

Appendix-1

Opinionnaire

Opinion about Developed Mashru Fabric Design.

* Required

Dear Respondent,

I have undertaken the research work entitled "Innovation in Designing of Mashru Textiles for Product Diversification" under the guidance of Prof. Anjali Karolia, in partial fulfillment of the requirement of Doctor of Philosophy (Ph.D.) degree. One of the objectives of the Ph.D. study is "to analyze the market acceptability of developed fabrics in terms of yarn, colour, motif, pattern, and overall aesthetics". Therefore keeping this in mind, the preference schedule has been prepared for the evaluation of developed Mashru fabric. As a respondent, your contribution is essential for the rationalization of the study. Therefore, I need your valuable opinion suggestions, inputs, and co-operation for fulfilling the objective. Your opinion will be utilized for Ph.D. research activity only.

Thanking you in anticipation

Ms. Priyanka Kumari
Ph.D. Scholar
Department of Clothing and Textile,
Faculty of Family and Community Sciences
The Maharaja Sayajirao University of Baroda
Vadodara, Gujarat

CONCEPT OF THE STUDY

Mashru is a traditional handloom fabric of Gujarat, earlier woven at several centers throughout India, at present mainly limited to Patan & few pockets of Kutch-Bhuj. Mashru literally means permitted. In the Muslim community, silk is prohibited to wear as per their ceremonial law except in critical conditions like war or infection. Therefore, Mashru came as a solution to wear silk without breaking their ceremonial laws. Mashru is an admixture of silk warp and cotton weft in satin weave, it is woven and finished in such a way that the entire silk lies at the face and cotton at the back, touching the skin. Being developed as fabric specifically for Muslims, later it penetrated in the Hindu community also as a staple and ritualistic fabric of several ethnic communities and tribes. Industrialization, change in preference, and buying behavior of people has severely affected its sustainability. It has turned into an endangered craft species where continuously its number of weavers and users are shrinking. This study is an attempt to sustain our traditional practice of Mashru through design innovation and product diversification. Here researcher has discreetly played with motif, colour-pattern, and raw material and revived certain old techniques like Ikat to develop new designs keeping the cultural, technical, and stylistic connect unbroken. While innovation existing infrastructure was kept unaltered and such incremental changes were made which were practically possible for the artisan to adopt in their weaving process. Mashru has versatile features- bold, bright, lustrous, audacious, trans-seasonal, durable, and playful. These features make it suitable for various end-uses functionally & aesthetically. Therefore the researcher felt the need to pursue study in the area of designing, recharging Mashru with new designs in order to meet the aspiration of contemporary users, sustaining this cultural asset, and maintaining employment at the grassroots level. The fabric has been woven into three categories that are stripe, Ikat & Butti in varied yarn content.

RESPONDENT'S PROFILE:

(A) Demographic Data

1. Name *

2. Age *

3. Gender *

Mark only one oval.☐ Male☐ Female

4. District *

5. State *

Mark only one oval.

- ☐ Andaman and Nicobar Islands
- ☐ Andhra Pradesh
- ☐ Arunachal Pradesh
- ☐ Assam
- ☐ Bihar
- ☐ Chandigarh
- ☐ Chhattisgarh
- ☐ Dadra and Nagar Haveli
- ☐ Daman and Diu
- ☐ Delhi
- ☐ Goa
- ☐ Gujarat
- ☐ Haryana
- ☐ Himachal Pradesh
- ☐ Jammu and Kashmir
- ☐ Jharkhand
- ☐ Karnataka
- ☐ Kerala
- ☐ Lakshadweep
- ☐ Madhya Pradesh
- ☐ Maharashtra
- ☐ Manipur
- ☐ Meghalaya
- ☐ Mizoram
- ☐ Nagaland
- ☐ Odisha
- ☐ Puducherry
- ☐ Punjab
- ☐ Rajasthan
- ☐ Sikkim

- ☐ Tamil Nadu
- ☐ Telangana
- ☐ Tripura
- ☐ Uttar Pradesh
- ☐ Uttarakhand
- ☐ West Bengal

6. Locality *

Mark only one oval.

- ☐ Urban
- ☐ Rural

7. Educational Qualification *

Mark only one oval.

- ☐ Below 10th Std.
- ☐ Matriculation
- ☐ 12th
- ☐ Graduation
- ☐ Post Graduation
- ☐ Ph.D.

8. Occupation *

Mark only one oval.

- ☐ Businessman
- ☐ Entrepreneur
- ☐ Textile Designer
- ☐ Faculty
- ☐ Interior Designer
- ☐ Fashion Designer
- ☐ Design Student
- ☐ Home maker
- ☐ Textile Engineer
- ☐ Fashion Business Manager
- ☐ Luxury Brand Manager
- ☐ Textile & Apparel Designer
- ☐ Costume Designer
- ☐ Others

9. Family's Monthly income *

Mark only one oval.

- ☐ Below Rs. 25,000
- ☐ Rs. 25,000-50,000
- ☐ Rs. 50,000-1,00,000
- ☐ Rs. 1,00,000-1,50,000
- ☐ Rs. 1,50,000-2,50,000
- ☐ Above Rs.2,50,000

RESPONDENT'S PROFILE:**(B) CRAFT KNOWLEDGE**

10. Are you aware about the handloom fabric of India? *

Mark only one oval.

☐ Yes

☐ No

11. Do you like to use handloom product? *

Mark only one oval.

☐ Yes

☐ No

12. Does your collection have handloom Mashru fabric product? *

Mark only one oval.

☐ Yes

☐ No

13. If Yes, where you prefer to use the Mashru fabric product?

Mark only one oval.

☐ Garment

☐ Household

☐ Ritual

**Respondent
Opinion
about
Developed
Mashru
Fabric**

The research scholar has made an attempt to design and develop new Mashru fabrics in three categories that are stripe (Category-1), Ikat (Category-2) & Butti (Category-3) in varied yarn content. Request you to kindly give your opinion about the newly designed Mashru fabric. Below are the developed Mashru Fabrics under each category.

Category-1, Stripe Mashru, Design-1: Rayon (Art Silk) warp & Cotton weft(Fabric width-36 inches){Price:-Rs.- 550/- per meter}



Category-1, Stripe Mashru, Design-2: Mulberry silk warp & Cotton weft(Fabric width-36 inches){Price:-Rs.- 850/- per meter}



Category-1, Stripe Mashru, Design-3: Cotton warp & Cotton weft(Fabric width-48 inches){Price:-Rs.- 650/- per meter}



Category-1, Stripe Mashru, Design-4: Korea Silk warp & Cotton weft (Fabric width-36 inches){Price:-Rs.- 1480/- per meter}



Category-1, Stripe Mashru, Design-5: Tasar Silk warp & Cotton weft(Fabric width-36 inches){Price:-Rs.- 1220/- per meter}



Category-2, Ikat Mashru, Design-6: Mulberry-Tasar warp & Cotton weft(Fabric width-36 inches) {Price:-Rs.- 1200/- per meter}



Category-3, butti Mashru, Design-7: Cotton warp & Cotton weft(Fabric width-24 inches){Price:-Rs.- 900/- per meter}



14. Give your opinion about the overall aesthetic appeal of developed Mashru fabrics under Category-1, Category-2 & Category-3. *

Mark only one oval per row.

	Highly Appealing	Appealing	Not Appealing
Category-1, Stripe Mashru.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Category-2, Ikat Mashru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Category-3, butti Mashru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Please give your opinions for the below-listed statements. *

Mark only one oval per row.

	Excellent	Good	Average
The selection of colors are appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The placement of stripe patterns are appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The placement of motifs are appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The placement of Ikat patterns are appropriate and adequate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The placement of stripe and Ikat combination are appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall placement of yarn/color/stripe/motifs/Ikat and their combination are appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Give opinion about the developed Mashru fabric on the basis of placement of stripe/motif/ikat under each category *

Mark only one oval per row.

	Excellent	Good	Average
Category-1, Stripe Mashru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Category-2, Ikat Mashru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Category-3, butti Mashru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. How do you rate the overall motifs of developed Mashru fabric? *

Mark only one oval per row.

	Excellent	Good	Average
Category-3, butti Mashru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How do you rate the overall strip pattern of developed Mashru fabrics under category 1 *

Mark only one oval per row.

	Excellent	Good	Average
Design-1: Rayon warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-2: Mulberry silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-3: Cotton warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-4: Korea Silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-5: Tasar Silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. How do you rate the overall Ikat Pattern of developed Mashru fabric? *

*

Mark only one oval.

☐ Excellent

☐ Good

☐ Average

20. How do you rate the overall warp yarn suitability for developed Mashru fabrics? *

*

Mark only one oval per row.

	Excellent	Good	Average
Mulberry Silk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasar Silk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasar+Mulberry Silk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Korea Silk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cotton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rayon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Rank each developed Mashru fabric on basis of color combination? *

Mark only one oval per row.

	Excellent	Good	Average
Design-1: Rayon warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-2: Mulberry silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-3: Cotton warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-4: Korea Silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-5: Tasar Silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-6: Mulberry-Tasar warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-7: Cotton warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Give your opinion about the overall aesthetic appeal of Mashru fabrics developed in different categories. *

Mark only one oval per row.

	Excellent	Very good	Good	Average	Poor
Design-1: Rayon warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-2: Mulberry silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-3: Cotton warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-4: Korea Silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-5: Tasar Silk warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-6: Mulberry-Tasar warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design-7: Cotton warp & Cotton weft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Have you come across similar Mashru fabric designs earlier? *

Mark only one oval.

☐ Yes

☐ No

24. If Yes, what similarity you have observed? please share. *

25. Would you like Mashru fabric for dress material? *

Mark only one oval.

☐ Yes

☐ No

26. Would you like Mashru for home furnishing? *

Mark only one oval.

☐ Yes

☐ No

27. Would you like Mashru fabric for lifestyle-Accessories? *

Mark only one oval.

☐ Yes

☐ No

28. Do you think the price of the developed Mashru fabric is reasonable as per the value of traditional craft *

Mark only one oval.

- ☐ Very Reasonable
- ☐ Reasonable
- ☐ Reasonable for few
- ☐ Not at all
- ☐ Can not say

29. Are you ready to pay price quoted here for conventional craft for innovative use of material, technique & pattern? *

Mark only one oval.

- ☐ Yes
- ☐ No

30. Do you think the developed Mashru fabrics would be accepted by the customers? *

Mark only one oval.

- ☐ Yes
- ☐ No

31. Do you think the endeavor of design and development of new fabric in Mashru will help to preserve this craft? *

Mark only one oval.

- ☐ Yes
- ☐ No

32. Do you think the concept to uphold the traditional color palette constant in developed Mashru fabric is suitable to keep the identity of the craft intact? *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

33. Do you think the concept of varied warp color patterns in a single design is innovative in developed Mashru fabric? *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

34. Do you think that Mashru fabric developed under category-1 will be helpful in making garments with various patterns from a single fabric? *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

35. Do you think the incorporation of Tasar silk & Korea silk in developed Mashru is innovative? *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

36. Do you think the re-introduction of Ikat is adding value to the developed Mashru fabric? *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

37. Do you think the re-introduction motif is adding value to the developed Mashru fabric? *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

38. You have preferred the developed Mashru fabric because of: *

Mark only one oval.

- ☐ Its aesthetic appeal
- ☐ Its symbolism and significance

39. Give your overall opinion about the newly designed Mashru fabric. *

Mark only one oval.

- ☐ Poor
- ☐ Average
- ☐ Fair
- ☐ Good
- ☐ Excellent

40. Comments/Suggetion *

This content is neither created nor endorsed by Google.

Google Forms

Appendix-2

OPERATIONAL DEFINITIONS

1. *Mashru*: A handloom fabric in satin weave with silk warp and cotton weft usually with stripe patterns where patterns are occasionally amplified with warp *ikat* or supplementary warp or weft yarn motifs.

1. a. Handloom: A hand operated equipment made of a wooden frame for making a fabric by interlacing minimum two set of yarns.

1. b. Handloom Fabric: Fabric which is woven over hand operated loom.

1. c. Satin weave: One of the fundamental weaves where warp yarn dominantly lies on the front face and weft yarn on the back face resulting into a glossy front surface.

1. d. Supplementary Warp: Use of additional warp yarn set to create motif on basic woven ground.

1. e. Supplementary Weft: Use of additional weft yarn to create motif on basic woven ground.

1. f. Motif: It is single unit of design repeated on the fabric to create pattern.

1.g. *Ikat*: It is resist yarn dyeing & weaving technique where resisted yarn is installed on loom prior to weaving to create patterns on woven textile while weaving.

1. h. Warp *Ikat*: It refers to use of warp resist dyed yarn prior to weaving to create patterns on textile while weaving.

1. i. Stripe pattern: Pattern which is created by line/band of two or more than two colors.

2. Design Category: It refers to the categorization of design in three groups on the basis of visual decorative/design element i.e., stripe, *Ikat*, *Butti*. Here, each category is further divided under sub-categories on the basis of different yarn content where the weft yarn is constant i.e., cotton whereas the warp yarn is different.

2. a. Stripe *Mashru*: It refers to those *Mashru* fabrics which only comprises of multicolored bands in vertical direction. Its subcategories are rayon, cotton, mulberry, tasar and Korea silk stripe *Mashru* on the basis of warp yarn content.

2. b. *Ikat Mashru*: It refers to those *Mashru* fabrics which comprises of warp *Ikat* with or without vertical stripes. Its subcategories are cotton & mulberry plus tasar silk *Ikat Mashru* on the basis of warp yarn content.

2. c. *Butti Mashru*: It refers to those *Mashru* fabrics which comprises of repetitive small motifs with or without vertical stripes or warp *Ikat*. Its subcategory is cotton *Butti Mashru* the on basis of warp yarn content.

2. d. Mulberry Silk: It is the most refined variety of silk obtained from *Bombyx Mori*.

2. e. Rayon: It is regenerated cellulosic fiber often regarded as artificial silk because its certain variety imitate the feel and texture of natural silk.

2. f. Tasar Silk: It refers to silk variety obtained from Tussah silkworms which is also called wild silk.

2. g. Korea Silk: It refers to very light, glossy, translucent silk variety procured from Bhagalpur region of Bihar. This offers high resistance towards breakage of yarn during weaving and hence very commonly used in warp. It is an imported silk variety. The name of this silk variety has been referred as per the name used by weavers of Bihar and Orissa region. Its yarn count is 33-37 D.

2. f. Cotton: It refers to soft staple cellulosic fiber obtained from the seeds of cotton plant.

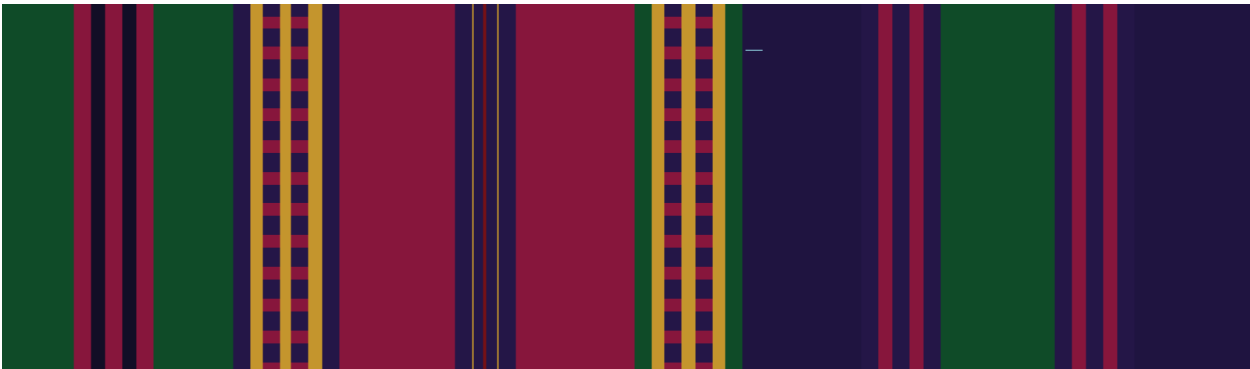
Appendix-3

Different types of *Mashru* designs explored under different categories

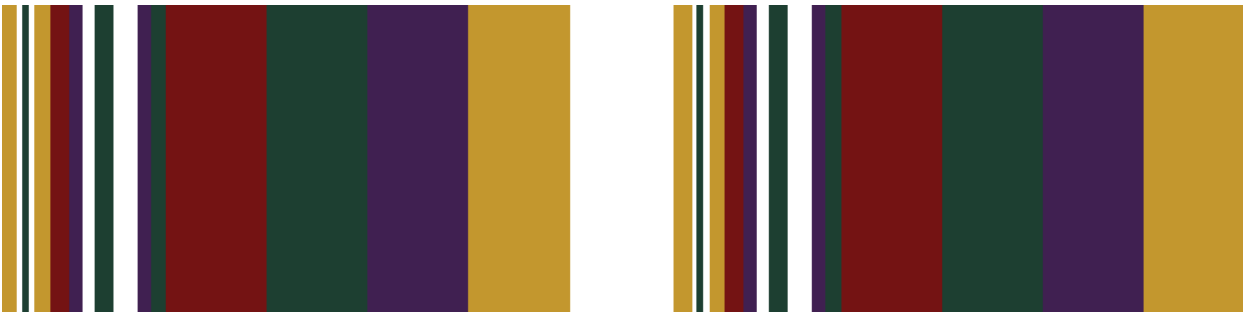
A. Broad allover stripe, Stripe *Mashru* category (from sr. no.1 to 6)



1



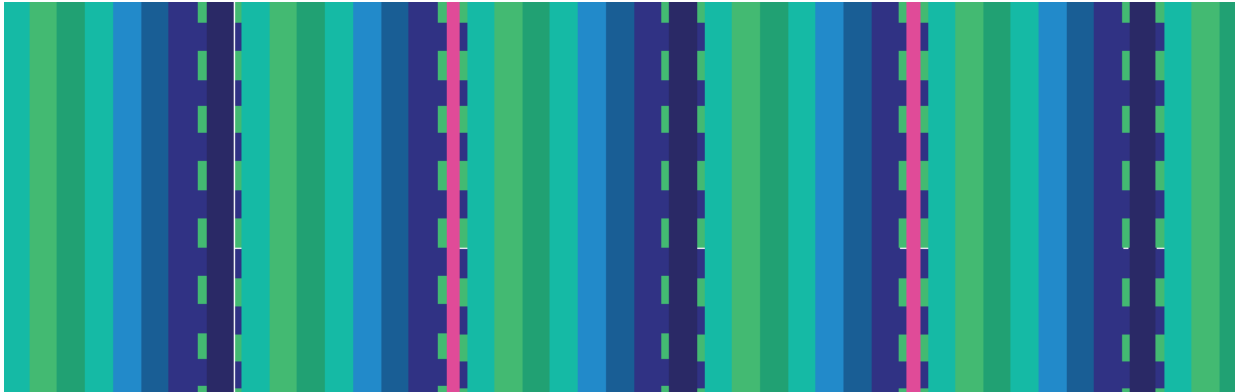
2



3



B. Colour gradation, Stripe *Mashru* category (from sr. no.7 to 8)



7

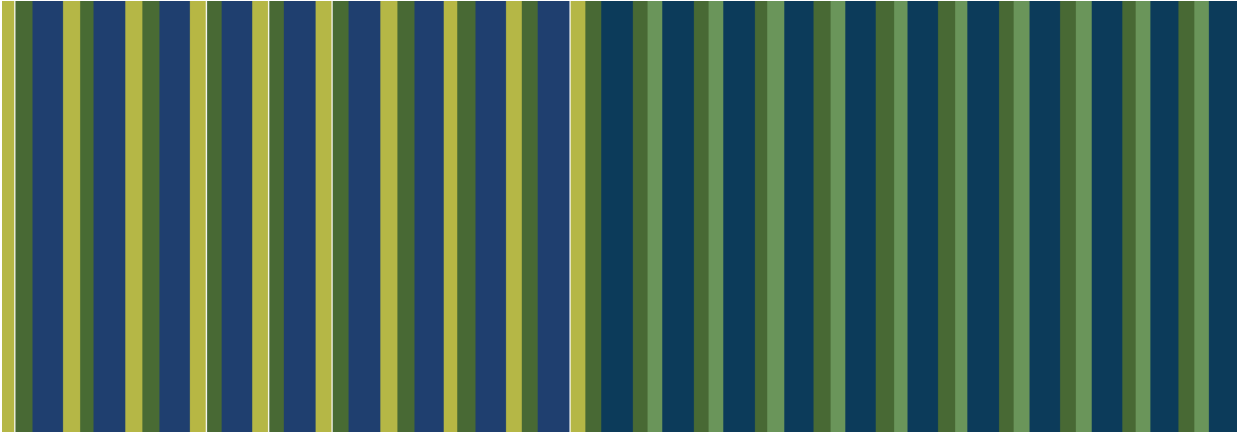


8

C. Half and half pattern in non-traditional colours, Stripe *Mashru* category (from sr. no.9 to 12)



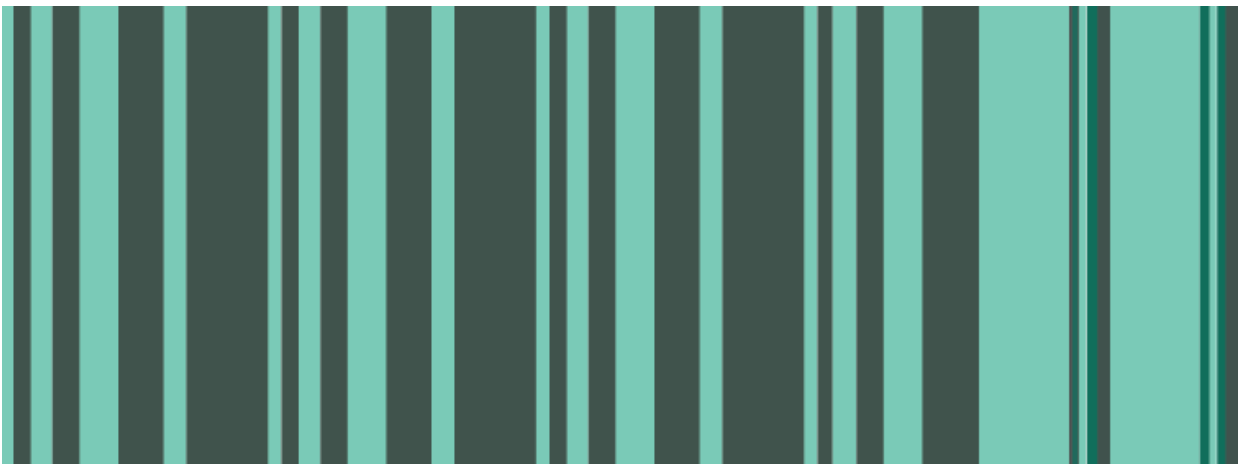
9



10



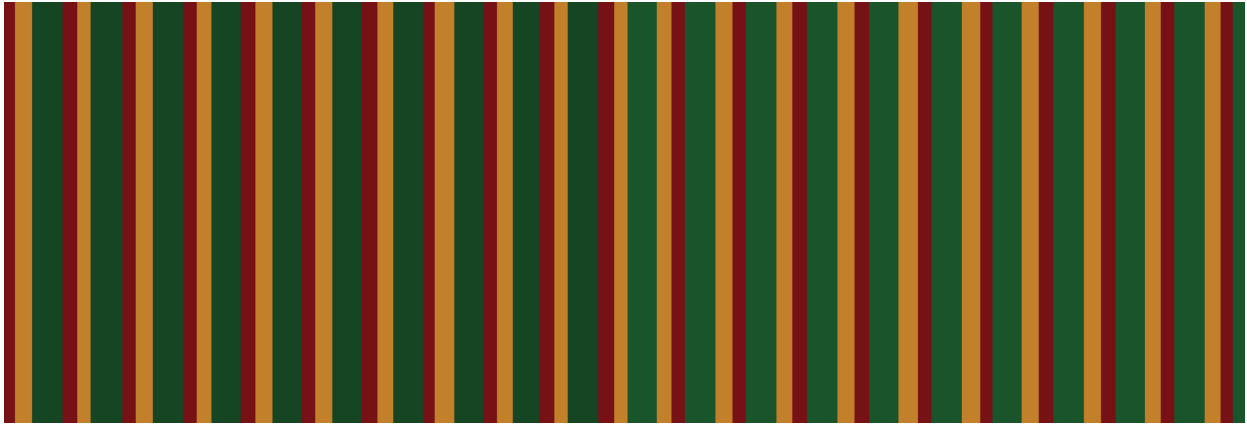
11



12

409

D. Half and half pattern in traditional colours, Stripe *Mashru* category (from sr. no. 13 to 27)



13



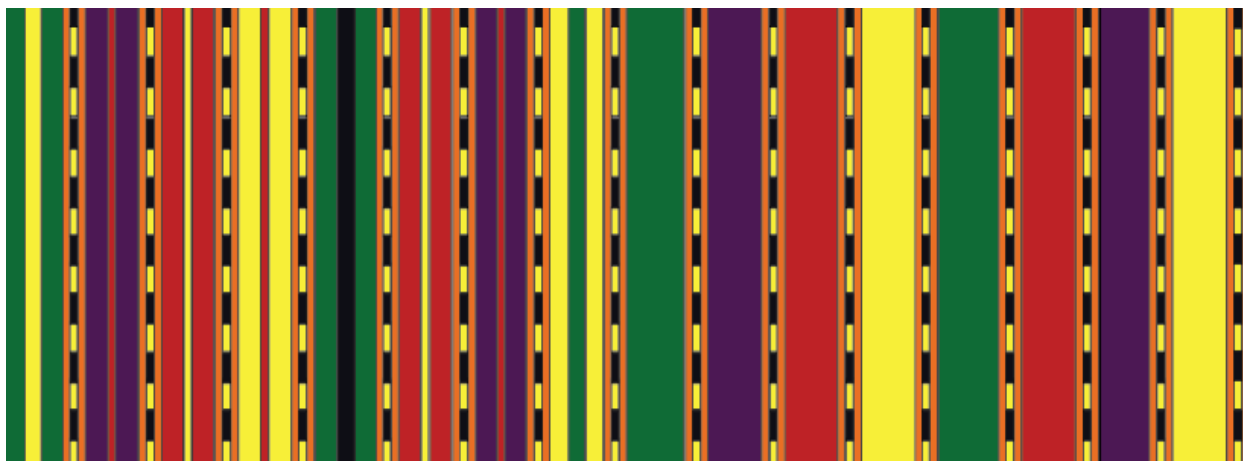
14



15



16



17



18



19



20



21

412



22



23



24

413



25



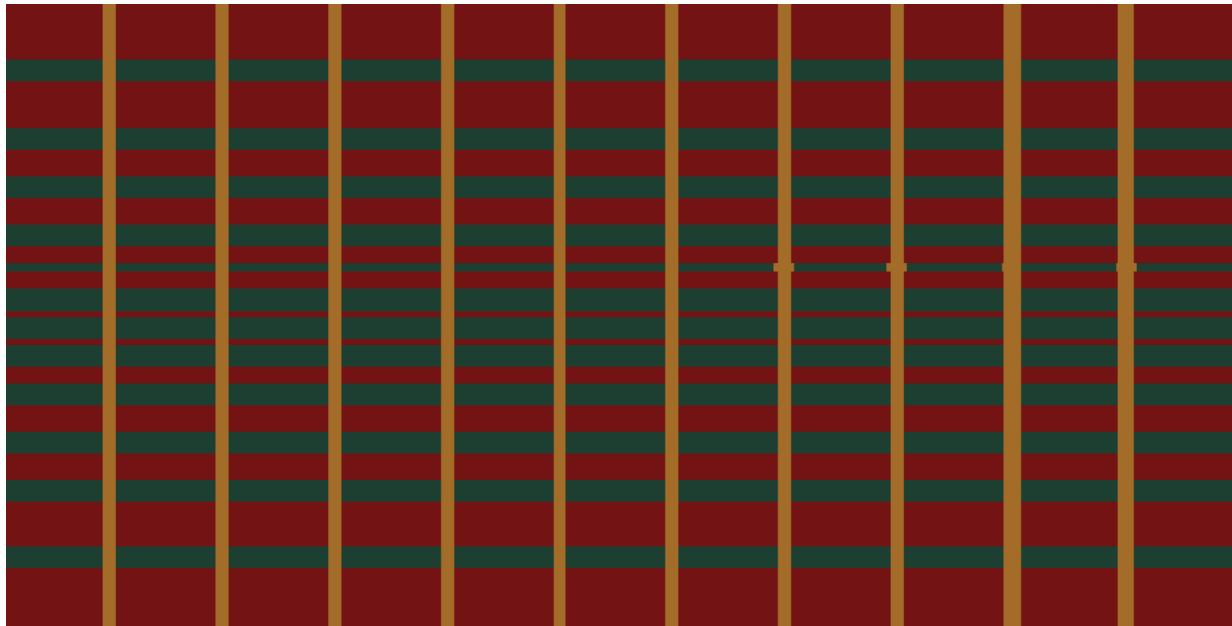
26



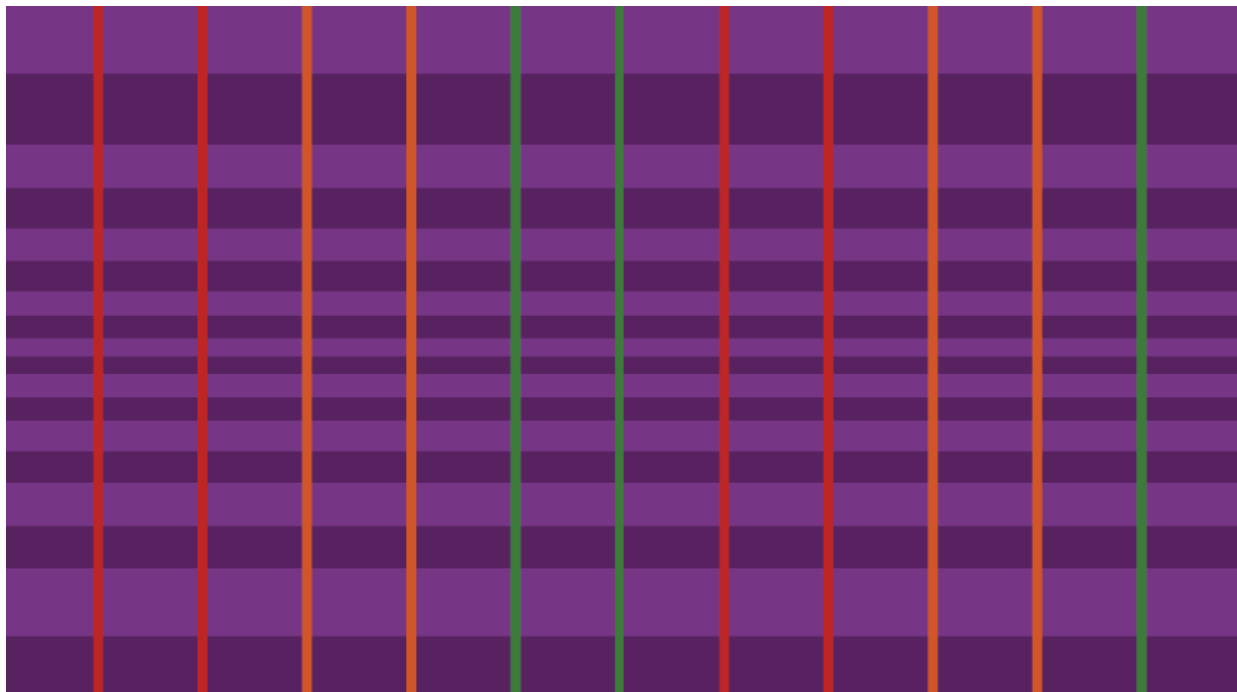
27

414

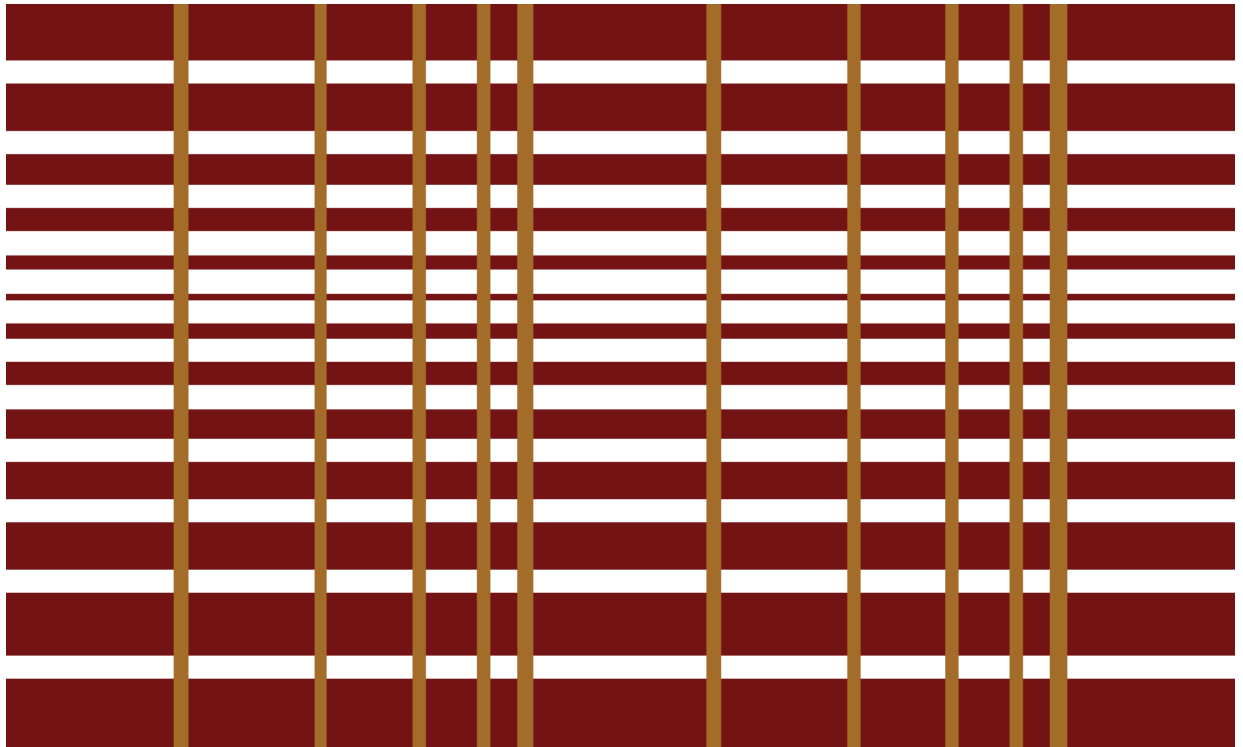
E. Optical illusion, Stripe *Mashru* category 28-34 (from sr. no. 28 to 34)



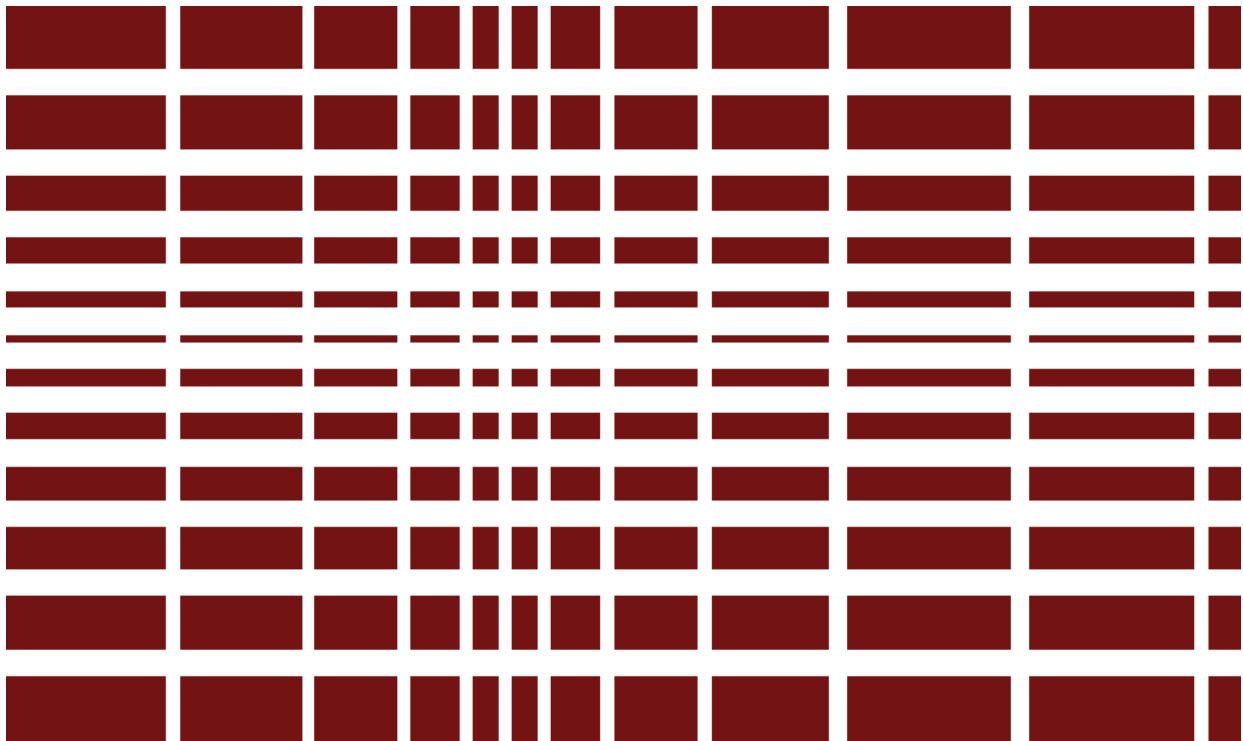
28



29

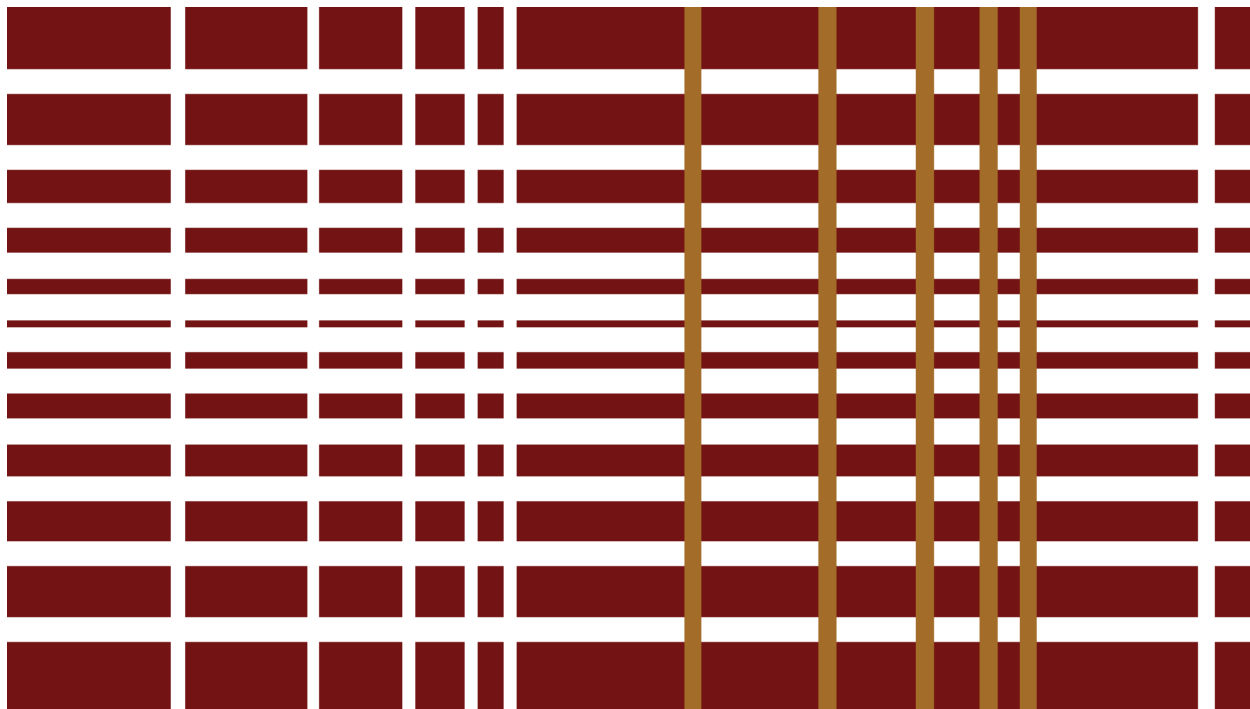


30

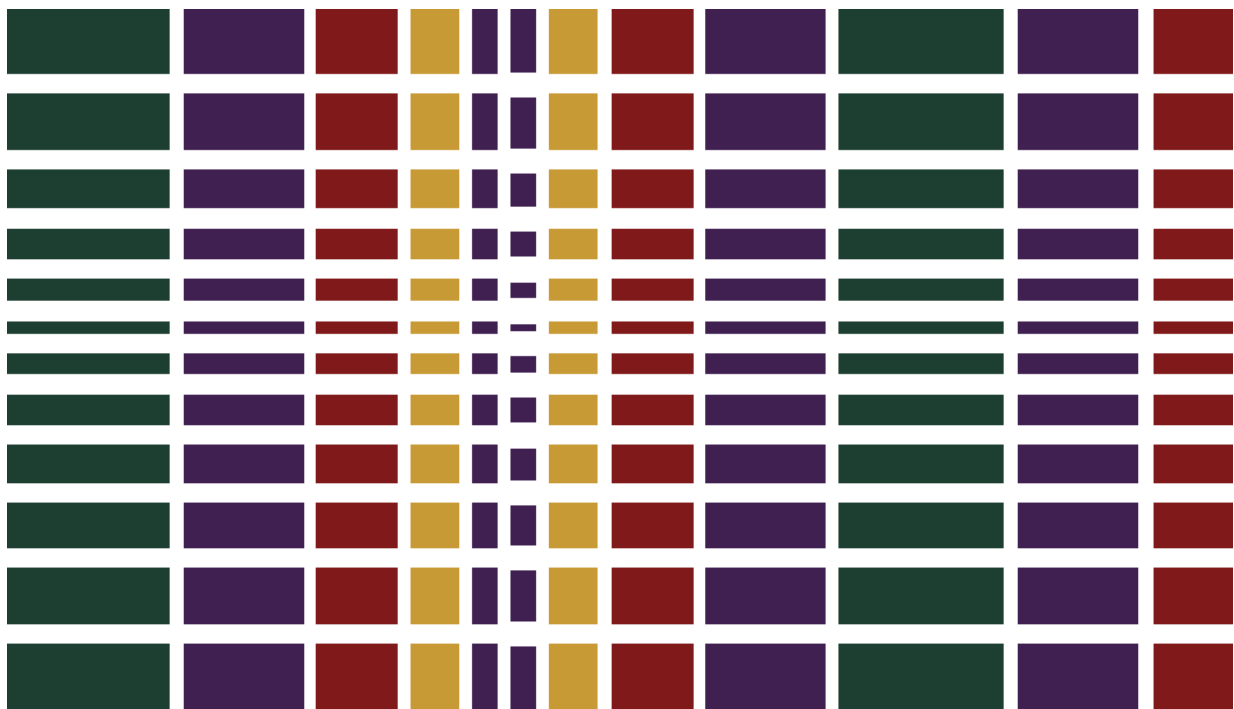


31

416

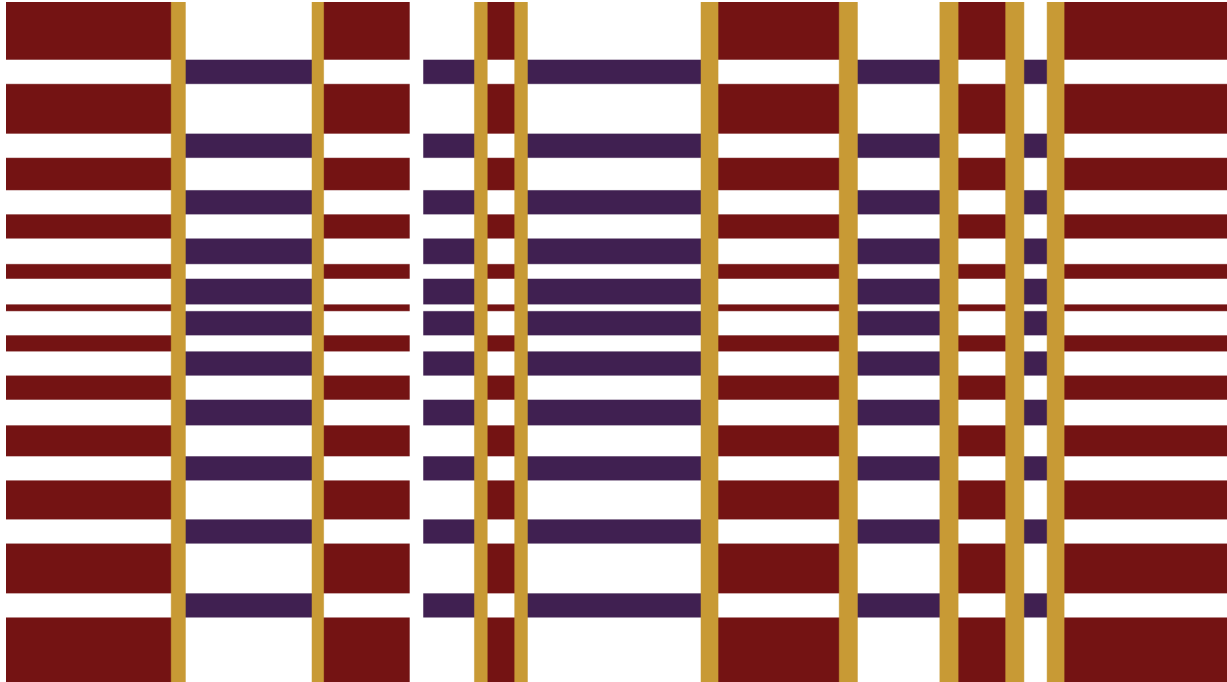


32



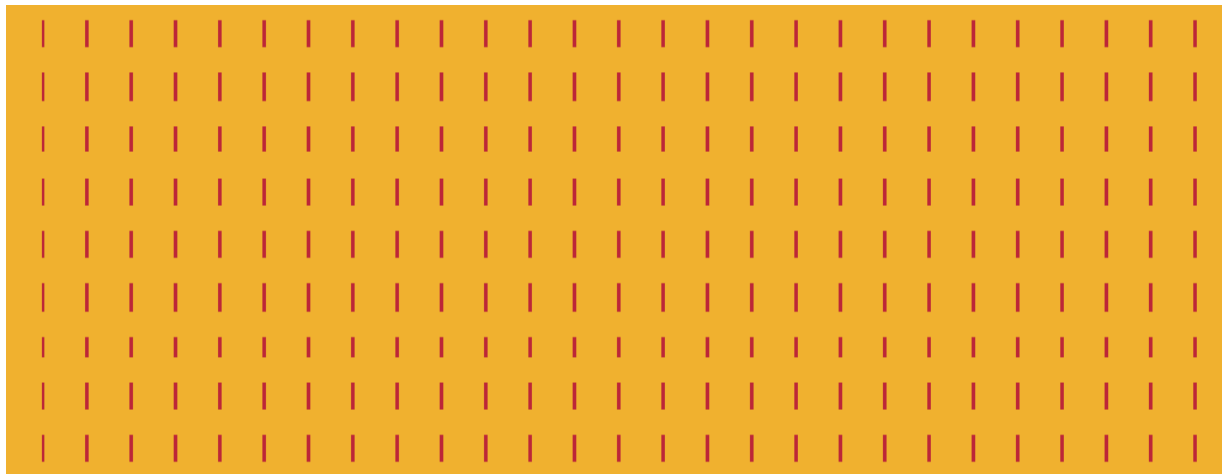
33

417



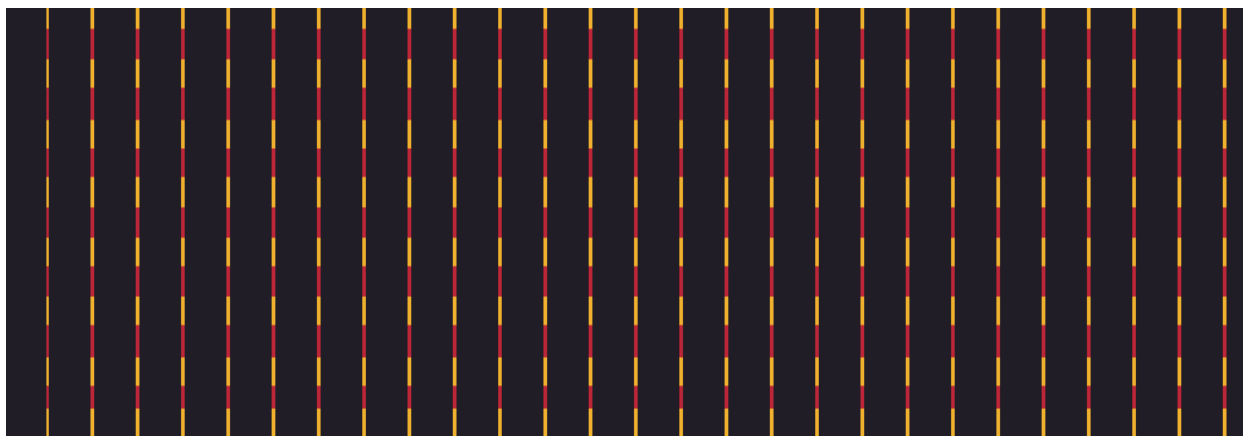
34

F. Regular Stripes pattern, Stripe *Mashru* category (from sr. no. 35 to 45)



35

418



36

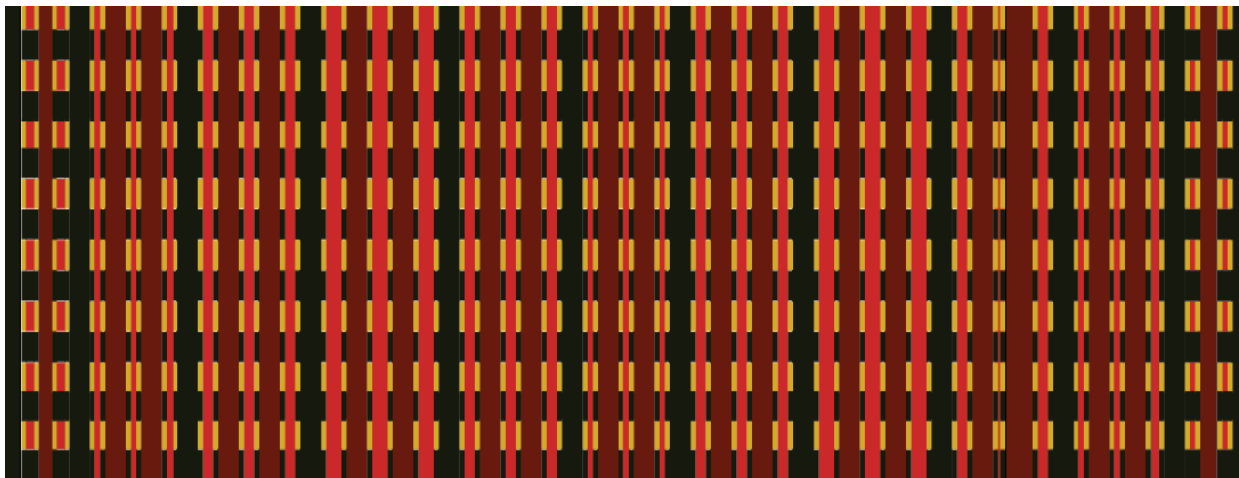


37

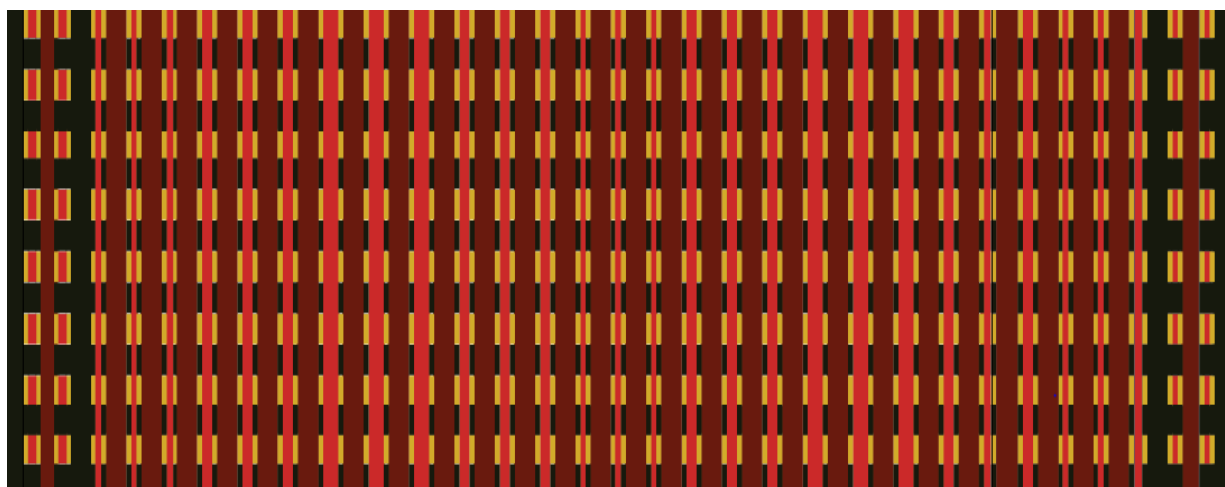


38

419



39



40

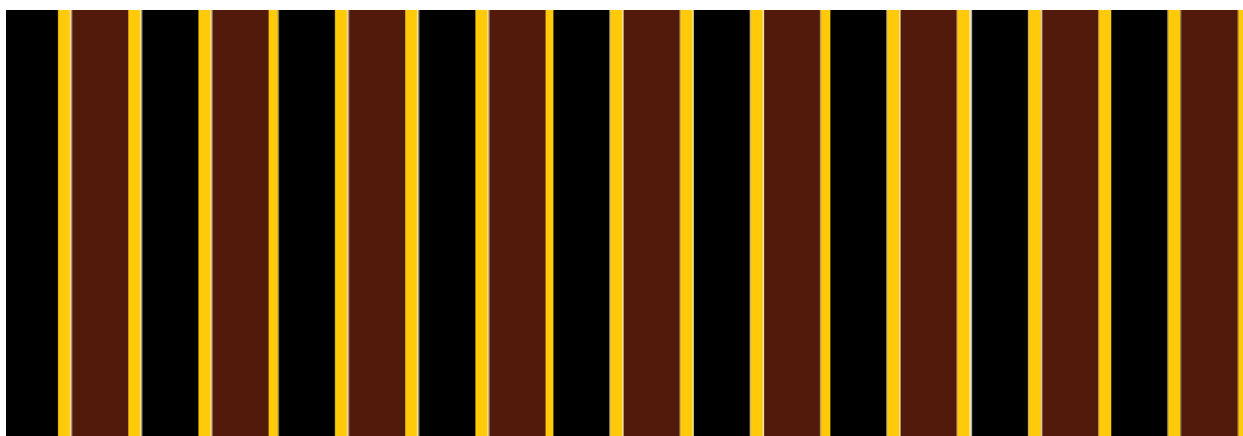


41

420



42

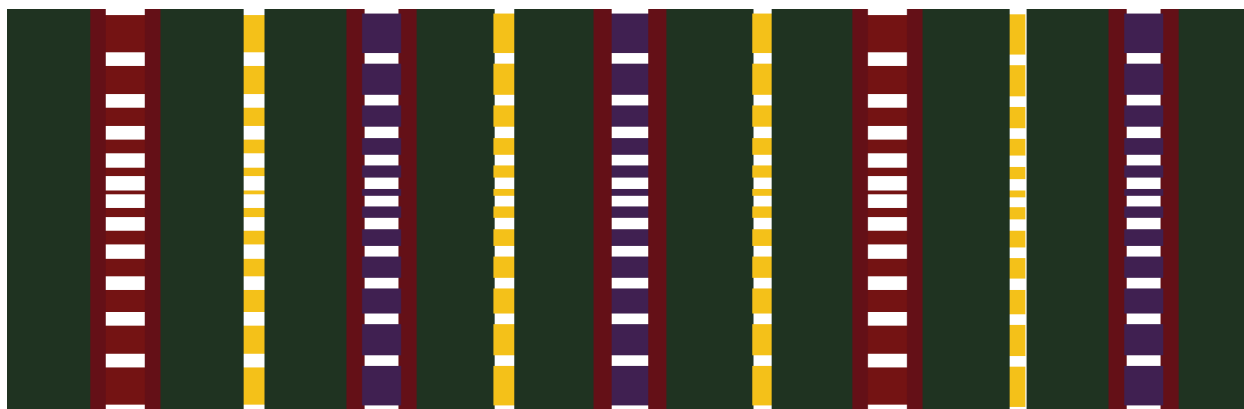


43



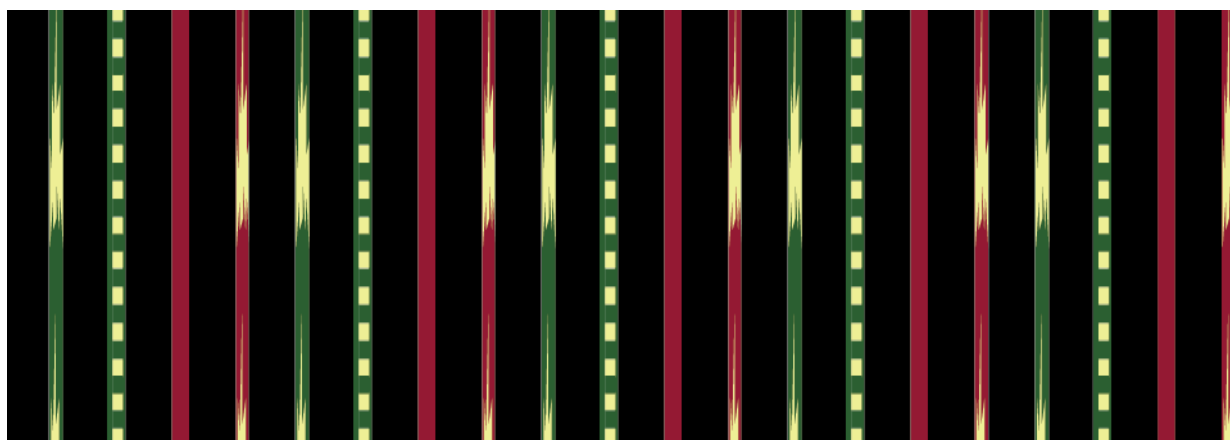
44

421

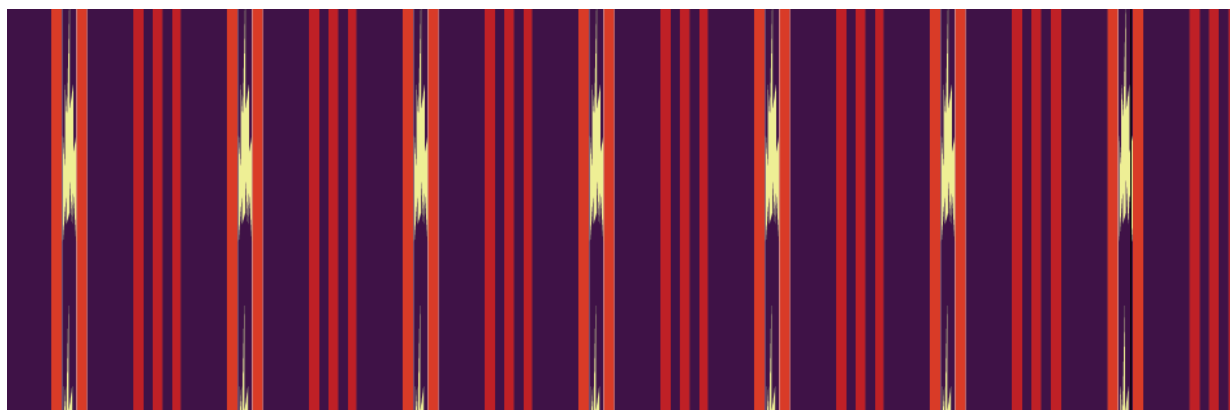


45

G. Ikat Mashru, Ikat Mashru category (from sr. no. 46 to 70)

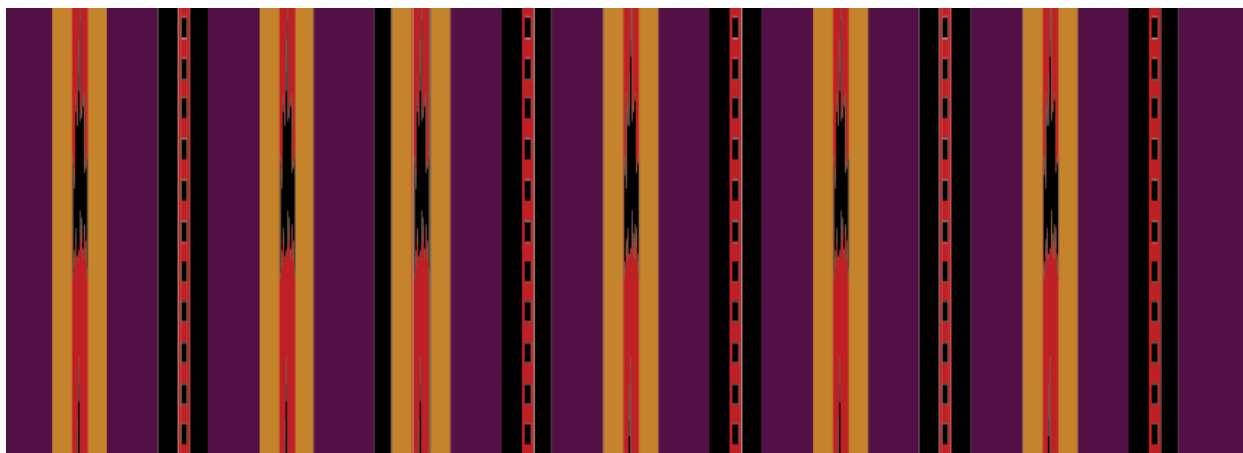


46



47

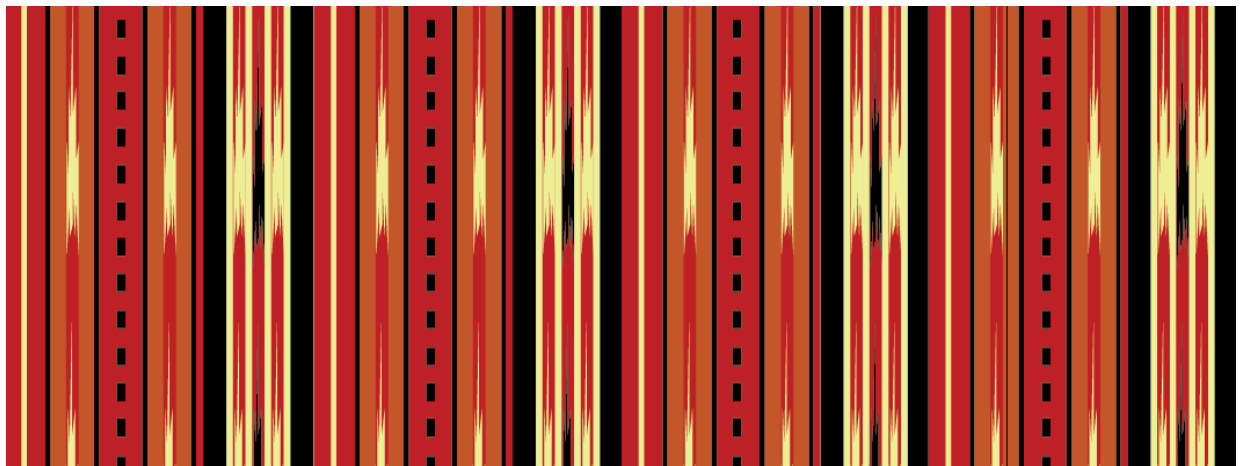
422



48

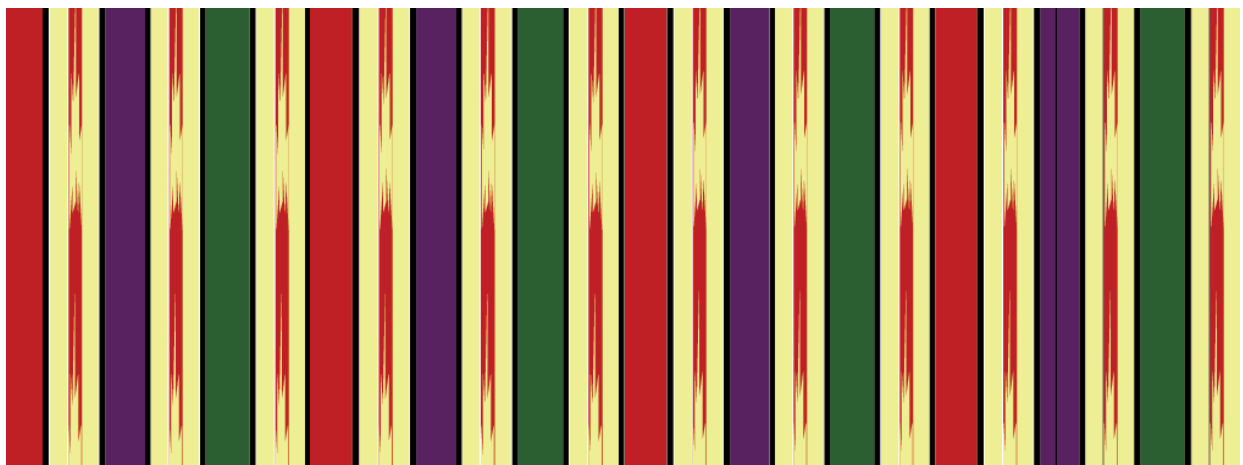


49

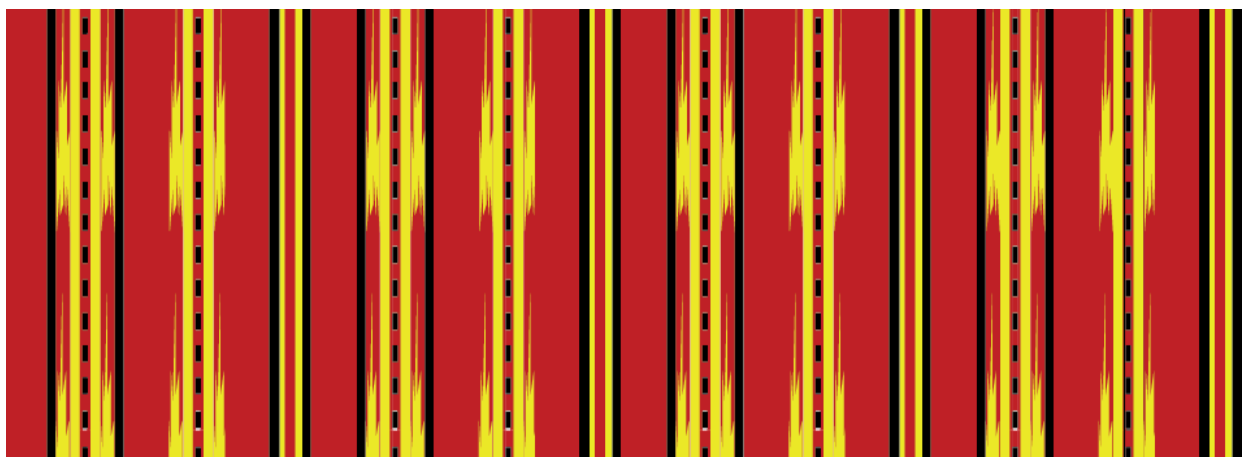


50

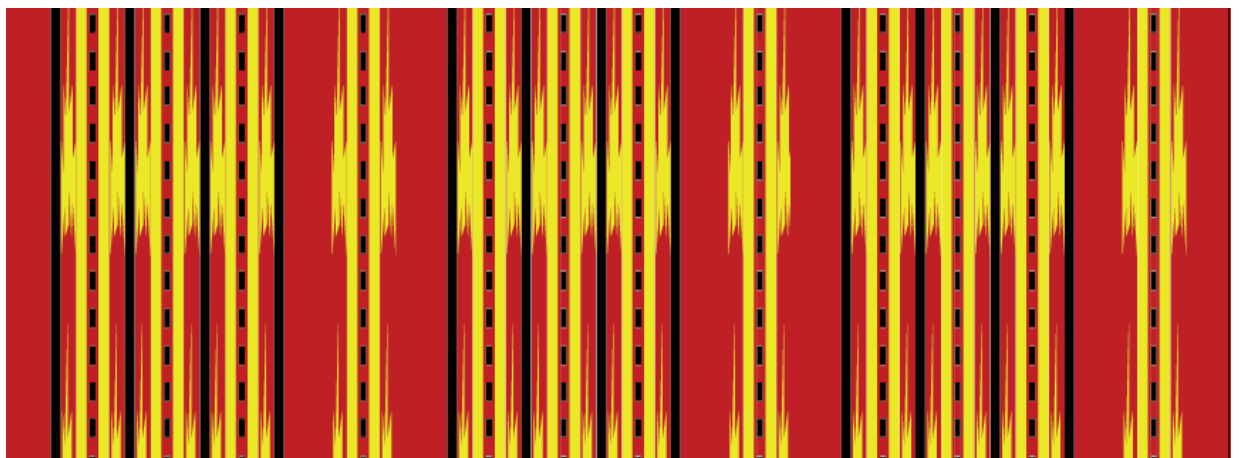
423



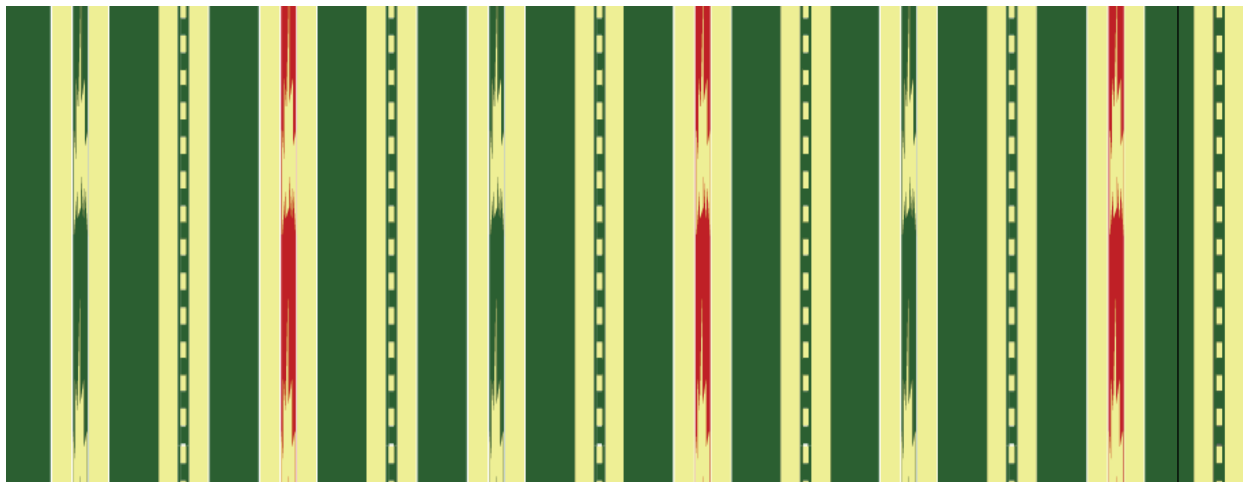
51



52



53



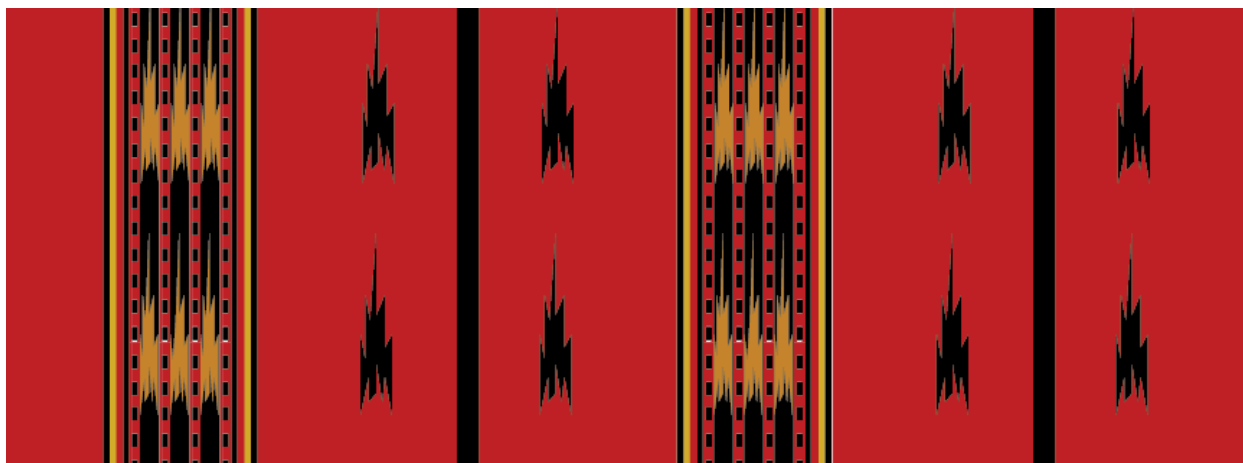
54



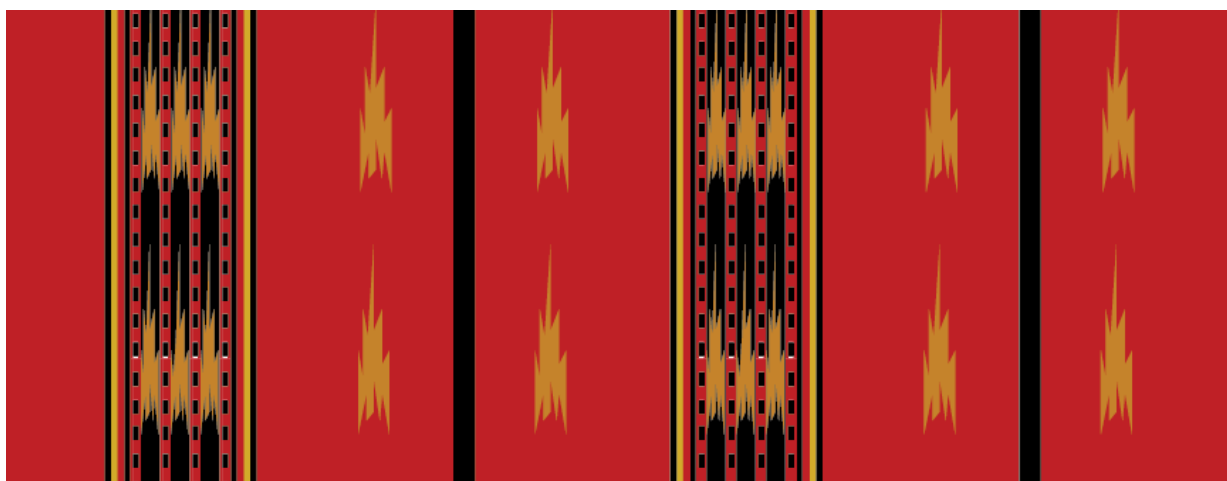
55



56



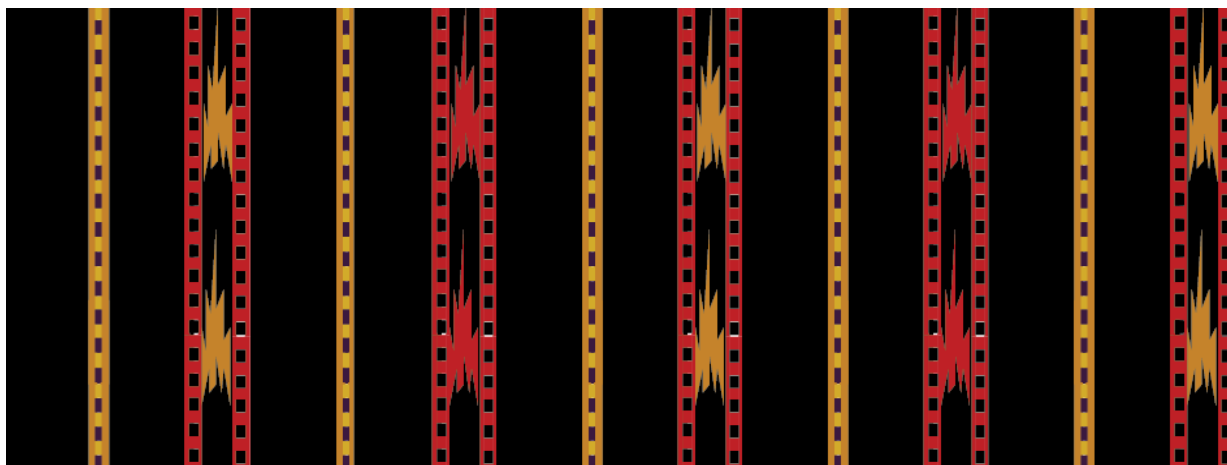
57



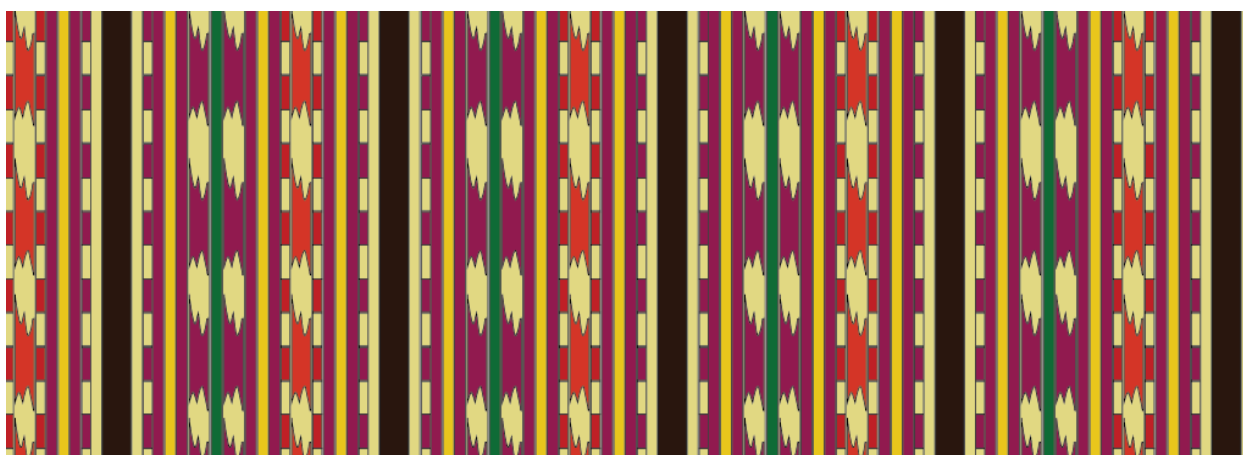
58



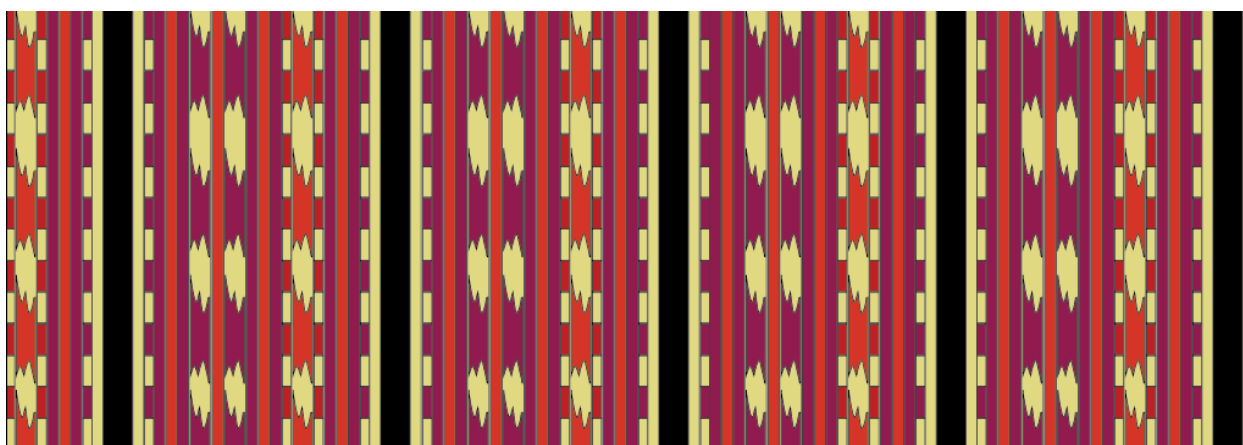
59



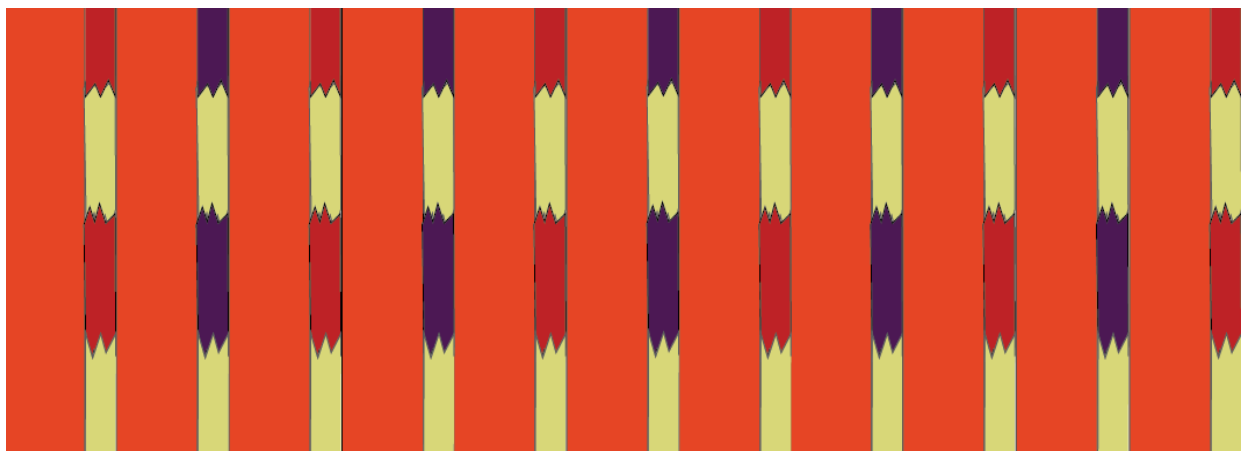
60



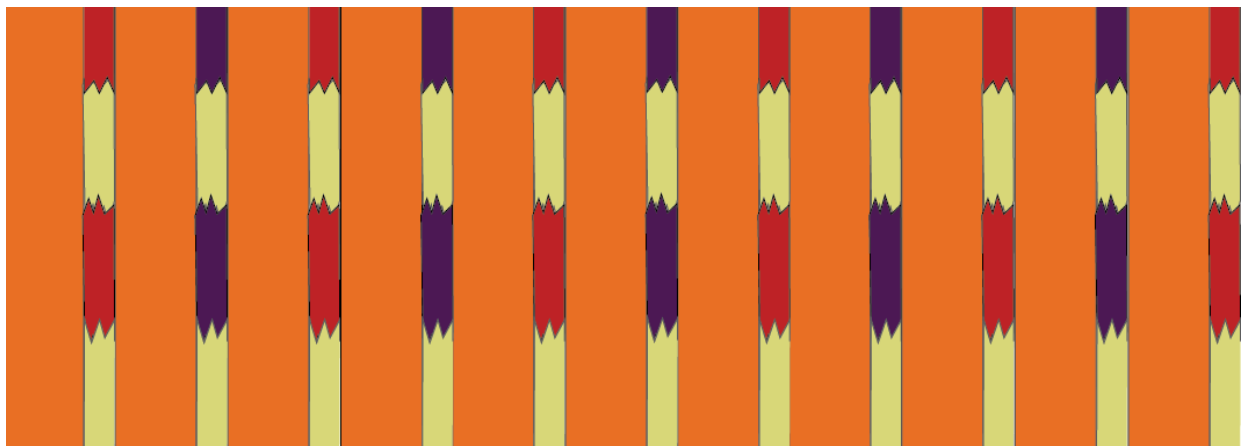
61



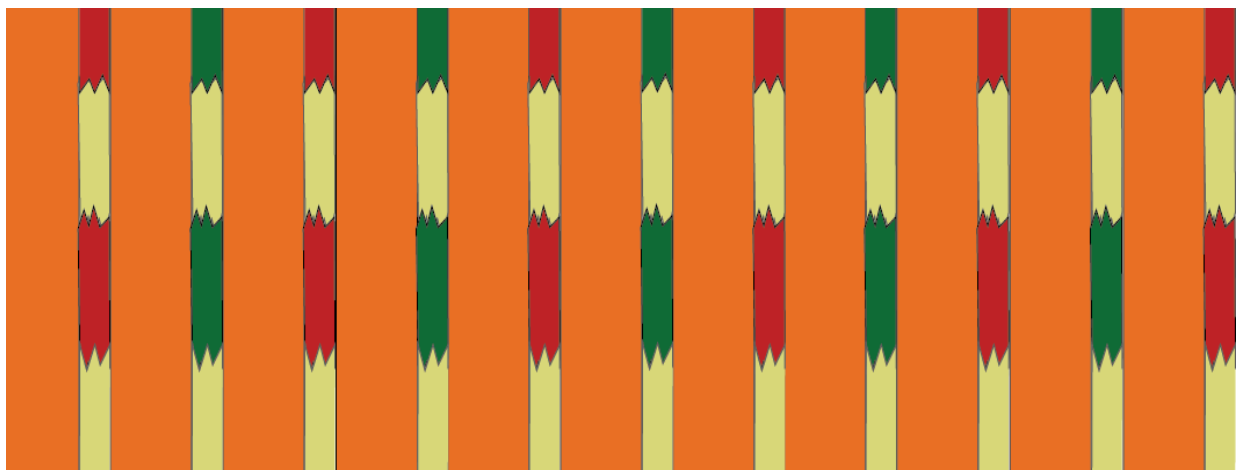
62



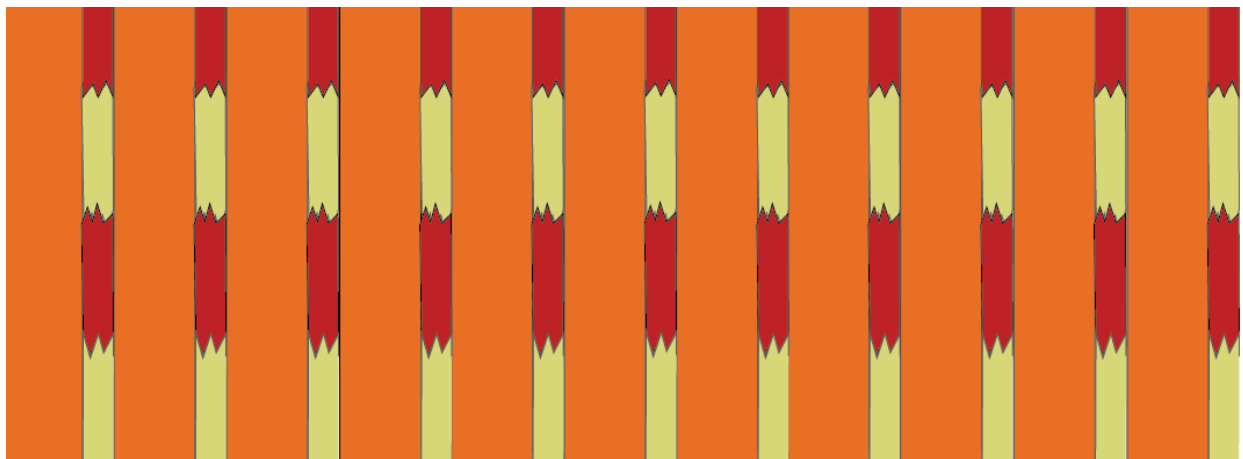
63



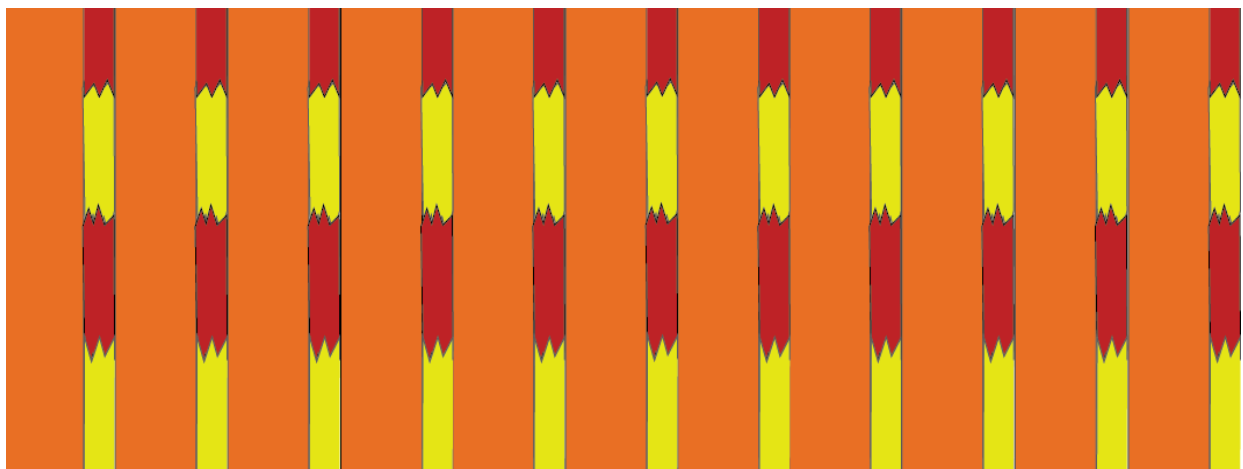
64



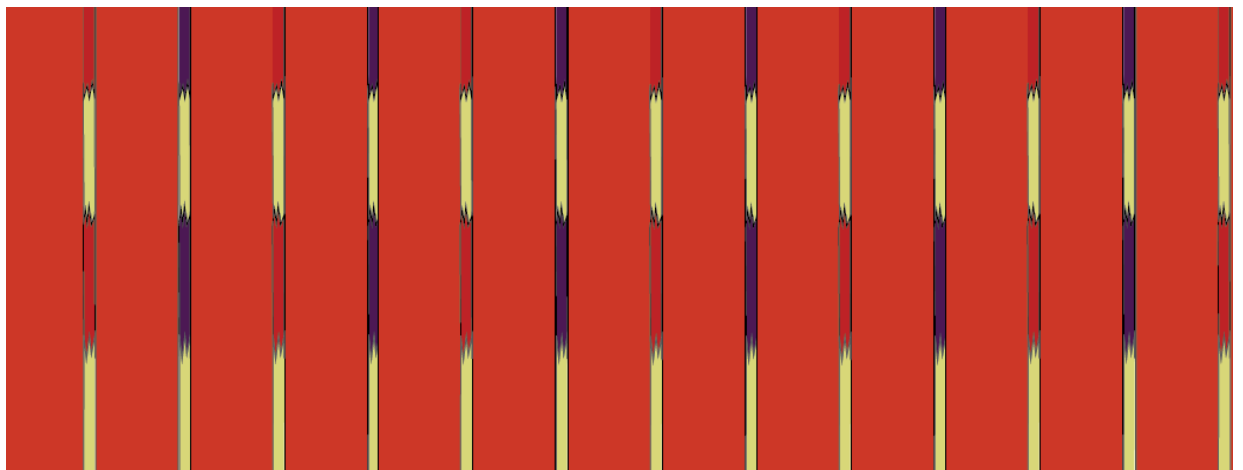
65



66

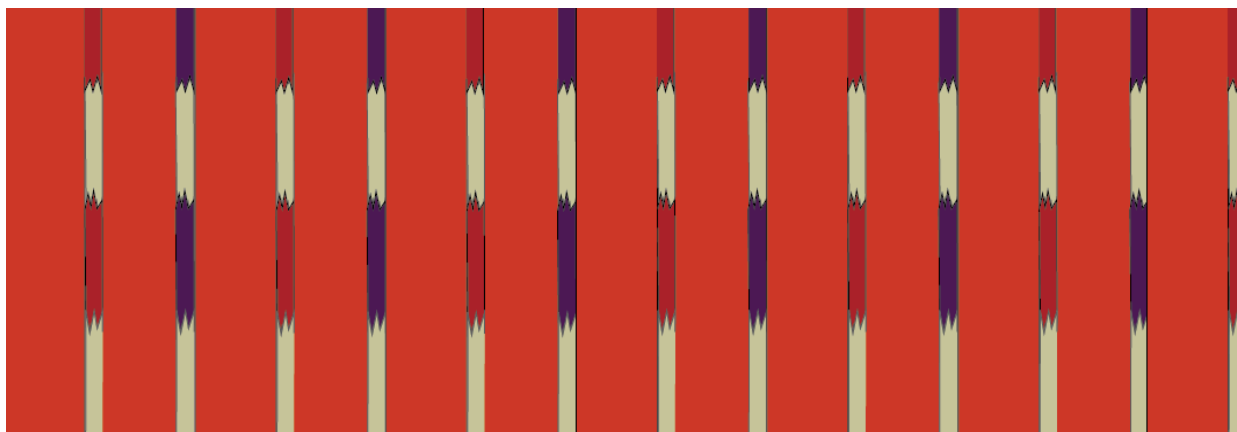


67

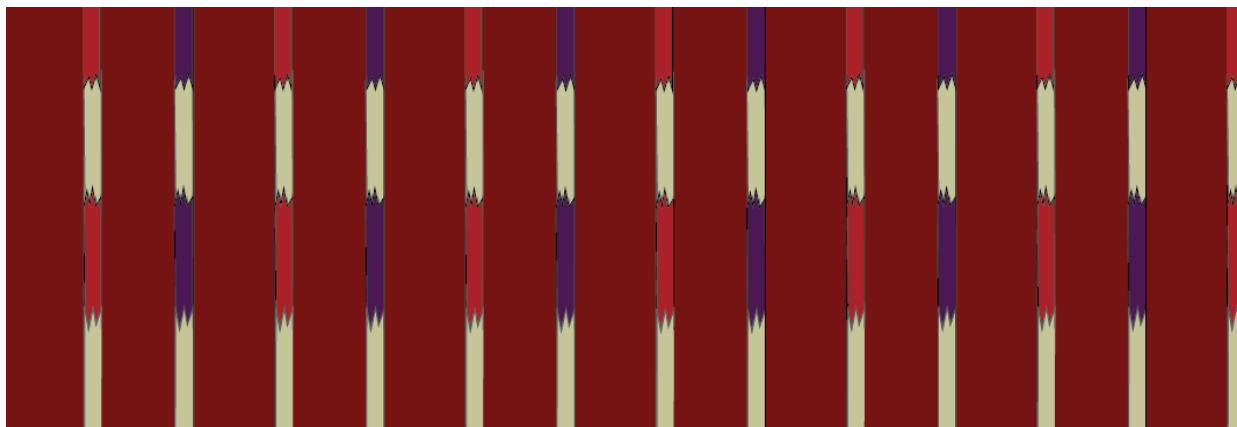


68

429

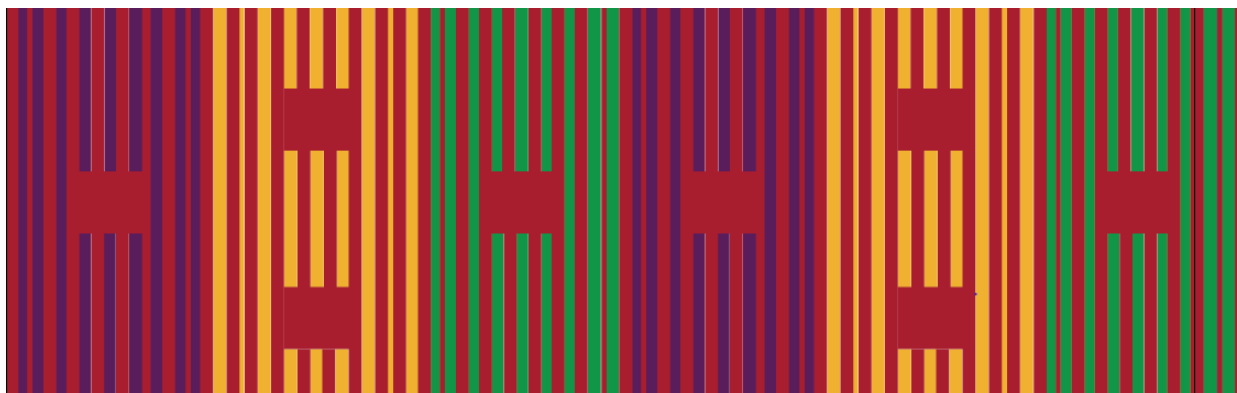


69

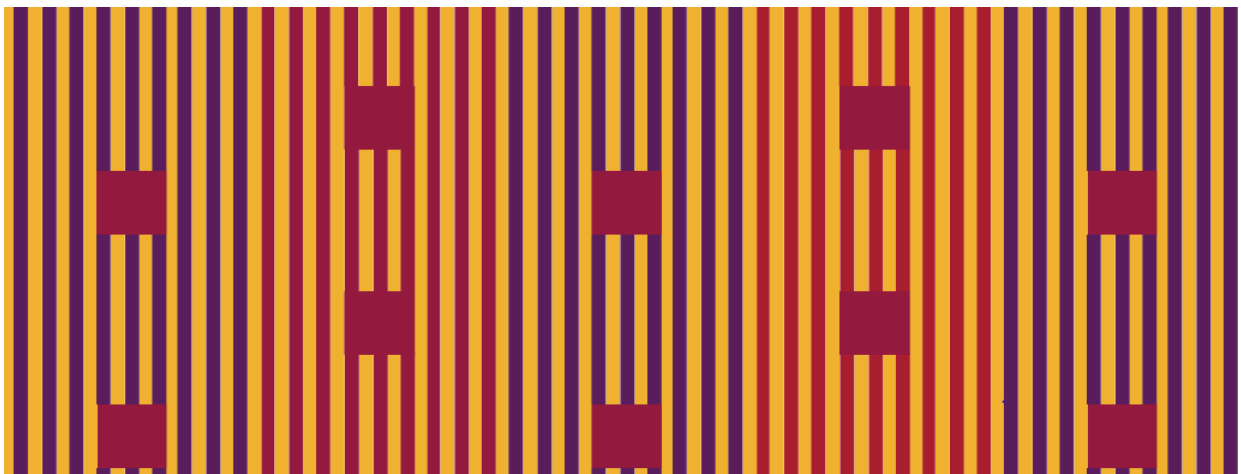


70

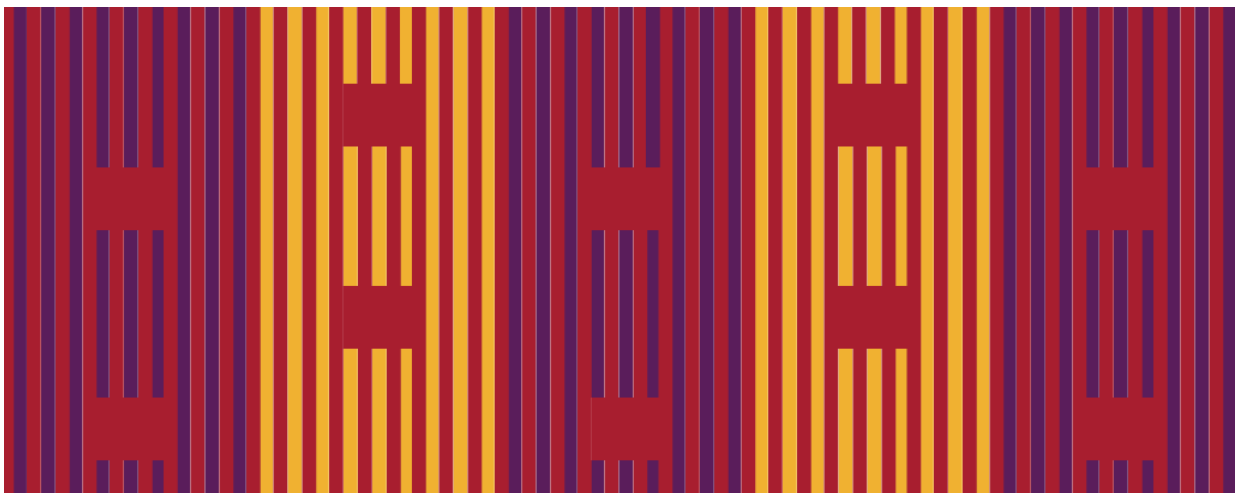
H. *Butti* with stripes, *Butti Mashru* category (from sr. no. 71 to 80)



71
430



72



73

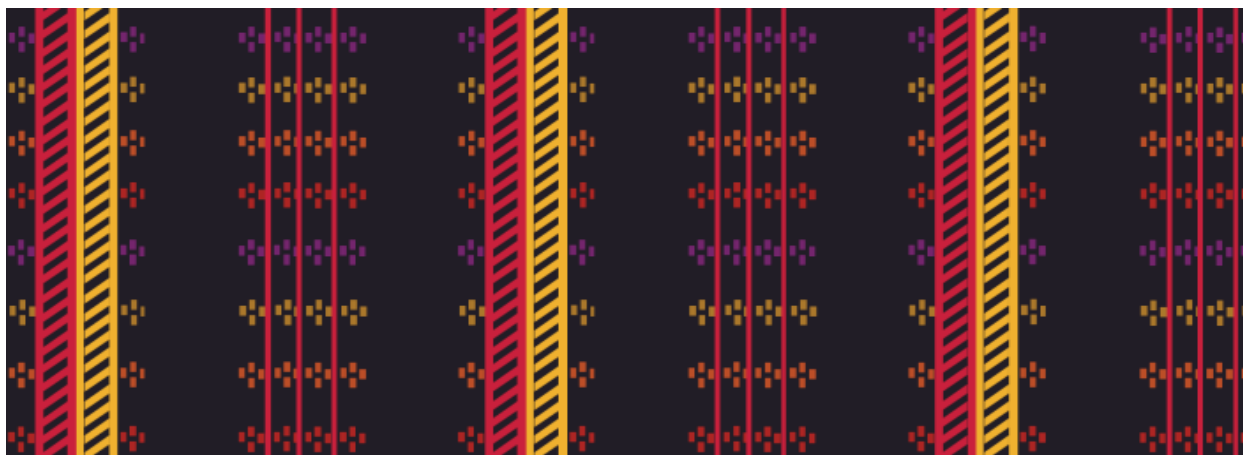


74

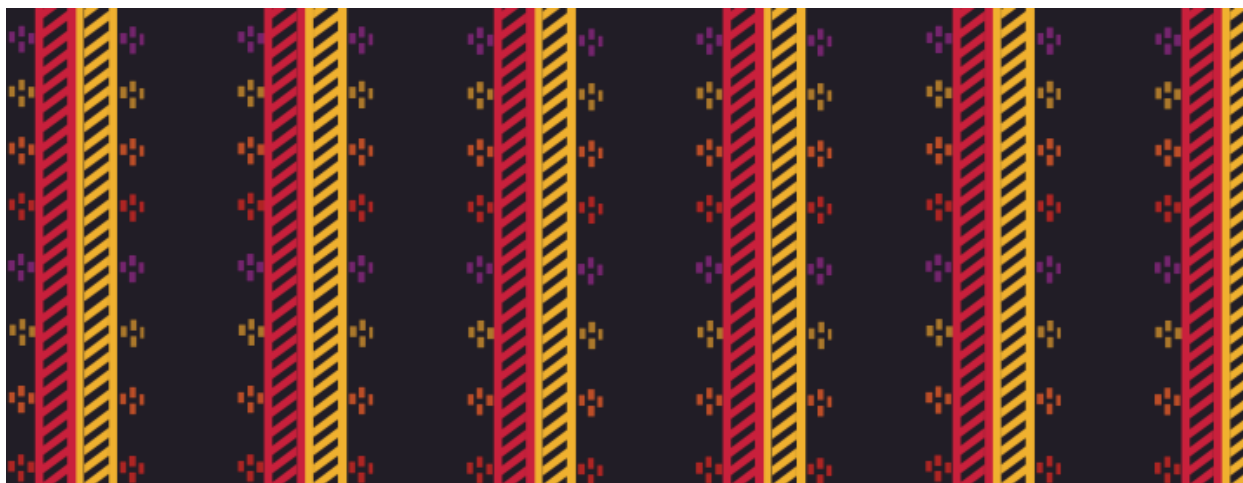
431



75

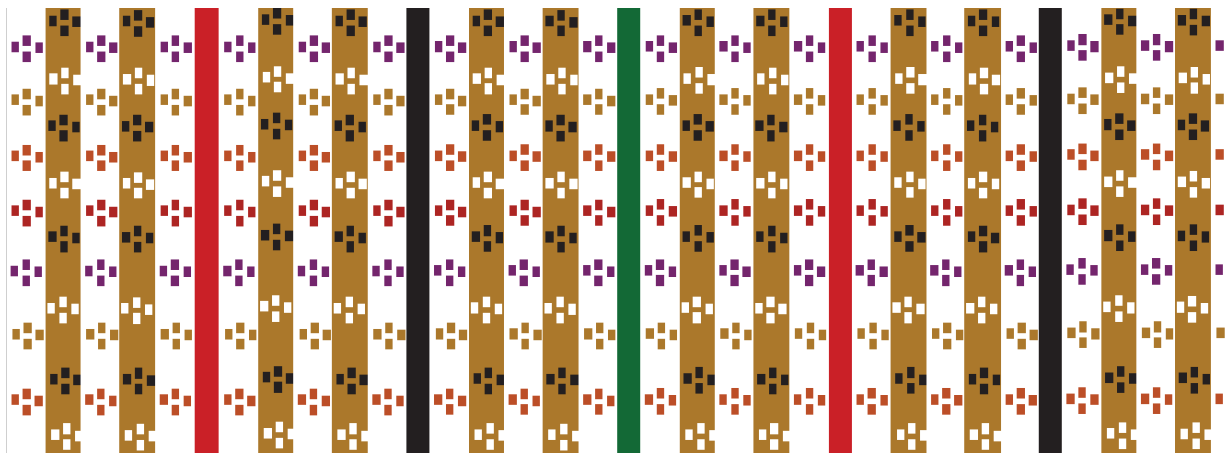


76

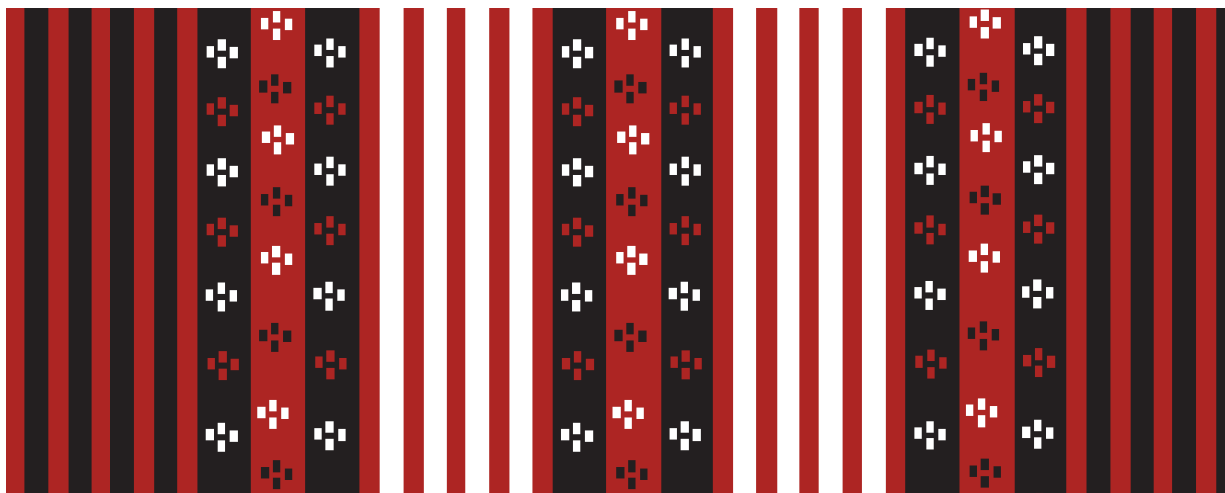


77

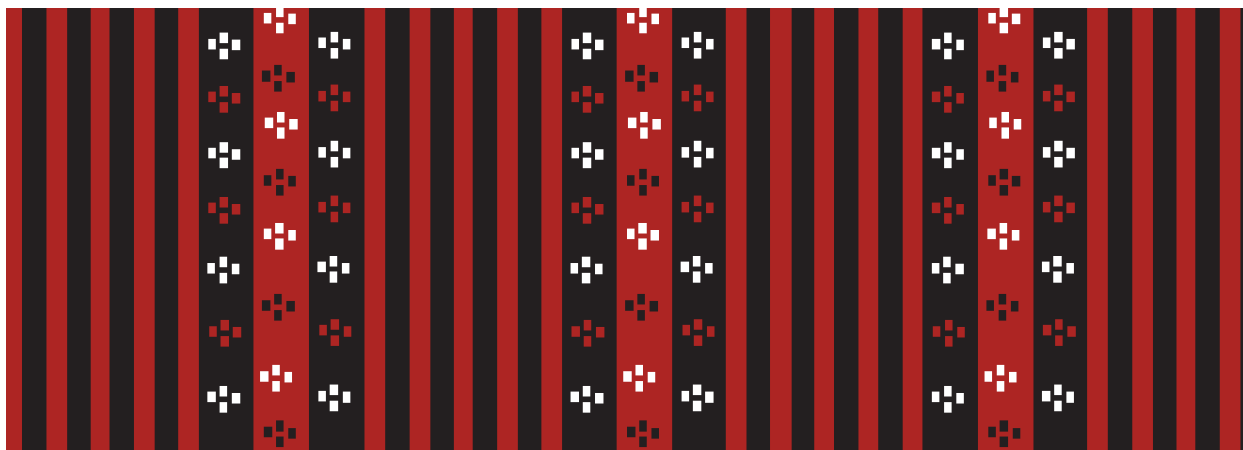
432



78



79



80

433

I. *Butti* without stripes, *Butti Mashru* category (from sr. no. 81 to 94)



81



82



83



84

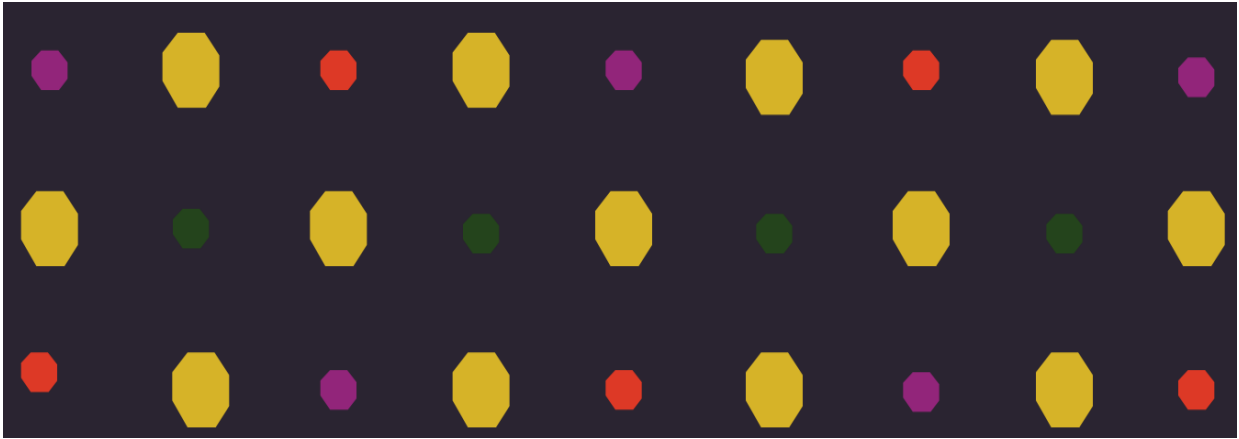


85

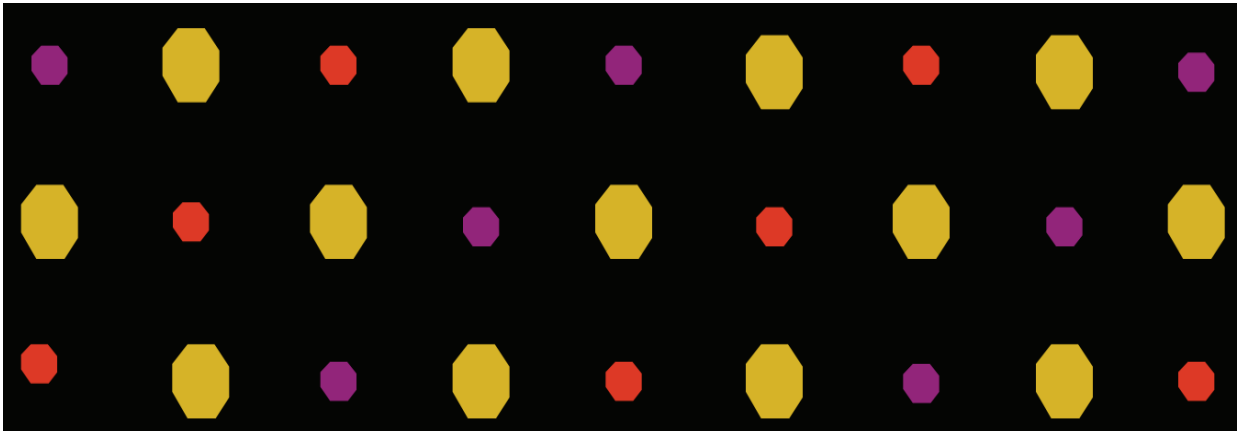


86

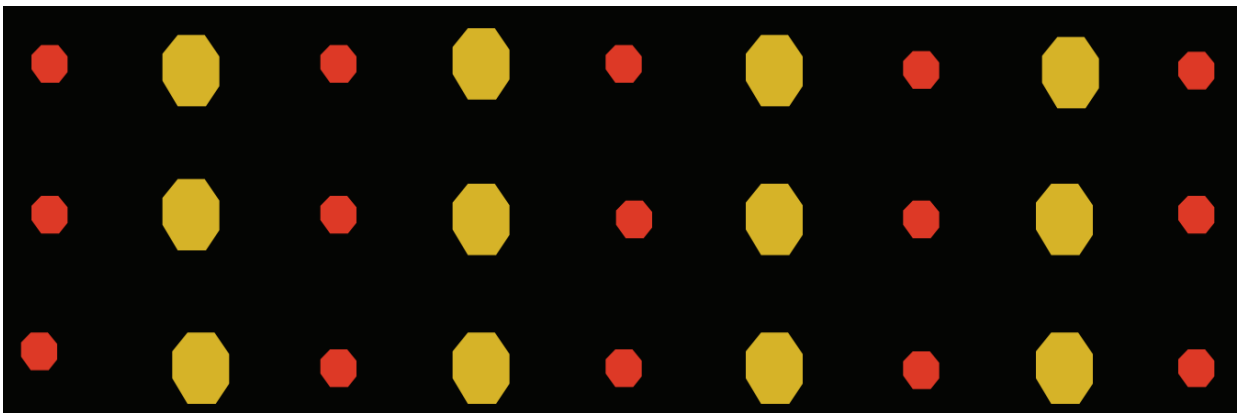
435



87

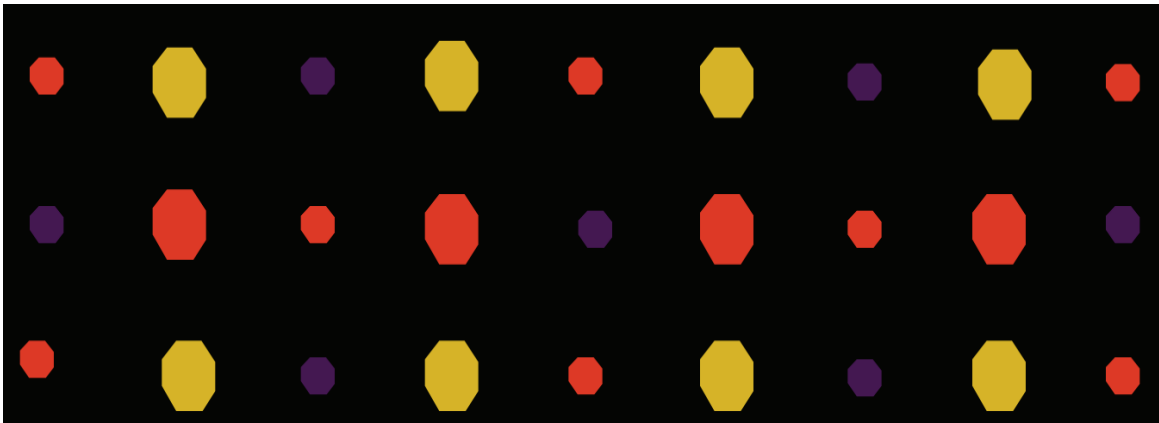


88

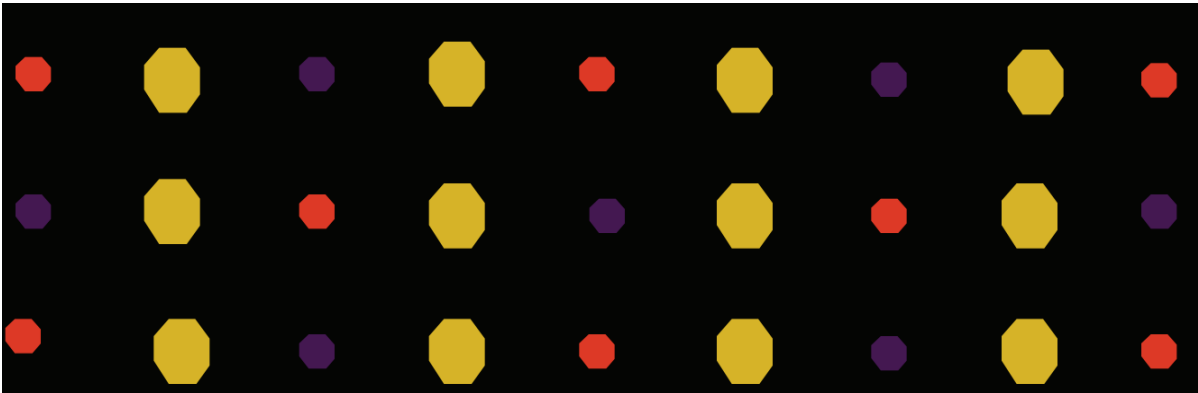


89

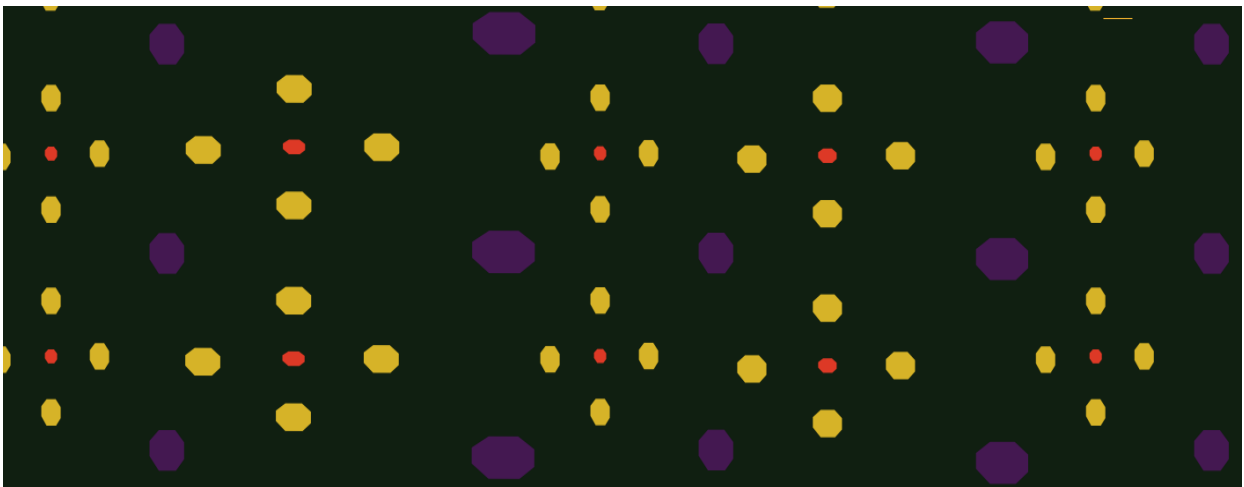
436



90

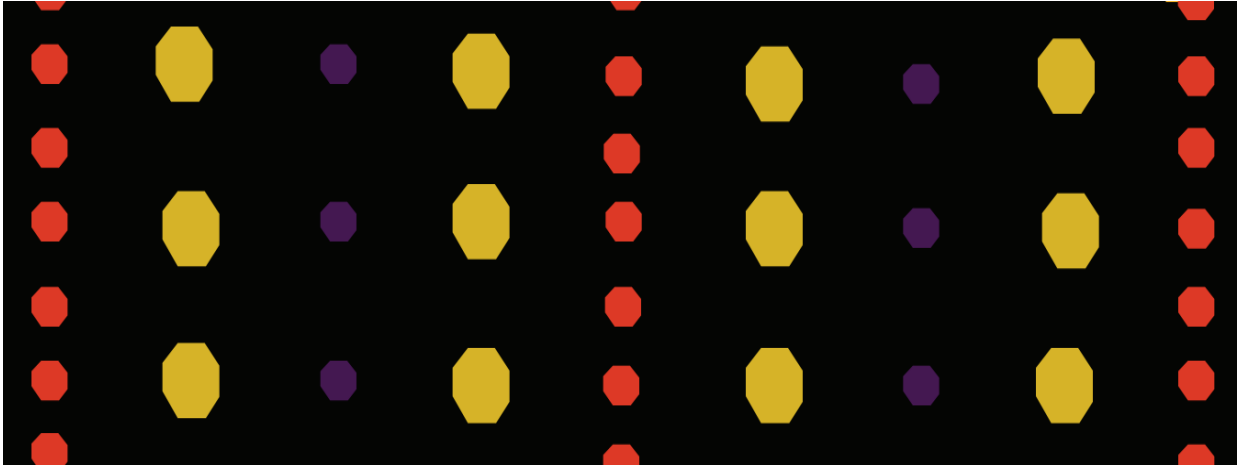


91

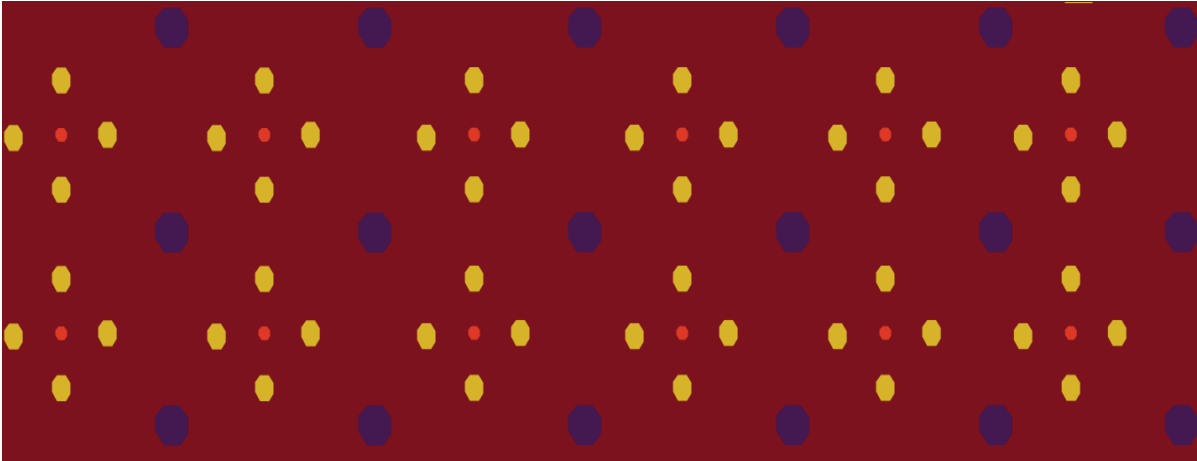


92

437



93

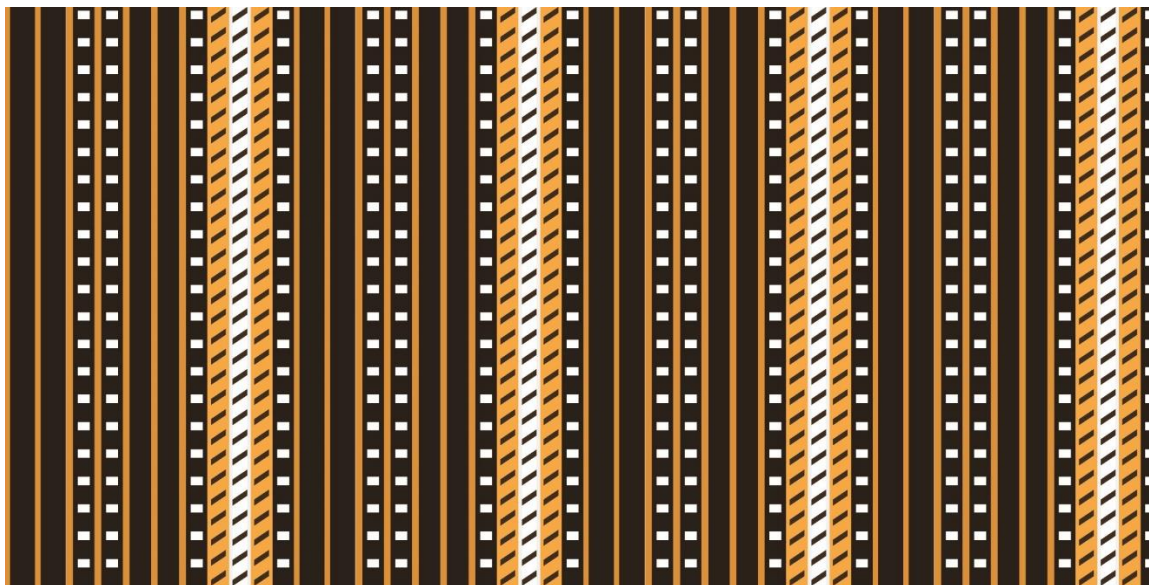


94

Appendix- 4

Digital illustration of traditional *Mashru* designs

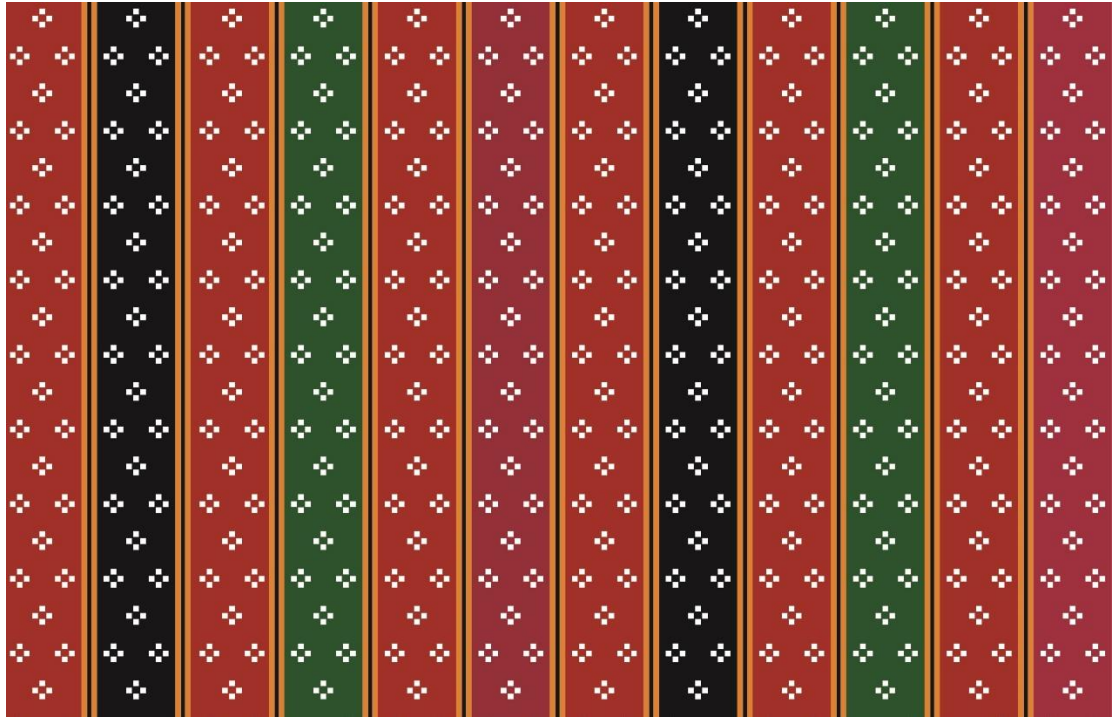
A. Stripe *Mashru* category (from sr. no.1 to 4)



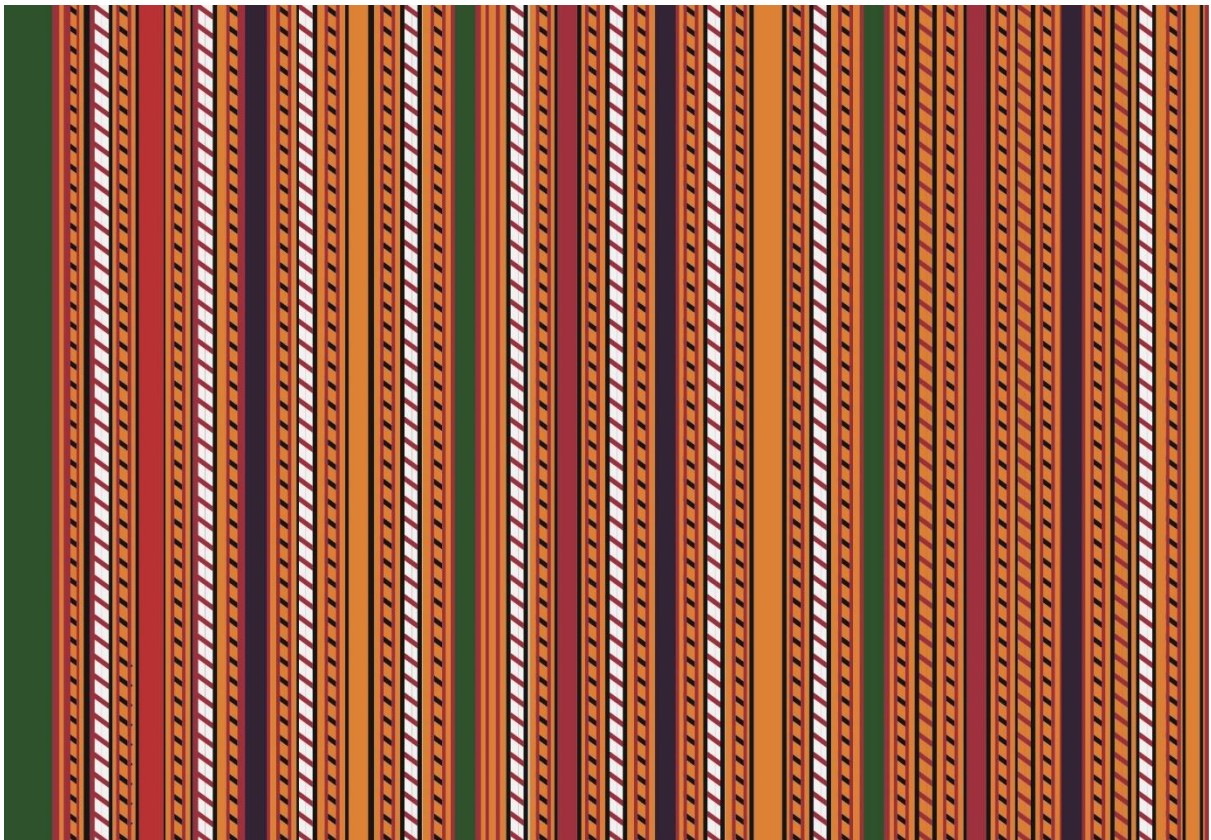
1: Stripe *Mashru* - Kelaphali design



2: Stripe *Mashru* – Design name unknown



3: Stripe *Mashru* - Dana Stripe design



4: Stripe *Mashru* – Panchrangi design

A. Butti *Mashru* category (from sr. no.5 to 11)



5: Butti *Mashru*- Saatdhani design



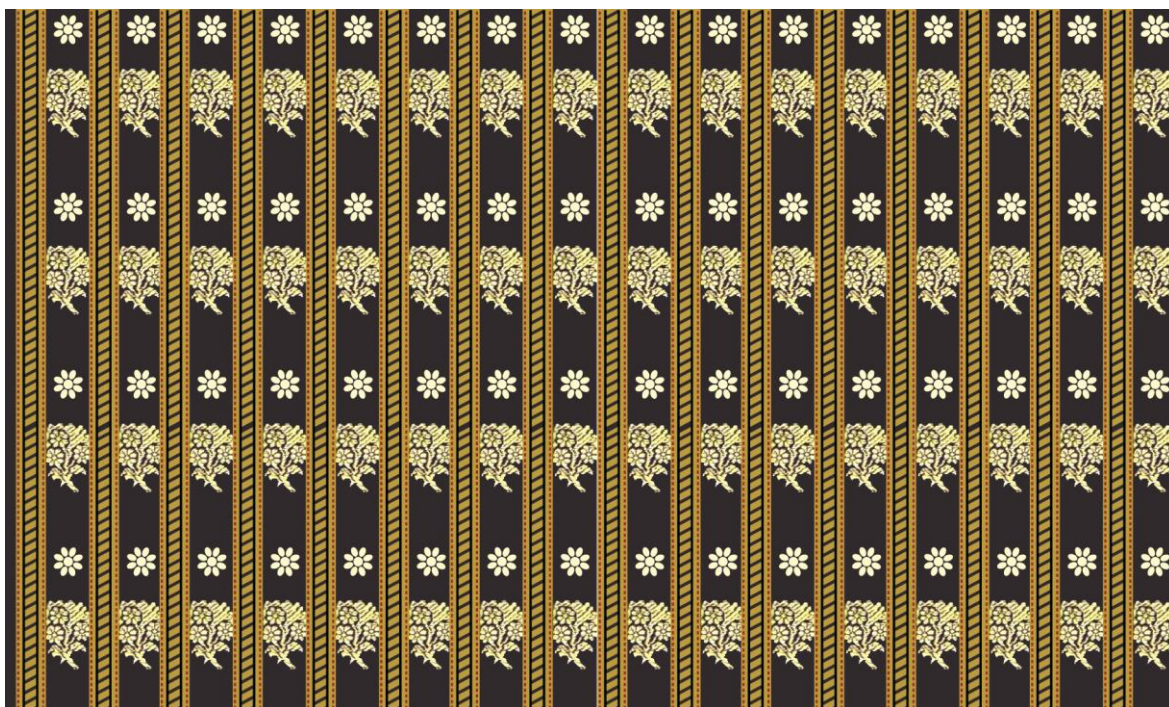
6: Butti *Mashru*- Barashahi design



7: Butti Mashru- Design name unknown



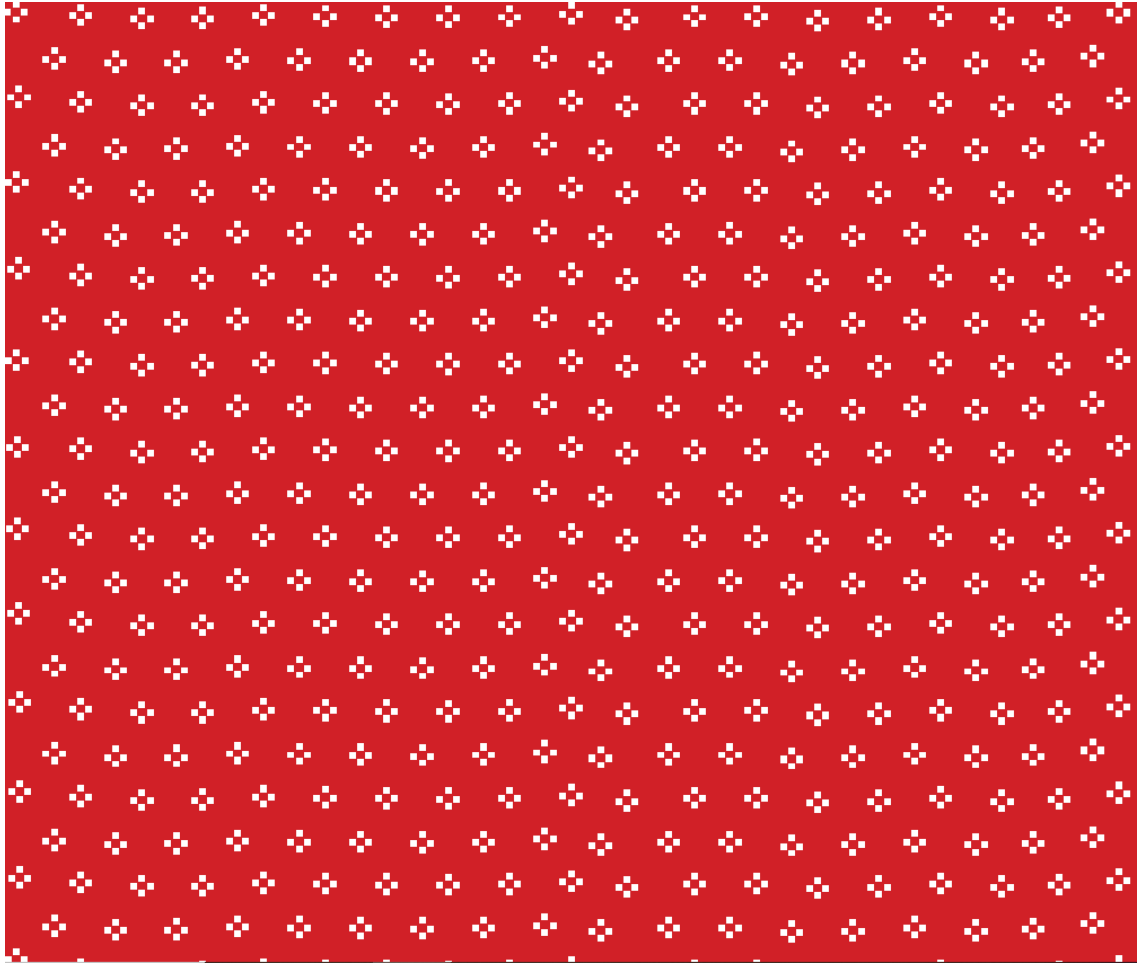
8: Butti Mashru- Design name unknown



9: Butti Mashru- Design name unknown



10: Butti Mashru- Barashahi design



11: *Butti Mashru- Danedar* design