

# Development of designs from traditional molela craft of Rajasthan for women apparels

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■ **ABSTRACT** : The present study was undertaken for development of new textile designs from traditional molela craft of Rajasthan. Researcher selected 30 designs of molela craft and critically analyzed, Adobe photoshop and Corel Draw software were used by the researcher for adaption and development of ten new motifs/design along with six different placements of each developed motif based on its suitability for application on women apparels. These developed motifs and its placement were evaluated by a panel of judges to select one best design for the development of women apparels using five-point rating scale.

■ **KEY WORDS**: Designs, Traditional molela craft, Women apparels

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Every region in India has its own folklore and beliefs centered on the use of earth to create objects. The different regions of Rajasthan have distinctive style of pottery. Terra-cotta pottery is also quite popular in Rajasthan. Molela, a village near Udaipur is specialized in making clay images of deities for ceremonial occasions. The molela craftsmen make votive plaques with images of male and female deities in anthropomorphic forms. However, Molela craft is restricted itself to the religious idols and plaques scenes of different forms in red clay but was never attempted on textiles (Anonymous, 2018). In view of the above, the present investigation on “Development of designs from traditional molela craft of Rajasthan for women apparels” was conducted to develop innovative designs using stencil printing technique in a cost-effective manner which can also be used in entrepreneurship development.

## ■ RESEARCH METHODS

The present exploratory study was based on adaption of new motifs from traditional molela craft of Rajasthan for design intervention in women apparels. The study was conducted in Udaipur city and molela village of Rajasthan.

### Selection of sample:

A sample of 25 molela artisans residing in molela village was purposively chosen to get desired information about Molela craft and collection of 30 traditional designs, which were screened by researcher to develop ten new motifs. These adapted motifs were valued by 5 experts of clothing and textiles for selection of two best motifs for application on selected five women apparel items. The developed women apparels with varied placements

Original motif/design of molela	Separated motif	Adapted motif

Plate 1: Contd.....



Plate 1: Adapted 10 motifs

were further judged by 30 women consumers for suitability and consumer acceptability.

### Development of tool and data collection:

Based on the objectives of the study, the survey method was used to gather desired information from the selected respondents. Structured interview schedule was used as tool to collect the desired information and rating scales for evaluation of developed designs for women apparels was used as tool for present study. The collected data of survey was coded, tabulated and appropriate statistical measures were applied for its analysis. Frequency and percentage was used to analysis the data.

## RESEARCH FINDINGS AND DISCUSSION

The results of the study have been systematically illustrated with the help of tables and figures tracing the objectives of the present study and have been presented under following heads:

### Selection and development of designs:

Traditional designs of molela craft collected as a result of survey were documented followed by screening of designs in terms of suitability for adaption on women apparels by the researcher. These 30 collected designs/motifs of terracotta clay craft of molela artisans were arranged into five categories:

- Daily life activities : Daily household chores, Agricultural activities etc.
- Birds and animal motifs : Horse, camel, peacock, Bird etc.
- Ethnic/Religious idols/deity : Rajput heroes, local deities, sun etc.
- Stylized motifs : Peacock in styled manner, leaves with ethnic motifs etc.
- Architecture motifs : Dome of palace, Jharokha, Jopdi etc.

### Selection of designs for adaption:

Based on the suitability of design for adaption into new motifs/design and also for suitability for application in women apparels, researcher selected ten designs. Design code number 4,6,7, 9,15,16,19,23,27,28 were found most suitable for adaption of motifs. The selected ten motifs from five design category were as follows:

- Daily household chore
- Agricultural activities

- Horse motif
- Rabbit motif
- Dhola maru motif
- Krisna lila motif
- Sun and moon motif
- Leaves with ethnic motifs
- Jharokha
- Jopdi

### Adaption of designs:

The selected ten designs of molela were carefully edited on computer. Each of the selected designs were further manipulated for its varied placement on selected womens apparels on computer with the help of suitable softwares *i.e.* Adobe Photoshop and Corel Draw. Photoshop software was used for separation and manipulation of motifs. Corel Draw software was used by researcher for development of different women apparels on computer and depicting varied placement of adaption of developed motifs on women apparels. Adapted ten motifs of molela craft were arranged in six different placements on selected five category of women's apparels. Thus, total 30 placements were developed. Plate 1 shows adapted 10 motifs from selected designs.

### Evaluation of adapted motifs:

Adapted molela motifs were evaluated by 5 experts of clothing and textile using rating scale to select two best designs for *Kurti* and stole under women apparels.

### Evaluation of adapted motif for its suitability for Kurti:

The various score obtained by judging the suitability of motif for *Kurti* placement and its ranking has been presented in Table 1 and Fig. 1.

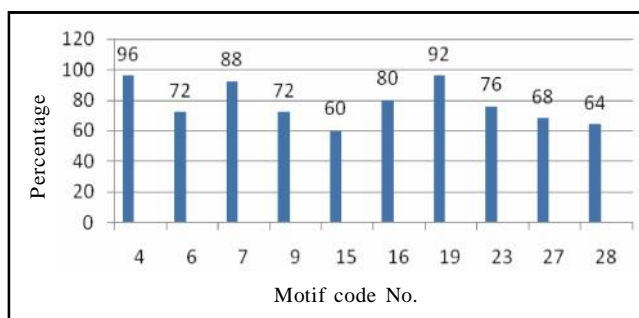


Fig. 1 : Percentage distribution of respondent by suitability of motif for Kurti

Table 1 reveals that motif code number 4 was liked most by 96 per cent of respondents and code number 19 was liked by 92 per cent of respondents in terms of its suitability for use on *Kurti*. Third rank was obtained by motif code 7 as shown in the Table 1.

Motif code No.	Percentage (%) of respondents	Ranking
4	96	I
6	72	VI
7	88	III
9	72	VI
15	60	X
16	80	IV
19	92	II
23	76	V
27	68	VIII
28	64	IX

*Evaluation of adapted motif for its suitability for stole:*

Table 2 depicts the motif code number and its ranking based on the percentage of respondents by suitability for designing stole.

Motif code No.	Percentage (%)	Ranking
4	76	VI
6	68	IX
7	92	II
9	80	V
15	84	IV
16	96	I
19	88	III
23	64	VII
27	68	IX
28	72	VII

Motifs code number 7 was liked most and code number 16 was liked the second most for stole placement as revealed by maximum 96 per cent and 92 per cent respondents respectively while motif code number 6 and 27 were liked by 68 per cent respondents.

#### **Selected two best motifs for designing each apparel:**

Table 3 shows the best two adapted motifs and their

relative percentage in terms of their suitability for developing new designs with varied placement on *Kurti* and stole.

Data in Table 3 reveals the selected motif codes and its percentage for different women apparel items. Motif code number 4 and 19 were selected for *Kurti* by 96 per cent and 92 per cent of the respondents. Motif code number 7 and 16 were selected for stole by 92 per cent and 96 per cent of the respondents.

Apparel items	Selected motif codes number	Acceptance % of respondents
<i>Kurti</i>	4	96%
	19	92%
Stole	7	92%
	16	96%

#### **Development and evaluation of designed women apparels:**

*Evaluation of designed women apparels:*

The selected two motifs in each women apparel item category were used to design six different placements for each apparel item on computer using Corel Draw software and these were evaluated by same panel of experts to select one best placement for each category of women apparels per the selected criteria's *i.e.* suitability of direction of motif, suitability of placement of motif and overall appearance. Scores and percentage of each design were calculated and ranks were given.

*Evaluation of designed women Kurti:*

The scores and percentage of designed *Kurti* with six different placements have been presented in Table 4.

Finding of the design of *Kurtis* in terms of ratings obtained on selected parameters revealed that design

Designed <i>Kurti</i> Code No.	Score	% of respondents
K1	73	97.33
K 2	66	88
K 3	69	92
K 4	64	85.33
K 5	61	81.33
K 6	60	80

code number K1 got 1<sup>st</sup> rank (97.33%) followed by design code 3 as shown in the Table 4.

Result a study on 'Design development from Kondapalli toys'. Finding shows that animal and bird motifs in stylized form have an edge over the occupational toy designs. Designs on saree with blouse had the highest consumer acceptance score followed by salwar suits and bed sheets. The study also revealed that these designed items could be popularized on commercial basis (Girija and Jacob, 2004).

#### Evaluation of designed women stole:

Data in Table 5 depicts the score and percentage of second women apparel, *i.e.* stole designed with six different placements of selected two motifs.

Designed stole Code No.	Score	% of respondents
ST1	64	85.33
ST2	66	88
ST3	69	92
ST4	61	81.33
ST5	72	96
ST6	62	82.66

Design code number ST5 got 1<sup>st</sup> rank (96%) for stole in terms of rating obtained on selected parameters.

#### Conclusion:

Indian designs and motifs are a synthesis of the myths of various cultures. Beauty of folk arts, motifs and designs have unfolded possibilities, paring the way to discover a wide range of symbols and pattern (Gaba, 2005). Terracotta is one of the oldest art forms known to human civilization. The terracotta craft is widespread in Rajasthan since the time of Indus Valley Civilization. The terracotta industry was established in Rajsamend district and since then the district has witnessed the

development of it (Dahiya, 2016). Molela is famous for a unique style of ceramics, particularly for its charming narrative plaques and murals (Cynthia, 2015). Design in fabric is achieved by a great variety of techniques. It may be created as the fabric is made, or it may be applied to the finished goods (Jain, 2005).

In order to revive and popularize the traditional molela craft by adapting its ethnic design on textiles, researcher adopted ten motifs and developed designs of two women apparels. *Kurti* and *stole*. These were judged by 30 women consumers for its suitability. Findings revealed that developed designs were very much admired by the respondents and have good potential for its use in fashion industry.

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