

Card weaving : An income generating technique

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■ **ABSTRACT** : The present investigation was carried out in Ludhiana city. An interview schedule was prepared for collecting the data from 100 female respondents between the age group of 20-30 years selected randomly from four localities of Ludhiana city. On the basis of preferences of the respondents, ten decorative articles were prepared by using card weaving technique and their cost price was calculated to assess the commercial viability of prepared articles. The results revealed that making articles with card weaving technique holds good commercial potential and are also economically viable. Thus, an entrepreneur can earn 21.21 to 66.78 per cent profit by making intricately designed and unique decorative articles with card weaving technique. Thus an individual can become economically independent by using their creativity and leisure time.

■ **KEY WORDS**: Card weaving, Preferences, Decorative, Commercial potential

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Weaving is one of the important handicrafts that can play a substantial role in the upliftment of rural economy by virtue of their great income generating potential and modest requirements of raw material (Kaur *et al.*, 2000). The ever increasing urge for handicraft has led to crafting of new designs and articles through graceful use of forms and colours. Such confluence of traditional skills with contemporary tastes and utility will not only add uniqueness but may also help in preserving the craft by popularizing it among masses. Among the various weaving techniques, card weaving is one of the oldest techniques of weaving. The bands woven by card weaving are very strong and can be used to make various decorative personal and household use articles.

Card weaving, also known as tablet weaving, is a very popular weaving method and the unusual technique makes it possible to weave intricate designs without any bulky equipments and tools. The greatest advantage in card weaving is that there is a lack of any connection between the adjacent tablets and thus, the thread it carries can be individually controlled allowing a simple piece of equipment to produce many complex weave structures. This technique of weaving besides providing creative satisfaction can also be used for

gainful employment. Therefore, the present investigation was conducted with the following objectives:

- To prepare the articles with card weaving technique and study the consumers preferences regarding prepared decorative articles.
- To study the cost effectiveness of prepared articles.

■ RESEARCH METHODS

A survey method was used to study the consumer preferences and cost effectiveness of card woven articles. A sample of 100 female respondents between 20 to 30 years of age was selected randomly from four purposively selected localities of Ludhiana city for studying the consumer preferences. A sub sample of 50 respondents was selected to study their view regarding prepared card woven articles and the cost effectiveness of the articles. Two sets of interview schedule were used. On the basis of preferences of the respondents, ten decorative articles were prepared by using card weaving technique and their cost price was calculated to assess the commercial viability of prepared articles. The data collected through interview schedule were coded, tabulated and analyzed. Frequencies, simple percentages and weighted mean scores were calculated to

obtain the information regarding card woven articles. The data were analyzed using Z test for single mean and difference between two proportions.

RESEARCH FINDINGS AND DISCUSSION

The experimental findings obtained from the present study have been discussed in following heads:

Consumers preferences for prepared card woven articles:

The data regarding consumers preferences for prepared card woven articles on the basis of suitability of yarn, design, colour combinations, embellishments used, overall impact

and utility of the articles are presented in Table 1. Data revealed that trimming on neckline made with polyester yarn was given first rank. It was followed by specs case woven with acrylic yarn and necklace woven with silk yarn, respectively. On the basis of design, specs case with v-shaped design was ranked first. It was followed by necklace and lamp shade with diamond and striped designs which were placed at second and third rank, respectively.

Data pertaining to preferences of the respondents regarding colour combinations of the prepared articles revealed that trimming on neckline woven with pink and white colours was given first rank. Cushion cover woven with blue,

Parameters	Articles	Weighted mean scores	Ranks
Suitability of yarn	Trimming for necklines	5.27	I
	Specs case	3.53	II
	Necklace	3.20	III
On the basis of design	Specs case	4.13	I
	Necklace	4.00	II
	Lamp shade	3.40	III
On the basis of color combinations	Trimming for necklines	3.80	I
	Cushion cover	3.73	II
	Specs case	3.60	III
On the basis of embellishments used	Lamp shade	4.27	I
	Necklace	4.00	II
	Trimming for necklines	3.60	III
On the basis of overall impact	Trimming for necklines	4.33	I
	Necklace	3.67	II
	Wrist band	2.93	III
Utility of the article	Specs case	4.27	I
	Shoulder bag	3.87	II
	Trimming for necklines	3.80	III

Article code	Very good		Good		Fair	
	f	%	f	%	f	%
Belt A1	17	34	26	52	7	14
Shoulder bag A2	14	28	27	54	9	18
Specs case A3	29	58	20	40	1	2
Wrist band A4	28	56	19	38	3	6
Wind chime A5	33	66	14	28	3	6
Necklace A6	38	76	9	18	1	2
Cushion cover A7	20	40	24	48	4	8
Trimming on neckline A8	39	78	7	14	4	8
Trimming on hems A9	23	46	23	46	4	8
Lamp shade A10	44	88	6	12	0	0

f-respondents frequency, % - percentage

yellow and purple colour was given second rank followed by specs case woven with red, orange and sky blue colour and was given third rank. Lamp shade with blue coloured hanging and oval beads was ranked first on the basis of embellishments used which was followed by necklace and trimming on neckline with black plastic beads and pink coloured beads placed at second and third rank, respectively. It is apparent from the data that trimming on neckline with broken design in white and pink colour was given first rank in case of overall impact of the prepared articles. It was followed by necklace and wrist band with second and third rank, respectively.

Preferences of the respondents for the woven articles on the basis of utility of article showed that majority of the respondents preferred specs case on the basis of utility of article followed by shoulder bag and trimming on neckline, respectively.

Respondents opinion for the decorative articles made with card weaving technique:

The results pertaining to the preferences of the respondents for the woven articles on the basis of various

parameters have been furnished in Table 2. It was revealed that 34 per cent of the respondents rated the article A₁, belt as very good and it was rated as good by 52 per cent of the respondents while 14 per cent of respondents rated it as fair. The respondents liked the article because of its colour combination and utility of the article. In case of article A₂, a shoulder bag, 28 per cent of the respondents rated as very good. It was considered to be good by 54 per cent. Another 18 per cent of the respondents rated it as fair. The view stated by the respondents for their opinions regarding the article was embellishment used and also the decorative look of the article.

As regards to article A₃, a specs case was ranked as very good by majority of the respondent (58%) followed by 40 per cent of the respondent who rated it as good while only 2 per cent of the respondents rated it as fair. The reason stated by the respondents for very good was kind of embellishment, design and overall impact. In the case of article A₄, a wrist band made in pink and sky blue colours, 56 per cent of the respondents opinioned that the article was very good, whereas 38 per cent of them felt that it was good. Only 6 per cent of the

Table 3: Respondents opinion regarding the suitability of quoted price (n=50)

Name of the article	Quoted price of the article in rupees (Rs.)	No. of respondents for suitability of the quoted price			Z _{HvsAL} -value
		High	Adequate	Low	
Belt	205	11(22.0)	33(66.0)	6(12.00)	5.60*
Shoulder bag	395	15(30.00)	28(56.00)	7(14.0)	4.00*
Specs case	165	8(16.00)	38(76.00)	4(8.0)	6.80*
Wrist band	75	5(10.00)	45(90.00)	-	8.00*
Wind chime	390	6(12.0)	44(88.00)	-	7.60*
Necklace	165	3(6.0)	34(68.00)	13(26.0)	8.80*
Cushion cover	210	12(24.0)	34(68.00)	4(8.0)	5.20*
Trimming for neckline	240	3(6.0)	43(86.00)	4(8.0)	8.80*
Trimming for hemline	190	9(18.0)	35(70.00)	6(12.0)	6.40*
Lamp shade	335	7(14.0)	39(78.00)	4(8.00)	7.20*

Figures in parentheses indicate percentages * indicate significance of value at P=0.05

Table 4 : Assessment of percentage profit of the prepared articles

Name of the article	Price in rupees (Rs.)		Z-value	Percentage profit
	Cost price	Average selling price		
Belt A1	170	225	2.77*	32.35
Shoulder bag A2	330	400	3.15*	21.21
Specs case A3	140	195	3.52*	39.23
Wrist band A4	60	100	2.01*	66.78
Wind chime A5	325	400	2.90*	23.07
Necklace A6	140	225	3.01*	60.71
Cushion cover A7	175	220	2.32*	25.70
Trimming for neckline A8	200	285	3.90*	42.50
Trimming for hemline A9	160	225	2.53*	42.62
Lamp shade A10	280	380	3.65*	35.71

* indicate significance of value at P=0.05

respondents rated it as fair. The reasons reported for its high opinion were its embellishments and colour combinations. Article A₅, the wind chime was rated as very good by majority of the respondents who rated it as good (66%) while only 6 per cent of the respondents rated it as fair. The reason stated by the respondents for very good was kind of embellishments used and as the ideas of making this article was found to be innovative.

Article A₆, a necklace, 76 per cent of the respondents rated it as very good while 18 per cent of the respondents rated it as good. Only 2 per cent of the respondents rated it as fair. The views stated by the respondents for preferring the article were suitability of yarn, overall impact and embellishment used. With respect of article A₇, a cushion cover of blue and yellow colour was rated as good by 48 per cent, 40 per cent rated as very good while 8 per cent rated it as fair. In the case of article A₈, a pink and white striped, trimming on neckline was rated as very good by 78 per cent of respondents. Fourteen per cent of the respondents rated as good while only 8 per cent of the respondents rated as fair. It was highly appreciated on the basis of design, colour combination, suitability of yarn and utility of the article. In the case of the article A₉, trimming on hems, an equal percentage of the respondents (46% each) rated it as very good and good. It was considered to be fair by only 8 per cent of the respondents. Majority of the respondents (88 %) rated article A₁₀, a lamp shade, as very good and 12 per cent rated it as good. None of the respondents rated it as fair.

Majority of the respondent liked the article as the idea of making the innovative articles with card weaving technique was found to be very decorative, useful, colourful and unique.

Assessment of cost effectiveness of the prepared articles:

Majority of the respondents found that the quoted prices for all the articles were adequate (Table 3). As the z-values of comparison between high and adequate/low were found to be significant, thus it can be concluded that these findings are acceptable stating that the quoted price for card woven articles will be acceptable to consumers. The study by Kaur *et al.* (2002) also revealed that prices of the prepared garments were found to be adequate by the respondents.

The high acceptability and profit margins of the decorative articles made with card weaving technique showed that these are commercially viable. When these decorative articles would be manufactured commercially, then cost of production will reduce and profit margins will increase, so if the calculated per cent profit is positive and is more than 21.21 per cent then the prepared articles are said to be commercially viable.

Sunidhi (2004) also revealed that the quoted price of the

article as adequate by the respondents.

Data of Table 4 showed the assessment of percentage profit of the prepared articles. In the case of article A₁, the cost price was Rs. 170 and majority of the respondents preferred to buy the article for Rs. 225 with a profit of 32.35 per cent. For article A₂, the cost price was 330 and selling price was Rs. 400 with 21.21 per cent of profit margin. A₃ had cost price of Rs. 140 and selling price was Rs. 195 with profit margins of 39.23 per cent. For article A₄, the cost price was Rs. 60 with selling price of Rs.100 having profit margin of 66.78 per cent. Article A₅ was having cost price of Rs. 325 with a selling price of Rs. 400 and a profit margin of 23.07 per cent. The cost price of article A₆ was Rs.140 and selling price was Rs. 225 with a profit margin of 60.71 per cent. For article A₇, the cost price was Rs. 175 and selling price was Rs. 220 with a profit margin of 25.70 per cent. In case of article A₈, the cost price was Rs.200 and selling price was Rs. 285 with a profit margin of 42.50 per cent. For article A₉ and A₁₀ the cost price was Rs 160 and Rs. 280 while the selling price was Rs. 225 and Rs. 380 with profit margins of 42.62 and 35.71 per cent, respectively.

Conclusions:

Majority of the respondents liked the articles as the idea of making decorative articles with card weaving technique was found to be very innovative, clourful and unique. As far all the articles there was significant difference between cost price and average selling price so we can say that the articles developed by card weaving are cost effective. Depending on the colours, embellishments and innovation of concept, 21.21 to 66.78 per cent profit can be earned by preparing card woven articles. The high acceptability and profit margins of the decorative articles made with card weaving technique showed that these are commercially viable. When these decorative articles are manufactured commercially, then cost of production will reduce and profit margins will increase. Thus, the technique of card weaving can be taken up as low investment and high profit enterprise.

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