



## International Journal of Home Science

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### Empower women through garment construction and design

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#### Abstract

The present study was conducted in Sirsa district on fifty rural women beneficiaries to whom ten days rigorous training was given on garment construction and design. Results highlighted the facts that 36.0 percent beneficiaries were educated upto primary level, 24.0 percent were graduated and belonged to agricultural community. The results highlighted the facts that 70.0 percent of the women get information about the latest trend of garments in the market from books, most of the women i.e. 60.0 percent sale their stitched products in neighbourhood and 68.0 percent sale them by keeping in mind the cost of product plus keeping their own margin. The results further showed that most of the women (60.0%) do the self-designing on garments and judge the prevailing trend of colour combination by seeing T.V. serials. The post training analysis of the training highlighted the fact that most of the ladies i.e. 68.0 percent started their own work and earned rupees from 5000/- to 10,000/- per month. This shows that even today stitching is a perfect platform for rural women to stand on their own feet.

**Keywords:** empowerment, training, garment

#### Introduction

In the present day society the status of rural women is still very vulnerable and pathetic. Even today, thousands of women will wake up to face yet another day of back breaking work for little or no reward. Although their labour - in and outside the home is vital to the global economy, to sustainable development, and for the well-being of society at large, it is undervalued and for the most part invisible. One of the beloved son of India, Swami Vivekananda said, "There is no chance for the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on only one wing". Therefore, the inclusion of "Women Empowerment" as one of the prime goal in the eight Millennium. Development goals underscores the relevance of this fact. Thus, in order to achieve the status of a developed country, India needs to transform its colossal women force into an effective human resource and this is possible only through the empowerment of women. Clothes are one of the basic needs of all human beings, besides this various home furnishings are also made from cloth which are being used in our day to day activities. So if a women knows the basic essentials of stitching she can easily stand on her own feet and earn her livelihood. Keeping the above facts in mind the present study was under taken with the aim to motivate women to stand on their own feet and contribute towards family income.

#### Methodology

The study was carried out on the campus of KVK Sirsa of Haryana State under RKVY project. Two trainings of 10 days each were conducted on garment construction and design for the selected groups of rural women drawn from 33 different villages of Sirsa district. Each group comprises of 25 rural women who know the basic stitching, the sample was drawn purposely so that they can learn fashion designing and other domestic utility items in order to pursue their own enterprise. During training rural women were made aware about how to make designer suits, how to do tie & dye work, how to do embellishment on garments, how to make table mats, table runners, cushion covers etc. and so on. The Practical sessions were carried out with the help of method and result demonstrations. Frequency and percentage were used to draw the results and conclusions.

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**Results and Discussion**

The socio-economic profile of the trainees as depicted in Table -1 shows that majority of the rural women (56.0%) belong to medium age group i.e. 25.35 yrs. of age, 36.0% of the rural women were studied up to primary level whereas

24.0% of them passed high school and similar no. of beneficiaries passed graduation. The data further reveals that 68.0% of the rural women belonged to general cast & had nuclear family system. Majority of the respondents i.e. 64% were earning their livelihood through agriculture.

**Table 1:** General Information of the respondents

| S. No | Parameters                      | Frequency | Percentage |
|-------|---------------------------------|-----------|------------|
| 1     | <b>Age</b>                      |           |            |
|       | 15--25                          | 14        | 28.0%      |
|       | 25--35                          | 28        | 56.0%      |
|       | 35--45                          | 08        | 16.0%      |
|       | <b>Education</b>                |           |            |
|       | Illiterate                      | 08        | 16.0%      |
| 2     | Primary                         | 18        | 36.0%      |
|       | Secondary                       | 12        | 24.0%      |
|       | Graduation                      | 12        | 24.0%      |
|       | Post Graduation                 | -         | -          |
| 3     | <b>Cast</b>                     |           |            |
|       | General                         | 34        | 68.0%      |
|       | SC/Backward                     | 16        | 32.0%      |
| 4     | <b>Source of family earning</b> |           |            |
|       | Agricultural Laborer            | 16        | 32%        |
|       | Agriculture                     | 32        | 64%        |
|       | Shopkeeper                      | 02        | 04%        |
| 5     | <b>Type of Family</b>           |           |            |
|       | Nuclear                         | 34        | 68.0%      |
|       | Joint                           | 16        | 32.0%      |

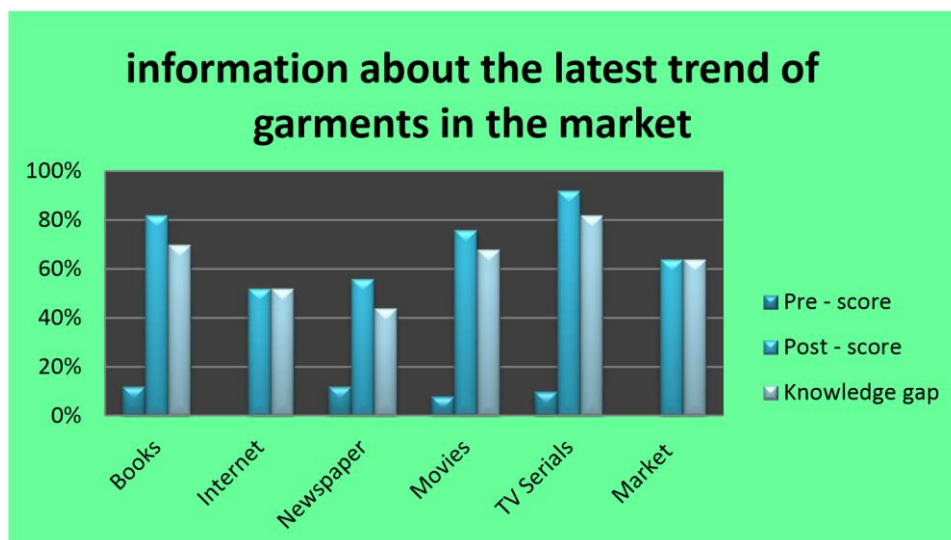
The data depicted in Table-2 shows, how the rural women get information about the latest trend of garments in the market. The data shows that 82% of the rural women get information through TV serials followed by book (70%) and movies (68%). This shows how the books, TV serials & movies influence the designing of the garments. It also emphasises that how the print and visual media change the mindset of the

people. A big observation is, that nowadays fashion trend is hitting the mindset of the rural people, means that ladies whosoever want to start entrepreneurship through garment construction has to keep herself updated through media in order to compete in the market. Same results are also supported by JhaJharia *et al.*, 2013 <sup>[3]</sup>.

**Table 2:** How do you get information about the latest trend of garments in the market?

| S. No. | Procedures | Pre-Score & Percentage | Post Score & Percentage | Knowledge gap & Percentage |
|--------|------------|------------------------|-------------------------|----------------------------|
| 1      | Books      | 06 (12.00%)            | 41 (82.00%)             | 35 (70.00%)                |
| 2      | Internet   | -                      | 26 (52.00%)             | 26 (52.00%)                |
| 3      | Newspaper  | 06 (12.00%)            | 28 (56.00%)             | 22 (44.00%)                |
| 4      | Movies     | 04 (08.00%)            | 38 (76.00%)             | 34 (68.00%)                |
| 5      | TV Serials | 05 (10.00%)            | 46 (92.00%)             | 41 (82.00%)                |
| 6      | Market     | -                      | 32 (64.00%)             | 32 (64.00%)                |
| 7      | Any Other  | -                      | -                       | -                          |

(Multiple Response Table)



The post data analysis furnished in Table-3 shows that after attending 10 days training majority of the rural women i.e. 68% decided to purchase the raw material from the whole seller in order to gain the maximum profit, followed by 28% of rural women who still want to purchase material from the

local market due to family reasons and easy accessibility. Only 16% women are ready to purchase material from internet (online) due to lack of computer skills and have limited net facilities.

**Table 3:** From where do you purchase raw material?

| S. No. | Procedures        | Pre-Score & Percentage | Post Score & Percentage | Knowledge gap & Percentage |
|--------|-------------------|------------------------|-------------------------|----------------------------|
| 1      | Local Market      | 32 (64.00%)            | 42(84.00%)              | 14 (28.00%)                |
| 2      | Wholes seller     | 08 (16.00%)            | 34 (68.00%)             | 26 (52.00%)                |
| 3      | Internet (Online) | --                     | 08 (16.00%)             | 08 (16.00%)                |

The data presented in Table-4 shows the adoption trend of designing of the garments. Here majority of the respondent's i.e.48% adopt the new trends with the passage of time because they don't want to take risk whereas 44% of the respondents adopt the latest trend right away. These are the women who come under category of early adopter; they are innovators and ready to take risk at their own level in order to compete with

the market. Only 8.00 percent of the rural women adopt the trend when it becomes popular, they come under the category of laggards who are the last ones to adopt the latest technology. These are the persons who do not want to take any type of risk. They are basically the shy type of people, with timid type of personality.

**Table 4:** Adoption of designing of garments?

| S. No. | Procedures               | Pre-Score & Percentage | Post Score & Percentage | Knowledge gap & Percentage |
|--------|--------------------------|------------------------|-------------------------|----------------------------|
| 1      | Right away               | -                      | 22 (44.00%)             | 22(44.00%)                 |
| 2      | With the passage of time | 22 (44.00%)            | 10 (20.00%)             | 24(48.00%)                 |
| 3      | When it become popular   | 28(56.00%)             | 18 (36.00%)             | 04(08.00%)                 |

The data furnished in Table-5 is multiple response data which shows that maximum no. i.e.68.00 percent of the rural women sale their products after calculating cost of the product, plus their own profit margin whereas 40.00 percent of rural women sale their products less

than the market rate. Only 28.00 percent of the respondents sell their products after considering the time taken to make the product, plus the cost of the raw material and their own labour. Here we can see the impact of the education.

**Table 5:** How do you decide price of garments?

| S. No. | Procedures  | Pre-Score & Percentage | Post Score & Percentage | Knowledge gap & Percentage |
|--------|---|------------------------|-------------------------|----------------------------|
| 1      | Cost of product+Margin  | 34 (68.00%)            | -                       | 34(68.00%)                 |
| 2      | Market rate of product less than market rate                            | 16 (32.00%)            | 36 (72.00%)             | 20(40.00%)                 |
| 3      | Considering the time taken to make the product +Cost of material+Labour | -                      | 14(28.00%)              | 34(28.00%)                 |

The data presented in Table-6 shows types of garments rural women are stitching. This is also multiple response table. Maximum number of rural women i.e. 84.00 percent are stitching all types of garments, means along with the designer suits, they are also stitching table mats, table runners, cushion

covers, frocks, etc. Whereas 64.00 percent ladies are stitching simple suits along with table cover and table mats, 56.00 percent women who were stitching simple & designer suits along with frocks and 42.00 percent of ladies are stitching kurta's and pajama's along with suits.

**Table 6:** Which type of garment do you stitch?

| S. No | Procedures                 | Pre Score & Percentage | Post score & percentage | Knowledge gap & percentage |
|-------|----------------------------|------------------------|-------------------------|----------------------------|
| 1     | Frock                      | 20(40.00%)             | 48(96.00%)              | 28 (56.00%)                |
| 2     | Simple suits               | 38(76%)                | 50(100%)                | 12 (24.00%)                |
| 3     | Kurtas/Pajamas             | 22(44.00%)             | 43(86.00%)              | 21(42.00%)                 |
| 4     | Cushion cover              | 06(12.00%)             | 38(76.00%)              | 32(64.00%)                 |
| 5     | (Any other) Designer suits | -                      | 42 (84.00%)             | 42(84.00%)                 |

(Multiple Response Table)

The data of Table-7 shows the selling pattern of the rural women. Most of the rural women i.e. 60.00 percent are selling their products in their neighbourhood, followed by 42.00 percent of rural women who were selling their products in the village community only due to their family pressure. Whereas 24.00 percent of rural women are selling their product in the

nearby city and only 20.00 percent of the rural women are selling their products in Mela/Exhibition. Here we can see that majority of the ladies are either selling in their neighbourhood or within the village, the reason being is the orthodox nature of the family, where ladies are not allowed to move alone/freely.

**Table 7:** From where you sale your product?.

| S. No | Procedures                              | Pre Score & Percentage | Post score & percentage | Knowledge gap & percentage |
|-------|---|------------------------|-------------------------|----------------------------|
| 1     | Neighborhood                            | 18(36.00%)             | 48(96.00%)              | 30(60.00%)                 |
| 2     | With in community/Village               | 28(56.00%)             | 49(98.00%)              | 21(42.00%)                 |
| 3     | Supply your product to shopkeeper(City) | -                      | 12(24.00%)              | 12(24.00%)                 |
| 4     | Sale your product in Mela / Exhibition  | -                      | 10(20.00%)              | 10(20.00%)                 |

(Multiple Response Table)

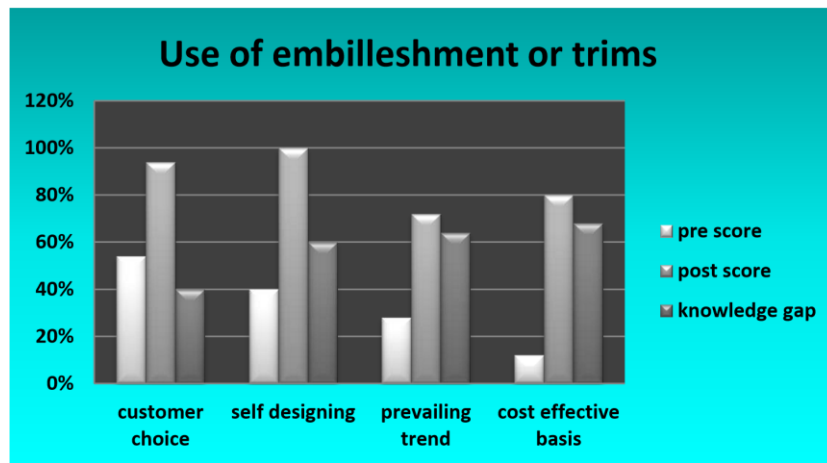
The multiple response data furnished in Table-8 shows that most of the rural ladies i.e.68.00 percent use embellishment work on garment on cost effective basis followed by 64.00 percent women design the garments keeping in mind prevailing trend, 60.00 percent of the rural women do the self-

designing of garments whereas 40.00 percent of the rural women do embellishment work after getting consent from their customers. This illustration shows the impact of the training. The results are inconsonance with Yadav *et al*, 2010 and Sabharwal, 2012.

**Table 8:** How do you use embellishment/Trims ?

| Sr no. | Procedures           | Pre Score & Percentage | Post score & percentage | Knowledge gap & percentage |
|--------|----------------------|------------------------|-------------------------|----------------------------|
| 1      | Customer choice      | 27(54.00%)             | 47(94.00%)              | 20 (40.00%)                |
| 2      | Self-designing       | 20(40.00%)             | 50(100%)                | 30(60.00%)                 |
| 3      | Prevailing trend     | 14(28.00%)             | 46(72.00%)              | 32(64.00%)                 |
| 4      | Cost effective basis | 06(12.00%)             | 40(80.00)               | 34(68.00%)                 |

(Multiple Response Table)

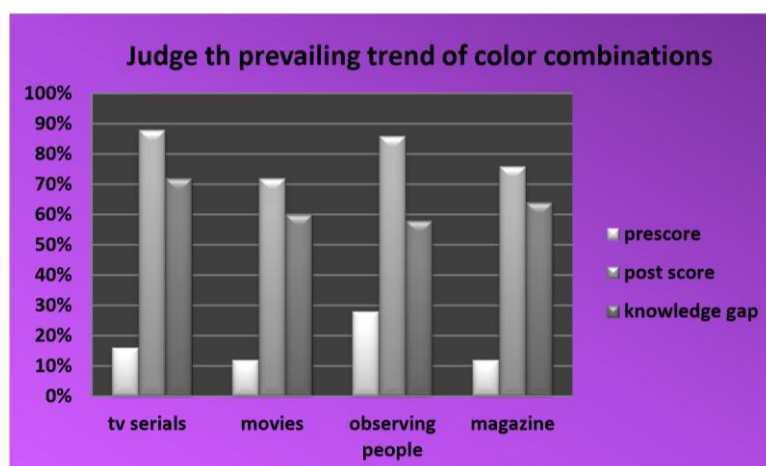


Data in Table-9 describe how rural women judge prevailing trend of colour combination from different sources. Most of the rural women i.e. 72.00 percent judge the colour combination from TV serials followed by 64.00 percent

women who judge from magazine, whereas 60.00 percent judge from movies and 58.00 percent from observation. This again emphasise the impact of print and electronic media on the mind and working pattern of rural women.

**Table 9:** How do you judge the prevailing trend of colour combination?

| Sr no | Procedures    | Pre Score & Percentage | Post score & percentage | Knowledge gap & percentage |
|-------|---------------|------------------------|-------------------------|----------------------------|
| 1     | TV serials    | 08(16.00%)             | 44(88.00%)              | 36(72.00%)                 |
| 2     | Movies        | 06(12.00%)             | 36(72.00%)              | 30(60.00%)                 |
| 3     | Seeing People | 14(28.00%)             | 43(86.00%)              | 29(58.00%)                 |
| 4     | Magazines     | 06 (12.00%)            | 38(76.00%)              | 32(64.00%)                 |

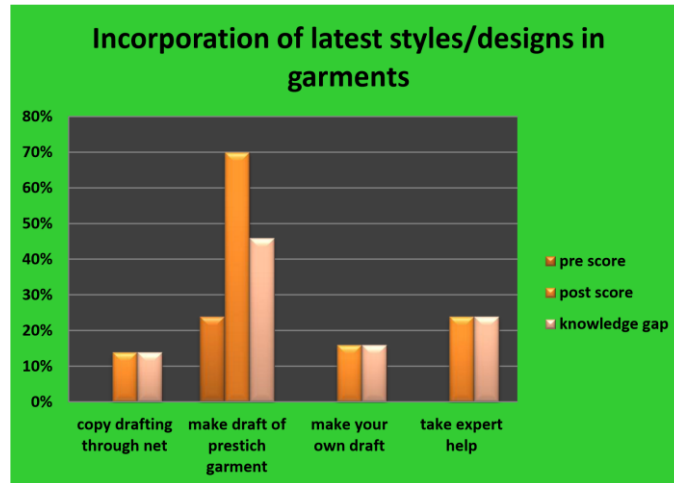


The data incorporated in Table-10 shows that how rural women select styles and designing of garments. Most of the rural women i.e.46.00 percent do the stitching work after making draft of pre-stitched garment whereas 24.00 percent women take advice from the experts, 16.00 percent women

make their own draft before stitching. Only 14.00 percent of the women copy draft of garments through net. This table explains that rural women realise the importance of drafting and try to make drafting before stitching. Results are comparable with Dahiya and Yadav 2014.

**Table 10:** How do you incorporate latest styles/designs in your stitching?

| S. No | Procedures                       | Pre Score & Percentage | Post score & percentage | Knowledge gap & percentage |
|-------|----------------------------------|------------------------|-------------------------|----------------------------|
| 1     | Copy drafting through net        | -                      | 07(14.00%)              | 07(14.00%)                 |
| 2     | Make draft of pre stitch garment | 12(24.00%)             | 35(70.00%)              | 23(46.00%)                 |
| 3     | Make your own draft              | -                      | 08(16.00%)              | 08(16.00%)                 |
| 4     | Take expert help                 | -                      | 12 (24.00%)             | 12 (24.00%)                |



**Table 11:** How much you earn monthly?

| S. No. | Procedures  | Frequency   |
|--------|-------------|-------------|
| 1      | 5000-10000  | 34 (68.00%) |
| 2      | 10000-15000 | 15 (30.00%) |
| 3      | 15000-20000 | 01 (02.00%) |

The data in Table -11 shows the impact of the training and tells us that how much rural women are earning monthly. Most of the rural women i.e. 68.00 percent are earning between rupees 5000-10,000, whereas 30.00 percent of the women are earning between rupees 10,000- 15,000 monthly. One of the women has started her own boutique in village Odan and earning upto rupees 20,000/-.

women, 34 women started earning rupees between 5000/- to10,000/- where as15 women started earning between 10,000-15,000/- monthly and two ladies started earning between 15,000- 20,000/- Hence it can be concluded that stitching is an effective and most viable income generating activity in rural areas. Lack of self-confidence and lack of family support are the two major hindrances that restrain the rural women folks to stand on their own feet. So in nut shell, we have to facilitate them with proper motivation, appropriate training and due family support in order to empower the rural women folk.



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**Conclusion**

The post evaluation of the training accorded sparkling observation. that after training all the beneficiaries adopted stitching as an entrepreneurial activity. Out of 50 rural