

Durrie weaving - Resurgence through contemporary use

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ABSTRACT : Weaving, an inherent urge in the humans, has been traditionally linked with the lives of people. It is an age old practice, probably the oldest and certainly one of the most universally practiced crafts. In Punjab, the tradition of weaving *durries* is the exclusive preserve of women. A girl was taught to weave by older women of the household – her mother, grandmother, paternal aunt or sister, at a very young age. They continued practicing *durrie* weaving at home during their leisure time. It helped to generate income to some of them. It is also a very flexible cottage industry as a manufacturer can be as small as he wants to be. In the light of aforesaid situation, a study was undertaken for the development of contemporary products from *durries*. For this, *durries* were designed using sixteen traditional motifs. These designs were developed on Computer Aided Designing (CAD) with three colour combinations. Monochromatic colour scheme for cushion cover / pillow cover, neutral colours for table runner, black with cream colour for wall hanging and gradation of grey colour for tray were the most preferred, with WMS 2.97, 2.83, 2.97 and 3.00 respectively. All these developed products were assessed for cost effectiveness. The cost of these products ranged between Rs 130/- to Rs 345/-. These contemporary products can help to revive the traditional craft of *durrie* weaving.

Key words: CAD, designs, *durries*, products, weaving

India has a strong history of crafts. These crafts especially in the Indian textile sector have led India, being one of the top most countries, even before the British Raj. Punjab, located in the north west of India, is one of the smallest and the most prosperous states of India. The culture of Punjab has its own unique identity which is unmatched.

The handicraft industry of Punjab is one of the most flourishing and lucrative industry of the state. Since, Punjab has a rich tradition of art and craft, the richness of the land is reflected in its handicraft. The artistic creations of the state are acclaimed all over the world. The skilled and dexterous artisans of the state produce a variety of handicrafts and even the rural women have a major contribution in the production of these fascinating art works. The people of Punjab lay much importance on their artistry and the minute details of the work which can be seen in the skilled workmanship of the apparel, footwear, furniture, floor coverings including *durries*, carpets and rugs and other utility articles. The people here have desire to create, the urge to make something beautiful, the need to make something useful. They get satisfaction in gaining new knowledge, mastering new skills, and having the ability of converting yarns/threads into beautiful products (Harriet, 1961).

Punjab *durries* are flat woven rugs, quite like carpets and are widely used traditionally in India to seat on floors.

These *durries* are mainly used in the countryside, but the look cozily fits in contemporary homes, which makes it favorite among urban people in India as well as abroad. These *durries* are colourful, attractive, elegant and very cost effective. *Durrie* weaving can be taken up as an enterprise at household level as it does not require heavy machines except yarns and hand held tools.

Due to modernization, a lot of crafts are slowly getting lost in history, but the love for craft, design and tradition can help the revival of Indian craft industry. Design intervention in terms of latest trends, technical knowhow and contemporary fashion needs have helped the crafts and craftsmen gain a foothold in the Indian fashion industry. The survival of this heritage of Punjab is being threatened by the modern mechanized and highly commercialized methods of producing floor coverings. Therefore, this age-old textile art of Punjab which has been an integral part of the Punjabi lifestyle through generations calls for a special attention so that it can be preserved for the posterity. As Saleh (2009) has stated in his study, that many countries in modern age made their heritage one of the most important features in their industries especially in fashion industry depending on products which reflect their culture and heritage. Presently, time is the biggest constraint for any application which can be effectively overcome by Computer-aided design (CAD) where less time is

required to achieve good quality product as reported by Anbumani *et al.* (2001).

The weavers mainly, those who have inherited this occupation, are in a pitiable condition, having poor socio-economic background. The majority of them are daily wage weavers who earn minimal wages in spite of working for more than ten hours a day, it is interesting to note that the educational status among the weavers community is not discouraging. Therefore an effort has been made by the researchers for revival of the age old craft of *durries* of Punjab by design development for contemporary textile based products through adaption of the designs with the help of CAD.

MATERIALS AND METHODS

Various secondary sources such as books, magazines, internet and old *durries* were referred for the documentation of designs. Sixteen traditional motifs in three colour combinations each were used to design *durries* in Corel draw XIII. The developed designs were shown to thirty respondents and they were asked to give preference for the most suitable design for making different products. The final selection of the designs was made by calculating WMS scores and assigning ranks/preference order to each design. Weighted mean scores were calculated by giving maximum marks to the first preference and minimum marks to the last and multiplying the number of respondents with the marks for that particular rank to finally sum up the total which was divided with the total number of respondents. Each design was scored for excellent to fair grade. The excellent was graded 3, good was given 2 grade and fair was rated as 1. In this way scores for prepared articles were calculated and ranking was done. The six best designs were selected for the development of different products.

RESULTS AND DISCUSSION

Man has always been interested to develop the woven products from nearby available materials to ease the life since time immemorial (Anonymous, 2011). Various types of crafts were made by the rural folk of Punjab. These were largely used by families for different purposes and thus were designed using suitable types of materials and techniques. Albeit with the changing time, *durrie* weaving finally became a work of art, and this handicraft is now used for decorative purposes in the homes by the proud possessors. Bains *et al.* (2019) have documented designs of traditional *durries* and have listed the contemporary and innovative articles which include wall hangings, table runners, cushion covers, telephone mats, clock holder, key holder, footwear and hair bands which can be prepared for the revival of the craft. In the light of the aforesaid situation, multiple value addition to *durries* through alteration in design and product development using CAD was done.

Design development using CAD

Sixteen traditional motifs were used to design *durries*. These designs of *durries* using three colour combinations developed on CAD. A total of forty eight designs were shown to the respondents to get the preferences for development of the products.

Selection of designs for the development of products

The designs selected for pillow and cushion cover were developed using three colour combinations, and each design was scored from excellent to fair grade. It can be observed from the table 1 that the design B1 and D1 scored the maximum WMS of 2.97. The most preferred colour combination was magenta (as background) and

Table 1: Visual evaluation scores of developed designs for cushion and pillow cover

n=30

Design No.	Excellent (3)	Good (2)	Fair (1)	WMS	Rank
A1	12 (36)	16 (32)	2 (2)	2.33	V
A2	27 (81)	2 (4)	1 (1)	2.87	III
A3	13 (39)	12 (24)	5 (5)	2.27	VII
B1	29(87)	1(2)	-	2.97	I
B2	9(27)	4(8)	17(17)	1.73	XI
B3	12(36)	15(30)	3(3)	2.30	VI
C1	25(75)	4(8)	1(1)	2.80	IV
C2	10(30)	8(16)	12(12)	1.93	X
C3	10(30)	9(18)	11(11)	1.97	IX
D1	29(87)	1(2)	-	2.97	I
D2	11(33)	9(18)	10(10)	2.03	VIII
D3	3(9)	10(20)	17(17)	1.53	XII

green (as motif) for cushion cover / pillow cover. Monochromatic scheme in blue was also preferred for cushion cover / pillow cover. The design D3 with yellow and grey colour combination was the least preferred of all.

Four designs were developed for table mat and table runner in three colour combinations each. The highest weighted mean score 2.83 was obtained for the design E3 and H2. The most preferred colour combination was grey, blue and white for table runner, while baby pink and maroon for table mat. The design F1 with yellow and black colour combination got the least scores for table mat and table runner. Thus, it was ranked last by the respondents.

As evident from the Table 3, the design number J3 scored the maximum weighted mean score of 2.97. The most preferred colour combination for wall hanging was black (as background) and cream (as motif – tree of life) with blue on the sides. Geometrical design K3 followed by K1 scored the minimum weighted mean score of 1.57 and 1.63 respectively.

Visual evaluation scores of developed designs for tray are shown in table 4. The design number M3 scored the maximum weighted mean score of 3.00 and was ranked first by the respondents. The best colour combination for tray had gradation of grey in the background with yellow and cream (as motif). The colour combination of baby pink and brown in zig zag pattern was the least preferred design for tray which scored 1.90 weighted mean score, thus attaining the last rank.

Utilization of adapted designs for development of the products

The products developed on the basis of preference taken from the respondents are shown in plate 5.

The different products were developed by using *durrie* weaving technique. Cushion cover, pillow cover, table runner, table mat, wall hanging and tray were developed. The cost of these products ranged between ₹ 130/- to ₹ 345/- (Table 5).

Table 2: Visual evaluation scores of developed designs for table runner and table mat

n=30

Design No.	Excellent (3)	Good (2)	Fair (1)	WMS	Rank
E1	3 (9)	13 (26)	14 (14)	1.63	X
E2	8 (24)	16 (32)	6 (6)	2.07	VII
E3	26 (78)	3 (6)	1 (1)	2.83	I
F1	19 (57)	9 (18)	2 (2)	1.00	XII
F2	25 (75)	3 (6)	2 (2)	2.77	III
F3	14 (42)	12 (24)	4 (4)	2.33	VI
G1	23 (69)	3 (6)	4 (4)	2.63	IV
G2	6 (18)	6 (12)	18 (18)	1.60	XI
G3	16 (48)	13 (26)	1 (1)	2.50	V
H1	11 (33)	8 (16)	11 (11)	2.00	VIII
H2	26 (78)	3 (6)	1 (1)	2.83	I
H3	1(3)	21(42)	8 (8)	1.77	IX

Table 3: Visual evaluation scores of developed designs for wall Hanging

n=30

Design No.	Excellent (3)	Good (2)	Fair (1)	WMS	Rank
I1	22 (66)	8 (16)	0 (0)	2.73	II
I2	4 (12)	16 (32)	10 (10)	1.80	X
I3	10 (30)	10 (20)	10 (10)	2.00	VIII
J1	7 (21)	17 (34)	6 (6)	2.03	VII
J2	19 (57)	4 (8)	7 (7)	2.40	IV
J3	29 (87)	1 (2)	-	2.97	I
K1	5 (15)	7 (14)	18 (18)	1.57	XII
K2	16 (48)	14 (28)	0 (0)	2.53	III
K3	3 (9)	13 (26)	14 (14)	1.63	XI
L1	18 (54)	3 (6)	9 (9)	2.30	V
L2	11 (33)	12 (24)	7 (7)	2.13	VI
L3	6 (18)	15 (30)	9 (9)	1.90	IX

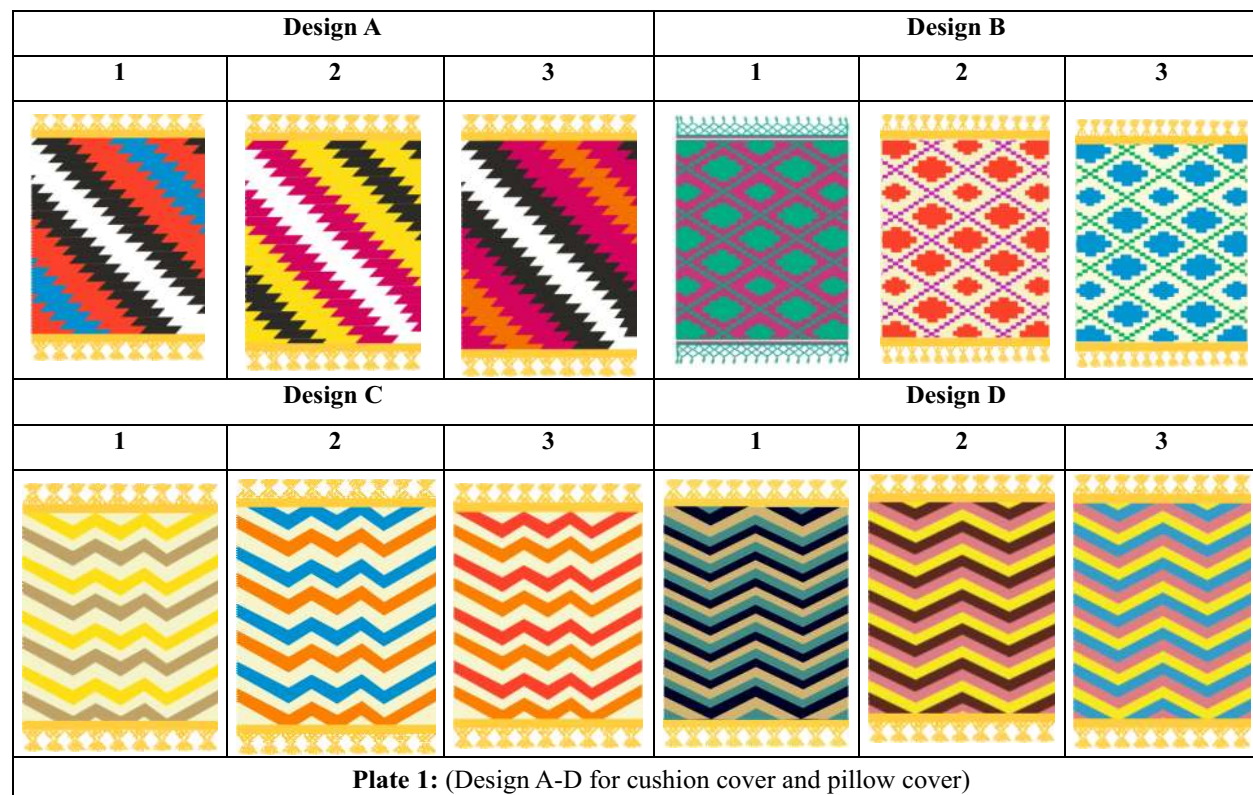
Table 4: Visual evaluation scores of developed designs for tray

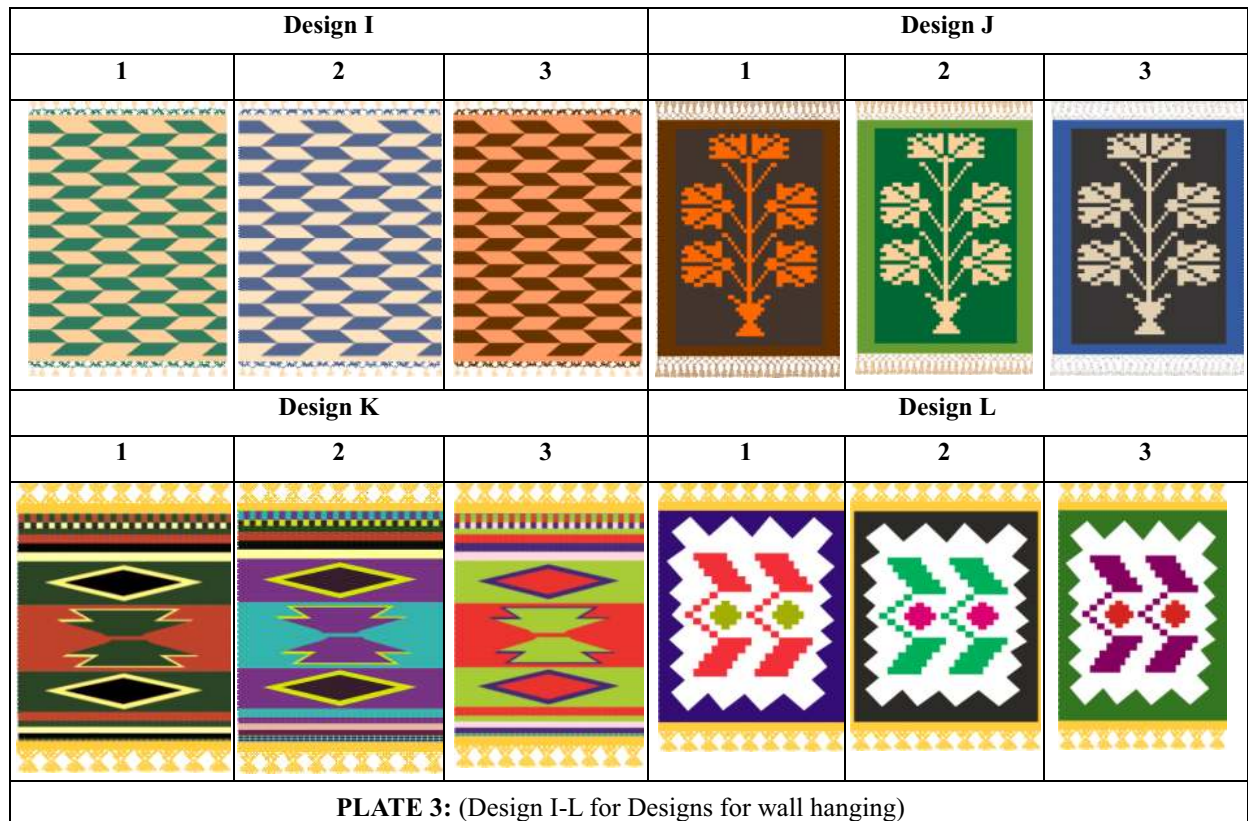
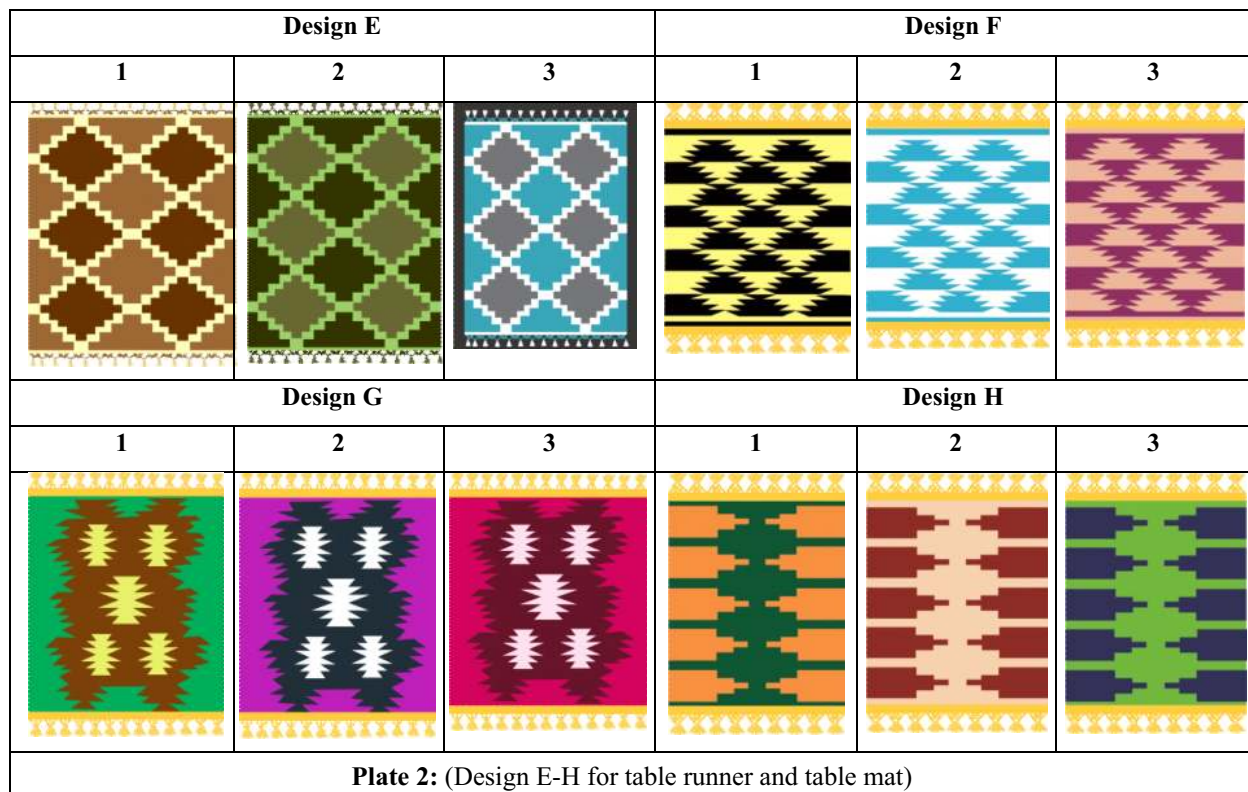
n=30

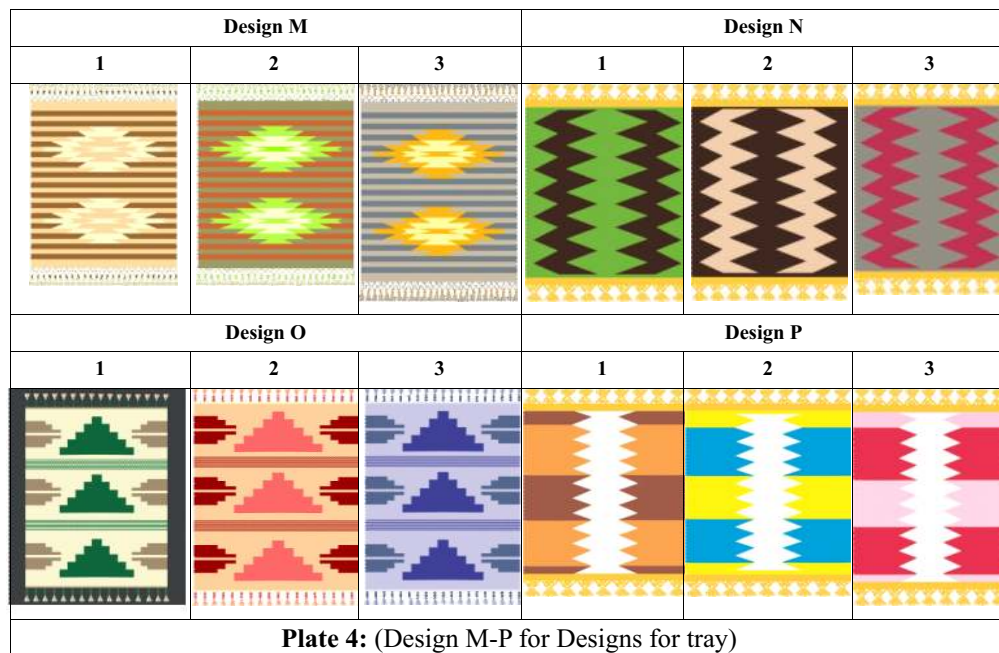
Design No.	Excellent (3)	Good (2)	Fair (1)	WMS	Rank
M1	14 (42)	3 (6)	13 (13)	2.03	VIII
M2	9 (27)	12 (24)	9 (9)	2.00	X
M3	30 (90)	-	-	3.00	I
N1	26 (78)	2 (4)	2 (2)	2.80	III
N2	7 (21)	13 (26)	10 (10)	1.90	XII
N3	17 (51)	12 (24)	1 (1)	2.53	V
O1	11 (33)	7 (14)	12 (12)	1.97	XI
O2	28 (84)	1 (2)	1 (1)	2.90	II
O3	9 (27)	14 (28)	7 (7)	2.07	VII
P1	25 (75)	3 (6)	2 (2)	2.77	IV
P2	14 (42)	13 (26)	3 (3)	2.37	VI
P3	11 (33)	9 (18)	10 (10)	2.03	VIII

Table 5: Cost of the developed products

Product name and Design ID	Raw material (A)			Labour (B)		Cost (A+B)	(C) Profit @ 30%	Total cost (A+B+C)
	Yarn (₹)	Fabric (₹)	Accessories (₹)	Weaving (₹)	Stitching/framing (₹)			
Cushion cover-B1	30	25	-	30	20	105	35	140
Pillow cover - D1	35	25	-	35	25	120	40	155
Table runner - E3	35	40	30	35	20	160	50	210
Table mat - H2	15	20	15	30	20	100	30	130
Wall hanging - J3	30	-	-	35	175	240	75	315
Tray - M3	30	-	-	35	200	265	80	345







Product name	Product developed	Product name	Product developed
Cushion cover B1		Pillow cover D1	
Table runner E3		Table mat H2	
Wall hanging J3		Tray M3	

Plate 5: Products developed on the basis of preference taken from the respondents

These contemporary products were prepared to revive the traditional craft of durrie weaving of Punjab.

CONCLUSION

Income generation activities can be taken up by rural women in their free time to supplement their family income. Among these income generation activities, *durrie* weaving is an age old practice and hand weaving is probably the oldest and certainly one of the most universally practiced crafts. The economic survival of these rural weavers is dependent on village crafts which also preserve the rich cultural heritage of India. The traditional expertise of weavers is essential for maintaining the cultural diversity. At the domestic and international front, there is lack of availability of a platform for hand woven durries. So, initiatives are required for strengthening the livelihood of artisans thereby, preserving the craft through its diversification.

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