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## Designing of khadi kurties by using pleat feature

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### Abstract

The main purpose of the study was to give opportunities to designer to explore new and trendy design in khadi one piece. It would also increase the sale of khadi and would provide the means for upliftment of the rural areas providing the financial assistance through employment in khadi cottage industry. It will give recognition to khadi in national and international market. This study has fulfilled its objective with high performance of appreciation.

First of all, khadi fabric was selected for designing of one piece for girls. New designs for one piece were created by different pleated design feature. The staff and the students of Banasthali Vidyapith (Department of Home Science), Rajasthan were selected for the evaluation of design sheets. 5 design sheets were being selected for construction of one piece. After construction again acceptability and marketability of one piece were assessed. All garments were extremely liked by the respondents. It is concluded from the study that the designs can be successfully incorporated in the garments to create new designs and give unique look to the khadi fabrics.

**Keywords:** khadi kurties, pleat feature

### Introduction

#### Objective

1. To determine consumer preference of khadi one piece garments.
2. To collect and select various pleated designs.
3. To develop design sheets for product development.
4. To evaluate the development design sheet by the target group.
5. To develop the most prefer designs into prototypes.
6. To evaluate the acceptability and marketability of the potent consumer.

#### Delimitation

1. Study was limited to Banasthali university
2. Only female garments were designed.
3. Only cotton khadi was used

#### Significance of the study

1. This study will be helpful in providing a new range of khadi garments.
2. This study will help in making khadi more popular.
3. This will help in demand of khadi product.
4. It improves aesthetic appeal give consumer variety in khadi.

#### Methodology

##### Pre-data collection and analysis

**Selection of locale of study:** The present study was carried out at Banasthali University in Rajasthan. For carried out the study locale was selected purposively and feasibility of the researches.

**Selection of respondents:** A sample selected for preference of sheet was 50 respondents of age group 18 to 22 years.

**Preparation of tool:** Questionnaire will be made in open and close ended form.

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**Method of data collection:** The data collected for study will be obtained from both primary and secondary sources. The sources were photograph, articles and secondary source were magazines, libraries and word wide wed.

**Analysis:** For analysis of data collection through questionnaire it will be categorized and presented in the form of final evaluation of dress. Total scores will be calculated for each design.

### Designing

The dresses designed and constructed to give application to the study.

**Collection of pleated design:** Various party wear dresses were collected from different sources like book, internet and magazines. Out of the collected dresses, the unique dresses were selected. Those selected dress were used for different placements.

**Development of design sheet:** According to the responses received by the respondents, the investigator prepared 15 design sheets, on basis of consumer preference for one piece. For selection of design sheets 50 respondents were selected for the college of Rajasthan.

**Evaluation of design:** To select the best five designs, investigator displayed all the sheets to the respondents and evaluated them on the bases of three criteria aesthetic appeal, color combination, placement of pleat, acceptability and marketability. Assessment was done by the 3 point rating scale that was:-

- 3-Excellent
- 2-Very good
- 1-Good

### Construction of prototype and evaluation

**Construction of prototype:** Best preferred five designs were developed into prototypes using pleating technique. The selected dresses were cut and stitched according to the design. Khadi and blend of Khadi fabrics were selected purposively for the construction of party wear dress.

**Evaluation of dress:** The dresses were evaluated by 50 respondents by using random sampling method of the college going girls of Banasthali. Various features of each dress were explained to the respondents to facilitate the answering to the questionnaire.

Firstly costing of garment was done including the cost of raw material, labour cost with 20 percent profitability. Then all the prototype were displayed to the respondents and evaluated on the bases of five criteria:-

### Aesthetic appeal, Color combination, Placement of pleat, Marketability and Acceptability

#### Result and discussion

Result has been discussed under following sub section:

- 1 Preference of design sheet
- 2 Consumer acceptance and marketability

#### Preliminary survey

The preliminary survey was done with the help of questionnaire to determine consumer attitude and acceptability towards one piece garment and to know how much they are aware about these garments.

It was necessary to give the direction to the development of garment in right way and to be aware about the type of style they prefer more according to their life style. It was assessed through the result of questionnaire that most of the respondents are aware of these type of garments

#### Preference of design sheet

Consumer taste, choices and habits take an important place in subjective characteristic. Evaluation of design sheets was affected by consumer preferences and experience.

They analyzed them on the basis of design, placement of pleats, marketability, which is an important component of designed style garments. They analysis was used as a tool for finding preferences for developing garments.

On the basis of questionnaire 15 sheets were prepared and assessed by the consumer on the basis of three point scale. Finally best three designs were selected to develop into prototype as shown in table

| Design Sheet No. | Design | Placement of Pleat | Marketability | Overall Rating |
|------------------|--------|--------------------|---------------|----------------|
| Design No.1      | 2.46   | 2.44               | 2.42          | 2.44*          |
| Design No.2      | 1.54   | 1.66               | 1.8           | 1.6            |
| Design No.3      | 2.34   | 1.8                | 1.88          | 2.0*           |
| Design NO.4      | 1.66   | 1.8                | 1.42          | 1.6            |
| Design No.5      | 2.14   | 1.7                | 1.8           | 1.9*           |
| Design No.6      | 1.64   | 1.44               | 1.64          | 1.5            |
| Design No.7      | 1.74   | 1.1                | 1.64          | 1.5            |
| Design No.8      | 2.08   | 1.56               | 1.58          | 1.74           |
| Design No.9      | 1.56   | 1.68               | 1.68          | 1.64           |
| Design No.10     | 1.7    | 1.38               | 1.44          | 1.5            |
| Design NO.11     | 1.6    | 1.56               | 1.74          | 1.6            |
| Design NO.12     | 1.74   | 1.86               | 1.58          | 1.7            |
| Design No.13     | 2.32   | 2.2                | 2.44          | 2.32*          |
| Design No.14     | 2.12   | 1.74               | 1.86          | 1.8            |
| Design No. 15    | 2.44   | 1.5                | 2.1           | 2.0*           |

Table no. shows that the design no. 1 got highest score among 15 developed sheets in design while design no. 13 was mostly preferred for marketability and design no. 3 and 15,5 got the maximum in all aspect (design, placement of pleat, marketability, overall rating). But on the basis of overall assessment design no. 1 was most preferred. Therefore design no 1 and other four best preferred designs 1, 3, 5, 13, 15 were selected for the development prototype.

#### Consumer Acceptance and Marketability for the Garment

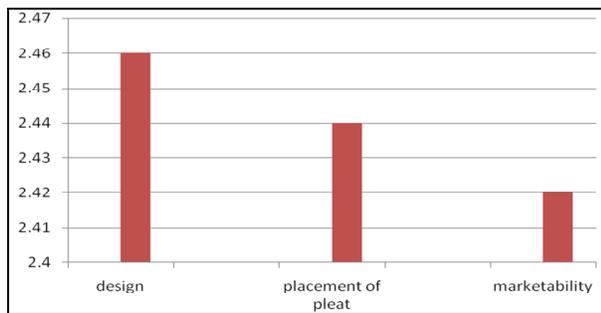
Five garments were prepared according to the five design sheet which is selected among the 15 designs. Prepared garments were shown to the respondents for analyzing them on the basis of five criteria i.e. design, aesthetic appeal, and color combination, placement of pleat, marketability, and acceptability view by the 3 point rating scale –3-Excellent 2-Very good 1-Good



**Rating of 1<sup>st</sup> developed prototype**

| S.no. | Criteria           | Weighted mean score |
|-------|--------------------|---------------------|
| 1     | Design             | 2.46                |
| 2     | Placement of pleat | 2.44                |
| 3     | Marketability      | 2.42                |

By calculating weighted mean score, this table shows that most of the respondents appreciated 1<sup>st</sup> developed prototype.



In case of 1<sup>st</sup> developed prototype, most of the respondents likes its design, placement of pleats and also appreciate the cost.

**Rating of 2<sup>nd</sup> developed prototype**

| S.no. | Criteria           | Weighted mean score |
|-------|--------------------|---------------------|
| 1     | Design             | 2.34                |
| 2     | Placement of pleat | 1.8                 |
| 3     | Marketability      | 1.88                |

This table shows that most of the people like the 2<sup>nd</sup> developed prototype in design with 3<sup>rd</sup> highest rating.

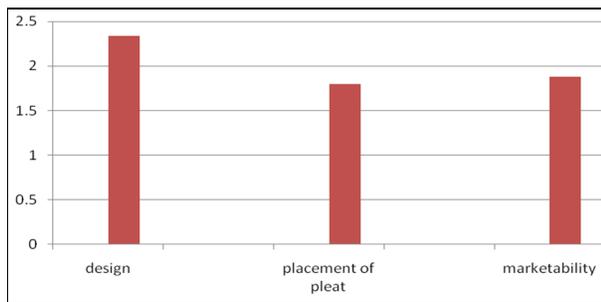
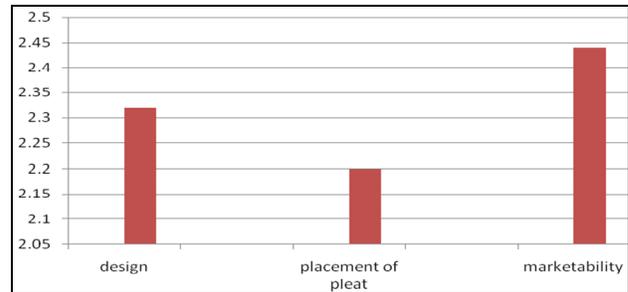


Figure shows that 2<sup>nd</sup> prototype got excellent to very good for all criteria. People liked it most on the basis of design and marketability.

**Rating of 3<sup>rd</sup> developed prototype**

| S.no. | Criteria           | Weighted mean score |
|-------|--------------------|---------------------|
| 1     | Design             | 2.14                |
| 2     | Placement of pleat | 1.74                |
| 3     | Marketability      | 1.86                |

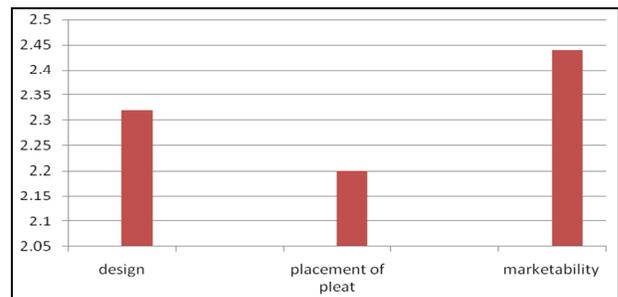
This table shows that most of the people like the 3<sup>rd</sup> developed prototype in design with high rating on the bases of design.



**Rating of 4<sup>th</sup> developed prototype**

| S.no. | Criteria           | Weighted mean score |
|-------|--------------------|---------------------|
| 1     | Design             | 2.32                |
| 2     | Placement of pleat | 2.2                 |
| 3     | Marketability      | 2.44                |

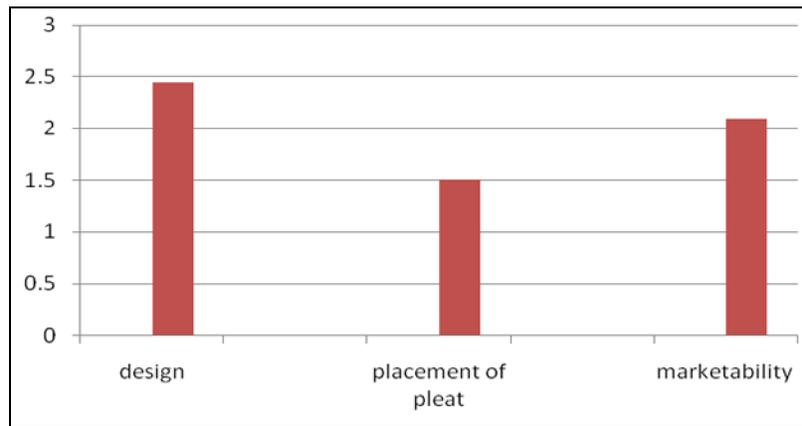
This table shows that most of the people like the 4<sup>th</sup> developed prototype in design with high rating on the bases of marketability.



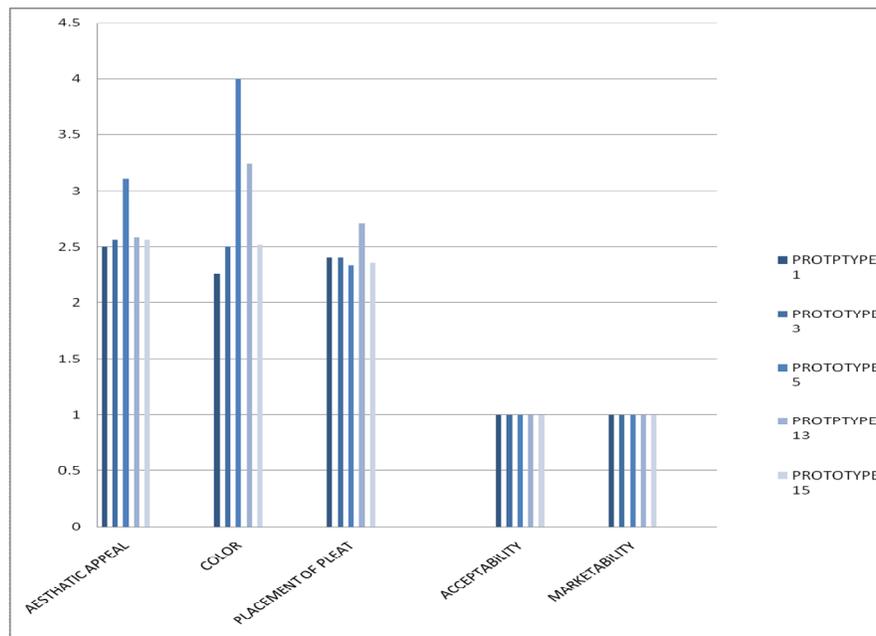
**Rating of 5<sup>th</sup> developed prototype**

| S.no. | Criteria           | Weighted mean score |
|-------|--------------------|---------------------|
| 1     | Design             | 2.44                |
| 2     | Placement of pleat | 1.5                 |
| 3     | Marketability      | 2.1                 |

This table shows that most of the respondent like the 5<sup>th</sup> developed prototype in design with high rating on the bases of design.



**Comparison between the Five Developed Prototypes for Analyzing the Ranking of Prototype**



**Conclusion**

It was calculated that the study of designing of one piece Khadi garment were able to express consumer acceptability and marketability. The consumers were ready to wear these garments. The feature used in the development of these garment were also appreciate by respondents. Overall design of one piece was extremely liked by the consumers.

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