

Research Paper :

Development of products for interior enrichment using Madhubani painting for budding entrepreneurs

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ABSTRACT

The study was conducted to develop products for interior enrichment using Madhubani painting, the traditional folk art of Bihar and to evaluate the suitability of the developed products. A design portfolio comprising of thirty designs was developed by making alteration in the existing Madhubani design. The designs were visually evaluated by a panel of nine judges on various attributes like balance of design, colour combination, functionality of design and overall appearance using five point rating scale. Five products namely, table mats, coasters, photo frame, lampshades and tray were finalized for product development. These products were further evaluated for their suitability. The results revealed that the new designs were appreciated by the panel of judges and the products developed were accepted as accessories for interior enrichment. Hence, more accessories can be developed by the budding entrepreneurs by altering or combining different traditional designs thereby preserving the Indian heritage and providing economic empowerment for the rural artisans.

Key words : Enrichment, Entrepreneurs, Artisans, Empower, Design.

Madhubani Painting or Mithila Painting is a style of Indian painting, practiced in the Mithila region of Bihar state. Madhubani paintings depict all the aspects of human development, be it cultural, social, educational or economical. Madhubani painting has remained confined in a compact geographical area and the skills, the content and the styles that have been passed through centuries, have largely remained the same. Artisans unlike other manufactures use their creative skills and abilities to transform materials into useful products. The survival of the artisans is threatened due to transition by industrialization and the monotony in designs and products. Thus, the demands for these have declined to a great extent which is perhaps the greatest challenge faced by the Indian handicraft industry. Keeping the above facts in mind, the study was undertaken to combine the traditional art with the requisites of the modern world which would help to retain the ethnic value and can be put to modern day use. Hence, products for interior enrichment were developed incorporating alterations in the existing Madhubani painting. Development of the products through fusion designs has great potential for creating jobs and elevating poverty among rural masses.

The study was conducted at Allahabad in the year 2007-08 and the following procedure was adopted .

METHODOLOGY

Design development:

A design portfolio comprising of 30 new designs out

of which five designs each for various product like tray, coasters, photo frame, lampshade and table mats were developed by making alterations in the existing Madhubani designs. Design evaluation was done for finalizing designs for various accessories.

Selection of panel of judges :

For design evaluation, a total of nine judges having expertise in creative field especially in handicraft development, were purposively selected using purposive sampling technique. The panel included teachers from the Department of Home Science ,Interior designers and Fine Arts personnel of Allahabad city.

Evaluation of new designs :

A five point rating scale was used for evaluation of developed designs, which was then visually evaluated by the selected panel using the developed proforma for the following attributes like balance of design, colour combination, functionality of design and overall appearance.

The designs were analyzed using statistical techniques like mean and percentages. The mean scores of each design were calculated and those having highest scores were identified for product development.

Product development :

Five products *i.e.* table mats, coasters, photo frame,

lampshade and tray using identified designs were developed by various techniques such as drawing, colouring, finishing etc.

Evaluation of developed products :

The same ranking proforma was used for this purpose. Scores 1, 2, 3, 4 and 5 given to the products were ranked as poor, fair, good, very good and excellent, respectively. Using the above developed rating scale, the same panel of nine judges evaluated the developed products on the various criteria like balance of design,

colour combination, functionality of design and overall appearance.

FINDINGS AND DISCUSSION

The results obtained are presented as follows:

Table 1 indicates the percentage distribution of scores obtained for product designing as well as for developed products.

It is evident from the table that the percentage of scores obtained for all the developed products except tray (89.4) were higher than the percentage of scores obtained

Table 1 : Comparative analysis of percentage distributions of scores obtained for product designing and developed products

Sr. No.	Name of product	Product designing		Developed product	
		Score (Max. score 180)	Percentage	Score (Max. score 180)	Percentage
1.	Table mats	136	75.5	143	79.4
2.	Coasters	134	74.4	142	78.8
3.	Photo frame	129	71.6	132	73.3
4.	Lampshade	150	83.3	161	89.4
5.	Tray	161	89.4	146	81.1

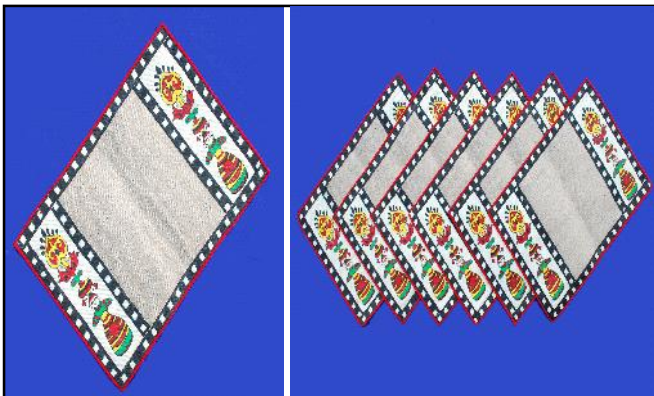


Fig. 1 : Table Mat

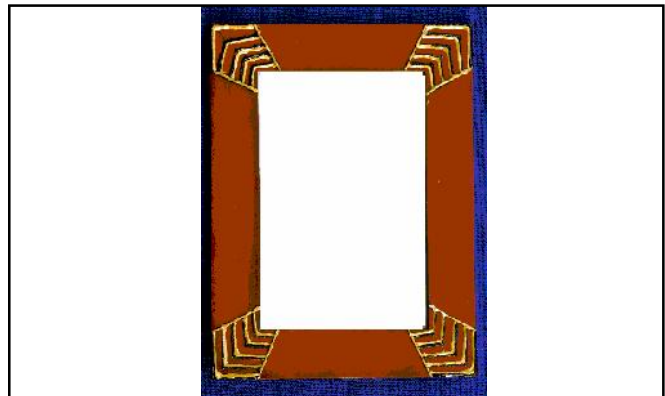


Fig. 3 : Photoframe



Fig. 2 : Coasters



Fig. 4 : Lampshade

for product designing.

The percentage of scores obtained for designing of table mats, coasters, photo frame, lampshade and tray were 75.5, 74.4, 71.6, 83.3, and 89.4, respectively and for developed products 79.4, 78.8, 73.3, 89.4 and 81.1 indicating that the developed product was even more acceptable than the design itself. In the case of tray, the percentage score obtained for product designing was higher (89.4) than the percentage scores obtained for developed product (81.1).

Madhubani paintings in interiors have improved its significance in the present day context. Accessories made by using Madhubani motifs have indeed helped in preserving the richness of Indian handicrafts and also enriched the modern interiors. Hence, use of innovative



Fig. 5 : Tray

approaches by alteration and application of traditional designs can be the focus for the budding entrepreneurs.

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