

Research Paper :

Redefining khadi bed linen with cad embroidery

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ABSTRACT

The objective of present study was to explore the acceptability and market potentials of value added khadi bed linen developed from less width khadi fabric and by the use computerized embroidery machine. For this purpose a structured interview schedule and rating proforma were developed by researcher. 30 women respondents were selected randomly. The results reveals that developed value added khadi bed linen were found highly acceptable and had very good market potential.

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Fashionable Khadi weavers could not be regarded as advancing the sentiment of Khadi. Person who possess attitude of simple consented life wears Khadi. Weavers of khadi can produce and earn independently. Nowadays khadi has become so popular and internationally renowned that fashion designer also prefers to use khadi for brides. Khadi production is very harmless to environment, no electricity, chemicals or petroleum products are being used in production.

Rajasthan is well known all over the world for its hand printing, furniture, block printing, leather work, pottery, metal work and embroidery. Many varieties of the Khadi fabrics are available in the market *i.e.* khadi cotton, silk, Wool blends, other than these bed sheets are available in only hand block printed or in traditional Rajasthani bandhani designs. There was no embroidered khadi bed linen and other furnishing article available in the market. Hence the need arises to develop designer khadi bed linen with less width khadi fabric by computerized embroidery machine and explore its market potentials. As the consumer demand is constantly changing in every item consumer want unique, classic and innovative design. Looking into the above facts present research work on "Redefining khadi bed linen with CAD embroidery" has been formulated with following objectives to develop the value added bed linen from less width khadi fabric and to study the acceptability

and market potential of value added bed linen.

METHODOLOGY

The present study was conducted Udaipur Three type of sample was selected randomly. Marketing Personnels, who were engaged in selling the different bed linen along with khadi bed linen from last 10-15 years, Experts, from the field of Textile Apparel and Fashion Designing were selected for the evaluation of selection of motifs, its placement and fabric, Homemakers, to judge the developed value added khadi bed linen.

On the basis of the objectives of the study five tool were developed *i.e.* structured interview schedule and four rating scale: rating scale 1st for evaluation of bed linen motifs, rating scale 2nd for evaluation of bed linen design, 3rd for evaluation of fabric and 4th for acceptability and marketability of the developed value added khadi bed linen. The data were analyzed using frequency percentage, mean percent score and acceptability index.

FINDINGS AND DISCUSSION

Motifs were critically analyzed by researcher and 55 motifs were selected for evaluation by experts from the field of Textiles, Apparel and Fashion designing. These motifs were arranged in systematic manner and shown to 10 experts to select the best fifteen motifs for development of design for khadi bed sheets. By the use