

# Evolution of Toda Embroidery: Fashion Accessories and Surface Embellishment

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## ABSTRACT

The rich heritage of India wants design modification, transformation and varied application. The growing concern of toda embroideries is time consuming and out dated look is less in variety of products. To bring toda embroidery crafts to its extent of excellence, fashion accessories are the secondary products which are used to complete and outfit or to express them self. Surface embellishment is having an essential factor which makes our clothing and accessories more fascinating and attractive. The present study was planned to give toda embroidery a new fashion look by developing various types of fashion accessories according to the consumer preference. A questionnaire survey was undertaken for collecting data from the respondents. The collection of toda motifs and fashion accessories designs were collected from primary and secondary sources. The preservation of motif was done through design software. The most selected designs of fashion accessories were made by different placement of motifs. Most preferred designs will be developed into prototype. This study will give a new idea of design according to younger generation and this generation will also get aware of tribal art and craft.

**Keywords:** - Toda Embroidery, Fashion Accessories, Putkuli, Embellishment, Pukaor

## 1. INTRODUCTION

India is a country which has many states with different culture and tradition. Embroideries artistry has been found a different region of the country (Kashyap and Ojha, 2012). Each tribe in India has its own style of embroidery which has its own cultural uniqueness and tradition (Varghese et. al, 2020). The toda is small tribal community which lives in Nilgiri Mountain in their barrel shape huts (Joseph, 2012). These people are also known as Dravidian tribes. The toda men rare cattle and trade dairy product and the women's engage themselves in embroidering "Putkuli" with 'Pukaor' motifs. Fashion came and change every year with new fashion style and trends, but embellishment refashion to the new era and manage to remain graceful and enlightened (Lall, 2020). Every part of India is identified for its different style of presenting embellishment (Chaudhary, 2020). Now a day's consumer demands for new designs with unique fashion style. Fashion accessories are decorative items which are used to give complete look to a fashion outfit and are used as the secondary source of fashion. Brilliant workmanship of Indian textile is rich in heritage and tradition. So the designs of toda embroidery were fused with fashion accessories and embellishment to give it a new look according to current generation. The designs were developed to upgrade the artisan craft of tribal area and to preserve the designs for future generation.

## Objectives

- To survey the market trend of fashion accessories
- To collect consumer preferences for toda embroidery motifs and fashion accessories
- To collect and select motifs of fashion accessories
- To preserve the selected designs for fashion accessories

## Delimitations:

- The study was delimited to Jaipur
- The study was delimited to 100 respondents

## 2. METHODOLOGY

### 2.1 Market Survey

#### 2.1.1 Locale of study

Consumer preferences and market survey was conducted to know about the current fashion trend. Jaipur was selected as a locale of study. Survey was conducted to test the acceptability and marketability of the designs inspired from Dravidian toda embroidery.

#### 2.1.2 Preparation of questionnaire

A questionnaire tool was developed to know about the consumer preferences of 100 respondents. The constructed questionnaire was distributed to respondents. Preferences for toda embroidery motifs were taken from 100 respondents and then the most preferred motifs were developed for the further study.

#### 2.1.3 Analysis of questionnaire

Questionnaire tool was developed and was tabulated and analysed by researcher herself. Analysis of data was scored by weighted mean.

### 2.2 Collection and selection of toda motifs

#### 2.2.1 Extractions of motifs

Secondary sources such as books, magazines and journal etc were used for the extraction of toda motifs.

#### 2.2.2 Selection of motifs from respondents

The collection of motifs was done from secondary sources and was displayed to the respondent's for the selection. Out of them, 10 motifs were selected by the respondent's.

#### 2.2.3 Preservation of designs

The most acceptable motifs were drawn through the software. The selected digitalized motifs was rated by respondent's through 5 point rating scale.

RATING	SCORE
EXCELLENT	5
VERY GOOD	4
GOOD	3
FAIR	2
AVERAGE	1

### 2.3 Collection and selection of accessories

#### 2.3.1 Collection and selection of accessories

Primary and secondary sources such as books, magazines and journal etc are used for the collection of

accessories. Selection of accessories was done by respondents.

**2.3.2 Development of accessories design sheets**

Designs of accessories were developed by the software and motifs were placed in various placements depicting embellishments.

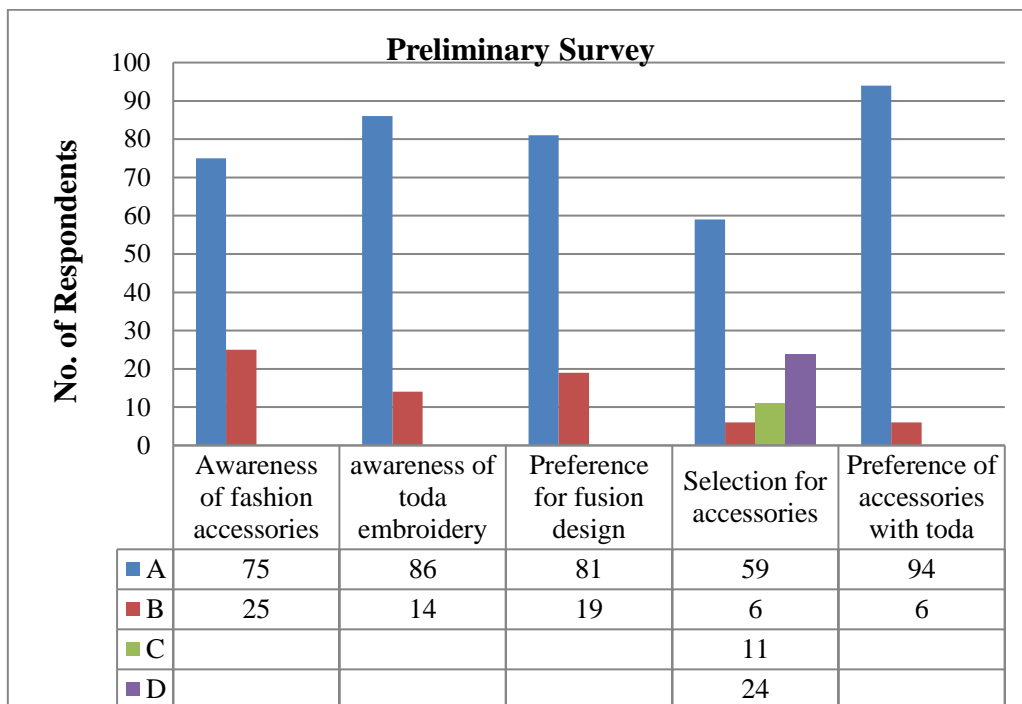
**2.3.3 Selection of accessories designs**

Selection of designs was done by respondents on the basis of overall appearance, colour combination and aesthetic appeal.

**3. RESULTS AND DISCUSSION**

**3.1 Results of preliminary survey**

Observation and questionnaire tool was selected for collection of data. Self- developed questionnaire tool was made to know about the consumer preferences about the research designs. And then statistically data was formed.

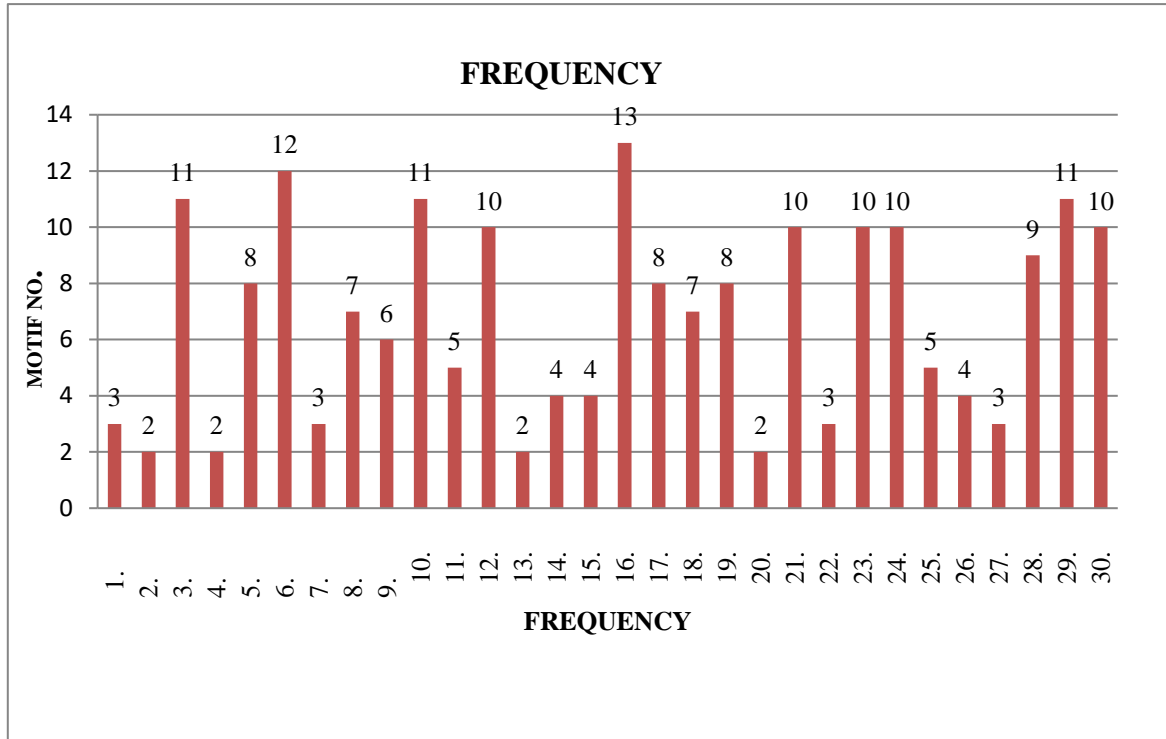


**Figure 3.1 Questionnaire tool development for market survey related to Toda Embroidery awareness**

According to Figure 3.1:- 75% of individuals were aware of fashion accessories and 25% people were unaware of fashion accessories. When asked individuals about traditional toda embroidery 86% said yes and only 14% said no. With respect to fusion of toda and fashion accessories with surface embellishment, 81% of respondents said yes and only 19 % among those said no. 59% individual select bags / purses, 6 % individuals select jewellery’s, 11% individuals select footwear and 24% individuals select hats and accessories for the selection of design. 94% people want to prefer toda embroidery with fashion accessories but 6% present people don’t want to prefer toda embroidery with fashion

accessories.

### 3.2 Digitalization motifs designs



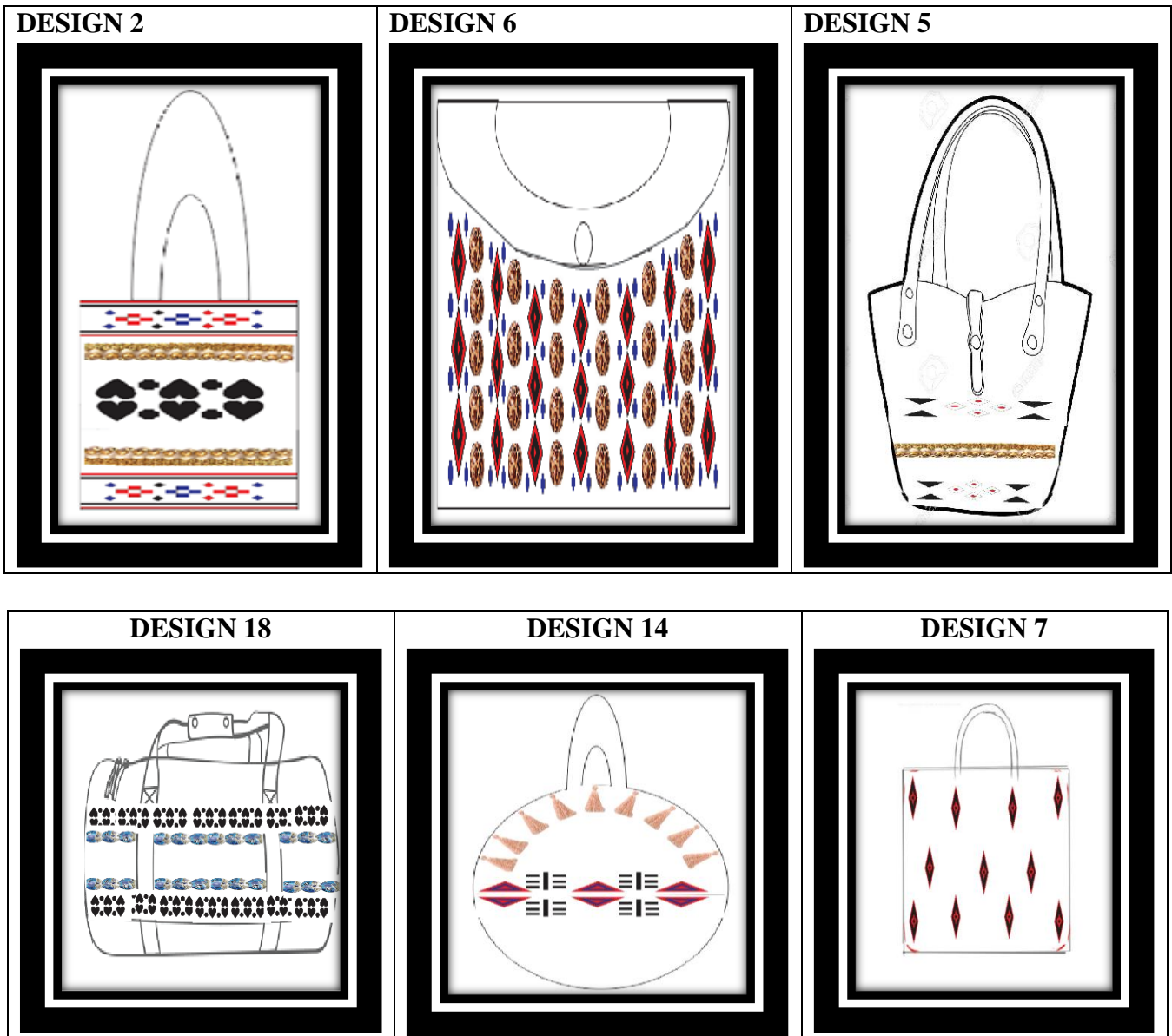
**Figure 3.2 Frequency analysis of Digitalized motifs**

The above figure 3.2 depicts that out of 30 motifs, 10 motifs which were highly accepted and were developed and were evaluated by the respondents on the basis of overall appearance, uniqueness, and colour combination with fashion accessories for further application. The selected motifs were motif 3, motif 6, motif 10, motif 12, motif 16, motif 21, motif 23, motif 24, motif 29 and motif 30.

### 3.3 Development of fusion designs for fashion accessories

The development of bags and purses were made with various placements of motifs through software with surface embellishments according to the look of the product. The bags and purses were also developed through digitalization. The criteria for selection of prototype were uniqueness, overall appearance and colour combination. The prototypes were rated by 3 point rating scale. The selected designs will be further developed into prototypes.

RATING	SCORE
EXCELLENT	3
GOOD	2
FAIR	1



**Figure 3.3 Developed Fusion designs**

Most preferred designs were digitalized through corel draw software and were rated by the respondents by the help of 3-point rating scale. Design 18 and design 6 were rated excellent, design 2 and design 5 were rated good and design 7 and design 14 was rated fair by the respondents.

#### 4. CONCLUSION

In the world of modernization and industrialization, the fashion is changing very rapidly. Fashion accessories are the important part of fashion. They can move the fashion to the peak of fashion cycle or obsolete it .So, in this research paper an attempt was made to preserve toda motifs through digitalization which will give a new look to fashion accessories. In this study preliminary questionnaire survey was conducted to know about the current fashion. The collection and selection of designs was done and was preserved through corel draw software. The development of fusion accessories were digitalized and were rated by respondents on basis of 3- point rating scale (overall appearance, colour combination, uniqueness). The most preferred 6 designs were (design no: - design 2, design 6, design 5, design 8, design 4, design 7). Thus, the study has been done to give toda a new look to fashion accessories and

surface embellishment in this new fashion era.

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