

Ajanta & Ellora Motifs: A Source of Inspiration for Woolen Shawls Designing



By:
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Abstract

The study was undertaken by the investigator to add new and interesting ideas. This can break monotony and give a touch to novelty in designing shawls by using Ajanta and Ellora motifs through different technique. For this purpose 50 respondents were selected for evaluating the motifs based on rating scale and out of selected motifs, sketching was done on white sheet with pencil and colour. The four sketched designs were selected on the basis of five point rating scale finalized by 50 respondents. Rating scale was framed in such a way that highest means suggested the best or most preferred design sheet. After developed of prototype assessment was done and evaluated on the basis of criteria i.e. motifs, techniques, combination, overall aesthetic appeal, technique used. It was revealed from the data that the woolen shawls designed with Ajanta and Ellora motifs using different technique were appreciated by all the respondents. It was concluded that design of woolen shawls a successful innovation with respect of design, colour and combination. Thus we can reach the height of fashion ever by keeping our feet on traditional ground. It will serve two purposes, one is introduced of something new in the world of fashion and secondly it was help to brush off the dust from traditional art of India. It will enrich our culture heritage or Ajanta Ellora motifs.

Introduction

“Design is that area of human experience skill and knowledge which is concerned with man’s ability his environment to suit has material and spiritual needs.”

A shawl is a single item of clothing loosely worn over the shoulders, upper body and arms, sometime also over the head. It is usually a rectangular or square piece of cloth shawls can be defined as “A rectangular or square piece of woolen fabric which warmth of human body”

The term shawl is derived from Persian “word shawl” meaning a garment to be wrapped around a person. Shawls had been a fashion statement amongst women since time immemorial. They are basically designed to impart a felling of warmth to complement a costume and for symbolic reasons. They can also be used for added warmth and fashion at outdoor and indoor affairs.

Some 17th century miniatures provide us with a detailed portrait of a Mughal prince who is wearing a shawl which must have come from Kashmir. This makes one wonder when shawl weaving first belong to Kashmir according to **Carl non hugly (Kashmir und das Reichder sick)**, who visited Kashmir in 1863, the credit for starting the industry must go to sultan **Ayn al-abibn**, who in the 15th century summoned a highly skilled weaver named **Naghz Beg** from **Turkistan** to build a loom for weaving shawls. For

century later the weavers **Non Hugli** wrote of still flowers or their revered guru's grave; shawl weaving had by then become one of Kashmir's main sources of income (**Listri Massimo, 1986**). Some culture incorporate shawl of various types in to their national fold dress mainly become shawl was much commonly used in earlier time. Woven shawl and embroidered shawls are most prevalent in the market. Generally, shawls are made up of wool and it is mainly used in winter season to protect our body from cold. The tradition of wearing shawls is carried out from primitive time.

Designing woolen shawls with Ajanta Ellora caves motifs is a very new concept. Famous Ajanta Ellora caves are situated about 107 km. from panoramic gorge in the form of a gigantic horse shoe. The intriguing Ajanta caves are carved out of large rock and are thirty in number. These caves are dedicated to Lord Buddha among the finest examples of some earliest Buddhist architecture, cave painting and sculpture, these caves comprise chaitya halls or shrines, dedicated to Lord Buddha and viharas or monasteries, used by Buddhist monks for meditation and the study of Buddhist techniques.

Since Ajanta Ellora provides a unique combination of painting sculpture and architecture Ajanta however is by no means the oldest. Various motifs found in Ajanta and Ellora caves, which can be read in designing shawls.

The bodhisattva padmapani shows the higher attainment of Indian pictorial art in the way of figure painting is one of the famous paintings. The figure female is beautiful draw her pore limbs, feature ornaments and hair dress and all elegantly drawn. They are drawn very artistically. The buddisthas and is a rich variety of animal, floral, geometrical and other fantastic imagination of the artists. In the theory of life adopted by the Buddhists, animal are likes in the endless chain of development (**Griffith's john**). Animal life is part rayed in great variety horses of elephants, bulls and lions, dragons and monkey. Crowed the wall, parrots, ducks geese cranes and doves keep them company. (**Mahajan B.D**).

Different type of Ajanta and Ellora motifs were selected and placed on woolen shawls with the help of different embellishment methods like hand embroidery and printing technique. Various types of stitches and printing techniques were used to make garment beautiful and attractive. Thus on the basis of above rational variables the present study was planned.

Objectives

- To collect and select the various motifs of Ajanta and Ellora caves.
- To develop 25 design sheets with selected motifs for woolen shawls.
- To evaluate the developed design sheets by the target sample.
- To develop the most preferred design sheet into prototype.
- To evaluate the acceptability of designed shawls by the potential customer.

Methodology

The study was conducted in Banasthali Vidhyapeeth, because of the ease of approachability for the researcher. Three types of samples were selected for the study

purpose. A sample of 100 college going girls in the age group of 18-24 yrs were selected to find consumer's preference, to assess and select developed designs and to find out acceptability and marketability of developed Woolen shawls based on Ajanta and Ellora motifs and different embellishment techniques. These respondents were selected purposively who have knowledge of apparel designing and latest fashion trends. A questionnaire was prepared to collect information about consumer's attitude towards designed woolen shawls and then the designed sheets were evaluated; after evaluation data was collected. Assessment of sheets were by 5 point rating scale i.e. 5-excellent, 4-very good, 3-good, 2- average and 1- fair.

Material-For construction of shawls following raw material in term of fabric was selected. Different colors of woolen shawls were used for construction of shawls. Silk fabric was selected for patch work on woolen shawls.

Different hand embroideries and techniques were selected for woolen shawls-

- Preparation for shawls with kantha embroidery.
- Preparation for shawls with patch work and screen printing-
- Herringbone stitch
- Designing through screen printing
- Preparation of shawls with patch work and block printing
- Chain stitch embroidery.
- Crochet work with patch work.

Result and Discussion

This chapter deals with result and discussion in the context of the objectives set the present investigation. Result has been described under following sub headings-

1. Result of consumer survey.
2. Preference for Ajanta Ellora motifs on shawls design sheets.
3. Consumer's acceptance for Ajanta Ellora motifs on shawls.

Result of consumer survey

It is necessary to conduct market survey to determine need of consumer, to find out their preference for style feature so that product could be provided accordingly. Therefore, a survey was conducted in which attitude of consumer towards Ajanta Ellora caves motifs on shawls were checked out. Result showed that 85% respondents have good knowledge about Ajanta and Ellora motifs while only 15% respondent doesn't have any idea about it. It was also clear from results that 90% respondents prefer the Ajanta Ellora cave motifs on shawl designing and remaining 10% respondents didn't preferred. Consumer preferences for different techniques and surface ornamentation was also assessed respectively and it was found that 92% respondents were interested in patch work with traditional hand embroidery, 85%respondent's interested in Patchwork with block and 54% respondents interested in patch with screen and only 23% respondents

like to patch work with machine embroidery. It was also revealed from the data that consumer prefer all over patterns and multicolor in designing with different combination of techniques.

Preference for Ajanta Ellora motifs on shawls design sheets

Subjective analysis was used as a tool for finding the design and also aesthetic appeal of garment on the basis of consumer's preference, 25 different motifs of different embroidery and patches work with screen and block printing and crochet were drawn on sheets by varying parts of embroidery, style and embellishments. Consumer was asked to analysis each on the basis of aesthetic appeal and give rank on five on point rating scale.

Fig No. 1: Analysis of block sheet

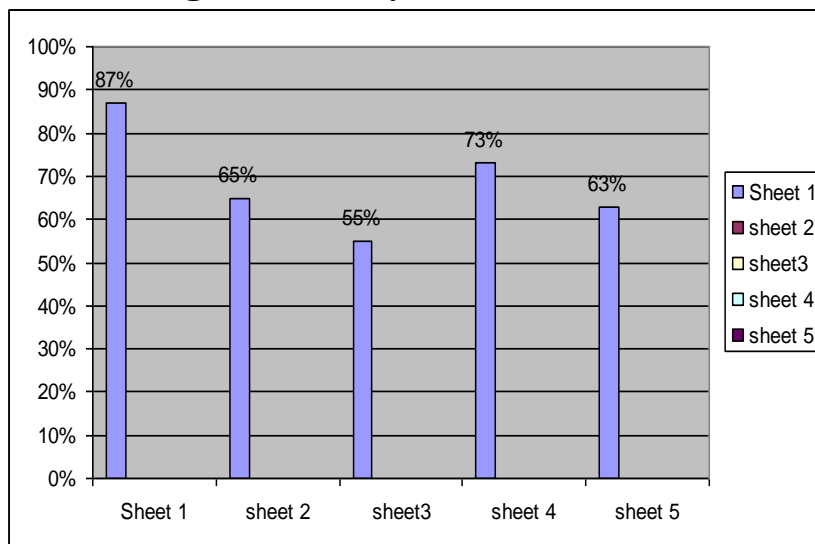


Fig No. 2: Analysis of screen sheet

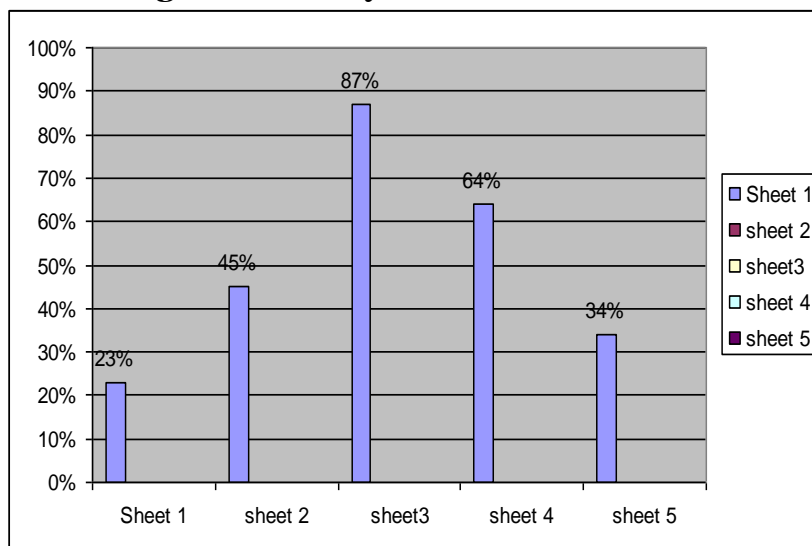


Fig No. 3: Analysis of Kantha sheet

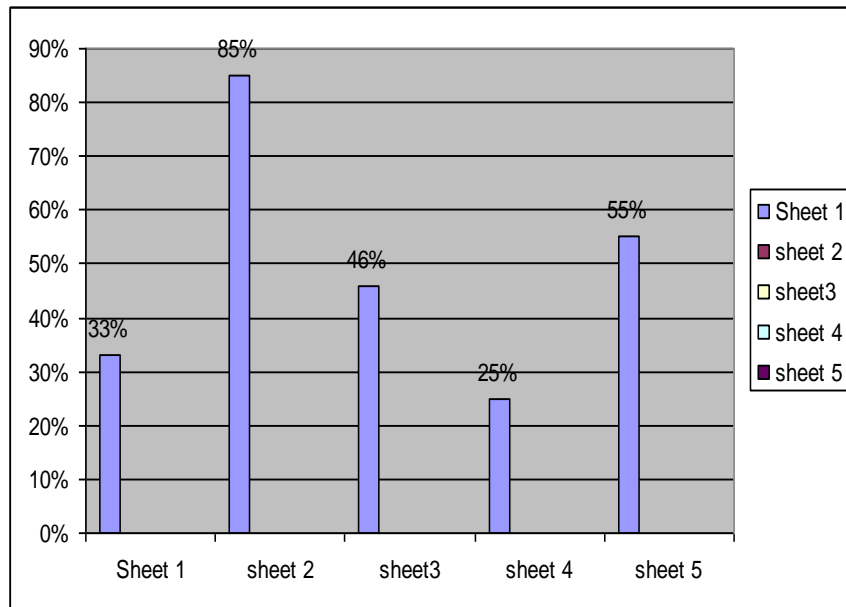
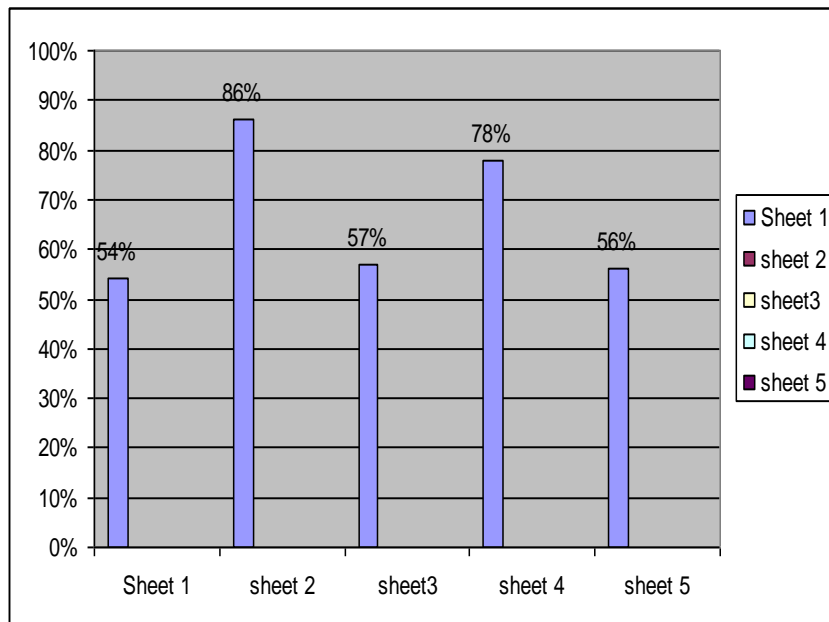


Fig No. 4: Analysis of hand embroidery with sequence work



Consumer's acceptance for Ajanta Ellora motifs on shawls

- 1) On the basis of various criteria consumer acceptability for Ajanta Ellora motifs on shawls suggested by researcher was evaluated potent consumer given rank on five point rating scale.
- 2) Visual analysis is very important for determining the value of a product. Designed shawls were display and evaluated by 50 potent consumer based on criteria i.e.

part of motifs, color combination, technique overall aesthetic appeal of the shawls.

Fig No. 1: Analysis for shawl designing with screen and crochet work

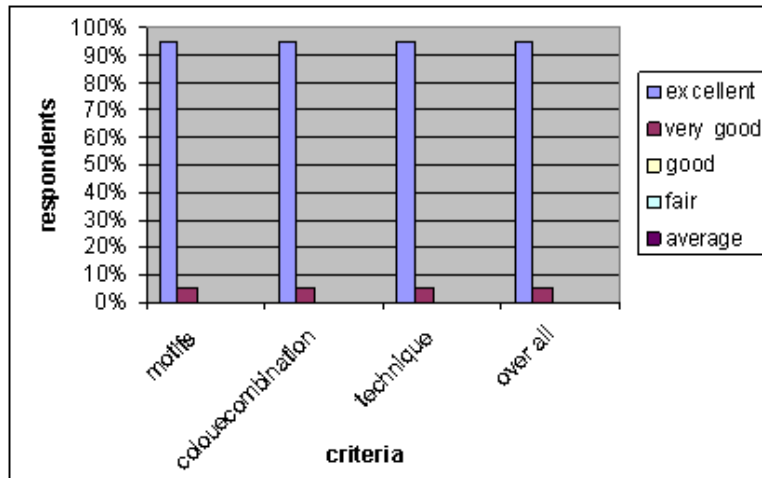


Fig No. 2: Analysis of shawl designing with patch work

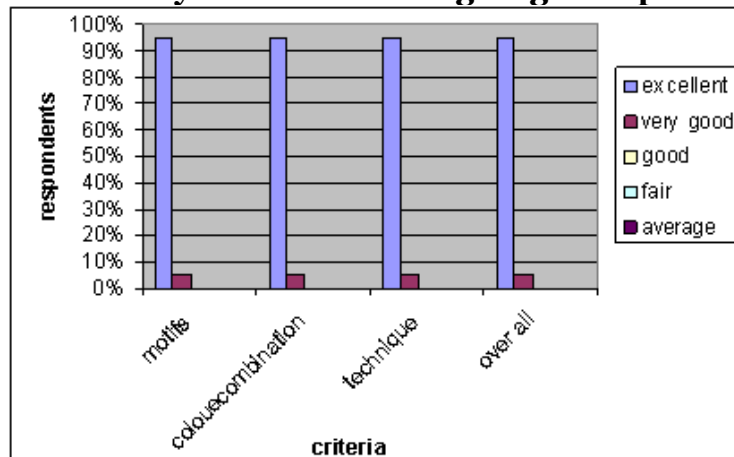


Fig No. 3: Analysis of shawl for Katha embroidery

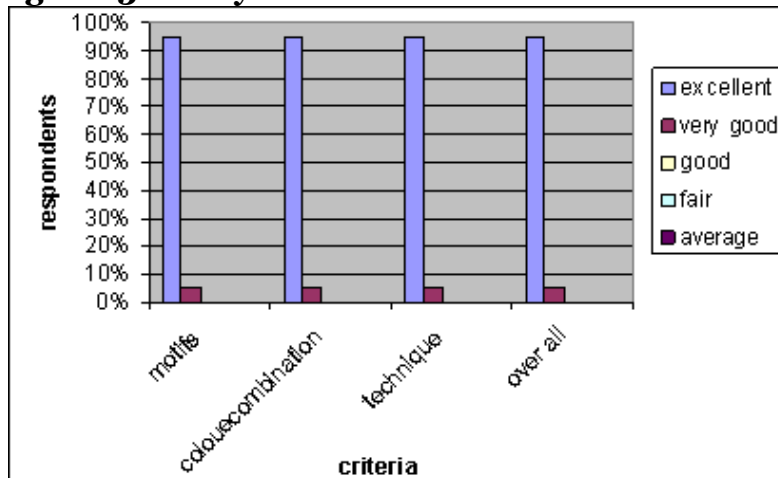


Fig No. 4: Analysis of shawl for hand embroidery with Sequence work

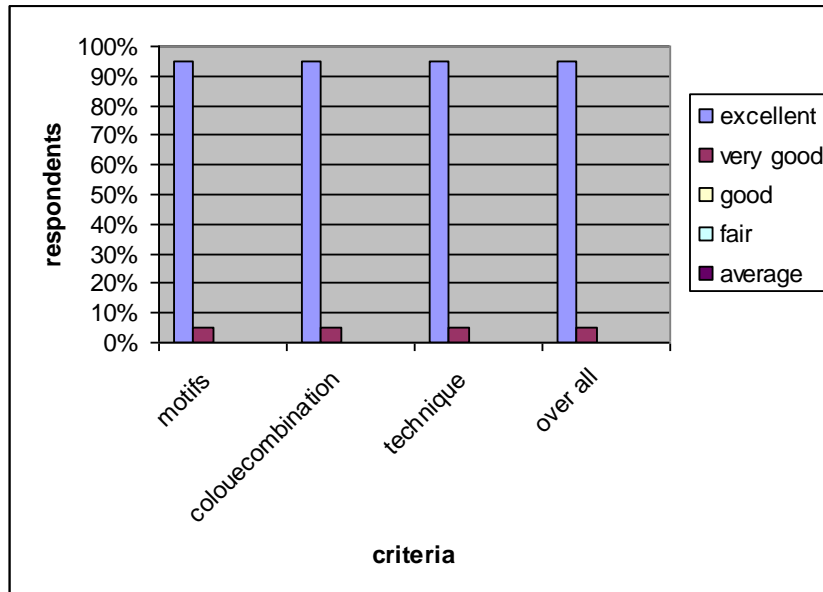


Plate no. 1: Shawl designing with screen and crochet work



Plate No. 2: Analysis of shawl designing with patch work



Plate No. 3: Analysis of shawl for Katha embroidery



Plate No. 4: Analysis of shawl for hand embroidery with Sequence work



Conclusion

Present work finding revealed that majority of consumer are aware of designing of Ajanta and Ellora motifs but it was a very new concept for design motifs on shawls. Designed shawls were not only liked by majority of the people but were found to have more interested to purchase these shawls.

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