

## EVALUATION OF DESIGNED ILKAL HANDLOOM SAREES BY CONSUMERS

*Jyothi Kordhanyamath<sup>1</sup> & S. Kauvery Bai<sup>2</sup>*

*<sup>1</sup>Assistant Professor, Department of Fashion and Apparel Design, Acharya Institute of Graduate Studies, Bangalore University, Bangalore, Karnataka, India*

*<sup>2</sup>Associate Professor, Smt V H D Central Institute of Home Science, Department of Textiles and Clothing, Bangalore University, Bangalore, Karnataka, India*

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### ABSTRACT

*The Fashion world might be trending with varied patterns and clothing styles. However, Sarees remain a vintage representative of the woman's style quotient. It's a wear that is evergreen and will never let be replaced by any trending clothing. Each state in India produces a unique variety of traditional handloom sarees that represents the art, culture and tradition of that particular place. The Ilkal sarees are the traditional textiles of north Karnataka that are famous worldwide. In present days the usage of handloom and traditional technique of kondi to develop Ilkal sarees is declining because of power looms. For the present study Ilkal sarees are designed and developed in handloom with kondi technique and woven with beautiful kasuti motifs. The traditional techniques and handlooms needs to be retained and craftsmanship needs to be encouraged, The research study focuses on the development and acceptance of the designed and developed Ilkal handloom sarees with woven kasuti designs. The developed sarees were considered unique and was well accepted by the consumers.*

**KEYWORDS:** *Ilkal, Handloom, Kondi Technique, Kasuti*

### INTRODUCTION

The Indian saree remains classic with a wide range of designs. Each state in India has a special type of saree produced using different raw materials, colours and traditional technique. Similarly, people from different states adopt different styles of tying the saree. sarees are produced in 5,6,9 yards. Among many traditional sarees in India, Ilkal saree is one of the traditional saree originated in North Karnataka. The Ilkal saree produced in Ilkal town. The Ilkal sarees are ornamented using traditional kasuti embroidery of Karnataka. Ilkal sarees are famous worldwide and has a good value in International market. Ilkal saree and kasuti embroidery has a vital value in International market. Ilkal sarees are manufactured with cotton, silk, rayon yarns using handloom and at present polyester yarns are also used to produce Ilkal sarees in power loom to make it cost effective. To retain the traditional Ilkal saree of North Karnataka the traditional techniques needs to be kept alive by preserving the production of Ilkal sarees in handloom.

The production and demand for Ilkal sarees is high only during festival and wedding seasons and the majority of target customers belong to Maharashtra and North Karnataka. From the origin the sarees are produced in same yarn and color combination to meet the needs of the local market. The traditional form of Ilkal sarees are most suitable for auspicious and wedding occasions. Traditional Ilkal sarees can be revived keeping the traditional techniques constant. Textile designers have not taken measures to revive Ilkal sarees that makes people all over the world to buy during all the

seasons. The production rate in sarees can be increased by taking some measures in innovating the traditional Ilkal sarees. Hence the study experiments on design and development of Ilkal sarees in new yarn and color combination. The designed Ilkal handloom sarees are evaluated by the consumers of age group 25-35. The assessment carried out to know the acceptance level of the designed product.

## AIM

To evaluate the designed Ilkal handloom sarees by consumers.

## OBJECTIVES

- To know the consumer preference about the yarns
- To know their preference towards Ilkal handloom sarees
- To know the preference towards color combination.
- To find out the acceptance of woven kasuti designs in Ilkal handloom sarees
- To find out the reliability and validity of the designed through statistical analysis.

## SCOPE

Traditional textiles are versatile, permits experimentation and encourages innovation. There is no fading phase for traditional sarees. Hence innovations in sarees are of relevance, A blend of modern and traditional form will be welcomed a style attire. The study highlights on the innovation made in Ilkal sarees by encouraging the traditional kondi technique of handloom which is becoming extinct.

## METHOD

The method adopted for the study is discussed in two different phases

- PHASE 1- Product Development..
- PHASE 2 - Acceptance study of the developed product.

### Phase 1: Product Developmet

Sarees are designed to be hand woven with woven kasuti traditional motifs using kondi technique. cotton, modal, bamboo and banana are the yarns used for developing sarees. In total six set of sarees developed with a different colour combination. Each set of saree includes two types, one with cotton x modal and one with cotton x bamboo using a same traditional kasuti motif. so in total three sets of sarees produced using three different traditional kasuti motifs.

### Digitisig Kasuti Motifs

The kasuti motifs such as Murgi, Negi are digitized using a software JASC PAINT SHOP PRO.

### Punch Card And Jacquard Prepration

Punch cards are prepared for three traditional kasuti designs. The number of punch cards vary for each design. Depending on the size and interlacement pattern of a motif the punch cards are prepared. Jacquard is set up with particular number of hooks required to transfer the design through weaving. The details are explained in the below table

Table 1: Design Details

Design Details	Yarn Combination	Colour Combination	Dye Shade(Vat Dyes)	Number of Hooks in Jacquard Set Up
Design 1	Cotton x Modal	Cream x Maroon	P.n.-19-1617	120 hooks
Design 2	Cotton x Bamboo	Cream x Black	P.n-19-3911	120 hooks
Design 3	Cotton x Modal	Cream x Blue	P.n-19- 3864	240 hooks
Design 4	Cotton x Bamboo	Cream x Light pink	P.n-17- 1937	240 hooks
Design 5	Cotton x Modal	Cream x Pink	P.n-18-1635	240 hooks
Design 6	Cotton x Bamboo	Cream x Green	P.n-17-0133	240 hooks

The Designs of Sarees and Pictures are Given Below



Figure 1: Ilkal Saree Design- 1( Cotton x Modal).



Figure 2: Model Showcasing the Saree.

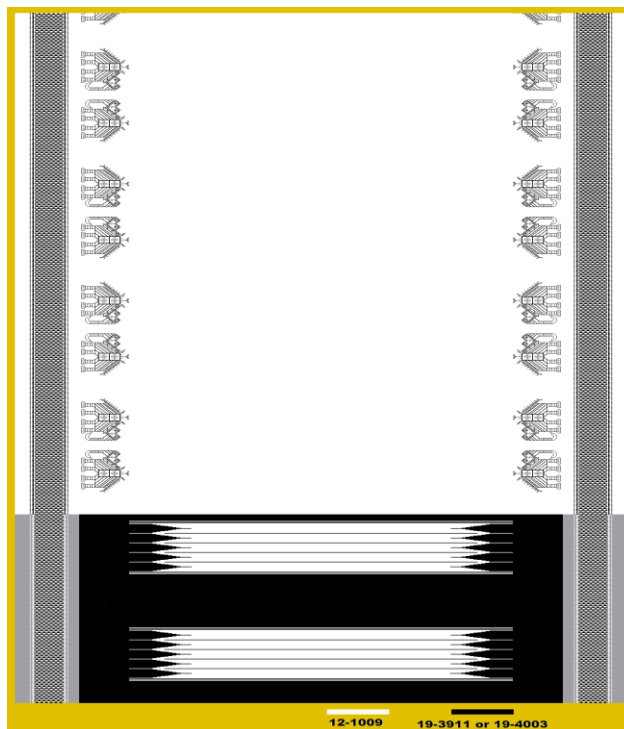


Figure 3: Ilkal Saree Design- 2 ( Cotton x Bamboo).



Figure 4: Model Showcasing the Saree.

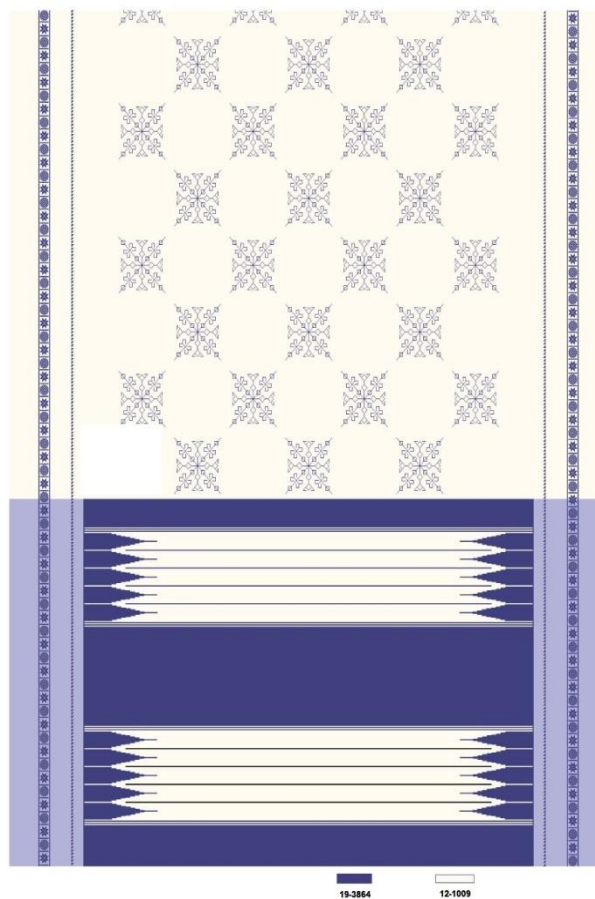


Figure 5: Ilkal Saree Design- 3 ( Cotton x Modal).





Figure 6: Model Showcasing the Saree.

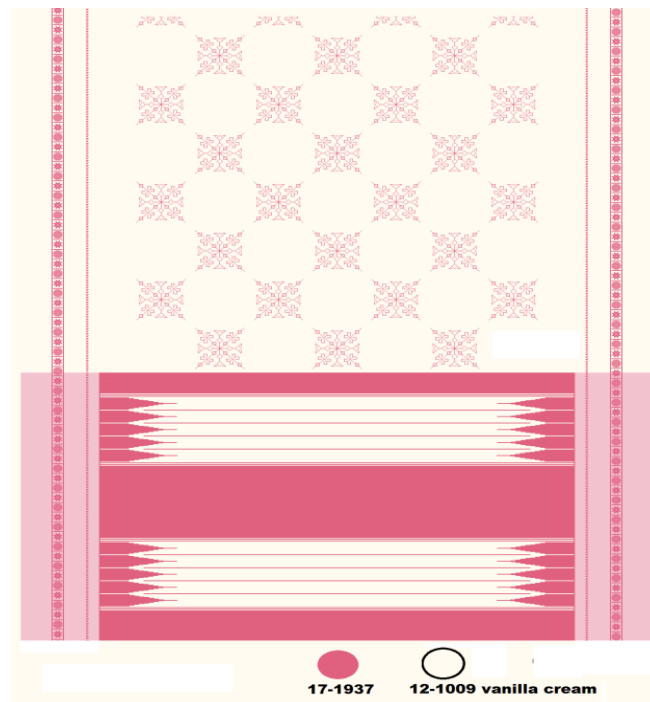


Figure 7: Ilkal Saree Design- 4 ( Cotton x Bamboo).



Figure 8: Model Showcasing the Saree.

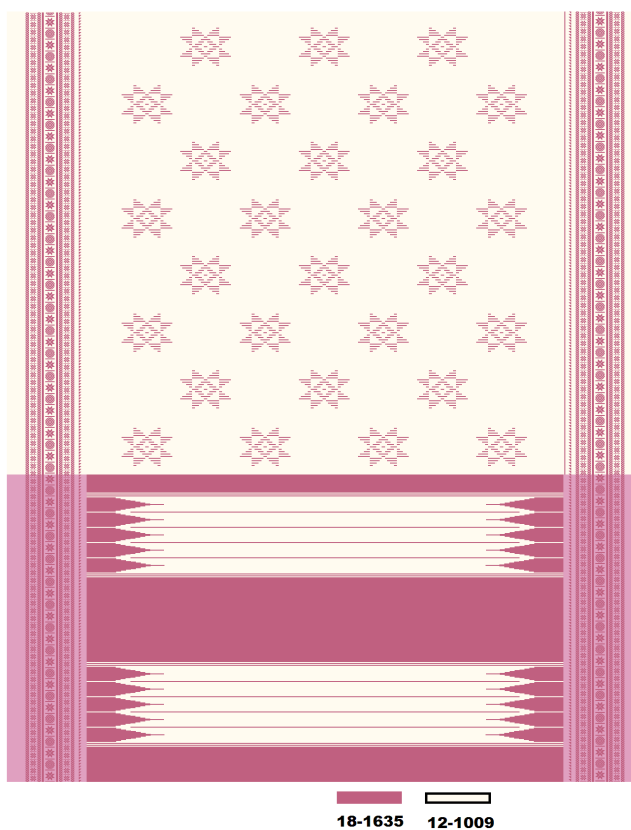


Figure 9: Ilkal Saree Design- 5 ( Cotton x Modal).



Figure 10: Model Showcasing the Saree.

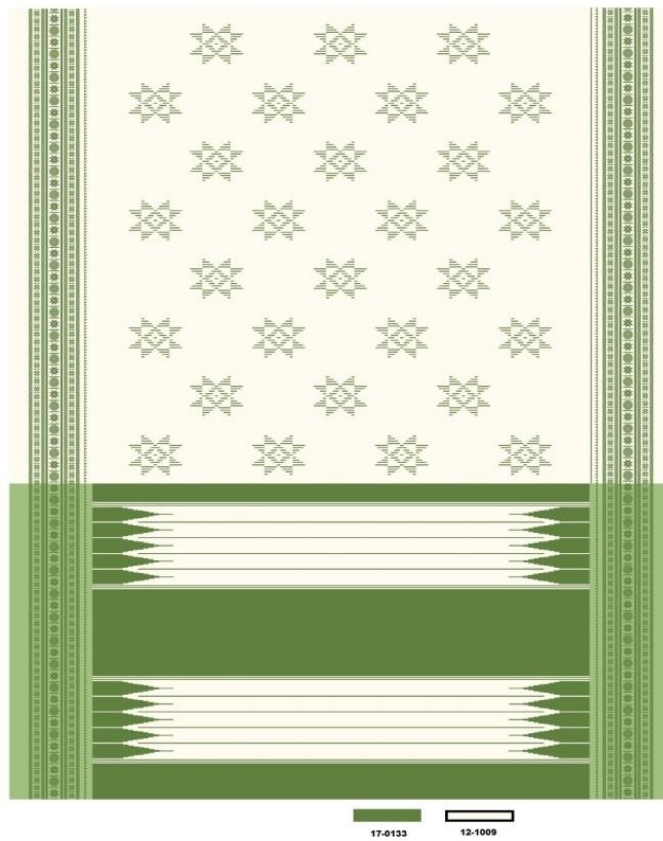


Figure 11: Ilkal Saree Design 6 ( Cotton x Bamboo).





Figure 12: Model Showcasing the Saree.

### Handloom Preparation and Weaving

Ball warping process is carried out for warping. Warp yarns are set separately for each saree. Traditional technique of kondi is followed to weave the saree in handloom. First the pallu of saree is woven and then the body of saree is woven. Pallu and body of the saree is connected using looping technique. In total six sarees are developed using traditional kondi technique in handloom.

### Phase II - Acceptance Study of the Developed Product

To know the acceptance level of the designed sarees, an interview schedule was conducted for 35 consumers using a structured questionnaire. Purposive sampling adopted for the study. The feedback is taken from the consumers who are familiar with traditional textiles. The consumers belong to age range of 25 years to 35 years working women who has the knowledge about textiles.

## RESULTS AND DISCUSSIONS

Feedback from the consumers on different aspects of the product is depicted in the tables below.

**Table 2: Depicts the Frequency Distribution of Response for the Question “Which Fibers Do you Prefer for Ilkal Sarees”?**

Rating	Cotton- 1	Silk- 2	Synthetic- 3	Blended- 4
Frequency	32	3	0	0
Percentage%	92	8	0	0
Chi-Square	24.029			
Sig	0.000			

92% of the consumers preferred cotton fibers for Ilkal Sarees. 8% of the consumers preferred silk fibers for Ilkal Sarees and none of the consumers preferred synthetic as well as blended fibers.

Chi-square was computed to find if there is significant difference in the preference between cotton and silk fibers. The obtained chi-square value of 24.029 was found to be significant at 0.01 level with the p-value of 0.000, which indicates that consumers significantly prefer cotton over silk, synthetic and blended.

**Table 3: Depicts Consumers Feedback for the Question "Do you Like the Concept of Introducing other Colours in Ilkal Sarees?."**

Rating	Yes-1	No-2
frequency	32	3
Percentage%	91.4	8.6
Chi-square	24.029	
Sig	0.000	

The above table depicts the frequency rating of concept of introducing other colours in ilkal sarees with banana yarns. 91.4% of the sample expressed their liking towards ilkal sarees and 8.6% of the consumers like the traditional colours used for ilkal sarees.. Chi-square was computed to find if there is significant difference in the rating of the consumers. The obtained chi-square value of 24.09 was found to be significant at 0.01 level indicating that there is significantly high rating for the new colours introduced in ilkal sarees.

**Table 4: Depicts the Consumers' Feedback for the Question "How Do you Like the Concept of Weaving Kasuti Motifs in Ilkal Sarees?"**

Rating	Excellent-1	Good-2	Average-3	Poor-4
frequency	30	5	0	0
Percentage%	85.7	14.3	0	0
Chi-Square	17.857			
Sig	0.000			

The table depicts that 85.7% consumers expressed that its excellent to have weaving of kasuti motifs in Ilkal sarees and 14.3% consumers expressed its good to have woven kasuti motifs on Ilkal sarees. Chi-square was computed to find if there is significant difference between the levels of preference for kasuti motifs. The obtained chi-square value of 17.857 was found to be significant at 0.001 level indicating that it's excellent to have kasuti motifs on Ilkal sarees.

**Table 5: Depicts Consumers Feedback for the Question "How Do you Like the Appearance of Kasuti Motifs Woven with Banana Yarns"?"**

Rating	Excellent-1	Good-2	Average-3	Poor-4
frequency	32	3	0	0
Percentage%	91.4	8.6	0	0
Chi-square	24.029			
Sig	0.000			

The above table depicts the frequency rating of appearance of Kasuti motifs woven with banana yarns. 91.4% of the sample rated it as excellent and 8.6% rated it as good. Chi-square was computed to find if there is significant difference in the rating of the consumers. The obtained chi-square value of 24.09 was found to be significant at 0.01 level indicating that there is significantly high rating for appearance of Kasuti motifs.

**Table 6: Depicts Consumers Feedback for the Question "What is your View about the Acceptance of Designed Sarees by the Consumers"?**

Rating	Acceptable by Youngsters-1	Acceptable by Elder Women-2	Acceptable by Everyone-3
Frequency	18	4	13
Percentage%	51.4	11.4	37.1
Chi-square	8.62		
Sig	0.013		

The above table depicts the consumers' view about the acceptance of designed sarees. 51.4% of the consumers have expressed that the sarees will be acceptable by youngsters; 11.4% have expressed that it will be acceptable by elder women and 37.1% of them have expressed that it will be acceptable by everyone. Chi-square was computed if there is a significant difference in acceptance of designed sarees by consumers. The obtained chi-square value of 8.629 was found to be significant at 0.01 level indicating that there is a significant difference in opinions expressed by consumer about acceptance of saree by different age groups. The higher acceptance is expected by youngsters followed by everyone. This indicates that the sarees are suitable to contemporary designs and creates a good demand. The variation in age group isn't a restriction.

**Table 7: Depicts Consumers Feedback for the Question "Rate the Scope of the Designed Sarees"**

Rating	High-1	Good-2	Poor-3
Frequency	25	10	0
Percentage%	71.4	28.6	0
Chi-square	6.42		
Sig	0.011		

The above table depicts the ratings for the scope of designed sarees. 71.4% of the consumers have expressed high scope; and 28.6% have expressed good scope for the designed sarees. Chi-square was computed to find if there is significant difference in the expressed scope for the product. The obtained chi-square of 6.42 was found to be significant at 0.01 level. The results indicate that there is a significant high scope for the designed sarees.

## SUMMARY AND CONCLUSIONS

Handloom weaving and traditional textiles are vital, They strengthen our Indian economy by providing employment to many people. Textile designers need to take imitative in innovating the traditional textiles designs without disturbing the traditional process of production to popularize the traditional textile designs and at the same time training and educating the weavers to innovate and market the textiles in the global market is necessary so that they make profit which will secure the weavers in continuing with the production of handloom weaving. The study was focused on developing the traditional Ilkal sarees in new shades with woven kasuti motifs, An attempt has been made to revive the traditional Ilkal sarees to attract the consumers in global market. The developed Ilkal sarees were assessed by the consumers and the results reveals positive opinion about the products.

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