EXPLORING THE AWARENESS OF HANDLOOM CARPET AND CARPET PRINTING, EVALUATION OF DESIGNS INSPIRED BY FLYING BIRDS: A SURVEY

SADHNA¹, MEENAKSHI GUPTA² & AJAY KUMAR³

¹Research Scholar, Department of Clothing and Textiles, College of Home Science, Rajasthan, India

²Associate Professor, Institute of Design, Banasthali Vidyapith University, Tonk, Rajasthan, India

³Senior Scientist, ICAR-Central Sheep and Wool Research Institute, Avikanagar, Rajasthan, India

ABSTRACT

In this study, an attempt has been made to identify the awareness of handloom carpet and carpet printing among the people. Further, this study evaluated the designs among the people to draw their opinion and know their attitude on designs for screen printing. A total of 120 questionnaires were distributed among the students and employees across all the discipline and offices. Out of 120, 110 belonged to the female community and 10 belonged to a male. The age of the respondents was grouped into three as 16 to 22, 18 to 24 and above 26. The awareness of handloom carpet and carpet printing were identified based on 6 variables on a five-point scale, such as Yes, No, opinion or No opinion. For further study, i.e., “woven handloom carpet printing by using screen printing technique” purpose, 25 sheets were designed and scrutinized by the same respondents mentioned above. Design sheets were developed on the basis of placement of motif, color combination, the uniqueness of design. The respondents rated from excellent to good for all the design sheets developed. Thus, on the basis of the result, it can be concluded that the people desire for the new series in carpet designing which is screen printed handloom carpets.

KEYWORDS: Handloom Carpets, Awareness, Printing, Design Preference & Stylized Designs Evaluation

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INTRODUCTION

The carpets are mainly used as floor coverings to provide the eye soothing, luxury feel, and comfort to walk. The human activities for a prolonged time over a hard floor surface including the impact of heel strike in walking and postural sway due to body inertia result in discomfort by fatigue, tiredness, and pain in the lower leg, ankle and foot. The mechanical properties of carpet mainly its compression behavior facilitate the human activities by reducing the impact of heel strike during the walk. The biomechanical study¹ reveals that the postural sway due to carpet compliance reduces the venous pressure and facilitates blood flow to lower extremities and feet. This can reduce the potential fatigue during standing, thus improves the perceived comfort. Therefore, compression behavior of carpet becomes an important property to be maintained. During carpet compression, the carpet piles are stressed and applied load is subjected to a combination of extension, compression, bending and torsional strains. The recovery of carpet pile from compression has been elucidated by comparing the stored elastic energy due to elastic mechanisms and work done to overcome the frictional resistance.

Weaving carpet is a craft that requires assorted skill and expertise. In the pre-independence era this artistry was no longer a trade and isolated in the villages or towns. After independence, the craft has evolved and spread its wings. Indian carpet industry is primarily an export-oriented industry and more flourished in the northern part of the country due to the availability of raw material i.e. wool and skilled weavers. There are total 1215 registered carpet manufacturing units in India, out of which, 190 are in the organized sector and the remaining are functioning as a small scale industry. The major belts for carpet weaving centers are in Bhadohi– Mirzapur, Jaipur, Agra, Jammu and Kashmir and Panipat in Haryana. Indian carpet is an export-oriented item & above 90% of its production is exported. This study is extremely suited to make the small but important part in accomplishing the gigantic task of finding useful employment in urban as well as rural areas. This study will help to add new varieties in handloom woven carpet. It is expected that the study will help in providing cost-effective handloom carpet for consumers and special characteristics of screen printing designs will also help to attract more consumers. The work will make handloom carpet more popular in the national and international market and may provide sustainable growth to the Indian carpet industry. A consumer will also be benefited by getting the fine and good quality of printed carpet at a lesser cost.

OBJECTIVES

The objectives of the study are:

- To identify the awareness of handloom carpets among the respondent.
- To know the perception on printed carpet among the respondent.
- To develop 25 design sheets of stylized designs inspired by flying bird.
- To evaluate developed sheet by respondent on the basis of color combination, the uniqueness of design and placement of motifs.
- To evaluate the marketability and acceptability forthcoming printed handloom carpets by using natural stylized designs.

Delimitation

- This study was limited to Banasthali Vidyapith.
- Only 25 design sheets were developed.
- Only 120 respondents were selected for the study.

METHODOLOGY

The study aims at exploring the awareness of handloom carpet and carpet printing, evaluation of designs inspired by flying birds. To fulfill the objectives, the analysis was done and evaluated by studying various aspects of woven handloom carpets awareness and designs evaluation followed by the respondent. A sample size of 120 was selected through random sampling technique. The tools selected for data collection included a questionnaire method as it provided more scope to obtain relevant and complete information. The questionnaire consisted of both open and closed-ended questions which dealt with awareness details, types of design and people rigid/ flexible towards carpet choice of printed carpets. The Questionnaire was distributed among the respondents during their leisure time. The data thus collected

through the questionnaire were coded, tabulated, interpreted and analyzed using the statistics.

Phase I: Awareness Survey

- **Construction of Questionnaire:** A self-structured questionnaire was constructed with total 6 questions, including a 5 objective type and one subjective type question to collect the information about the awareness of handloom carpet, generation preference of customers with regard to the printing of carpet using screen printing technique, designs detail, to extract meaning full result.
- **Selection of the Sample:** For the study, a sample was purposively selected and taken out by U. G, P. G and employees across all the discipline and offices from Banasthali Vidyapith to conduct survey.
- **Data Collection:** The data were collected by the investigator from the Banasthali Vidyapith with the help of the questionnaire. The purpose of the study was explained to the respondents in order to satisfy their curiosity and to obtain a good result.
- **Data Analysis:** Data was analyzed subjectively or statistically to know the consumer preference about the existing handloom carpet and about the forthcoming screen printed handloom carpets and designs preferences.

Phase II: Development of Design Sheets and Evaluation

- **Development and Selection of Designed Sheets:** According to respondent preferences, the investigator prepared three designed sheets for each forthcoming handloom carpet article using screen printing techniques with stylized natural designs. Total twenty- five sheets were developed for evaluation.
- **Evaluation of Developed Designs on a Five Point Scale:** Assessment was done to select the developed designs by displaying all the twenty five sheets to the respondents and the sheets were graded on a five point scale.

Excellent	1
Very Good	2
Good	3
Fair	4
Average	5

- **Analysis of Designed Sheets:** For the analysis of data collection and interview schedule, weighted mean were calculated for final evaluation of product scores and this were calculated for each design and ranking was done for each category. Finally, comparison were made and inferences drawn.

RESULT AND DISCUSSIONS

A present study titled “Exploring the awareness of handloom carpet and carpet printing, evaluation of designs inspired by flying birds: A survey” was carried out and following results were extracted which paved the way of an investigator.

The result of the study has been discussed as under following subsections:-

- Result of consumer awareness and preference survey.
- Result of assessment of designed sheets.

Brief Profile of Respondent

It was noted that all the respondents belonged to different states of India and were studying and working in the Bansthali Vidyapith from 1 to 5 and more than five years. According to the study, respondents were enrolled and studying in the design and printing discipline. Majority of the respondents were studying each and every process of preparation of fabric, color, printing and finishing process in their courses. There were some respondents who were only studying the weaving and printing and its designing thus making them have a good knowledge in designing, weaving, and printing. The demographic data revealed that the age of 120 respondents ranged between “16 to 24 and above 26 years”.

Table 1: Department Wise Respondents

S. No.	Department/office	No. of Respondents	Age Group	Gender
1	Fashion and life style design	20	16 to 22	Female
2	Textile designing (weaving / printing)	20	18 to 24	Female
3	Clothing & textile	20	18 to 24	Female
4	Drawing and Printing	20	18 to 24	Female
5	Communication design	20	16 to 22	female
6	Employees (faculty member and administration)	20	Above 26	10 male and 10 female
Total		120		

Result of the Consumer Preference and Awareness Survey

A consumer survey was conducted to collect the information regarding their awareness and preference for handloom carpet and its printing. Results obtained were as under:

Table 2: Interest in Interior Decoration

Interest	Percent
Very much	58%
Moderately	40%
Rarely interested	2%
Not interested	0%

Interior decoration is an art, which forms an essential part of every home. It is an art, which beautifies home in a different way. On conducting the survey, 58% people were found very much interested in interior decoration and 40% were moderately interested. Present ratio showed that most of the people were interested in slight difference.

Figure 1: Knowledge of Respondents about Handloom Carpets

Figure 1 shows that 70% respondent had knowledge about the handloom carpets.

Figure 2: Preference of Respondent for Forthcoming Developed Printed Handloom Carpet

Figure 2 shows that 80% respondent preferred for forthcoming developed printed woven handloom carpet. A small number of respondents did not prefer printed carpet due to their personal choice.

Figure 3: Preference of Respondent for Screen Printing Technique

Figure 3 shows that 90% of the respondents preferred screen printing technique to developed printed woven handloom carpet. While other 10% respondents did not prefer printed woven handloom carpet by using screen printing technique.

Figure 4: Preference of Respondent for Designs Types

Figure 4 shows that maximum respondents preferred the Natural stylized designs for product development, 20% preferred Natural designs and only 10% respondents preferred the product printing by geometrical designs.

Figure 5: Rigid/Flexible Towards Carpet Choice

Figure 5 shows that 80% respondents were flexible about the carpet choice and very few respondents didn't want a change in the carpet choice. As carpet is the oldest home furnishing material used for the floor covering, thus all respondents knew the necessity for live up to date with a trend and they buy it in low cost.

RESULT OF ASSESSMENT OF DESIGNED SHEET

25 sheet of Natural stylized design inspired by flying birds were developed. Screen printing technique was used for woven handloom carpet printing purpose. In this study, subjective analyses of design sheets were evaluated by the respondents. 120 respondents were chosen to judge the design visually and ranks were given on the basis of the most appealing designs to next in order and so on. Each design was ranked according to the total scoring and the result is given in Figure no.6.

Table 3: Ranking on the Basis of Placement of Motif, Color Combination, Uniqueness of Design, Developed Sheets with Stylized Natural Design Inspired by Flying Bird for Future Work

Design No.	Total score	Rank
1.	842	11
2.	803	15
3.	783	19
4.	778	20
5.	1090	1
6.	826	13
7.	799	16
8.	1077	5
9.	704	25
10.	876	8
11.	767	22
12.	1081	3
13.	879	7
14.	829	12
15.	912	6
16.	771	21
17.	871	9
18.	762	23
19.	810	14
20.	1078	4
21.	759	24
22.	791	18

Table 3: Contd.,		
23.	794	17
24.	859	10
25.	1086	2

These 3 designs sheets, which got first, second and third rank were selected from the table and were further taken for forthcoming screen printing development of prototypes.

Figure 6

CONCLUSIONS

This study was conducted in order to identify the awareness and perception of respondent towards woven handloom carpet. The findings that have been explored from the present study could be taken as a suggestion for enhancing the screen printing aspects of the woven handloom carpet printing. Though, screen printing technique with Natural stylized designs inspired by flying bird aspects to satisfy the printed carpet can be produced and marketed to improve the versatility of the floor covering.

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