

Value Enhancement of Khadi Hand Bags through Surface Embellishment Techniques

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ABSTRACT

The study was undertaken to add beautiful and appealing ideas which can break the monotony, give a touch of novelty in construction and designing of Khadi Hand Bags through Surface Embellishment Techniques. For the above purpose, methodology was divided in 3 phases and 25 sheets were sketched using these techniques and scrutinized by 50 respondents. Selected design sheets were developed in prototypes with bead work, dori work, patch work, hand printing, embroidery on the basis of aesthetic appeal, placement of embellishment techniques, colour combination, uniqueness of design and overall appearance. Out of which 5 sheets were selected and rated by respondents on a scale from excellent to fair. These top 5 Khadi Hand Bags were stitched and designed to see ready effects of Embellishment Techniques. Finally consumers' acceptability and market value of designed Khadi Hand Bags were found to be in the range of fair to excellent and consumers preferred to purchase these Khadi Hand Bags on suggested price. Further, it was observed that, many respondents were ready to pay more than the suggested price. Thus, on the basis of the result we can say that designing of Khadi Hand Bags with different Surface Embellishment Techniques is a successful technique for value enhancement.

Key Words : Value enhancement, Designing of Khadi Hand Bags, Embellishment techniques, Embroidery

INTRODUCTION

According to Longman's Dictionary, an embellishment is a decoration added to something to make it seem more attractive or interesting and more beautiful (Idoceanline.com). In other words, we can say that surface embellishment is a technique used for beauty and value enhancement of the uppermost layer of the Khadi materials. There are different kinds of surface embellishment techniques such as embroidery; printing, dyeing, crotchets etc. available to enhance the appearance and value of the Khadi materials according to the consumer's need and demand of the market (pinterest.com). Embroidery is the craft of decorating fabric or other materials using a needle to apply thread or yarn. Embroidery is available in a wide variety of thread or yarn colour. It is often used to personalize gifts or clothing items (wikipedia.org). As fashion is a

cyclic process and it changes after a certain period. Fashion is Cyclical: What goes around comes around (fashionmingle.com).

Khadi is a hand (home) spun and hand (home) woven cloth. Khadi is also called khaddar. It could be cotton, silk or wool. These fabrics are made entirely of biodegradable materials, without using finite energy (machinery) and resources, so their impact on the environment is greatly reduced. Unlike other industrially manufactured woven and knitted textiles, these fabrics are spun and woven by hand. Being hand crafted greatly reduces energy consumption, and furthermore has far reaching economic and social benefits to the artisans who produce the fabrics, living in remote villages. Khadi has historical importance. It is the symbol of the national freedom movement of India. Khadi was launched in 1920 as a peaceful weapon in the freedom movement of India by Mahatma Gandhi (textilelearner.net). People prefer

Khadi Hand Bags designs according to the trend in fashion.

Objectives:

- To develop 25 design sheets of Khadi Hand Bags by using different surface ornamentation techniques such as embroidery, dori work, bead work, hand painting, patchwork.
- To evaluate developed sheets by an adult on the basis of aesthetic appeal, color combination, uniqueness of design and overall appearance.
- To develop top 5 prototypes of Khadi Hand Bags embellished using different surface enrichment techniques.
- To evaluate the marketability and acceptability of embellished Khadi Hand Bags.

Significance:

- The present study will open a new dimension for fashion designers.
- The unique embellished work on Khadi Hand Bags will add on a charming effect on the Bags.

Delimitation:

- The study was limited to Pilani.
- Only 25 design sheets were developed. Only 50 respondents were selected for the study.
- Only 5 prototypes were developed.

METHODOLOGY

Phase I:

Locale of the study:

Indramani College Pilani in Rajasthan

Collection of motifs:

Various motifs were collected from different sources like book and internet.

Sketching of motifs:

Collected motifs were sketched in various colors

on white paper to know color preference of individual on Khadi Hand Bags.

Phase II:

Selection of design:

- To get an accurate evaluation, 5 teachers and 30 students were selected from the various departments.
- The analysis was done based on overall aesthetic appeal, placement of motifs, color combination of design and whole appearance of the Khadi Hand Bags.

Grade / Rating	Score
Excellent	05
Very Good	04
Good	03
Average	02
Fair	01

The marks allotted to each design were added and five designs with highest scoring by respondents were given for doing hand printing, bead work, embroidery to see the effect on Khadi Hand Bags.

Phase III:

- **Construction of selected design:** In this phase, researcher stitched selected designs using various embellishment techniques over Khadi Hand Bags. Thus, top 5 Khadi Hand Bags were developed using bead work, dori work, patch work, hand printing, embroidery on the basis of aesthetic appeal, placement of embellishment techniques, colour combination, uniqueness of design and overall appearance.

RESULTS AND DISCUSSION

The results of the study taken have been interpreted, discussed and presented in the following subsection.

Assessment of consumer’s acceptability for design sheets:

30 designs of Khadi Hand Bags were developed.

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Aesthetic Appeal	52	44	4	-	-
2.	Placement of motifs	54	46	-	-	-
3.	Colour Combination	52	54	4	2	-
4.	Uniqueness of Design	34	52	8	-	-
5.	Overall Appearance	56	42	2	-	-

Table 2 : Responses in terms of percentage for Khadi Hand Bag with hand painting

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Aesthetic Appeal	2	56	40	2	-
2.	Placement of motifs	2	50	46	2	-
3.	Colour Combination	20	54	24	2	-
4.	Uniqueness of Design	2	52	44	-	-
5.	Overall Appearance	14	46	38	-	-

Table 3 : Responses in terms of percentage for Khadi Hand Bag with dori work

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Aesthetic Appeal	18	44	4	-	-
2.	Placement of motifs	18	54	-	-	-
3.	Colour Combination	22	54	4	2	-
4.	Uniqueness of Design	22	52	8	-	-
5.	Overall Appearance	34	42	2	-	-

Table 4 : Responses in terms of percentage for Khadi Hand Bag with bead work

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Aesthetic Appeal	18	46	26	-	-
2.	Placement of motifs	18	44	26	8	-
3.	Colour Combination	22	50	18	8	-
4.	Uniqueness of Design	22	54	16	8	-
5.	Overall Appearance	34	40	18	6	-

Table 5 : Responses in terms of percentage for Khadi Hand Bag with patch work

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Aesthetic Appeal	6	76	18	-	-
2.	Placement of motifs	-	54	44	-	-
3.	Colour Combination	22	56	50	2	-
4.	Uniqueness of Design	8	56	54	-	-
5.	Overall Appearance	16	40	40	-	-

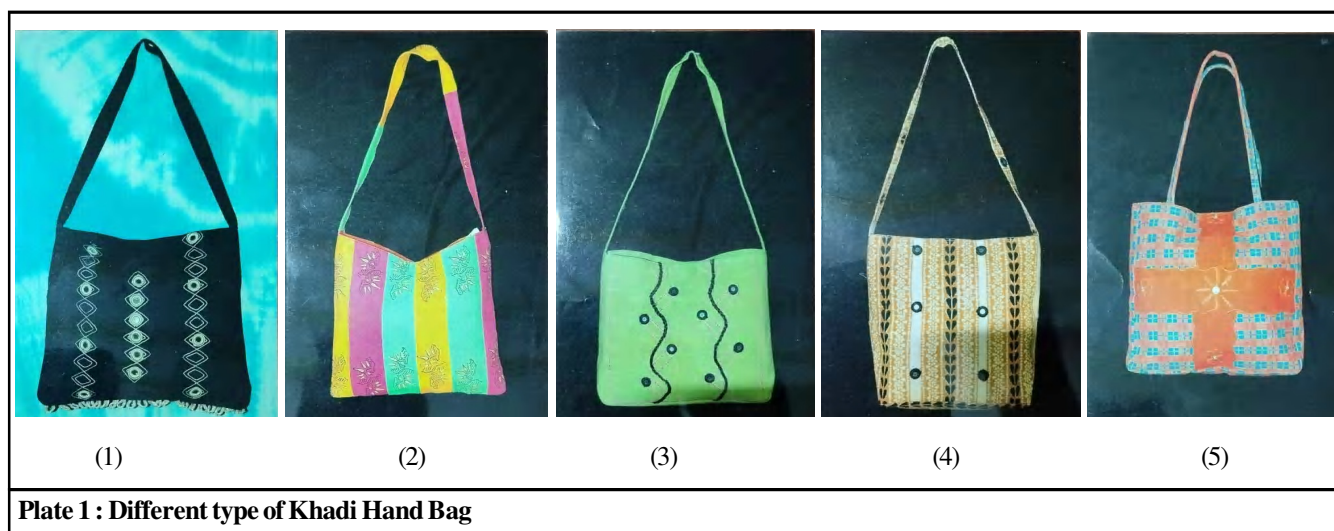


Table 6 : Comparative analysis of prototype Khadi Hand Bags for aesthetic appeal

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Khadi Hand Bag with embroidery	52	44	4	0	0
2.	Khadi Hand Bag with hand painting	2	56	40	2	0
3.	Khadi Hand Bag with dori work	18	44	4	0	0
4.	Khadi Hand Bag with bead work	18	46	26	0	0
5.	Khadi Hand Bag with patch work	6	76	18	0	0

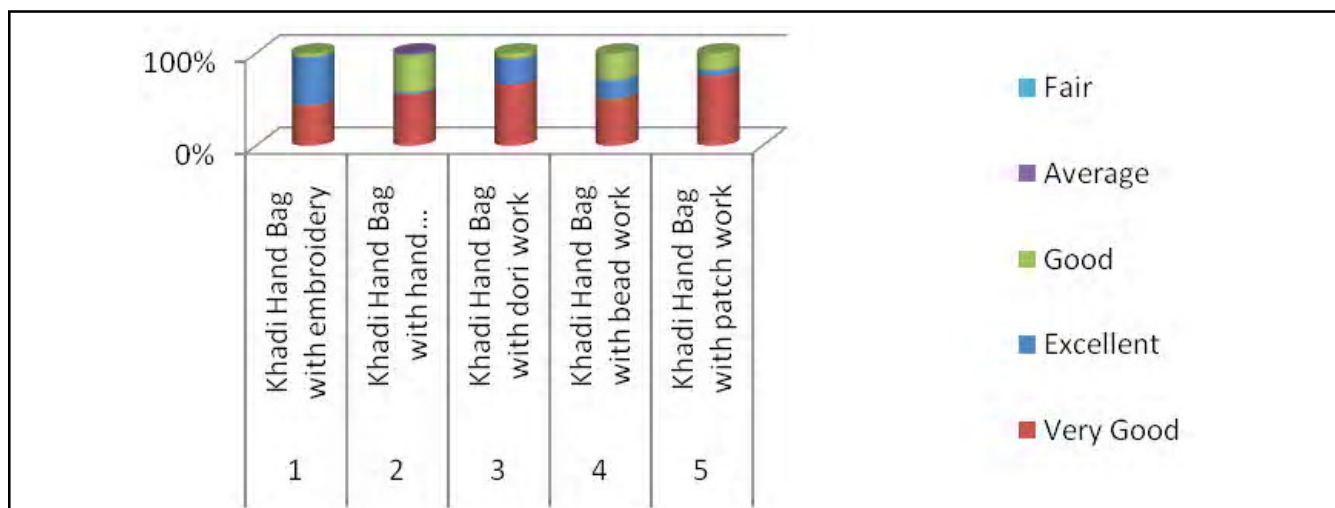


Fig. 1 : Comparative analysis of prototype Khadi Hand Bags for aesthetic appeal

Table 7 : Comparative analysis of prototype Khadi Hand Bags for placement of motifs

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Khadi Hand Bag with embroidery	54	46	0	0	0
2.	Khadi Hand Bag with hand painting	2	50	46	2	0
3.	Khadi Hand Bag with dori work	18	54	0	0	0
4.	Khadi Hand Bag with bead work	18	44	26	8	0
5.	Khadi Hand Bag with patch work	0	54	44	0	0

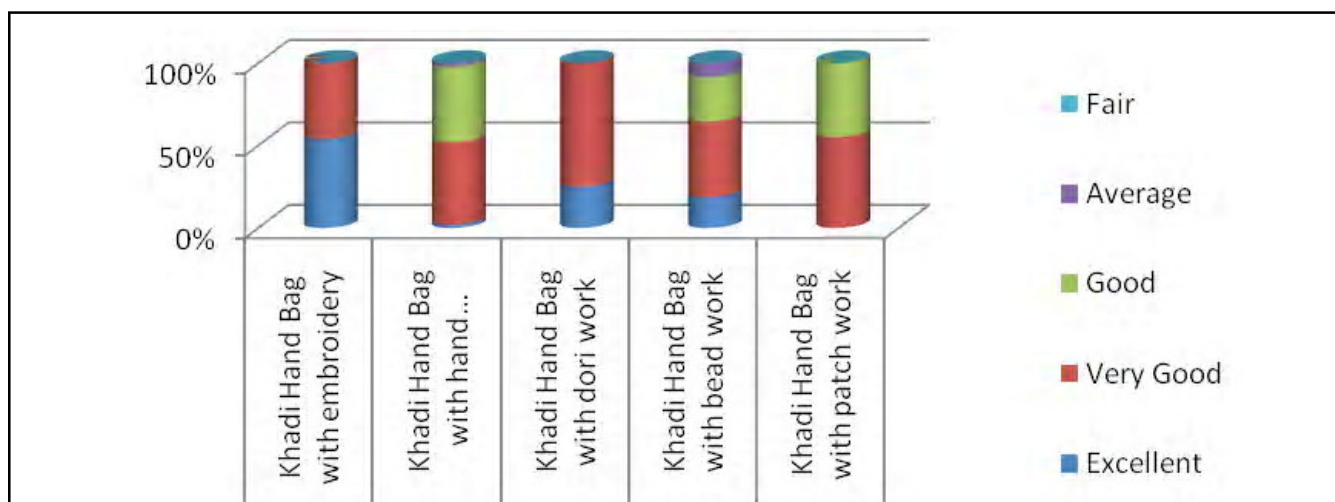


Fig. 2 : Comparative analysis of prototype Khadi Hand Bags for placement of motifs

Table 8 : Comparative analysis of prototype Khadi Hand Bags for color combination

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Khadi Hand Bag with embroidery	52	54	4	2	0
2.	Khadi Hand Bag with hand painting	20	54	24	2	0
3.	Khadi Hand Bag with dori work	22	54	4	2	0
4.	Khadi Hand Bag with bead work	22	50	18	8	0
5.	Khadi Hand Bag with patch work	22	56	50	2	0

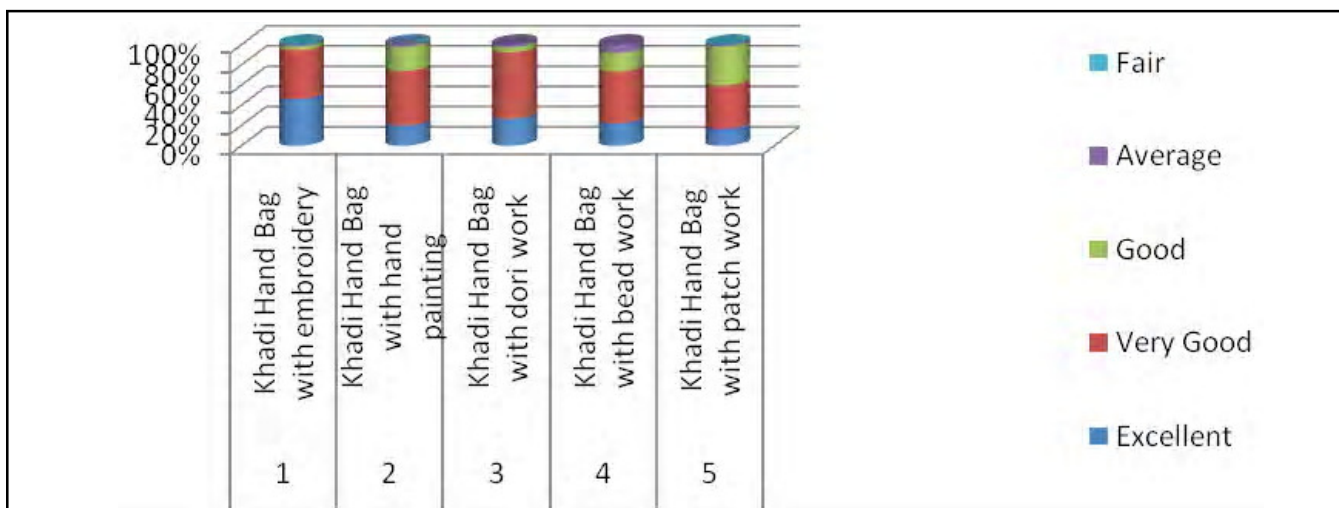


Fig. 3 : Comparative analysis of prototype Khadi Hand Bags for color combination

Table 9 : Comparative analysis of prototype Khadi Hand Bags for bead work

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Khadi Hand Bag with embroidery	34	52	8	0	0
2.	Khadi Hand Bag with hand painting	2	52	44	0	0
3.	Khadi Hand Bag with dori work	22	52	8	0	0
4.	Khadi Hand Bag with bead work	22	54	16	8	0
5.	Khadi Hand Bag with patch work	8	56	54	0	0

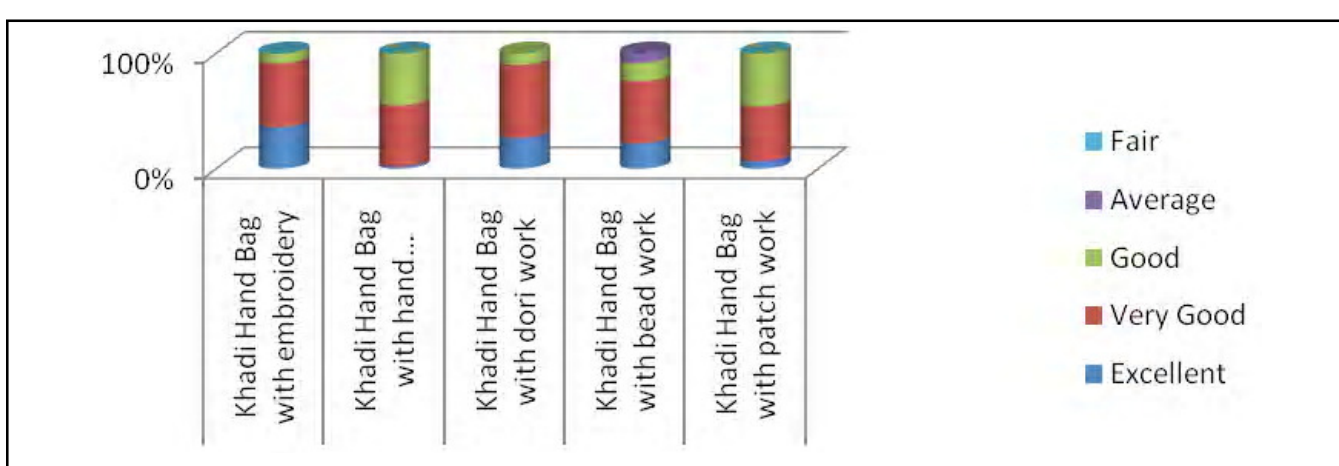


Fig. 4: Comparative analysis of prototype Khadi Hand Bags for bead work

Table 10 : Comparative analysis of prototype Khadi Hand Bags for patch work

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Khadi Hand Bag with embroidery	56	42	2	0	0
2.	Khadi Hand Bag with hand painting	14	46	38	0	0
3.	Khadi Hand Bag with dori work	34	42	2	0	0
4.	Khadi Hand Bag with bead work	34	40	18	0	0
5.	Khadi Hand Bag with patch work	16	40	40	0	0

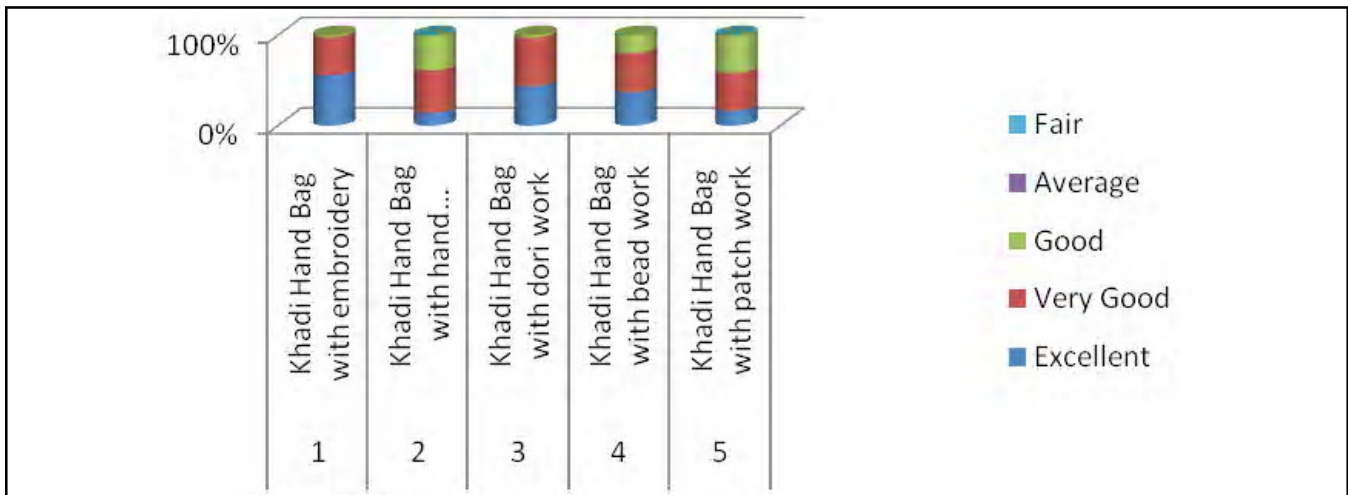


Fig. 5: Comparative analysis of prototype Khadi Hand Bags for patch work

Table 11 : Comparative analysis of prototype Khadi Hand Bags for uniqueness of design

Sr. No.	Parameters	Excellent	Very Good	Good	Average	Fair
1.	Khadi Hand Bag with embroidery	34	52	8	0	0
2.	Khadi Hand Bag with hand painting	2	52	44	0	0
3.	Khadi Hand Bag with dori work	22	52	8	0	0
4.	Khadi Hand Bag with bead work	22	54	16	8	0
5.	Khadi Hand Bag with patch work	8	56	54	0	0

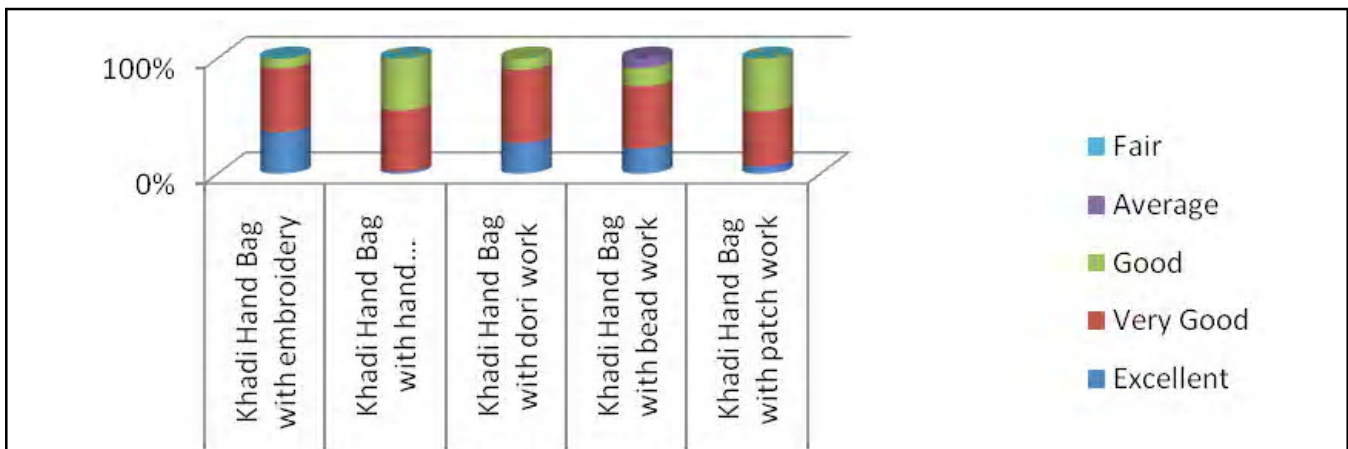


Fig. 6: Comparative analysis of prototype Khadi Hand Bags for uniqueness of design

Table 12 : Response in percentage for willingness to pay the estimated cost

Khadi Hand Bags No	Estimated Cost of Khadi Hand Bags and willingness to pay		
	Cost in Rupees	Yes	No
1	560	97%	3%
2	570	100%	-
3	550	90%	10%
4	570	100%	-
5	565	90%	10%

Table 13 : Response in percentage of willingness to purchase the Khadi Hand Bags

Sr. No.	Willingness to buy Khadi Hand Bags	Percentage
1.	Yes	100%
2.	No	-

Table 14 : Fashion need fulfillment percentage

Sr. No.	Fashion need fulfillment percentage	Percentage
1.	Yes	95%
2.	No	5%

Hand painting, embroidery, beadwork, dori work and patchwork were used for the surface enrichment purpose. In this study, subjective analysis of design sheets was evaluated by respondents. 50 respondents were chosen to judge the design visually and ranks were given on the basis of most appealing designs to next in order and so on. Each design was ranked according to the total scoring.

The Table 1 to 14 and Fig. 1 to 6 show that majority of the respondents (95%) found that these Khadi Hand Bags fulfill the fashion need as well as satisfy the need of the customers.

Conclusion:

In practice, the most visible manifestation of fashion and life-style is mirrored through our belonging’s design and wholesome appearance one carries with one self. Bags are important accessory, both for its functional and aesthetic purpose. Mostly the bags are made up of leather.

So, the aim of the study to produce cost effective, eco-friendly, biodegradable and user-friendly Khadi hand bags for save the environment from harmful waste generated by leather industries. All the 5 Khadi hand bags were found most acceptable and the costs of bags were found cost effective as the price ranges between the price of Rs.550-570/-. All the prepared Khadi hand bags through surface embellishment techniques were inexpensive and durable and were highly appreciated. These Khadi handbags were lightweight, fashionable and soft to touch and easily replaced for regular leather bags.

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