



ADAPTATION OF AIPAN DESIGN FOR CARPET WEAVING: A TRADITIONAL TECHNIQUES OF RUNG TRIBE OF UTTARAKHAND

Home Science

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ABSTRACT

Aipan is a very popular art of Kumaon region (Uttarakhand), used to decorate floors of temples & homes during holy festivals / auspicious ceremonies. Aipan designs were modify and adapted for carpet weaving. Total 10 aipan motifs were selected. So that adapted motif could be incorporated into carpet through old weaving technique of rung tribe Dharchula. Designs were finalized by the 60 carpet weavers of Dharchula on the basis of suitability of the carpet weaving and beauty of design. Out of 10 designs, 1 design was selected by weavers for carpet to be woven under the study. Selected design was used for preparation of the carpet weaving shown in design no 8. The acceptability of the new developed carpet design was assessed by the 30 respondents. 24 customers said that new carpet design was excellent. None of them rate the new woven product good, fair and poor. New adapted carpet design was appreciated by the customer.

KEYWORDS

Aipan motifs, carpet weaving, rung tribe.

INTRODUCTION

Designs play very important role in selection of a product. Aipan is a very popular art of Kumaon region (Uttarakhand), used to decorate floors of temples & homes during holy festivals / auspicious ceremonies. Its gaining immense popularity as a floor art in different regions of India. These designs are generally drawn at the entry of temples & homes as a good omen before starting any religious function or festival. Earlier, these designs made with *Garu* and rice paste were temporary in nature but with the changing periods & the use of artificial paints, these designs have become more permanent than ever which is then drawn or corrected yearly during Diwali festival. Others who find it difficult to draw this floor art, use Aipan stickers to decorate their homes. Whatever the changing times may bring, but the significance of this ancient art still remains the same for the individuals of Kumaon, Uttarakhand.

Uttarakhand, generally recognized as “*Dev Bhumi*” (The Land of Gods) is home to the Himalayas and also a major pilgrimage centre for Hindus since many centuries. Rung tribe mainly lives in Dharchula, district Pithoragarh, Uttarakhand, India. Rung people are expert in weaving technique. Carpet is made by using weaving techniques. There are many techniques used in textile industry, weaving is still considered the best method of all. Weaving is a technique in which warp and weft yarns are interlaced in right angle. In carpet weaving plain weave is used. In Dharchula carpet weaving technique is peculiar and unique. Various products produced in dharchula by weaving technique are rug or carpet (3×6 feet), Quandan (1.8×12 feet), Asan (2×2 feet), Couch set cover and wall hangings etc.

Out of the several techniques of rug/carpet making, the people in Dharchula practice the Knotted style of carpet weaving which mostly showcases the designs which are influenced by neighbouring countries like the map of Nepal, dragons, floral and border designs. But now, these old designs do not attract customers due to the ever-changing taste of customers. Therefore, the need of innovative design development is necessary to cater the market needs of the present times.

Adapted Aipan design can be used through weaving techniques practiced in the textile sector for manufacturing diversified articles and value addition. This will not only support in the revival of Aipan but also expand the design base for textile goods in Uttarakhand. Thus, the weaving technique of Dharchula, Uttarakhand can serve as a medium to reserve the rich old-style art of Aipan.

Aipan motif can be modified for carpet design. The new carpet designs will cater to the new generation customers and if executed with proper marketing strategy will further act as a catalyst in increasing the income of the carpet weavers.

MATERIALS AND METHODS

Original design of aipan were gathered from different secondary

resources like cards, books and internet. Total 10 aipan motifs were selected. Aipan designs were modify and adapted for carpet weaving. So that adapted motif could be incorporated into carpet through weaving. Adapted motifs were also prepared on graph paper to visualize the suitability of the design for weaving. Five-point rating scale was used for assessment of designs. Designs were finalized by the 60 carpet weavers of Dharchula on the basis of suitability of the carpet weaving and beauty of design. Out of 10 designs, 1 design was selected by weavers for carpet to be woven under the study. Selected design was used for preparation of the carpet weaving shown in **design no 8**. To check the feasibility of product, its cost may be calculated by simple arithmetic procedure. Cost of carpet was calculated by adding cost of raw material, weaving charges and finishing charges of carpet. The acceptability of the new developed carpet design was assessed by the 30 respondents.

RESULTS AND DISCUSSIONS

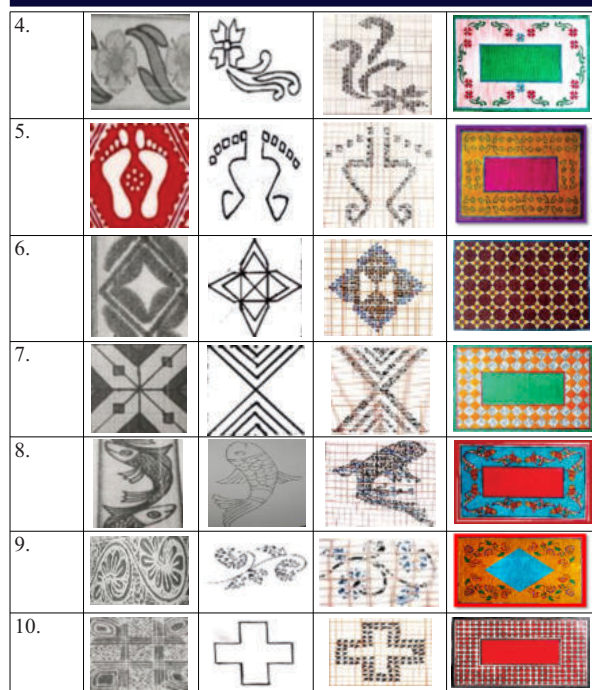
The results obtained are discussed under the following heading & sub-headings:

1. Preparation of carpet design:

Total 10 no's of carpet designs were developed under the present study. These designs were inspired from the original Aipan design. For the carpet, new designs were developed through adaptation of designs of Aipan art of Uttarakhand. The new adapted designs were modified so that motif could be incorporated into carpet through weaving. Adapted motifs were also prepared on graph paper to visualize the suitability of the design for weaving. Original design, adapted design, graphical representation and overall view of carpet designs are presented in given below.

Adaptation of Aipan motifs for carpet weaving

Design no	Original motif	Adapted motif	Graphical representation of motif	Carpet design
1.				
2.				
3.				



2. Evaluation of developed carpet design:

Developed designs were evaluated by the 60 carpet weavers. Designs were finalized by the 60 weavers on the basis of suitability of the carpet weaving and beauty of design. Out of 10 designs, 01 design was selected by weavers for carpet to be woven under the study. **Table 1** shows that design no 8 got highest weighted mean score **18.66** and was ranked I. This was followed by the design no 10 which got weighted mean score (17.86), design no 2 got weighted mean score (17.13) and was ranked II and III respectively. Design no 5 got lowest weighted mean score of 13.93. It is clear from **table 1** that Design no 8 got highest score. Hence, this design was carefully chosen to be woven as the final carpet.



Table 1 Weighted mean score of adapted carpet design N-60

Design no	Weighted mean score	Rank
1	15.66	V
2	17.13	III
3	16	IV
4	14.06	IX
5	13.93	X
6	15.53	VI
7	15.2	VIII
8*	18.66	I
9	15.33	VII
10	17.86	II

According to **Arya, A. et al. 2017**, design is capable of self-transformation even in opposing conditions. The current analysis was an experiment in the preservation of Aipan art where these designs were customised for saree. Aipan is now enriched & upgraded with new innovative designs for saree.

3. Development of new carpet design:

Selected design was used for preparation of the carpet weaving shown in **plate numbers -8**. Carpet was prepared on frame loom. The length of the carpet is 6 ft and width is 3 ft. Before making final carpet design, sample design was made in square shaped Assan.

4. Cost calculation of carpet:

Whenever a new type of product is manufactured, its feasibility to see the sustainability in the market needs to be checked. To check the feasibility of product, its cost may be calculated by simple arithmetic procedure. Cost of carpet was calculated by adding cost of raw material, weaving charges and finishing charges of carpet. Cost of a carpet is 7430 Rs.

Table 2: Cost calculation of carpet one carpet

S.No.	Material used	Rate	Quantity	Total Cost
1.	Knotting Woollen yarn	350/kg	6000gm	2100.0 Rs
2.	3 ply weft cotton yarn	180/kg	500gm	90.0 Rs
3.	6 ply Warp cotton yarn	200/kg	1200gm	240.0 Rs
4.	Weaving and finishing charges	5000	1	5000.0 Rs
5.	Total cost			7430.00 Rs
6.	Profit margin @ 25 %			1857.00
7.	Selling price			9287.00 Rs



According to **Laha, A. et al. (2020)**, a Dan get sold at the price of 10,000 Rs but the cost to make this is almost Rs 7500-8000.

5. Assessment of new carpet design by consumers:

The acceptability of the new developed carpet design was assessed by the 30 respondents. Respondents were asked to rate the carpet. 5-point rating scale was used for assessment. 24 customers said that new carpet design was excellent and 6 customers found the new product very good. None of them rate the new woven product good, fair and poor.

Table 4.3: Assessment of carpet design by customers N-30

S.No.	Rating scale	Score
1.	Excellent (5)	24
2.	Very good (4)	6
3	Good (3)	-
4	Fair (2)	-
5.	Poor (1)	-

The current study is also supported by the previous studies of **Bora & Sakshi (2017)** who used screen printing for development of design for stole and kurti using traditional Gond painting motif with high acceptability and appreciation.

CONCLUSION:

Carpet is made by using weaving techniques. The people in Dharchula practice the Knotted style of carpet weaving which mostly showcases the designs which are influenced by neighbouring countries like the map of Nepal, dragons, floral and border designs. But now, these old designs do not attract customers due to the ever-changing taste of customers. It is concluded from present study that designs play very important role in selection of a product. Adapted Aipan design was used through weaving techniques practiced in the textile sector for manufacturing diversified articles and value addition. This will not only support in the revival of Aipan but also expand the design base for textile goods in Uttarakhand. Thus, the weaving technique of Dharchula, Uttarakhand can serve as a medium to reserve the rich old-style art of Aipan.

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