were made and evaluated by the experts (Clothing and Textile experts) in terms of suitability of the designs for shawls.

Yates (1996) viewed that any specific motif will recur on the fabric at measured interval because each motif holds a specific location within the repeat unit and the entire unit is printed over and over again this covering the fabric.

Same 20 experts (clothing and textile experts) were future asked to evaluate the best five shawls designs placement in terms of suitability, direction of motif, placement of motifs, overall appearance. Each selected shawl design placement was then transferred on shawl and painting was done on it by researchers to develop

value added shawls.

Acceptability and marketability of the developed shawls :

Once the painting was completed on the shawls, these shawls were evaluated by 30 market personnel to find their relative ranking and consumer acceptability.

Parameters rated were suitability of the fabric selected, colour combination, suitability of motif to the end use design, overall appearance etc. The responses derived by respondents for each shawl were coded and presented in Table 1. It depicts the score obtained by shawl.

Research was curious to find out which shawl got maximum score, it was interesting to record that shawls S_5 , S_1 , S_2 , S_4 , and S_3 got 1st, 2nd, 3rd, 4th and 5th ranks with the score 503, 486, 478, 467 and 462, respectively out of 600 scores.

Marketability :

In order to assess the marketability of the shawl,



Fig. 1 : Value added madhubani painted shawls

Table 1 : Acceptability score obtained by all shawl on the basis of relative ranking

Sr. No.	Criteria of evaluation	Score				
		S_1	S_2	S_3	S_4	S_5
1.	Total score obtained	486	478	462	467	503
2.	Acceptability Index	81%	79.66%	77%	77.83%	83.83%

Table 2 : Estimation of cost of the developed shawls

Sr. No.	Criteria of cost estimation	Shawls				
		S_1	S_2	S_3	S_4	S_5
1.	Cost of fabric	280	280	280	280	280
2.	Cost of material (colours + accessories)	100	95	215	160	110
3.	Design tracing charges	60	60	60	60	60
4.	Labor charges	270	250	150	200	280
	Total cost	710	685	705	700	730

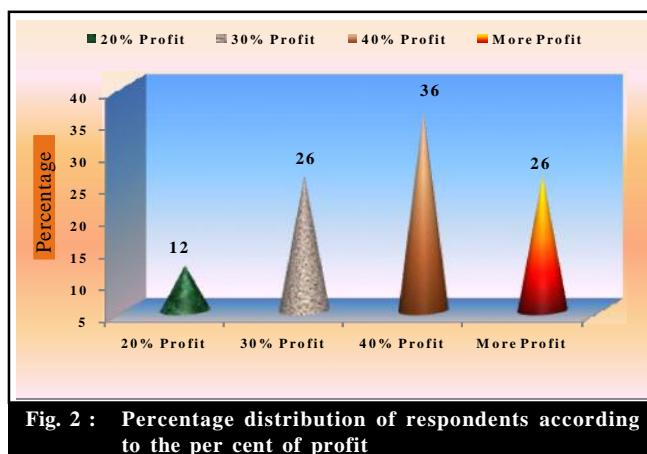
Sr. No.	Profit percentage (%)	S ₁	S ₂	S ₃	S ₄	S ₅	Total	Percentage (%)
1.	20	-	3	4	8	3	18	12
2.	30	10	7	9	7	6	39	26
3.	40	12	15	10	8	9	54	36
4.	More	8	5	7	7	12	39	26

researcher estimated the cost of all the shawls developed. Cost is one of the most important factors of any designed article. Table 2 depicts the cost of the designed shawls.

The Table 2 shows the cost of fabric, cost of material, design tracing charges and labor charges used for Madhubani Painting in shawls. Shawl S₅ got maximum cost, because in this design (design code 10) maximum painting work was done.

Cent per cent respondents highly appreciate the researcher for her workmanship and said that the concept was very innovative and respondents also prefer to purchase these types of shawls because shawls were unique and traditional.

The given data of Table 3 shows that maximum respondents gave preference to 40% profit and minimum respondents preferred 20% profit. Percentage distributions of respondent according to the per cent of profit were ranked in Fig. 2.



It is clear from Fig. 2 that these types of shawls have enough marketability. Thus it is apparent that developed design for these five shawls were highly acceptable with enough marketability. Inferring that designs developed, being inspired from Madhubani Paintings was liked by the consumers and documenting

our traditional rich culture and creating new innovations from them holds a bright future in fashion and textiles. Similar work related to the present investigation was also carried out by Jyotsna and Padma (2003); Pandya and Vishwakarma (2010) and Srivastava and Rajvanshi (2008).

Conclusion :

It can be concluded from present findings that traditional Madhubani Painting can be useful as self-employment project by using them in making different designs of shawls for sale through boutiques or retailers and also a good effort to boost the self-creativity. The consumers also suggested that the designs can be developed for different textile items and can be readily introduced into the market.

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