Survey on Awareness and Design Development of Phulkari Textiles

Dear Respondent,

Researcher Ms. Gurvinder Kaur Gundev is a Ph. D Scholar from Department of Clothing and Textiles, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat, and has undertaken Doctoral Research on 'Revival of Phulkari' under the guidance of Prof. (Dr.) Anjali Karolia.

Below survey will aid researcher in analyzing the craft awareness index and market acceptability of the developed collection.

Please note: The results will be used purely for academic research and your contact information will be completely confidential

Survey usually takes 5 mins to fill information.

* Indicates required question

1. Name *

2. Gender *

Mark only one oval.

Female

____ Male

____ Other

Prefer not to say

3. Location *

Mark only one oval.

ONOrth

🔵 West

South

___) East

North-East

Non-Resident of India

4. Place of stay *

Mark only one oval.

()	Metro
\sim	1110110

City

______ Town

🔵 Village

5. Religion *

Mark only one oval.

_____ Hindu

🔵 Sikh

Christian

____ Muslim

Other

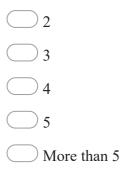
6. Age *

Mark only one oval.

18-24 years
25-34 years
35-44 years
45-54 years
55-64 years

- \bigcirc 65 and above
- 7. Number of Family Members *

Mark only one oval.



8. Number of Earning Members in Family *

Mark only one oval.



9. Educational Background *

Mark only one oval.

Creative Fields : Art, Design, Music, Literature, Photography, Advertising, Media etc

Non-Creative : Management, Banking, Marketing, E-com, IT etc

10. Occupation *

Mark only one oval.

Business

Work Professional

____ Student

Retired

Un-employed

11. Family Economic Status *

Mark only one oval.

Below Rs. 5 Lakhs

Rs 5.1 Lakhs to Rs. 10 Lakhs

Rs. 10.1 Lakhs to Rs. 15 Lakhs

Rs. 15.1 Lakhs to Rs. 20 Lakhs

Rs. 20.1 Lakhs and above

12. Work-Experience in Years *

Mark only one oval.

Below 5 Years

6 Years to 10 years

11 Years to 15 Years

- 16 Years to 20 Years
- 20 Years and above

Awareness of the Phulkari Craft

This section caters to the craft awareness of the respondent.

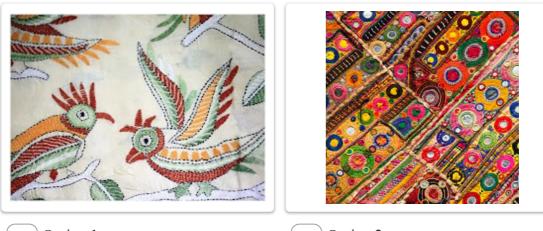
13. Are you aware of Bagh and Phulkari Embroideries and its types? *

Mark only one oval.

Yes No

14. Can you identify the Phulkari from below images *

Mark only one oval.





Option 2



Option 3



 \bigcirc Option 4

15. Phulkari is a traditional embroidery from which state *

Mark only one oval.

- West Bengal
- 🔵 Jammu and Kashmir
- 🔵 Punjab
- 🔵 Rajasthan

*

16. On a scale of 1 to 5 how well can you identify Hand embroidered Phulkari as compared to a Machine Embroidered Phulkari

Mark only one oval.



*

*

17. On a scale of 1 to 5 how well can you identify Phulkari amongst other embroideries like kantha, chikankari, lambai, kutchi.

Mark only one oval.



18. What are the features that help you identify 'Phulkari' amongst other embroideries?

Check all that apply.
Colour
Designs
Name
Embroidery Technique

19. Do you prefer buying Heirloom Textiles *

Mark only one oval.

Yes

── No

🔵 Maybe

20. What convinces you to buy an Heirloom Textile? *

(Select 1 or more options)

Check all that apply.

Aesthetics
Authenticity
Quality of Materials
Brand Name
Price
Finishing of the product

21. What product would you prefer as an Apparel or heirloom piece? *Category 1 Apparels (Select 1 or more options)

Check all that apply.

Dupatta (Men/Women)
Shawl (Men/Women)
Scarf (Men/Women)
Stole (Men/Women)
Bandana (Men/Women)
Saree

- Unstitched dress material
- 22. What product would you prefer as Home furnishing or heirloom piece? * Category 2 Home Furnishing (Select 1 or more options)

Check all that apply.



23. What product would you prefer as an Gift or heirloom piece? *

Category 3 Gifts and Souvenirs (Select 1 or more options)

Check all that apply.

Shagun-Envelopes
Multi-purpose pouch
Handkerchief
Potli bags
Belts
Detachable Straps Camera/Guitar/Sling Bag
Coverlets

Gun Phulkari- Capsule Collection of Classic Draped Textiles

'Gunn Phulkari' collection is inspired by the motifs that were traditionally embroidered in phulkari & baghs. As an attempt to revive them in today's contemporary wear and suit global audience, the collection is designed keeping in mind its agelessness and androgynous inclusivity.

The collection comprises of eight classic draped textiles namely scarves, stoles, dupattas and shawls.

The colour scheme has been kept earthy as the raw materials used in developing these textiles are organic cotton, wool and tussar silk as base and un-twisted silk floss azo-free dyed threads for embroidery.

The pieces are hand embroidered, using traditional technique of phulkari embroidery i.e without printing the design on base only by counting threads of base fabric.

The designs developed are subjected to copyright, any kind of recreation of these designs is strictly prohibited.

Request you to please answer the questions in this section by referring the accompanied images.

24. Give score to the SCARF (A) *5 being high1 being low

Base fabric: Organic hand spun hand woven cotton in Ivory Dimension 1 Mtr X 1 Mtr / 100 cm X 100 cm



Mark only one oval per row.

5 High	4	3	2	1 Low
\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
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	5 High	5 High 4 O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O	5 High 4 3 Image: Simple state states	5 High 4 3 2 Image: Constraint of the stress of the stres of

Neatness of

embroiderv

Survey on Awareness and Design Development of Phulkari Textiles

Theattless of Dimensiony	\bigcirc	\bigcirc	\bigcirc		\bigcirc
Dimension		\bigcirc	\bigcirc	\bigcirc	\bigcirc

25. Give score to the SCARF (B) *5 being high1 being low

Base fabric: Organic hand spun hand woven cotton in Mustard Yellow Dimension 1 Mtr X 1 Mtr / 100 cm X 100 cm



Mark only one oval per row.

	5 High	4	3	2	1 Low
Aesthetics	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Authenticity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Thread colour	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Motifs	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Layout	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Edge finishing	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Neatness of Embroidery	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Dimension	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

26. Give score to the STOLE (A) *5 being high1 being low

Base fabric: Hand woven pure Tussar Silk in Beige Dimension: 2 mtr X 1/2 mtr / 200 cm X 50 cm



Mark only one oval per row.

	5 High	4	3	2	1 Low
Aesthetics	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Authenticity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Thread Colour	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Motifs	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Layout	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Edge finishing	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Neatness of embroidery	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Dimension	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

27. Give score to the STOLE (B) *5 being high1 being low

Base fabric: Hand woven pure Tussar Silk in Beige Dimension: 2 mtr X 1/2 mtr / 200 cm X 50 cm



Mark only one oval per row.

	5 High	4	3	2	1 Low
Aesthetics	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Authenticity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Thread Colour	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Motifs	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Layout	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Edge Finishing	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Neatness of the Embroidery		\bigcirc	\bigcirc	\bigcirc	\bigcirc

Dimension



28. Give score to the DUPATTA (A) *5 being high1 being low

Base fabric: Hand woven pure Tussar Silk in Burgandy Dimension: 2.5 mtr X 0.75 mtr / 225 cm X 81 cm



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Mark only one oval per row.
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	5 High	4	3	2	1 Low
Aesthetics	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Authenticity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Thread Colour	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Motifs	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Layout	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Edge Finishing	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Neatness of Embroidery	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Dimension		\bigcirc	\bigcirc		\bigcirc

29. Give score to the DUPATTA (B) *5 being high1 being low

Base fabric: Hand woven pure Tussar Silk in Brown Dimension: 2.5 mtr X 0.75 mtr / 225 cm X 81 cm



Mark only one oval per row.

	5 High	4	3	2	1 Low
Aesthetics	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Authenticity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Thread Colour	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Motifs	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Layout	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Edge Finishing	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Neatness of the Embroidery	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Dimension	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

- 30. Give score to the SHAWL (A) *5 being high1 being low
 - Base fabric: Hand woven pashmina wool in Indigo Dimension: 2 mtr X 1 mtr / 200 cm X 100 cm



Mark only one oval per row.

	5 High	4	3	2	1 Low
Aesthetics	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Authenticity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Thread Colour	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Motifs	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Layout	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Edge Finishing	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Neatness of the Embroidery	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Dimension	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

31. Give score to the SHAWL (B) *5 being high1 being low

Base fabric: Hand woven pashmina wool in Maroon Dimension: 2 mtr X 1 mtr / 200 cm X 100 cm

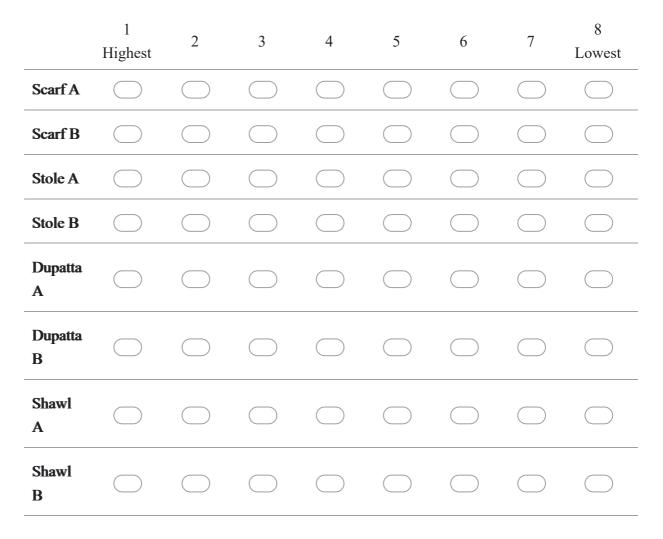


Mark only one oval per row.

	5 High	4	3	2	1 Low
Aesthetics	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Authenticity	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Thread Colours	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Motifs	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Layout	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Edge Finishing	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Neatness of Embroidery	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Dimension	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

32. Give overall RANK* for the above products on a scale of 1 as highest to 8 as lowest **Each product will get only one Rank from 1 as Top and 8 as Low

Mark only one oval per row.



33. Have you seen similar phulkari designs, layout or patterns in market recently? *Mark only one oval.

O Yes

____ No

O Maybe

34. What occasions will you consider to use the above textiles? *

Check all that apply.

	Formals:	Office wear	Conferences	and Meetings
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Smart Casual: Office Party, Family Gatherings

Ceremonial: Weddings, Engagements etc

Festive wear: Diwali, Holi Etc

35. Would you like to buy the authentic Phulkari like these if kept for sale? *

Mark only one oval.

- Yes No
- 🔵 Maybe
- 36. Would you like to be updated about out new products on sale? *

Mark only one oval.

- ____Yes
- _____ No
- 37. Which base material would you prefer your phulkari in? *

Check all that apply.

- Cotton- Khaddar/Mulkha
- _____ Silk-Mulberry/Tussar
- ____ Woollen
- ___ Kota doria

38. Which colour scheme would you prefer your phulkari in? *

Check all that apply.

Earthy

Bright and Vibrant (Multi coloured)

Tone on Tone (Monochrome)

Contrast of two colours

39. Suggestions /Open remarks *

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