

A study on Impact of Hand Blocked printed articles on Women's happiness

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Abstract:

Block Printing is one of the oldest types of printmaking, and has been around for thousands of years. There is evidence that it existed as early as the fifth century BC, with actual fragments found from as early as the fifteenth century. It has been done around the world, with roots in India, China and Japan. A case study of block printing garments in Ahmedabad region was carried out. A questionnaire was designed to collect information along with personal interview of 40 women. Various factors ranging from block print material demand, changes required in pattern and how much satisfaction of respondents were studied. The different passion or happiness regarding block print is assessed. Block printed material garments for different women shown various feelings to them including health, too. It is in this dynamic environment that we need to understand the ancient and "new" block print material.

Key words: Block print, happiness

Introduction:

Rachel Zoe says that "Cloth is the way to say who you are without having to speak". It means that our look is made up with our dressing. Clothing symbolized position, caste, occupation, age, sex and religion. It impresses the human mind very intensely, proper selection of clothes adds to self confidence and personality. Material namely blocks prints leads good material for garments.

Block printing is a craft which has been practiced in India since antiquity, samples of fabrics have been excavated in Egypt in volumes, the Romans swore by the Indian block printed fabrics and the history of Indian and British trade is well known. The block prints of Gujarat and the hand painted Kalamkari's of southern India are highly responsible for creating the history of India. Block printing can be done with wood, linoleum, rubber, or many other materials.

It is also one of the easiest printing methods to get started with, since the materials needed to start are relatively inexpensive, and you don't need a lot of equipment for printing. It's a great way to get into printmaking! It is the oldest and simplest way of printing by a wooden block with a raised pattern on the surface. The block is dipped into the printing colorant and then pressed face down on to the fabric. The desired pattern is obtained by repeating the process using different colors. Generally wooden block is carved out of hand. Printing is done manually. The printing of fabrics with hand blocks is essentially similar to the use of rubber stamp and an ink pad. The blocks are generally made of pear wood which is cut so that the design is raised in relief; the blocks are about 3 to 54 inches in thickness and vary in size up to a maximum of 18 inches square. Many blocks are handed down from generation to generation, and a block which is 50 years old is still "new."

Hand Block Printing involves different printing techniques.

1. Discharge printing - The most common is the discharge printing here the fabric is dyed first; it is then removed only from those parts on which designs are to be printed. Discharge printing, in which a bleaching agent is printed onto previously dyed fabrics to remove some or the entire colour.

2. Direct Block Printing – It is done on cotton or silk. The fabric is first bleached before dyeing. After it is dyed with the desired colour, block printing is done on borders with carved wooden blocks. Direct printing, in which colorants containing dyes, thickeners, and the mordants or substances necessary for fixing the colour on the cloth are printed in the desired pattern.

3. Resist Printing - The most complicated method for block printing where a part of the cloth, which is not to be dyed, is covered with a paste of resin and clay. And when it is dyed, the color is allowed to seep in through the cracks of the covering. This creates a magnificent waving effect of the color. Only then is the fabric taken for Hand Block printing. Resist dyeing, in which a wax or other substance is printed onto fabric which is subsequently dyed. The waxed areas do not accept the dye, leaving uncoloured patterns against a coloured ground.

The study was aimed on “To study hand block prints and its impact on women’s life in terms of happiness, personality development and confidence building.”

Methodology:

The questionnaire was used for target group for different issues regarding what blocked prints are. Women were the target groups. Various types of questions are asked to assess the issues relating to their like or dislike for block prints, issues of cost, issues related to motifs etc. Researchers survey various parameters like cost; design, happiness to wear block print garments, which types of modification like layout of block, colors, motifs etc are required by them in block printed fabric by a set of questionnaire and personal interviews.

Result and Discussion:

From the questionnaire, the remarkable results are obtained.

Table (1): Information about happiness and cost:

Sr.No.	Assessment	Yes (%)	No (%)
1	Would you like to wear this block print material?	72%	28%
2	Whether is it costly?	70%	30%
3	Whether you like the block prints?	79%	21%
4	Whether this material can make any effect on your health?	8%	92%
5	If cost of this material is reduced, then you like to purchase?	80%	20%
6	Does your body feel comfortable in block print material?	99%	01%
7	Do you find an aesthetic value in block print material?	71%	29%
8	Do you find appropriate color-combination of your choice in block printed materials?	70%	30%
9	Do you find appropriate proper layout of blocks in block printed materials?	84%	16%
10	Is modernization required for block print?	73%	27%
11	Whether they have any idea about non-existing hand block print such as Saudagiri prints?	00%	100%

- * Such type of material is liked by the respondents mainly women.
- * This material will lead more happiness among respondents.
- * Such type of material is not too costly.
- * Most of the respondents do not have any idea about Saudagiri prints.

Table (2): Information about happiness and fashion:

Sr. No.	Evaluation Criteria	Decision/Data			
		Dress	Sari	Duppatta	Scarf
1	Which garment would you like to prefer more?	Dress	Sari	Duppatta	Scarf
		66%	12%	20%	2%
2	Which type of print would you like as a current fashion?	Floral motif	Geometrical motif	Animal print	Character print
		50%	19%	9%	22%
3	Which garment leads more happiness to you?	Dress	Sari	Duppatta	Scarf
		80%	10%	5%	5%

- *Use of block print as dress materials is more.
- *Block print materials are mostly purchased from open market.
- *Dress from block print leads happiness among respondents.

Graph from Table No. (2):

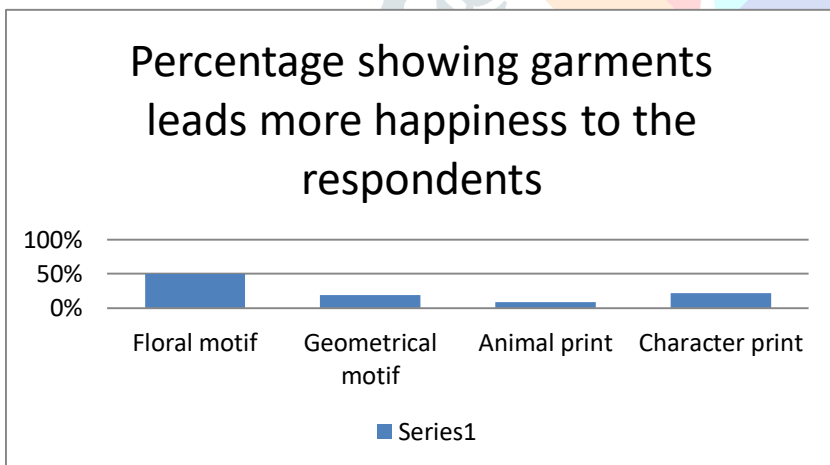
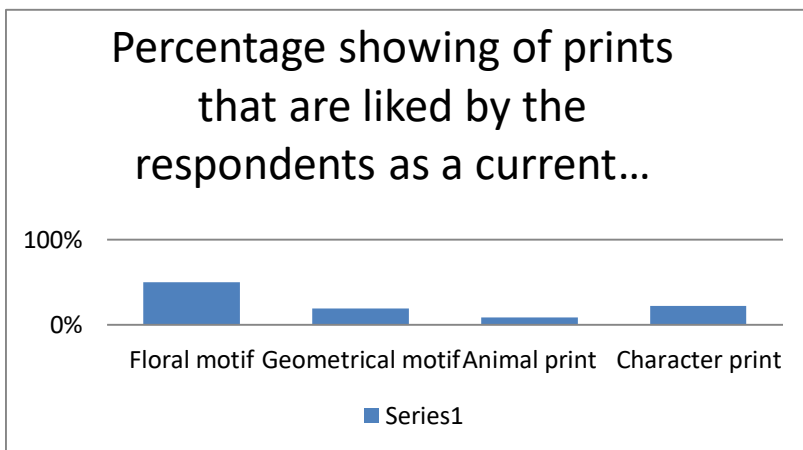
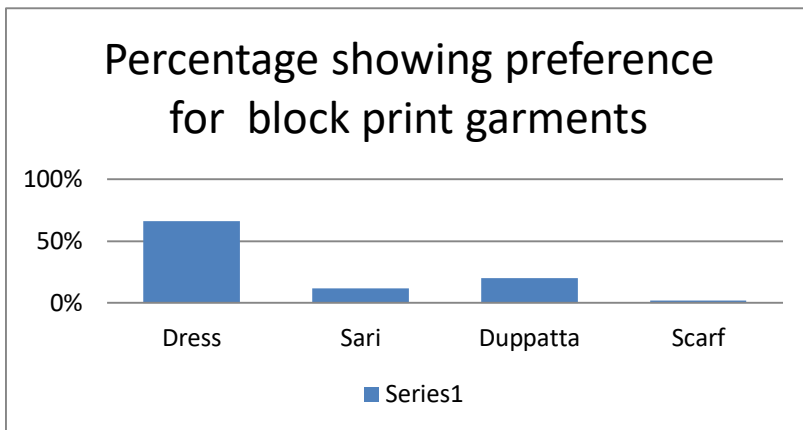
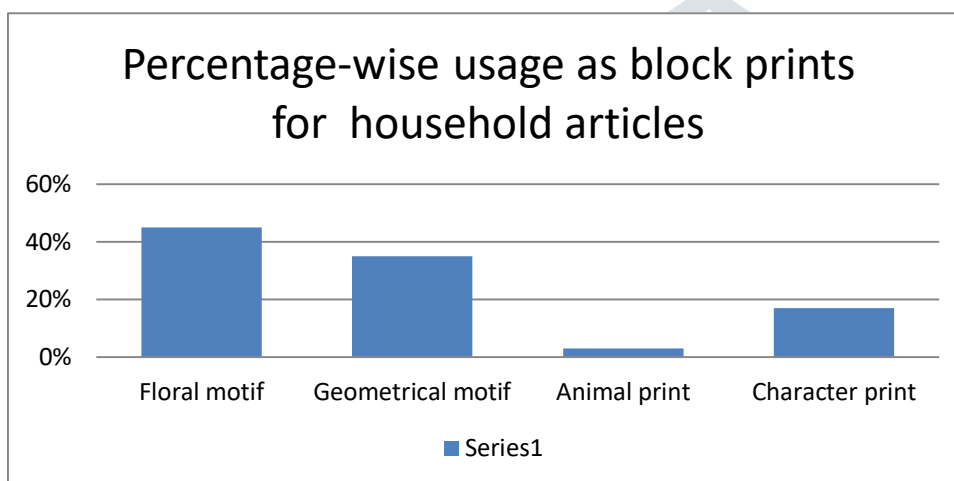
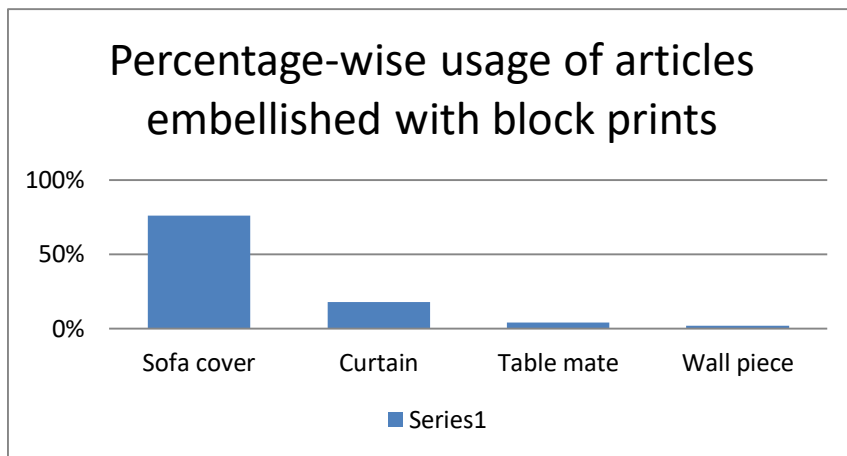


Table (3): Information about happiness and use of block print for embellishment:

Sr. No.	Evaluation Criteria	Decision/Data			
		Sofa cover	Curtain	Table mate	Wall piece
1	Which articles embellished with block prints would you like to use?	76%	18%	4%	2%
2	Which type of print would you like to use as block prints for above said household articles?	45%	35%	3%	17%

Graph from Table No. (3):**Conclusion:**

Any art or craft, anywhere in the world would not flourish without interest or benefaction of potential individuals. More modification will boost the upliftment of block print. Abundant opportunities are found in block print related garments. Fusion (Mixed) design with different color will enhance attraction. The awareness or interest can be well developed by all. By surveying, researcher found that naturally dyed block printed fabrics were not harmful to the health of the respondents. Women can generate awareness in block print art by exploring new horizons. By framing solid strategies this art may survive in the entire world. This give happiness to many respondents. Hand Block printing is a slow process, but it is however, capable of producing very artistic results, some of which are unobtainable by any other method.

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