

Designing of indowestern garments by using tantric motifs

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■ **ABSTRACT** : The study was undertaken to add new and interesting ideas, which can break monotony and give a touch of novelty in construction of garments by using the tantric motifs. It was revealed from the data that the entire garments developed with tantric motifs in black and white colour were marketable and liked by the respondents, to fulfill the above purpose and design of dresses were selected by researchers themselves. After that tantric motifs were collected from primary and secondary sources then design sheets were developed with selected motifs. These design sheets were evaluated by 50 respondents which included students and faculty members of Home Science Department. The selected designs were used for development of garments comprising of stencil printing. The garments developed were evaluated on the basis preference of motifs, placements of motifs, stencil printing used and overall aesthetic appeal by using 3 point scale method. It was concluded from the data that designing of black and white garments with tantric motifs with stencil printing were preferred by the consumers.

■ **KEY WORDS**: Garments, Tantric motifs, Stencil printing

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The word “tantra” is derived from the combination of two words “tattva” and “mantra”. “tattva” means the science of cosmic principles, while “mantra” refers to the science of mystic sound and vibrations. Tantra has been one of the most neglected branches of Indian spiritual studies despite the considerable number of texts devoted to this practice, which dates back to the 5th -9th century AD. Many people still consider tantra to be full of obscenities and unfit for people of good taste. It is also often accused of being a kind of black magic. However, in reality, tantra is one of the most important Indian traditions, representing the practical aspect of the Vedic tradition (Banerjee, 1988 and Bagchi, 1989).

Objectives:

- To design and search of various tantric motifs for Indowestern garments.
- To select best preferred tantric motifs and garments placements for stencil printing in black and white colour.
- To evaluate the acceptability of the selected design for stencil printing.

Limitation:

- Study was limited to Banasthali University.
- Only stencil printing was done.
- Only black and white colour was done.

Significance:

- This study may be helpful in value of the addition of tantric motifs for different garments.
- With the help of this study, the consumer will get varieties in different type of garments (skirt, shirt, top, kurti, one piece).
- A wide range of Indo-western garments and accessories will be designed by tantric motifs comprising of different printing techniques which will satisfy the needs of consumers.
- The study will help the designer to explore new possibility of designing the tantric items.

■ RESEARCH METHODS

A research design is the arrangement of condition for

collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

The whole work divided in to two steps:

Step 1:

Includes the design tantric motif and construction of selected skirt, kurti, t-shirt and one piece top.

Step 2:

The acceptability and marketability of the Indowestern garments were analyzed in 2nd step. The methodological approach followed to carry out this study was broadly classified under the following steps.

Area of the study/selection of area:

The place where the study was conducted is referred to as locale of the study. Banasthali Vidhyapith in Rajasthan was selected purposively and according to feasibility of the consumer. Survey was conducted in Banasthali Vidyapeeth for ease of approachability for investigators.

Selection of respondents:

A sample of 50 respondents was selected for the study. The judges were 5 faculty members of Department of Clothing and Textiles, 15 graduate students and 30 post graduate students of Faculty of Home Science, in Banasthali Vidyapeeth.

Preparation of the questionnaire:

A structured questionnaire was developed to collect the information about consumer liking / disliking for tantric motif.

Tools and procedure for data collection:

A questionnaire was prepared to collect the information about consumer's preference towards accessories.

Collection of data:

Data were collected by the investigators from the respondents with the help of developed questionnaires. Interview technique was used to collect the data. The purpose of the study was explained to all the respondents in order to satisfy their curiosity and obtain good responses. Questions were asked by investigator himself.

Analysis of the data:

After collecting the information, data were tabulated and analyzed. Analysis was based on the responses given by the respondents about their preferences, frequency and percentage were calculated.

A three point scale was used for rating:

Rating	Score
Excellent	3
Very good	2
Good	1

The study divided in to 3 phases:

Phase 1:

Collection of motifs (tantric motifs):

Various tantric motifs were collected from different sources like books and internet.

Selection of motifs:

Consumers preferred more tantric motifs and best selected were constructed. These selected motifs were used for different placements.

Placement of motifs:

The unique tantric motifs were selected. The selected motifs and designs were placed in used doing for different arrangements on garments.

Phase 2:

Two phase study consisted of:



Fig. A: 1,2,3,4 and 5 (left to right)

- Five tantric motifs of stencil were selected for each garments.
- Selection of best preferred design of product out of 5 tantric motifs.

Phase 3:

The selected arrangement of various garments for tantrum motifs on black and white themes. Evaluation of constructed product was done, placements of motifs, colour combination and aesthetic appeal of the prepared articles on the basis of cost price marked on constructed procedure made judged by consumers in form of whether they are marketable / not marketable.

RESEARCH FINDINGS AND DISCUSSION

Result has been presented and discussed under following subsection heads:

- Preference, for designs of apparels using with tantric motifs.
- Consumers acceptance and marketability of designs products.

Aesthetic appeal is an important component of design. Various designs were used to plain surface and to satisfy the increasing demand on consumers for variety of designs. Various way of displaying designs, placements of motif and cost. Price was evaluated by 50 respondents based on aesthetic appeal.

Five products were selected out of 15 sheets finally conducted by 100 judges. In this study, mainly cotton fabric and tantric motifs were used.

Preference for design of apparel using with tantric motifs:

Taste and liking/disliking for particular things are a subjective characteristic, evaluation of aesthetic appeal and overall appearance and psychological experience.

Visual analysis is important components in designing articles on the basis of evaluation.

Table 1 contains highlighted 5 design sheets, which were selected according to consumer preference, aesthetic appeal, uniqueness, suitability, and arrangement of designs.

Consumers acceptance and marketability of design products:

Selected Indo-western garments were constructed, after that sample of 100 respondents from Banasthali University evaluated these Indo-western garments on the basis of acceptability, marketability, aesthetic appeal and suitability and arrangement of motifs.

Fig. 1 shows that the acceptability of each prototype

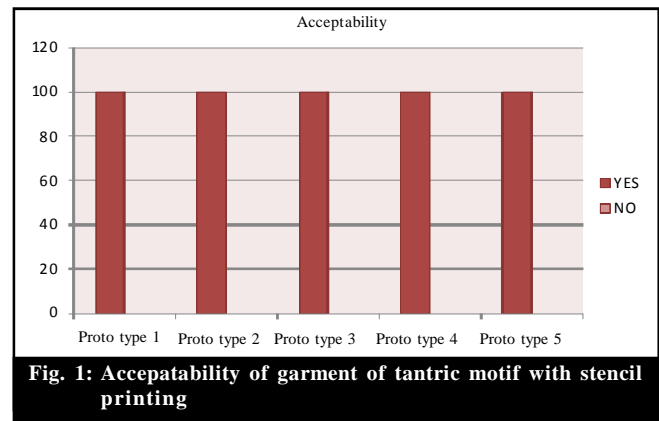


Fig. 1: Acceptability of garment of tantric motif with stencil printing

Table 1: Evaluation of appearance using with tantric motifs					
Sheet No.	Aesthetic appeal	Uniqueness	Suitability	Arrangement	Overall rating
Design 1	1.3	1	2.33	1.76	1.5
Design 2	1.8	1.8	1.76	1.76	1.75
Design 3	2.33	2.26	2.1	2	2.15
Design 4	2.26	1.96	1.76	1.96	1.92
Design 5	1.7	1.9	1.63	1.43	1.3
Design 6	2.3	2.53	2.13	2.16	2.25
Design 7	1.4	1.5	2.33	2	1.8
Design 8	2.3	2	2.1	2.26	2.15
Design 9	2.16	1.56	1.86	2.26	1.9
Design 10	1.7	2.23	2.33	1.53	1.9
Design 11	2.33	1.46	1.43	1.83	1.7
Design 12	2.43	2.33	2.43	2.36	2.35
Design 13	2.26	2.1	2.26	2.2	1.65
Design 14	2.06	2.03	1.43	2	1.88
Design 15	1.96	2.2	2.3	1.86	2.08

was 100%.

It is evident from Table 2 that proto type 3 was highest and proto type 4 and 5 were equal and proto type 2 was higher than 1.

Plate No.2	Marketability
Proto type 1	80 %
Proto type 2	83 %
Proto type 3	100 %
Proto type 4	96.9 %
Proto type 5	96.9 %

All the proto types were found appealing to the respondents but design 3 and 5 got highest response on the basis of aesthetic appeal and 1 or 2 were equal (Table 3).

Plate No.3	Aesthetic appeal
Proto type 1	2.69
Proto type 2	2.69
Proto type 3	2.83
Proto type 4	2.70
Proto type 5	2.83

Table 4 indicates that the suitability and arrangement of motifs were equal in proto type 1,3,4 and 5 than proto type 2. 80 per cent respondents said 'Yes' and 20 per cent as 'No'.

Plate No.4	Suitability and arrangement
Proto type 1	100 %
Proto type 2	89.2 %
Proto type 3	100 %
Proto type 4	100 %
Proto type 5	100 %

Conclusion:

Thus, it can be said that apparels have good market potential and other such areas can be touched upon similarly.

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