

Development of value added shawls using danka work

■ Karanjeet Kaur and Simerjeet Kaur

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■ **ABSTRACT :** The earliest recorded history revealed that man decorated the fabric surface with natural sources perhaps his clothing decorated first, than the other items necessary to his existence. Embroidery is a kind of surface decoration, evolving variety of threads silk, wool, synthetic and metallic threads like gold and silver. India has a rich cultural heritage and its traditional zari work, is a great source of inspiration for apparel decoration. In Rajasthan many styles of zari embroidery are famous. Laape-ka-kaam, mukke-ka-kaam, mukashi and danke-ka-kaam. Danka work is done only lengha and odhni of women only in Mewar region. A questionnaire developed by the researcher to know about the current status of danka work. Danka motifs were collected by the researcher and rating Performa developed by researcher to select 15 motifs for shawl design. Further, the selected fifteen motifs were used to develop 15 shawl designs to select the best five placements for development of danka work shawls. A five point ranking Performa and a questionnaire was given to 30 respondents (women belongs to middle income group selected purposively) to find out the acceptability of the danka work shawls. The developed /modified designs were highly appreciated by the respondents and consumers as shown by their higher acceptability (above 70 % for each shawl).

■ **KEY WORDS:** Danka, Motifs, Shawls, Embroidery

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See end of the paper for authors' affiliations →

■ **Karanjeet Kaur**

Department of Textiles and Apparel Designing, College of Home Science, Maharana Pratap University of Agriculture and Technology, Udaipur (Rajasthan) India
Email : kourkaran@gmail.com

The Indian folk art and embroidery play important role in creating much new designs. Moving to the north India, the embroidery most prominently practiced by the women. Mirror work over 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 colors 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 golden thread, zari and

its various products.

Zardozi is an art of which creates magic on fabric. It reflects royalty and was known to adorn the attire of gods and thus holds a distinguished place among all crafts. The common mango motif of zardozi has found a place in the wardrobe of kings and queens of various eras. (Rai and Bai, 2009)

Danka work is also famous embroidery of Mewar region of Rajasthan. It is mainly done at Udaipur. Danka work is done on bright colored fabric by the use of gold and silver metal leaf plated with gold.

RESEARCH METHODS

To fulfil the purpose 20 designs were critically analyzed by the researcher. Each selected motif was drawn on paper manually by researcher. These drawn motifs were shown to 20 respondents. On the basis of rating by the respondent highest scored 15 motifs were selected. By these selected motifs 15 placements of shawl design was developed.

Design development on shawl:

Experts from Textiles Apparel and Fashion Designing:

The respondents who were having knowledge of Textiles Apparel and Fashion Designing were selected. These were the experts from the different colleges situated in Udaipur city. Experts evaluate best 15 motifs out of 20 motifs for developing 15 shawl placements and also evaluate 15 shawl placements for selecting best 5 shawl placements to develop value added shawls.

Women respondents:

A list of women having knowledge and interest in embroidery designed material residing in Pahara area of Udaipur district, belonging to middle class was made and the respondent were invited to visit the exhibition at the apparel production unit of the department. The members were requested to fill the rating Performa's till the 30 performs were filled.

Application of danka work:

Steps followed for developing shawls were as:

Step 1:

Five best placement of shawl design were selected by the panel of 20 experts from the field of Textiles Apparel and Fashion Designing. The researcher used tracing paper to transfer the design on shawl. After tracing the design on tracing paper, it was punched through needle and then paper was placed carefully on shawl. The design was traced on shawl with zinc powder mixed with kerosene oil.

Step 2:

After stretching of shawl on a wooden frame, danka

work was done on shawl by the researcher. It took approximate two months to complete the work on shawl. Chain stitch and couching stitches were used along with danka work.

RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Development of danka motif :

Researcher made an effort to collect the danka motifs. Twenty motifs were critically analyzed by the researcher. Each motif was drawn on paper manually by researcher.

Similarly Jyotsna and Padma (2003) developed design for Kameez sets from Madhubani wall painting of Bihar. The themes were taken from native, mythology, legends and history.

Evaluation of motifs :

Developed danka work motifs arranged in systematic manner and then shown to 20 experts (Textile Apparel and Fashion Designing) to select the best fifteen motifs for developing shawl designs.

The varied score obtained for (Judging their suitability on shawl out of twenty motifs) were finally assessed to select top fifteen scores for shawl design Table 1 reveals the selected motifs code number and its percentage.

Majority of the experts appreciated the efforts made by researcher in developing motifs. Further the esteemed experts opined that the motifs developed were very innovative and creative. As per the suggestion the fineness and intricacy of the motifs were further improved to get the best result. Each of the selected motifs was used to develop shawl design for its placement. For the placement of motifs were used in border. A total of fifteen shawl designs were made and evaluated by the experts (Textile Apparel and Fashion Designing) in terms of suitability of the designs for Danka work.

The finding of the development designs for shawls

Selected motifs code No.	1	8	5	12	11	14	2	9	10	6	4	20	16	3	19	15	18	17	7	13
Percentage (%)	82	79	76	75	73	72	71	65	62	55	54	51	45	44	42	40	39	38	36	35

in terms of rating obtained for selected parameters revealed that in case of placement of design code No.-5 got 1st rank (96%) the experts rated it excellent out of fifteen shawl placements selected for developing danka work shawls. Similarly, placement of design code 12, 6, 9 and 2 got 2nd, 3rd, 4th, and 5th ranks with the percentage 91, 90, 84, and 76, respectively.

Yates (1996) viewed that any specific motif will

recur on the fabric at measured interval because each motif holds a specific location within the repeat unit and the entire unit is printed over and over again this covering the fabric.

Evaluation of designed shawl :

Once the danka work was completed on the shawls. These shawls were evaluated by 30 respondents

Table 2 : Percentage distribution of selected shawl placement code					(n=20)
Selected Shawl Placement code No.	5	12	6	9	2
Percentage (%)	96	91	90	84	76



Plate 1 : Value added danka work shawl (S₁)



Plate 2 : Value added danka work shawl (S₂)

(belonging to middle class) to find their relative ranking and consumer acceptability. In order to assess the acceptability of the danka work shawls, a rating Performa was developed based on five point rating scale and was given to the respondents.

The responses derived by respondents for each

shawl were coded and presented in following table. The Table 3 depicts the score obtained by shawl S_1 .

The findings in Table 2 shows that all the respondents gave maximum score 729 out of 900. Shawl S_1 was found most acceptable (81%) by the respondents.

Table 4 shows that shawl S_2 got maximum score of

Table 3 : Acceptability score obtained by shawl S_1 on the basis of relative ranking			(n=30)
Sr. No.	Criteria of the evaluation	Score (S_1)	Percentage
1.	Suitability of motif	112	74.66
2.	Suitability of the motif end use design	126	84
3.	Quality of workmanship	111	74
4.	Preference of the shawl	126	84
5.	Acceptability of the concept	117	78
6.	Overall appearance	137	91.37
	Total score obtained	729	
	Acceptability Index	81%	



Plate 3 : Value added danka work shawl (S_1)



Plate 4 : Value added danka work shawl (S_2)

804 out of 900. Shawl S_2 was found most acceptable by the respondent.

The findings in Table 5 shows that the entire respondent gave score 634 out of 900. Shawl S_3 was found 70.44% acceptable by the respondent.

Table 6 shows that shawl S_4 got maximum score of

729 out of 900. Shawl S_4 was found most acceptable (81%) by the respondent.

Table 7 shows that shawl S_5 was most acceptable by the respondents (71.77%).

Researcher was curious to find out which shawl got maximum score, it was interesting to record that

Table 4 : Acceptability score obtained by shawl S_2 on the basis of relative ranking			(n=30)
Sr. No.	Criteria of the Evaluation	Score (S_2)	Percentage
1.	Suitability of motif	139	92.66
2.	Suitability of the motif end use design	127	84.66
3.	Quality of workmanship	137	91.37
4.	Preference of the shawl	117	78
5.	Acceptability of the concept	135	90
6.	Overall appearance	149	99.33
	Total score obtained	804	
	Acceptability Index	89.33%	



Plate 5 : Value added danka work shawl (S_2)

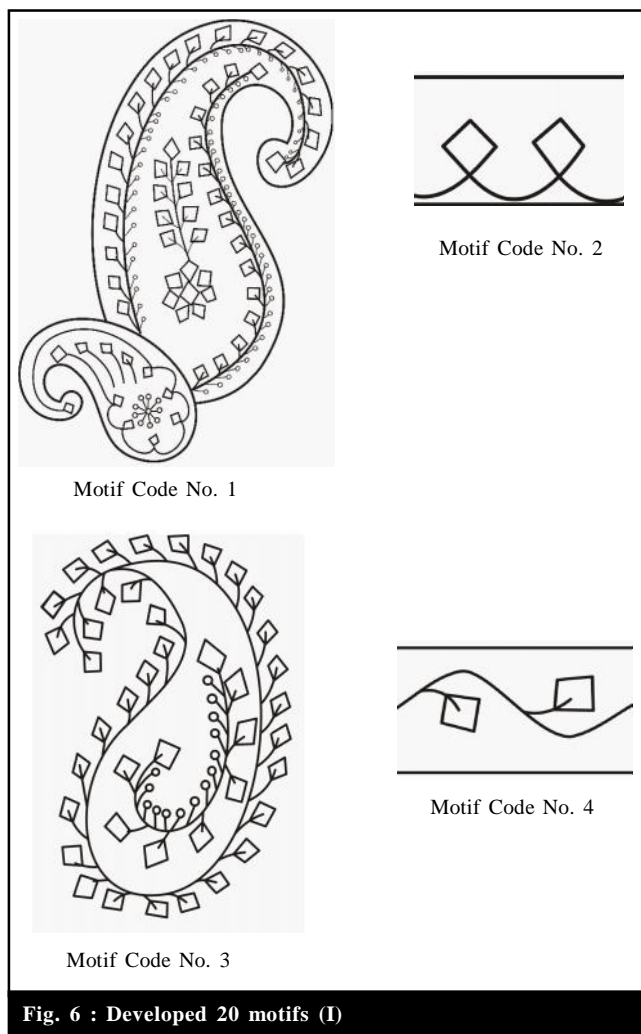


Fig. 6 : Developed 20 motifs (I)

Table 5 : Acceptability score obtained by shawl S ₃ on the basis of relative ranking (n=30)			
Sr. No.	Criteria of the Evaluation	Score (S ₃)	Percentage
1.	Suitability of motif	95	66.33
2.	Suitability of the motif end use design	102	68
3.	Quality of workmanship	115	76.66
4.	Preference of the shawl	63	42
5.	Acceptability of the concept	132	88
6.	Overall appearance	123	84.66
	Total score obtained	634	
	Acceptability Index	70.44%	

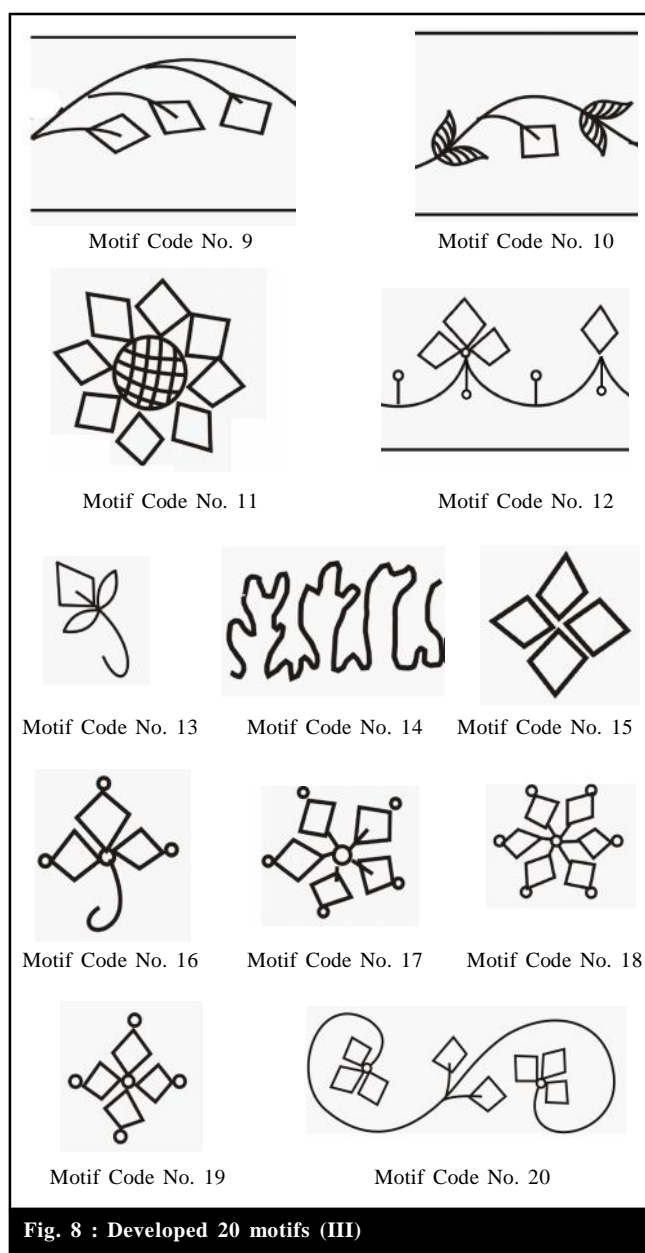
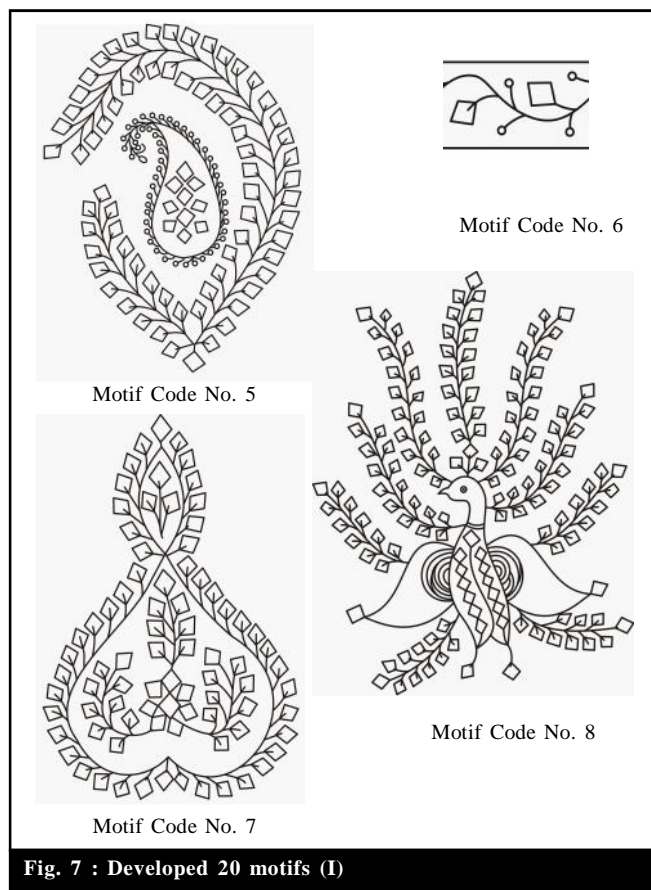
Table 6 : Acceptability score obtained by shawl S ₄ on the basis of relative ranking (n=30)			
Sr. No.	Criteria of the evaluation	Score (S ₄)	Percentage
1.	Suitability of motif	132	88
2.	Suitability of the motif end use design	120	80
3.	Quality of workmanship	135	90
4.	Preference of the shawl	99	66
5.	Acceptability of the concept	111	74
6.	Overall appearance	132	88
	Total score obtained	729	
	Acceptability Index	81%	

Table 7 : Acceptability score obtained by shawl S ₅ on the basis of relative ranking (n=30)			
Sr. No.	Criteria of the evaluation	Score (S ₅)	Percentage
1.	Suitability of motif	93	62
2.	Suitability of the motif end use design	99	66
3.	Quality of workmanship	124	82.66
4.	Preference of the shawl	106	70.66
5.	Acceptability of the concept	113	75.33
6.	Overall appearance	111	74
	Total score obtained	646	
	Acceptability Index	71.77%	

Table 8 : Acceptability score obtained by all shawl on the relative ranking						
Sr. No.	Criteria of evaluation	Score				
		S ₁	S ₂	S ₃	S ₄	S ₅
1.	Suitability of motif	112	139	95	132	93
2.	Suitability of the motif end use design	126	127	102	120	99
3.	Quality of workmanship	111	137	115	135	124
4.	Preference of the shawl	126	117	63	99	106
5.	Acceptability of the shawl	117	135	132	111	113
6.	Overall appearance	137	149	123	132	111
	Total score obtained	729	804	634	729	646
	Acceptability Index	81%	89.33%	70.44%	81%	71.77%

shawl S₂ (Plate1), S₁ (Plate 1), S₄ (Plate 4), S₅ (Plate 5), S₃ (Plate 3) got 1st, 2nd, 3rd, 4th, 5th ranks with the score

729, 804, 634, 729 and 646, respectively out of 900 scores (Sharma *et al.*, 2006).



Conclusion :

It can be concluded that developed value added shawls were unique, exclusive and distinctive in terms of selection, placement of the design and colour combination were highly acceptable. Creating new article, inspired from danka work, gives a new way to discover something which is unique and also given an opportunity to the consumer for an alternative to choose and this calls, for textile designers, students and teachers to express their creativity and develop some fresh article from danka work. Danka work could be useful as self employment project by using them in making different design of shawl for sale through boutiques or retailers and also a good boost for creativity. This study is a small attempt to provide attention, this area deserves.

Implication :

- It will give collection of danka work motifs.
- The present study will provide a viable source of reference material to textile designing students.
- The exploration and documentation of traditional

danka work preserves our rich country heritage.

Authors' affiliations:

Simerjeet Kaur, Department of Textiles and Apparel Designing, College of Home Science, Maharana Pratap University of Agriculture and Technology, Udaipur (Rajasthan) India

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