

Preferences of young women for designing of pouches using *Shekhawati* motifs

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■ **ABSTRACT :** The present study on preferences of young women for designing of pouches using *Shekhawati* motifs was carried out in Ludhiana city. Twenty shapes of pouches were sketched and five shapes were finally selected for designing pouches. A line of twenty pouches using *Shekhawati* motifs was developed using CorelDrawX4. Preferences of ninety young women, representing the target segment of consumers selected purposively from three localities of Ludhiana city were taken. Women preferred polyester fabric (mean score 4.23) for pouches. Silver and golden colours were most preferred with mean scores 4.34 and 3.14. Respondents preferred multi-coloured combination for motifs (mean score 2.67). Amongst the embellishments, tassels were most liked for pouches with mean score 12.28. Out of twenty developed designs of pouches with *Shekhawati* motifs, most preferred ten designs of pouches were prepared.

■ **KEY WORDS:** Preferences, Young women, Designing, Pouches using, *Shekhawati* motifs

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Art is the product of man's natural admiration for beauty awakened by what he sees, feels and experiences. There are various forms of art that involve utilization of materials and creativity. These forms require certain skills to generate work of art. Since ages, man has been decorating textiles using different techniques like printing, dyeing, painting, embroidery, etc. These embellishments add value to the textile products (Bailey, 2005). Colour has always captivated man and played a dominant role in adding beauty since the dawn of civilization. It expresses emotions and ideas. Sensitivity to colour has been revealed in paintings, music and costumes. The importance of colour in textiles has been recognised for thousands of years which is evident in

ancient writings, which contain numerous reference to it (Paul *et al.*, 2003). *Shekhawati* paintings have inspired many designers for creating varied home textile products and accessories. Pouches, the small bags frequently closing with a drawstring, are used for carrying wobbly items. These come in a number of shapes, sizes and colours. One of the ordinary traditional structural styles was the rectangular drawstring pouch, hung from a carrying cable which was looped around a purse-hanger on a belt or around the belt itself (Kelly, 2003). Bags being the most important among the fashion accessories of women, have become an indispensable part of the wardrobes. For every occasion, certain characteristic features of bags make these suitable or unsuitable to

carry. As a result every woman needs to possess big collection of these to be dressed appropriately for each occasion. Fascination associated to *Potli* bags remained consistent throughout the historic times. *Potli* bags are also known as drawstring bags due to their typical feature of drawstrings inserted at the top for opening and closing the purse. Strings used in the small pouches lend them even more attractive look. These handmade pouches are carried to complement their traditional as well as western attire. Pouches are designed by Indian artisans in different regions using varied traditional techniques practiced in those regions. But the looks of pouches crafted by *Gujarati* artisans are marvelous. Cotton fabric was popularly used for pouches in Gujarat, but it was elaborately covered by embroidery with pat thread and mirrors. Pouches with *Kantha* embroidery, zari-work, block printing, etc. are also popularly used (Anonymous, 2012). Thus, the study was carried out with the below mentioned objectives.

- To study the preferences of young women.
- To study the preferences of young women for the developed designs of pouches with respect of fabrics, colours, motifs and embellishments.

■ RESEARCH METHODS

Total twenty pouches were designed through CorelDrawX4. Four designs of pouches were developed in each of the five selected shapes using forty motifs selected by the judges. Three localities namely, Gurdev Nagar, Sarabha Nagar, BRS Nagar were purposively selected from Ludhiana city. A sample of 90 young women between 25-35 years of age was selected purposively from three localities as adoption of innovative styles in this age-group is expected to be high. Besides, the young women were likely to be well versed with latest fashion trends. Thirty respondents were selected from each of the colonies.

■ RESEARCH FINDINGS AND DISCUSSION

Twenty decorative designs for pouches with *Shekhawati* motifs were developed on CorelDrawX4 using ten most preferred *Shekhawati* motifs from each of the four categories, *i.e.* floral, human figure, geometrical and combination of floral and geometrical motifs of border designs. Preferences of the target consumers with respect to type of fabrics, colours, shapes and embellishments, etc. were studied for development

of final products. Vedika *et al.* (2014) made an attempt to develop blocks of motifs selected from *Warli* paintings of Maharashtra for printing of apparels and handicrafts items. Investigator developed total thirty designs, ten each for *Kurties*, suits and *Sarees* with the help of computer software Adobe Photoshop and CorelDraw.

Preference for shapes of pouches :

Sketched shapes of pouches were shown to the respondents to take their preference with respect to the shape of pouches. It was observed that shapes J and D were most preferred by the respondents with mean score 5.05 and 4.05, and were given first and second ranks, respectively. Third, fourth and fifth ranks were given to shapes A, S and O with mean score 4.04, 4.03 and 4.01, respectively. Shapes G, L, Q, T and F were given sixth to tenth ranks with mean scores 3.51, 3.46, 3.40, 3.36 and 3.20, respectively. Shape E was least preferred by the respondents with mean scores 1.05.

Table 1 : Preferences of respondents for the shapes of pouches (n=90)

Shape of pouch	Score	Mean Scores	Ranks
A	364	4.04	III
B	284	3.16	XI
C	271	3.01	XIV
D	365	4.05	II
E	91	1.05	XX
F	288	3.20	X
G	316	3.51	VI
H	275	3.05	XIII
I	140	1.55	XIX
J	455	5.05	I
K	185	2.05	XVIII
L	311	3.46	VII
M	217	2.41	XV
N	278	3.09	XII
O	361	4.01	V
P	216	2.40	XVI
Q	306	3.40	VIII
R	203	2.25	XVII
S	363	4.03	IV
T	302	3.36	IX

Preference of dresses for accessorizing with pouches :

Data regarding the preference of respondents for carrying pouches according to the type of dresses have

been presented in Table 2. It was observed that traditional dresses were highly preferred by the respondents for carrying pouches as indicated by highest mean score 2.21 followed by western dresses which obtained second rank with mean score 2.18. Third rank was given to fusion wear with mean score 1.6 for carrying pouches.

Type of dresses	Score	Mean Scores	Ranks
Traditional	199	2.21	I
Western	197	2.18	II
Fusion	144	1.6	III

Preferential usage of pouches :

The maximum percentage of the respondents (45.55%) opined that they used the pouches for performing traditional ceremonial customs, while 34.45 per cent of respondents reported that they used pouches for style/fashion purpose. Also, 20.00 per cent respondents valued the use of pouches for carrying valuables (Fig. 1).

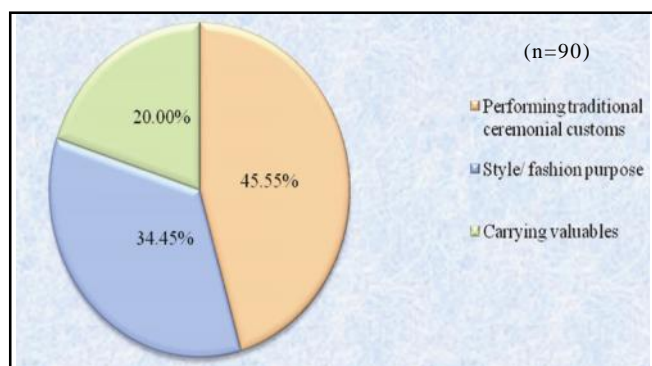


Fig. 1 : Utility of the pouches for the respondents

Preferences for use of pouches for different occasions :

It was observed from data that maximum percentage of the respondents (45.56%) carried pouches for formal occasions, while 28.88 per cent of respondents used pouches for semi-formal occasions (Fig. 2). Also, 25.56 per cent respondents preferred carrying pouches during special/ceremonial occasions.

Types of fibres preferred for pouches :

Fabric composition is largely indicative of quality of service and care it would need (Komal, 2012).

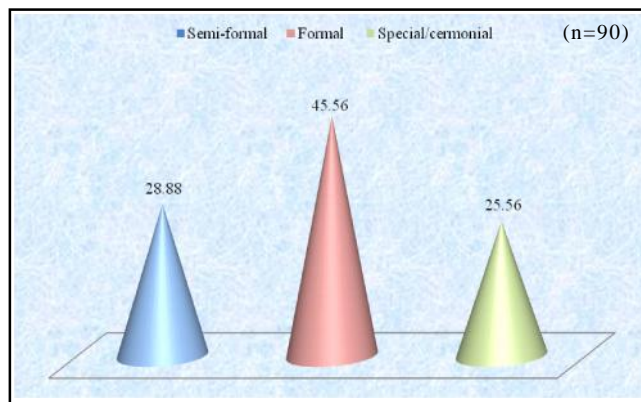


Fig. 2 : Occasion-wise use of pouches

Respondents gave first rank to polyester (mean score 4.23), while second rank was obtained by silk fibre with mean score 4.04. Third rank was given to wool fibre with mean score 1.86. The least preference was given to the use of cotton fibre for pouches with mean score 1.74.

Type of fibres	Score	Mean Scores	Ranks
Cotton	157	1.74	IV
Silk	364	4.04	II
Wool	168	1.86	III
Polyester	381	4.23	I

Base colour of fabric preferred for pouches :

A pleasant colour combination can make a remarkable difference in the overall impact of the pouches. Data in Table 4 reveal the response of young women towards base colour of pouches. Respondents gave first rank to silver colour (mean score 4.34), while second and third ranks were awarded to a golden and red colours with mean score 3.14 and 2.93, respectively. Fourth and fifth ranks were given to black and blue colours (mean score 2.48 and 2.08). The lowest

Base colour	Score	Mean Scores	Ranks
Golden	283	3.14	II
Silver	391	4.34	I
Red	264	2.93	III
Blue	188	2.08	V
Black	224	2.48	IV
Green	131	1.45	VI
Orange	120	1.33	VII

preference was given to green and orange colours for pouches (mean score 1.45, 1.33).

Preferences for the *Shekhawati* motifs for designing pouches :

Each design is unique because of typical motifs, or subject matter; the arrangement of layout of motifs; and the style of rendering including the colours. All these are essential to create a design (Komal, 2012).

The preferences of respondents regarding different types of motifs have been furnished in Table 5. It was found that floral motifs were most preferred by the respondents with mean score of 2.82 and thus, these obtained first rank. Combination of motifs obtained second rank with mean score 2.55. Geometrical and figurative motifs were ranked third and fourth by the respondents, respectively.

<i>Shekhawati</i> motif	Score	Mean Scores	Ranks
Floral	254	2.82	I
Geometrical	221	2.45	III
Figurative	195	2.16	IV
Combination of motifs	230	2.55	II

Preferences of respondents for colour combination in motifs :

The respondents gave first rank to multi-coloured combination for motifs with mean score 2.67 and second rank was given to three-coloured combination for motifs (mean score 2.05). Two-coloured combination for motifs was least preferred with mean scores 1.26 (Table 6).

Colour combination	Score	Mean Scores	Ranks
Two-coloured	114	1.26	III
Three-coloured	185	2.05	II
Multi-coloured	241	2.67	I

Types of embellishments preferred for pouches :

Embellishments largely, influence the looks of the product. These help to enhance the appearance of end products while making these more suitable for the desired end use. There are various types of embellishment materials available in the market. However, selection of appropriate and suitable embellishments for the use

makes any article attractive and worthwhile. Data indicate that tassels, laces, mirrors and *Swarovski* were most preferred by the respondents with mean scores 12.28, 10.62, 9.98 and 9.94 obtaining first to fourth ranks, respectively. Stones, *Ghungru* and ribbons were given fifth, sixth and seventh ranks with mean scores 9.64, 9.4 and 8.6, respectively. Beads, *Salma* and shells obtained last three places on the list of ranks with mean scores of 4.45, 3.08 and 2.87, respectively.

Embellishments	Score	Mean Scores	Ranks
Laces	956	10.62	II
Tassels	106	12.28	I
Ribbons	779	8.65	VII
<i>Gota</i>	641	7.12	VIII
Mirrors	899	9.98	III
Braids	428	4.75	XI
Shells	259	2.87	XIV
Decorative buttons	498	5.53	X
<i>Swarovski</i>	895	9.94	IV
<i>Ghungru</i>	846	9.4	VI
<i>Salma</i>	278	3.08	XIII
Beads	401	4.45	XII
<i>Sitara</i>	596	6.62	IX
Stones	868	9.64	V

Preferences for embellishment techniques :

There are different embellishment techniques which can be used on textiles to impart characteristic looks such as machine embroidery, hand embroidery, painting, tie-dyeing, batik printing, block printing, stencil printing and digital printing. Respondents gave first rank to painting (mean score 4.44), while second and third ranks were awarded to stencil and digital printing techniques with mean score 4.04 and 3.14, respectively. Fourth and fifth

Embellishment techniques	Score	Mean Scores	Ranks
Machine embroidery	187	2.08	V
Hand embroidery	223	2.48	IV
Painting	391	4.44	I
Tie and dye	104	1.15	VIII
Batik printing	131	1.45	VI
Block printing	120	1.33	VII
Stencil printing	364	4.04	II
Digital printing	283	3.14	III

ranks were given to hand and machine embroidery (mean score 2.48 and 2.08). Batik and block printing techniques were ranked sixth and seventh by the respondents, respectively. The least preference was given to tie and dye technique (mean score 1.15).

Preferences for developed designs of pouches using *Shekhawati* motifs :

Twenty designs of pouches developed through CorelDrawX4 were shown to the respondents for taking their preferences.

The data in Table 9 revealed that among the four developed designs of pouches with shape A, first rank was given to design A₂ with mean score 2.84. Design A₁ obtained second rank with mean score 2.61 followed by A₄ (mean score 2.12). Design A₃ got the last rank with mean score 2.44. First rank was given to design B₄ (mean scores 3.03) for pouches in shape B. B₂ was second preferred design by the respondents with mean score



Plate 1 : A₁-A₄ Designs of pouches with *Shekhawati* motifs

Table 9 : Preferences of respondents regarding different designs of pouches (n=90)			
Designed Products' code	Scores	WMS	Ranks
Design A			
A ₁	235	2.61	II
A ₂	256	2.84	I
A ₃	191	2.12	IV
A ₄	220	2.44	III
Design B			
B ₁	160	1.77	IV
B ₂	258	2.88	II
B ₃	206	2.28	III
B ₄	273	3.03	I
Design C			
C ₁	324	3.6	I
C ₂	177	1.96	IV
C ₃	214	2.37	II
C ₄	186	2.06	III
Design D			
D ₁	275	3.05	I
D ₂	250	2.77	II
D ₃	155	1.72	IV
D ₄	220	2.44	III
Design E			
E ₁	201	2.23	IV
E ₂	205	2.27	III
E ₃	238	2.64	II
E ₄	256	2.84	I



Plate 2 : B₁-B₄ Designs of pouches with *Shekhawati* motifs



Plate 3 : C₁-C₄ Designs of pouches with *Shekhawati* motifs

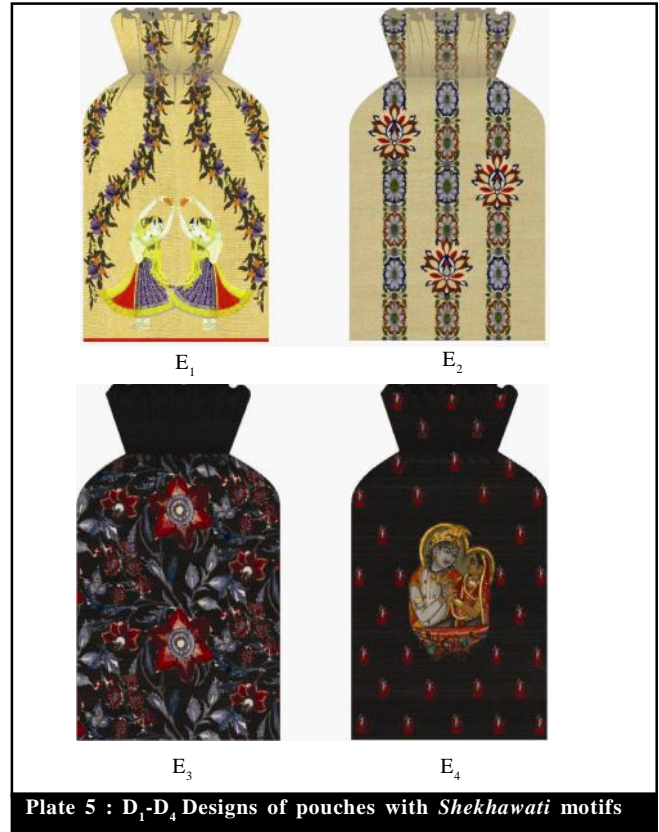


Plate 5 : D₁-D₄ Designs of pouches with *Shekhawati* motifs



Plate 4 : D₁-D₄ Designs of pouches with *Shekhawati* motifs

2.88. Design B₃ and B₁ were ranked third and fourth, respectively.

It is clear from the data that among four designs of pouches in shape C, first rank was given to C₁ with mean score 3.60. Second preference was given to design C₃ with mean score 2.37 followed by C₄ and C₂ with third and fourth rank (mean score 2.06 and 1.96), respectively. First rank was given to design D₁ with mean score 3.05 for pouches in shape D. Design D₂ obtained second preference with mean score 2.77. Design D₄ and D₃ were ranked third and fourth, respectively. Among the four designs of pouches in shape E, first rank was given to E₄ with mean score 2.84. Design E₃ was the second most preferred one by the respondents with mean score 2.64 followed by design E₂ and E₁ which were ranked third (mean score 2.27) and fourth (mean score 2.23), respectively.

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