

Rangoli Art as A Source for Updating Printed Garment Designs as A Proposal for A Small Integrative Enterprise for Sustainable Development

Dr. Heba Atef Abd-Elaziz

Lecturer at the Department of Textile Printing, Dyeing and Finishing, Faculty of Applied Arts, Benha University.

heba.atef@fapa.bu.edu.eg

Abstract

• The Information And Communication Revolution That Has Swept All Borders, The Global Changes In The Financial Markets, The Global Economic Crisis In Rich, Developed And Poor Countries , And The Negative Impact And Increase Of Unemployment Due To The Reliance On New Technologies And Control Systems. Therefore, The Research Aims To Present A Proposal For A Small Integrated Projects In Line With The Potential Of The Environment And The Needs Of The Community To Find Job Opportunities That Correspond To Unemployment And Sustainable Development.

• Problem Of Research:

The Problem Of Research Is Determined By The Following Questions:

O How Can Rangoli Art Drawings Of Indian Style To Create Printing And Fashion Designs For Women That Fit With The Egyptian Culture As A New Entry That Opens The Way For Designers For Textile Printing, Dyeing And Finishing Towards Formulations And Formation Solutions?

O How To Create An Incubating Environment To Present A Proposal For A Small, Integrative Enterprise With The Aim Of Reducing The Unemployment Rate For Youth, To Consolidate Their Social Responsibility On The Labor Market Platform, As A Step In The Future?

•Purpose Of Research:

Achieving The Development Of Printed Designs For The Fabrics Of One-Piece Clothes For Women By Taking Advantage Of The Drawings Rangoli Art With An Indian Style And The Design Of The Costume Inspired By The Design Of Indian Fashion Designer Ritu Kumar That Fits With The Egyptian Environment, Through The Use Of Some Specialized Computer Programs.

O Attempting Work To Achieve The Vision Of "Egypt 2030", Whose Most Important Goal To Become A New Egypt With A Balanced, Diversified And Competitive Productive Economy Based On Innovation And Knowledge, Based On Community Participation, Investing In The Genius Of Youth To Improve The Quality Life Of Egyptians.

•Procedures Of Procedural Research:

O Sustainable Development And A Proposal For A Small, Enterprise Project.

O Patterns Of Rangoli And Indian Fashion Designs.

O Applied experimental study Through Some Computer Programs Such As (Inkscape, Rebelle3, Adobe Illustrator Cc).

O Analytical Study Procedures

Keywords:

Rangoli Art - Small Integrative Enterprise - Sustainable Development.

Research introduction:

The human being is the ultimate goal of development, its organizer, leader and developer in his society with all its economic dimensions, social classes, intellectual, scientific and cultural trends. Human development is one of the most important sciences that helps man to reach his goals and ambitions. It includes a set of components and contents fused in its processes and results, including the combined factors, inputs and contexts to know personal capabilities and their development, including economic thought, the motivating values of work, development, identity and awareness that require the necessity of development and renewal, as it is a tool for progress and development, the most important of which are the factors of production, economic and financial, social structure relations between various Its segments, cultural values.

Achieving sustainable development generates a competitive and diversified economy, stemming from its vision of an effective labor market that attracts the workforce. Expansion, modernization and association with other government agencies related to these procedures.

Each people has its own cultural heritage and heritage, and it is only that which is distinguished from it unlike other peoples, and this cultural heritage is linked to the culture of each celebration, as the history of India, that ancient country full of legends and mystery, is not without an innate inclination for joy and fun summarized in the many celebrations and festivals that It is distributed throughout the year, such as the festival of Diwali (a religious festival that means the festival of lights), Onam (a religious holiday that means the feast of happiness), and Pongal (a cultural festival celebrating the sun and harvest),...etc. Styles of rangoli art have been passed down from generation to generation over the centuries as women tend to carry out the illustrious drawings to attract the attention of Deity Lakshmi, who loves cleanliness and a peaceful atmosphere in the home. The appearance of these drawings brings good luck and prosperity in all matters, so all patterns are drawn in honor of this goddess, as well as human figures intertwined with images of animals and birds to signify the unity of the people and the natural world. (Abhimanu Chauhan-2014))

Designers of textile printing in general and fashion designers in particular are trying to translate the elements of composition from lines, color spaces and various materials into the design of an updated printed uniform in the form of an innovative and renewed entity. Influenced by different cultures, fashion design is deeply rooted in the culture and heritage of the Indian subcontinent, where it has preserved the ancient Indian heritage thanks to the designers who succeeded in keeping those styles popular; Introducing to it a set of modern ideas that suit contemporary generations and the civilizations of other peoples, whether Western or Eastern; They are elegant and colourful, vibrant and full of details. (Anshu Singh Choudhary-2019)

Therefore, small integrative projects have become the focus of the efforts of most governments of developed and developing countries alike, as they provide the national economy with administrative and technical capabilities, and play a major role in facing the problem of unemployment, as small industries use relatively simple productive arts that create job opportunities that absorb part of unemployment. And reduce the increasing demand for government jobs, and these projects provide many opportunities for work (Hassan Tawfiq - 2002 AD), and their importance in building the national economy through the exploitation of energies and capabilities and the development of experiences and skills, which helps to balance

society from the economic and social aspect as it is one of the most important tributaries developmental process.

Despite the efforts made by the government to support small integrative projects, the optimum benefit from the contribution of these projects in creating job opportunities and improving productivity has not been achieved. These projects have to improve product quality and raise the efficiency level of the production unit - hence the idea of this research .

Research problem:

The research problem is defined in the following two questions:

- o How can the drawings of the Indian rangoli art and the design of the Indian dress be used to create print designs and dress design for women that fit the Egyptian character as a new entrance that opens the way for designers of textile printing, dyeing and processing towards many formulations and plastic solutions?
- How to create an incubating environment for submitting a proposal for one of the small integrative projects in order to reduce the unemployment rate for young people in order to establish their social responsibility on the labor market platform as a step in the way of the future?

•Research hypotheses:

The search assumes that:

- o There is a positive significant relationship between the production of print designs for women's clothing fabrics inspired by the drawings of the Indian rangoli art and the design of the Indian dress, using some specialized computer programs (Inkscape, Rebelle 3, Adobe Illustrator Cc).
- o It is possible to find a job opportunity that achieves an economic return in a way that suits the conditions of young people.

•research aims:

- o Reaching to develop print designs for one-piece clothing fabrics for women by making use of the drawings of the Indian rangoli art and designing the outfit inspired by the design of the costumes of the Indian designer Ritu Kumar that fits with the Egyptian environment, through the use of some specialized computer programs (Inkscape), Rebelle 3, Adobe Illustrator Cc).
- o Attempting to work to achieve the vision of "Egypt 2030", which one of its most important goals is for the new Egypt to have a balanced, diversified and competitive productive economy that depends on innovation and knowledge, based on community participation, investing in the genius of young people to improve the quality of life of Egyptians.

•research importance

- o Putting forward a proposal to create an incubating environment for small integrative projects through which young people can develop their talents and creative and innovative abilities to motivate them to enter into entrepreneurship and to realize their ambition to establish their own project that provides them with a stable and decent job opportunity, and a distinct economic return.

- o Combining the art of textile printing design and Indian fashion design to create designs of printed clothing for women's one-piece clothing fabrics.
- o Raising the plastic value of the women's one-piece clothing fabrics by adding an aesthetic and functional dimension to them using some specialized computer programs, to meet the needs of modern women.

•search limits

- o Time limits: - The research dealt with a selection of artworks of the Indian Rangoli art, The design of the uniform in 2019 AD, and the application in 2020.
 - Creating print designs as well as designing uniforms for women's fabrics for the age group of 20-28 years.
- o Spatial boundaries: - Collection of artworks of rangoli art in cities (Amravati-Chennai-Coimbatore) And dress design in India while visiting those cities in 2019.
 - Application in the Arab Republic of Egypt.
- o Objective limits: - Sustainable development and a proposal for a small integrative project.
 - Patterns of designs of rangoli art and Indian dress.
 - The practical framework for searching through some computer programs such as Inkscape) Rebelle 3, Adobe Illustrator CC).

•Research Methodology:

The research follows the descriptive analytical and experimental approaches.

Results

- 1- There is a positive significant relationship between the production of print designs for women's clothing fabrics inspired by the drawings of the Indian art of rangoli and the design of the Indian dress, by making use of some specialized computer programs.
- 2- The sustainable development model is considered the latest and most prominent of the development models, as it is based on a set of principles and objectives, and the overlapping and integrated dimensions with each other. This means that sustainable development guarantees economic growth, providing a job opportunity that achieves an economic return in a way that suits the conditions of young people.
- 3- The research presented (9) design experiments for designs of one-piece printing for women's clothing, number (6) dress design, number (9) recruitment, number (14) design of rangoli art, number (6) Indian dress design, a survey and discussion was conducted With specialists, wholesale and retail clothing merchants and consumers to confirm the validity of the products for marketing, as they showed their admiration and acceptance of marketing the products by 95%.

Recommendations

1. Paying attention to integrative scientific research that contributes to shedding light on the drawings of Indian art in general, the art of rangoli and the Indian dress, in particular, because

of its multiple artistic values to create print designs and design a costume that suits the needs of modern women.

2. Encouraging cooperation with specialized international and regional organizations to benefit from their capabilities and expertise in designing and implementing advanced training and renewal programs in small integrative projects for sustainable development that keep pace with global developments.

3. Paying attention to small integrative projects for sustainable development in the field of textile printing design to contribute to eliminating the problem of unemployment, integrating and integrating the fields of applied arts to invest that in production.

References:

1- tufiq, hasan eabd alrahim yusif:adarat aliaemal altijariat alsaghiratu, dar alsafa' lilynashr waltawzie ,eaman , 2002m .

2- mustafaa , khalid qasma: adarat albiyat waltanmiat almustadamat fi zili aleawlamat almueasirati, aldaar aljamieiat lilynashri, alaiskandiriati, 2007.

3- eabaas , salah : altanmiat almustadamat fi alwatan alearabii, muasasat shabab aljamieiat lilynashri, ta1, 2010.

4- ambarak , biwaeshat: altanmiat almustadamat; muqarabat aiqtisadiatan fi ashkaliat almafahim walaibeadii, almultaqaa alduwalii hawl altanmiat almustadamat walkafa'at alaistikhdamiat lilmawarid almutahati, jamieat stif , 07-08 abril 2008.

1- Abhimanu, Chauhan& Kulwant ,Singh &Arvind, Kumar: Parameterization Of Indian Traditional Rangoli Design Patterns,International Journal Of Computer Applications , Volume 99– No.5, August 2014 .

2- Anshu ,Singh Choudhary: FASHION TRENDS AND ITS IMPACT ON INDIAN SOCIETY, Journal Of Applied Science And Computations, ISSN NO: 1076-5131,2019

3-Dutta, Sthe Mystery Of Indian Floor Paintings. Chitrolekha International Magazine On Art And Design, 1(1),2011

1- VAIBHAVI ,PRUTHVIRAJ RANAVAAD& ANJALI ,KAROLIA : THE STUDY OF THE INDIAN FASHION SYSTEM WITH A SPECIALEMPHASIS ON WOMEN'S EVERYDAY WEAR, International Journal Of Textile And Fashion Technology (IJTFT), Vol. 7, Issue 2, Apr2017.

2- Catherine Cartwright-Jones, Rangoli: Elder Women Creating Sacred Geography , Tap Dancing Lizard Publishing, Ohio, USA, 2003 And Also Mazumdar & Mazumdar.

3- Integrated Project Delivery A Guide , AIA California Council , Version 1,2007

6- Ritu Kumar - Ecommerce Website By Digital Impressions". Digital Impressions - Ecommerce Website Development. Retrieved 23 March 2020.