

Dr. Gayatri- 2021, Ph.D.

Title: Development of size chart for females (21-31 years of Uttarakhand and construction of designed Khadi Kurtis).

Objectives:

To collect and assess information regarding consumers awareness of khadi, their buying practices and preferences pertaining to readymade Kurtis

To collect and analyze the anthropometric measurements of 21-31 year old females

To prepare the basis bodice blocks based on the developed size chart

To design and prepare khadi Kurtis by using suitable embellishment techniques and assessment acceptability

Technology Developed:

- Development of size chart for 21-31 yrs females.
- Designed Khadi Kurtis based on size chart developed thus popularizing the Khadi fabrics
- Among young age group which consist major of fashion consumers

Achievement:

- Totally 1000 female of age group 21-31 years were comprehensively studied for the anthropometric measurement to develop a comprehensive sizing chart.
- Develop a line of Kurtis collection based on Khadi fabrics for the selected age groups.
- The developed kurtis were well accepted by the target group as well as the marketing and weaving units.



Plate 86: A-line Khadi kurties (AKD- 5, C5, III)