Summary and Conclusion
In the current Sixth Plan Integrated Rural Development Programme is given major emphasis. The main objectives of this programme is to increase the employment opportunities of the rural poor. Hence this study was planned for rural young girls who were motivated to join a vocational training programme in garment making. The educational programme was utilised for providing employment to them by setting up a production unit in tailoring.

As a preliminary step to the above, consumer preferences and problems in clothing selection were studied. The findings of the surveys formed the basis for standardising body measurements for selected women's wear and for preschoolers' clothing. Adapting these measurements patterns were developed for making selected apparel items in the production unit.

The findings of the above aspects of the research work are summarised below:

Consumers' views on selected women's wear

Two hundred young women formed the sample. The majority of the consumers preferred tailormade cholis and readymade petticoats. While model cholis were given to tailor, the practice of giving body measurements was not
common. Poplin and longcloth were mainly preferred for petticoats and two/two and cambric for cholis. The common sizes in readymade petticoats happened to be 100 cm (40") and 95 cm (38"). Six gored skirts were mostly preferred and almost all used only cut cholis. For cholis 70 cm length and for petticoats 2 metres were generally purchased for giving the tailor.

The main problems faced in readymade petticoats were improper and poor stitching aspects, and lack of colour-fastness in fabrics. Improper stitching, high charges, improper fitting were the main problems faced in tailor-made items.

**Consumers' and educated mothers' views on preschoolers' clothing**

The sample included three hundred consumers from different income levels and two hundred educated mothers who had preschool children. The family income and clothing expenditure, family clothing and preschoolers' clothing expenditure on analysis revealed a positive correlation, in low, middle and high income families.

Preschoolers' clothing was purchased mainly during festive occasions, from local shops and towns; the other factors influencing were income for low income families, style and fashion for middle and high income families.
While according to mothers and high income consumers both the parents participated in clothing purchases, in low income families, the head alone conducted this job. A higher income and educational level influenced them to allow a greater freedom to their children also in clothing choice. Both for consumers and mothers the main source of information for clothing purchase were friends and neighbours.

Tailormade garments were popular among the majority in the three income groups of consumers. Readymades were popular only in the middle and high income groups. Mothers preferred tailormade and readymade items for boy's wear; for girls' wear homemade and tailormade items were preferred. The preference of homemade garments can be attributed to the higher level of education and knowledge in making children's wear. According to consumers and mothers, attractiveness, availability of fashionable styles and the saving of time induced them to purchase readymade varieties. While tailormade items were considered to be durable by consumers, mothers considered them cheap and time saving. Durability, economy and style were the reasons that influenced mothers to make children's wear at home.

The main problems faced in readymade clothing according to consumers and mothers were poor workmanship with nondurable decorations, non availability of garments in
required sizes, poor fitting aspects, high cost and lack of serviceability.

The suggestions given by them for improvement were the use of serviceable fabrics of lower cost with attractive designs. Frocks, shirts and half pants were the major items preferred by consumers and mothers for preschoolers.

Front openings were preferred in garments by the majority of consumers, followed by back opening. Mothers felt front openings were ideal for bush shirts and half pants, back opening for frocks, maxis and for blouses and side opening for skirts.

The majority of the consumers preferred nylon buttons. Mothers preferred them for bush shirts and for half pants, plastic buttons and buckles for girls' wear, hooks and eyes and press buttons were preferred. Zippers found a use in high income families only, as they were expensive.

As decorative features, fancy buttons and pockets were preferred by consumers to a great extent. Embroidery and applique work were preferred in high income families. Mothers preferred pockets for boys' dresses, embroidery work for frocks and lace for maxis.

Irrespective of income levels the consumers and mothers preferred cotton fabrics for preschoolers' wear. With increasing income preference for terycote was greater
than for cotton. Poplin, cambric and two by two were the fabrics mostly preferred by consumers. Cotton was preferred by them, because of reasonable price, durability, washability and comfort in all seasons. Terycots were preferred due to such qualities as crease resistance and easy maintenance.

While smooth and soft textured fabrics were preferred by the majority for boy's wear, fine and medium textured fabrics were preferred for girls' wear.

Printed fabrics were preferred by consumers more than plain varieties. Among textile designs, checks, floral, dots and lines were the mostly preferred ones in the three income groups. Educated mothers preferred plain fabrics for shirts, and half pants, followed by checks for half pants and floral designs for bush shirts and frocks; for maxi's floral designs, stripes and dots were preferred.

While consumers preferred light pink, cream and blue and combinations with white, mothers had no clear conception regarding colours for preschoolers' dresses. Dark shades for half pants, light shades for bush shirts, and blouses, bright colours for frocks were preferred.

Children got influenced by garment type, style, colour, design and fabric varieties.
The surveys revealed: Income level had a definite influence on the purchase of readymade goods and also in the choice of fabrics. Also a higher educational level enabled mothers to construct selected children's wear at home.

**Standardising body measurements**

Thirteen body measurements, including heights and weights of 250 young women were standardised to five bust sizes for cholias and patterns were developed. The evaluation of muslin cholias revealed that the position of darts, ease and comfort were good as rated by the judges. However there were some differences of opinions in regard to armseye line and general appearance but this was found to be negligible.

For sari petticoats, the hip and waist measurements were standardised based on length for 600 samples into four sizes. The evaluation of petticoats by judges, revealed they were satisfied with general appearance, fitting and construction aspects. However, there were some differences of opinions in regard to comfort and drapability but this was found to be negligible.

Out of 394 male and 379 female samples eight bust sizes for male and nine for female preschool children could be standardised for thirty body measurements including bust,
height and weight. The standardised body measurements at preschool age level revealed that the variations in the body measurements among different bust sizes amount to 1-2 cms only except in a few selected length and round measurements.

The evaluation of the most common outfits such as frocks, shirts and half pants constructed out of standard body measurements revealed that these garments were rated as 'good' in general appearance, fitting aspects, fabric selection, dress design and construction features and found acceptable to mothers.

The standardised sizes for cholias and petticoats would find a use in garment units. The standardised measurements for preschoolers can be adopted for developing suitable dress designs.

**Studies on anthropometry**

The bust height and the bust weight measurements of the young women on analysis revealed a low positive correlation while the height weight relations, a high positive correlation.

In bust height measurements for preschoolers a low positive correlation was found to be present. In bust weight and height weight measurements in the two sexes the relationship was found to be greater than bust height measurements.
There was negligible difference in the mean heights and weights of male and female children.

Vocational Training Programme

The candidates were regular in their participation in the training programme. The ten candidates selected for training revealed, they could be trained to acquire the required skills in making women's and children's wear, within six months. Their progress was found to be satisfactory. With minimum facilities and equipment the cost incurred for training ten candidates for six months amounted to Rs.3490/-.

Self-assessment of the candidates during the end of the training period revealed their immense satisfaction in acquiring knowledge and skills for constructing women's and children's wear.

Apart from the immense confidence that was developed in them for making petticoats and cholis, sewing classes were highly interesting and beneficial to them. Training proved to be an asset to them for future employment purposes.

The redeeming features of the training revealed that rural girls who were seasonally unemployed could be motivated to undergo training in garment making. That they came forward to acquire new skills is an indication of their behavioural change.
The skills in them could be developed to an extent of producing standard garment items within as short a duration as six months time.

**Production Programme**

The participation of the trainees in the production programme revealed that at a time, five candidates were present in the tailoring unit for production purposes. On an average a candidate could earn Rs. 400/- an year. This was a sum that could not be despised with particularly for very low income families whose occupation happened to be daily wage earning.

Also the fact that orders were continuously forthcoming for the tailoring unit from the BTC showed that the manufactured goods had the standards of quality, gained recognition, could undergo competition in the clothing market.

From the returns of the production unit it was evident that any loan taken for minimum capital investment could be returned within five years. Improved returns can be expected with greater concentration, supervision and mobilisation of orders. Hence it would be a profitable venture, for unemployed youth to start tailoring units since these would cater to self employment.
An evaluation of the trainees revealed they wished to obtain a steadier income and this could be achieved only by improved output per worker and steady feeding of the unit with raw material.

**Study of consumer reactions**

Among the 150 consumers surveyed white plain petticoats were more popular than frilled or coloured varieties and the common sizes purchased were found to be 95 cm (38"), 100 cm (45"), 105 cm (42") respectively. The majority of the consumers were satisfied with general appearance, fitting and stitching aspects, quality of fabric, drapability and comfort in wearing. That they were satisfied with the purchases made revealed that petticoats can be undertaken for mass production within a short period of training of candidates.

**Recommendations**

Sizing of apparel in India is still in its infant stage.

1. The adaptability of patterns for cholis can be tested further on larger samples, modifications made and commercial patterns can be formulated which would find a use in garment units, homes and institutions.
2. Patterns for trial were developed for a few selected apparel items of preschoolers, most commonly purchased by consumers and used for their children. With the standard measurements now available there is a greater scope for developing commercial patterns for a variety of dress designs for preschoolers.

3. Body measurements can be standardized for bust sizes for individual garments also and patterns can be formulated in different age groups, for the use of garment units.

4. Vocational training for rural youth is recommended for a period of one year since this will not only enhance their knowledge in dressmaking but also their speed in garment making and thus the output per worker.

5. Garment units must be set up where close supervision and full attention could be devoted, since high originality in the formulation of new designs, and keeping pace with changing concepts of fashions of consumers are fundamental requirements.

6. Instead of standard apparel items, more intricate garments with attractive dress designs should be undertaken and accomplished since the above would fetch increased returns both for the wage earner and the production unit.

7. Continuous orders from different sources should be forthcoming for a production unit. To facilitate marketing
of the produced goods, the agency for marketing must be different.

8. Training provided by schemes of IRDP, TRY-SEN, must be availed by rural youth as attractive stipends are provided for trainees. On completion of the training the trainees are also helped to apply for bank loans and subsidies which give them an opportunity for self-employment.

9. The facilities offered by nationalised banks could be availed for obtaining loans for capital investment. Further, sewing machine companies provide the beneficiaries of IRDP with machines at subsidised rates. During certain seasons attractive discounts are offered by companies and these also can be availed.

10. In production units bulk purchases of raw materials must be made at lower costs, for garment making. Such materials need to be scientifically tested in technological laboratories for serviceability characteristics, before such purchases are made as this would facilitate consumer acceptance of goods purchased.

11. Standard fabrics with increased width at reasonable costs are basic requirements for garment units. Hence textile mills should be advised to produce such fabrics specially for the purposes of garment units and make them available.
12. For clothing the masses of India, readymade garments must be made available in proper sizes with serviceable fabrics at cheaper rates, with good workmanship and attractive design features. Unless the above is accomplished, it will be difficult for the ordinary consumer to go in for readymade goods and for the organisers of garment units to tap the potential of the clothing market of India.