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## Feasibility of crewel embroidery scenery as an enterprise for Kashmiri rural women

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**Abstract**

Crewel/staple embroidery locally known as Zalakadozi, is a priceless heritage crafts in Kashmir. An attempt was made to introduce this embroidery in form of crewel scenery due to its high demand, to reinvent the traditional motifs in to simpler designs which are less time consuming, to train the rural women and young girls in modifying the designs, to use more appropriate and acceptable colours and incorporations of trendy materials and metallic yarns into the traditional designs making the crewel embroidery more acceptable in the market. The study revealed that maximum trainees (45.4%) were satisfied for taking crewel scenery as an enterprise except for the cost of the frame with overall acceptability score of (1.0) that made product price higher. Rural women perceive crewel scenery as profitable venture for empowerment of rural women and girls in Kashmir.

**Keywords:** enterprise, crewel embroidery, scenery and empowerment

**Introduction**

India is a country having diverse culture which is still deeply rooted in the history and traditions. Several articles are made using crewel embroidery. It is a fascinating needle art typically done on linen, wool, silk and cotton fabric with different types of yarns. This special kind of embroidery is done with a pointed hook used for drapery and upholstery.

Crewel embroidery is in great demands through out the world. Crewel work has a rich history stretching at least as far as the early medieval period. Influenced by exotic flora and fauna, this form enjoyed popularity in the Jacobean era in Europe and America during 17<sup>th</sup> and 18<sup>th</sup> centuries. It is said that crewel embroidery came to Kashmir when traders from Damascus came to Kashmir in 13<sup>th</sup> century. At present about 60000 artisans are engaged in this profession producing shawls and numerous other embroidery products. 20,000 artisans in doing crewel embroidery producing more than 5 crore rupees a year.

It is one of the most beautiful artisan's skills in the Kashmir region. Besides its use in upholstery and drapery different designs of embroidery with crewel work are being practised on apparels in distinctive styles. Kashmiri embroidery shawls are well known for the beauty of colour, texture and design. The wool embroidery of Kashmir is universally famous especially the shawls and woollen garments. However, the traditional workers in some areas are not adaptive to the changing needs and they still practise the traditional motifs and designs which are time consuming.

**Material and Method**

Srinagar block was selected purposively due to higher number of Vocational training programs organized by women empowerment cell in this block. Out of them Nowpoora chesmarshahi village was purposively selected for vocational training purpose on rural crafts in Srinagar district. A total of 22 rural women were trained by the women empowerment cell at Directorate of extension, SKUAST-Kashmir during 2014- 2017 on various aspects of crewel embroidery skills in scenery making. An interview schedule was used as the research instrument to collect relevant information from beneficiaries on feasibility in making of scenery through crewel embroidery as small scale enterprise. The product acceptability was judged on scores obtained by the trainees through the scale of 3, 2, 1 and 0 assigned for fully satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied respectively. Data was analysed using statistical tools and techniques.

**Result and Discussions**

Indians are world famous for their magnificent workmanship and produced the most beautiful textiles and further decorated with embroidery and is variegated charms.

Revival of traditional embroidery like many other traditional pastimes is currently enjoying a revival. Handwork which is used to beautify the garments has change a lot with changing times. The age old embroideries which held the splendour of royalty and grandeur in attire have been replaced by the modern motifs.

Debnath *et al* (2017) [1] reported that the skill and traditional value of making Kantha embroidery have been passed down from one generation to another from the mother to the daughter. Kantha has indeed empowered these women to stich their success story in each of the commercial pieces they produce and the modifications that have taken place and the adaptability to changing market scenario.

From the table 1 it is clear that maximum participants (45.4%) are satisfied by making crewel scenery. Only 7(31.8%) of them are fully satisfied and 4 are neither satisfied nor dissatisfied about the feasibility of taking scenery making through crewel embroidery. Marketing of the product by the entrepreneurs or the middlemen could be taken at Kisan melas, fairs and exhibitions. Kashmir being the tourist hub has big opportunities for selling their products.

**Table 1:** Feasibility of crewel embroidery scenery as an enterprise

Satisfaction Level	No of trainees	Percent
Fully satisfied	7	31.8
satisfied	10	45.4
Neither satisfied nor Dissatisfied	4	18.2
Dissatisfied	1	4.54
Total	22	100

Table2 shows that the overall acceptability of the product on parameters of crewel scenery as cloth, texture, design, colour, metallic threads, frame, less time attractive and cost were studied. The study revealed that trainees were satisfied with the product in all parameters score of more than 2.0 except frame of the scenery 1.0. The reason for neither satisfied nor dissatisfied may be due to the availability of the frame as they have to purchase at higher cost from the market thereby increasing the product price.

Most of the besides this women can make their profit of Rs 250-1000/piece as their wage depending upon the size of the scenery and crewel work. Crewel scenery can be made by developing simpler motifs in less time in comparison to shawls and woollen garments. It was also observed that these crewel sceneries are in great demand in the market and there is a scope for microenterprise for rural women.

**Table 2:** Overall acceptability of the crewel scenery

Parameters (Crewel scenery)	Overall acceptability mean Score
Cloth	2.8
Design	2.2
Texture	2.1
colour	2.7
Metallic threads	2.0
Frame	1.0
Less time	3.0
Attractive	2.8
Marketing	2.4
Cost	2.3

Saroj Devi *et al* (2017) [4] studied that traditional motifs of embroidery adapted into fabric painting were appreciated by majority of trainees as they considered it an innovative economical and time saving technique which also helps in revival of kantha embroidery as well as would help women

entrepreneurship. Rana Shivani (2017) [5] also reported in the study of Faridkot district of Punjab on imparting vocational training programs and role in developing the skills among rural youth and also benefiting the rural women for generation of income.

## Conclusion

It is evident that through crewel embroidery program in scenery making there was gain in knowledge, finance availability, raw material, skill and marketing among the trainees and women can become an earner after getting hands on experience during the training program and started unit at Nowpoora, Chesmashahi self-help group. It is one of the livelihood options feasible in handling as well as generating gainful employment and income for Kashmiri youth. Thus indicates good scope to establish sustained livelihood in rural areas for women and young girls for empowerment and microenterprise establishment.

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