

# Development of Entrepreneurial skills through training: Need of an hour

Dr. Kavita Patil

*Vice Principal & HOD, Textile Science & Apparel Design, SMRK BK AK Mahila Mahavidyalaya, Nashik  
– 422 005*

**Abstract** - Traditional painting and art often reflect the culture and tradition of the place from which they originate. They tend to be a reflection of the times in which the art was created. The essence of Indian society lies in its traditions and culture. Painting is a mode of creative expression, and the forms are numerous. Embroidery is one of the ancient techniques of textile decoration in India. Each part of India has contributed much to the style of embroidery characteristics of its own tradition and culture. Today all states in India still continue the traditional surface ornamentation techniques. Therefore, a study was undertaken considering today's urge of revival of arts.

This study was conducted in our institute for Home-Science faculty. Students learn subject Fabric ornamentation and Accessory Design. Under this subject, exposure to various textile art and craft is given. Identifying students having good skills of Embroidery and Painting, Practical training was imparted by organizing workshops and Demonstrations for three months. A group of 75 students were trained out of 375 students of Home Science faculty. Students were made aware of Madhubani Painting, Kalamkari Painting, Kasuti Embroidery and Kantha Embroidery. The main objective of study was to make students aware of background, colours, motifs, technique used in traditional art and transforming it on contemporarized articles. This awareness created interest among trainees for further entrepreneurial opportunities and the products made by the trainees were exhibited and sold through Craft Mela "HUNNAR".

**Index Terms** - traditional, textiles, contemporarized, ornamentation.

## INTRODUCTION

India has the rich heritage of culture, tradition, art, music, literature, sculpture and does exhibit 'unity in diversity' through variegated charms and languages. Each state in the country is unique by itself as far as textiles and its variegated designs are concerned.

Indian is world famous for their magnificent workmanship and produced the most beautiful textile and further decorated with painting, embroidery, and its variegated charms. Embroidery as far as ground used, colours, motifs and articles are prepared according to the taste and demand of the consumer. In today's era, traditional paintings are gaining popularity in the fashion field. Kalamkari, a pen work and Madhubani are an immemorial and an ancient art from Andhra Pradesh and Bihar, where vegetable dyes are used for surface designing, giving a touch of sophistication to the fabric.

Fashion is vicious circle keeps or changing its trend from time to time, place to place and people to people. However, this change has hardly tapped the beauty of traditional embroidery of any state and traditional paintings. In fact in today's world, the traditional motifs, color, and technique have occupied almost stylized and geometrical designs and adapted on fashion garments. It is but natural at this juncture that there is a need to study and learn about the traditional embroideries as well traditional paintings of India. In the present era, every person desire for something new and unique, so the demand in the world market enhancing and innovative material is rising day by day. The present work tends to highlight the revival and promotion of the ancient art i.e., painting and embroidery.

Entrepreneurs play an important role in the development of an economy. The women entrepreneur encouraged and motivated can successfully contribute to the value addition to the economy in a number of ways. Therefore, the present study aimed to develop entrepreneurial skills among students in textile and fashion with the underlying objective that they can become successful entrepreneurs.

## OBJECTIVES

The major objectives of this study:

- To study the background, colors, motifs and techniques used in traditional Art & Craft.
- To create awareness about traditional art amongst students through training.
- To help in revival of traditional paintings and embroideries by adopting on contemporized articles.

Experimental Method:

To achieve stated objectives the method used was:

- Sample selected for the study was 75 from 375 students of Home Science faculty of First year, by evaluating the attributes like knowledge, skill in traditional art and their attitude towards contemporization.
- Workshop was organized in 2016-17 on Madhubani Painting in which they are taught traditional painting by making them aware about traditional technique of Madhubani painting and providing them traditional motifs, colours used but by using brush and paint how contemporization can be done was taught to them.
- Hand Embroidery workshop was organized on Kasuti and Kantha in 2017-18. As they learn basic stitches and traditional embroideries in curriculum, Kasuti and Kantha embroidery was selected by making them aware of stitches, traditional colours and motifs used in these hand embroideries.
- Another workshop was organized on Kalamkari Painting in 2018-19 by making them aware about this traditional art. Traditional motifs were provided to them and how to achieve Kalamkari effect by using paint and brush was taught to them.
- After execution of these workshops, three months training was given to them to explore their ideas by using various techniques and to transfer them on different fashion garments, accessories, and articles.
- To motivate entrepreneurial skills amongst the trainees, Craft Mela “Hunnar” exhibition cum sale was organized in 2018-19 under Textile science and Apparel Design Department. Total 30 stalls were arranged by the trainees and received overwhelming response for sale.

Motifs and colors used for traditional Paintings and Embroideries are:

Madhubani Painting:

Madhubani art is a combination of certain floral and geometrical designs, and they also give a two-dimensional view. These paintings also highlight various birds and animals that have religious importance in Hindu religion such as elephants, peacocks, fishes, and others. Bamboo plants, Tulsi plants, mango leaves, lotus flower, Banyan and Peepal trees and other flora, fauna also have their significance in Madhubani art. Student trainees selected Lotus motif, Fish motif with different placement, Single headed Peacock, double headed Peacock, floral motifs, geometrical motifs with blue, yellow, red, orange, and green color.

Kalamkari Painting:

Motifs drawn in this ancient art of Kalamkari include flowers, peacock, paisleys and also divine characters from Ramayana and Mahabharata. Kalamkari was born out of an art of storytelling. Kalamkari designs are drawn generally by free hand using a pen and further the filling is also completely done with hand. Trainees selected single Peacock, Peacock with mirror image, Elephant, floral motifs etc. The traditional color palate of black, red, blue, yellow, and green have been widened with addition of new color ranges to the ancestral directory and colors such as brown, orange, grey, maroon, and pink are also observed today. Trainees used maroon, green, yellow, and black colours in this art.

Kasuti Embroidery:

Stitches used in Kasuti work are the back stitch, running stitch, cross stitch, and zigzag running stitch. In certain work, the overall effect is of a woven design rather than of embroidery achieved by darning stitch. Kasuti stitches are horizontal, vertical, or diagonal. The motifs used in Kasuti are taken from mythological stories, architectural motifs like Gopuram, Shiva linga, Secret Bull (nandi), palanquin, Tulsikatte etc. are used. Apart from these various types of creepers, foliage, flowers, animals and birds are used. Trainees have implemented motifs for embroidery like lotus, elephant, flowers, and creepers with traditional colours.

#### Kantha Embroidery:

Kantha is a type of embroidery craft in the eastern regions of the Indian subcontinent, specifically in West Bengal. Motifs used in Kantha embroidery are human and animal figures, floral symbols which cover the surface from the corner. Different patterns like lotus, fishes, birds, Kalka, Mandala, mythological stories also figured. The threads used are blue, green, yellow, red, and black. Trainees selected floral and fish motifs and traditional colours.

#### Tools used for Evaluation before and after imparting Training:

The dependent variables evaluated in this study, to assess the before training effect was as below: -

- Knowledge
- Skill
- Attitude
- Training effect

**Knowledge rating scale:** A rating scale of 20 knowledge items was prepared and advocated to the trainees to assess the knowledge they possess before training towards traditional painting and embroidery technique and change in knowledge after training. The before and after knowledge indexes (KI) were calculated by using the formula.

$$K.I. = \frac{\text{Total knowledge score obtained}}{\text{Total obtainable knowledge score}} \times 100$$

**Skill rating scale:** A three-point scale of 20 items was prepared on the basis of desired behavior of trainees while learning traditional technique of painting and embroidery. The performance of trainees was assessed during the active participation in sessions of training. The skill score of each trainee was quantified by using formula and termed as extent of skill.

$$\text{Skill score} = \frac{\text{Total score obtained}}{\text{Total obtainable score}} \times 100$$

**Attitude:** In present study, attitude has been operationally defined as the tendency of trainees to respond positively or negatively regarding traditional painting and embroidery. The three-point Attitude Scale was prepared and before and after training attitudes score was calculated.

**Training Plan Development:** Selection of the trainee was done meticulously after assessing the required knowledge in that field, attitude and willingness and

interest of the trainee. Short term training programs were formulated in collaboration with Textile Science and Apparel Design Department. For training program, traditional motifs, fabric paints, brushes were provided and for embroidery fabric, traditional designs, threads were provided. Resource persons invited were Alumni of our institute to teach them traditional art.

#### Total Training effect:

The total training effect was operationalized to assess the total change in knowledge, skill, Attitude of trainees.

$$\text{Total training effect} = \text{knowledge score} + \text{skill score} + \text{change in attitude}$$

## RESULT AND DISCUSSION

During training program, each student trainee prepared two samples of traditional Kalamkari painting (Fig. 1,2,3,4), Madhubani Painting (Fig.5,6,7,8) and one sample of Kasuti or Kantha embroidery (Fig. 9,10,11,12) by using traditional motifs and colours. To adopt these techniques on fashion garments or accessories, three months were given to them and time to time guidance was given to them. Trainees prepared various fashion garments like Palazzo, Skirt, crop Tops, Kurtas, Sari Blouses, and accessories like Stoles with fringes, Jewelry, Wall Panels of paintings and small frames.

To inhibit entrepreneur skills among them, they are guided under incubation center of college. Two days craft Mela “Hunnar” was organized in 2018-19 in the college campus keeping open to all Nashikites. Various articles made by trainees were kept for the sale cum exhibition. This Mela received overwhelming response as 12 in Campus College students and outside people also visited and students got an opportunity to explore their entrepreneurial skills. 70% sale of products was achieved by trainees. This study indicates that most of the trainees (75%) had low knowledge of traditional art followed by 18 % who had medium knowledge and only 8 % had high knowledge before imparting training. Maximum trainees had positive attitude towards traditional art i.e. 68 %. This favorable attitude might have inspired the trainees to participate in training. The mean score for total training effect was 30. It indicates that the

training Programs were equally effective to change knowledge, skill, and attitudes of trainees.

### CONCLUSION

This study is an attempt in creating awareness about the traditional art among generation of 21st century, fostering the traditional art for contemporary utilization in future and at the same time inhibiting entrepreneurial skills amongst them. The contemporized fashion garments and accessories can thus become a way to preserve this traditional art and also a way to reach to masses of today at an affordable price. This study concludes that the key success factors of designing and sold products of Indian traditional art through craft Mela, helped them to design products as per customers taste in future, chances are developed to work with various fashion designers or entrepreneurs which provide marketing opportunities for regional handicrafts. They also received motivation to participate in exhibitions/ fairs/bazaars in order to keep themselves update with clients and get a sense of current trends. Guidance received regarding online presence and social media marketing which is an opportunity for seed virality to expand start-up.

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Kalamkari Motifs painted by trainees:



Fig.1



Fig.2



Fig.5



Fig.3



Fig.6



Fig.4

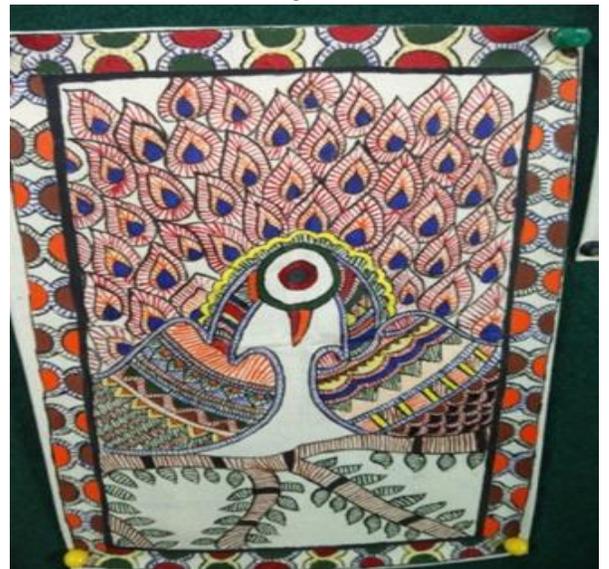


Fig. 7

Madhubani Motifs painted by Trainees:



Fig.8



Fig.11

Embroidered Motifs in Kantha and Kasuti:



Fig.9



Fig.10