



RESEARCH PAPER

Adaptation of Aipan motifs for development of textile products using different embroidery stitches

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Abstract : Aipan art of the state (Uttarakhand) has been undergoing transition where its application in original composition has been declined owing to social and economic changes now-a-days. There is need to explore possibilities for the conservation of this art form via other artistic media for future generations. The reason for using traditional motifs in textiles is to keep our designs or motifs alive. Various attempts have been made in this regard by different agencies to preserve Aipan design in the form of cards, paintings, stickers etc. Besides this, work has also been undertaken in the direction of adaptation of Aipan designs to create design base for application in textile designing through different techniques. So an effort was done to add another dimension in the application of Aipan designs on textiles, the present study was planned. The effort was targeted towards finding the possibility of applying Aipan designs on textile articles utilizing the hand embroidery. Aipan motifs/designs were adapted for center design and border design. Total thirty motifs / designs were developed keeping in mind their suitability for articles like cushion cover, file folder and wall hanging. Developed design sheets were subjected to visual evaluation for selection of one best design in each category by the panel of thirty respondents to find out the suitability of the developed designs. Finally three articles were prepared by using selected designs and these prepared articles were highly appreciated by the respondents.

Key Words : Aipan motifs, Development of textile products, Different embroidery stitches

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INTRODUCTION

A good art work, whether it is painting, sculpture and clothing, all starts from the design. The innovative use of design in art creates a masterpiece. The application of design in fashion industry can be done by various techniques like printing, weaving, dyeing, embroidery etc. The inspiration of designers can be anything from their surroundings like nature, material, object, thoughts, folk paintings, folk stories, tribal art and craft, etc. Currently,

lots of designers are focusing on the conservation and revival of fading folk art and crafts (Arya *et al.*, 2017).

Folk art in India apparently has a great potential in the international market because of its traditional aesthetic sensibility and authenticity. The rural folk paintings of India bear distinctive colorful designs, which are treated with religious and mystical motifs. Some of the most famous folk art or paintings of India are Patachitra and Saura paintings of Orissa, Kalamkari and

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Nirmal paintings of Andhra Pradesh, Gond art and Mandana Paintings of Madhya Pradesh and Rajasthan, Warli Painting of Maharashtra, Kalighat pats of West Bengal and Madhubani paintings of Bihar etc. There are many kinds of ritualistic folk art like Patachitra, Pichuai, Alpana, Kolam etc. One such art form called “Aipan” that rest in lush green trees, silvery snow mountains, clear blue sky and vibrating music of bells of Kumaun region in Uttarakhand state (Negi *et al.*, 2015).

Aipan is one of the traditional arts (painting form) of Kumaun. It has a great social, cultural and religious significance. In Uttarakhand, Aipan are popularly drawn at places of worship house and main entry doors of house and in front of courtyard (Sah, 2006). The word “Aipan” is actually a derivative of the word “Arpan”, a Sanskrit word. The actual meaning of Aipan is “Likhai” that means writing, though it is a pattern that is made with the help of fingers (Markuna, 2013).

This folk art of the state (Uttarakhand) has been undergoing transition where its application in original composition has been declined owing to social and economic changes now-a-days. There is need to explore possibilities for the conservation of this art form via other artistic media for future generations. The reason for using traditional motifs in textiles is to keep our designs or motifs alive. Various attempts have been made in this regard by different agencies to preserve Aipan design in the form of cards, paintings, stickers etc. Besides this, work has also been undertaken in the direction of adaptation of Aipan designs to create design base for application in textile designing through different techniques like block printing, screen printing, embroidery and weaving. So an effort was done to add another dimension in the application of Aipan designs on textiles, the present study was planned entitled “Adaptation of Aipan motifs for development of textile products using different embroidery stitches”.

Objectives:

- To collect and select various motifs of Aipan art of Uttarakhand
- Development and evaluation of design sheets using ranking method
- To develop textile products from selected motifs using different embroidery stitches
- To assess the acceptance level of the products

with respect to various aspect of textiles.

MATERIAL AND METHODS

The study was conducted in Pushp Institute of Sciences and Higher studies, Pilibhit. Motifs were collected from various secondary sources like books, internet, research papers and magazines. The collected motifs were used to develop design sheets for embroidery work without distorting the originality of the basic designs. The investigator has developed total 30 design sheets where 10 designs were developed for each product included cushion cover, file folder and wall hanging. Therefore, total 30 designs in different categories *i.e.*, center design; border design and buti designs were adapted to make them suitable for embroidery work. After development of design sheets, ranking scale was constructed for taking the preferences from the respondents regarding developed design sheets. Design sheets were shown to the respondents which included faculty members of the Department of Home Science and PG students for assessing the acceptability of the developed designs on the basis of different attributes like style of design and colour combinations. Weighted mean scores (W M S) were calculated and rank were assigned to developed designs. The highest scored points in each category of the designs were selected for development of final products. Finally, three textile products were developed by the investigator. After development of the products, ranking scale was constructed for taking the preferences from the respondents regarding innovativeness, colour combination, suitability to utility, overall impact and cost effectiveness of the prepared products. Data were analyzed by using frequency, percentages and weighted mean score.

RESULTS AND DISCUSSION

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

Adaptation and evaluation of design sheet :

Total 30 designs were developed. Designs and motifs were shown in Fig. 1-3. The total score were calculated for each design where the one design which score highest rank were selected as a most preferred design in each category. The score of selected design were shown in Fig. 4-6.

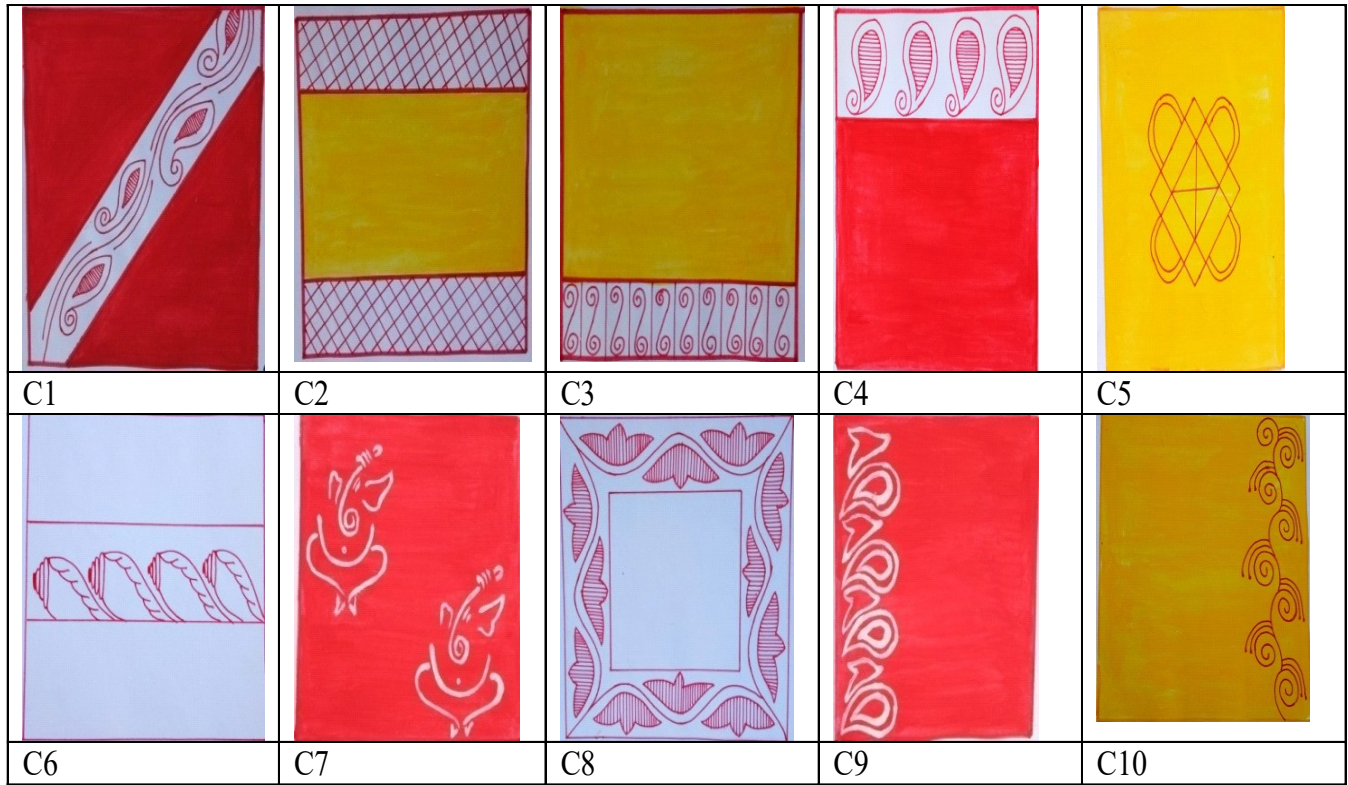


Fig. 1: Design sheet for cushion cover

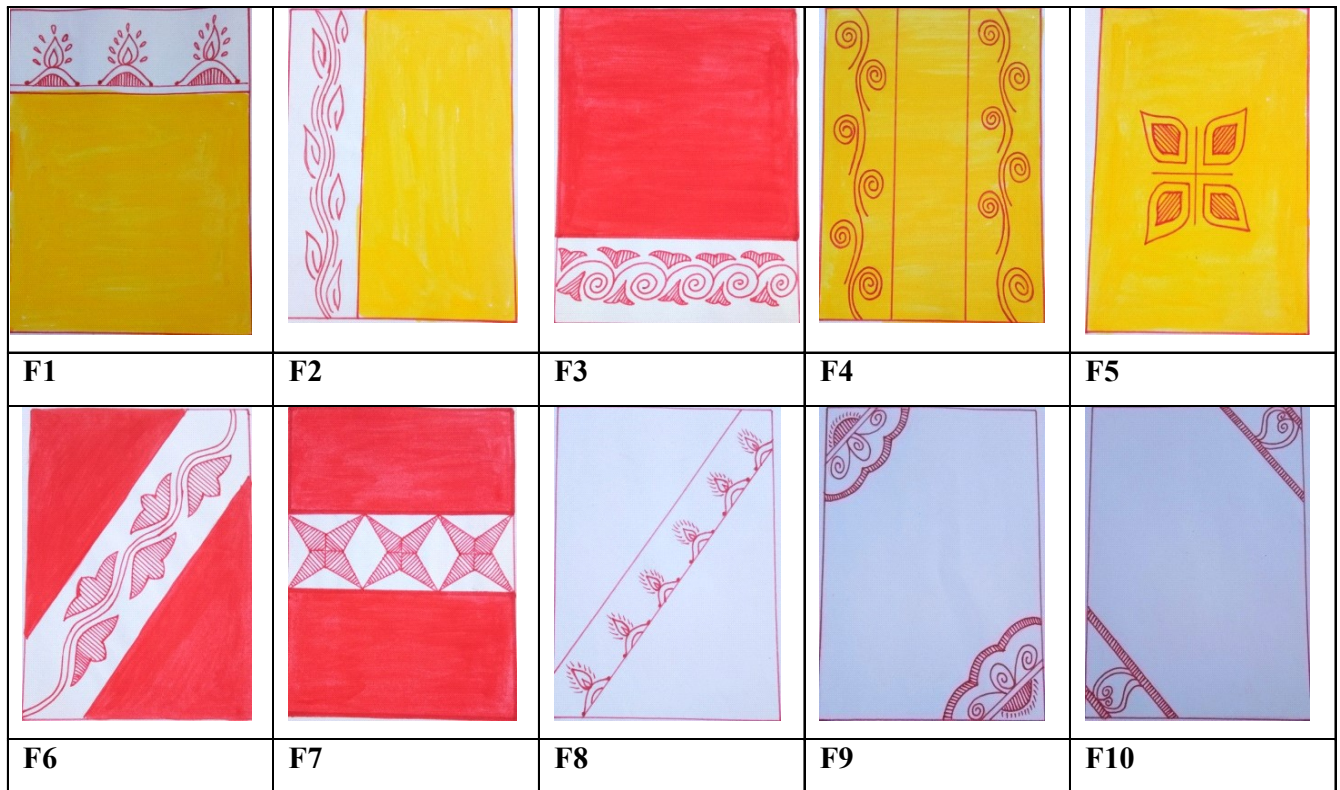


Fig. 2: Design sheet for file folder

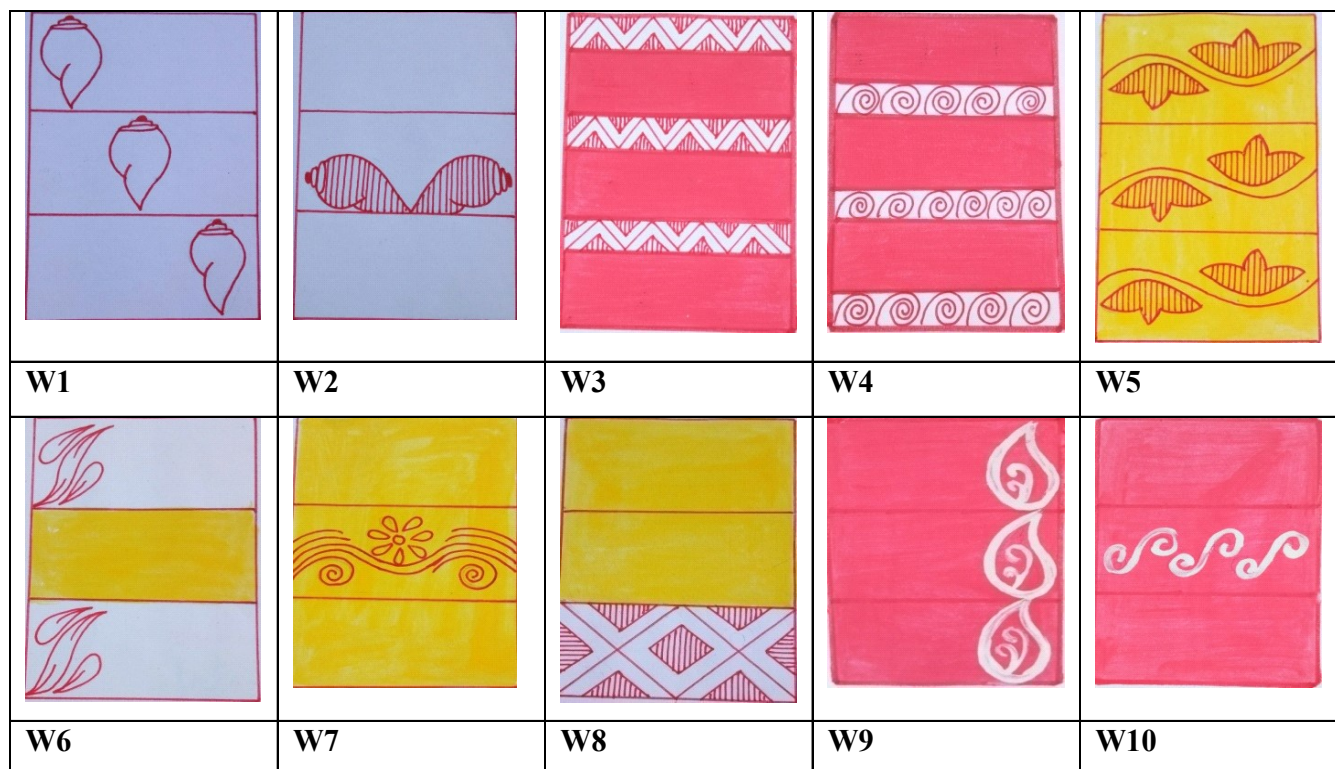


Fig. 3: Design sheet for wall hanging

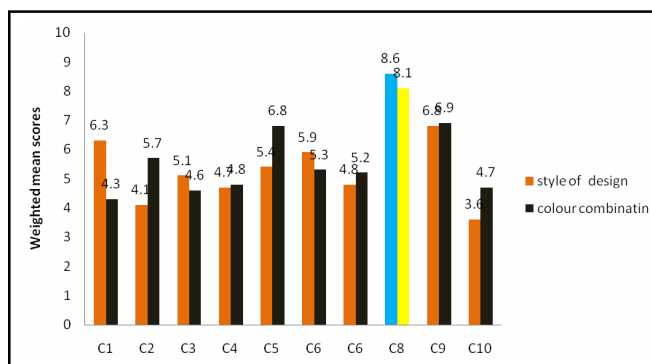


Fig. 4: Evaluation of designs for cushion cover

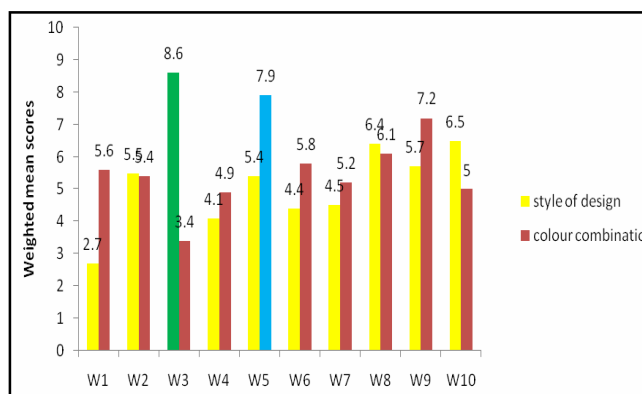


Fig. 6: Evaluation of designs for wall hanging

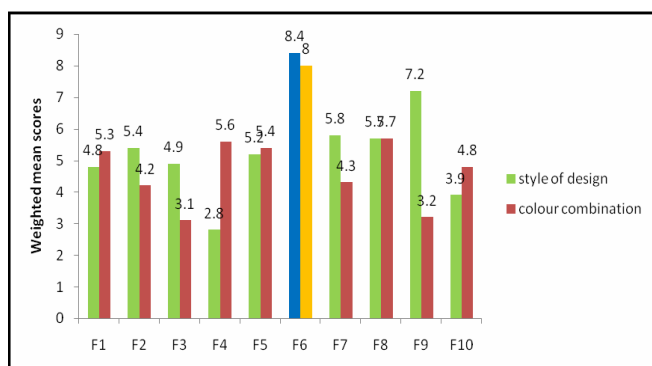


Fig. 5: Evaluation of designs for file folder

Prepared of textile products :

Cushion cover :

Cushion cover in square shape (16"x16") was prepared from white khadi cotton fabric. Leaf shape motif was adapted from Aipan art was placed at border of the cushion cover. Satin fabric (white in colour) was used at the back side of the cushion. Long and short stitches were used for leaf and couching stitch was used for bale. Twisted threads (red in colour) were used for embroidery. Pippin in red colour was used for embellishment of the cushion cover (Plate 1).

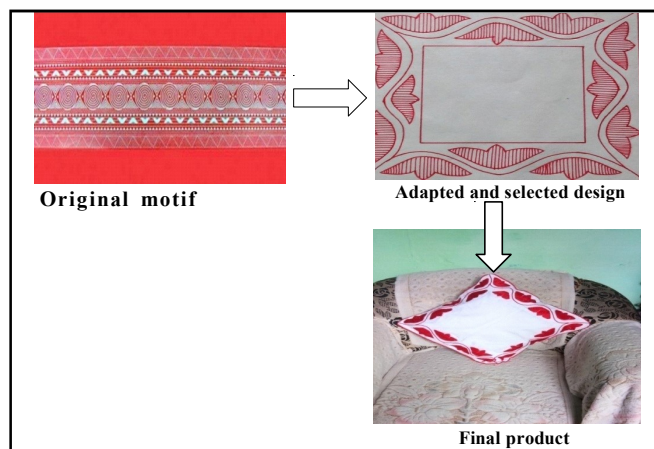


Plate 1 : Cushion cover

File folder :

File folder in rectangular shape (14"x10") was prepared from cotton fabric (red in colour). On the top of the file folder, white khadi cotton fabric stripe (15.5"x4.5") was used for embroidery purpose. Leaf shape motif was adapted on this white stripe from Aipan art placed at one corner to other corner in diagonal form. Chain stitch was used for leaf and double couching stitch was used for bale. Twisted threads (red in colour) were used for embroidery. Pompom lace (white colour) was used for embellishment of the file folder (Plate 2).

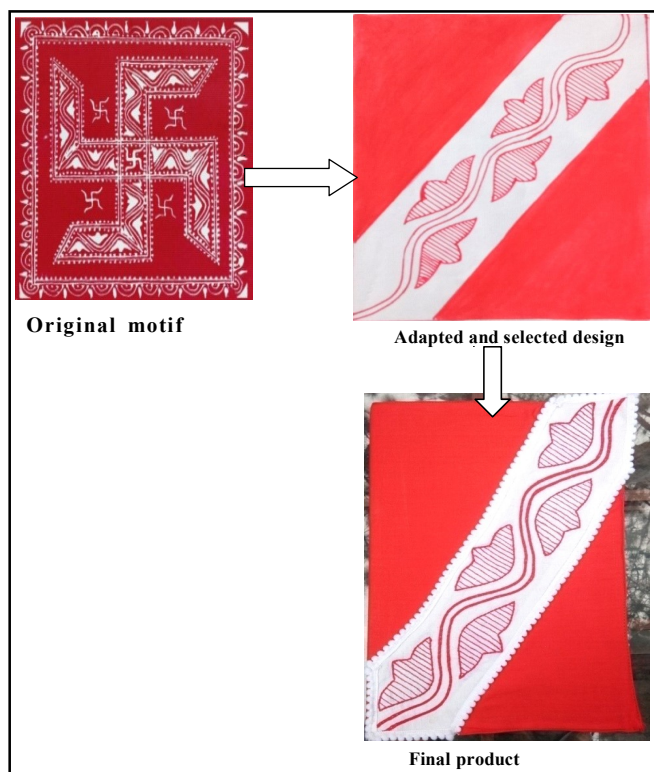


Plate 2 : File folder

Wall hanging :

Wall hanging (33"x14") in rectangular shape was prepared from khadi cotton fabric (yellow in colour). Three pockets were placed on the surface of the wall hanging. Border was prepared from the khadi cotton fabric (white in colour) and placed on top of the each pockets. Bale motifs were adapted from the Aipan art. Bakhiya stitch and double couching stitches were used for embroidery for the border. Nalki (in golden colour) was also used for embroidery. Plain pippin (red colour) was used for border embellishment. Tassels in multi colour were used for decoration purpose (Plate 3).

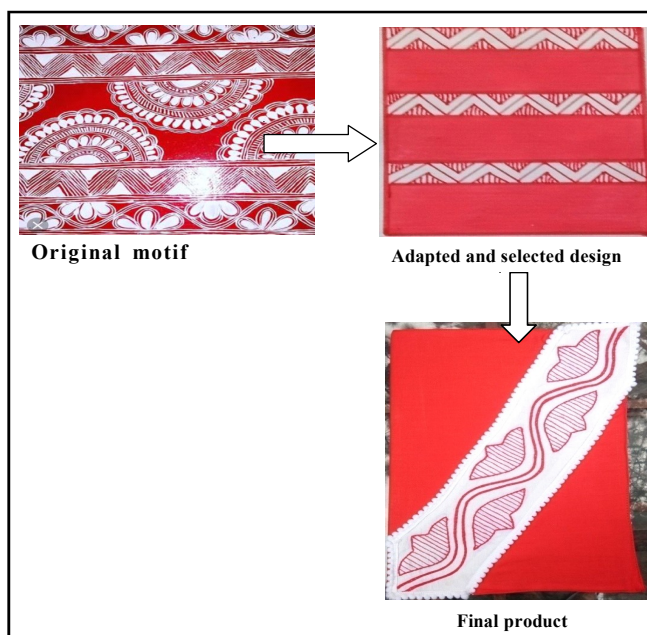


Plate 3 : Wall hanging

Evaluation of developed articles:

Data in Table 1 revealed that cushion cover was found as the most preferred colour combination amongst all the products with weighted mean score-3.3 and has got first rank by the respondents and file folder has got second rank with weighted mean score-3, wall hanging as third rank with weighted mean score-2.6 for its colour combination.

Name of the products	Total score	Weighted mean score	Rank
Cushion cover	96	3.3	I
File folder	90	3	II
Wall hanging	78	2.6	III

Data in Table 2 indicated that on the basis of the innovativeness, wall hanging was found the most innovative product (WMS-3.3) and given first rank by the respondents. File folder as second rank (WMS-2.9) and cushion cover attained last rank (WMS-2.7) for its innovativeness by the respondents.

Table 2 : Inclination of the respondents for innovativeness of the prepared products (n=30)

Name of the products	Total score	Weighted mean score	Rank
Cushion cover	81	2.7	III
File folder	89	2.9	II
Wall hanging	99	3.3	I

Preferences of the respondents for the prepared products on the basis of utility have been presented in Table 3. Majority of the respondent preferred wall hanging as best with weighted mean score 3.2 and got first rank by the respondents followed by file folder as second rank with weighted mean score-3.1, cushion cover as third with weighted mean score-3.0.

Table 3: Preferences of the respondents for utility of the prepared products (n=30)

Name of the products	Total score	Weighted mean score	Rank
Cushion cover	92	3.0	III
File folder	92	3.1	II
Wall hanging	94	3.2	I

Table 4 showed that wall hanging was found the most appealing product by the respondents and obtained first rank with weighted mean score- 3.6 followed by cushion cover got second rank (WMS-3.1), file folder as third rank (WMS-2.9).

Table 4 : Preferences of the respondents for overall appeal of prepared products (n=30)

Name of the products	Total score	Weighted mean score	Rank
Cushion cover	95	3.1	II
File folder	89	2.9	III
Wall hanging	109	3.6	I

Majority of the respondents (73.3%) found the quoted selling prices of the prepared products as

‘adequate’ (Table 5). Besides this, 56.6 per cent of respondents found the quoted prices as ‘high’ and only 6.6 per cent of respondents was found price of the product as ‘low’.

Table 5 : Opinion of the respondents regarding suitability of quoted price (n=30)

Name of the products	Quoted price (Rs.)	High	Adequate	Low
		Frequency (%)	Frequency (%)	Frequency (%)
Cushion cover	250	11 (36.6)	17 (56.6)	2 (6.6)
File folder	180	17 (56.6)	13 (43.3)	-
Wall hanging	300	9 (30)	21 (70)	-

Conclusion:

In fashion world, there is always a demand of something novel and artistic. The blend of Aipan design with embroidery is providing an imaginative and fresh collection to the people who want to adopt their tradition with minute modernization. Adapting and improving the designs refers to modify it such that it will be easier to produce, easier to use, or easier to fix, or easier to maintain and so on. With the changing world of fashion the field of textile demands for unique, different and fresh designs which give us the opportunity to use the adapted traditional motifs. All the designs and the products prepared by investigator were preferred by the immediate consumers. This type of work also motivates people to come up with an ingenious work, which indirectly help in upgrading the art and craft of any folk art.

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