CHAPTER III

METHODS AND MATERIALS

In this chapter the methods and materials used for the study have been discussed under the following headings -

3.1 Research Design
3.2 Fabrics Identified
3.3 Sample Selection
3.4 Location of the Study
3.5 Sample Size
3.6 Tools Used
3.7 Data Collection
3.8 Analysis of Data

3.1 Research Design

The research design comprised of initially collecting information from on going research studies, literature and offices for handlooms to identify the traditional woven fabrics and the location of study. This was followed by a preliminary survey by actually touring various villages to establish exact location of weavers. The fabrics identified were kinkhabs, brocade sarees and mashrus. The villages and towns were - Ridrol, Nardipore, Mansa, Gojaria, Pethapur, Patan and four villages of Mandvi of Kutch district. Drawing out the final sample was done through purposive sampling which was representative of the craft for mashru, whereas, for kinkhabs and brocade sarees the complete sample was
CONCEPTUAL FRAMEWORK

TRADITIONAL WOVEN TEXTILES OF GUJARAT
KINKHABS, BROCADE SAREES AND MASHRUS

MANUFACTURING DETAILS
- Raw Materials
- Tools & Processes
- Colours & Designs

ECONOMIC ASPECTS
- Buying Practices
- Marketing Channels
- Income

Demographic
Set up

Change in Craft
Environment

Policy
Planning
taken. For collecting data the questionnaire method was adopted and data was collected by personally visiting the homes and units of weavers and interviewing them. Observation technique was also used.

The case study method was used for kinkhabs and brocade sarees as the sample available was small. Whereas, for mashrus, statistical analysis was carried out by calculating in frequencies and percentages.

The study was descriptive in nature.

3.2 Fabrics Identified

The traditional woven fabrics identified for the study were brocades and mashrus. During the preliminary survey it was found that two very different types of brocade fabrics were being woven. They were (1) thicker material called kinkhabs, and (2) finer material used as sarees, and hence they were dealt with separately. In all, three traditional woven fabrics were studied - kinkhabs, brocade sarees and mashrus.

3.3 Sample Selection

Though literature did give a guide line as to where the traditional textiles were woven, yet the exact places were not known.

The researcher visited handloom and handicrafts offices and retail cloth shops in Ahmedabad and Baroda for
information. Finally at the Weaver’s Service Centre at Ahmedabad, a definite address of a unit weaving brocade sarees at Ridrol in Mehasana district was established. Since list of units and weavers addresses were not available, the snow-ball technique was adopted for kinkhabs and brocade sarees.

For locating places and weavers weaving mashru fabrics, a multi stage sampling procedure was followed -

1st Stage - Identifying districts of Gujarat where weaving of the traditional fabrics was carried on.

2nd Stage - Listing towns, villages and households in each district where weaving units/households were situated.

3rd Stage - Short listing towns and villages depending on 1) Type of fabric woven. 2) Easy approachability.

4th Stage - Drawing final sample by purposive sampling which would be representative of the craft.

For identifying districts, and villages in Gujarat, literature and a booklet brought out by the State Handicraft Board were very useful. In Patan, the Gurjari office had a list of weavers making mashru fabrics. Also a trader in Patan was able to actually take the researcher to the homes of the weavers.
PLACES OF KINKHAB WEAVING IN MEHASANA DISTRICT

SABARKANTHA

GANDHINAGAR

Gojaria

Nardipore

MEHASNAMADABA

KUTCH

SURENDRA

BANZHANANTHA

0.5 10 15 20 25 Km.
PLACES OF BROCADE SAREE WEAVING IN MEHASANA AND GANDHINAGAR DISTRICT
3.4 Location of the study

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Fabric</th>
<th>District</th>
<th>Village/town</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kinkhabs</td>
<td>Mehasana</td>
<td>Nardipore Gojaria</td>
</tr>
<tr>
<td>2</td>
<td>Brocade sarees</td>
<td>Mehasana</td>
<td>Ridrol Nardipore Mansa GandhiNagar Pethapur</td>
</tr>
<tr>
<td>3</td>
<td>Mashrus</td>
<td>Mehasana</td>
<td>Patan Rayon, Don, Godhara and Salaya in and around Mandvi</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kutch</td>
<td></td>
</tr>
</tbody>
</table>

3.5 Sample Size

- Kinkhabs: 9 weavers
- Brocade Sarees: 4 entrepreneurs
- Mashrus: 40 weavers.

For kinkhabs, all the nine weavers weaving the fabric were included in the sample. For brocade sarees there were no individual households but one commercial unit each in four different places. All the four entrepreneurs of these units were included in the sample.

For mashrus, there were only ten weavers weaving the fabric in Mandvi of Kutch district and all of them were selected for the sample. In Patan there were hundred weavers weaving mashru fabrics. Thirty percent of the sample was drawn by purposive and random sampling, representing both the communities i.e., Hindus and Muslims. Care was also taken to ensure that all varieties of fabric were represented.
For mashru fabrics pre and post weaving operations were carried out by different households as each specialised in one operation. Hence one household each for the different processes were interviewed.

It was found that marketing was handled by the traders only, hence one trader in Patan, one in Mandvi and one in Ahmedabad were also interviewed to get marketing details.

3.6 Tools Used

Tools used were -

(1) An interview schedule consisting of structured questions.
(2) Case study method for detailed information was used for kinkhabs and brocade sarees as the sample was small.
(3) Observation method was also adopted.

3.6.1 Development of Interview Schedule

The interview schedule consisted of five main parts to collect the following information:

(i) Demographic structure of the weavers and the family.
(ii) Occupational participation of the members of the weaver's family.
(iii) Craft and manufacturing details related to technique, tools, designs, motifs and colours.
(iv) Management and marketing practices of the craft.
(v) Problems of and suggestions by the weavers.
3.6.2 Pre-testing

The interview schedule was pre-tested and the final questionnaire was constructed.

3.7 Data Collection

Data was collected by touring villages and visiting households and units of the weavers and personally interviewing and observing them.

3.8 Analysing Data

For analysing the data, in order to arrive at a holistic conclusion, different methods were adopted.

(1) For yarn and fabric analysis, laboratory tests were conducted.

(2) For processes, marketing, designs and motifs a descriptive analysis with photographs and figures were used.

(3) To understand the demographic characteristics and socio-economic life of the weavers and their families weaving kinkhabs and brocade sarees, the case study method was adopted for qualitative analysis, as the sample was small. To maintain confidentiality, fictitious names were used.

(4) For the mashru weavers, statistical analysis in frequencies and percentages was done to derive at conclusions, illustrated with tables and graphs.