

## Designing On Khadi Kurtis by Using Fasteners

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**Abstract:** Designing is the virtuous feature of a fabric or a garment, which creates interesting visual aspects on its surface and beautify its appearance. The present study entitled "Designing on khadi kurtis by using fasteners" has been carried out with the objectives of providing a range of khadi kurtis to the customers and designing on khadi kurtis with some new designing aspect. To attain these objectives firstly the survey was done to have a review over existing designs, colour, design pattern, length and other consumer preference regarding kurtis.

After survey designs were select. Then 15 design sheets were sketched with selected designs of kurtis. Then evaluation was done with the sample group of Banasthali Vidhyapith. Then 5 design sheets were selected by the respondents on the basis of 3 point rating scale for given criteria for evaluation. Then weighted mean score were calculated for all rating and then 5 sheets were chosen for development of prototype of khadi kurtis.

After that, prototype of khadi kurtis were developed as per the best designs selected. The development of khadi kurtis embellishment was done by using fasteners like hooks, titch buttons, stylish buttons, framed fabric buttons, etc. Then the acceptability, marketability of designed khadi kurtis were assessed. Colours, aesthetic appeal, arrangement of fasteners were also determined of designed khadi kurtis on the basis of 3 point rating scale. All the khadi kurti get high weighted mean score.

It was concluded from the data the present study innovative approach for the kurtis which used as novel idea for the purpose of beautification of clothing. It includes new zeal in the khadi kurtis

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### I. Introduction

Fasteners for clothing are used for both purpose functional as well as decorative. Fasteners add function and detail to any garment. The most common fasteners are hooks and eyes, titch buttons, snaps. Hooks and eyes are hidden fasteners. They can be used to hold edges together or to overlap edges. Snaps are also fasteners that should be secure areas where there is little strain.

#### Objectives:-

- To study consumer's attitude and preference for khadi kurtis embellished by using fasteners.
- To collect design for khadi kurtis
- To prepare designs sheets for khadi kurtis.
- To evaluate the prepared design sheets.
- To develop the best preferred designs of the khadi kurtis
- To assess acceptability or marketability of developed khadi kurtis embellished with fasteners.

#### Delimitations:-

- Study was limited to designing of ladies khadi kurtis.
- Study was limited to Banasthali Vidhyapith.
- Three fabrics were used for the study (cotton khadi, silk khadi, poly khadi).

#### Significance:-

- The study may be helpful in value the addition of kurtis.
- The study will help designer to explore new possibility of designing of kurtis.
- The study may be helpful to develop new range of khadi kurtis for Banasthalites.
- The study will open new avenues of income generative for needy peoples.

### II. Methodology

#### Phase I

##### Collection of the study material

The study material was gathered from primary sources by interviewing identified target group and from secondary source i.e. internet, book and magazines.

##### Locale of the study

The place where the study has been conducted is referred to as local of the study. To carry out the present study, Banasthali Vidhyapith in Newai was selected purposively and according to feasibility of the consumers.

### **Sample selection**

Sample selection was done on the basis of convenient access to the investigator from the area of study i.e. Banasthali Vidhyapith. All the respondents were females from group of 20 to 45 year.

### **Preparation of Questionnaire**

A structured questionnaire was developed to collect information about consumer liking /disliking for khadi kurtis and fasteners, preference for applied design through fasteners, colour, fabric and construction details etc. Only ten objective type questions were included in this questionnaire.

### **Data Collection**

Data was collected by the investigator from the respondents with help of developed questionnaire. Interview technique was used to collect data. The purpose of the study was explained to all the respondents in order to satisfy their curiosity and obtain good response.

### **Analysis of data**

After the process of data collection, data was tabulated and analyzed. Analysis was based on the responses given by the respondents about their preferences. Frequency and percentage were calculated.

### **Phase II-**

#### **Collection of designs**

Investigators were collect the designs for the study from books and internet then investigator select the few designs with the help of guide.

#### **Development of design sheets**

Different designs for kurtis were developed for college going girls keeping in mind their preferences. These were developed by making modification into existing design and by introducing new design idea. Latest trend in fashion was also taken into consideration while designing. Total 15 designs of kurtis were sketched on a white sheet. To get favorable results, various desired detailing and features were used and placement of fasteners was also shown in the design sheets.

#### **Assessment of developed design sheets**

Khadi kurti designs sheets were analyzed by a 50 respondents who were selected purposively from Department of Clothing and Textile because they have good knowledge of Apparel Designing. Moreover, they are aware of latest fashion trends. Design sheets were displayed and judges were asked to evaluate each design on the basis of uniqueness of design, placement of fasteners and marketability. The three criteria were used for evaluation i.e. uniqueness of design, placement of motifs, marketability. 3 point rating scale was used as a tool for visual analysis.

<b>Rating No.</b>	<b>Rating</b>
3.	Excellent
2.	Very good
1.	Good

Weighted mean score calculated for each design and the design ranked on the basis of weighted mean score. Out of 15 designs 5 designs of kurtis were selected on the basis of rank.

### **Phase III-**

#### **Selection of material for kurtis**

Poly khadi, Silk khadi, Cotton khadi were choose for kurtis, color and hand of fabric varied. Khadi fabric was purchased from khadi shops of Jaipur. Fasteners for embellishment were also purchased from Jaipur.

#### **Development of selected design into prototype**

The scores were added and the top scored selected designs were developed into prototype by the investigator. Fasteners were used for their embellishment.

**Design no. 1-** Hooks, titch button and stylish buttons were used for surface enrichment.

**Design no.2-** Hooks, titch buttons and framed fabric buttons were used for surface enrichment.

**Design no.3-** Hooks and stylish buttons were used for surface enrichment.

**Design no.4-** Hooks and small and medium size buttons of mother of pearl were used for surface enrichment.

**Design no.5-** Hooks, stylish buttons and small size button of mother of pearl were used for embellishment

**Pricing and costing of the developed prototype**

For price determination material cost (fabric cost, fasteners cost, thread cost, needle cost) was calculated and 20% extra cost was added into the material cost. The 20% included 10% labour cost and 10% profit.

**Assessment of developed prototype**

A panel of 100 respondents was selected to judge and evaluate the kurtis. All respondents were selected from department of home science because they have knowledge of designing and latest fashion trend.

Kurtis were draped on dummies and shown to judges to analyse the developed khadi kurti.

3 criteria were decided of evaluation for kurtis i.e. Color, aesthetic appeal, arrangement of fasteners. Acceptability and marketability were evaluated of the designed khadi kurtis.

3 point rating scale was used as given below:-

Rating No.	Rating
3.	Excellent
2.	Very good
1.	Good

Weighted mean score was calculated for each criteria and the criteria on the basis of weighted mean score. Out of 15 designs 5 designs of kurtis were selected on the basis of rank.

**Comparative analysis**

Comparative analysis of all developed prototype were done on the basis of overall scores of each prototype on the basis of colour, aesthetic appeal and arrangement of fasteners.

**Consumer preference for design sheets of kurtis**

After response of interview schedule 15 sheets were developed. Fifty respondents were selected for evaluation of design sheets visually because visual analysis is an important component in designing articles. Visual analysis is done on the basis of uniqueness of design, arrangement of fasteners and marketability. Three point rating scale was used for each selection criteria for each design sheet after that weighted mean score was calculated.

In 3 point rating scale 3 point was given for excellent and 1 was given for good.

Rating No.	Rating
3.	Excellent
2.	Very Good
1.	Good

Weighted mean score was calculated for each design by using this formula.

The calculated weighted mean score of all 15 design sheets were shown in the table no. 2

**Consumer Preference for design sheets of kurtis**

Weighted mean score				
Sheet No.	Uniqueness of Design	Placement of Fasteners	Marketability	Overall Ranking
1.	2.56	2.44	2.44	2.48
2.	2.44	2.36	2.42	2.40
3.	2	1.82	2	1.94
4.	2.86	2.84	<b>2.96*</b>	<b>2.88*</b>
5.	2.12	2.02	2.36	2.16
6.	1.92	1.98	2.24	2.04
7.	<b>2.94 *</b>	<b>2.94*</b>	<b>2.96*</b>	<b>2.94*</b>
8.	<b>2.94*</b>	2.68	2.8	<b>2.8*</b>
9.	2.22	1.78	2.2	2.06
10.	2.86	2.78	2.56	<b>2.73*</b>
11.	2.32	2.3	2.12	2.24
12.	2.78	2.58	2.58	<b>2.64*</b>

13.	2.2	2.24	2.42	2.28
14.	2.2	2.02	2.34	2.18
15.	2.32	2.14	2.16	2.20

**Table no.2**– shows that sheet no. 7 and 8 got highest score in the selection criteria of uniqueness of design, sheet no. 7 got highest score in placement of fasteners, sheet no. 4 and 7 got highest score in marketability and sheet no. 4, 7, 8, 10, 12 were got highest score in overall ranking. According to these scores sheet no. 4, 7, 8, 10, 12 were selected for prototype development.



**Graphical representation of consumer preference for design sheets of kurtis**

**Consumer preference for designed Khadi kurtis**

Five best preferred kurtis designs were prepared by using different types of fasteners. Hundred respondents were selected for evaluation of developed kurtis. Developed kurtis were shown to the respondents to analyse them visually on the basis of acceptability, marketability, colour, aesthetic appeal, arrangement of fasteners (Plate No. 1 to 5).

**Table No.-1 Acceptability of developed khadi kurtis**

Plate No.	Acceptability
1.	100%
2.	100%
3.	100%
4.	100%
5.	100%

Result shows that all the kurtis were found 100% acceptability by the respondents.

**Graphical representation of acceptability of developed khadi kurtis**

**Table No. –2 Marketability of the developed khadi kurtis**

Plate No.	Cost (rupees)	Marketability
1.	620	99%
2.	780	90%
3.	575	100%
4.	710	78%
5.	945	99%

Pricing of the prototype was done on the basis of accumulation of the cost of raw material, stitching, labour and marginal profit.

It was clear from the **table no. 3.2** that the quoted cost of all the developed khadi was accepted by almost all the respondents and only few only few respondents were not willing to pay. It can be said that all the developed khadi kurtis with marginal profit had excellent marketability.

**Graphical representation of marketability of developed khadi kurti**

**Table No. –3 Rating of colours of developed khadi kurtis**

Plate No.	Colour of Kurtis
1.	2.84
2.	2.94
3.	2.78
4.	2.86
5.	2.96

**Table no. 3.3** shows that all kurtis were got very good to excellent result on the basis of colour and plate no. 5 khadikurti got highest weighted mean score.

**Graphical representation of rating of colour of developed khadi kurtis**

**Table No. 4 Rating of aesthetic appeal of developed khadi kurtis**

Plate No.	Aesthetic Appeal
1.	2.84
2.	2.94
3.	2.78
4.	2.74
5.	2.9

**Table no 4** shows that all the developed khadi kurtis were got very good to excellent preference on the basis of aesthetic appeal. Plate no. 2 got highest weighted mean score.

**Graphical representation of rating of aesthetic appeal of developed khadi kurtis**

**Table No. – 3.5 Rating of arrangement of fasteners on developed khadi kurtis**

Plate No.	Arrangement of Fasteners
1.	2.88
2.	2.96
3.	2.84
4.	2.7
5.	2.78

Result shows that developed khadi kurtis were got very good to excellent preference on the basis of arrangement of fasteners. Plate no. was got highest weighted mean score.

**Graphical representation of arrangement of fasteners on developed khadi kurtis**

**Table No. – 4 Comparative Analysis of developed khadi kurtis**

Plate No.	Colour	Aesthetic appeal	Arrangement of fasteners	Overall ranking
1.	2.84	2.84	2.88	2.85
2.	2.94	2.94*	2.96*	2.94*
3.	2.78	2.78	2.84	2.8
4.	2.86	2.74	2.7	2.76
5.	2.96*	2.9	2.78	2.88

It was clear from this table that plate no. 5 got highest weighted mean score for colour, plate no. 2 got highest weighted mean score for aesthetic appeal, arrangement of fasteners and also in overall ranking so we can said that plate no. 2 got highest preference.

#### **Graphical representation of comparative analysis on the basis of overall ranking**

### **III. Conclusion**

It can be concluded from the study that all the kurti were liked by respondents. Majority of the respondents were ready to buy the kurtis at estimated price and add kurtis in their ward robe. The designed kurtis fulfil the fashion need and satisfy consumer's need for variety was mentioned by most of the respondents. The embellishment technique was more favoured by the respondents. Thus it can be said that designing technique used in this study helped in improving the aesthetic appeal of khadi kurtis.

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