

NISHITHA .R

21135021

Sl.NO	CONTENTS
-------	----------

1	Introduction
2	Genesis
3	Tools/Raw Materials
4	Procedure
5	Survey
6	Data analysis
7	Conclusion

INTRODUCTION

Zardozi Embroidery is a form of embroidery which came from Persia to India. The word zardozi came from two words, “zar,” meaning gold, and “dozi,” meaning embroidery. This Zardozi Embroidery was used to decorate the attire of the Kings and the royals families in India.

Zardosi Work involves making elegant designs using gold and silver threads, which is **handwork**. To add more elegance and magnificence to the work, the precious stones and pearls are added.

Zardozi is a variety of massive and elegant element decoration embroidery on imported fabric like silk, velvet, or satin and tissue fabric base. Designs are usually produced using gold and silver type of thin copper materials, threads and become include beads, pearls, and costly stones. Initially, the embroidery was created with pure real gold wires and silver leaves.

In ancient times, this **Zardosi Work** was done with the pure silver wires and real gold leaves. However, nowadays, the craftsman makes use of a combination of copper wire, with a golden or silver polish, and a silk thread to get work done.

It found a base with thousands of artisans who have passed on this trade among their families and local communities. While the Indian city of Lucknow became a major center for this art form, its exact origin is unknown. However, there are many romanticized stories that surround its origin. Till date there are numerous micro enterprises that specialize in Lucknow **Zardozi**. It is particularly popular in countries like Iran, Pakistan and India.

Zardosi embroidery has been in existence in India from the time of the Rig Veda. There are numerous instances mentioning the use of zari embroidery as ornamentation on the attire of gods. Initially, the embroidery was done with pure silver wires and real gold leaves. However, today, craftsmen make use of a combination of copper wire, with a golden or silver polish, and a silk thread. This is because there is hardly any availability of gold/silver on such a large scale

Zardozi Fashion is one of the largest women clothes Fashion Industry famous for manufacturing hand embroidery is Farrukhabad, Uttar Pradesh, India. Farrukhabad is known as the city of zari/zardozi hand embroidery. We have a large team of designer and artisans, very self-skilfull make all kind of Zardozi embroidered bridal lehenga dresses, wedding sarees, Pakistani suits, Punjabi suits, party wear gowns and dress, Bollywood replicas, cushion cover, Kurtis, parse and much more products supply in India, and exports across the world including Dubai, US, UAE, Europe, and Canada

GENESIS

As we have seen above, **Zardosi Work** came from Persia to India in the 17th century. At that time, Mughal Emperor Akbar was ruling under his guidance the **Zardosi Work** came

Then Aurangzeb came into the rule, and then this **Zardosi Work** was stopped as the cost was high and raw materials quite rare, and the craftsmen were not able to carry **hand embroidery** work on its own.

Many craftsmen left Delhi and went to other states in search of work. However, after independence in 1947, the government of India started to promote **Zardosi embroidery**

Many craftsmen left Delhi and went to the courts of Rajasthan and Punjab in search of work. With the 18th and 19th century bringing industrialization, the craft suffered another setback. It was only

after receiving independence in the year 1947 that the Indian government undertook steps to promote Zari embroidery.

Lucknow became a central hub for this embroidery technique during Aurangzeb's reign in the 12th Century, when this imperial art form was encouraged under ruling Mughal beneficiaries. Their patronage encouraged Zardosi artists to spread throughout India. However, Lucknow remained the main center of production due to the high demand from the city of Nawabs. However, over time, with the rise of gold and silver prices, the use of such expensive materials became difficult and artisans resolved to use synthetic threads or copper wires polished in gold and silver. In doing so, Zardozi was commercialized as a technique, though some of the glory of the traditional heritage of this craft was lost.

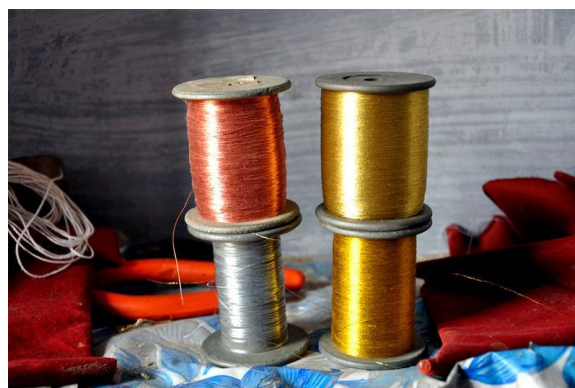
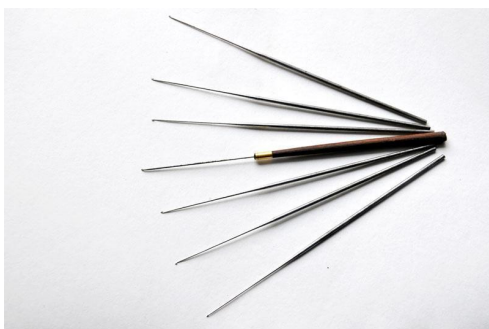
The Geographical Indication Registry has accorded all Zardosi textiles manufactured in Lucknow and its surrounding districts with the GI tag. Cities like Hyderabad, Delhi, Agra, Kashmir, Kolkata, Varanasi and Farrukabad are also known as Zardozi specialty regions. This has differentiated the craft from imitation products for shareholders and has also helped to retain one of the finest and oldest art forms of Lucknow

. The Indian government took steps to promote it and it steadily gained prominence in the Indian cities of Lucknow, Hyderabad, Farrukhabad, Chennai and Bhopal.

Since 2013, the Lucknow Zardozi has been considered a Geographical Indication. This means that manufacturers of Zardozi in Lucknow and the surrounding districts of Unnao, Barabanki, Sitapur, Hardoi, Rai Bareilly and Amethi carry a unique brand demarcating their products as authentic Zardozi.

RAW MATERIAL

- o Cotton Thread
- o Zari Thread
- o Bullion embroidery thread
- o Needle
- o Hoop
- o Thread spin
- o Fabric
- o Glass & plastic beads
- o Kasaba thread
- o Sitara's





PROCEDURE

Designing: Craftsmen sitting cross-legged around the Addaa, the wooden framework, with their tools is the process of **Zardozi embroidery**. The devices are nothing but zari thread, needle, fabric, cotton thread, and many more. Also, they draw the complete design of the work first on the cloth.

Tracing: The second step in the process is to trace out the design on the cloth. In this, the tracing sheet is placed on the fabric and with the help of kerosene and Robin Blue solution, which is made for dipping the cloth to get the trace.

Sitting around the frame: In the third step, the fabric is stretched over the wooden frame, and the embroidery work begins. The size of the wooden frame is usually be adapted to the size of the fabric. The frame is made up of wooden or bamboo so that the cloth is easily spread over the frame.

Embroidery: The last step is to use a needle to pull out each zardozi element in the cloth, and then again, it is pulled out after integrating all elements. It depends upon the design of work and the complexity of the craftsmen's work.



SURVEY

1 .Question= Do you make any rough sketch before making the embroidery?

Answer =Yes it is important to make a sketch before hand pervent any mistake that was happen embroidery process

2.Question=what is the specialized think of about your work?

Answer=customization according to the customer perference

3. Question=How many days will take to complete the embroidery work?

Answer=It depends upon design it take approximately 5to 10 days

4. Question=What are the popular motisf?

Answer=Flower,creeper,jali

DATA ANALYSIS

The popularity of embroidery compared to Aari ,Thread embroidery and etc.

Zardozi is not more popular than other embroidery. In this place instead of other embroidery giving importance for zardosi embroidery .even those who live in area they alone know about zardozi,it not be popular . they will post for design collection in social media and give the paper advertisement to know to zardozi embroidery or collaboration with designer and it will become a more popular.