Magic of floor on fabric: Revival of traditional floor painting of Kumaon by contemporary adaptation on apparels

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ABSTRACT: The present study was undertaken to adapt traditional designs from Aipan (floor painting) of Kumaon on Kurties using Textile designing software. Developed designs were printed on kurties through block printing. The finding of the present study reveals that the developed kurties were innovative, creative and have enough market potential and were highly appreciated by the respondents.

KEY WORDS: Adaptation, Aipan, Block printing, Market potential


India has always been known as the land that portrays cultural and traditional vibrancy through its conventional arts and crafts. Each state of India has its own tradition and legacy of traditional folk art and craft. Kumaon, the remote Himalayan region is also rich in this art of floor decoration which is locally called Aipan. The word ‘Aipan’ is a derivative of ‘Arpan’. A commonly used word for the art is “Likhai”. Aipan are surface drawings which are popularly drawn for decorating a variety of places in the household during specific occasions including the steps leading to the main door and courtyard, specific places on the walls the altar, on the chauki on which a diet is placed and even domestic appliances like supa (winnowing fan). Aipan distinguishes comes from its dual colour scheme. The raw material is simple ochre (Geru) colour and rice paste (Biswar). Aipan is drawn using the last three fingers of the right hand. The main designs of traditional Aipan are linear, geometrical, and floral designs. Majority of these designs include extensive use of Celestial symbols like Sun, Moon, Stars. Holy symbols like Swastika, Lighted Deepak, Astadal Kamal, Lakshmi Padchinha, Ganesh, Om, Mangal kalash, trident e.t.c. and Geometrical figures such as Dots, Circles, Semi-circles, Triangles, Squares, Vasudhara and Rectangles.

These traditional designs of Aipan are not only limited to floor but have been extended its reach and now being painted on greeting cards, wall hangings and other products but aipan also has the potential of becoming popular as the new textile much like the other traditional hand printing of Madhubani and Kalamkari. Block printing in this direction plays a major role in reviving traditional art form as it provides opportunities for innovative and new changes in apparels with respect to colour, design and style.

The present study was undertaken keeping in view the following objectives:

– To explore various traditional Aipan motifs.
– Adapt these motifs for block printing on selected apparel (Kurties).
– To access the acceptance of Aipan motifs for its contemporary relevance among the adolescent girls.
– To assess the market potentials of the developed designs for Kurti.

The study was conducted in Almora dist. For the research purpose the researcher personally visited the respondents and collected various information and motives by exploiting to primary and secondary sources. Fifty motifs inspired from different designs of Aipan art were collected and simulated through Corel followed by selection of ten motifs by panel of judges.
Table 1:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Criteria of evaluation</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>*KS2</td>
</tr>
<tr>
<td>1.</td>
<td>Suitability of the size of the motif</td>
<td>23</td>
</tr>
<tr>
<td>2.</td>
<td>Suitability of the placement of the motif</td>
<td>23</td>
</tr>
<tr>
<td>3.</td>
<td>Suitability of the colour of the motif</td>
<td>21</td>
</tr>
<tr>
<td>4.</td>
<td>Suitability of the colour combination of the motif</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>with the background</td>
<td>22</td>
</tr>
<tr>
<td>5.</td>
<td>Overall appearance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total scores obtained by articles</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>Acceptability index (%)</td>
<td>90.4</td>
</tr>
</tbody>
</table>

* KS= Kurties using single motifs  **KC= Kurties using combination of motifs

The selected motifs were used on kurties for development of 30 placements in different colour backgrounds including 15 each for single motif kurti and kurties with combination of motifs. A total of ten designs five from single motif group (KS2, KS6, KS9, KS11 and KS14) and five from combination of motifs (KC1, KC3, KC8, KC12 and KC15) were selected for development of final products were selected by panel of judges. On the basis of size of the motif, Placement of the motif, colour of the motif, suitability with the background and overall appearance, 10 placements 5 from each group were selected for final printing.

**Acceptability index:**

To assess the percentage acceptability of the block printed kurties an acceptability index was set up:

\[ A.I = \frac{\text{Total scores of each block printed kurties}}{\text{Maximum score obtained}} \times 100 \]

The acceptability of the arrangements of kurties as well as the developed kurties was found to be more than 80 per cent. Majority of the respondents selected design code KS14, KS2 and KS11, from the developed designs of kurties with single motifs by the highest acceptability index 92.8, 90.4 and 87.5, respectively. Design code KC3, KC8 and...
KC12 were selected from the developed designs of kurties using combination of motifs by the highest acceptability index 93.6, 91.2 and 86.4 respectively. Kurti KC3 have highest acceptability index of 93.6% followed by kurti KS14 (92.8%).

Developed apparel items had better market potentials as majority of the respondents liked very much to purchase and wish to possess them (KS2, KS14 and KC3) even after paying 50 per cent profit.

Suggestions:
It can be suggested from the present study that these developed deigns can be used for different techniques like screen, stencil for adapting Aipan motifs on apparel and furnishing items. Traditional floor art of other states can also used for design development and product diversification.

Conclusion:
It can be concluded from the above study that various Aipan motifs based on the preferences of the respondents and judges incorporated in the Kurties were appreciated and adopted by the respondents. Similarly, other traditional craft can also be adopted through block printing and corel software to develop various products. Thus, Block printing and CAD technology is helpful in the revival of traditional aipan in more sophisticated and modern method of designing.

The cost of the kurties ranges from Rs. 192- 250. Majority of the respondents wants to give 10-20 per cent profit while few also ready to give up to 40 per cent profit.
fashionable apparels and products which holds a bright future in fashion and textile industry.

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