

## VALUE ADDITION OF TRADITIONAL *DURRIES* FOR INCOME GENERATION IN RURAL HOMES

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### ABSTRACT

*Introducing durrie weaving with latest designs, use of improved technologies and modification as per the market demand, will provide job opportunities to the rural women who otherwise depend entirely on agriculture. Value addition to traditional durries was done by using different designs, different colour combinations, different yarns as warp & weft like use of tie & dye, wool yarn, jute yarn, etc. Forty samples of durries of size 3'x5' were prepared using 10 preferred stylised designs in 4 selected designing techniques. Thirty consumers were randomly selected from Hisar city to get the pinion of the designer durries for the market demand by putting an exhibition. As far as marketing of the product was concerned, the consumers preferred 'tie and dye' and 'cotton x cotton' designing techniques. The mixed effect of 'tie and dye' made the durrie "attractive, appealing and suitable for multipurpose use". 'Cotton x Cotton' technique was found to be eco-friendly and suitable for the varied weather conditions and can be used for multipurpose use". 'Pile weave' technique would be equally competitive if woven on small sample size as revealed by the consumers. 'Wool x Jute' was the choice of the consumers having specific liking for the "material, texture and jute colour shades" On the basis of consumers' opinion the designed durrie samples had suitability for multipurpose use as floor covering, diwan cover, wall piece, car cushion, aasan, table cover, etc. However, different designs had different level of suitability of use, which was based on the individuals' liking. A few options of 'multipurpose use' were offered for consumers' opinion in the present studies. The lift could be longer based on individuals, thoughts, tastes, visualization and creativity of mind. All the four designing techniques, therefore, could be adopted for value addition of existing durrie weaving practices. The results obtained supported the view that for better marketing, such studies are quite supportive and will create product specific marketing environment.*

**Key words :** Durrie weaving; Value addition; Tie & Dye; Wool yarn; Jute yarn.

### INTRODUCTION

Durrie making is undertaken as a leisure time activity in almost all the villages in Haryana as cotton is widely cultivated in northern India. It helps to generate income of some of them. Various studies conducted from time to time on the self employment for rural women under Integrated Rural Development Programme (IRDP) revealed that majority of the rural women had adopted durrie weaving as income generating activity because they were familiar with it and were having basic skill to do that. The durries are used mainly as bed spread and the other products prepared are bag, aasan, foot mat etc. The acceptance of durrie in international market led to innovations aimed at improvements in quality and pattern. The traditional role of durries as a routine utility item has been elevated to that of sophisticated accessory and decoration item in the scene like a breath of fresh air, houses of the upper class. Review revealed that the hand made designer durries have come in to textile. Due to lack of exposure, the rural women practicing durrie weaving as income generation are not aware about the latest market demand hence this activity remained low profit activity. 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 value added designer durries for marketing.

### METHODOLOGY

The durries of ten preferred innovative stylized design out of thirty stylized designs in a size of 3'x 5' were prepared. Material used was cotton spun yarn of 4/6 and local wool of 60 count of 2 ply yarn was used for warp. For weft 12 ply cotton spun yarn, Indian wool yarn (Bikaner) of 5 ply of 60S count and jute yarn of 6 ply of 9 pound was used for preparing samples. Out of ten designing techniques, as per the feasibility of the techniques to the rural women weavers the most preferred four designing techniques were cotton as warp and as weft (C x C), tie and dye wool as weft and cotton as warp (C x W tie and dye) wool as warp and jute as weft (W x J) and partial use of pile weave [cut/looped (C x W)] were applied. Samples were woven on vertical punja durries loom. Plain weave and cut/looped pile weave were used as per the need of the designs

To get the opinion of the designer durries for the market

demand thirty consumers were randomly selected from Hisar city. For this an exhibition of all the prepared samples was organized and wide publicity was done through media. Large number of consumers from different walks of life including Vice-Chancellor, Principals of colleges, schools, administration, teachers, housewives, industrialists and college students visited the exhibition. The data were collected with the help of well structured pre- tested interview schedule.

**RESULTS AND DISCUSSION**

The consumers' preference is very important factor before making the product. The results obtained supported the view that for better marketing, such studies are quite supportive and will create product specific marketing environment.

*Personal profile of the consumers:* The consumers related to the present investigations belonged to various age groups from 20 years to above 40 years. Most of them were educated. Majority of the consumers (80%) belonged to the service class and had good family income

Table 1. Personal profile of the consumers (N = 30)

S.No.	Personal profile	Frequency	Percentage
1.	Age		
	20 - 30 years	7	23.33
	31 - 40 years	12	40.00
	Above 40 years	11	36.67
2.	Educational qualification		
	Graduate	9	30.0
	Post graduate	21	70.0
3.	Family occupation		
	Service	24	80.0
	Business	4	13.33
	Professional	2	6.67
4.	Family income		
	Below Rs. 20,000	1	3.33
	Rs. 21,000 to 30,000	8	26.67
	Rs. 31,000 to 40,000	7	23.33
	Rs. 41,000 to 50,000	9	30.00
	Above Rs. 50,000	5	16.67

*Preferential order of the designs on the basis of overall appearance:* The data presented in table 2 depicted the consumers' preferential order of the designs on the basis of overall appearance was design no. 4,6,5,1,2,3,8 and 7.

It was observed that majority of the consumers preferred colour combination, motifs and styles of all the designs except design no. 7. All the ten designs except design no. 7 were preferred on the basis of design parameters by the consumers (100%). It was interesting to note that the consumers preferred all the designs when judged on various design parameters supporting the selection of 10 designs out of the 30.

*Preferential order for the Designing Techniques for marketing the product:* As far as marketing of the product was concerned (Table 3) the consumers preferred tie and dye (xw=mean = 2.93) techniques. The reasons for this liking were found to be

Table 2. Preferential order for the designs on the basis of overall appearance (N = 30)

Design No.	Preferential order (Frequency)										WMS (Xw)	Rank order
	1	2	3	4	5	6	7	8	9	10		
1.	1	5	3	1	7	6	3	-	2	2	5.87	VI
2.	3	2	-	5	2	3	4	3	4	4	4.9	VII
3.	1	-	3	2	6	3	3	4	4	4	4.5	VIII
4.	10	2	4	5	-	2	1	3	1	2	7.1	I
5.	3	3	3	5	5	2	1	4	2.2	2	5.9	V
6.	1	6	5	4	3	3	3	3	2	-	6.3	11
7.	1	2	-	2	2	3	6	3	5	6	3.9	X
8.	1	1	-	3	2	5	5	7	4	2	4.3	IX
9.	6	3	7	2	1	1	2	1	3	4	6.3	III
10.	4	6	5	1	3	2	2	1	3	3	6.2	IV

WMS - Weighted Mean Score

the mixed effect of tie and dye which made the durrie attractive, appealing and suitable for multipurpose uses. The next in preference was "cotton x cotton" (xw = 2.83). cotton being eco-friendly and suitable for the varied weather conditions, colour and designs 'look more clear' and 'can be used for multipurpose' uses. 'Pile weave', (xw =2.23) had the third preference because the raised effect gave different look' that made the durrie suitable for multipurpose uses. It can also replace carpet. It was suggested that for using 'pile weave', small sized samples could have multipurpose uses and had affordable cost. 'Wool x jute' was ranked the last (xw = 1.73). The consumers who preferred 'wool x jute' designing techniques were of very strong common opinion that it is good combination to each other, appealing texture, 'better feeling' and 'soothing colour combination' that made the product unique.

Table 3. Preferential order for the designing techniques for marketing the product (n = 30)

Preference order	Designing techniques			
	Cotton x Cotton C x C Frequency	Tie x Dye C x W Frequency	Pile weave C x W Frequency	Wool x Jute W x J Frequency
1.	11	10	4	5
2.	7	10	8	5
3.	8	6	9	7
4.	4	4	9	13
WMS	2.83	2.93	2.23	1.73
Rank order	II	I	III	IV

WMS -Weight Mean Score

*Preferential Choice of the Designs and Designing Techniques for Multipurpose Use:* It was found that all the ten designs woven in four different designing techniques were found 'very much suitable' for floor cover by majority of the consumers. Mixed response was observed for diwan cover; however it was 'very suitable' and 'suitable' in majority of the design samples. Samples woven in 'pile weave' and 'wool and jute'

were assessed 'not suitable' for diwan cover. This could be due to rough and undesirable texture for this purpose. The consumers assessed the majority of the samples as 'very-much suitable' and 'suitable' for wall piece. For car cushion, the responses were for 'suitable' and 'not suitable' except design no. 2 in 'cotton x cotton', design no. 3 in 'wool x jute' and design no. 4 in tie and dye and 'wool x jute' in which 'very much suitable' response was also observed to high. The design no. 5 in cotton x cotton" and pile weave were also assessed to be "very much suitable. Majority of the samples were 'very much suitable' and 'suitable' for aasan except design no. 5 in 'pile weave". For table cover the samples were 'not suitable' and 'suitable' by majority of the consumers except design no. 4 in 'tie and dye' and 'wool x jute'. It could be concluded on the basis of consumers' opinion that the designed durrie samples in the present studies had suitability for multipurpose use. However different designs had different level of suitability of use which was based on the individuals' liking.. Pande (1994) reported that in terms of quality and pattern, the durrie has come a long way. The amalgamation of western designs with traditional Indian art has given birth to durrie which had found a place to enhance almost any decor.

People were becoming more and more conscious of their homes as being small in size, they wanted the interiors to look 'good and didn't mind spending on beautiful stuff that brighten up their rooms. Besides, these durries were great gift for those who were extremely conscious for interior decoration (Banerjee, 1994). In her studies on assessment of innovative designs (Jaiswal, 2000) found the durries to be most accepted for multipurpose uses such as aasan, bedspread,

floor covering, bathroom-mat, kitchen-mat, wall hanging and diwan-cover.

*Consumers' Opinion for the Listed Price:* It is evident from table 4 that all the consumers (100%) were of the view that the listed price of 'cotton x cotton' durrie, 'tie x dye' durrie and 'wool x jute' durrie are 'most reasonable' and 'pile weave' durrie of design no. 2, 5 and 6 were also found 'most reasonable' and 'reasonable' by majority of the consumers. 'Pile weave' durrie of design no. 1,4 and 10 were not found reasonable by the consumers as pile work unnecessarily increased the cost without improving appearance.

Sharma (1992) also reported that hand made durries were low priced and affordable for all income groups and could be made in all possible required sizes. Gupta (1998) studied consumer preference while purchasing durrie and carpets and found that consumer preference were determined by the price, colour, size, design, decor and quality. It was concluded that consumers were no longer interested in investment in carpets and were buying them according to the fabrics and the fashion in vogue colour, designs and quality are the most important factors in a buying decision. Srilakshmi and Padma (2000) studied that majority of the consumers preferred medium size. average cost, smooth texture, bright luster, heavy thickness and bright colours for both durries and carpets. They mostly preferred wool carpets which were woven with traditional designs and cotton, jute durries which were woven with both modern and traditional designs. Majority of the consumers checked the quality, design clarity and colour combinations while purchasing durries and carpets. She also reported that consumers mostly used durries regularly and carpets occasionally.

Table 4. Consumers' opinion for the listed price (N = 30)

Design No.	Designing techniques					
	Cotton×Cotton (C×C) Rs. 525 M.R.	Tie×Dye (C×W) Rs, 600 M. R.	Pile weave (C×W) Rs. 825			Wool×Jute (W×J) Rs. 600 M.R.
			M.R.	R.	N.R.	
1.	30 (100.0)	30 (100.0)	-	12 (40.0)	18 (60.0)	30 (100.0)
2.	30 (100.0)	30 (100.0)	30 (100.0)	-	-	30 (100.0)
3.	30 (100.0)	30 (100.0)	6 (20.0)	21 (70.0)	3 (10.0)	30 (100.0)
4.	30 (100.0)	30 (100.0)	-	2 (6.67)	28 (93.33)	30 (100.0)
5.	30 (100.0)	30 (100.0)	30* (100.0)	-	-	30 (100.0)
6.	30 (100.0)	30 (100.0)	22* (73.33)	8* (26.6)	-	30 (100.0)
7.	30 (100.0)	30 (100.0)	-	24 (80.0)	6 (20.0)	30 (100.0)
8.	30 (100.0)	30 (100.0)	12 (40.0)	18 (60.0)	-	30 (100.0)
9.	30 (100.0)	30 (100.0)	12 (40.0)	18 (60.0)	-	<b>30 (100.0)</b>
10.	30 (100.0)	30 (100.0)	-	12 (40.0)	18 (60.0)	30 (100.0)

\*Rs. 1025 (pile work, comparatively on large area) Figure in parenthesis indicate percentages

MR - Most reasonable., R - Reasonable. NR - Not reasonable

## CONCLUSION

Innovation is a dynamic art form changing constantly with many variables. It was not exclusive to high end market and could apply very well to mass produce low value textiles without any cost implications. These designer durries were all together different durries than the existing ones, have multiple uses and some technique, designs and colour combinations may replace the carpet and decor the wall of the houses of the upper class. These will certainly meet out our modern day demand of interest, need, space and money.

Training as per the market demand, latest designs, modified technologies, colour combinations in consonance with the latest market trend will definitely support the rural

women weavers for promotion of sale and supply of their products in urban market leading to income generation and shall there by help in improving the quality of life.

New techniques in pre-weaving, weaving and post weaving processes should be adopted. This will give an opportunity to manufacturers and exporters to find better alternative of existing work. This will also help in making the same products better and at lower cost. It will also add new items in the range.

It also has a lot of export potential. Rural women can easily learn the new techniques on traditional loom. Relevant trainings in different weaving and designing techniques should therefore be imparted to rural women for value addition to the products.

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