

## Market potential of value added Kota doria sarees

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### ABSTRACT

The present study explores the possibility of developing the value added Kota doria saree design using the traditional block printing and modern computerized machine embroidery work. The objective of present study was to develop value added saree designs and to assess the cost and its market potentials. The study results revealed that developed designs were highly acceptable by women and had good market potential.

**KEY WORDS :** Block Printing, Machine embroidery work, Value added sarees.

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The Indian folk art and embroidery play important role in creating much new designs. Moving to the north India, the embroidery and printing most are prominently practised by the women. 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 colours 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 traditional embroidery, printing and its various products. Its traditional embroidery and printing work, is a great source of inspiration for apparel decoration. Rajasthani embroideries divided into three categories *viz.*, folk, religious, court embroideries. In Rajasthan many styles of printings are famous like woolen block printing, screen printing, brass block printing etc. Main reason of the study on the block printing and machine embroidery work is to provide literature related to this craft and collect the design of block printing and machine embroidery. There is lack of literature and researches on block printing work. Looking into the above facts the present research work on *Value addition of Kota doria saree through block printing and machine embroidery* has been formulated with the following objectives: to explore design of block printing and machine embroidery suitable for Kota doria sarees, to modify and develop designs through machine embroidery and block printing technique on Kota doria saree and to assess the cost and consumer acceptance of the designed saree.

### RESEARCH METHODS

The present study was conducted at Udaipur. Three type of samples were selected randomly. Craftsmen, who were involved in doing block printing and machine embroidery from last 15-20 years. Experts, from the field of textile apparel and fashion designing were selected for the evaluation of saree placements (10 experts from different colleges), housewives and 10 marketing personnel's, to judge the developed value added sarees (10 women belonging to middle income group). On the basis of the objectives of the study, three tool was developed *i.e.* structured interview schedule and two rating scale: Evaluation of saree placements and rating scale second dealt with acceptability and marketability of the value added sarees. The data were analysed using frequency percentage, mean per cent score and acceptability index.

### RESEARCH FINDINGS AND DISCUSSION

Researcher made an effort to collect the block printing and machine embroidery motifs through survey. . Motifs were critically analyzed by the researchers. Each motif was drawn on paper manually by researchers. Developed block printing and machine embroidery motifs were arranged in systematic manner and developed twenty placements then shown to 20 experts (textile apparel and fashion designing) to select the best five placements for developing value added sarees designs. Majority of the experts appreciated the efforts made by researchers in developing saree design placements. Further, the esteemed experts opined that the saree design placements developed were very innovative and creative. As per the suggestion,

**Table 1: Acceptability score obtained by all sarees on the relative ranking**

Sr. No.	Criteria of evaluation	Score				
		S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>	S <sub>4</sub>	S <sub>5</sub>
1.	Total score obtained	729	804	634	729	646
2.	Acceptability index	85%	89.33%	75.44%	79%	73.77%

the fineness and intricacy of the saree design placements were further improved to get the best result.

### Development of design and their placements on saree:

A total of twenty saree design placemats were made and evaluated by the experts (textile apparel and fashion designing) in terms of suitability of the designs for block printing and machine embroidery.

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.

Same 20 experts (textile apparel and fashion designing) were future asked to evaluate the best five saree designs placement in terms of suitability of the Kota doria saree. Each selected saree design placement was transferred on saree and block printing and machine embroidery was done on it by researchers to develop value added sarees.

### Evaluation of designed saree:

Once the block printing and machine embroidery was completed on the sarees, these sarees were evaluated by 30 respondents to find their relative ranking and consumer acceptability. Parameters rated were suitable saree colour, suitability of motif to the end use design, quality of workmanship, preference of sarees, acceptability of the concept and overall appearance etc. The responses derived by respondents for each saree were coded and presented in Table 1. It depicts the score obtained by saree.

Researchers were curious to find out which saree got maximum score. It was interesting to record that saree S<sub>2</sub>, S<sub>1</sub>, S<sub>4</sub>, S<sub>5</sub> and S<sub>3</sub> got 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> ranks with the

score 804, 729, 729, 646 and 634, respectively out of 900 scores.

### Assessment of market potential:

In order to assess the market potential of the sarees, the cost was estimated of all sarees and questionnaire was developed to ask some question related to market potentials of the sarees. Cost is one of the most important factors of any designed article. Table 2 depicts the cost of the designed sarees.

The findings of Table 2 show the cost of material used for designing of sarees, machine embroidery and block printing charge in sarees. saree S<sub>2</sub> and S<sub>3</sub> appeared superior, because in both the designs, maximum machine embroidery and block printing work were used.

Cent per cent respondent said that the concept was more suitable and respondents also preferred to purchase these types of sarees because sarees were unique and traditional for the respondents.

Findings of Table 3 show that maximum respondents giving 20 per cent profit and minimum respondents giving more profit (40%) according to the per cent of profit have been ranked (Fig. 1).

It is clear from Table 3 that these types of sarees have enough market potential. Thus, it is apparent that developed design for these five sarees were highly acceptable and enough market potential.

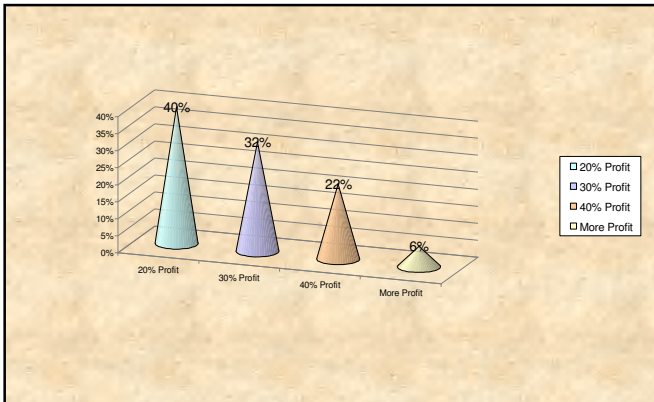
All the respondents revealed that they highly appreciated workmanship of the sarees and according to the all respondents views, developed sarees would have enough buyers in the market as women respondents preferred to wear these types of sarees. Dilshad and Kaur (2002) and Jyotsna and Padma (2003) made observations on blue reflection of pink city on textile and development of designs from Madhubani painting, respectively. Srivastava and Rajvanshi (2008) conducted some

**Table 2: Estimation of cost of the developed sarees**

Sr. No.	Criteria of cost estimation	Sarees				
		S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>	S <sub>4</sub>	S <sub>5</sub>
1.	Cost of fabric (Rs.)	350	350	350	350	350
2.	Cost of embroidery material (Rs.)	220	375	237	375	237
3.	Cost of block printing material (Rs.)	210	150	190	150	220
4.	Cost of border fabric (Rs.)	125	265	265	210	210
	Total cost (Rs.)	905	1140	1180	1085	1017

**Table 3: Profit gained by the sale of developed sarees (n=30)**

Sr. No.	Profit (%)	S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>	S <sub>4</sub>	S <sub>5</sub>	Total	Percentage
1.	20	15	15	-	12	18	60	40%
2.	30	6	12	9	15	6	48	32%
3.	40	9	-	18	-	6	33	22%
4.	More	-	3	3	3	-	9	6%



**Fig. 1: Percentage distribution of respondents according to the per cent of profits**

investigations on Phad paintings.

**Conclusion:**

Majority of the experts appreciated the efforts made by researchers in developing value added saree designs. Further, the esteemed experts opined that the motifs developed were very innovative and creative as per the suggestion the fineness and intricacy. Thus, it can be suggested from the present study that traditional block printing and modern computerized machine embroidery work can be useful as self-employment project by using them in making different designs of sarees for sale through boutiques or retailers and also a good boost for creativity.

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