

Acceptability of Modern *Durrie* Designing Techniques for Income Generation

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ABSTRACT The rural women practicing *durrie* weaving as income generation are not aware about the latest trends in *durrie* designing required for increased profitability. Designed *durries* were prepared using innovative designs, which have multipurpose use, and different designing techniques were applied. These designed *durries* were having altogether different and beautiful look as per the latest trend. Training was imparted to 15 weavers on all the technical aspects to assess the acceptability of designs and designing techniques. Majority of the respondents (80%) acquired high level of knowledge about new attractive designs having multipurpose use. General knowledge about the trends & export of designer *durrie* was also acquired by majority of the respondents. As high as 47 percent respondents had high acquisition of knowledge after the training on designing techniques whereas, 40 percent had high level of attitudinal change. More than fifty percent (53.33 %) respondents had high skill change and 40 percent had medium skill change. The overall KAS was significantly higher ($t=5.58^*$) after the training. Overall perceived feasibility index (PFI) of designing techniques of *durrie* weaving was 89.07 percent, and 66.67 percent respondents were placed in the high category while judging overall acceptability of the designing techniques.

Present era is of globalization where capital, technology, high skill and high productivity play a major role in labour market. Much of this will depend on upgrading the quality of labour force by pursuing suitable education and skill development policies. Low quality of jobs and low productivity is directly attributable to low level of skills. By developing vocational skills amongst weavers will entail skill upgradation of workers already practicing this activity. This will help a large number of workers to shift from informal or unorganized sector to the formal or organized sector and ensure income.

Varadarajan (1990) analyzed that lack of adequate market outlets dampens the enthusiasm of artisans who need to help in terms of product design, consumer preference, latest product styles and designs.

In spite of the fact that Indian *durries* are popular all over the world, the economic status of the artisans and craft persons has not improved proportionately.

The study was planned to assess the acceptability of developed designing techniques and stylized *durrie* designs by the rural women weavers.

METHODOLOGY

From the selected village Beeghar of Fatehabad district of Haryana, fifteen respondents were selected to conduct the training because women in this village were already weaving and selling *durries* using different materials for weft yarn and practiced *durrie* weaving the whole year except the extreme cold months and harvesting period.

Acceptability of developed designing techniques was measured by taking in to account the various parameters viz knowledge, attitude and skill (KAS) through self structured schedule. Attribute wise (i.e. profitability, physical compatibility, cultural compatibility, simplicity and complexity and triability) adoption feasibility was also judged using self-structured schedule.

For the knowledge, attitude and skill (KAS), the data were collected both at pre and post exposure stages whereas data regarding attribute wise symbolic feasibility were collected only after the training.

RESULTS AND DISCUSSIONS

Acceptability of Modern Designing Techniques by the Weavers :

Training: A training of 7 days duration was

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organized in village Beeghar (northern region) on the designing techniques. Designed durrie samples were exhibited to show the stylized designs, color combinations and designing techniques. Also they were made aware about the trend and export of designer *durries*. The master weavers imparted the training on their own *addas*. They were also taught graph reading

The results on acceptability of the developed designing techniques by the weavers have been presented in the following sub-sections:

Knowledge Level of the Respondents about Designing Techniques of Durrie Weaving: The data presented in figure 1 shows that 46.67 percent of the respondents had medium level of knowledge followed by 40 percent of the respondents who had high knowledge and 13.33 percent respondents had low level of knowledge of innovative *durrie* designs before training. However, it was observed that after the training majority of the respondents (80%) acquired high level of knowledge about the new attractive *durrie* designs that had multipurpose uses and 20 percent respondents acquired medium level of knowledge.

With regards to colour combination, about 53 percent respondents had medium level of knowledge followed by 33 percent high and about 13 percent had low level of knowledge before training. However, it was observed that after the training majority of the respondents (80%) had high level of knowledge of proper selection of

colour combination indicating that selection of colour combination should be as per the latest market trend and 20 percent acquired medium level of knowledge.

The designing techniques, when studied, it was found that use of tied and dyed yarn, use of pile weave (cut/looped) in the designs and use of wool yarn as warp and jute yarn as weft made the product unique. The data shows that majority of the respondents (73.33%) possessed low level of knowledge before the training. However, it was observed that after the training, majority of the respondents (66.67%) acquired high level of knowledge while 33.33 percent acquired medium level of knowledge.

Status of general knowledge of the weavers about the trend of the designer *durrie* that *durries* made with the designing techniques were being exported to other countries, were replacing carpets and being used as multipurpose uses in larger cities was also studied. It was found that majority of the respondents (80%) possessed low level of knowledge before the training. However, after training, majority of the respondents (73.33%) acquired high level of knowledge (Fig. 1).

Training on designing techniques helped the respondents to gain as 47 percent respondents had high acquisition of knowledge followed by 40 percent medium and about 13 percent respondents had low acquisition of knowledge regarding designing techniques of *durrie* weaving (Table 1).

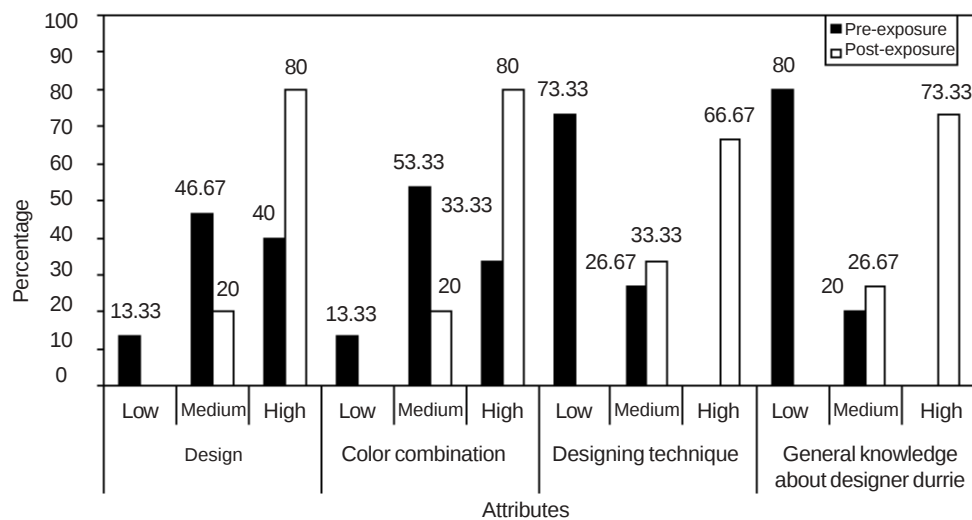


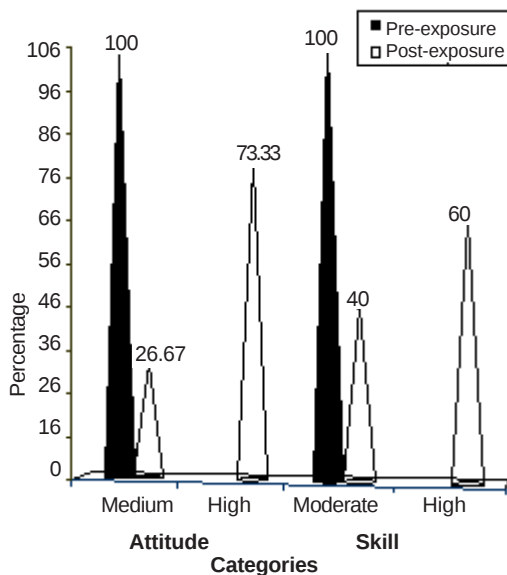
Fig.1. Pre and post-exposure knowledge level of respondents

Table 1: Average score on gain in knowledge, attitudinal change and change in skill of the respondents (n= 15)

Categories (Range)	Score	Percentages
Knowledge Score		
Low (up to -2)	2	13.33
Medium (3-4)	6	40.00
High (5-6)	7	46.67
Attitude Score		
Low (12-14)	4	26.67
Medium (15-17)	5	33.33
High (18-20)	6	40.00
Skill Score		
Low (up to -5)	1	6.67
Medium (6-10)	6	40.00
High (11-15)	8	53.33

Attitude Towards Designing Techniques of Durrie Weaving: The data in figure 2 depicted that all the respondents had medium level of attitude before training. However, after the training 73.33 percent respondents had high level of attitude and 26.67 percent had medium level of attitude.

It was observed that as all the respondents were already practicing *durrie* weaving and therefore, had favorable attitude towards *durrie* weaving. During training they learnt new designing techniques as per the latest market trends that have multipurpose uses that made them hopeful of increasing the sale.

**Fig. 2. Pre-and post-exposure attitude and skill level of the respondents**

It is evident from the table 1 that 40 percent of the respondents had high level of attitude change followed by 33.33 percent with medium level of attitude change and 26.67 percent respondents with low level of attitude change regarding the designing techniques of *durrie* weaving.

Skill Level of the Respondents Regarding Durrie Weaving: The data presented in Figure 2 showed that all the respondents had medium level of skill prior to training in *durrie* weaving. However after the training 60 percent of the respondents were found to be highly skilled followed by medium skilled (40%).

It was observed that all the respondents were already practicing *durrie* weaving and selling the same therefore they possessed the basic skill of *durrie* making. In the training the rural women learnt the skills related to proper selvedge formation, proper joining of colours in the design, making cut pile, loop pile using wire/rod and method to decrease or increase as per the design. They were also made aware about the use and selection of other yarn i.e. wool as warp and jute as weft and tie and dye the yarn and its use as weft yarn. They also learnt how to read the design on the graph paper.

It is evident from table 1 that 53.33 percent respondents had high skill change followed by medium skill change (40%) and low skill change (6.67%). Srilaxmi and Padma (2000) suggested that short-term training programs need to be organized to train the weavers in the use of modern techniques of *durrie* and carpet weaving.

Knowledge, Attitude and Skill Acquisition Regarding Designing Techniques in Durrie Weaving: Further on the basis of mean scores obtained from pre and post exposure, knowledge, attitude and skill acquisition was worked out. The 't' values were calculated to test the significance between two sets of exposures. Table 2 shows that content areas covered under intervention program under knowledge included design, colour combination, designing techniques and general knowledge about designer *durrie*. It was analyzed that significant gain in knowledge regarding stylized designs, designing techniques and general knowledge about designer *durrie* was observed which was found to be significant at 0.05 level of probability. The 't' value of design was ($t = 3.80^*$), designing techniques ($t = 2.21^*$) and general knowledge about designer *durrie* ($t = 2.83^*$). The attitude

of the respondents was also found to be significant ($t = 4.44^*$).

It is also evident from table-2 that mean scores of overall knowledge attitude and skill

Table 2: Knowledge, attitude and skill acquisition regarding designing techniques in *durrie* weaving (n=15)

Attributes	Pre-exposure M.S.	Post-exposure M.S.	t value
Knowledge			
Design	3.97	5.1	3.80*
Colour combination	4.6	6.4	1.51
Designing techniques	1.27	4.67	2.21*
General knowledge about designer <i>durrie</i>	0.7	2.23	2.83*
Attitude	27.5	41.4	4.44*
Skill	35.0	48.8	1.54
Overall K.A.S	73.0	108.6	5.38*

* Significant at 0.05 level of probability M.S. = Mean score

(overall K.A.S.) of the respondents was significantly higher after the training ($t = 5.38^*$). Sandhya and Intodia (1999) suggested that training was an important component of HRD, which enhances knowledge, skill and attitude and therefore, specialized need based and skill-oriented trainings should be organized in the villages.

Perceived Feasibility of the Respondents about *Durrie Weaving*: Feasibility as perceived by the respondents pertaining to designing techniques in *durrie* weaving was studied through five attributes. Attributes of the technology included profitability, physical compatibility and cultural compatibility, simplicity/ complexity and triability.

Results in Fig 3 depicted that majority of the respondents (89%) perceived the designing techniques used in *durrie* weaving as highly profitable and culturally compatible. The techniques were perceived as highly simple and triable by more than 90 percent of the respondents. It was found that wool-jute *durrie* was comparatively easy to make and took less time as compared to cotton *durrie* and has multipurpose use. Making pile was tough and time-consuming process but making the *durrie* different and beautiful that look more like carpet than *durrie*. Use of tied and dyed yarn made the *durrie* attractive and beautiful.

The physical compatibility percentage was comparatively less (about 74%) as raw material was not available in the local market that had to

be procured from Panipat but it was observed that this might not be a problem for them as they were already procuring *sneel* and hosiery material from Delhi and Ludhiana.

Data presented in figure 3 show that overall perceived feasibility index (PFI) of designing techniques of *durrie* weaving was observed to be 89.07 percent.

Overall Acceptability of the Designing Techniques of *Durrie Weaving*: Acceptability index of designing techniques in *durrie* weaving

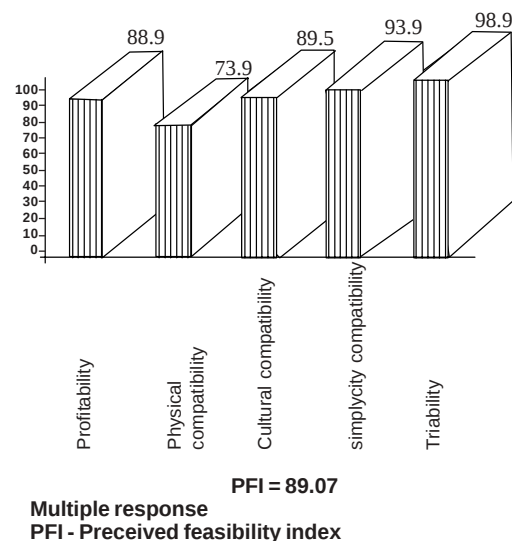


Fig. 3. Perceived feasibility of the respondents about *durrie* weaving

was analyzed in terms of knowledge gain, attitude change, and skill change to adopt the designing techniques. The encouraging results have been presented in Fig. 4. Those out of total

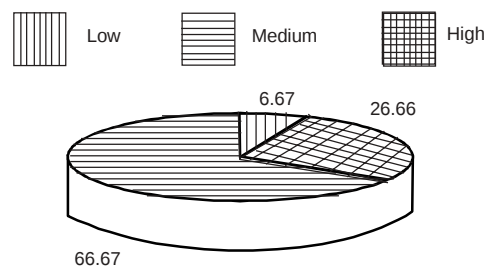


Fig. 4. Overall acceptability of the designing techniques of *durrie* weaving

sample 66.67 percent respondents were observed in high category, 26.66 percent respondents in medium category. Only 6.67 percent of the respondents were found in low category. This clearly indicates that there is a possibility to adopt improved *durrie* designing techniques as an income generation by the rural women.

Baranwal and Khamaria (1993) viewed that introduction of *durrie* weaving with latest designs; modification as per the market demand and with modified technologies to women will provide job opportunities to women in rural areas. The weavers of cluster of six villages on Jodhpur – Barmer road learned the innovative designs from Shyam Ahuja and developed the group into an export oriented Salawas *durries* handloom industry (Parihar, 2003). This is one of the many examples of how the designs can easily be followed by illiterate weavers and used in *punja durries*. The weavers earn more than Rs. 4000 per month in these villages. Weavers in Warrangal (Andhra Pradesh) an old carpet industry centre, now prefer to make *durries* than carpets because of demand in the market. Consumers mostly used *durries* regularly and carpet occasionally as reported by Srilaxmi and Padma (2002).

CONCLUSION

Training as per the market demand, latest designs, modified techniques, colour combinations in consonance with the latest market trend will support the rural women weavers for promotion of sale and supply of their products in urban market leading to income generation and help in improving the quality of life.

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