

*Assessment of Designer Trend in
Khadi Kurtas among College
going Girls*



*By:
Dr. Meenu Srivastava
&
Ms. Savita Bhardwaj*

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Department of Textiles and Apparel designing, College of Home Science, MPUAT, Udaipur (Raj)

Khadi is hand woven and hand spun fabric, which takes time to be made. In previous times it was considered as the fabric for the poor rural workers & farmers. But wearing khadi is no more for the poor, many high profile personalities and economically sound people prefer to wear it. It is considered as one of the most beautiful Indian fabric. The khadi wearer gets a royal and distinguishable look due to its fall and style. It symbolizes luxury and uniqueness. Khadi has gained world wide appreciation as it is hand made, durable, long lasting and organic in nature. The fabric is produced by the masses for the masses.

The researcher felt that khadi has immense potential that is still untapped and it has an edge over other fabrics as it is hand woven. The garments challenge is to make it suit contemporary market.

Hence with this thought in mind, the researcher thought of giving designer look to the khadi kurta in the present investigation and thus planned on her research work on *Development of designer khadi kurta pattern for college going girls and assessment of its preference.*

Methodology

The present study was carried out at Udaipur city. In the study two types of sample were collected i.e.

1. Sample for evaluation of hand made sketches of designer kurtas. (20 Faculty members)
2. Sample for assessment of preference of designer khadi kurtas. (60 College going girls)

Laboratory Experiments

1. **Development of khadi kurta pattern:**-The researcher created twenty hand made sketches of designer khadi kurta pattern. Out of 20 designs, five designs which were more appealing were selected by a panel of 20 Judges to develop designer khadi kurta.
2. **Development of designer khadi kurta:**-The selected five designs of kurta were developed in both khadi cotton and khadi silk fabric with different embellishments.
3. **Evaluation of the developed designer khadi kurta:**-For evaluation of developed designer khadi kurtas, researcher tried to find out the preference of 60 college going girls, 30 each from Art and Science discipline

Analysis of Data:

Mean percentage score (MPS): Score obtained by developed designs of each hand made sketches were converted into MPS to have uniformity in the scoring of different aspects included in the study.

Acceptability Index: To assess the present acceptability of the developed hand made sketches of designer khadi kurta pattern an acceptability index was found out.

ANOVA: In order to analyze the difference in mean acceptability score of designer khadi kurta with different embellishment and different khadi fabric analysis of variance (one way classification) was found out. Analysis of variance was calculated to find out the significance difference between five kurtas of different materials.

Results:

Researcher created twenty hand made sketches of designer khadi kurta pattern with special design features having design code ranging from A to T, in which different types and placement of motifs ,embellishment, color combination and over all appearance were depicted clearly. In embellishment, machine embroidery, hand embroidery, block printing and sequins work were depicted as per the requirement of designs.

In order to assess the acceptability of sketches of designer khadi kurta, a rating performa was developed for this purpose. It was based on five point ranking and was given to judges. Out of these twenty designs, five designs which were more appealing both aesthetically and functionally were selected by a panel of twenty judges comprising of teaching faculty, post graduate students of the textiles and apparel designing department, fashion designers and boutique owners. The responses derived from sketches of designer khadi kurta were coded and mean score was calculated to select five sketches Table1 depicts the mean score of selected five sketches of designer khadi kurta.

Table1: Mean score of selected five sketches of designer khadi kurtas for relative ranking (N=20)

S. No.	Criteria of evaluation	Mean Score of selected sketches with design code				
		Design Sketch Code -R	Design Sketch Code-O	Design Sketch Code. -L	Design Sketch Code.-A	Design Sketch Code.-E
1.	Suitability of placement of motif / design	88 (88%)	86 (86%)	85 (85%)	85 (85%)	75 (75%)
2.	Suitability of embellishment with selected material	87 (87%)	81 (81%)	79 (79%)	69 (69%)	75 (75%)
3.	Suitability of color combination	86 (86%)	77 (77%)	76 (76%)	82 (82%)	75 (75%)
4.	Over all appearance	88 (88%)	88 (88%)	79 (79%)	82 (82%)	80 (80%)
	Total score obtained by each fashion apparels	349	332	319	318	305
	Acceptability index	87.25%	83%	79.75%	79.5%	76.25%

Data in parenthesis depicts percentage.

Plate: 2 Selected five sketches of designer khadi kurtas

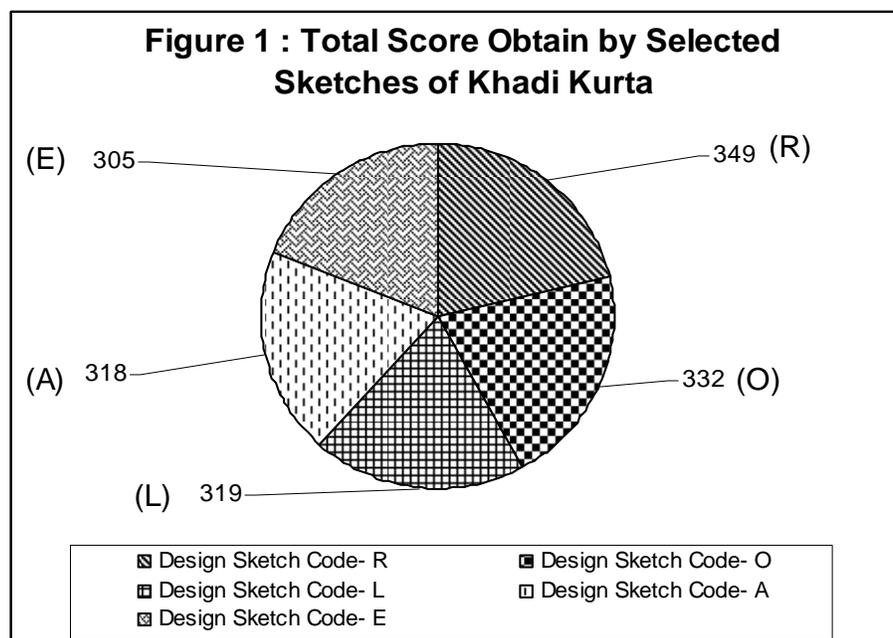
S.No..	Selected Designer Kurtas Sketches	Design Features
A.		<p>Designer khadi kurta sketch with over lapping front and without sleeves</p> <ul style="list-style-type: none"> • Front- V shape neckline, block printing, piping and button. • Back- plain with U shape neckline. • Colours of embellishment- dark brown.

E.		<p>Designer khadi kurta sketch with princess line and bell shaped sleeves</p> <ul style="list-style-type: none"> • Front- round with slit in the center of neckline, machine embroidery on center line of the kurta. • Back- plain with U shape neckline. • Embroidery (flower motif), pickoting on sleeve and princess line/seam. • Colours of embellishment-red and black.
L.		<p>Designer khadi kurta sketch with cape sleeves</p> <ul style="list-style-type: none"> • Front-heart shape neck line, hand embroidery (herring bone) used at neckline and waist line • Back- plain with U shape neckline. • Colours of embellishment-dark green
O.		<p>Designer khadi kurta sketch with short sleeves</p> <ul style="list-style-type: none"> • Front- square shape neck line and with border embellishment. • Back- plain with U shape neckline. • Border cream color fabric with machine embroidery. • Colours of embellishment-cream fabric string.

R.		<p>Designer khadi kurta sketch without sleeves</p> <ul style="list-style-type: none"> • Front-high round with slit in the center of neckline, kantha work with sequins on waist line for embellishment • Back- plain with U shape neckline. • Colours of embellishment-maroon
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Researcher was curious to find which designer khadi kurta got maximum score, it was interesting to record that design sketch code-R of designer khadi kurta secured the highest score of 349 point out of 400 points. Design sketch code-O stood next to sketch of designer khadi kurta-R with score of 332 points. Designer khadi kurta with design sketch code-L stood next to sketch of designer khadi kurta-O with a score of 319 points. Designer khadi kurta with sketch code-A stood next to sketch of designer khadi kurta-L with a score of 318 points. Designer khadi kurta with design sketch code-E stood next to sketch of designer khadi kurta-A with a score of 305 point. Designer khadi kurta-R attained maximum point in all the category i.e. of suitability of placement of motif/ design, suitability of embellishment with selected material, suitability of color combination and over all appearance.

The total scores of all the five developed hand made sketches of designer khadi kurta pattern has been depicted in figure-1



The overall MPS was found more than 300 in all the khadi kurta sketches which showed that all designs were found highly acceptable by the judges for various parameters selected and out of these five designer khadi kurta sketches, design sketch code-R was found most acceptable by the judges. Based on the MPS, acceptability index of selected five design sketches was also calculated.

Figure-2 Acceptability index for developed hand made sketches of designer khadi kurta pattern

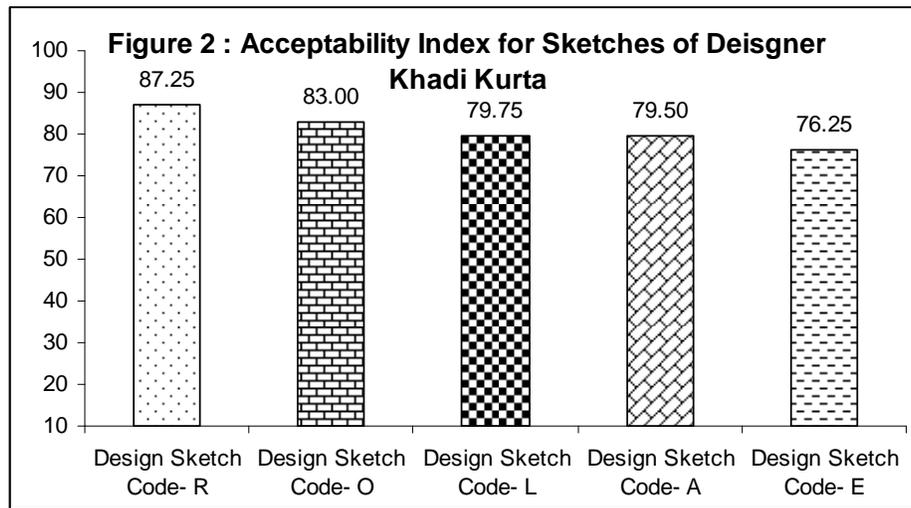


Figure-2 depicts the acceptability index for developed hand made sketches of designer khadi kurta patterns.

Assessment of designer khadi kurtas its preference among college going girls

For evaluation of developed designer khadi kurta, researcher tried to find out the preference of 60 respondents, for the variety of embellishment most appropriate for use on khadi kurtas developed in khadi cotton and khadi silk, using five point rating scale. Table 2 depicts mean values of designer khadi kurta on selected parameters.

Table 2: Mean values of designer khadi kurta on selected different parameters

S. No.	Designer kurta code no.	Suitability of embellishment for kurta	Suitability of placement of motif/design	Suitability of colour combination of khadi fabric with selected embellishment	Over all appearance	Ranking
1.	R	4.058	4.117	4.183	4.208	II
2.	A	4.525	4.525	4.508	4.625	I
3.	O	4.092	3.833	3.967	4.058	III
4.	L	3.758	3.800	3.700	3.758	V
5.	E	3.825	3.792	3.825	3.858	IV
6.	Mean	4.052	4.013	4.037	4.102	-
7.	SE	0.069	0.071	0.075	0.070	-
8.	CD at 5%	0.192	0.197	0.207	0.193	-
9.	F	19.013**	19.885**	18.238**	23.924**	-
10.	GM	4.052	4.013	4.037	4.102	-
11.	CV	18.68	19.34	20.27	18.60	-

** - Significant at 1%

In case of all the parameters design code-A stood first followed by design code-R and design code-O. The mean score obtained by all the designer kurtas were above 3.700 and there is no significant difference between different parameters.

The data clearly reveals that the suitability of embellishment, its placement, on the designer kurta, colour combination and over all appearance was found aesthetically appealing to all the respondents as it provided some new innovative designs in khadi fabric.

The researcher also analyzed the data discipline wise and mean values obtained has been presented in table-3.

Table 3 : Discipline wise mean value of designer khadi kurtas

S. No.	Discipline	Suitability of embellishment for kurta	Suitability of placement of motif/design	Suitability of colour combination of khadi fabric with selected embellishment	Over all appearance	Ranking
1.	Art	4.063	3.973	3.993	4.060	II
2.	Science	4.040	4.053	4.080	4.143	I
3.	Mean	4.052	4.013	4.037	4.102	-
4.	SE	0.044	0.045	0.047	0.044	-
5.	CD at 5%	0.121	0.125	0.131	0.122	-
6.	F	0.143	1.593	1.683	1.789	-
7.	GM	0.052	4.013	4.037	4.102	-
8.	CV	18.68	19.34	20.27	18.60	-

No significant difference was found among respondents belonging to Arts and Science discipline in different parameter of designer khadi kurtas. The reason may be that due to increased mass-media exposure, college going girls are well aware of the current fashion trend and have similar taste in selecting and purchasing designer apparels for day to day wear.

When the different parameters of designer khadi kurta were evaluated in terms of fabric i.e. khadi cotton and khadi silk, the significant difference was found as shown in table 4

Table 4: Fabric wise mean values of designer khadi kurta

S. No.	Fabric	Suitability of embellishment for kurta	Suitability of placement of motif/design	Suitability of colour combination of khadi fabric with selected embellishment	Over all appearance	Ranking
1.	Khadi cotton	4.153	4.097	4.187	4.213	I
2.	Khadi silk	3.950	3.930	3.887	3.990	II
3.	Mean	4.052	4.013	4.037	4.102	-
4.	SE	0.044	0.045	0.047	0.044	-

5.	CD at 5%	0.021	0.125	0.131	0.122	-
6.	F	10.824**	6.913**	20.163**	12.852**	-
7.	GM	4.052	4.013	4.037	4.012	-
8.	CV	18.68	19.34	20.27	18.60	-

** - Significant at 1%

All the designer khadi cotton kurtas scored higher mean values as compared to khadi silk. The reason for that may be because the khadi cotton is more popular among college going girls as the fabric is more ethnic, elegant, economic and comfortable than silk.

Conclusion:

Thus it can be concluded that the designer khadi kurta were found highly acceptable among college going girls in both types of khadi fabric selected for the study. The designs developed were found unique, exclusive, and distinctive in terms of selection, placement of embellishment and colour combination, which will promote the use of khadi fabric in apparel industry.

Image Courtesy

<http://www.womensdressesonline.net>