Adaptation of *Warli* art for the development of blocks for printing of apparels

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■**ABSTRACT :** India had always been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. Every region in India has its own style and pattern of art, which is generally known as folk art. Perhaps the best-known genre of Indian folk paintings is the Warli painting from Maharashtra state. Traditionally Warli paintings were done by hand which is tedious, time consuming and laborious process. But due course of time with easy availability of different styles of printing, these paintings can be brought down on cloth by using various printing techniques. Hence, in the present study an attempt was made to develop blocks of Warli paintings of Maharashtra for printing of apparels and handicraft items. Total thirty designs were developed with the help of computer software "Adobe Photoshop" and "Corel Draw", ten each for apparels including kurties, suits and sarees. All the developed designs were subjected to visual evaluation for selection of two best designs from each category by the panel of thirty judges. The selected designs were applied on apparels using block printing technique. The cost of each article was calculated on the basis of expenditure on raw materials, labour charges, finishing charges and profit margin. Among the apparel items, brick red and black colour printed kurti (K9), green and purple colour painted suit (D7) and purple colour printed saree (S6) were highly appreciated and accepted. However, all the other products were also appreciated. Selling price of apparel items was ranged between Rs. 492/- to Rs. 1163/-. The adaptation of Warli motifs on apparels using block printing has paved the way for the plethora of product diversification that could lead to a flourishing market.

■ **KEY WORDS:** Warli art, Printing apparels

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Art is an expression of one's soul. It is not one thing in particular but includes both concrete and abstract environment. It is perceived through eyes but appreciated by the spirit. It's sole purpose is to stimulate the feelings of joy and peace. Art in any form communicates the feelings of the artists. It encompasses a diverse range of human activities, creations and modes of expression including music, literatures, film, sculpture and paintings. It originates with an instant urge to create, flourishes as a pains taking creative activity and ends with a strong influence. Indian art is one of the richest arts in the world and it is difficult to throw off its spell if one has once succumbed to it. There are several arts in this country and each one is famous for its uniqueness of designing, textiles and processing etc.

The rural folk paintings of India bear distinctive colourful designs which are associated with religious and mystical motifs. Some of the most famous folk paintings of India are: *Patachitra* paintings of Orissa, *Nirmal* paintings of Andhra Pradesh, *Madhubani* paintings of Bihar and *Warli* paintings of Maharashtra.

The word "*Warli*" is derived from *warla*, meaning 'piece of land' or 'field'. *Warli* paintings are the paintings from Maharashtra. It is an ancient form of Indian painting which dates back to the Neolithic period. *Warli* painting are a very popular form of tribal painting. *Warli* strongly reveals the skilled abilities of its local artisans and the prosperous cultural

heritage of the state. It represents the religious sentiments and social-cultural traditions of the region as well as the collective experience of the artists inherited through many generations and the expression of the historic events, with which the places are marked.

Warli is a restricted art tediously made on walls by artisans using painting techniques. The designs are very interesting and can be used on textile products with modification. However the exact replications of motifs in design are not possible by painting technique. Further it is time consuming too. On the other side the integration of the *Warli* motifs on textile materials using wooden "blocks" can be executed in a very short time with precision, the motifs can be arranged, and replicated to produce beautiful decorative designs that would help in confirming rhythm in designs. Further the blocks can be utilized for the production of various apparel, home furnishing and handicraft items and can be stored for longer period of time. Keeping in mind these points, the present study was done on development of blocks of *Warli art* motifs for producing various apparel articles.

■ RESEARCH METHODS

Adaptation of *Warli* motifs for design development:

Suitable motifs were screened out and adapted for the development of new designs for various apparel articles. Arrangement of the motifs was done manually as well as with the help of "Corel Draw" and "Adobe Photoshop". Total thirty designs were prepared for apparels ten each for sarees, suits and kurties.

Screening of the developed designs through visual evaluation:

Prepared designs were subjected to visual evaluation for the selection of two most preferred designs from each category for apparels. The evaluation was done by a panel of thirty judges. All the designs were ranked according to their preferences obtained. The attributes for the evaluation of designs were arrangement of motifs, appropriateness of designs, colour combination and overall appearance of the designs. Five point scale was used for the evaluation of developed designs and marks 1, 2, 3, 4 and 5 corresponding to poor, fair, good, very good and excellent, respectively were assigned.

Development of wooden blocks and printing of products :

Selected designs were shown to craftsman for preparation of carved wooden blocks. The blocks were prepared from Saharanpur (U.P.). A total of thirty blocks were prepared and used for printing of various products. Selected designs were applied on apparel items using prepared block. Six products of apparels two each for sarees, suits and kurties were prepared. The cost of each product was calculated on the basis of raw material cost (fabric, blocks, colours etc.),

labor charge and finishing cost. The sale price was calculated by adding 25 per cent profit margin in the cost price.

Acceptability of the prepared products :

Each prepared apparel article was evaluated to find out the acceptability of the products. The same panel of 30 judges was taken for the evaluation. A ranking performa was given in order to evaluate the acceptability of the developed products. The attributes assigned were colour combination, suitability of the design for the end products, cost range, suitability of surface enrichment techniques used and overall appearance. Rank 1, 2, 3, 4 and 5 was given to those products which stood for poor, fair, good, very good and excellent, respectively.

■ RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Developed designs :

The designs prepared for various apparel articles are shown in Plate 1- 8.

Scores obtained based on visual evaluation :

The scores obtained by each design of Kurties, suits and sarees are shown in Fig. 1, 2 and 3, respectively. It was observed that among the designs developed for kurties, K_9 got the highest score (4.75) followed by K_8 (4.45). In case of designs prepared for ladies suits, highest score was given to the D_2 (4.54) followed by D_7 (4.49) and among the designs of sarees, S_8 was given maximum score (4.57) followed by S5 (4.45). Hence, all these designs were printed using prepared blocks.

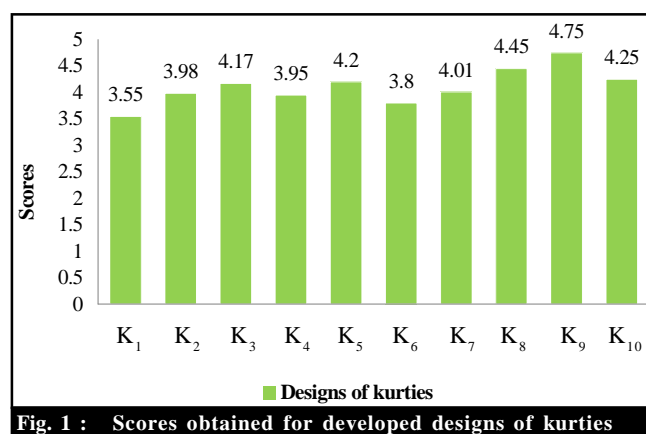**Fig. 1 :   Scores obtained for developed designs of kurties**

Cost of prepared articles :

The cost of prepared products are given in Table 1 to 3.

Acceptability of the products :

Each printed articl was subjected to visual evaluation

Table 1 : Cost of printed kurties

Items	Kurti I			Kurti II		
	Consumption	Rate (Rs.)	Value (Rs.)	Consumption	Rate (Rs.)	Value (Rs.)
Cut length of fabric	1.5m	80/meter	120/-	3 m	75/meter	225/-
Stitching charges	1 piece	50/article	50/-	1	90/article	90/-
Cost of blocks	1	150/piece	150/-	1	50/piece	50/-
Embellishment like button, beads or thread	9 button	2/ button	18/-	11 button	2/button	22/-
Colours	15ml	18/15ml	18/-	5ml	6/5ml	6/-
Actual cost			356/-			393/-
25% profit			89/-			98.25
Sale price			445/-			491.25

Table clearly indicates that the cost of printed kurti II was slightly higher (Rs. 491.25) than the kurti I (Rs. 445) due to the more consumption of fabric.

Table 2 : Cost of printed suits

Items	Suit I			Suit II		
	Consumption	Rate (Rs.)	Value (Rs.)	Consumption	Rate (Rs.)	Value (Rs.)
Cut length of fabric	9 m	48/meter	432/-	9 m	46/meter	414/-
Stitching charges	1	150/article	150/-	1	160/article	160/-
Cost of blocks	1	100/piece	100/-	3	100/piece	300/-
Dyeing charges		-				30/-
Colours	40ml	49/40ml	49/-	55ml	68/55ml	68/-
Actual cost			731/-			972/-
25% profit			182.75			243/-
Sale price			913.75			1215/-

The above table clearly indicates that the cost of printed suit II was higher (Rs. 1215) than the suit I (Rs. 913.75) because three blocks were utilized for the printing of suit II that added to the actual cost.

Table 3 : Cost of printed sarees

Items	Saree I			Saree II		
	Consumption	Rate (Rs.)	Value (Rs.)	Consumption	Rate (Rs.)	Value (Rs.)
Cut length of fabric	5m green and 2 m mahroon	–	500/-	6 m	85/meter	510/-
Stitching charges of border	1	60/article	60/-	–	–	–
Cost of blocks	2	600/piece	700/-	2	125/piece	250/-
		100/piece				
Dyeing charges	–	–	100/-	–	–	80/-
Colours	90ml	90/ml	90/-	90 ml	90/ml	90/-
Actual cost	–		1450/-	–		930/-
25% profit			362.50			232.50
Sale price			1812.50			1162.50

The above table indicates that the cost of printed saree I was higher (Rs. 1812.50) than the saree I (Rs. 1162.50). The main reason was the difference in cost of prepared blocks for printing of sarees. The cost of blocks used for printing of saree I was higher than the cost of block used for printing of saree II.

Table 4 : Acceptability scores of the developed apparel items

Products	Articles	Suitability of surface enrichment technique	Colour combination	Neatness	Cost	Overall appearance	Acceptability scores	Rank
Kurties	I	4.2	4.3	4.4	4.1	4.2	4.24	II
	II	4.4	4.5	4.5	4.2	4.6	4.44	I
Suits	I	4.0	4.1	4.4	4.2	4.2	4.18	II
	II	4.5	4.4	4.6	4.1	4. 3	4. 38	I
Sarees	I	4.1	4.2	4.6	4.1	4.2	4.24	II
	II	4.0	4.4	4.5	4.6	4.7	4.44	I

Fig. 2 : Scores obtained for developed designs of suit

Fig. 3 : Scores obtained for developed designs of sarees

green and purple coloured printed suit and purple colour printed saree were highly appreciated. The cost of apparel products ranged between Rs. 492/- to Rs. 1163/- .

It is concluded that the Warli art motifs can be used successfully for the development of wooden blocks that will

Kurti I

Kurti II

for assessment of acceptability and the results are reported in Table 1, 2, 3 and 4. It was observed that irrespective of higher cost, Kurti II (brick red and black colour printed) was given 1st preference due to its colour combination and neatness. Among the prepared suits similar results were obtained. Suit II (green and purple colour) was given first preference with the total score of 4.38 while suit I was scored second.

In case of prepared sarees purple coloured saree (Saree II) was liked by most of the judges and it scored higher marks than saree I. Arrangement of motif, colour combination and less cost value were the main reasons for giving it 1st preference. Though all the prepared products were highly appreciated and accepted but Kurti II, Suit II and saree II were given higher marks. Similar work related on the present investigation was also carried out by Kishore *et al.* (2013) and Sharma *et al.* (2010)

Conclusion :

The Warli motifs were successfully adapted for designing the apparel articles using block printing. All the prepared products were highly appreciated and well accepted with regards to visual evaluation and cost effectiveness. Among apparel items, brick red and black colour printed kurti,

Suit I

Suit II

Saree I

Saree II

facilitate the faster printing process, reducing the time and energy and can be use for diversification of products. Also the prepared blocks can be preserve for longer period for further use.

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