

Development of cotton *Kurtis* using *Madhubani* motifs

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■ **ABSTRACT :** The Sanskrit word *Kala* (art) means the divine characteristic, which direct human acts and thoughts. Every tract of land in India has its own style and pattern of art, which is generally known as its folk art. Inspired from *Madhubani* painting an attempt was aimed towards developing new designs for cotton *Kurtis* using *Madhubani* motifs with pigment dyes utilizing hand painting technique. Motifs were documented from *Madhubani* painting and twenty motifs were shortlisted and categorized into five different categories animal and bird motif, floral motif, tree of life motif, human motif and sun motif by a panel of ten judges. One motif was selected and adapted from each category of motif for the development of twenty designs with different colour combinations and placement. The developed designs were shown to a panel of ten judges and were asked to choose one best design for the development of final cotton *Kurtis*. Five cotton *Kurtis* were developed using selected five designs and placements with pigment dyes of red, green, yellow, blue, black, skin colour and orange colours. The colour fastness grades were evaluated for these pigment dyes to various agencies including: washing, light, rubbing and perspiration. Pigment dye black and red shows excellent (5) grades for wash fastness and perspiration. Good (4) rubbing fastness grades and very good (6) light fastness grades were obtained by red and black pigment dyes. An inventory was prepared to record the views of thirty consumers. In this part the consumers preferred the *Kurti* K1 with fish motif the most on the basis of design placement, colour combination and overall appearance.

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■ **KEY WORDS:** *Madhubani* motifs, Hand painting, Pigment dyes, Cotton *Kurtis*

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