

Research Paper :

## Attitudes of Home Science graduates to take up traditional embroidery as self-employment

SMRITI REKHA SARKAR

Received : June, 2010; Accepted : August, 2010

Correspondence to:

**SMRITI REKHA SARKAR**

Department of Textile and  
Apparel Designing, College  
of Home Science, Rajendra  
Agricultural University,  
Pusa, SAMASTIPUR  
(BIHAR) INDIA

### ABSTRACT

The present study was conducted on 50 Home Science graduates of Rajendra Agricultural University, Pusa, Bihar to know their attitudes to take up traditional Indian embroidery as self employment. It was observed that majority of the respondents had the positive attitudes and among the different embroideries, Kantha embroidery ranked first.

Sarkar, Smriti Rekha (2010). Attitudes of Home Science Graduates to take up traditional embroidery as self employment, *Asian J. Home Sci.*, 5 (2) : 265-267.

**Key words :** Traditional embroidery, Self employment, Attitudes

The global conference on women's empowerment held during the year 1988 highlighted empowerment as the way of making women partners in development process. The economic needs of the family are increasing day by day demanding the women to take up gainful employment outside or inside the home. Self-employment is a potential source to empower women and self-employment enhances the equality and status of women as participants, decision makers and beneficiaries in the democratic, economic, social and cultural sphere of life (Sunder, 2004).

Embroidery is a single set or sets of continuous elements worked in and out of a ground fabric with a needle or other tool, to form decorative stitches (Chopra, 2003). This craft has lived very close to the people and been handed down from generation to generation. Embroidery of each region reveals its traditional character and life of the people. Each region has developed a style of embroidery adding to the variety and richness of the craft. Among these different styles, Kantha embroidery, zardozi, U.P. Chikan Kari, appliqué and patch work, Banjara embroidery are coming into vogue and have become highly commercialized. The traditional embroideries of various states in the textile and apparel designing are receiving overwhelming response from export market as well as in home land. It has an employment potential in rural areas and metros also. Many of today's top designers incorporate traditional arts creating a distinct identity for themselves. This process

helps to conserve traditional Indian crafts and rich heritage of our nation alive and provide livelihood security to the rural people. Home Science students can play a vital role in value addition to traditional textiles thus one can become a job creator than job seeker. Das (1999) identified the self-employed women are the most satisfied. Keeping in view the above facts, the present study was undertaken to know the attitudes of Home Science students to take up traditional hand embroidery as self-employment and their preference for particular embroidery.

### METHODOLOGY

The data were collected from a sample of 50 Home Science graduates of R.A.U., Pusa, Bihar with the help of a well structured interview schedule. Random sampling technique was used for the selection of respondents. Besides the interview, observation method was also employed as a tool to supplement the information. The collected data were analysed by using frequencies and percentages.

### FINDINGS AND DISCUSSION

The study was undertaken considering the fact of non-availability of Govt. and any other jobs.

Table 1 reveals that 76% respondents considered natural fibre while purchasing clothes, because natural fibres are eco-friendly and comfortable. Only 24% respondents preferred synthetic material because they are easy to care and less expensive. 82% admired