

ACCESSING MARKET PROBABILITY OF BHAIRONGARH PRINTS

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ABSTRACT

Bhairongarh cluster of Madhya Pradesh located in Ujjain district had the traditional Block printing craft renowned in 17th century for the export of home furnishings along with both home and apparel for local communities of Madhya Pradesh. The technique was known as Bhairugarhi Thappa. With the rise in market demand quality and technique both were affected, resulting in loss of both traditional and new clients. The “syahi begar” technique with natural dyestuffs was replaced by chemical discharge printing popularly known as “Thanda Katwa” or “Rang Kat” (chemical resist technique), and then wax resist printing with Naphthol dyes.² At present, the cluster mostly works with batik craft, with varied designs. There is an absence of designs true to the cluster. A detailed study was done to understand the revival possibility of traditional prints of Bhairongarh. It was identified that traditional designs can be used with various techniques, to develop the identity of cluster.

Keywords: Bhairongarh prints, traditional craft, revival, market probability, market analysis

Introduction

Ujjain, one of the oldest cities in India, is known for its rich history of textile printing. The city has been renowned for its excellent cotton and silk production, which can be traced back to the 5th century AD. The textile printing industry in Ujjain has been an integral part of the city's culture and tradition. The artisans from Ujjain use a unique technique of printing which is an ancient technique of printing using natural dyes.

The hand block printed textiles from Bhairongarh cluster were once renowned in the tribal market of Madhya Pradesh and carrier of strong cultural communication.

Bhairongarh printers used to print mainly for local tribes. They had different prints and colours specified for different castes and classes. These prints and products had local names like, Neelalugda, Bhairongarhi lugda, Dhoti Toda etc.² Ujjain was once a renowned cluster for hand block printed textiles which were exported to various countries. The traditional prints were the inevitable requirements for the religious ceremonies and rituals with different tribes, and castes of Madhya Pradesh.¹

Earlier major Buyers were local tribes, urban market of Ujjain, then it extended up to Mathura, and further in 16th and 17th century it approached Export market through Machalipattnam and Bharuch formerly known as Baarygaza internationally.²

The region was competitor to Bagh in terms of range and quality of printing. In the present scenario the traditional techniques and designs are extinct in this region.

With time and unavailability of water resources this craft became extinct from Bhairongarh. As no initiative was taken to keep hold of tradition. In present times, none of the artisan is practicing block printing with natural dyes or using traditional designs. All artisans have shifted to batik printing with synthetic dyes for batik and pigment printing for block.

A survey was done to identify the market demand, acceptance and preferences for traditional techniques and designs of Bhairongarh.

By reviving traditional designs of Bhairongarh, on both contemporary and traditional products the cluster identity can be secured. The revival of traditional designs can serve as a revival of culture and heritage as well. Revival of traditional designs can provide an identity to the cluster.

Materials and Methods

Textile handicraft Buyers of Bhairongarh were interviewed to identify the present Market demand of traditional prints. The prominent buyers of Bhairongarh craft cluster located in Domestic Market were classified on the basis of operational bodies.

1. Buyers- Govt./Non Profit Organizations
2. Buyers-Private Organization and entities /Design House/Exporters/ Boutiques
3. Buyers- local Vendors, middle men, traders
4. Buyers- End Client

All three categories were interviewed through personal meetings at shops, showrooms or offices or through online questionnaires. In total 75 samples were obtained.

The Private Organization /Design House/Exporters covered under research are mainly those which procure printing services from Bhairongarh. These organizations majorly deal with handloom or handicraft products. Few design Houses are working on export orders as well.

The questionnaire was framed to extract information by requesting them to share their memories, research, and experience. Questions were framed to get specific information regarding market demand for block prints, identification of Bhairongarh prints, store location, design, colour, technique, price and product preferences.

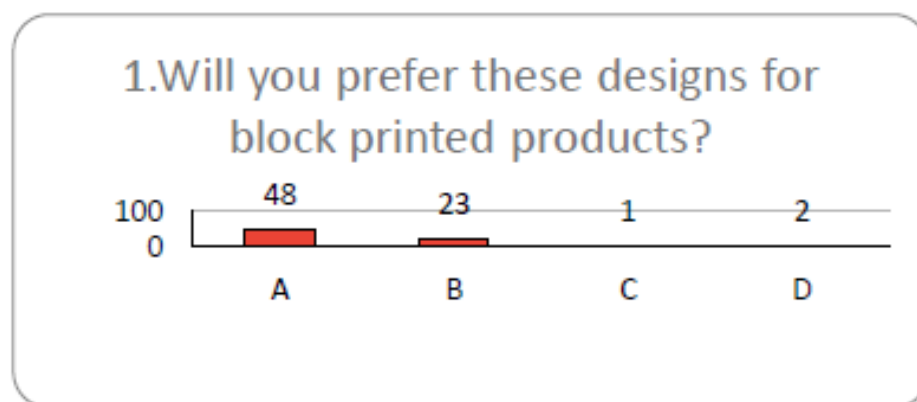
The end consumer was also added as a sample. The handloom and handicraft consumers who prefer buying block printing or hand prints were interviewed under the survey.

Analysis

All the data collected through primary and secondary sources was qualitatively analysed for its content. Keeping the objectives of the study in mind, it was compiled and organized into a comprehensive report. For better understanding and clarity, the quantitative data was used taking out percentage distribution and mean. In addition, graphical representation of data was also done using bar graphs wherever applicable.

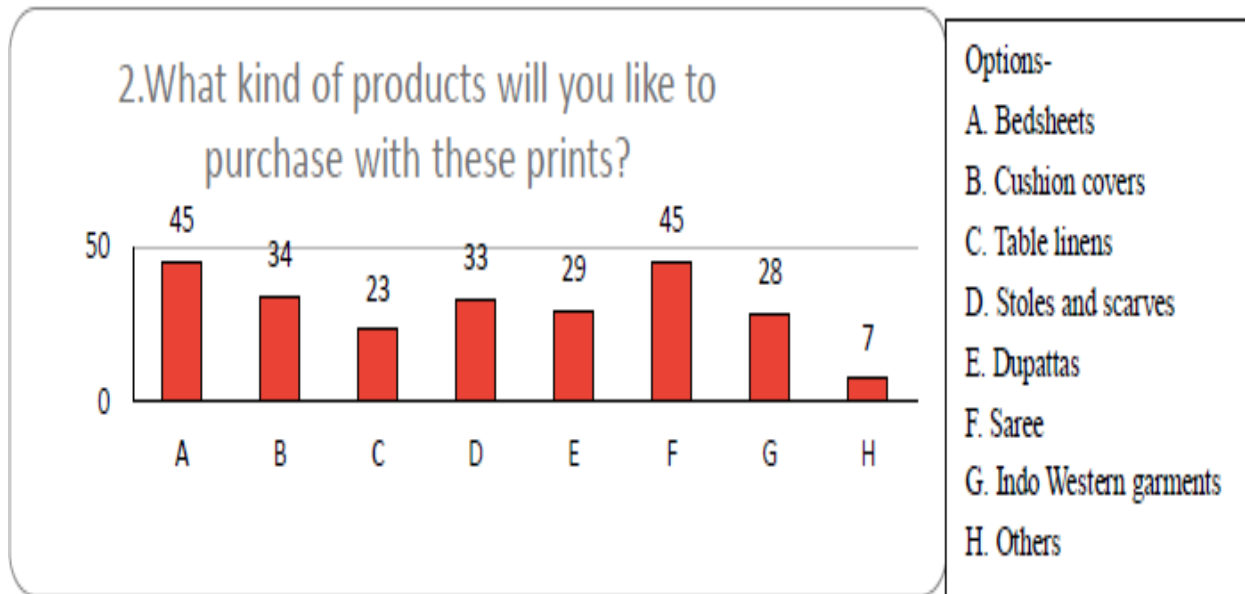
Results and Discussion

The questionnaire responses were tabulated and analysed. The images of Bhairongarh prints wereshown in initial questions.



The images were labelled with names of the designs. In response to the preference of designs for block printing, 48 respondents shared their preference for the designs, while 23 respondents conveyed they can give chance to these designs, 1 response was negative while 2 were not sure.

It concludes that most of the respondents were willing to see the Bhairongarh designs in block printed textiles.



In response to Qs. 2, for product preference in Bhairongarh prints, Bed sheets and Sarees: Both received 45 votes each, indicating that they are the most preferred designs among the options provided.

Cushion covers and Stoles/Scarves: Cushion covers received 34 votes, while stoles and scarves received 33 votes. These two designs are relatively popular choices but slightly less preferred compared to bed sheets and sarees.

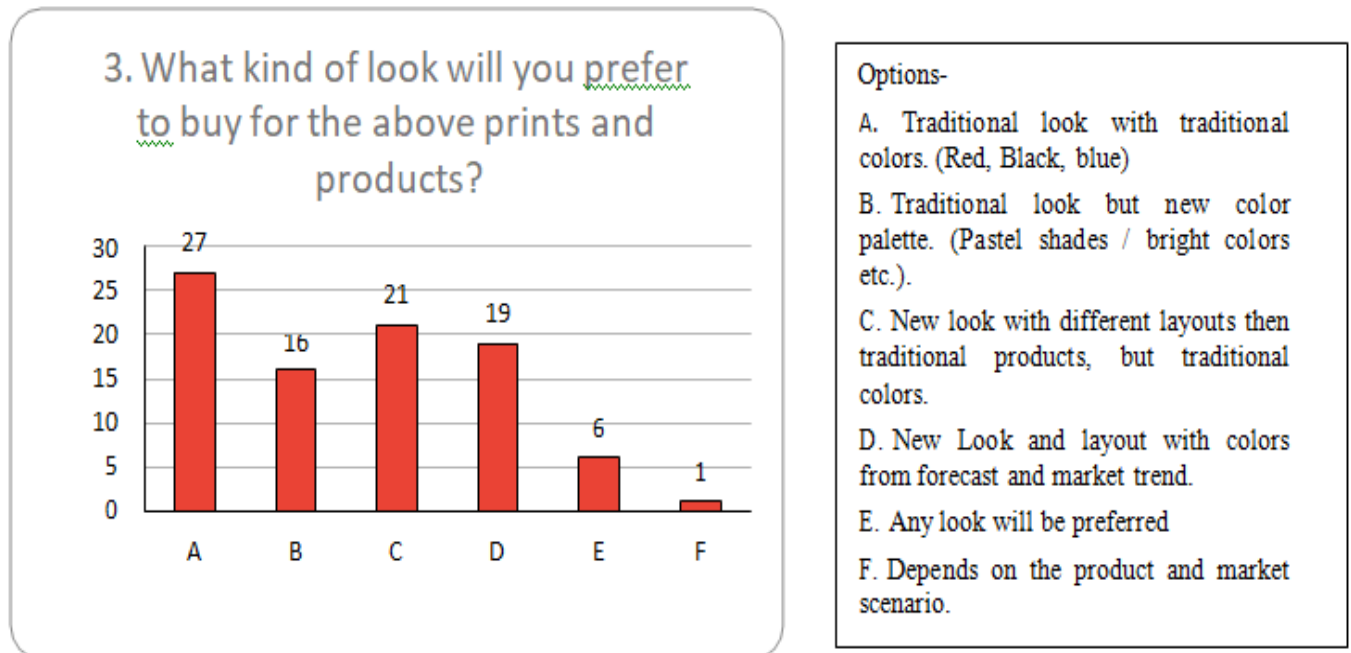
Dupattas and Indo-western garments: Dupattas received 29 votes, and Indo-western garments received 28 votes. These two designs are moderately preferred among the given options.

Table linens: Table linens received 23 votes, indicating that they are less preferred compared to the other designs mentioned above.

Other preferences: The remaining 7 preferences include gents shirts, kurtas, and yardages. However, the exact number of votes for each preference is not specified, so we cannot determine their relative popularity within the given data.

Overall, based on the votes received, bed sheets and sarees appear to be the most preferred designs, followed by cushion covers, stoles/scarves, dupattas, Indo-western garments, and table linens. The popularity of gents shirts, kurtas, and yardages cannot be considered with such low

votes.



Based on the responses received for Qs. 3, we can analyze the buying preferences for the look in Bhairongarh block prints as follows:

Traditional look with traditional colors: This option received the highest number of votes, with 27 respondents choosing it. This suggests that a significant portion of the respondents prefer the traditional look with traditional colors for Bhairongarh block prints.

New look with different layouts but traditional colors: This option received 21 votes, indicating that a considerable number of respondents are interested in a new look with different layouts while still sticking to traditional colors.

New look and layout with colors from forecast and market trend: This option received 19 votes, suggesting that some respondents are inclined towards a new look and layout that incorporates colors based on market trends and forecasts.

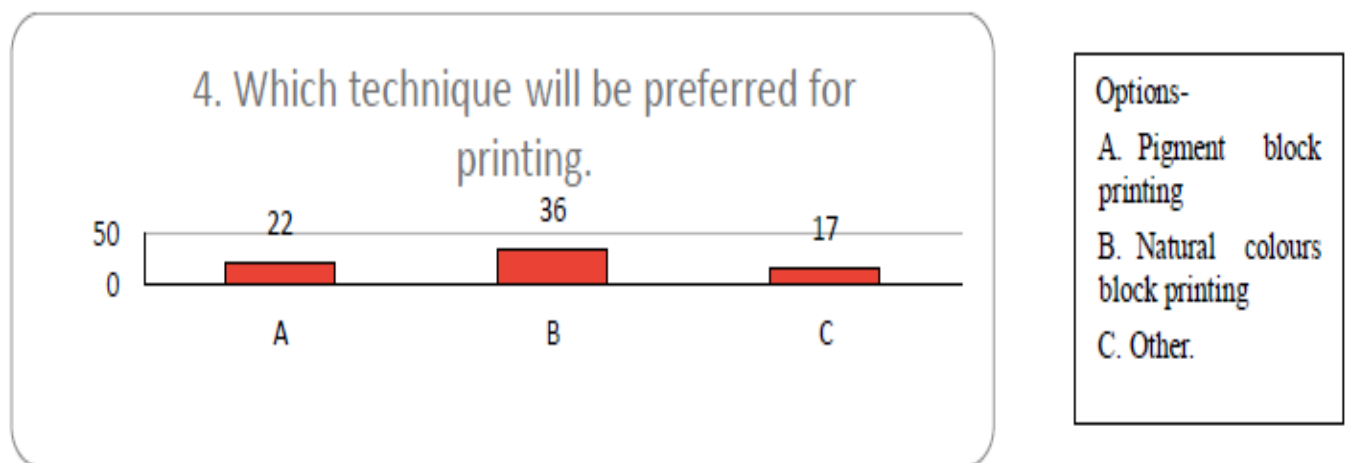
Traditional look but new color palette (Pastel shades/bright colors, etc.): This option received 16 votes, indicating that a relatively smaller group of respondents prefers the traditional look but with a new color palette, such as pastel shades or bright colors.

"Depends on product and market scenario": Only 6 respondents chose this option, suggesting that a few individuals base their preferences on the specific product and market scenario. This

indicates that their buying decisions may vary depending on various factors.

"Any look preferred": Only 1 respondent selected this option, indicating that they are open to any look and do not have a specific preference.

Based on the given data, the majority of respondents favor a traditional look with traditional colors for Bhairongarh block prints. However, there is also a considerable interest in new looks with different layouts, as well as incorporating colors from forecasted trends and market analysis. The preference for a traditional look with a new color palette is relatively lower, while a small number of respondents base their preferences on the product and market scenario.



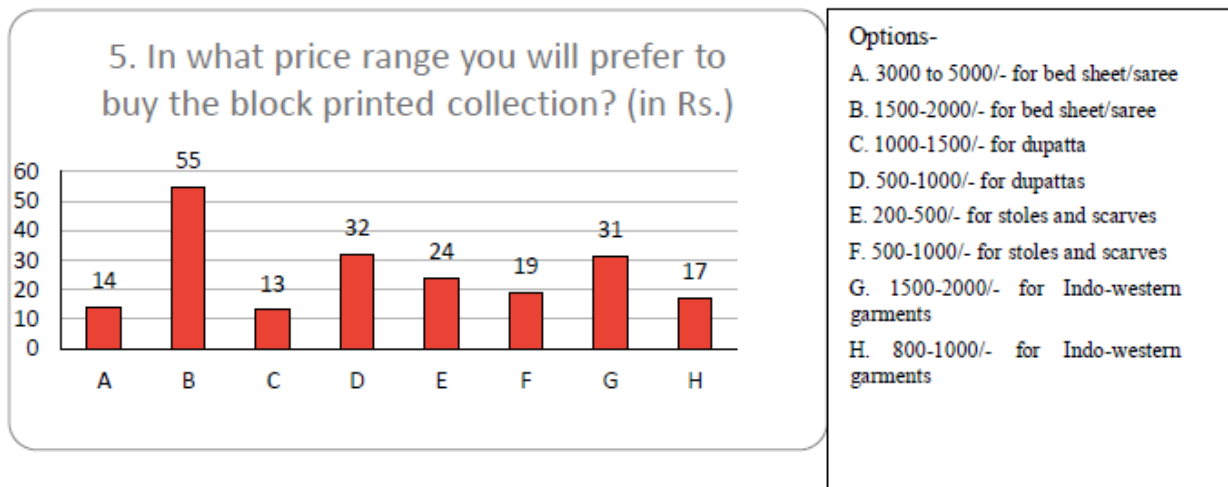
Based on the information received by response for question 4, we can analyze the preferences for different printing techniques as follows:

Natural color block printing technique: This technique received the highest number of votes, with 36 respondents choosing it. This indicates that a significant portion of the respondents prefer the natural color block printing technique.

Pigment printing block method: The pigment printing block method received 27 votes, indicating that it is the second most preferred technique among the options provided.

Other printing styles like batik printing: 17 respondents preferred other printing styles, specifically mentioning batik printing. These respondents have a preference for a different technique apart from natural color block printing and pigment printing block method.

Based on the given data, the natural color block printing technique is the most preferred option, followed by the pigment printing block method. However, there is also a notable number of respondents who prefer other printing styles, with batik printing being mentioned specifically.



We can analyse the preferences for different price ranges to buy the block printed collection with Bhairongarh prints from response to the question 5 as follows:

Bed sheet/saree:

55 respondents preferred the price range of 1500-2000/- for bed sheets and sarees, indicating a significant preference for this price range.

Only 14 respondents chose the higher price range of 3000 to 5000/- for bed sheets and sarees. Dupattas:

32 respondents preferred the price range of 500-1000/- for dupattas, indicating a moderate preference for this price range.

Only 13 respondents chose the price range of 800-1000/- for dupattas. Indo-western garments:

31 respondents preferred the price range of 1500-2000/- for Indo-western garments, indicating a significant preference for this price range.

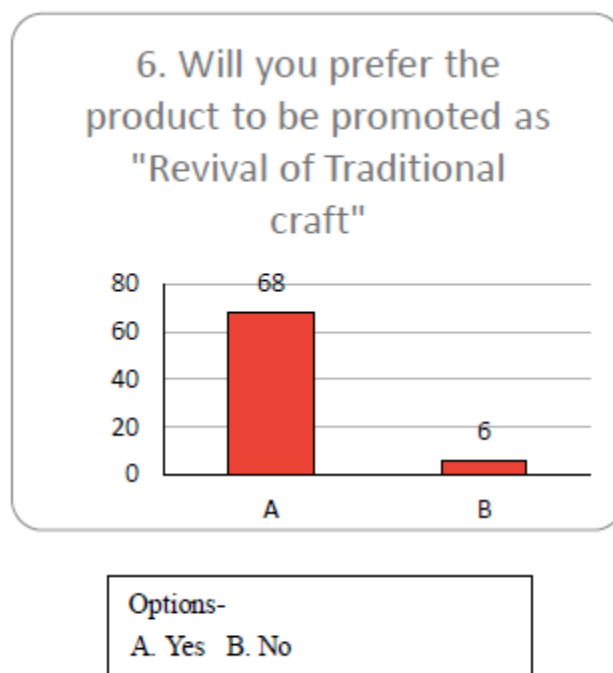
17 respondents also chose the same price range of 1500-2000/- for Indo-western garments. Stoles and scarves:

24 respondents preferred the price range of 200-500/- for stoles and scarves, indicating a moderate preference for this price range.

19 respondents chose the slightly higher price range of 500-1000/- for stoles and scarves.

Based on the given data, it can be observed that there is a strong preference for the price range of 1500-2000/- for bed sheets, sarees, and Indo-western garments. There is also a moderate preference for the price range of 500-1000/- for dupattas and stoles/scarves in the lower price range of 200-500/-. The higher price ranges of 3000 to 5000/- for bed sheets/sarees and 800-1000/- for dupattas have relatively fewer preferences.

These preferences provide insights into the price sensitivity and range of acceptable prices for different block printed collection items with Bhairongarh prints.



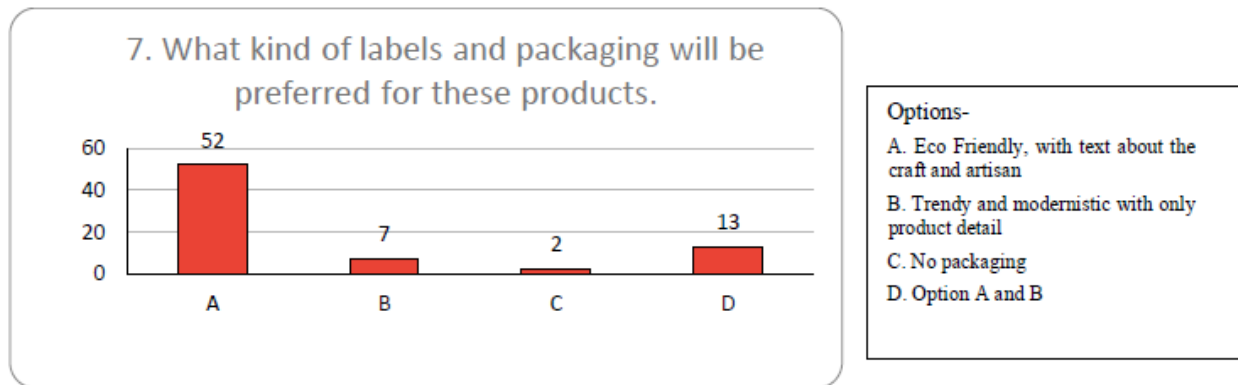
Based on the information received from response to question 6, we can analyse the respondents' preferences regarding promoting a product as the "Revival of Traditional craft" as follows:

Yes responses: A total of 68 respondents indicated their preference for promoting a product as the "Revival of Traditional craft." This suggests that a significant majority of the respondents are in favor of promoting a product that highlights and revives traditional crafts.

No responses: Only 6 respondents stated their preference against promoting a product as the "Revival of Traditional craft." This indicates a minority opinion among the respondents who are not in favor of highlighting traditional crafts as part of the promotion.

Based on the given data, it can be concluded that a significant majority of the respondents (68 out of the total responses) are supportive of promoting a product as the "Revival of Traditional craft." This suggests a positive sentiment towards reviving and promoting traditional crafts

among the majority of the respondents.



In answer to Question, What kind of labels and packaging will be preferred for the Bhairongarh print products we can analyze -

Eco-friendly packaging with text about the craft and artisan: This option received the highest number of votes, with 52 respondents indicating a preference for labels and packaging that are eco-friendly and provide information about the craft and the artisans behind the products. This suggests that a significant majority of respondents value sustainability and want to learn about the craft's origin and the artisans' involvement.

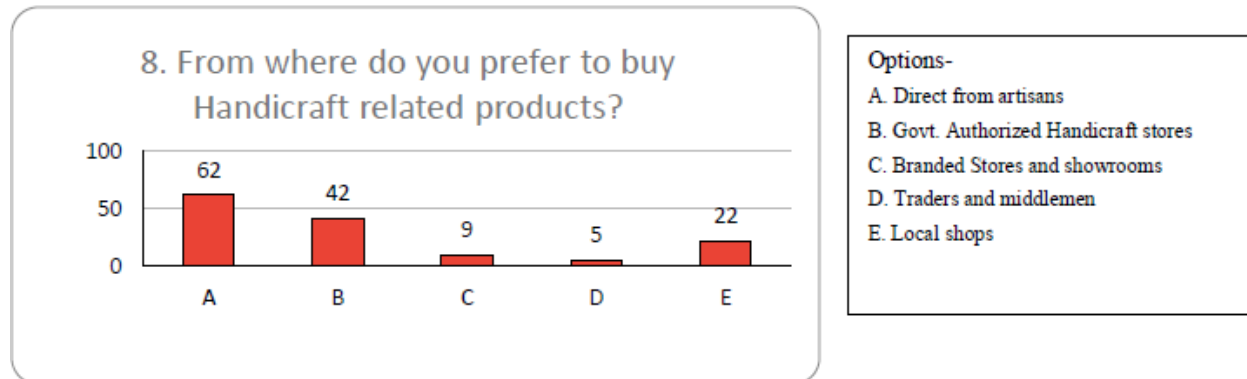
Trendy and modernistic packaging with only product details: Seven respondents preferred labels and packaging that have a trendy and modernistic design, focusing solely on providing product details. This indicates a smaller preference for a more minimalist and contemporary approach to packaging.

Both trendy and eco-friendly packaging: Seven respondents expressed a preference for labels and packaging that are both trendy and eco-friendly. This suggests that they value both sustainability and aesthetics in the packaging design.

No packaging: Two respondents indicated a preference for no packaging at all. This could imply a desire to reduce waste and promote a more environmentally friendly approach by eliminating unnecessary packaging materials.

Based on the data, it can be concluded that a significant majority of respondents (52 out of the total responses) prefer eco-friendly packaging that incorporates text about the craft and the artisans. However, there are also smaller groups of respondents who prefer trendy and modernistic packaging with only product details or a combination of trendy and eco-friendly packaging. A very small number of respondents indicated a preference for no packaging.

These preferences provide insights into the importance of sustainable and informative packaging design, as well as the potential appeal of trendy and minimalist packaging for Bhairongarh print products.



Based on the information received from response to question 8, regarding preferred buying locations for Bhairongarh printed products, following results were received,

Buying directly from artisans: This option received the highest number of votes, with 62 respondents indicating a preference for buying Bhairongarh printed products directly from the artisans themselves. This suggests that a significant majority of respondents value the direct connection with the artisans and supporting them by purchasing their products.

Government authorized handicraft stores: 42 respondents preferred buying Bhairongarh printed products from government authorized handicraft stores. This indicates that a substantial number of respondents trust and prefer purchasing from these authorized stores, which ensures the authenticity and quality of the products.

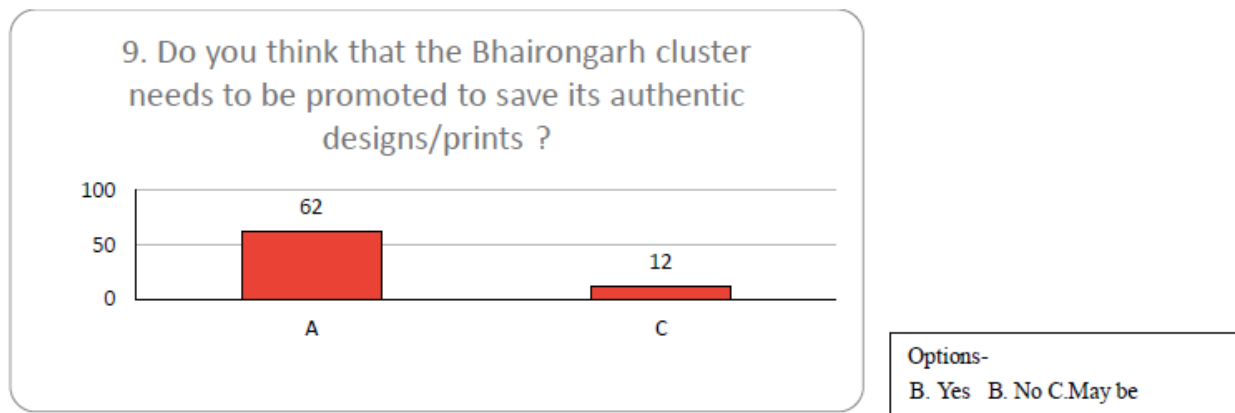
Local shops: 22 respondents expressed a preference for buying Bhairongarh printed products from local shops. This suggests that there is a portion of respondents who find convenience in shopping from nearby local shops that may carry a variety of products.

Branded stores and showrooms: Only 9 respondents indicated a preference for buying Bhairongarh printed products from branded stores and showrooms. This suggests a smaller preference for shopping from well-known brands and establishments that may offer a curated collection of products.

Traders and middlemen: Five respondents expressed a preference for buying Bhairongarh printed products from traders and middlemen. This suggests a minority preference for purchasing through intermediaries rather than directly from artisans or authorized stores.

Based on the given data, it can be concluded that the majority of respondents (62 out of the total responses) prefer buying Bhairongarh printed products directly from artisans, highlighting their interest in supporting and connecting with the creators of the craft. Government authorized handicraft stores also hold significance as a preferred buying location. Local shops, branded stores/showrooms, and traders/middlemen have relatively fewer preferences, indicating varied preferences among respondents for purchasing locations.

These preferences provide insights into the value placed on direct interaction with artisans and the trust in government authorized outlets when it comes to buying Bhairongarh printed products.



In last question respondents were asked for their view on need of promotion of the Bhairongarh cluster to save its authentic designs/prints. The responses received were-

A total of 62 respondents confirmed the need for promoting the Bhairongarh cluster to save its authentic designs and prints. This indicates a significant majority of respondents who recognize the importance of promoting and preserving the authenticity of Bhairongarh designs and prints. They likely understand the value of preserving traditional crafts and ensuring their survival.

Twelve respondents expressed uncertainty about the need for promoting the Bhairongarh cluster to save its authentic designs and prints. These respondents may have reservations or lack sufficient information to form a definite opinion on the matter.

Based on the given data, it can be concluded that a significant majority of respondents (62 out of the total responses) recognize the need for promoting the Bhairongarh cluster to save its authentic designs and prints. This suggests a positive sentiment towards preserving and promoting traditional crafts, indicating an understanding of the importance of maintaining cultural heritage and supporting artisans.

However, the presence of respondents who are not sure about the need highlights the need for

further education and awareness regarding the significance of promoting and preserving traditional crafts like Bhairongarh designs and prints.

These responses provide insights into the general perception and awareness of the importance of promoting and preserving the authenticity of Bhairongarh designs and prints among the respondents.

Conclusion

In conclusion, the analysis of the survey responses provides several key insights regarding the revival of traditional prints of the Bhairongarh cluster:

Design Preference: The majority of respondents showed a positive inclination towards Bhairongarh designs in block printed textiles, with 48 expressing a preference for the designs and 23 willing to give them a chance.

Product Preference: Bed sheets and sarees emerged as the most preferred designs among the options provided, followed by cushion covers and stoles/scarves. Dupattas, Indo-western garments, and table linens also received moderate preferences.

Look Preference: Respondents favored a traditional look with traditional colors for Bhairongarh block prints, followed by a new look with different layouts while retaining traditional colors. Some respondents also showed interest in a new look and layout with colors based on forecasted trends and market analysis.

Printing Technique Preference: The natural color block printing technique was the most preferred option, followed by the pigment printing block method. Some respondents expressed a preference for other printing styles like batik printing.

Price Range Preference: The price range of 1500-2000/- was favoured for bed sheets, sarees, and Indo-western garments, while the range of 500-1000/- was preferred for *dupattas* and stoles/scarves.

Promotion Preference: A significant majority of respondents confirmed the need for promoting the Bhairongarh cluster to save its authentic designs and prints, indicating a positive sentiment towards preserving traditional crafts.

Packaging Preference: Eco-friendly packaging with information about the craft and artisans was the most preferred option, followed by trendy and modernistic packaging with only product details. Some respondents preferred a combination of trendy and eco-friendly packaging.

Buying Location Preference: Buying directly from artisans was the most preferred option,

followed by government authorized handicraft stores. Local shops, branded stores/showrooms, and traders/middlemen had relatively fewer preferences.

The overall findings suggest that there is a strong desire among respondents to revive the traditional prints of the Bhairongarh cluster. The majority recognizes the need for promoting and preserving the authenticity of Bhairongarh designs and prints. This indicates a positive sentiment towards traditional crafts and highlights the importance of supporting artisans and maintaining cultural heritage. The insights gathered from the survey responses can guide efforts to revive the traditional prints of the Bhairongarh cluster and cater to consumer preferences in terms of design, pricing, packaging, and buying locations.

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