

Creating A New Range of Juties through Batik Technique

Ms. Ruchi

Assistant professor

Faculty Of Management

Chandigarh group of Colleges Technical Campus, Jhanjeri

The study was undertaken by the investigator to add new and interesting ideas, which can break monotony and give a novel effect in juties by batik technique. As leather, sued leather are the prominently used for designing the footwear so the present study had a novel approach to design and create a new range of juties through batik technique to widen the variety or range for consumer. For this purpose, data and designs were collected and selected, Total 15 design sheets were prepared with selected designs. 100 respondents selected first 5 design sheets by rating scale method and prototypes were developed. After development of prototype, assessment was done by 5-point scale. It was found that majority of respondents rated the developed prototype in rating scale from excellent - good. So, thus we can say that designing of juties through batik technique is a successful innovation.

Keywords:- Batik Printing, leather & juties.

Introduction:-

Juties are widely use footwear by everyone. They are generally called as Mojari or Juties. Mojari or Juties is generic name of handcraft ethnic footwear introduced in India. Artisans mostly using vegetable tanned leather make these. The upper is made up of piece of leather or textile embroidered with brass, nails, cowries shells, mirrors, bells and ceramic beads, bonding from upper to the cotton sole, is done through the cotton sole. In ancient time there were worn by multitude and royalty.

Different techniques may be used to give a colorful and striking base to juti such as tie & die, batik printing, block printing and screen-printing. In the present study the investigator aim to develop or create innovation in designs of juties by using batik technique. This would break the monotony in footwear material of juties & create more interesting design through batik, and develop interest among costumers. Traditionally juties are embellished with golden and silver threads with embroidery. so the study has been taken to increase the range of juties, which will change the traditional style and make it different.

Objectives:

1. To study the present trend of juties in market.
2. To asses the preferences from the target group for designing juties
3. To develop the acceptability and marketability of the designed juties.

Delimitation:

1. Only cotton and silk fabric were used.
2. The study was limited to only batik technique.

Methodology

Locale of the study: Banasthali Vidhyapith in Rajasthan was selected purposively

Selection of respondents: A sample of 100 respondents was selected for the study. They were 50 students and working women.

Tools and procedure for data collection: To attain the specific objectives, the study was conducted in phases. Separate tools were constructed in accordance with each objective. The procedure following data collection under these phases is described below-

Phase 1

The phase-1 of the study consisted of-

(a) Collection of study material: The study material and information was collected mainly from market survey & internet, books, magazines, during survey main focus was dawn on material, shapes, color, embellishment material and juties in fashion available in market.

(b) Construction of questionnaire: Self constructed questionnaire was prepared to know the consumer preferences about the juties through batik technique.

(c) Data collection: After the process of data collection data was analyzed subjectively or aesthetically to find out the consumer preferences about the juties, batik design, enrichment technique etc.

Phase 2

(a) Collection of batik design: For the study, different design/motif were collected from different sources like book and internet.

(b) Selection of design: - Out of the collected design/motifs, more preferred were used for sketching of design

(c) Sketching of Designs: The selected designs were sketched in black color on white paper to avoid color preference of individuals.

Phase 3

(a) Development of Design sheets on paper: Only 15 design sheets were prepared with selected design/motifs

(b) To get on accurate evaluation 100 respondents are selected from Banasthali University and Jaipur. The design sheets were evaluated on 5- point scale from target sample

Evaluation of developed design sheets on 5- point scale:

A five point was used for rating as given below-

Grade/Rating	Score
Excellent	5
Very good	4
Good	3
Fair	2
Average	1

The all marks allotted to each design were added and 5 designs scored highest were enriched juties with batik technique to see the ready effect.

Phase 4

This phase consisted of procedure adopted for designing juties through traditional batik printing technique. This deals with the procedure used for done batik printing on cotton or silk fabric for juties. In this cotton or silk fabric were purchased from jaipur (sika house).

Phase 5

Analysis of data and its presentation: - To quantify the data regarding the evaluation of designed prototype. Design with highest marks got first rank in 5 point scale on the basis of design, aesthetic appeal, color embellishment, suitability to analyze their marketability and suitability.

Result

The consumer acceptability and market value of the designed juties were determined. It was found that the responses form respondents for the design of the juties were found to be fair to excellent. Responses for color combination in designed were graded from Good to excellent, in case of aesthetic appeal of designed juties were good to excellent, in case of aesthetic appeal of designed juties were graded from good to excellent. It was revealed juties were found pleasing and attractive.



Analysis of consumer acceptance for designed juties indicated that the respondents were ready to include these selected juties in their wardrobe. Majority of the respondents were willing to pay the juties at estimated cost.

Table No.1
Preference for developed design sheet for prototype

S.no	Design Sheet No.	Total score	Rank
1	Design Sheet No.1	398	7
2	Design Sheet No.2	388	9
3	Design Sheet No.3	411	3
4	Design Sheet No.4	386	10
5	Design Sheet No.5	414	1
6	Design Sheet No.6	376	13
7	Design Sheet No.7	379	12
8	Design Sheet No.8	405	4
9	Design Sheet No.9	366	15
10	Design Sheet No.10	384	11
11	Design Sheet No.11	412	2
12	Design Sheet No.12	400	6
13	Design Sheet No.13	402	5
14	Design Sheet No.14	367	14
15	Design Sheet No.15	397	8

Table No.2
Responses in percentage for design no-1

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	40	30	30	
2	Color	60	30	10	
3	Suitability	40	30	30	
4	Embellishment	50	40	10	
5	Aesthetic Appeal	50	30	20	

Preference for design No. 1

Table No.3
Responses in percentage for design no-2

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	50	40	10	
2	Color	60	40		
3	Suitability	50	50		
4	Embellishment	40	60		
5	Aesthetic Appeal	50	50		

Table No.4
Responses in percentage for design no-3

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	70	30		
2	Color	75	25		
3	Suitability	70	30		
4	Embellishment	50	50		
5	Aesthetic Appeal	60	40		

Table No.5
Responses in percentage for design no-4

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	70	25	5	
2	Color	75	25		
3	Suitability	65	35		
4	Embellishment	50	50		
5	Aesthetic Appeal	70	30		

Table No.6
Responses in percentage for design no-5

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	40	30	20	10
2	Color	40	30	30	
3	Suitability	40	50	10	
4	Embellishment	40	50	10	
5	Aesthetic Appeal	35	45	20	

Table No.7
Responses in percentage for willingness to pay the estimated

S.no	Design No.	Cost in Rupee	Yes	N0
1	Design No.1	350	90	10
2	Design No.2	350	90	10
3	Design No.3	290	95	5
4	Design No.4	260	90	10
5	Design No.5	270	80	20

Table no.7 depicts that all 95 % respondents were ready to pay the estimated cost of rupees 260 for design no 3.and 90% respondents were Ready to pay the cost of rupees 350 for design no 1,2and 260 for design no 4. Whereas 80%% respondent s were ready to pay the cost of rupees 270 for design no 5.

CONCLUSION

It is important for footwear industry to be sure to maintain high quality to ensure ongoing consume satisfaction as well as to keep developments growing for mutual profit and benefit for all. There is a need to develop new range of designs in footwear's when will be a predominant force for the enlistment of footwear industry. It was concluded that all the juties developed were liked by all the respondents and graded them from excellent to good. Thus we can evolve innovative designs for juties for slight modification in our basic pattern inspired from batik technique. This will increase the marketability of product and will satisfy the consumers by keeping our feet on traditional ground.

Bibliography

liew, C. Dye and dyeing, Abhishek Publications: Chandigarh,19998

Shenai V.A Technology of textile Process, Sevak Publications: Mumbai, 1996

Swati and Charu panwar (2008-2009) Designed of ecology. footwears with crochet

Agarwal soumya and juneja (2009-20010) Innovation in home furnishing Accessories using Alphabet motifs with fabric printing.

Webliographny

<http://www.brand.shoe.biz>

<http://www.sapatosite.com>

<http://www.answers.com>

<http://www.news.vwebindia123.com>

<http://www.indiamark.com>

<http://www.thaindia.com>

<http://ww.freepatentsonline.com>

<http://www.uk.encarta.msn.com>