

Market potential of value added Kota doria sarees

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ABSTRACT

The present study explores the possibility of developing the value added Kota doria saree design using the traditional block printing and modern computerized machine embroidery work. The objective of present study was to develop value added saree designs and to assess the cost and its market potentials. The study results revealed that developed designs were highly acceptable by women and had good market potential.

KEY WORDS : Block Printing, Machine embroidery work, Value added sarees.

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The Indian folk art and embroidery play important role in creating much new designs. Moving to the north India, the embroidery and printing most are prominently practised by the women. Multicoloured thread embroidery is the contribution of the western India. Indian embroidery and artistry has always been seducing people from different corners of the world with its colours individualities and ability to the gazers awestruck at the skill which has come down from one generation to the other without a loosening of the cords of tradition. India has long been known for its traditional embroidery, printing and its various products. Its traditional embroidery and printing work, is a great source of inspiration for apparel decoration. Rajasthani embroideries divided into three categories *viz.*, folk, religious, court embroideries. In Rajasthan many styles of printings are famous like woolen block printing, screen printing, brass block printing etc. Main reason of the study on the block printing and machine embroidery work is to provide literature related to this craft and collect the design of block printing and machine embroidery. There is lack of literature and researches on block printing work. Looking into the above facts the present research work on *Value addition of Kota doria saree through block printing and machine embroidery* has been formulated with the following objectives: to explore design of block printing and machine embroidery suitable for Kota doria sarees, to modify and develop designs through machine embroidery and block printing technique on Kota doria saree and to assess the cost and consumer acceptance of the designed saree.

RESEARCH METHODS

The present study was conducted at Udaipur. Three type of samples were selected randomly. Craftsmen, who were involved in doing block printing and machine embroidery from last 15-20 years. Experts, from the field of textile apparel and fashion designing were selected for the evaluation of saree placements (10 experts from different colleges), housewives and 10 marketing personnel's, to judge the developed value added sarees (10 women belonging to middle income group). On the basis of the objectives of the study, three tool was developed *i.e.* structured interview schedule and two rating scale: Evaluation of saree placements and rating scale second dealt with acceptability and marketability of the value added sarees. The data were analysed using frequency percentage, mean per cent score and acceptability index.

RESEARCH FINDINGS AND DISCUSSION

Researcher made an effort to collect the block printing and machine embroidery motifs through survey. . Motifs were critically analyzed by the researchers. Each motif was drawn on paper manually by researchers. Developed block printing and machine embroidery motifs were arranged in systematic manner and developed twenty placements then shown to 20 experts (textile apparel and fashion designing) to select the best five placements for developing value added sarees designs. Majority of the experts appreciated the efforts made by researchers in developing saree design placements. Further, the esteemed experts opined that the saree design placements developed were very innovative and creative. As per the suggestion,