

# **RAKAAN: Shifting Tendencies of Phulkari**

**Harinderjit Kaur<sup>1</sup> and Dr. Harish Purohit<sup>2</sup>**

Research Scholar, Department of Commerce & Management<sup>1</sup>

Assistant Professor, Department of Commerce & Management<sup>2</sup>

Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu

purohitharish46@gmail.com

**Abstract:** *This research is focused upon how fashion and tradition has changed over the period of time for females in Punjab. The research process includes information about how phulkari fabric changes from time to time or its change is like a generation gap, it's not changes in fabric also the quality of fabric, or designs of flowers embroidery time to time changed. If we talk about the 20th century even before that, girls embroidered phulkari with their hands and for help groups of girls even mother and sister also. But now in this time period this trend has totally changed the hand embroidery converted into machine works, because of 21st century girls going to school for education or job.*

**Keywords:** embroidery [kadayi], Phulkari, yaran [thread], fabric, generation gap, motifs

## **REFERENCES**

- [1]. Maskiell, M. (1999). Embroidering the Past: Phulkari Textiles and Gendered Work as “Tradition” and “Heritage” in Colonial and Contemporary Punjab. *The Journal of Asian Studies*, 58(2), 361–388. <https://doi.org/10.2307/2659401>
- [2]. Tyabji, L. (2008). Tandoori Chikan, Polyester Khadi. *India International Centre Quarterly*, 35(3/4), 250–259. <http://www.jstor.org/stable/23006264>
- [3]. Pal, Rampa, “The Phulkari, a Lost Craft”, Delhi, 1955
- [4]. Textbook Handmade in India, A Geographic Encyclopedia of Indian Handicrafts. Edited by Aditi Ranjan And M.P.Ranjan ; Abbeville Press New York London.
- [5]. Hitkari S.S, “Phulkari: The Folk Art of Punjab”, Phulkari Publication, New Delhi, 1980
- [6]. Kaur G, “Sober Shades Brighten Future of Phulkari”, the Tribune, September, 20, 2003
- [7]. Gupta Sonal, “Phulkari: The Art of Stitching”, the Industrial Design Center (IDC), IIT Bombay