

## Appendix 1

### ***Lambani* Textiles: Evolution and Revival through Innovation**

*Lambani* aka Banjara are semi nomadic communities who are found pan India, The *Lambani* embroidery is a languishing craft. Its revival is imperative to retain the culture and craft. Hence the revival can lead to training and employment for many artisans. This will enable the artisans to understand designing from the perspective of commercial value.

One of the major objectives of the study is to create awareness regarding the embroidery as well as design minimal waste apparels which have commercial acceptance with value addition through the embroidery. The present study is to create niche garments with minimal waste.

Google Link :

[https://docs.google.com/forms/d/e/1FAIpQLScpnNuasXZ3nqtLk8XZ05OrlIiksw4olsN8duuzHmQZEFX4pw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScpnNuasXZ3nqtLk8XZ05OrlIiksw4olsN8duuzHmQZEFX4pw/viewform?usp=sf_link)

Email

\_\_\_\_\_.

Name

\_\_\_\_\_.

Age

- 18 - 24
- 25 – 34
- 35 – 44
- 45 – 54
- 54 and above

Gender

- Male
- Female
- Other

Occupation

- |             |                |
|-------------|----------------|
| • Student   | • Designer     |
| • Employed  | • Academician  |
| • Homemaker | • Craftpreneur |

Lambani aka Banjara embroidery is a vivid, vibrant and colorful embroidery which resonates with their colorful textiles . The embroidery is an amalgam and combination of various stitches such as running, blanket , chain , cretan, brick etc with an elaborate use of mirrors , coins and shells . The present questionnaire aims at establishing and collecting opinions towards the placement of the embroidery

in 4 broad categories of garment styling, which are anti-fit to accommodate a broader range of sizes.

1. Yokes
2. Pleats
3. Panels
4. Tucks

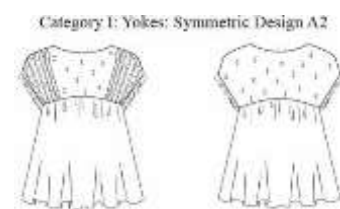
Each category has short tunics with suggestive embroidery placement ideas for a young client category . Your esteemed opinion will help the researcher to understand the best embroidery placement for a particular style.

#### Category 1: Yokes: Symmetrical Design

##### ● Design A1



##### ● Design A2

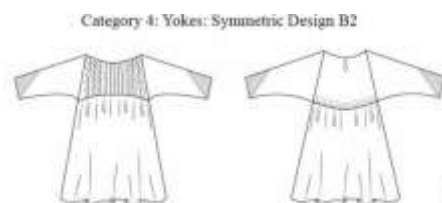


#### Category 1: Yokes: Symmetrical Design

##### ● Design B1

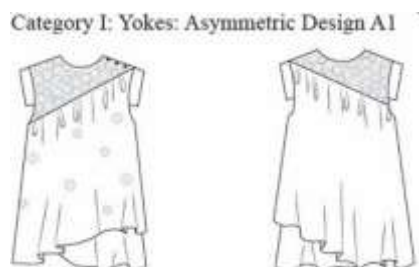


##### ● Design B2

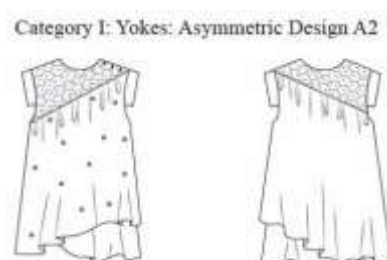


#### Category 1 : Yokes: Asymmetrical Design

##### ● Design A1



##### ● Design A2



### Category 1 : Yokes: Asymmetrical Design

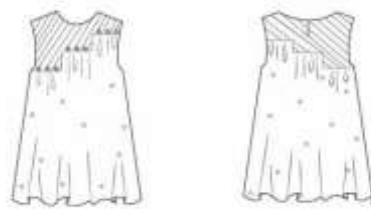
#### ● Design B1

Category I: Yokes: Asymmetric Design B1



#### ● Design B2

Category I: Yokes: Asymmetric Design B2



How did you find the embroidery placement of the

### Category 1: Yokes

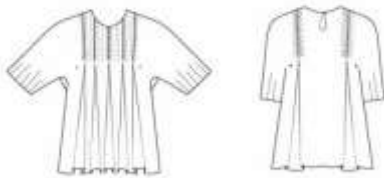
- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Suggestions

### Category 2: Pleats: Symmetric Design

#### ● Design A1

Category 2: Pleats: Symmetric Design A1



#### ● Design A2

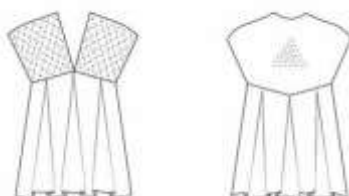
Category 2: Pleats: Symmetric Design A2



### Category 2: Pleats: Symmetric Design

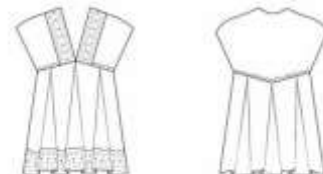
#### ● Design B1

Category 2: Pleats: Symmetric Design B1



#### ● Design B2

Category 2: Pleats: Symmetric Design B2



## Category 2: Pleats : Asymmetric Design

### ● Design A1

Category 2: Pleats: Asymmetric Design A1



### ● Design A2

Category 2: Pleats: Asymmetric Design A2



## Category 2: Pleats: Asymmetric Design

### ● Design B1

Category 2: Pleats: Asymmetric Design B1



### ● Design B2

Category 2: Pleats: Asymmetric Design B2



How did you find the embroidery placement of the Category 2: Pleats

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Suggestions

\_\_\_\_\_.

## Category 3: Panels: Symmetric Design

### ● Design A1

Category 3: Panels: Symmetric Design A1



### ● Design A2

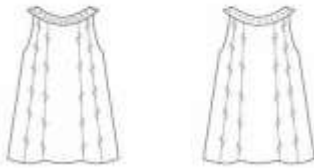
Category 3: Panels: Symmetric Design A2



### Category 3: Panels: Symmetric Design

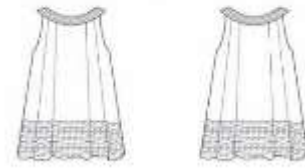
#### ● Design B1

Category 3: Panels: Symmetric Design B1



#### ● Design B2

Category 3: Panels: Symmetric Design B2



### Category 3: Panels : Asymmetric Design

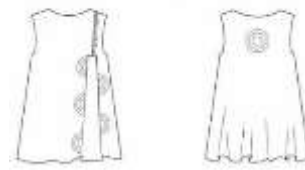
#### ● Design A1

Category 3: Panels: Asymmetric Design A1



#### ● Design A2

Category 3: Panels: Asymmetric Design A2



### Category 3: Panels : Asymmetric Design

#### ● Design B1

Category 3: Panels: Asymmetric Design B1



#### ● Design B2

Category 3: Panels: Asymmetric Design B2



How did you find the embroidery placement of the Category 3: Panels

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

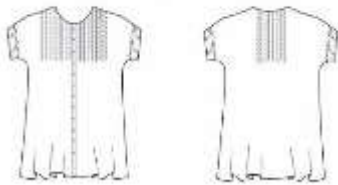
Suggestions

\_\_\_\_\_.

#### Category 4: Tucks: Symmetric Design

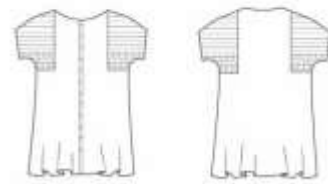
##### ● Design A1

Category 4: Tucks: Symmetric Design A1



##### ● Design A2

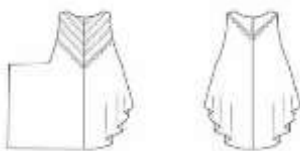
Category 4: Tucks: Symmetric Design A2



#### Category 4: Tucks: Symmetric Design

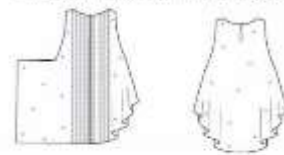
##### ● Design B1

Category 4: Tucks: Symmetric Design B1



##### ● Design B2

Category 4: Tucks: Symmetric Design B2



#### Category 4: Tucks : Asymmetric design

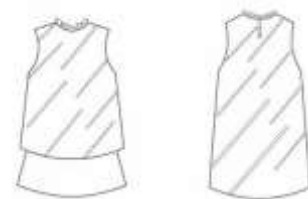
##### ● Design A1

Category 4: Tucks: Asymmetric Design A1



##### ● Design A2

Category 4: Tucks: Symmetric Design B2



#### Category 4: Tucks: Asymmetric Design

##### ● Design B1

Category 4: Tucks: Asymmetric Design B1



##### ● Design B2

Category 4: Tucks: Asymmetric Design B2



How did you find the embroidery placement of the Category 4: Tucks

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Suggestions

\_\_\_\_\_.

## Appendix II

### ***Lambani* Textiles: Evolution and Revival through Innovation**

*Lambani* aka Banjara are semi nomadic communities who are found pan India, The *Lambani* embroidery is a languishing craft. Its revival is imperative to retain the culture and craft. Hence the revival can lead to training and employment for many artisans. This will enable the artisans to understand designing from the perspective of commercial value

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2. Pleats
3. Panels
4. Tucks

Each category has short tunics with suggestive embroidery placement ideas for a young client category . Your esteemed opinion will help the researcher to understand the best embroidery placement for a particular style.

#### Category 1: Yokes: Symmetrical Design

##### ● Design A1

Category 1: Yokes: Symmetric Design A1



##### ● Design A2

Category 1: Yokes: Symmetric Design A2



#### Category 1: Design B : Yokes: Symmetrical

##### ● Design B1

Category 1: Yokes: Symmetric Design B1



##### ● Design B2

Category 1: Yokes: Symmetric Design B2





### Category 1: Design A : Yokes: Asymmetrical

#### ● Design A1

Category 1: Yokes: Asymmetric Design A1



#### ● Design A2

Category 1: Yokes: Asymmetric Design A2



### Category 1: Design B : Yokes: Asymmetrical

#### ● Design B1

Category 1: Yokes: Asymmetric Design B1



#### ● Design B2

Category 1: Yokes: Asymmetric Design B2



How did you find the embroidery placement of the Category 1: Yokes

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Suggestions

\_\_\_\_\_.

## Category 2 :Design A : Pleats : Symmetrical

### ● Design A1

Category 2: Pleats: Symmetric Design A1



### ● Design A2

Category 2: Pleats: Symmetric Design A2



## Category 2 :Design B : Pleats : Symmetrical

### ● Design B1

Category 2: Pleats: Symmetric Design B1



### ● Design B2



## Category 2 :Design A : Pleats : Asymmetrical

### ● Design A1

Category 2: Pleats: Asymmetric Design A1



### ● Design A2

Category 2: Pleats: Asymmetric Design A2



## Category 2 :Design B : Pleats : Asymmetrical

### ● Design B1

Category 2: Pleats: Asymmetric Design B1



### ● Design B2

Category 2: Pleats: Asymmetric Design B2



How did you find the embroidery placement of the Category 2: Pleats

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Suggestions

\_\_\_\_\_.

## Category 3 :Design A : Panels : Symmetrical

### ● Design A1

Category 3: Panels: Symmetric Design A1



### ● Design A2

Category 3: Panels: Symmetric Design A2



### Category 3 :Design B : Panels : Symmetrical

#### ● Design B1

Category 3: Panels: Symmetric Design B1



#### ● Design B2

Category 3: Panels: Symmetric Design B2



### Category 3 :Design A : Panels : Asymmetrical

#### ● Design A1

Category 3: Panels: Asymmetric Design A1



#### ● Design A2

Category 3: Panels: Asymmetric Design A2



### Category 3 :Design B: Panels: Asymmetrical

#### ● Design B1

Category 3: Panels: Asymmetric Design B1



#### ● Design B2

Category 3: Panels: Asymmetric Design B2



How did you find the embroidery placement of the Category 3: Panels

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Suggestions

\_\_\_\_\_.

#### Category 4 :Design A : Tucks : Symmetrical

##### ● Design A1



##### ● Design A2



#### Category 4: Design B : Tucks : Symmetrical

##### ● Design B1



##### ● Design B2



#### Category 4 :Design A : Tucks: Asymmetrical

##### ● Design A1



##### ● Design A2



#### Category 4 :Design B : Tucks : Asymmetrical

##### ● Design B1



##### ● Design B2



How did you find the embroidery placement of the Category 4 : Tucks

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Suggestions

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### APPENDIX III

Dear Respondent,

Greetings

Request your kind co-operation with regards to the following questionnaire prepared by Ms Beena Santosh Modathi , Ph.D Scholar on **Lambani Textiles: Evolution and Revival Through Innovative Product Development** under the guidance of Prof.(Dr.) Anjali Karolia, Department of Clothing and Textile, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

Lambani Embroidery, also known as the Banjara embroidery has struggled for its existence from times immemorial. As these Banjaras or the Gormati people are nomadic tribes they are constantly on the move and there is not much awareness regarding their craft of embroidery which has a rich vocabulary of stitches and also is a beautiful amalgamation of rich and vivid colours. The interplay of colours and the linear embroidery is mesmerizing but has not yet received the much-deserved recognition like the other rich embroideries of India. The Lambani embroidery was earlier only restricted to the women's costumes and household articles but now efforts are being focused towards producing commercially viable products and also offer an array of choices to the consumers. Hence, now the need is to reach the urban buyers and try to engage them in visual storytelling regarding the craft and its techniques.

Your responses to the survey shall be totally voluntary and will be kept strictly confidential. The results shall be used for the purpose of academic research only.

Your responses will add great value to my research work and are highly appreciated.

Thank You.

Google Link :

[https://docs.google.com/forms/d/e/1FAIpQLSekSWl\\_\\_WjQLkxFaiJcn81XpBW9x8\\_ctDgy3YBAQJdHUne4Sg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSekSWl__WjQLkxFaiJcn81XpBW9x8_ctDgy3YBAQJdHUne4Sg/viewform?usp=sf_link)

Beena Santosh Modathi

+91 7567953126

Email

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Name

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Age

- 18 - 25
- 26 – 35
- 36 – 45
- 46 – 55
- 55 and above

Gender

- ☐ Male
- ☐ Female
- ☐ Other

Occupation

- ☐ Student
- ☐ Employed
- ☐ Homemaker
- ☐ Entrepreneur
- ☐ Designer
- ☐ Other



Are you aware of Lambani Embroidery?

- Yes
- No

If yes mention the source

- Social media
- Friends
- Exhibitions
- Internet
- Workshop

### **Product Category 1: Apparel ( Tunics)**

This category is a collection of tunics for a clientele between the age of 25 to 35 and 36 to 45 with short and long tunics respectively.

**Fabric: Kala Cotton (Handspun and handwoven)**

**Dyes: Natural ( Pink- Madder)(Grey- Ratanjot)(Yellow- Anar)(Blue-Indigo)**

**Styling: Minimal**

Designing of the tunics was done keeping in mind the concept of minimal waste. It is a sustainable collection of ensembles which is anti-fit(to fit various sizes) The short tunics can be paired with denim trousers or skirts whereas the long tunics can be worn solo or can be teamed up with a smart pair of trousers.

Overall, a sustainable collection with a lot of options to be teamed up with.

There are 8 short tunics (numbered 1-8) and 8 long tunics (numbered 9-16)

Rate Tunic 1 (Yoked- Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 2 (Yoked- Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 3(Pleated- Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					

Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 4(Pleated- Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 5 (Paneled- Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 6 (Paneled- Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					

Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 7 (Tucked- Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 8 (Tucked- Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 9 (Yoked- Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					

Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 10 (Yoked - Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR



Rate Tunic 11 (Pleated - Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 12 (Pleated - Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					

Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 13 (Paneled - Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 14 (Paneled - Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 15 (Tucked - Symmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					

Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 16 (Tucked - Asymmetrical) in terms of the following parameters

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Do you like the idea of designing contemporary tunics with traditional Lambani embroidery

- ☐ Yes
- ☐ No

Would you like to buy the tunics for your wardrobe?

- ☐ Yes
- ☐ No

Do you like the idea of anti-fit tunics with Lambani embroidery innovative ?

- ☐ Yes
- ☐ No

Suggestions

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## **Product Category 2: Lifestyle Products**

The idea for designing life style products was to create prototypes of products which are user centric and will add a new dimension to the embroidery. The lifestyle products were divided into 3 sub- categories:

1. Personal Accessories 2. Home Décor 3. Office Essentials

For the making of the products organic goat leather devoid of any chemical treatment and a waste material of the butchery industry was used. Khadi fabric dyed in indigo was used for the embroidery. Thus the collection of the lifestyle products is completely sustainable and handcrafted.

1. Personal Accessories

A. How do rate the design of the following personal accessories?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

B. How do like the colour combination of the embroidery in the personal accessories section?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

C. How do you like the idea of combining organic leather with Lambani embroidery for designing products for personal accessories?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

D. How do you rate the overall aesthetic appeal of the personal accessories?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

E. Considering that the personal accessories are handcrafted with organic leather and hand spun, hand woven. naturally dyed fabric how much would you like to pay for it?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

F. Would you like to buy these products as your personal accessories?

- ☐ Yes
- ☐ No

G. Do you like the idea of designing personal accessories with traditional Lambani embroidery?

- ☐ Yes
- ☐ No

H. Do you find the products ( personal accessories) innovative?

- ☐ Yes
- ☐ No

## Home Décor Products

A. How do rate the design of the following home décor products?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

B. How do like the colour combination of the embroidery in the home décor section?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

C. How do you like the idea of combining organic leather with Lambani embroidery for designing products for home décor ?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

D. How do you rate the overall aesthetic appeal of the home décor products?



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

E. Considering that the home décor products are handcrafted with organic leather and hand spun, hand woven. naturally dyed fabric how much would you like to pay for it?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

F. Would you like to buy these products as your home decor?

- ☐ Yes
- ☐ No

G. Do you like the idea of designing home decor with traditional Lambani embroidery?

- ☐ Yes
- ☐ No

H. Do you find the products (home decor) innovative?

- ☐ Yes
- ☐ No

### Office Essentials

A. How do rate the design of the following office essentials products?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

B. How do like the colour combination of the embroidery in the office essentials section?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

C. How do you like the idea of combining organic leather with Lambani embroidery for designing products for Office essentials ?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					

Multi-purpose bag					
Pen holder with stationery tray					

D How do you rate the overall aesthetic appeal of the office essential products?

Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

Considering that the office essentials products are handcrafted with organic leather and hand spun, hand woven. naturally dyed fabric how much would you like to pay for it?

Parameters	Below 1000 INR	1000 INR - 2000 INR	2000 INR - 3000 INR	3000 INR - 4000 INR	Above 4000 INR
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

F. Would you like to buy these products for your office ?

- ☐ Yes
- ☐ No

G. Do you like the idea of designing office essential with traditional Lambani embroidery?

- ☐ Yes
- ☐ No

H. Do you find the products (office essential) innovative?

- ☐ Yes
- ☐ No

Suggestions \_\_\_\_\_

## APPENDIX 4

Dear Respondent,

Greetings

I request your kind co-operation with regards to the following questionnaire prepared by Ms Beena Santosh Modathi, Ph.D Scholar on **Lambani Textiles: Evolution and Revival Through Innovative Product Development** under the guidance of Prof.(Dr.) Anjali Karolia, Department of Clothing and Textile, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

Lambani Embroidery, also known as the Banjara embroidery has struggled for its existence from times immemorial. As these Banjaras or the Gormati people are nomadic tribes they are constantly on the move and there is not much awareness regarding their craft of their embroidery which has a rich vocabulary of stitches and which is a beautiful amalgamation of rich and vivid colours. The interplay of colours and the linear embroidery is mesmerizing but has not yet received the much deserved recognition and does not stand close to the other rich embroideries of India. The Lambani embroidery was earlier only restricted to the women's costumes and household articles but now efforts are being focused towards producing commercially viable products and also offer an array of choices. Hence, now the need is to reach the urban consumer and try to engage them in visual storytelling regarding the craft and its techniques.

Your responses to the survey shall be totally voluntary and will be kept strictly confidential. The results shall be used for the purpose of academic research only.

Your responses will add great value to my research work and are highly appreciated.

Thank You.

Beena Santosh Modathi

Google Link :

[https://docs.google.com/forms/d/e/1FAIpQLSdmujmdQU342TbMERy437nImteNMSi5CAawFYeOUwpAR2iaKw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdmujmdQU342TbMERy437nImteNMSi5CAawFYeOUwpAR2iaKw/viewform?usp=sf_link)

Email

Name

Age

- ☐ 18 - 25
- ☐ 26 – 35
- ☐ 36 – 45
- ☐ 46 – 55
- ☐ 55 and above

Gender

- ☐ Male
- ☐ Female
- ☐ Other

Occupation

- ☐ Student
- ☐ Employed
- ☐ Homemaker
- ☐ Entrepreneur
- ☐ Designer
- ☐ Other

Are you aware of Lambani Embroidery?

- ☐ Yes
- ☐ No

If yes mention the source

- ☐ Social media
- ☐ Friends
- ☐ Exhibitions
- ☐ Internet
- ☐ Workshop

### Product Category 1: Apparel ( Tunics)

This category is a collection of tunics for a clientele between the age of 25 to 35 and 36 to 45 with short and long tunics respectively.

**Fabric:** Kala Cotton (Handspun and handwoven)

**Dyes:** Natural ( Pink- Madder)(Grey- Ratanjot)(Yellow- Anar)(Blue-Indigo)


**Styling:** Minimal

Designing of the tunics was done keeping in mind the concept of minimal waste. It is a sustainable collection of ensembles which is anti-fit(to fit various sizes) The short tunics can be paired with denim trousers or skirts whereas the long tunics can be worn solo or can be teamed up with a smart pair of trousers.

Overall, a sustainable collection with a lot of options to be teamed up with.

There are 8 short tunics (numbered 1-8) and 8 long tunics (numbered 9-16)


Rate Tunic 1 (Yoked- Symmetrical) in terms of the following parameters

	Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
	Colour of the fabric					
	Texture of the fabric					
	Placement of embroidery					
	Colour combination of the embroidery					
	Design of the tunic					
	Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 2 (Yoked- Asymmetrical) in terms of the following parameters

	Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
	Colour of the fabric					
	Texture of the fabric					
	Placement of embroidery					
	Colour combination of the embroidery					
	Design of the tunic					
	Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 3(Pleated- Symmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun

- hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 4(Pleated- Asymmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 5 (Paneled- Symmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 6 (Paneled- Asymmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR



Rate Tunic 7 (Tucked- Symmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 8 (Tucked- Asymmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 9 (Yoked- Symmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 10 (Yoked - Asymmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 11 (Pleated - Symmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 12 (Pleated - Asymmetrical) in terms of the following parameters



Parameters	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- 2000 INR- 3000INR
- 3000 INR - 4000 INR
- More than 4000 INR

Rate Tunic 13 (Paneled - Symmetrical) in terms of the following parameters



Parameter	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 14 (Paneled - Asymmetrical) in terms of the following parameters



Parameter	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 15 (Tucked - Symmetrical) in terms of the following parameters



Parameter	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Rate Tunic 16 (Tucked - Asymmetrical) in terms of the following parameters



Parameter	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Colour of the fabric					
Texture of the fabric					
Placement of embroidery					
Colour combination of the embroidery					
Design of the tunic					
Overall aesthetic appeal					

Considering that the tunic is made of hand spun - hand woven fabric, naturally dyed and hand embroidered how much are you ready to pay for the product?

- ☐ 2000 INR- 3000INR
- ☐ 3000 INR - 4000 INR
- ☐ More than 4000 INR

Do you like the idea of designing contemporary tunics with traditional Lambani embroidery

- ☐ Yes
- ☐ No

Would you like to buy the tunics for your wardrobe?

- ☐ Yes
- ☐ No

Do you like the idea of anti-fit tunics with Lambani embroidery innovative ?

- ☐ Yes
- ☐ No

## Suggestions

### Product Category 2: Lifestyle Products

The idea for designing life style products was to create prototypes of products which are user centric and will add a new dimension to the embroidery. The lifestyle products were divided into 3 sub- categories:

1. Personal Accessories 2. Home Décor 3. Office Essentials

For the making of the products organic goat leather devoid of any chemical treatment and a waste material of the butchery industry was used. Khadi fabric dyed in indigo was used for the embroidery. Thus the collection of the lifestyle products is completely sustainable and handcrafted.

#### 1. Personal Accessories



A. How do you rate the design of the following personal accessories?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

B. How do you like the colour combination of the embroidery in the personal accessories section?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

C. How do you like the idea of combining organic leather with Lambani embroidery for designing products for personal accessories?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

D. How do you rate the overall aesthetic appeal of the personal accessories?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

E. Considering that the personal accessories are handcrafted with organic leather and hand spun, hand woven, naturally dyed fabric how much would you like to pay for it?

	Below 1000 INR	1000 INR - 2000 INR	2000 INR - 3000 INR	3000 INR - 4000 INR	4000 INR and above
Footwear					
Glasscase					
Neck piece					
Tote Bag					
Wallet					

F. Would you like to buy these products as your personal accessories?

- ☐ Yes
- ☐ No

G. Do you like the idea of designing personal accessories with traditional Lambani embroidery?

- ☐ Yes
- ☐ No

H. Do you find the products ( personal accessories) innovative?

- ☐ Yes
- ☐ No

#### Home Décor Products



A. How do rate the design of the following home décor products?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

**B.** How do like the colour combination of the embroidery in the home décor section?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

**C.** How do you like the idea of combining organic leather with Lambani embroidery for designing products for home décor ?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

**D.** How do you rate the overall aesthetic appeal of the home décor products?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

**E.** Considering that the home décor products are handcrafted with organic leather and hand spun, hand woven. naturally dyed fabric how much would you like to pay for it?

	Below 1000 INR	1000 INR - 2000 INR	2000 INR - 3000 INR	3000 INR - 4000 INR	4000 INR and above
Coaster set					
Lamp shade					
Serviette Holder					
Vase					
Wall art					

**F.** Would you like to buy these products as your home decor?

- ☐ Yes
- ☐ No

**G.** Do you like the idea of designing home decor with traditional Lambani embroidery?

- ☐ Yes



- No

H. Do you find the products (home decor) innovative?

- Yes
- No

#### Office Essentials

A. How do rate the design of the following office essentials products?



1. Card Organizer



2. Diary Cover



3. Laptop Bag



4. Multipurpose Bag



5. Pen Stand with Stationery tray

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

B. How do like the colour combination of the embroidery in the office essentials section?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

C. How do you like the idea of combining organic leather with Lambani embroidery for designing products for Office essentials ?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					

Pen holder with stationery tray					
---------------------------------	--	--	--	--	--

D How do you rate the overall aesthetic appeal of the office essential products?

	Like extremely	Like moderately	Neither Like nor Dislike	Dislike Moderately	Dislike Extremely
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

Considering that the office essentials products are handcrafted with organic leather and hand spun, hand woven, naturally dyed fabric how much would you like to pay for it?

	Below 1000 INR	1000 INR - 2000 INR	2000 INR - 3000 INR	3000 INR - 4000 INR	Above 4000 INR
Card organizer					
Diary Cover					
Lap top bag					
Multi-purpose bag					
Pen holder with stationery tray					

F. Would you like to buy these products for your office ?

- ☐ Yes
- ☐ No

G. Do you like the idea of designing office essential with traditional Lambani embroidery?

- ☐ Yes
- ☐ No

H. Do you find the products (office essential) innovative?

- ☐ Yes
- ☐ No

Suggestions

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Thank you for your patience in filling the form.