

Results and Discussion

4.1. Findings of the opinion as expressed by khadi marketing personnel, khadi users and textile experts

4.1.1. Opinion of khadi marketing personnel

Working women of various income groups are largest customer for khadi silk sarees. Customers select sarees based on colour combinations and they prefer double colour combinations. This is followed by the design features and cost. Most of the customers prefer to choose sarees with one or more surface embellishment. Embroidery is preferred by ninety percent of the customers as expressed by the khadi marketing personnel. Surface embellished sarees are sold more than the plain woven sarees. Surface embellished sarees are sold from Rs.3500/- and the cost vary depending on the type of work done on the saree. Customers prefer stylized ethnic design in double colour combinations in addition to surface embellishment. Khadi marketing personnel also suggested that newer designs with newer work would catch up the customers are tired of choosing sarees embellished with embroidery.

4.1.2. Opinion of khadi users

4.1.2.1. Preference for khadi saree

Table I shows preference for khadi saree as expressed by the users of khadi.

TABLE I
PREFERENCE FOR KHADI SAREE

S.No	Preference	Users of khadi (50)	Percent
1	Durable	36	72
2	Comfortable	33	66
3	Grand look	34	68
4	Trendy	36	24

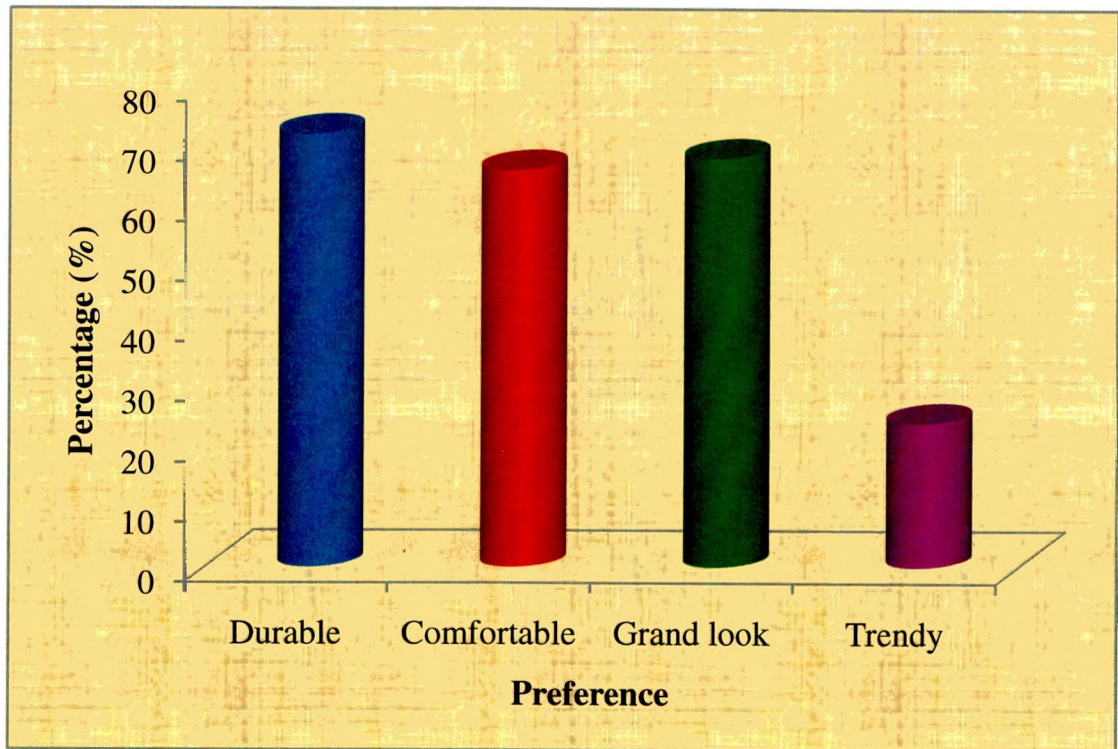


FIGURE 11

PREFERENCE FOR KHADI SAREE

From the Table I and Figure 11, it is clear that, 72 per cent of the users of khadi opted khadi silk saree for its durability. Sixty six per cent of the users of khadi preferred because the sarees are comfortable to wear and sixty eight percent bought khadi because of grand look. However, only 24 per cent of the users of khadi preferred khadi sarees as they are trendy.

4.1.2.2. Selection of khadi silk saree

Table II shows the various aspects pertaining to the selection of khadi silk saree as expressed by the users of khadi.

TABLE II
SELECTION OF KHADI SILK SAREE

S.No	Aspects	Users of khadi (50)	Percent
1	Design	45	90
2	Cost	35	70
3	Colour	48	96
4	Surface embellishment	45	90

From the Table II and Figure 12, it is clear that, 90 per cent of the users of khadi opted khadi silk saree for its design and surface embellishment. 70 per cent of the users of khadi selected because of cost the sarees. 96 per cent of the users of khadi selected sarees based on colour.



FIGURE 12
SELECTION OF KHADI SILK SAREE

4.1.2.3. Usage of Khadi silk saree

Table III depict the usage pattern of Khadi silk saree by the users of khadi.

TABLE III
USAGE OF KHADI SILK SAREE

S.No	Usage Pattern	Users of khadi (50)	Percent
1	Daily	5	10
2	Weekly	13	28
3	Monthly	22	42
4	Occasionally	10	20

From the Table III and Figure 13, it is evident that ten percent of the selected khadi users wear khadi sarees daily against 28 percent who wear khadi weekly. Forty two percent of the khadi users wear khadi monthly and 20 percent occasionally that is during festiveals, marriages and other sacred functions.

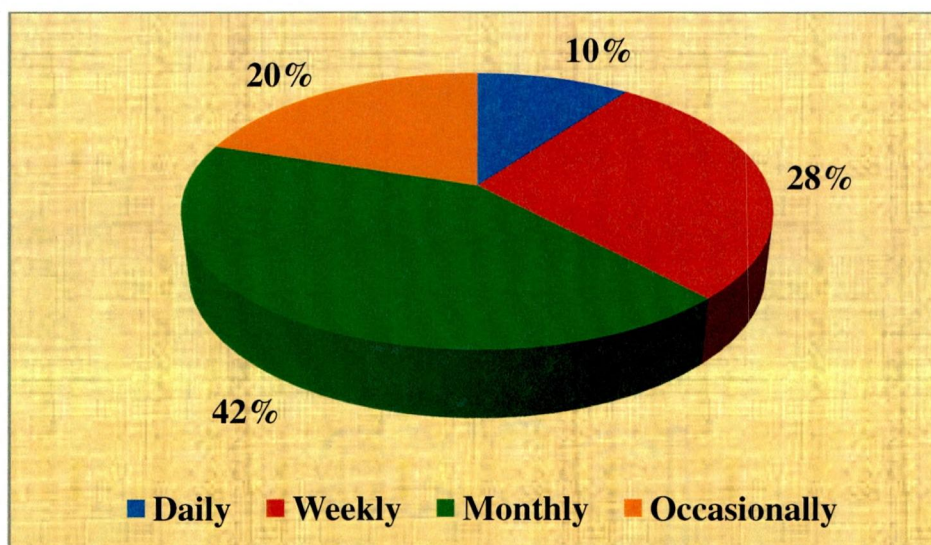


FIGURE 13
USAGE OF KHADI SILK SAREE

4.1.2.4. Preference for design

Table IV indicate the preference for design in Khadi silk saree as expressed by the users of khadi.

TABLE IV
PREFERENCE FOR DESIGN

S.No	Design	Users of khadi (50)	Percent
1	Geometric	17	34
2	Abstract	8	16
3	Ethnic	22	44
4	Conventional	8	16

From the Table IV and Figure 14, it is evident that 34 per cent of khadi users preferred to have geometric design. Forty four per cent of the users opted ethnic design patterns. Only sixteen per cent of users of khadi preferred abstract and conventional designs in khadi silk sarees.

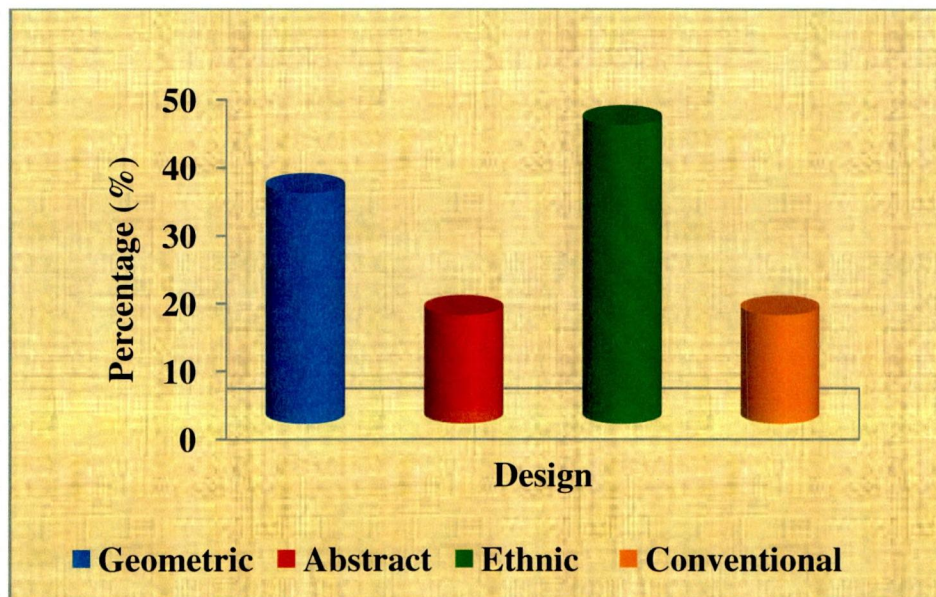


FIGURE 14
PREFERENCE FOR DESIGN

4.1.2.5. Preference for colour combinations

The preference regarding colour in khadi silk saree as expressed by the users of khadi is shown in Table V.

TABLE V
PREFERENCE FOR COLOUR

S.No.	Colour	Users of khadi (50)	Percent
1.	Single	5	10
2.	Double	30	60
3.	Combination	1	2
4.	Multicolour	12	24

From the Table V and Figure 15 , it is clear that 60 per cent of users of khadi preferred double colours. Twenty four per cent users of khadi preferred multi colour combinations. Ten percent opted for single colour and only two percent chosen multi colour combination.

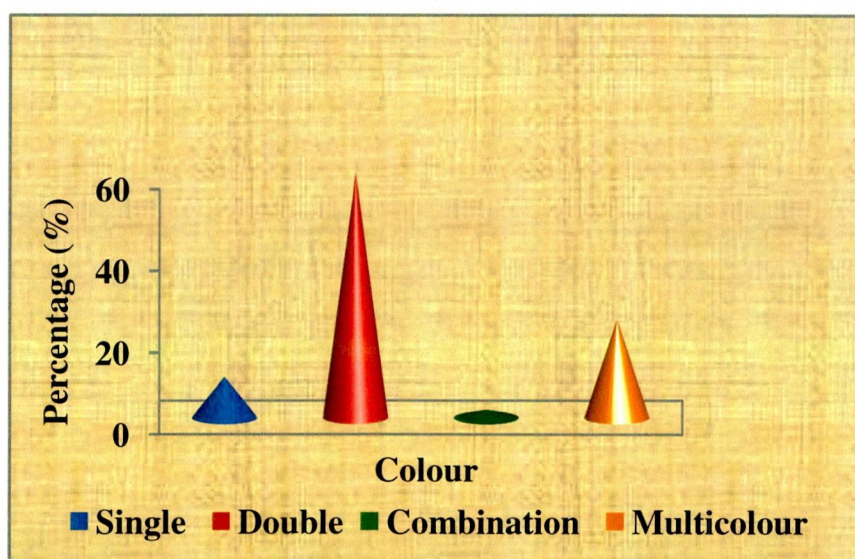


FIGURE 15
PREFERENCE FOR COLOUR

4.1.2.6. Preference for surface embellishment

The preference regarding surface embellishment on khadi silk saree is shown in Table VI.

TABLE VI
PREFERENCE FOR SURFACE EMBELLISHMENT

S.No.	Type of work	Users of khadi (50)	Percent
1.	Embroidery	8	16
2.	Bead work	30	60
3.	Painting	10	20
4.	Patch work	2	4

From the Table VI and Figure 16, it is clear that 60 per cent users of khadi opted for bead work. Twenty per cent of khadi users opted fabric painting work and 16 per cent liked to have embroidery. Four percent users of khadi preferred patch work.

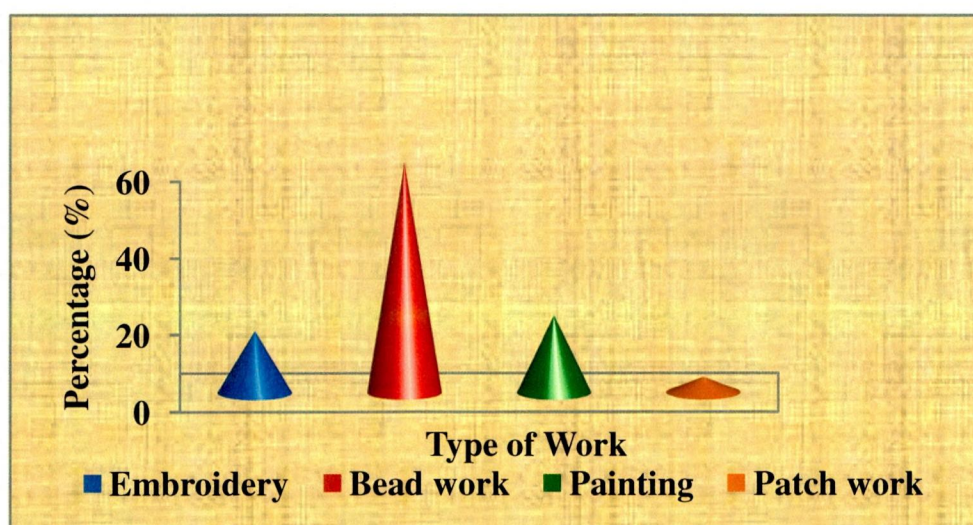


FIGURE 16

PREFERENCE FOR SURFACE EMBELLISHMENT

4.1.2.7. Purchasing Pattern

Table VII exhibits the purchasing pattern of surface embellished khadi silk sarees by the selected respondents.

TABLE VII
PURCHASING PATTERN

S.No.	Amount in Rs	Users of khadi (50)	Percent
1.	3500-4500	8	16
2.	4500-5500	14	28
3.	5500-6500	20	40
4.	6500 above	8	16

From the Table VII and Figure 17, it is clear that 40 per cent of khadi users bought sarees in the range between Rs.5500-6500. Sixteen per cent of the users of khadi opted the range of Rs.3500-4500 and above the range of Rs.6500. 28 percent of the respondents opted the range between Rs.4500-5500/-.

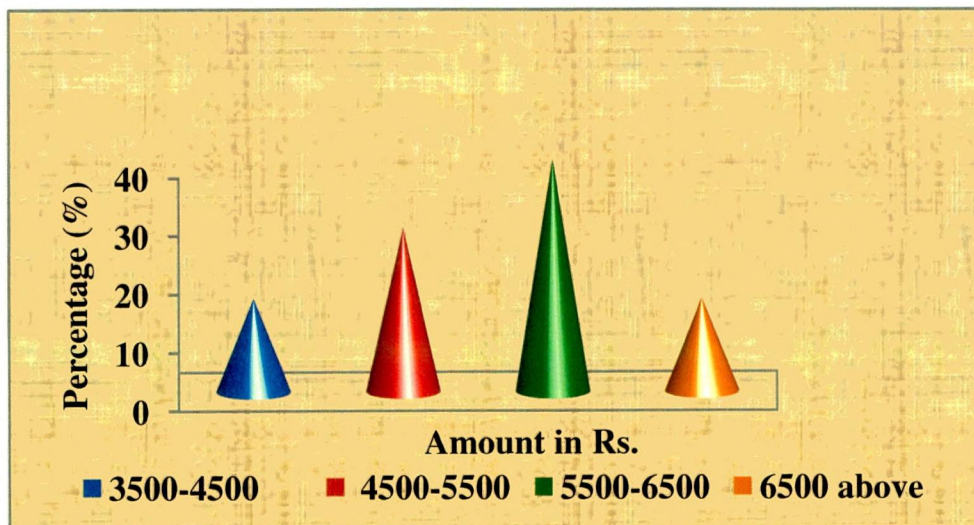


FIGURE 17
PURCHASING PATTERN

4.1.2.8. Preference for placement of design

Table VIII shows preference for design in khadi silk saree as stated by users of khadi.

TABLE VIII
PREFERENCE FOR PLACEMENT OF DESIGN

S.No	Placement of Design	Users of khadi (50)	Percent
1.	All over butta design	4	8
2.	Putta in body	15	30
3.	Border and pallu only	4	8
4.	Heavy pallu	25	50
5.	Heavy borders	2	4

From the Table VIII and Figur 18, it is evident that 50 per cent and 70 per cent opted for heavy pallu, 30 percent preferred to have putta in body. Border and pallu , and all over butta designs were preferred by 8 per cent of khadi users. Only four per cent users of khadi preferred heavy borders.

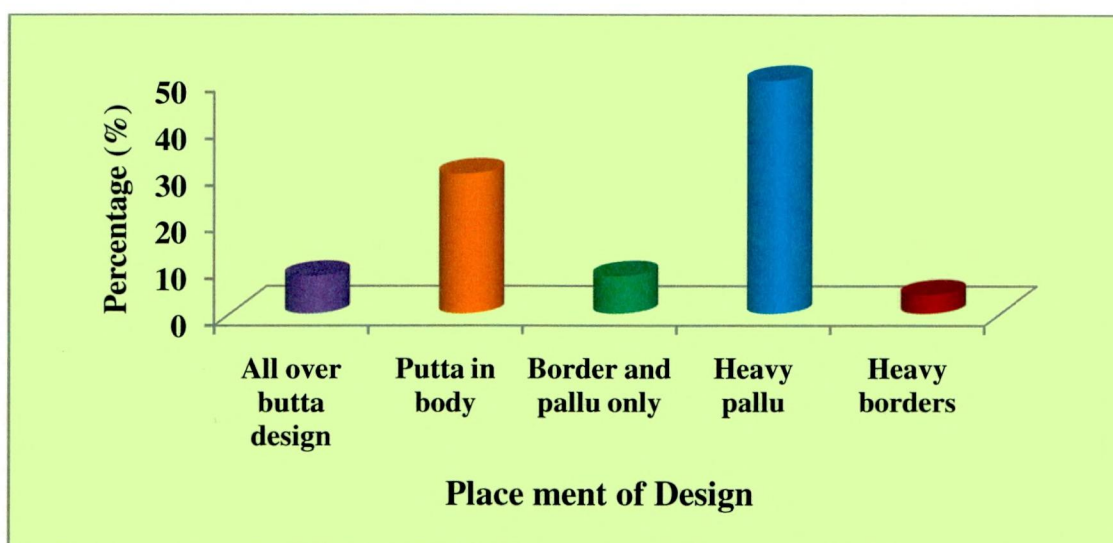


FIGURE 18

PREFERENCE FOR PLACEMENT OF DESIGN

4.1.3. Preference and opinion of Textile Experts about designs used on Khadi Silk Sarees

Khadi silk sarees have got has got good recognition among consumer as the customers feel comfort and good while wearing the saree as expressed by ninety percent of the experts. Fifty percent of the experts opine that the uniqueness of khadi has excellent recognition among the wearers. Moreover, khadi is hand spun and hand woven, and is durable also. Cent percent of the experts declare that Khadi is the most preferred fabric because of the feeling of patriotism, tradition and pride while wearing the fabric.

As far as the Khadi silk sarees are concerned, they are available in number of colours and designs say seventy two percent of the experts. Cent percent expressed that the sarees are enriched with embroidery, print, border attachment. Traditional designs are seen in almost all sarees as expressed by eighty seven percent of the experts. When compared with trendy sarees available in the market, designs used on khadi sarees are not used in a stylised manner tell ninety five percent of the experts. Colour combinations used for embroidery and other decorative works also need to be enhanced stress the experts. Cent percent of the experts stressed that use of newer design concepts and trendy works would definitely grab the attention of the younger generation and celebrities.

Almost all the judges opine that the customers of all age group like to have value addition on sarees. Though the khadi silk sarees are surface decorated with embroidery and other works, the designs used are monotonous, design repeats and placement of design require various modification. Embroidery designs has been used in the khadi silk sarees repeatedly, therefore the textile experts expressed that the use of bead work and painting could give newer dimensions to khadi silk sarees. Seventy five percent of the judges opted double colour combination sarees for surface embellishment.

4.2. CONSOLIDATED EVALUATION OF THE DEVELOPED DESIGN

Table IX and X shows the result of the consolidated evaluation of design created through manual sketching and CAD as expressed by the selected respondents.

TABLE IX
CONSOLIDATED RATING OF THE MANUAL SKETCHING

Design Code	Excellent	Good	Fair	Poor
S1	55	53	17	-
S2	25	35	65	-
S3	47	53	25	-
S4	45	40	40	-
S5	67	40	18	-
S6	40	40	20	-
S7	45	40	15	-
S8	35	60	5	-
S9	50	45	5	-
S10	65	45	25	-

From the Table IX ,it is evident that S5 is rated to be excellent as expressed by 67 percent and as good by 40 percent of the respondents. S1 is rated to be excellent by 55 of the respondents and 53 percent rated as good. Sity five percent of the respondent rated S10 as excellent and 45 percent rated S10 as good. Percent rating for excellent varied from 25- 50 for other designs. Almost 35 percent to 60 percent of the respondents rated all the

designs as good. Design S2 has got fair rating as rated by 65 percent of the judges.

TABLE X
CONSOLIDATED RATING OF THE DESIGNS CREATED WITH
ADOBE PHOTOSHOP

Design Code	Excellent	Good	Fair	Poor
S1	80	27	18	-
S2	70	25	30	-
S3	78	22	25	-
S4	70	30	25	-
S5	85	24	16	-
S6	65	20	40	-
S7	70	25	30	-
S8	80	20	25	-
S9	75	20	35	-
S10	70	30	25	-

Designs S1, S5, S10 have scored the maximum rating. Among these three S5 seemed to be excellent as expressed by 85 percent of the judges followed by S1 which received the rating of 80 percent. S10 was rated to be excellent by 70 percent of the judges. Percent rating of designs as good varied from 20-30 percent. Designs thus selected for final evaluation is presented below:

Design Code	Excellent	Good	Fair	Rank
S1	80	27	18	2
S5	85	24	16	1
S10	70	30	25	3

Design S5 is selected for surface embellishment on saree.

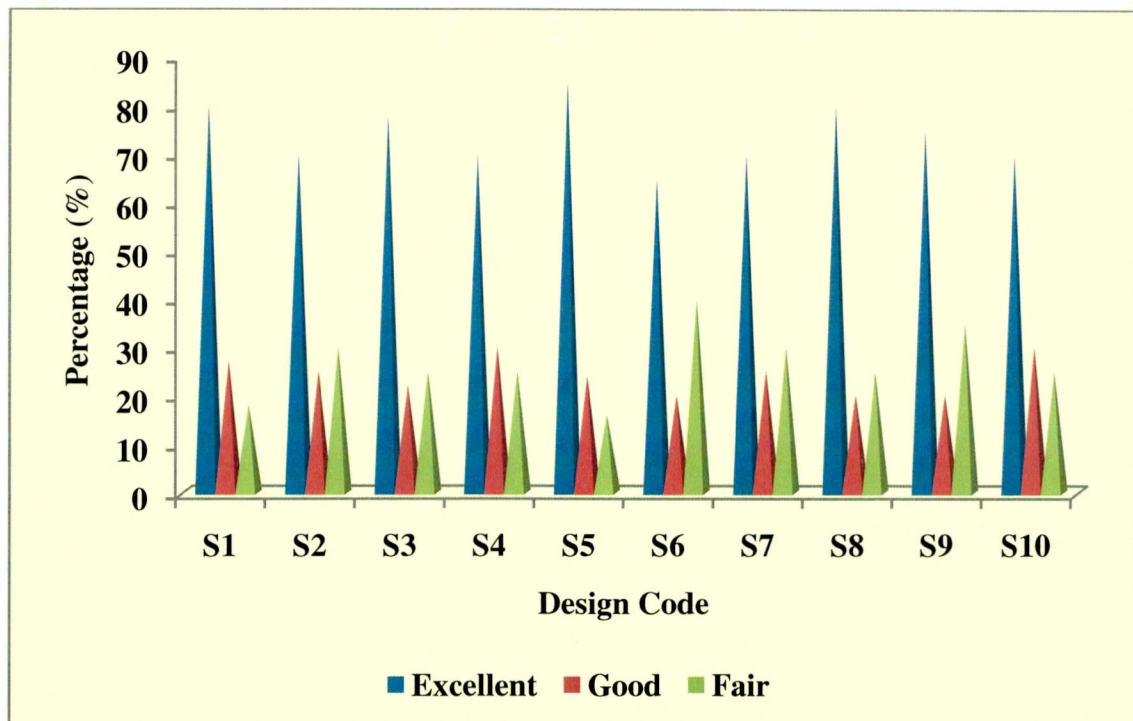


FIGURE 19
CONSOLIDATED RATING OF THE DESIGNS CREATED WITH
ADOBE PHOTOSHOP

4.3. CONSOLIDATED EVALUATION OF THE DESIGNS USED FOR SURFACE EMBELLISHMENT

Table XI shows the result of the evaluation of design used for Surface Embellishment.

TABLE XI
DESIGN USED FOR SURFACE EMBELLISHMENT

S.NO	Aspects	Rating (No:125)			
		Excellent	Good	Fair	Poor
1	Harmony in Design	100	25	-	-
2	Colour Combination	110	15	-	-
3	Surface embellishment	98	27	-	-
4	General Appearance	97	28	-	-

Table XI reveals that majority of the respondents rated the surface enriched saree as excellent. Among the one saree selected, colour combinations used in the saree was rated be excellent as stated by 110 judges. This is followed by harmony in design that is rated as excellent by 100 judges. With regard to surface embellishment techniques used saree, they were rated to be excellent by 98 judges.

As far as general appearance is concerned, 97 judges rated the design as excellent.

4.4. COST CALCULATION

The cost estimation for surface embellishment in khadi silk saree is presented in Table XII.

TABLE XII
COST ESTIMATION

S. No	Criteria	Amount In Rs
1	Cost of saree	2500.00
2	Cost of bead	4250.00
3.	Cost of paints	2750.00
4.	Over head charges	2000.00
Grand Total		11,500.00

From the Table XII, it is evident that the cost of surface embellishment work is noted to be Rs.11,500/-. Cost of the work could be less if the materials are bought in bulk for more number of sarees. Though the saree is expensive ,it could be worn as party wear saree suitable for all age groups.