

A STUDY ON BLOCK PRINTING OF SARIS USING SELECTED PAISLEY MOTIFS**Sandeep Reen**

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INTRODUCTION

Man has always wished to decorate his body with clothes of different colour, design and pattern. There are various methods of patterning of cloth by means of printing, dyeing or painting. Out of these, the first two are the oldest one. Some of the methods require expensive equipment and other require very simple outlay. All the methods represent the means of transferring the creative talent of designer to the fabric. (Mehra, Jaspreet, 1995).

The deposition of colour, by various means, on fabrics to obtain coloured pattern of designs, is termed "Textile Printing". (Gale 1971).

An ancient method of printing i.e. still used today is block printing. This is a form of printing in which the pattern or a part of the same is cut out of wood and this stamp is used to transfer the colour paste on to the fabric. The transfer of the colouring substance from the block to the fabric requires a certain amount of force. Various looks can be achieved with block printing. If the block is pressed evenly on a flat surface, the design is crisp and precise. Pressing heavily on one side of the block results in shaded printing. A pebbled block pebbles the print. Large amount of ink on the block can create a blurred effect. Printed fabrics often consist of a small, over all design in one or more colours. Other methods of printing allow large overall designs to be created. (Faiola and Pullen, 1982, Shenai, 1990, Sharma, 1994).

The chief article of female attire in India consists of a long scarf, called a saree, which both envelops the body and acts as a covering to the head. It is the common dress of the Hindu women of all ranks, as well as that of a large proportion of Mohammedans. The mode of wearing the saree is very much the same all over India, although, of course, the amplitude of its folds, material and designs used, vary with the social position of the women. With respect to the materials of which the saree is made, cotton naturally occupies the first place. (Watson, 1982).

This study has been done on block printing because it is the simplest and also the cheapest method of producing coloured designs on white or coloured background. Block printing is the oldest and generally considered as the most artistic, of all method of printing textiles. There is a strong urge in all of us for self enhancement, the desire to beautify one self is readily accessible and a personal medium on which the individual can practice his artistic skill. Cotton is famous for its ideal properties such as fineness, delicacy, ready availability, elegance, cheapness, durability, ease of care comfort and economy. Paisley has been one of the most favourite motifs of block printers. Hence block printing with paisley motifs on white organdy saris was selected for the study.

OBJECTIVES

1. To know the preferences of consumers regarding block printing of saris using ten selected paisley motifs.
2. To develop the selected paisley motifs on saris with selected border-pallu placement.
3. To evaluate different block printed saris.

DELIMITATIONS

1. Only one motif i.e. paisley was used for printing saris.
2. Printing was done on white organdy fabric only.

RELATED STUDIES

Mittal (1998) conducted a study on designing and developing printed saris by most preferred hand printing technique, to know the preferences of consumers regarding prints and designs for saris, then sketching the designs according to the preference of consumers and then developing the

selected design by most preferred hand printing technique. Results obtained from the study concluded that screen printing was the most preferred hand printing technique. Traditional motifs are the most preferred motifs, printed body with continuous printed border and printed pallu is the most preferred arrangement of design in saris. Saris with light background and dark prints is the most preferred combination of shades and analogous colour harmony is the most preferred colour harmony for saris.

(Rubel 2011)

The present study on **Market potential of value added Kota doria sarees**

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. 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.

(Srivastava 2011)

The present research on **Adaptation of traditional designs on sarees of Meitei community of Manipur** 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 and Rajasthan 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. 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 on 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.

METHODOLOGY

The present study “Designing and Developing Block Printed saris using paisley motifs” had been conducted to know the preferences of the consumers regarding block printing of saris selecting ten different paisley motifs, to know preferences of consumers regarding colour scheme and colour used for printing and to know the preferences of consumers regarding block printed saris using selected paisley motifs with the selected border pallu placement.

Survey and experimental method were selected to carry out the study. Required information was collected through interviews and performas..

Fifty paisley motifs were prepared and displayed on a chart paper respondents marked them in decreasing order of preference giving highest score to the most preferred one.

Finally first ten blocks with highest scores were selected and got made from the market to develop saris with the selected border pallu placements which were finalized in the same manner as above. white saris were delimited for the study

Now finally twenty placements were drawn out of which most preferred placement for border and pallu was used in printing all the saris.

Ten white organdy saris were block printed using ten selected paisley motifs with most preferred border pallu placement saris were evaluated on the basis of their appeal and appearance. One getting highest score was selected as the best block printed sari.

RESULTS AND DISCUSSIONS

Table 1

Distribution of the respondents on the basis of their preference for colour schemes

<u>S. No.</u>	<u>Colour Scheme</u>	<u>F</u>	<u>%</u>
1.	Primary	22	44
2.	Secondary	18	36
3.	Tertiary	5	10
4.	Quarternary	5	10

The data in the above tables depicts that most (44%) respondents preferred primary colour scheme and other (36%) respondents preferred secondary colour scheme, only 10% respondents preferred tertiary colour scheme while the other 10% respondents who preferred quaternary colour. It was found that primary colour scheme was preferred by majority of respondents because primary colour scheme included all bright colours and according to the respondents only these colours could produce best results of printing.

Table 2.

Distribution of the respondents on the basis of their preference for primary colours.

<u>S.No.</u>	<u>Name of colour</u>	<u>F</u>	<u>%</u>
1.	Red	15	30
2.	Blue	30	60
3.	Yellow	5	10

The above table shows that majority (60%) of respondents preferred blue colour for printing of saris while 30% respondents preferred red colour followed by 10% respondents who preferred yellow colour. According to the respondents, white organdy is best suited for summer wear and blue colour on white background would definitely give a cool effect so most of the respondents opted for blue colour for printing the saris.

Table 3.

Distribution of the respondents on the basis of their preference for different border pallu placements

<u>S.No.</u>	<u>Placement No</u>	<u>F</u>	<u>%</u>
1.	Placement 1	1	10
2.	Placement 2	-	-
3.	Placement 3	1	10
4.	Placement 4	-	-
5.	Placement 5	3	30
6.	Placement 6	-	-
7.	Placement 7	-	-
8.	Placement 8	-	-
9.	Placement 9	-	-
10.	Placement 10	-	-

The data in the above table reveal that majority (30% of the respondents preferred placement 5 and some (10%) of the respondents preferred placement 1 while other (10%) respondents preferred placement 3 for block printing the saris. Placement 2, 4, 6, 7, 8, 9, 10 did not get first preference by any of the respondents. The most preferred placement i.e. placement 5 was further used for printing all the saris using ten selected paisley motifs.

Table 4.

Distribution of the respondents on the basis of their preference for block printed saris.

<u>S. No.</u>	<u>Saree No</u>	<u>F</u>	<u>%</u>
1.	Saree block printed with motif 1	1	10
2.	Saree block printed with motif 9	-	-
3.	Saree block printed with motif 10	-	-
4.	Saree block printed with motif 16	-	-
5.	Saree block printed with motif 23	-	-
6.	Saree block printed with motif 35	-	-
7.	Saree block printed with motif 39	-	-
8.	Saree block printed with motif 43	-	-
9.	Saree block printed with motif 47	4	40
10.	Saree block printed with motif 49	-	-

The above table shows that sari block printed with motif 47 was preferred by most (40%) of the respondents so that this sari was selected as the best block printed sari.

Sari block printed out with motif 1 was preferred by only 10% of the respondents while the other saris block printed with motif 9, 10, 16, 23, 35, 39, 43 and 49 did not get first preference by any of the respondents.

The major findings of the study were as follows

Fifty paisley motifs were drawn, out of which ten motifs getting highest scores from the respondents were selected. Motifs with highest scores were motif 1, 9, 10, 16, 23, 35, 39, 43, 47 and 49. Rest of the motifs did not get first preference by any of the respondents.

Bleached desized white organdy was used for saris. It was found that most of the respondents preferred plain body of saris while few respondents preferred printed body.

Majority of the respondents gave their preference for continuous border, where as only a few preferred non-continuous border.

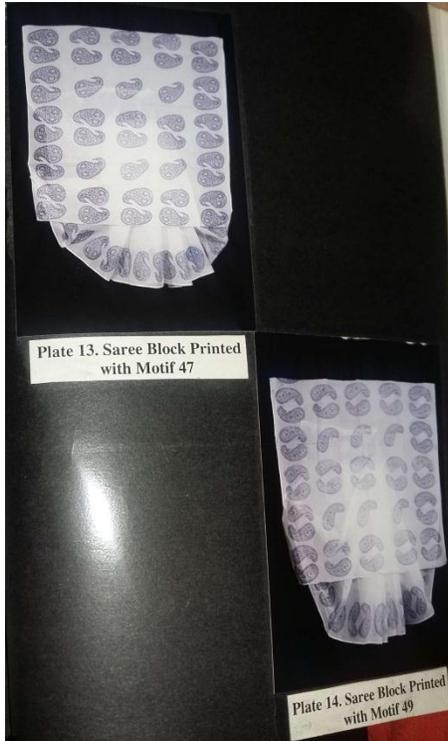
All the respondents preferred printed pallu of the saris, out of which most of the respondents preferred horizontally printed pallu, some of the respondents favoured vertically printed pallu while the rest of the respondent diagonally printed pallu. Plain pallu was not at all preferred by the respondents. Primary colour scheme was preferred by most of the respondents followed by secondary colour scheme. Only a few of the respondents preferred tertiary colour scheme and rest respondents preferred quaternary colour scheme.

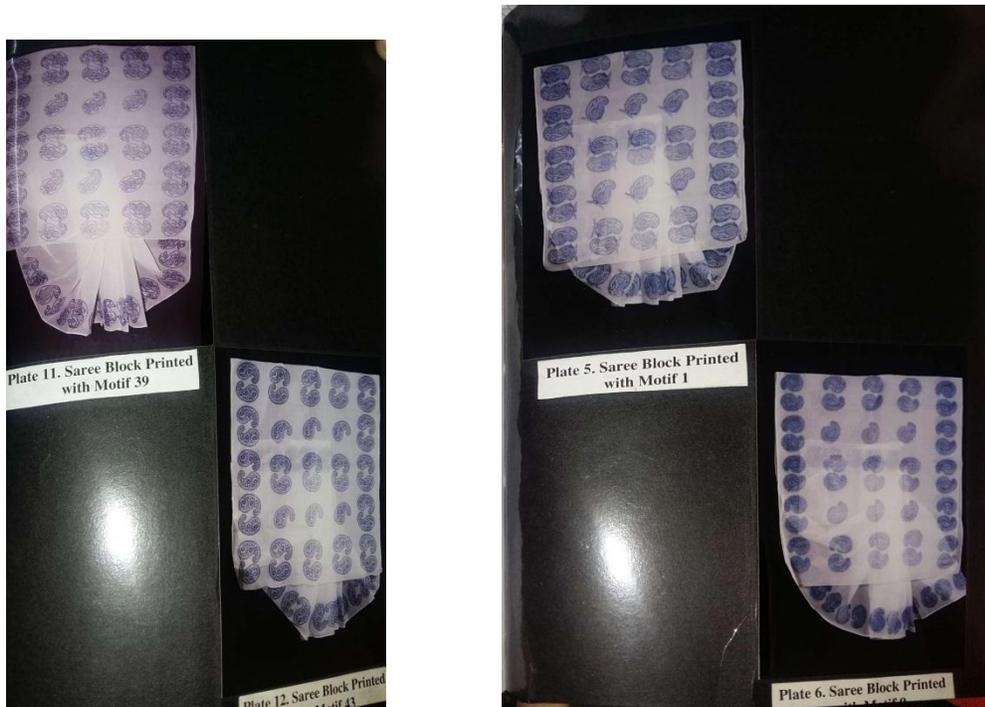
More than half of the respondents preferred blue colour for printing followed by some giving preference for red colour while remaining few of them preferred yellow colour for printing the saris.

Out of the ten different placement for border and pallu each, placement-5 was selected by maximum respondents. Some respondents selected placement-1 followed by rest selecting placement-3. Other placement did not get first preference by any of the respondents.

Saree block printed with motif 47 was selected by majority of the respondents while only a few respondents selected saree block printed with motif 1. Rest of the saris did not get first preference by the respondents.

SARIS BLOCK PRINTED USING SELECTED MOTIFS AND PLACEMENTS





CONCLUSION

On the basis of the results obtained from the present study, it can be concluded that plain body with continuous border and horizontally printed pallu is the most preferred arrangement of ten selected paisley motifs in block printed saris. Blue is the most preferred colour for block printing on white organdy. Hand block prints involve more time and labour which gives the fabric an exclusive and ethnic look at relatively lower cost. Thereby enhancing the beauty and the value of the fabric.

IMPLICATION OF THE STUDY

The present study aimed at studying the traditional craft of block printing and imparting it a completely new look. Since, not much has been done on this subject, so there is sufficient scope for this study. Apart from the academic useful-ness of the study, it was also considered to suit modern usages by introducing traditional patterns in a more attractive manner. The results of the present study will serve as a source of knowledge about block printing. The study could be a factor in inspiring the students of clothing and textiles to be more creative and innovative in designing and printing. It would also help the manufactures and boutique owners to print the saris and other

articles according to the preference of consumers that can provide much needed service. I think this was the best way according to which a traditional folk art of India was being utilized in a most modernized way on saris.

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