



ROGAN PAINTING ART OF KUTCH: EXPLORATORY STUDY FOR ITS SUSTAINABILITY

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ABSTRACT Arts and crafts have engrossed mankind since ages of every civilization. Amongst the arts and crafts of India some are very well known and have a great market and on the other hand a few are on verge of extinction and there are many such arts which are facing problem to meet the market demands. The art of Rogan painting from Kutch in Gujarat region of India has unique technique of fabric painting.

The study was an effort to trace the present status of the art for the sustenance in the market through designing Rogan painting in monochromatic colours on khadi and handloom fabrics. The study is also focused on the market acceptance and the promotion of designed product range. The researcher was interested in the sustenance of this craft by assisting the artisan in producing lengths, by using traditional and contemporary motifs and also by modifying the colour palette. An attempt was made to increase the craft repertoire and reach by introducing the Rogan technique into a cost-effective product range. The promotion and popularization of Rogan painting art was done through sensitization workshops and the designed products were showcased through exhibitions and also promoted through online websites.

KEYWORDS : Sustainability, Rogan painting, Khadi

INTRODUCTION

The 300 years old Rogan painting art form of Kutch, Gujarat is famous for its unique style of painting the fabric. The art form is influenced by Persian art. Rogan means oil-based craft in Persia, according to the National Award Winner for Rogan painting Mr. Abdulgafur Daud Khatri. According to the Khatri's they have been practicing the art of Rogan painting from generations.

The uniqueness of this Rogan art is that it gives the embossed effect on the surface due to its unique technique of application of pigment paste. The distinctive method of rendering a mirror impression of a half or full rendered motif lends uniqueness to this craft. The arrangement of motifs also makes it a handicraft of exquisite beauty.⁽⁴⁾

In spite of being unique in its rendering and exquisite in appearance; this textile art form exists largely as a collector's item, or it is restricted to limited apparel uses; like patches and yokes. The purpose of the study is that the survival of the traditional art and craft is today's need. And in order to do so it must stay abreast with the changing needs of the market in terms of its adaptability with changing motifs, layout, colour palette and volume of production. This Rogan art of painting on the fabric needs to bring changes in their art to withstand in the market.

The study is aiming to encash on the market by employing artisan's skills. The researcher helped the artisans in experimenting to bring new changes in the craft and to sustain in the market. The researcher worked for the sustenance of this craft by assisting the artisan in producing lengths, by using traditional and contemporary motifs and also by modifying the colour palette. The enhancement of Khadi fabric has been also focused in this study. Hence, the investigator proposes to devise ways to promote it amongst the young generation in a glamorous way through various mediums such as exhibitions, fashion shows, E-marketing, etc.

Objectives of the study were to document the traditional and contemporary motifs used currently in Rogan painting of Nirona village, Kutch, Gujarat. Exploration and analysis of the application of a different colour palette to the existing colour vocabulary. Designing of the fabric lengths by varying in motif placements with fabrics of different thickness was another objective of the study. By incorporating Rogan technique, the designing and construction of saris was an important objective of the study. And to create awareness about craft was also one of the objectives.

METHODOLOGY

The study was divided into three phases to obtain better results for the formulated objectives. The phase I of the includes the SWOT analysis of the art to know the present of the art. Learning of the traditional Rogan painting was included for the exploration of the various materials. And the documentation and digitization of the designs was also done. The phase II involves the designing of the fabric lengths that

is saris by experimenting various fabric thickness and exploring monochromatic colour scheme in Rogan painting art which are illustrated below. And also includes the construction of best three selected saris layout in both the categories which are documented by the fashion photography mentioned below. The phase III of the paper is focused on the market acceptance, evaluation and the promotion of the saris. Also involves the organizing sensitizing workshop for creating awareness about the art. All the three phases are represented through a schematic diagram below. To acquire authentic data for the study, a systematic descriptive and exploratory research design was planned.

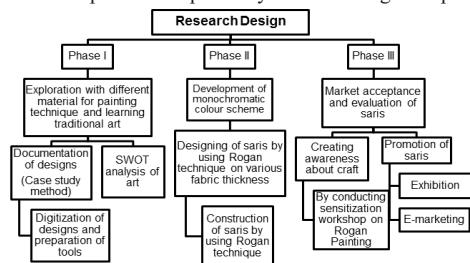


Illustration 1: - Research Design

RESULTS AND DISCUSSION

Specifications of constructed saris: -

The constructed saris have different GSM and fabric count and hence the weight of the sari also differs. The GSM, fabric count and weight of the saris are mentioned in the table below. These fabrics were selected on the basis of the colour combinations available in the Khadi fabrics as per the colour forecasts and the design layouts. The fabric for piping was chosen by the matching with the main Khadi fabric.

Table No. 1: - Specifications of constructed saris

Sr. no.	Sari name	GSM (grams per square meter)	Fabric count		Weight of sari in Kg
			Warp	weft	
1	Rogan Painted sari border with Ajrakh piping	63.2gm/mt2	32	29	0.683
2	Rogan Painted sari border with Mashru piping	171.2gm/mt2	32	25	1.069
3	Rogan Painted sari border with checks piping	135.6gm/mt2	27	25	0.807
4	Rogan Painted sari pallu with Ajrakh piping	173.2gm/mt2	39	30	1.080
5	Rogan Painted sari pallu with Mashru piping	62.8gm/mt2	34	23	0.654
6	Rogan Painted sari pallu with checks piping	133.9gm/mt2	31	20	1.030

The results revealed that amongst the six saris the three saris are weighting almost a 1 kg and the other three below 1 kg. Khadi being a heavy fabric and on that the application of Rogan painted paste have made the saris heavy. The standard specifications for the construction of saris was taken by referring the suitable review of literature. (3)

Promotion saris through exhibition

The promotion of the saris was done by organizing exhibition cum sale in the Department of Clothing and Textiles, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda. The exhibition organized with consumer preference tool. The saris were displayed on the mannequins with different draping styles. The photographs with different styling were also exhibited for the reference of more styling. The response for this exhibition was good. The valuable suggestions from the viewer's got were taken on to account and was tried to incorporate in the present study as many possible. The designed was cherished by the people.

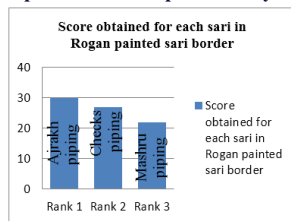
Promotion of saris by launching on the website

The promotion of the saris was carried out by launching the saris on the website. The makeaware about this art the saris were launched on the website for sale. Hence, the e-marketing of the saris has been done. Link for the lunched saris products on the website. http://www.indusflorid.com/product-detail.php?cateid=253&sub_id=247

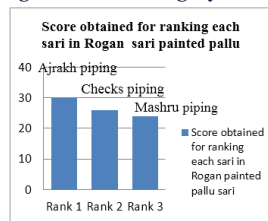


Plate1- Screenshot of Saris on website

Opinion of the respondents by ranking the saris for category



Graph 1: - Preference ranking for displayed saris in category I Rogan painted sari border.



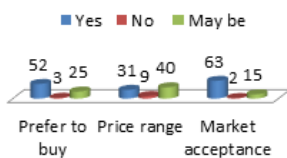
Graph 2: - Preference ranking for displayed saris in category II Rogan painted sari pallu

From the analyzed data and graphical representation for both categories the majority of the respondents have given rank 1st to the Ajrakh piping sari in both categories than the Mashru and Checks piping. In both the categories the Rogan painted saris with Ajrakh piping was cherished more than the other four saris.

Market acceptances and evaluation of Rogan painted saris

Market acceptance and the evaluation of the Rogan painted saris were conducted through a preference schedule, the graphical representation of the results is given below.

Market Acceptance of the Products



Graph 3: - Distribution of market acceptance of product

From the above graph we can conclude that the majority of the respondents were ready to purchase these saris at the given price range and also expressed that the saris will be readily accepted in market but only a few of them were hesitant to purchase at the given rate.

The traditional and completely Rogan painted saris ranged between

Rs. 60,000-70,000. And the saris exhibited for preference under the present study ranged between Rs. 9000-10,000, which has been a huge difference in the costing of the saris. The efforts were made on the cost deduction for saris which was focused in the present study. Hence, cost effective saris produced with Rogan painted technique shall have larger market appeal.

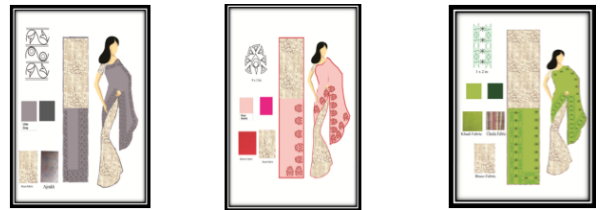


Illustration2: - Selected designs in Category I: - Rogan painted sari border



Illustration3: - Selected designs in Category II: - Rogan painted sari Pallu



Plate 2: - Photograph of final constructed saris in Category I



Plate 3: - Photographs of final constructed saris in Category II

CONCLUSION

The art of Rogan painting is famous for its unique style of fabric painting but have limited market for its products as the products are not easily available in the market. The art requires high skills and time to produce single product and does not get the enough amounts of returns on it. The art hence, the well-planned designed products can support the artisans to encash on this weakness of the art. The SWOT analysis of the art helped to understand the art in depth, which also guided the researcher in the designing of the products. The present study aimed at the exploration of various fabric thicknesses and enhancement of the Khadi by using this unique art Also the new monochromatic colour scheme palette was introduced in this art to bring the innovation in the art.

The constructed products were analyzed and the market acceptance of the products was checked. The products were appreciated by the majority of the people and also shown interest to purchase such product range. The promotion and the awareness of the art were conducted by organizing the workshop and exhibition. The people were fascinated by the art and were looking forward for such more programs in the future too. The promotion of the art was also done by launching of the developed Rogan painted products on websites. For the substance of the art the innovative exploration of such products should be designed as per the changing market demand.

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