



Visualising Government Schemes on Household Linen: A Creative Interpretation Through Cloth – Katran

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Abstract- This research paper titled "Visualising Government Schemes on Household Linen: A Creative Interpretation Through Cloth – Katran", explores an innovative fusion of sustainable textile art and social awareness. Under the visionary leadership of Honourable Prime Minister Shri Narendra Modi, various welfare schemes like Pradhan Mantri Awas Yojana, Beti Bachao Beti Padhao, Ujjwala Yojana, Swachh Bharat Mission, and Pradhan Mantri Matru Vandana Yojana have been launched to empower citizens. However, effective communication and dissemination of these schemes to rural and semi-urban populations remain a challenge. To address this gap, the present study creatively integrates the visual identity of these government initiatives into household linen using leftover fabric scraps (katran), promoting both sustainability and awareness. A white bedsheets was selected as the base canvas, onto which logos of the schemes were first traced and then artistically enhanced using colorful fabric scraps. This transformation of everyday household items into mediums of public messaging merges aesthetics with advocacy, aligning with global movements of upcycling and sustainable design. The final product was evaluated by 30 faculty and staff members of Magadh University using a five-point rating scale, based on parameters like color combination, appearance, design, and cost-effectiveness. The results revealed overwhelmingly positive feedback, with the majority of participants rating the design as "Excellent" or "Good." The study not only demonstrates the potential of fabric art in public communication but also highlights new possibilities for self-employment and craft-based entrepreneurship, particularly among women. In conclusion, this research sets a precedent for using household textiles as functional tools for spreading awareness about national schemes while promoting sustainable practices. The integration of katran into creative messaging serves as an environmentally friendly and socially empowering approach, offering new avenues in design, education, and rural entrepreneurship.

Keywords- Government Schemes, Household Linen, Katran, Sustainable Design, Social Awareness, Upcycling



I. Introduction

In recent years, under the visionary leadership of the Honourable Prime Minister of India, Shri Narendra Modi, numerous welfare schemes have been launched with the aim of empowering the citizens of the country. These initiatives target various sectors such as health, education, sanitation, financial inclusion, and women empowerment. To ensure that the benefits of these schemes reach the grassroots level, the government has adopted multiple channels of communication—television advertisements, print media, pamphlets, bulletins, and digital platforms. Unique logos and designs have also been developed for each scheme to create strong visual identities and enhance public recognition.

To make these initiatives even more impactful, there is an emerging trend of integrating such themes into everyday items. In the textile and fashion industry, household linen—such as bed sheets, curtains, and tablecloths—offers a promising canvas for creative expression. Today, designers are incorporating meaningful visuals, slogans, and symbols related to government schemes onto these materials, thereby turning simple household items into powerful tools of social messaging. This not only adds aesthetic appeal but also contributes to public awareness in a subtle and continuous manner.

An innovative approach to this idea involves the use of fabric scraps, often dismissed as waste in households. These remnants can be repurposed into attractive and message-oriented designs on bed sheets and other linens. When such thoughtfully crafted products are introduced into the market, they have the potential to redefine the value of domestic textiles and open up new avenues in the home décor and craft sectors. More importantly, they serve as unique mediums to disseminate information about government initiatives, especially in rural and semi-urban areas where traditional forms of communication may have limited reach. Previous research in the field of communication through crafts has shown that textiles, especially hand-printed and embroidered items, have been used historically to convey cultural and political messages. For instance, protest quilts and folk embroidery have often carried symbolic motifs. However, limited studies have focused on the use of textiles to communicate government welfare schemes in the Indian context.

There is growing research on sustainable fashion and upcycling, where fabric scraps (kataran) are used to create aesthetic products. Studies such as those published in the *Journal of Sustainable Design* highlight the importance of fabric reuse. However, these studies primarily focus on environmental benefits, not on combining sustainability with social messaging, as your research proposes.



So this concept not only merges creativity with social responsibility but also aligns with sustainable practices by promoting fabric reuse. It offers a dual advantage: economic empowerment through craft-based entrepreneurship and increased societal awareness through functional art.

Considering the potential impact of this approach, the present research paper focuses on exploring the role of household linen as a medium for promoting government schemes using recycled fabric. The study aims to demonstrate how textile design can contribute to both community engagement and the revitalization of traditional craft practices, thereby adding a fresh perspective to both the textile industry and public communication efforts.

Aim of the Study

The study aims to promote government schemes through textile design by creating logos on paper, transferring them onto fabric, and enhancing them using fabric scraps. Final products will be graded based on color, shape, design, and cost, blending creativity, sustainability, and social awareness into household linen.

II. Methodology

This project work has been carried out by the researcher in the laboratory of the Postgraduate Department of Home Science, Magadh University, Bodh Gaya. The materials required for the project were procured from the local markets of Gaya.

A white double-bed sheet has been used as the base fabric for this project. The designs feature the logos of several key schemes launched by Honourable Prime Minister Shri Narendra Modi, such as the

- Pradhan Mantri Awas Yojana,
- Beti Bachao Beti Padhao Yojana,
- Ujjwala Yojana,
- Swachh Bharat Mission, and Pradhan Mantri Matru Vandana Yojana.



https://www.google.com/search?q=logo+of+Yojana.&sca_esv



Selection of Materials

The following materials were selected for the execution of the project:

- White bed sheet – 2 meters
- Fabric scraps (kataran)
- Fevicol (fabric adhesive)
- Scissors
- Other supporting materials (as required)
- Project Execution Steps

This project work was carried out in three main steps:

Step 1

Initially, the logos of various schemes launched by Honourable Prime Minister Shri Narendra Modi were carefully traced onto paper.

The traced designs were then transferred onto the white bed sheet using the help of carbon/oxy paper to maintain accuracy and clarity.

Finally, the transferred logos on the sheet were artistically decorated using colorful fabric scraps (kataran), enhancing both their visual appeal and message delivery.

Step 2: Grading of the Created Design

After the researcher completed the representation of various schemes launched by Honourable Prime Minister Shri Narendra Modi on the bed sheet using fabric scraps, the final design was evaluated. Grading was conducted by 30 faculty members and staff working at Magadh University, Bodh Gaya. A 5-point rating scale was used for this purpose, and scores were assigned based on the responses collected through this scale.

S.N.	Rating Scale	Score
1	Excellent	5
2	Good	4
3	Avarage	3
4	Poor	2
5	Very Poor	1

Some key criteria were used for grading the design on a five-point rating scale.

S.N	Colour Combination	Appearance	Design	Cost
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S.N	Cost Value	400 RS
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For the analysis of data, percentage, graphs, tables, and illustrations were used.

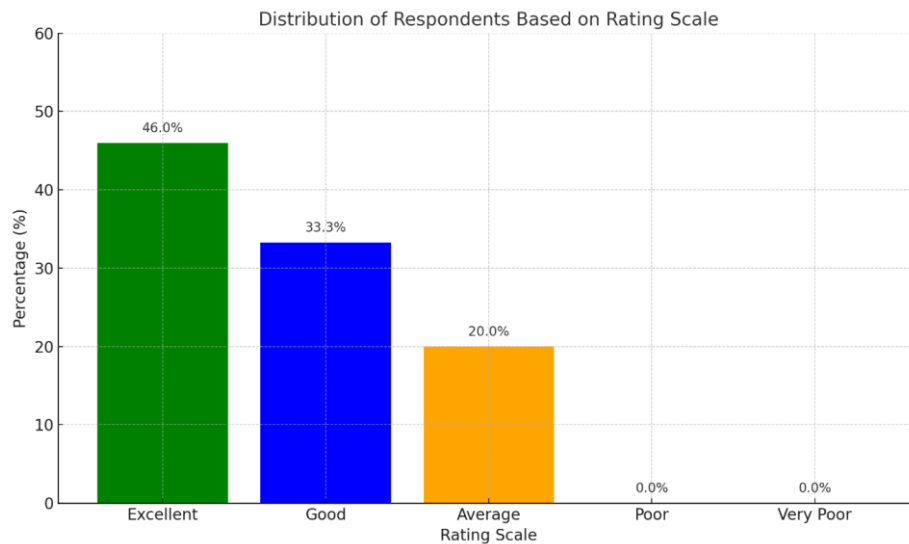




III. Result and Analysis

Table-1.1 Distribution of Respondents Based on the Information Received Regarding Color Combination

S.N.	Rating Scale	Score	Number	Percentage
1	Excellent	5	14	46
2	Good	4	10	33.3
3	Average	3	6	20
4	Poor	2	-	
5	Very Poor	1	-	



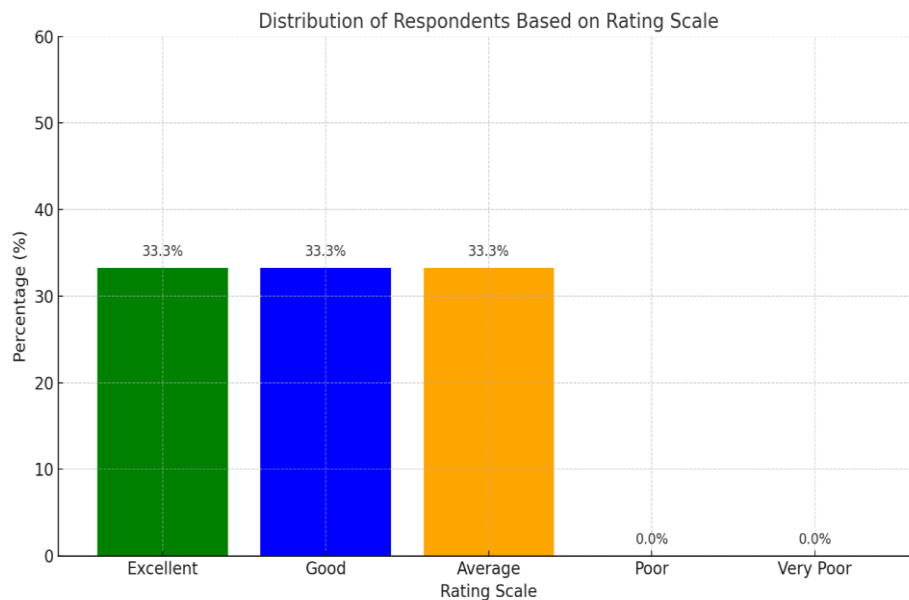
Discussion

Based on the table1.1, it is evident that regarding color combination, 46% of the respondents rated the designed bed sheet with five points, categorizing it as "Excellent." Another 33.30% of the respondents awarded it four points, placing it in the "Good" category. Additionally, 20% of the respondents considered the bed sheet to be of "Average" quality. Notably, there were no respondents who rated the sheet in the "Poor" or "Very Poor" categories.



Table 1.2 Distribution of Respondents Based on the Opinion Received Regarding Appearance

S.N.	Rating Scale	Score	Number	Percentage
1	Excellent	5	10	33.3
2	Good	4	10	33.3
3	Average	3	10	33.3
4	Poor	2	-	
5	Very Poor	1	-	

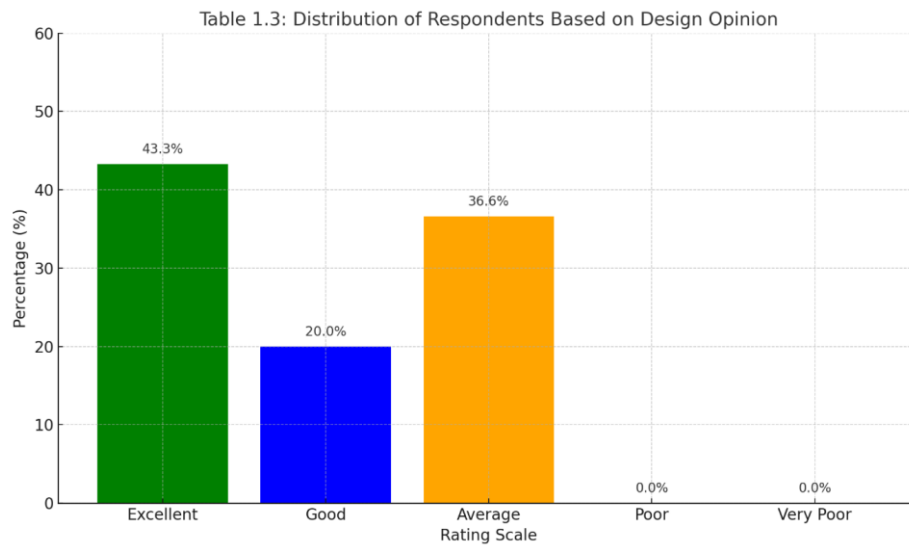


Discussion-Based on Table 1.2, it is evident that after evaluating the bed sheet created by the researcher on the basis of Appearance, 33.3% of the respondents awarded it five points, rating it as "Excellent." Another 33.3% rated it as "Good," while the remaining 33.3% considered it "Average." Notably, none of the respondents categorized the work as "Poor" or "Very Poor."



Table 1.3: Distribution of Respondents Based on the Opinion Received Regarding Design

S.N.	Rating Scale	Score	Number	Percentage
1	Excellent	5	13	43.3
2	Good	4	6	20
3	Average	3	11	36.6
4	Poor	2	-	-
5	Very Poor	1	-	-



Discussion

Based on Table 1.3, it is clear that 43.3% of the respondents rated the article created by the researcher as "Excellent" based on its design. About 20% of the respondents categorized it as "Good," while 36.6% gave it three points, placing it in the "Average" category. Notably, none of the respondents gave it a score of two or one, indicating that the article was not rated as "Poor" or "Very Poor" by any participant.



Table 1.4: Distribution of Respondents Based on the Opinion Received Regarding Cost Value

S.N.	Rating Scale	Score	Number	Percentage
1	Excellent	5	10	33.3
2	Good	4	12	40
3	Average	3	4	13.3
4	Poor	2	4	13.3
5	Very Poor	1	-	-

Discussion

Based on Table 1.4, it was found that 33.3% of the respondents considered the price fixed by the researcher for the article to be appropriate. Around 40% placed it in the "Good" category, while 13.3% rated it as "Average" by awarding three points. Notably, no respondent categorized the article as "Very Poor." However, it was observed that 13.3% of the respondents did not find the set price of ₹400 to be reasonable.

IV. Conclusion

This research highlights the innovative integration of government welfare schemes into textile design using fabric scraps to create aesthetically pleasing and socially impactful home linens. The project successfully demonstrates how discarded fabric pieces (kataran) can be repurposed to craft meaningful designs that not only enhance the visual appeal of household items like bed sheets but also serve as powerful tools for public awareness.

By incorporating logos of major government initiatives such as Pradhan Mantri Awas Yojana, Beti Bachao Beti Padhao, Ujjwala Yojana, Swachh Bharat Mission, and Pradhan Mantri Matru Vandana Yojana, the research achieves dual objectives—sustainability in textile art and dissemination of social messages. The grading and evaluation conducted by faculty and staff members using a five-point rating scale confirmed the effectiveness of the designs in terms of aesthetics, color combination, shape, and cost value.

A significant finding of the study is the positive reception of these socially themed textiles, with a large portion of respondents rating them as "Excellent" or "Good." This not only validates the design concept but also opens up new possibilities for the commercialization of awareness-based domestic linens.



In conclusion, this project offers a unique blend of creativity, sustainability, and social consciousness, setting a foundation for further exploration in textile-based awareness campaigns and self-employment opportunities through upcycled art.

Recommendation

During the execution of this project, the researcher identified certain limitations. Firstly, the work demanded a high level of technical expertise and skilled handcrafting. However, if this initiative is implemented on a larger industrial scale with the support of advanced technology, it can undoubtedly play a significant role in promoting the schemes launched by the Honourable Prime Minister.

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