

# ACCEPTANCE OF TRADITIONAL MADHUBANI MOTIFS HAND PAINTED ON LADIES' TOP

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## **ABSTRACT**

India is a country with rich heritage of culture, religion, values, art forms and art and one such art and art form is Madhubani paintings, a traditional Indian art based on Indian folk with well significance and background. It is form of Painting done on freshly plastered mud wall of huts. This restricted form of art also carries a symbolic meaning which creates interest amongst the people. This art was a creative tool of expressing the day to day activities and happenings, a kind of documentation on walls but off lately has been attempted on clothes & artifacts.

The present study focuses on people knowledge about acceptance of Madhubani Painting a traditional art to be depicted on tops for young girls using simple hand painting technique as a form of surface ornamentation or decoration on tops.

The selection of motifs was based in significance of Madhubani motifs like Fishes which depict good luck & fertility. Peacock & birds which symbolize romantic love, as motifs in these paintings are an assembly of symbolic images but in today's scenario the traditional designs are stylized in a way to satisfy the consumers taste & demand. Although this art form has got its share of recognition in India & abroad but the condition of artist who have been religious following the art form their condition has not improved but many national international designers have been inspired and have designed an entire range to keep alive this declining art.

The uniqueness of this art, motifs, colors & technique is a kind of inspiration which carries esthetic as well as visual commercial value, thus a humble effort is made by designing the tops using Madhubani motifs for creating intricate repetitive patterns by simple hand painting technique as a simple means of decoration to add value to the garment.

## **INTRODUCTION**

Design is the creation of a plan or convention for the construction of an object or a system. A design is a composition of silhouette, color, texture, details, which create specific or variation of a style.

Fashion always displays something new to attract people's interest and desire for change and gain acceptance. Fashion satisfies the need for beautification and adornment. Fashion is a reflection of the times in which it is popular. It shows cases the life style and thought process of the people adorning the fashion. The value system, class system and activities that prevailed during that time can also be known from the style in fashion.

Painting is the practice of applying paint, pigment, color or other medium to a surface. In art, the term describes both the act and result, which is called a painting. Fabric paint is a type of paint which is specifically designed for use on textiles. It is often used to create custom craft project, and is also used on a commercial scale to apply patterns and decorations to textiles.

Ornamentation can refer to materials or features used for decoration. In addition to referring to materials for decoration, ornamentation can also mean the act of decorating or the state of being decorated.

Madhubani paintings or Mithila paintings is a style of Indian painting, practiced in the Mithila region of Bihar state, India. The name is itself named on the village Madhubani . The Madhubani painting or Mithila painting, are originated at the time of the Ramayana, when king Janak commissioned artists to do painting at the time of marriage of the daughter, Sita to hindu god lord Ram.

Madhubani paintings have been done traditionally by the women of villages around the present town of Madhubani (the literal meaning is forest of honey) and other areas of Mithila. The painting was traditionally done on freshly plastered mud wall of huts, but now it is also done on cloth, hand- made paper and canvas. Madhubani art is a form of traditional Indian art form. Madhubani paintings become an important part of Indian folk paintings. It is oldest art form with well significance and background.

Madhubani painting form an integral part of Indian folk paintings. It is an ancient art form which holds a rich significance and background to it. Madhubani traditional ritualistic painting style comes from a region in Bihar called Mithila, the painting are called “Madhubani” after a district of that name where they are done. Using a paste of ground rice and colored pigments, the village women have painted on walls and mud floors since ancient these paintings are done to celebrate births head having sharing ceremonies fasts, festivals honor deities. These fishes are painted in traditional bright colors with black and white banding.

The art was originally practiced by females only, serving as a creative expression tool for everyday lives and happenings. Follow the belief that gods visit each house in the morning; the art primarily donned the walls and doors, intending to please the gods. Traditionally done on freshly plastered mud wall of huts these paintings, overtime, gradated to cloth, Hand- made, paper and canvas.

A top is a mid-waist-length garment for the upper body. A top is generally lighter, tighter-fitting. Some tops are fashionable, while others serve as protective clothing.

The designed garments were displayed to elicit the date regarding its acceptance among the young college girls. Tops were well accepted and my efforts were appreciated for creating intricate repetitive patterns made from Madhubani painting an effort is incorporated into designing and knowing the acceptance of introducing Madhubani paintings on girls tops which was earlier restricted to only painting on walls an attempt is made to incorporate into apparels.

The present study focuses on people knowledge about acceptance of art Madhubani painting on tops using simple hand painting technique for the casual wear for the age group of young college going girls is designed, developed, evaluated and tested for acceptance.

This study was done by survey and questionnaire method and 30 respondents, opinion were drawn analyzed, computed and tabulated.

## **METHODOLOGY**

To design and develop a collection of Madhubani painting as a form of surface ornamentation on college going girls tops.

## OBJECTIVES

- Madhubani painting usually applied on walls to be incorporated on apparel.
- To design and develop tops for young college going girls.
- To introduce and develop Madhubani traditional art form on apparel.
- To introduce Madhubani painting a form of surface ornamentation.
- To introduce Madhubani using hand painting technique on apparel.
- To imitate Madhubani paintings on tops through fabric paint, a simple method.
- Designing and developing of Madhubani painting on young college going tops.
- To statistically analyze the result.

## PROCEDURE

### MATERIALS USED:

Madhubani paintings areas marked by abstract like figures of deities and bold use of colors. Traditionally, this particular art form was done on after applying cow dung and mud paste on walls to render a dark background. Then ornate floral patterns, abstract figures of borders etc. are made using white rice paste and vibrant vegetable colors. Though with the introduction of a variety of synthetic colors, artists now avoid using traditional technique of doing Madhubani painting. Mentioned here is the step by step procedure of today's adaptation of Madhubani painting.

### Materials and color used:

Plain red blended fabric was used along with brocade fabric for the middle panel.

White cotton khadi fabric was pre-treated for painting on the fabric, Motifs were traced and fabric paints was used to imitate the Madhubani motifs on the fabric.

The colors of paints used are orange, yellow, brown, green, royal blue, and red, sap green and peach for filling. Black color was used for outlines and detailing.

The Aesthetic appearance of Madhubani art is retrieved without disturbing the original art.

### Selection of Fashion Paints:

Acrylic paint which are the best medium for fabric painting were selected because of its qualities to blend well, dries quickly is resistant to many washes. It is suitable for large, flat painting areas.

### Design Selection:

The tops design is selected on the basis of readymade tops available in market. The garments were designed, made and consumption was worked out.

### Preparation of Patterns:

All the four tops are having same style. Standard blocks were prepared using the standard size measurements and the standard blocks were manipulated to the desire tops style. The layout was done and fabric estimated.

**Selection of Motif:**

To introduce a new collection of naturalistic motifs of Fish and Peacock were chosen and incorporated.

**Positioning of motif:**

A Motif is a individual unit of a pattern. The selected naturalistic motif of Fish and Peacock was positioned on the garment according to the style and suitability.

**Fixing the paints:**

Acrylic paints become permanent, once dried paints need to be bear set with and iron for 1minute on the reverse side. It is recommended to keep for at least 24hours after the paints has dried for washing, hand wash is recommended for hand painted fabrics.

**Survey Method:**

30 college students [20-25years] from VET First Grade College were selected through random sampling method for acceptance of painted garments.

**Tools used for survey:**

Questionnaire method was used to collect the relevant data for acceptability of hand painted college going girl's tops. The collection was displayed, questionnaire was analyzed and inference was drawn.

The Questionnaire was divided into three specifications to collect data.

- General information about respondent
- General information about the garment style.
- Specific questions about exhibited collection.

**DESIGN SPECIFICATION SHEET [DESIGN 1]**

<b>Style No: 1801</b>	<b>Description: ladies wear</b>	<b>Division: Young Adults</b>
<b>Season: Spring</b>	<b>Designer: RAKSHITA RAJ</b>	<b>Date: 10-04-2016</b>
<b>Size Category: Young Adults</b>	<b>Fabric Category: Khadi Cotton, Red plain fabric, Brocade</b>	<b>Price: 2150/-</b>
<b>Sample size: Large</b>	<b>Color: Red and Gold</b>	



Figure:1

DESIGN SPECIFICATION SHEET [DESIGN 2]

Style No: 1802	Description: ladies wear	Division: Young Adults
Season: Spring	Designer: RAKSHITA RAJ	Date: 10-04-2016
Size Category: Young Adults	Fabric Category: Khadi Cotton, Red plain fabric, Brocade	Price: 2150/-
Sample size: Large	Color: Red and Gold	



Figure:2

## DESIGN SPECIFICATION SHEET [DESIGN 3]

Style No: 1803	Description: ladies wear	Division: Young Adults
Season: Spring	Designer: RAKSHITA RAJ	Date: 10-04-2016
Size Category: Young Adults	Fabric Category: Khadi Cotton, Red plain fabric, Brocade	Price: 1,670/-
Sample size: Large	Color: Red and Gold	



Figure :3

## DESIGN SPECIFICATION SHEET [DESIGN 4]

Style No: 1804	Description: ladies wear	Division: Young Adults
Season: Spring	Designer: RAKSHITA RAJ	Date: 10-04-2016
Size Category: Young Adults	Fabric Category: Khadi Cotton, Red plain fabric, Brocade	Price: 1,585 /-
Sample size: Large	Color: Red and Gold	



Figure:4

## RESULTS & DISCUSSION

The respondent's acceptance was analyzed by using the data obtained by questionnaire method the evaluation data included awareness about Madhubani art, painting, hand printing, kind of motifs used, preference of the fabric, silhouette, texture, style, color preferences etc.

After seeing the display of four ladies' tops respondents inference was drawn to rate which top design they liked the most, with categories of madhubani motifs, color combination, pattern of tops, overall appearance, cost and their opinion about overall collection.

## CONCLUSION

A fashion is always based on style. However, a style does not become a fashion, until it gains acceptance and remains a fashion only as it is accepted. There are styles that repeatedly come and go out of fashion, such as circular skirts, double-breasted jackets. As fashions communicate the status of a person in the society and express his individuality, it needs to be displayed and exposed to a number of people to be adopted by them.

The most predominating techniques that enhance the consumer acceptance by beautifying the textiles material are painting, dyeing, printing, embroidery, weaving and surface finishes.

The present study entitled application of Madhubani painting on college going girls Tops was conducted the designer products were displayed and information was gathered regarding its acceptance. The study concluded most of respondents were aware of Madhubani Painting and the tops were accepted well as and gave the product an excellent rating.



The young adult's opinion regarding designed and displayed hand paintings of traditional Madhubani motifs on tops. Majority of the respondents rated all the designed tops according to their likings and also considering the traditional Madhubani motif painting, silhouettes, pattern and overall appearance excellent, very good and good.

The evaluation was done for the 4 products of traditional Madhubani Motif paintings on top; Design 2 was preferred the most for its embellishment and overall appearance.

The study revealed that 97% of the respondent considered that collections were excellent. More such surface embellishment could be incorporated in products to make them look beautiful and elegant and at the same time they must be needed to create employment opportunities.

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