

Survey on Awareness and Design Development of Phulkari Textiles

Dear Respondent,

Researcher Ms. Gurvinder Kaur Gunde 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.

- ☐ North
- ☐ West
- ☐ South
- ☐ East
- ☐ North-East
- ☐ Non-Resident of India

4. Place of stay *

Mark only one oval.

- ☐ Metro
- ☐ 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
- ☐ 65 and above

7. Number of Family Members *

Mark only one oval.

- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ More than 5

8. Number of Earning Members in Family *

Mark only one oval.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ More than 5

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
- ☐ Maybe

14. Can you identify the Phulkari from below images *

Mark only one oval.



☐ Option 1



☐ Option 2



☐ Option 3



☐ 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.

Not Much

1

2

3

4

5

Very Well

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.

Not Much

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very Well

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.

- ☐ Wall Piece
- ☐ Curtain
- ☐ Bed Cover
- ☐ Partition Panels
- ☐ Cushion Covers
- ☐ Throws
- ☐ Table cloth / runners

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 high

1 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
Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fabric Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge Finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Neatness of
embroidery

Neatness of Embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dimension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Give score to the SCARF (B) *

5 being high

1 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neatness of Embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dimension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Give score to the STOLE (A) *

5 being high

1 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neatness of embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dimension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Give score to the STOLE (B) *

5 being high

1 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge Finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neatness of the Embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Dimension

Dimension	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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28. Give score to the DUPATTA (A) *

5 being high

1 being low

Base fabric: Hand woven pure Tussar Silk in Burgandy

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge Finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neatness of Embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dimension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Give score to the DUPATTA (B) *

5 being high

1 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge Finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neatness of the Embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dimension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Give score to the SHAWL (A) *

5 being high

1 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge Finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neatness of the Embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dimension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Give score to the SHAWL (B) *

5 being high

1 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thread Colours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motifs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge Finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neatness of Embroidery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dimension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

	1 Highest	2	3	4	5	6	7	8 Lowest
Scarf A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scarf B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stole A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stole B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dupatta A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dupatta B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shawl A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shawl B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

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

Check all that apply.

- ☐ Formals: Office wear, Conferences and Meetings
- ☐ 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
- ☐ Maybe

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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