

# Designing Cushions Picking Inspiration from Traditional Folk Painting: *Sanjhi*

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**Abstract:** *The aim of present study was to develop the hand painted cushions cover taking inspirations from Sanjhi motifs and judging its suitability and marketability by the respondents. For this purpose twenty respondents were selected randomly. Preference scale and market potential scale was used for data collection. The results revealed that developed hand printed cushions designed taking inspiration from Sanjhi motifs were highly preferred and had good market potentials.*

**Keywords:** Folk painting, Sanjhi art, designed cushion cover, hand painting, market potential

## 1. Introduction

The word Sanjhi literally means the time of dusk and is derived from the Hindi word 'Sanjh' or 'Sandhya'. Sanjhiya is a ritual wall painting. Young girls, especially the unmarried girls in *Mewar* regions paint the walls for 14 to 15 days during the *pitrapaksha*, the period when ancestors are remembered and offered ritual oblation by Hindus. Generally, during the *Pitrapaksha* or the days of ancestor worship, people do not undertake any auspicious activities. In the *Havelis* also there is no usual festive atmosphere. So while performing *Seva*, Sanjhis are made outside the thresholds, in the courtyards of the *Havelis*. An attempt is made to change the sad days into pleasant ones by drawing or making Sanjhjis.

According to another belief, Sanjhjis are made during the *Pitrapaksha* to provide home for the souls of the departed ones when they move around during the *Pitrapaksha* at night. The Sanjhi is therefore drawn like a house, closed from three sides and open on one side. The walls of the houses are properly cleaned as a preliminary preparation and after that images of are made on the walls that are mainly prepared by using the paste of Cow dung. Every day in the evening they wash the wall with cow dung and ochre. The motifs are made from the lumps of cow dung and decorated further with flower, leaves, colorful papers of gilt, vermilion, etc. The head grains of maize and wheat are also used to decorate the motifs, which include the sun, the moon and five stars. Throughout, they sing and perform prescribed rituals. On the final day, the images are immersed in a river, pond or any source of water. The larger Sanjhi designs are made on a raised earthen platform at least a metre in diameter and having the shape of a hexagon, octagon, lotus, or six- or eight pointed star. These panels are surrounded by a lattice work of borders with floral patterns. The whole design framed by a narrow decorative border and the slopes of the platform are decorated with sprinkled powder. The sanjhi artist takes several hours to prepare a design and pride themselves in the intricacy with which the border are

interwoven to form complicated patterns. The objective of present research work was to prepare cushion designs taking inspirations from Sanjhi motifs and judging its preference and marketability by the respondents.

## 2. Methodology

Sanjhi is traditional art used to during the *pitrapaksha* at the door steps for the worship of the ancestors. It consists of array of motifs. The present study takes the inspiration from its symbols and motifs. The material used to design and develop the household product is art silk. Free hand drawing was used for the development of the cushion. The data were collected from samples of twenty respondents to assess the consumer preference for designed hand painted cushion. The data pertaining to the present study were coded, tabulated and analyzed statistically by using percentages, scores and weighted mean scores.

## 3. Results and Discussions

Five designs were prepared taking inspiration from Sanjhi motifs. A clear sketch of the motif was made using coral draw software. Placement of developed product was made. Most suitable placement was used for product development. Ranking of designs was done by housewives. Five cushions using sanjhi motifs were prepared in this study and their commercial viability was studied by taking the preferences of twenty respondents and their results are given below:

### Preference of the respondents for Cushion design by the respondents

A five point Preference scale was developed to judge the Preference of cushion developed. On the basis of size of the motif, Placement of the motif, colour of the motif, suitability with the background and overall appearance, Rating criteria was i.e. most Preferred – 5, more Preferred – 4 Preferred - 3, less Preferred - 2 and least Preferred – 1



Glimpse of Hand painted Designed cushions inspired by Sanjhi folk art motifs

Table 1: Preference of the respondents for designed hand painted Cushion design, n=20

Design with code	WMS	Rank
C1	3.45	II
C2	3.05	IV
C3	3.05	V
C4	4.45	I
C5	3.65	III

The most preferred cushion design was C4 (weighted mean score 4.45), followed by design of cushion C1 (weighted mean score 3.45) which obtained second rank. Third preference was given to the design of cushion C5 (weighted mean score 3.65). The next preferred designs of cushion were C2 and C3 (weighted mean score 3.05), respectively. All hand painted cushions was highly appreciated for their design arrangement, neatness, usefulness and uniqueness.

**Distribution of respondents on the basis of preference for overall appearance of the prepared cushions:**

Compared to all the prepared cushions, C4 obtained the first rank (weighted mean score 4.90) followed by C1 (weighted mean score 3.85) for overall appeal of the prepared cushions. Cushion C5 and C2 got third and fourth ranks (weighted mean scores 3.45 and 3.30), respectively. Last ranks were given to C3.

**Cost calculated for prepared cushions:**

Cost price for prepared cushions was calculated by adding the cost of the raw materials used and labour cost. The labour cost was decided according to the minimum wages paid in India to a skilled worker i.e. Rs. 350 per day. The cost for printed products was calculated according to time consumed in production of each product. Printing of products took 4-6 hours, A profit margin of 30 per cent was added to the cost price to calculate quoted price. Data in Table 2 reveals the cost of the prepared cushions.

Table 2: Cost and quoted price of the designed hand painted cushions, (n=20)

Cushion design	Raw material cost				Calculated cost and quoted price		
	Fabric cost	Accessories	Stitching cost	painting cost	Cost price	Profit margin	Quoted price
C1	40	20	30	185	275	82.5	358.0
C2	40	30	30	195	295	88.5	383.5
C3	40	30	30	210	310	93.0	403.0
C4	40	20	30	235	325	97.5	422.5
C5	40	20	30	210	300	90.0	390.0

Sujata (2009) developed value added articles under investigation on “Renaissance of quilt (kaudi) making and value addition”. Cost of production of patchwork quilt value added products ranged between Rs. 52.86 to Rs. 176.90 and proved to be suitable technology for artisans to earn better profits.

**Distribution of respondents on the basis of Opinion of the respondents regarding the preference of price of the designed hand painted Cushion:**

Majority of the respondents considered the quoted price for C1 and C2 as adequate. 25.00 per cent of respondents considered the quoted price of cushion C4 as high. Also, 35.00 per cent for C3 found the quoted price as higher. (Table 3). Only 5 per cent respondents found the quoted price of C1 and C5 as low.

Table 3: Opinion of the respondents regarding the preference of price of the designed hand painted Cushion (n=20)

Design code	Quoted price	High		Adequate		Low	
		F	%	F	%	F	%
C1	358.0	3	15	16	80	1	5
C2	383.5	4	20	16	80	0	-
C3	403.0	7	35	13	65	0	-
C4	422.5	5	25	15	75	0	-
C5	390.0	4	20	15	75	1	5

**4. Conclusion**

The concept of designing hand painted cushions using Sanjhi motifs will be useful for designing different garments and accessories. This study would be helpful for the textile

designers to create something innovative by taking the similar ideas. The quoted price of the prepared articles made from *Sanjhi* motifs was found to be adequate.

## References

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