ABSTRACT

Rajasthan is rich in traditional textiles. Metal embroidery of Rajasthan brings new character and dimension to any article that it graces. It is an ancient craft, which has changed over time to reflect the prevailing social, cultural and sometimes even the political mood of the times. The vastness of the heritage lies in the arm of technology which helps in revitalising and sustaining craft by conservation of the traditional design. An initiative was taken for conservation of cultural heritage by documenting the traditional motifs and tools and techniques of metal embroidery of Rajasthan. Further, the present study aims to study socio-economic profile of the artisans and contemporising the motifs of metal embroidery of Rajasthan and to develop a product according to the market trend. To keep pace with the changing trends of the consumer taste and fashion, motifs of metal embroidery were stylized through computer aided designing. The traditional motifs of Zardozi, Gota work, Danke-ka-kaam, Mukke-ka-kaam and Aari tari were collected from various sources such as books, museums and artisans of Rajasthan. Twenty five motifs of each metal embroidery were evaluated by panel of judges. For the selection of the top ten motifs of each metal embroidery, a total of hundred motifs were developed through CorelDraw 13 with two stylized motifs of each kind of metal embroidery. Among the hundred motifs, best five were selected for the different types of layout i.e. corner, centre, allover and border designs through software for placement on stoles. On the basis of scores obtained, 10 designs were used for the development of stoles through combination of two metal embroidery. Stole S2(Zardozi and Gota work) got highest acceptability score in comparison to the other stoles on criteria of quality of workmanship, acceptability of concept, overall appearance, cost of the product, and placement of motifs. Stole S2 and S6 got the highest score for suitability of the designs for the end use. Stole S6 got the highest score for combination of metal embroidery of Gota work and Mukke-ka-kaam, which was found to be very appealing.

Empowerment of women towards sustainable livelihood through training on income generating activities was also undertaken for the present study. A training of three months was given to 25 women belonging to age group of 18-25 years at
Vidhyadhar Nagar, Jaipur. To study the effectiveness of training, pre and post evaluation design were conducted. The result revealed that there was a difference between mean score of pre and post test with the gain in the level of knowledge of the trainees. The value of t’ was highly significant at 0.01 level of significance. This signifies that the trainees had acquired high level of knowledge about techniques which was of the interest to the trainees.