

## Use of Digital Marketing: A Study of Converting Kashi Kari's Motifs in Textile Designs

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### Abstract

Architectural designs and motifs are being used in textile designing, similarly ceramics can serve as an inspiration for textile designing. Pakistan has a very rich culture and each city adds something to art and crafts. Kashi Kari work of Multan is one such craft that is not only famous regionally but is appreciated globally. Kashi Kari, is done on a combination of red and white clay, in which white color serves as the base color and designs are made using blue color. With expansion of its market, green, red, yellow and mustard colors are also being used. There are so many designs in Kashi Kari named Angoor bail, Common Kashi, Full Bihari, T.D etc. These designs can serve as an inspiration for textile designs. Thus modifying these designs according to textile designs can not only be beneficial for textile industry but also for the promotion of Kashi Kari work on a larger scale. Now creating a design is relatively easy task. The real hurdle is proper marketing of these designs so that the designers can get attention of the prospective customers, and creating a proper bridge between designers and consumers. That is why, the designers should focus on virtual market places and use different strategies to market their products on online media. By doing so they can increase their reach and would have access to bigger market places.

Key Words: Digital Marketing, Kashi Kari, Textile Design

### Introduction

Pakistan possesses rich heritage which dates back to Stone Age. Indus Valley and Mohenjodaro are the evidences of our history. There are many important cities in

Pakistan which are considered as a hub for artistic activities. Multan is among one of the most ancient cities of Pakistan, whose history might date back to Indus Valley Civilization. Multani arts and Crafts also goes way back in history. Multan is known for its *Kashi Kari* work, which is a hand painting and glazing technique. The word "*Kashi*" means ceramics and "*Kari*" means work. This craft of "*Kashi Kari*" dates back to Mesopotamian civilization, and is integral part of Islamic architecture in the form of tiles (Markhor, 2020). It is thought that the *Kashi* work basically originated in Kashghar, China (Sherazi, 2007) from where it was adopted by Persians. In 1167 to 1168 A.D, Kashan (Iran) became a centre for loveliest coated "*Kashani Tiles*" (Wagan, et.al, 2019). With time, Multani *Kashi* work has developed and acquired an exceptional and individual style of its own. It has passed down from one generation to another. Artists like Ustad Allah Wasaya, Ustad Allah Diaya, Aziz Ahmad and Mian Rahim were great *Karigar* in their times and have left lasting work in the field (Sherazi, 2007). Cities of Multan, Lahore, Hala, Thatta, uch, Naserpur and Sehwan are known for *Kashi Kari* in Pakistan (Markhor, 2020).

For *Kashi Kari* the clay for making ceramics pieces is dug out from rivers. After processing the clay, ceramic pieces are made with a smooth, fin and plain finish. Before painting in blue hue, the exterior of the pottery is covered with gum, which appears white upon drying. The outlines of the design and borders are drawn with a fine brush or a pen, using a mixture of 75% cobalt and 25% water mixture.

After long and tiring process each and every piece will stay in its original color and form even if exposed to natural elements and climate for over a 100 years (Ancient Art of Blue Pottery, 2020). Multan's *Kashi* pottery is also known as "*Blue Pottery*" and as the name suggests that different hues of blue is used in decorating the pottery pieces. The color is thought to have spiritual association, therefore was used in decorating the *Kashi* tiles and pottery (Multan Blue Pottery - History and Heritage, 2020). Due to association of blue color with spirituality, the *Kashi* tiles were used in mosques, shrines and other important building, such as shrines of Shah

Yousaf Gardezi, Shah Rukne Alam, Masjid Nawaban, and Shrines of Uchh Sharif in Cholistan, Talpur Tombs, Shrine of Hazrat Haqani, Sawi Masjid, Shrines of Abdul Latif and Sachal Sarmast (Sherazi, 2007)

### Decorative Motifs of Kashi Kari Pottery and Tiles

The pottery and tiles are decorated usually using blue color, but with time changes have been made in terms of tools and techniques. Now due to market demand red, yellow, green and mustard colors are also used for decoration purpose. The iconic blue pottery is decorated with floral and geometrical motifs. It was a tradition to draw flowers, leaves, fruit tray, fruit pot, flower pot (Guldan) and different fruits to decorated ceramics of Multan. For decorating shrines, mosques or making name plates for home, calligraphy was also used to decorate the ceramic pieces. A twelve faced flower in combination with geometric shapes is used for decoration which represents 12 imams of Islam (Wagan, et.al, 2019). Other decorative motifs include Angoor bail, Full Bihari, Common Kashi, T.D and many more (Blue Pottery of Multan, 2018).

Floral patterns include shamsa, scrolls, tendril, circle and rosettes, while geometrical patterns includes stars, lozenges meanders, pentagons, hexagons and isometric tessellation (Tribune, 2013).








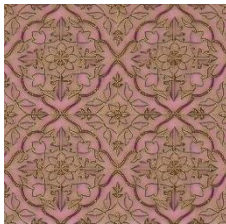


Different Kashi *Kari* Motifs on Multani Ceramics





### Conversion of Kashi *Kari* Motifs in Textile Designs

Textile designers are the key to process of creating designs for every type of fabric, it can be knitted, woven and mixed fabrics. Therefore, it is the duty of a textile designer to produce creative and attractive designs for the customers according to their demands and taste. For conversion purpose five designs from Kashi *Kari* work are randomly selected and were re-designed into sample textile designs. The designing was done using Adobe Photoshop. The reason for selecting Adobe Photoshop is that it offers variety of tools for making creative designs and is user friendly. These are just sample designs to show that Kashi *Kari* motifs can serve as an inspiration for textile design industry.

S.No	Original Design	Description	Sample Design	Description
1.		This a tile design in which a combination of floral and geometric motifs are used for decoration. In the centre		Selected design is modified in purple tones which can be used in textile design. Only colors are

		calligraphy is done in a circular path.		altered in this design.
2.		Here a ceramic plate is shown which is purely decorated in floral motifs.		The centre motif is selected for modification purpose. The color scheme has been changed from white and blue to gold.
3.		This a common Kashi Kari motif used in decoration of tiles and pottery pieces alike.		The selected design is modified a little bit. The color scheme has been changed from blue and white to mauve and gold. The design is also repeated to make a complete pattern.



4.		<p>This a Kashi <i>Kari</i> tile design used in the decoration of Masjid Mahabat Khan.</p>		<p>The tile design has given a look of mosaic pattern with some missing pieces.</p>
5.		<p>A common Kashi <i>Kari</i> round dish, decorated with floral motifs.</p>		<p>The centre portion is selected for the conversion purpose. An impose effect is applied on the motif to make it look more appealing.</p>

### Use of Kashi *Kari* Motifs in Textiles

There are numerous possibilities in which Kashi *Kari* motifs can be used, as there are hundreds of motifs drawn and painted by the kashigars. Due to market demand addition of more colors also makes these design attractive and worth exploring. Textiles is a vast field. It is related to clothing, upholstery, floor coverings, wall coverings, and clothing accessories. After converting Kashi *Kari* motifs in textile designs, these designs should be used in the textile related products as well. Designing and implementation of these designs goes hand in hand. Here are some examples depicting the use of Kashi *Kari* Motifs in textile related products.



### Digital Marketing Strategy

According to a report published in Dawn newspaper, the talented families, who are in business of producing this exquisite artwork, remain poor. That is because of the fact that these families are bonded to a middleman. These middlemen get this artwork at half the price and sell them further in the market at much profitable prices. These families doesn't have access to proper facilities or better market places (Kamal, 2015). Keeping that in mind it is very important that these families should be educated about the importance of their artwork, and to educate them about various ways in which these beautiful designs can be used, such as textile designs.

Now-a-days acquisition of new customers is the essence of marketing. As compared to older days, marketing has become comparatively much easy due to digital marketing and various innovative ways to market your product. Yet at the same time the market place has become very competitive. Thus a positive image and proper marketing is essential for selling any product. Digital marketing is a general term for all the online marketing efforts. Businesses depends on online channels such as Google, email, social media i.e. Facebook, Twitter, Instagram, Snapchat, WhatsApp. YouTube etc. and other websites, through which the companies connect themselves to their prospective customers (Rahman, 2018).

## Digital Marketing Strategies in Textile Business

### A Functional Website

An effective, attractive, practical yet communicative website is the initial step to endorse a company or its product to the prospective customers. The website or the webpage could be in the company's own domain or it could be linked to other online platforms like Alibaba, Amazon, Daraz etc. (Rahman, 2018). Having a website that is effectively designed to promote your product is very important. Items that you want to sell can be displayed on the website and the customers can select their desired items from the list. This is particularly effective for the textile industry, which is why all the famous clothing brands have their own official websites.

### Search Engine Optimization (SEO)

Search Engine optimization is required to keep your website at the top of the search results when a user enters a search word related to your business. Search engine optimization is closely related to content marketing. Before using search engine optimization, textile and apparel manufacturing companies must use catchy and attractive phrases associated with their products, so that when prospective customers search for your product, they may find your products at the top of search results.

### Content Marketing

Traditional marketing is a thing of the past. Providing truly relevant and useful content to your customers is very important, content marketing is a planned marketing tactic with the aim of creating and distributing valuable, relevant and consistent content to attract and hold clearly defined prospective customers, and lastly, to attract and bring profitable customer action. Active use of content marketing helps in increased sales, cost saving and getting loyal customers (Abrar, et.al. 2016). Content marketing, in other words, is online marketing that creates, publishes and distributes content to the target audience, thus the audience knows exactly the right information about the product.



### Social Media Marketing

Marketing through social media is used to enhance brand awareness direct customers towards your business. Marketing through online platforms such as Facebook, Twitter, LinkedIn, and YouTube are some examples of social media marketing. LinkedIn is most useful social media site because professional are on this site and it is easy to find relevant people on this website who can give a boost to your business. Facebook is another social media website which is most effective, in terms of reaching the general public. Facebook is being used in every house thus it has a maximum reach. Therefore it is an effective way to promote your products. One can publish videos related to product on YouTube or can hire well known YouTubers to promote our business (Rahman, 2018).

Designing an advertisement campaign costs a lot and it requires a lot of planning, time and effort. Even after that it is not sure that the advertisement has reached the correct target audience. However, Instagram, YouTube and Facebook are relatively cheaper way to market your product. Also the audience is known to the curator, so the producers are sure that they are targeting the correct audience. Another advantage of social media is that the feedback comes instantly and the producers can know about the taste and preference of the customers, thus improving their standard according to the market demand.

### Conclusion

Kashi *Kari* work is heritage of Pakistan but this industry is slowly dying, because it is less profitable for the families who are related to this industry. Therefore, people associated with this industry wants to shift from this work towards a more profitable industry. By converting Kashi *Kari* ceramic designs in textile designs can bring Kashi *Kari* work into the lime light. Digital marketing will be cherry on the top for promoting this heritage of ours. Digital marketing has the potential to have reach to the millions of people, not only regionally but internationally also. One can not only

promote the designs inspired from Kashi *Kari* work, but also promote the Kashi *Kari* work by giving brief description of the design under your products.

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