



# ACCEPTABILITY OF YOKE DESIGNED BY CUSTOMIZED KALAMKARI PAINTING MOTIFS

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## ABSTRACT

The present study explore the possibility of developed yokes through hand painting using kalamkari motifs. The objective of this study was to developed Kalamkari yokes using Kalamkari motifs through hand painting. The research was conducted in the city of Udaipur. 20 Kalamkari motifs were collected by the researcher and rating Performa was developed by research to select 10 motifs for yokes design, further the selected ten motifs were used to develop best 10 yokes placements. Eight placement was selected for yokes design. These designs are then transferred to yokes, 8 yokes were developed. A five point rating Performa and a questionnaire were given to 30 respondents (college Girls) to find the acceptability and marketability of the Kalamkari painted yokes. Finding of the study revealed that developed products were highly appreciated by all the respondents. The most preferred yoke were Y3 with first rank. Acceptability range of all the products ranged from 60.83 percent to 63.66 percent. Cost of all yokes Rs. 250. Marketability results revealed that maximum respondents gave preference to 40 percent profit and minimum respondents preferred 20 percent profit. Thus, it can be concluded that development of yokes, being inspired from traditional folk art of kalamkari painting were found totally fresh and unique by the respondents and consumers through hand painting using kalamkari motif can be sold as handicrafts.

**Key words:** Kalamkari Painting, Yokes, Motifs

## INTRODUCTION

The vibrant, distinctive, and entrancing folk art and crafts of India are excellent examples of the great cultural diversity of Indian art. Different painting techniques are common in different areas, and each one represents tradition, customs, and philosophies that have been passed down from one generation to the next. The majority of Indian painting styles have historically been found as wall paintings or murals. Urbanization eventually gave rise to these painting styles on materials including paper, canvas, and fabric. Indian painting techniques are a superb illustration of artistic expression through straightforward but distinctive compositions, not merely as a reflection of the native way of life.

One such craft that captivated a wide audience with its vivid colour and depth of detail was kalamkari. The English and Portuguese called kalamkari "chintz" and "pintadoes," respectively, referring to its printed and painted forms. The word "kalam," which in Urdu means "pen," and "kari," which means "craft," capture the spirit of this art, but the Qutub-Shahi dynasty renamed it "kalamkari" from the local name, "vraata pani 4," which means "labor" and "vraata," which means writing. Kalamkari has a 3000 year history and is thought to have originated in Persia in addition to India. The Moghuls and then the Europeans supported the art form, which peaked between the 16th and the 19th century in India.

This is how the Kalamkari art form began. The main product of this craft is Kalamkari sarees. It was during the Mughal era when Kalamkari first gained popularity. The intricate and elaborate paintings known as kalamkari produce stunning and refined patterns. The patterns and colors of kalamkari are extremely vivid and dazzling. After becoming well-known throughout the world, the artists updated Kalamkari patterns and developed fresh concepts and themes. These artisans developed creative concepts that were heavily influenced by Hindu mythology, Persian themes, and religious symbols, which gave Kalamkari designs their distinctive look. The majority of Kalamkari designs are created freehand with a pen, and the filling is likewise entirely done by hand.

But this painting technique only became well-known during the Mughal Empire. This technique and the phrase "kalamkari" developed as a result of the Mughals' promotion of it in the Golconda and Coromandel provinces, where skilled artisans (known as Qualamkars) used to do it. This art developed at Machilipatnam in the Krishna area of Andhra Pradesh during the Golconda sultanate and was later encouraged by British colonists in India in the 18th century as a decorative design for clothes. Kalamkari art is the base for doing research to explore novel ideas and generate inspiration for fresh designs. The objective of present study was to develop Kalamkari yokes using Kalamkari motifs through hand painting and to find out its acceptability and marketability.

## METHODOLOGY

The study was conducted in the Rajasthan city of Udaipur. For collection of kalamkari Motif, 20 Motifs were selected through secondary sources: Magazines, Newspapers, books, Websites. out of 20 Motifs, 10 suitable Motifs were selected by clothing and textile experts. 10 Yokes placement design were developed by using of 10 selected Motifs. Out of 10 layout designs, 8 design will be selected by Clothing and Textile experts. 30 college girls were purposefully chosen as samples for evaluations of developed yokes and to examine its acceptability and marketability. Samples were chosen based on how willing they were to take part in the research.

**RESULTS AND DISCUSSION:** This sections deals with the demographic profile of respondents, development of yoke designs and acceptability and marketability of developed yoke designs

**I Demographic profile of the respondents:** Show the demographic profile of respondents. Age group is divided into 3 groups i.e., 18-20 years, 21-24 years and 24-28 years. In which maximum number of respondents are from age group 18-20. In which 50 percent respondents were from under graduation, 33.33 percent from post graduation and 16.66 percent from Ph.D.

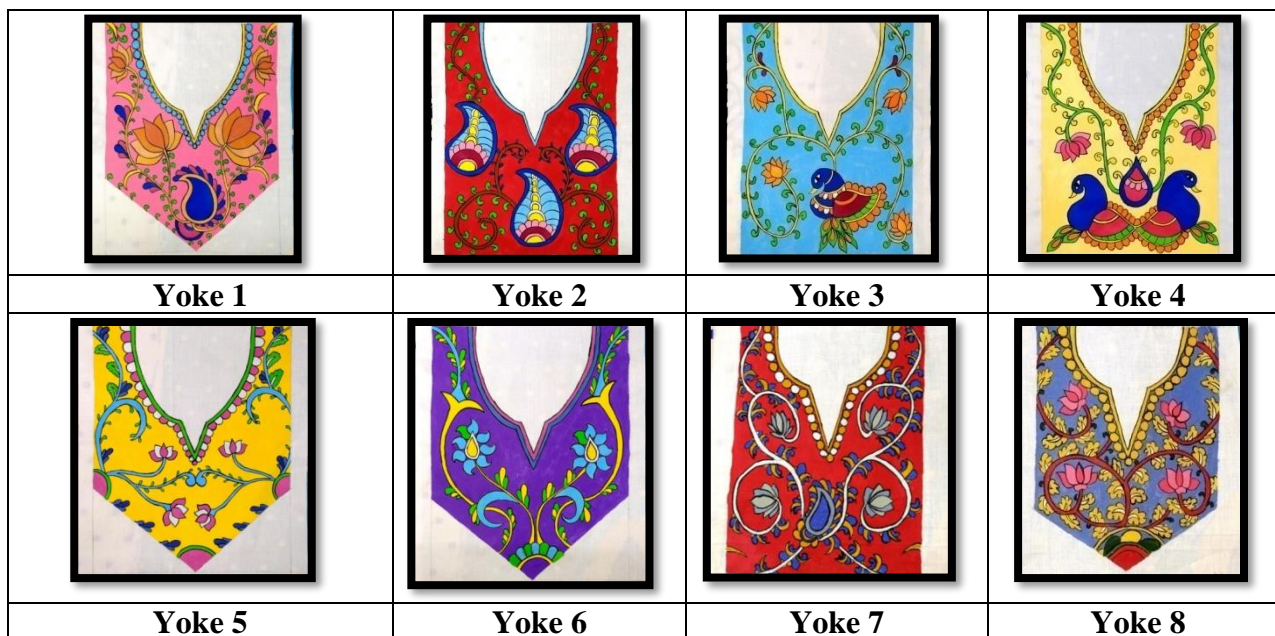
**Table1: Demographic profile of the respondents**

(N=30)

S. No.	Aspect	Category	<i>f</i>	Percentage
1	Age	18-20	15	50
		21-24	8	26.66
		25-28	7	23.33
2	Designation	UG	15	50
		PG	10	33.33
		PHD	5	16.66

## II Development of Kalamkari yokes using hand painting

Each selected yoke placement was then transferred on yokes and painting was done on it by the researcher to develop Kalamkari yokes. Cotton fabric were use to develop Kalamkari yokes. Two types of design of yoke were use. For the painting fabric colour were use to develop Kalamkari yoke through hand painting.



## III Acceptability and marketability of developed yoke designs

In order to assess the acceptability of the kalamkari painted yokes, a Rating Performa was developed based on five point rating scale as 5<sup>th</sup> score to 1<sup>st</sup> rank, 4<sup>th</sup> score to 2<sup>nd</sup> rank, 3<sup>rd</sup> score to 3<sup>rd</sup> rank, 2<sup>nd</sup> score to 4<sup>th</sup> rank and 1<sup>st</sup> score to 5<sup>th</sup> rank and was given to the respondents.

**Table 2: Acceptability score obtained by yokes on the basis of relative ranking****(N=30)**

Yokes		Criteria for Evaluation				Rank
		Colour combination	Placement of Motifs	Quality of workmanship	Overall appearance	
1.	Score	93	96	96	89	5
	%	62.00	64.00	64.00	59.33	
2.	Score	92	87	93	93	8
	%	61.33	58.00	62.00	62.00	
3.	Score	98	100	92	92	1
	%	65.33	66.66	61.33	61.33	
4.	Score	91	91	90	98	6
	%	60.66	60.66	60.00	65.33	
5.	Score	88	96	93	97	4
	%	58.66	64.00	62.00	64.66	
6.	Score	93	89	94	94	7
	%	62.00	59.33	62.66	62.66	
7.	Score	93	91	97	98	2
	%	62.00	60.66	64.66	65.33	
8.	Score	94	94	96	95	3
	%	62.66	62.66	64.00	63.33	

The finding of the acceptability for Kalamkari yokes revealed that in case of colour combination maximum score got by yoke 3 which is 98 with 65.33 per cent and minimum score got by yoke 5 which is 88 with 58.66 per cent and yoke 6 and yoke 7 got same score which is 93 with 62.00 per cent .

In the case of placement of motifs maximum score got by yoke yoke 3 which is 100 with 66.66 per cent and minimum score got by yoke 2 which is 87 with 58.00 per cent and yoke 4 and yoke 7 got same score which is 91 with 60.66 per cent.

In the case of quality of workmanship maximum score got by yoke 7 which is 97 with 64.66 per cent and minimum score got by yoke 4 which is 90 with 60.00 per cent and yoke 2 and yoke 5 got same score which is 93 with 62.00 per cent.

In case of overall appearance maximum score got by yoke 4 and yoke 7 which is 98 with 65.33 per cent and minimum score got by yoke 1 which is 89 with 59.33 per cent. Yoke 3 got 1<sup>st</sup> rank and yoke 2 got 8<sup>th</sup> rank. Similarly yoke 7,8,5,1,4,6 got 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> rank respectively.

Joshi & Babel S (2020) studied in Designing door hanging through hand painting using sculptures of *shahstrabahu* temple and reveals that developed designs were found highly suitable by all the respondents.

Babel S & kumawat (2010) studied in Redefining khadi bed linen with cad embroidery and reveals that developed designs were found highly suitable by the respondents.

**Marketability of customised yoke:** To find out the marketability of developed yoke cost price of the yoke were calculated and profit percentage was added and response of consumers were collected.

**Table 3: profit gained by the sale of developed yokes**

(N=30)

S. No.	Profit Percentage (%)	Y 1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total	Percentage (%)
1	10%	3	6	3	2	2	1	4	2	23	7.66%
2	20%	3	1	3	5	4	2	1	-	19	6.33%
3	30%	4	6	3	4	4	7	5	5	38	12.66%
4	40%	17	14	15	14	18	18	15	19	130	43.33%
5	50%	3	3	6	5	2	2	5	4	30	10%

The researcher showed the developed hand painted yokes to respondents. The net rate was calculated through rates of raw material used. Then the percentage profit was added to net rate in five categories i.e. 10%, 20%, 30%, 40%, and 50% profit. Table depicts the cost of the designed yokes. Table shows that maximum respondents gave preference to 40% profit and minimum respondents preferred 20% profit. Percentage distribution of respondents according to the percent of profit were ranked in chart.

## CONCLUSION

This leads to the conclusion that developed kalamkari yokes were distinctive, special, and the college girls really enjoyed and appreciated the developed designs on yokes. The innovation that results from the adaptation of Kalamkari motifs has a promising future in the fields of fashion and handicrafts. Consequently, it will be a reliable method of generating income. By employing them to create various styles of yokes for sale through boutiques or merchants, kalamkari art could be effective as a side business. This study is a modest effort to draw attention to a problem that needs it. This study is beneficial to those looking to launch new businesses. This study will provide young designers the expertise they need to create cutting-edge works of art from other traditional paintings.

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