

Adaptation of traditional designs on sarees of Meitei community of Manipur

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ABSTRACT

Various motifs collected from traditional textiles and costumes of Meitei community of Manipur were documented followed by screening of designs in terms of suitability for adaptation on apparel items by the researchers. In this, 30 motifs were selected. Adaptation of designs on Sarees were done on computer by using suitable software. Out of 15 developed designs, three designs for Sarees were selected by judges to develop final products. Stencil and hand block printing techniques were used for printing apparel items. The three designed apparel items were highly acceptable and have enough market potential.

KEY WORDS : Tradition, Costume, Design, Motif, Adaptation

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The human race universally wears articles of clothing- also known as dress, garments, or attire-on the body in order to protect it against the adverse climate conditions (Balagopal, 2010). Apart from the practical functions of placing a piece of garment above the skin, wearing clothes also carry specific cultural and social meanings. A style of dress, including garments, accessories and hairstyle, especially as characteristic of a particular state/country, period or people is known as costume (Grover, 2005). The rich textiles and costumes of Manipur show the great heritage of traditional and indigenous garment making in the whole of North-Eastern region of our country. It has the potential to become an established cottage industry and even go further into realms of large scale merchandising (Devi, 1998). Knowing about the traditional richness and the expertise of the Meitei, one will understand that the contribution of this little state in the development of the contemporary textile designing is phenomenal. In view of this, investigation was carried out on the traditional designs of Meitei community of Manipur and its adaptation on Sarees. To collect the traditional motifs/ designs from textiles and costumes of Manipur, developed the apparel items using those motifs/ designs and to assess the market potential.

RESEARCH METHODS

The present research work was based on the traditional textiles and costumes of *Meitei community*, hence the study was conducted purposively in Imphal East and West districts, as the majority of *Meitei community* is settled in these districts. Data collection and in Udaipur,

Rajasthan.

Selection of the sample:

Three types of sample were selected for the present study *i.e.*

- Sample for collection of information about textiles and costumes of Meitei community of Manipur.
- Samples for design evaluation.
- Sample for assessment of market potential.

Collection of data

In the present study, interview schedule and rating scale were used for data collection. The study was conducted in the following two phases.

Phase 1:

Survey and collection of information about the traditional textiles and costumes of Meitei community of Manipur with the help of interview schedule.

Phase 2:

- The various motifs collected from traditional textiles and costumes of Meitei community were documented followed by screening of designs in terms of suitability for adaptation on apparel items by the researchers. In this, 30 motifs were selected and developed using traditional Manipuri motifs with the help of suitable softwares. These designs were shown in four different colour ways and were evaluated by a panel of judges to select the three designs in terms of five parameters, *i.e.* suitability of combination of motifs to the end use,

suitability of colour scheme used in the motifs, suitability of colour combination of motif with the background, suitability of motif to the technique (block/stencil) and overall appearance.

Development of apparel items:

The selected motifs from three designs were transferred to blocks and stencils to develop the final products.

Printing of apparel items:

Hand block printing and stencil printing methods were used for developing final products.

Assessment of the market potential of the apparel items:

In order to assess the market potential of the apparel items, researchers estimated the production cost and profit percentage keeping a range of 20 per cent to 60 per cent. Responses obtained on rating scale developed were analyzed to assess market potential.

RESEARCH FINDINGS AND DISCUSSION

The findings obtained from the present investigation are presented below:

Profile of the traditional textiles and costumes of Meitei community of Manipur:

The traditional dresses of Meiteis men were pheijom, khudei, pumyat, moja phurit, khaon phurit, phurit, kokyet and phi etc. The traditional dresses of Meiteis women were phurit, blouse, phanek achamba, phanek mayek naibi, pumngou phanek, innaphi, khudei matek, rani phi, wangkhei phi, kwangchet, kokset, etc. Salai kokyet and ningkham samjin were used as head gear by the males and kajenglei and thapa were used by females during ceremonial occasions (Dave, 2005). The marriage costumes of Meitei were also very attractive as the groom wore pumyat (white kurta), pheijom (white dhoti), innaphi (chaddar) and salai kokyet matek (turban), whereas the bride wore kumin, reshom phurit and innaphi with thapa. The Meitei community uses a variety of textiles for various purposes. The most common textiles used by them were phadi, ngabongphi, nahong, monpakphidak, monkhum, leirumph, pomphi, kangkhan, etc.

Motifs, designs and colours used in traditional textiles and costumes of meitei community:

Most of the traditional Meitei motifs are inspired from the pattern of snake scales. And it is also said that floral

motif is the mother of all motifs in Manipuri clothes. The traditional motifs and designs used in costumes of Meitei were *akoibi or khoi mahum, teal tongba, hija mayek, moirang phijan, Kheiroithek, Thabi maru, kabok chaiba, leirong, lanthang khut hat, lindu mayek, nga mamei, khamenchatpa, phantup*, etc. The traditional motifs and designs used in textiles of Meiteis were floral motifs like *leirong*, geometrical motif like *chithek, cheikhei, likli mayek*, etc. (Bahadur, 2000).

Selection and development of designs:

The various motifs collected from the traditional textiles and costumes of Meitei community were documented followed by screening of designs in terms of suitability for adaption on apparel items by the researchers. Various motifs selected from the traditional textiles and costumes of Meitei community were categorized in the following manner:

Animal motifs:

Samu (elephant), Sago (horse), Akoibi/khoi mahum, Khamen chatpa, Lairen, Hija mayek, Nga mamit, Nga mamei, Nga maku and Teel tongba/ Teel mayek.

Birds motifs:

Peacock and cock

Human figure:

Highly stylized human figure and dancing doll

Floral motifs:

Leirong, Leihao, Lei mana, Kundo, Thambal Yensin, Karot mana and Kewa mana

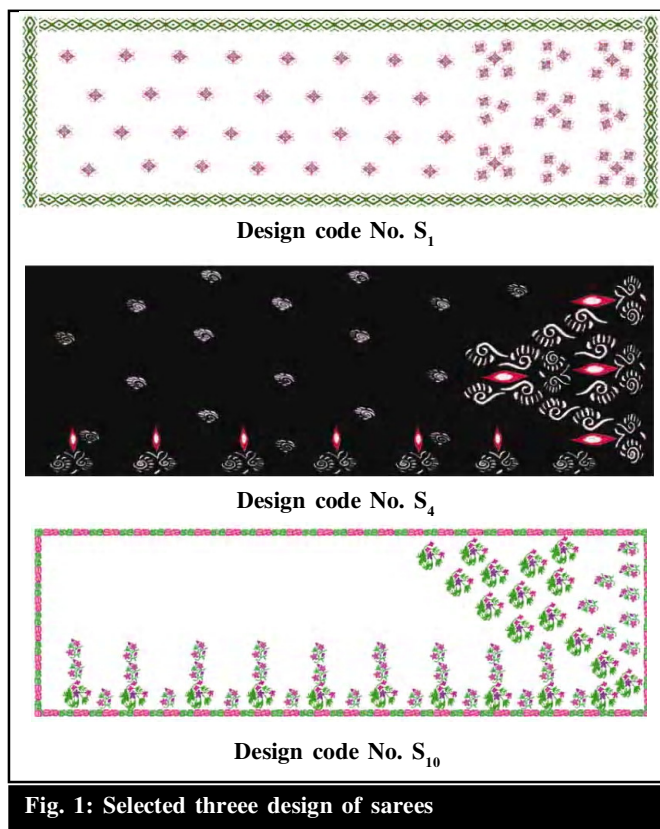
Miscellaneous motifs:

Kheiroithek, Moirangphijan, Thabi maru (cucumber's seed), Kabok chaiba (scattered puff rice), Likli mayek, and Phantup

Adaptation of designs was done on computer by using suitable softwares *i.e.* Adobe photoshop and Corel draw. The designs developed were used on sarees in different placements and colour combinations. Out of 15 designs, three designs of sarees which were more appealing aesthetically, for developing final products using stencil and hand block printing were selected by judges (Fig. 1).

Evaluation of selected three developed designs of sarees:

The varied scores obtained in rating proforma for judging the suitability of 15 developed designs of Sarees



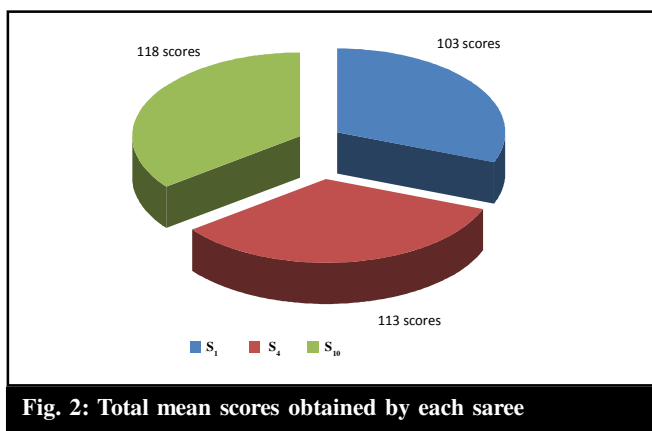
in four backgrounds were compiled and mean per cent scores were calculated to select top three designs in order of ranking as rated by the judges (Table 1). It was found that developed designs of Saree (S_1) of set 1 (*i.e.* white background), Saree (S_4) of set 2 (*i.e.* black background) and Saree (S_{10}) of set 1 (*i.e.* white background) scored

Table 1: Mean scores of selected three developed designs of sarees (n=25)

Sr. No.	Criteria of evaluation	Mean score		
		S_1	S_4	S_{10}
1.	Suitability of combination of motif to the end use	22 (88)	23 (92)	24 (96)
2.	Suitability of colour scheme used in the motif	20 (80)	22 (88)	22 (88)
3.	Suitability of colour combination of motif with the background	22 (88)	24 (96)	23 (92)
4.	Suitability of motif to the technique (stencil/ block)	20 (80)	23 (92)	24 (96)
5.	Overall appearance	19 (76)	21 (84)	25 (100)
Total scores obtained by each article		103	113	118
Acceptability index		82.4	90.4	94.4

the highest among all developed designs of sarees. Hence, these three developed designs of sarees were selected.

Table 1 shows that Saree (S_{10}) secure the highest scores of 118 out of 125 points and Saree (S_4) stood next to Saree (S_{10}) with scores 113 out of 125 points followed by Saree (S_1) with scores of 103 out of 125 points. The overall MPS was found more than 100 for all the three sarees which shows that all designs were highly accepted by the judges for various parameters selected and out of these three sarees, S_{10} was found the most acceptable by the judges (Fig. 2).



Evaluation of market potentials of the apparel items:

Cost is one of the important factors of any designed article. In order to assess the market potential of the apparel items, the actual cost of the apparel items was worked out..

The costs of the designed items were not found expensive when compared to other readymade sarees available in the market.

Table 2 reveals that total cost of S_1 was maximum followed by S_{10} and S_4 , respectively. Many customers and shopkeepers appreciated the researcher regarding the designs and colour combinations of the products. They also appreciated the effort made by the researchers and

Table 2: Estimation of cost of the apparel items

Sr. No.	Criteria of cost estimation (Rs.)	Apparel items (Rs)		
		S_1	S_4	S_{10}
1.	Cost of raw material (fabrics)	154	154	154
2.	Cost of blocks and stencils	B-75	S-10	S-12
3.	Cost of dyes, etc.	35	30	40
Actual cost		264	194	206
Overhead charges which includes labour charge, cost of miscellaneous items, etc. (20%)		52.8	38.8	41.2

were highly willing to buy the products.

Estimation of profit percentage:

After calculating the cost of the developed apparel items, it was also tried to find out the approximate percentage of profits that can be gained, if sold in the market. The data collected showed a bright prospect in terms of profit margin. The profit percentage was found to be varied for different developed apparel items (Table 3).

Table 3 shows that all the respondents agreed to give profit for the designed items and 42.2 per cent of respondents agreed for profit even more than 60 per cent.

Sr. No	Profit	Apparel items			Total	%
		S ₁	S ₄	S ₁₀		
1.	20%	16	-	-	16	17.7
2.	40%	9	1	-	10	11.1
3.	60%	2	3	21	26	28.9
4.	More than	3	26	9	38	42.2

Thus, it is apparent from analysis that developed design for these three apparel items were highly acceptable and have enough market potential, inferring that design developed, being inspired by designs from traditional textiles and costumes of Manipur was linked by the customers and documenting the rich culture and creating new innovations from them holds a bright future in fashion and textiles.

Conclusion:

Thus, it can be concluded that developed designs on Sarees were highly appreciated and liked by the customers and market personnels. Adaptation of designs from traditional textiles and costumes of Meitei community of Manipur give a new way to discover something which is unique and gives an opportunity to the customers an alternative to choose. On the other hand, this study gives a guideline in developing innovative creations and knowledge for contemporization of traditional designs of Manipur state.

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