

Product Development through Combination of Embroidery of *Mukke-Ka-Kaam* and *Gota* work of Rajasthan

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Abstract

Mukke-Ka-Kaam embroidery is mostly done in the Thar belt of Rajasthan, especially among the Sindhi Muslims and Meghval communities. *Mukka* is the local name for metallic gold or silver thread that is wound around a core of cotton fibre. This craft is lesser known in comparison to contemporary embroidery of *Gota* work. To revive and modify the old crafts in new form an attempt has been made to combine the embroidery of *Mukke-Ka-Kaam* with *Gota* work of Jaipur. The objective of the study is to develop innovative designs through Computer Aided Designing for product development and to assess its market acceptability

Keywords: *Mukke-Ka-Kaam*, *Gota* work, acceptability, Rajasthan, product development

Gold thread has been used in fabric decoration in a variety of ways: painting the fabric with gold and silver pigments, decorating the fabric with embroidery and appliqué, weaving variegated patterns luxurious with gold thread, shimmering patterns painted, brocaded, embroidered using gold and silver thread interspersed with silk threads, precious stones, pigments etc, giving the illusion of gold ornamentation.

Metal Embroidery

Metal embroidery, a popular style of Rajasthan, found its patron in royalty. They preferred garments profusely embroidered in gold and silver because embroidery was considered auspicious as it represents power and importance. The royalty were so fond of this style of ornamentation that they often employed it on a wide range of articles other than apparel, like footwear, belts, caps, cushions and even elephant caparisons and canopies. Metal embroidery is mainly of five kinds- *Zardozi*, *Gotawork*, *Mukke-Ka-Kaam*, *Aari Tari* and *Danka* work. Gold and silver are drawn through a series of dies to obtain a fine thread.

Traditional *Mukke-Ka-Kaam* of Rajasthan is known as *zari* work, mainly done on women's costume i.e. *odhani*, *kanchali*, wall hangings and purses. *Mukka* is the local name for metallic gold or silver thread that is wound around a core of cotton fibre. Both golden and silver *Mukka* is used in this embroidery work. This style is mostly done in the Thar belt of Rajasthan, especially among the Sindhi, Muslim and Meghval communities. Zigzag pattern, stars and triangles are especially popular designs in geometric motifs. The local name of motifs and design are derived from everyday objects like funi a sweet, patasha, a white sugar disc, chaukri, courtyard and daboo, a box. The kanchli is embroidered

with black and ornamented with gold and silver *Mukka* work, inset with mirrors. The fabric that is used is usually cotton (Bhandari, 2004).

Gota is a band of gold or silver ribbon of that varies with width, woven in a satin weave. In real *Gota*, silver & gold metals are used. Nowadays, the base metal is copper, coated by silver etc. Lately copper has been replaced by polyester film which is metalized and coated, as per requirements. The work was previously done on pure georgette, chiffon, velvet & silk whereas in recent years synthetic fabrics are used for the production. The colors commonly used were red, orange, pink, magenta, maroon and yellow which are nowadays available in all possible shades as per the customer demand (Shrikant, 1998).

Bhandari (2004) reported that depending on the width, *Gota* can be found under different names, such as *chaumasiya* and *athmasiya*. The researcher further elaborates that the popular designs elements like flowers, leaves, stylized mangoes, chekerboard pattern, parrot, peacock, heart shaped and elephant motifs are usually worked on *odhana* and *ghagras*.

Significance of the study

- i. Development of innovative motifs will be an inspiration for upcoming designers, academicians and entrepreneurs to experiment with traditional motifs.
- ii. Revival of embroidery with combination of *Gota* work on stoles will be new trend setter in the upcoming market.
- iii. Adapting innovation through changing trends will help in generating income, thereby assisting in economic advancement of the society.

The main objectives of the study

- i. Preparation of innovative design with the help of Computer Aided Designing.
- ii. To create a range of products using combinations of *Mukke-Ka-Kaam* and *Gota* work.
- iii. To assess the acceptability of the developed stoles.

Methodology

The present study has been conducted in Jaipur and Barmer region of Rajasthan. The traditional motifs of *Mukke-Ka-Kaam* and *Gota* work have been documented from the museums, books and artisans. These have been contemporised into innovative designs developed through CAD for product development. An interview schedule was framed to get the response regarding the acceptability of the designs and stoles through panel judges.

Design Development

Ten motifs each of *Mukke-Ka-Kaam* and *Gota* work were contemporised through CAD (Computer Aided Designing) using CorelDraw software.

Evaluation

The developed motifs were evaluated by the panel of judges through ranking scales and the best five motifs were selected for designing. The panel of judges

consisted of five fashion designers, five textile designers and five experts.

Ranking

For evaluation of motifs, a ranking scale was used. Each motif was rated on its suitability through a five point rating scale. The ranking scale was assigned as follows:

Excellent -5, Very good-4, Good-3, Fair-2, Poor-1

Layout and variation of designs

The selected designs were placed on the corner, center, all over and border layouts through CAD. Four layouts for each motif were developed. The twenty new layouts of designs were evaluated by the same panel of judges consisting of the fashion designer, textile designer and experts. The best ten designs were used for the product development through combination of embroidery.

Product Development

Out of the previously selected twenty designs, ten best designs were applied on stoles through combination of *Mukke-Ka-Kaam* and *Gota* work.

Evaluating the Acceptability

The developed stoles were assessed in order to check its acceptability by a panel of judges, comprising of five marketing personnel, five consumers and five designers. The acceptability of designs were calculated and ranked. The data under each category was ranked on rating performas as assigned:

Excellent -5, Very good-4, Good-3, Fair-2, Poor-1

Results and Discussion

Selection of designs

The samples developed of *Mukke-Ka-Kaam* and *Gota* work designs were arranged in a systematic manner and were shown to the panel of experts from the field of textiles and fashion designing in order to select the five best designs of each out of for developing stoles. Seventy to ninety percent of experts appreciated the efforts made by the researcher in developing the designs. Further they remarked that the motifs developed were innovative and creative for both *Mukke-Ka-Kaam* and *Gota* work.

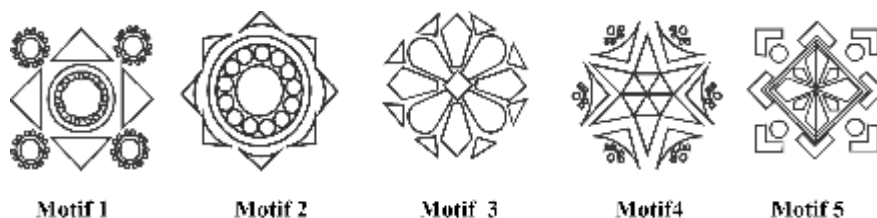


Plate 1: Stylised motifs of *Mukke-Ka-Kaam*

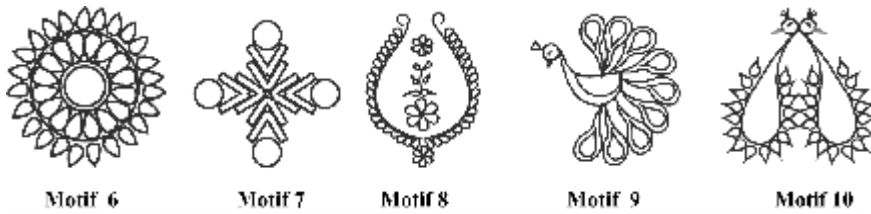


Plate 2: Stylised motifs of *Gota* work

Layout and variation of designs

Out of the selected motifs, ten designs were again prepared for the corner, centre, allover and border designs through CAD for placement on stoles. Four designs of each layout were developed. Twenty new designs were again evaluated by the same panel of judges consisting of the fashion designer, textile designer and experts. On the basis of scores obtained, the ten highest scored designs were used for product development through combination of *Mukke-Ka-Kaam* and *Gota* work. The fabric selected for the stole was silk and the selection was done by the same experts. Silk was selected because of overall appearance, durability and as it is also appropriate for metal embroidery.

S.No	D1 (Corner)	D2 (Border)	D3 (Center)	D4 (All over)
Motif 1	71	63	71	58
Motif 2	63	68	62	60
Motif 3	69	70	59	63
Motif 4	56	59	61	59
Motif 5	58	61	56	67
Motif 6	64	73	58	59
Motif 7	71	63	62	55
Motif 8	57	60	57	60
Motif 9	68	63	64	53
Motif 10	61	70	69	60

Table No1: Evaluation of designs on the basis of ranking

From the above data it can be revealed that design D2 of motif 6 got the highest score, followed by D1 (71) & D3 (71) of motif1 and D1 (71) of motif 7, Design D1

(69) and D2 (70) of motif 3 and Design D2 (70) and D3 (69) of motif 10, Design D2 (68) of motif 2 and motif 9.

Product Development

Out of the previously selected twenty designs, 10 best designs were applied on stoles for product development through combination of *Mukke-Ka-Kaam* and *Gota* work.

Assessment of Acceptability of the product

The developed stoles were evaluated for its acceptability by a panel of judges, comprising five marketing personnel, five consumers and five designers. Each of the embellished stoles with *Mukke-Ka-Kaam* and *Gota* work was rated using 5 point rating scale by the above mentioned panel of judges.

S. No	Criteria of Evaluation	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10
1.	Suitability of motif	69	69	71	66	68	72	72	69	67	70
2.	Placement of motif	72	70	74	64	66	71	71	67	65	72
4.	Combination of work	75	71	74	67	73	72	74	71	70	74
5.	Overall appearance	69	69	75	66	67	71	72	68	66	70
6.	Acceptability of Concept	69	66	71	61	68	69	70	69	68	65
7.	Cost of the product	63	62	64	60	63	63	68	60	62	63
	Total Score	417	407	429	384	405	418	427	404	398	414
	Acceptability Index	92.6%	90.4%	95.3%	85.3%	90%	92.8%	94.8%	89.7%	88.4%	92%

Table No 2: Acceptability score obtained by all the stoles on relative ranking

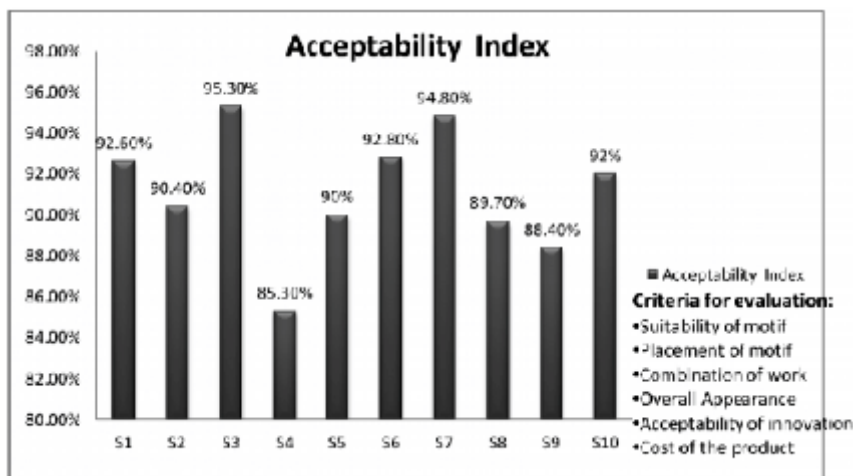


Table 3: Acceptability score of developed stoles

From the above data it can be analysed that stole S3 got the highest score of (95.33%) followed by S7 (94.8%), S6 (92.8 %), S1 (92.6%), S10 (92 %), S2 (90.4%), S5 (90 %), S8 (89.7 %), S9 (88.4 %), S4 (85.3 %). Stole 6 & 7 got the highest score for suitability of motif, whereas stole 3 got highest score for placement of motif, overall appearance and acceptability of innovation. Stole S3 was highly appreciated among all the stoles as the designs were highly stylised, appropriate, elegant and unique.

Babel and Kour (2010) found that value added shawls have lots of scope for marketing as women respondents prefer to wear such *danka* shawls on saris and *poshak*. Further the esteemed experts opined that the motifs were very innovative and creative.

Babel and Kumawat (2011) reported in their study that the developed design layout used on khadi fabric, made by bed linens, were highly appreciated by the respondents as the sample showed higher acceptability (70-90%) than other samples. Thus, it is concluded that developed value added khadi bed linen, being inspired from modern computerized machine embroidery was found exclusive and unique by the respondents.

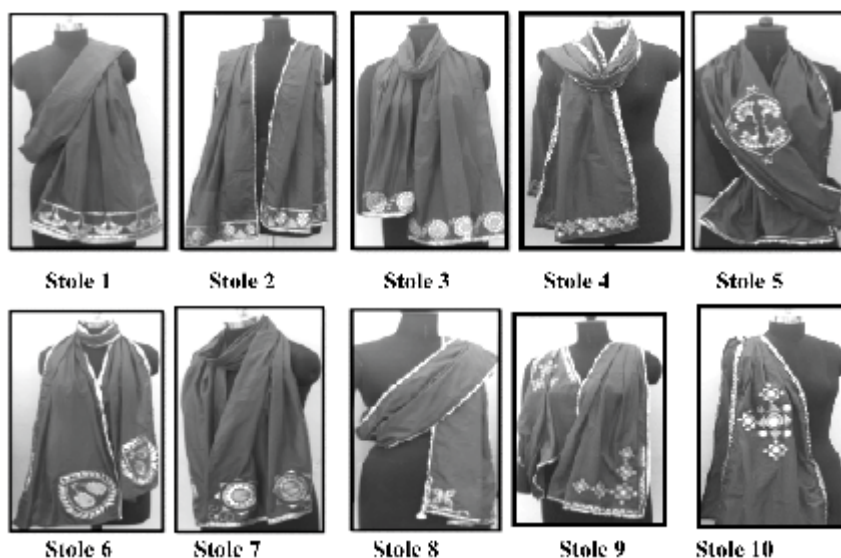


Plate 3: Stoles developed through combination of embroidery

Conclusion

The experts highly appreciated the efforts for developing creative and innovative motifs for the application of designs on stoles. The acceptability of the same by consumers, fashion and textile designers, ensures the successful acceptability of the project. The project is a source of opportunity for the craftsman and designers through the incorporation of the traditional art into innovative designs. Thus it

can be suggested that the motifs of *Mukke-Ka-Kaam* and *Gota* work can be useful for self employment and can also be used for other apparel besides stoles. The study will serve as a guideline of experimentation in the motifs and styles of *Mukke-Ka-Kaam* and *Gota* work for upcoming designers, students, boutique owners, self-entrepreneurs and for fashion innovators.

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