

Research Paper :

## Redefining khadi bed linen with cad embroidery

SUDHA BABEL AND MONIKA KUMAWAT

Received : July, 2010; Accepted : December, 2010

See end of the article for authors' affiliations

Correspondence to:

**SUDHA BABEL**

Department of Textiles and Apparel Designing, College of Home Science, Maharana Pratap University of Agriculture and Technology, UDAIPUR (RAJASTHAN) INDIA

### ABSTRACT

The objective of present study was to explore the acceptability and market potentials of value added khadi bed linen developed from less width khadi fabric and by the use computerized embroidery machine. For this purpose a structured interview schedule and rating proforma were developed by researcher. 30 women respondents were selected randomly. The results reveals that developed value added khadi bed linen were found highly acceptable and had very good market potential.

Babel, Sudha and Kumawat, Monika (2010). Redefining khadi bed linen with cad embroidery, *Asian J. Home Sci.*, 5 (2) : 336-338.

**Key words :** Modem computerized machine embroidery work, Value added khadi bed linen

**F**ashionable Khadi weavers could not be regarded as advancing the sentiment of Khadi. Person who possess attitude of simple consented life wears Khadi. Weavers of khadi can produce and earn independently. Nowadays khadi has become so popular and internationally renowned that fashion designer also prefers to use khadi for brides. Khadi production is very harmless to environment, no electricity, chemicals or petroleum products are being used in production.

Rajasthan is well known all over the world for its hand printing, furniture, block printing, leather work, pottery, metal work and embroidery. Many varieties of the Khadi fabrics are available in the market *i.e.* khadi cotton, silk, Wool blends, other than these bed sheets are available in only hand block printed or in traditional Rajasthani bandhani designs. There was no embroidered khadi bed linen and other furnishing article available in the market. Hence the need arises to develop designer khadi bed linen with less width khadi fabric by computerized embroidery machine and explore its market potentials. As the consumer demand is constantly changing in every item consumer want unique, classic and innovative design. Looking into the above facts present research work on "Redefining khadi bed linen with CAD embroidery" has been formulated with following objectives to develop the value added bed linen from less width khadi fabric and to study the acceptability

and market potential of value added bed linen.

### METHODOLOGY

The present study was conducted Udaipur Three type of sample was selected randomly. Marketing Personnels, who were engaged in selling the different bed linen along with khadi bed linen from last 10-15 years, Experts, from the field of Textile Apparel and Fashion Designing were selected for the evaluation of selection of motifs, its placement and fabric, Homemakers, to judge the developed value added khadi bed linen.

On the basis of the objectives of the study five tool were developed *i.e.* structured interview schedule and four rating scale: rating scale 1st for evaluation of bed linen motifs, rating scale 2nd for evaluation of bed linen design, 3rd for evaluation of fabric and 4th for acceptability and marketability of the developed value added khadi bed linen. The data were analyzed using frequency percentage, mean percent score and acceptability index.

### FINDINGS AND DISCUSSION

Motifs were critically analyzed by researcher and 55 motifs were selected for evaluation by experts from the field of Textiles, Apparel and Fashion designing. These motifs were arranged in systematic manner and shown to 10 experts to select the best fifteen motifs for development of design for khadi bed sheets. By the use

of selected motifs twenty bed linen design layout were developed by researcher on computer. Developed designs were evaluated by 10 experts. They rated it excellent five design layout out of twenty bed linen design layout was selected for developing value added khadi bed linen. Selected less width fabric were arranged in systematic manner and shown to the same 10 experts to know the most preferred colour for the development of value added khadi bed sheet.

Five best colours out of seven colours were selected. A khadi bed linen was made from combination of two less width khadi fabric. In each bed linen base fabric was khadi. Each selected bed linen design was marked on bed sheet, pillow cover and bolsters and Computer aided machine embroidery was done by the researcher to develop value added bed linen. It took approximate 2 days to complete one bed linen embroidery on whole 10 days were required to complete the total task.

#### Evaluation of designed bed linen:

Designed bed linen was evaluated by 30 respondents to find their relative ranking and consumer acceptability. In order to assess the acceptability of the developed bed linen, a rating proforma was developed based on five point rating scale and was given to the respondents. Parameters for evaluation were highly suitable, more suitable, suitable, less suitable and least suitable. The scores ranged from 5 to I point. The responses derived by respondents for each bed linen were coded and presented in following Table 1.

Researcher was curious to find out which bed linen got maximum score, it was interesting to record that bed linen B<sub>2</sub>, B<sub>4</sub>, B<sub>1</sub>, B<sub>5</sub>, B<sub>3</sub> got I<sup>st</sup> 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> ranks with the score 804, 747, 738, 675 and 634, respectively out of 900 scores.

#### Assessment of market potential:

Cost is one of the most important factors of any

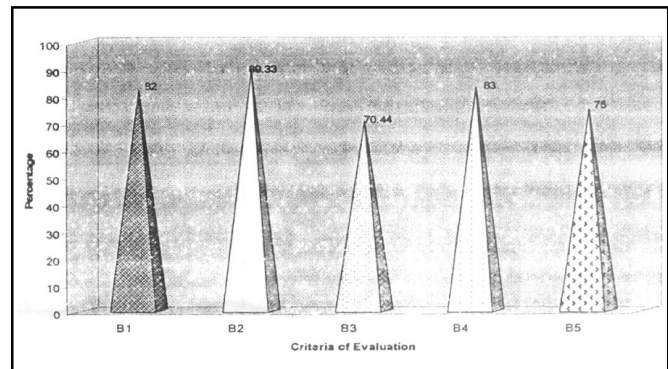


Fig 1: Total score obtained by each developed bed linen

designed article. Table 2 depicts the cost of the value added khadi bed linen.

The findings of Table 2 shows that the cost of material used for designing of khadi bed linen, machine embroidery charge in khadi bed linen. Bed linen B<sub>4</sub> and B<sub>5</sub> was maximum, because in both the design maximum machine embroidery was done. Data in Table 2 reveals that the cost of B<sub>1</sub> and B<sub>2</sub> was minimum because both the design was used minimum material and machine embroidery on bed linen.

Findings of Table 3 shows that 60 respondents were willing to give 40 percent profit and only 9 respondents were willing to give more profit (70%) percentage distribution of respondent according to the per cent of profit were ranked in following Figure (Fig. 2). It also reveals that the cost of all bed linen were reasonable and adequate.

Cent percent respondent said that the concept was more suitable and respondents also prefer to purchase these types of bed linen because khadi bed linen was unique and exclusive for the respondents.

It is clear from above figure that these types of bed linen have good market potential. Thus it is apparent that developed design for these five bed linen were highly

Table 1 : Acceptability score obtained by all bed linen on the relative ranking

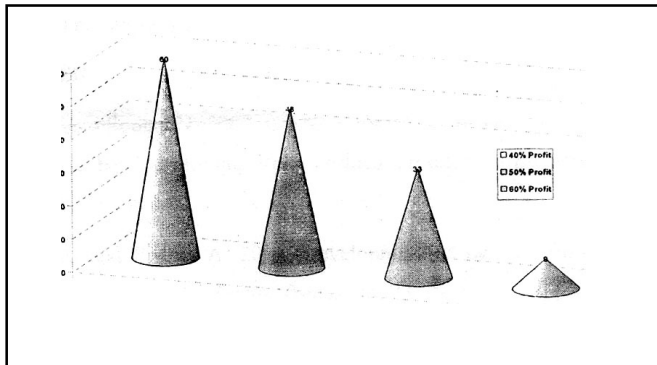
Sr. No.	Criteria of evaluation	Score				
		B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>	B <sub>4</sub>	B <sub>5</sub>
1.	Total score obtained	738	804	634	747	675
2.	Acceptability index	82%	89.66%	70.44%	83%	75%

Table 2 : Estimation of cost of the developed value added khadi bed linen

Sr. No.	Criteria of cost estimation	Bed linen				
		B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>	B <sub>4</sub>	B <sub>5</sub>
1.	Cost fabric (Rs.)	920	920	920	920	920
2.	Cost of embroidery material (Rs.)	80	60	100	150	110
3.	Overhead charges (Rs.)	200	200	200	200	200
	Total cost (Rs.)	1200	1180	1220	1270	1230

**Table 3 : Estimation of cost of the developed value added khadi bed linen (N=30)**

Sr. No.	Profit (%)	B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>	B <sub>4</sub>	B <sub>5</sub>	Total No. of respondents
1.	40%	15	15	-	12	18	60
2.	50%	6	12	9	15	6	48
3.	60 %	9	-	18	-	6	33
4.	More	-	3	3	3	-	9



**Fig. 2 : Percentage distribution of respondents according to the per cent of profit**

acceptable and had good market potential.

All the respondents highly appreciated workmanship of the khadi bed linen and according to the all respondents views developed khadi bed linen would have good buyers in the market as women respondents preferred these types of bed linen.

It can be suggested from present study that modern computerized machine embroidery can be useful as self employment project by using them *in* making different design of khadi bed linen for sale through retailers and also a good boost for creativity.

**Conclusion:**

Thus, it can be concluded that developed value added bed linen were unique, exclusive and distinctive in terms of selection, placement of the design and color combination were highly acceptable and had good market potential. Creating new article, inspired from computerized machine embroidery, 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 computerized machine embroidery. Computerized machine embroidery would be useful as self employment project by using them in making different design of bed linen for sale through retailers and also a good boost for creativity. This study is a small attempt to provide attention, this area deserves.

**Authors' affiliations:**

**MONIKA KUMAWAT**, Department of Textiles and Apparel Designing, College of Home Science, Maharana Partap University of Agriculture and Technology, UDAIPUR (RAJASTHAN) INDIA

**REFERENCES**

**Babel, S.** and Sodha, N. (2007). Contemporary uses of Phulkari Embroidery on Jute Fabric By Developing Value Added Products. *Mall Made Textile India*, **50**: 223-224.

**Jyotsna, A.** and Padma, A. (2003). Development of designs from Madhubani painting on kameez sets, *Textile Trends*, **46**: 23-30.

**Rai, G.** and Bai, B. (2009). Zardozi- An art of glittering value addition, [www.fiber2fashion.com/.../zardozi-an-art-of-glittering-value-addition.l.asp](http://www.fiber2fashion.com/.../zardozi-an-art-of-glittering-value-addition.l.asp)

**Rajan** (2008).<http://business-standard.com/India/news/khadi-gets-helping-hand-in-marketing/02/51/345898/>

**Yates, M.** (1996). Textile a hand book for designs, WW Norton and company. New York **38**: 54-55.

\*\*\*\*\*  
\*\*\*\*\*