CHAPTER-1

INTRODUCTION

“Reinvent new combinations of what you already own. Improvise. Become more creative. Not because you have to, but because you want to. Evolution is the secret for the next step.”

Karl Lagerfeld

Man has been wearing clothes since times immemorial for varied reasons. Need of clothing led to the discovery of different fibers, the techniques of spinning them, weaving differently and converting them into clothes.

The evolution continued and a revolution came when the hand spinning and weaving was taken over by machines. Power loom captured the market from the reigning handloom and became the undisputed winner; with everybody being attracted to power loom woven fabrics due to its multiple advantages.

Whether woven on Handloom or Power loom, whether made of natural or synthetic fibers, fabric the base of clothing says it all. As (Dickens, 1944) says, “Clothing serves in the main the social purpose just as food serves in the main a health purpose. “If human beings were not reacting to other human beings in social situations, then there would be no felt need for clothing, beyond, perhaps the protection it offers from cold. Certainly there would be neither fashion nor change of fashion. There would be no desire to have one style of garment instead of another” (Ryan, 1965).

In today’s modern world a man or woman is usually judged at first sight from his or her dress; and we have the habit of forming an opinion about his or her socio-economic and cultural status from the type of dress he or she wears. Clothing simplifies our perception of people or the total situation. But- KHADI, the cloth woven on the handloom, is class apart. KHADI earlier was considered as a fabric which was not accepted by the rich but poor could not afford it.

It is important to know the place of “KHADI” in a highly advanced society in which, Global warming is the fastest approaching threat. This indeed is a fundamental
issue and it raises a point where we have to decide our basic approach towards life and its style. There is no doubt that the centralized production system through high technology is cheaper, and so are the power loom produced fabrics than the decentralized one based on labor intensive simple machines (Swaroop, 2002-03), such as the spinning wheel and the handloom in case of KHADI. But here we fail to recognize a very hard fact: the plight of a worker employed in sub-human conditions in big industries on low wages and the disadvantages of mill made synthetic fabrics. So we have to decide as to what sort of life we want to live and the lifestyle we would like to adopt.

The people all over the world need health, comfort and protection from the approaching devils like Global warming and a society free of people with skin problems due to excess exposure to ultra violet rays. The prevention of which is possible through the usage of fabrics made of natural fibers, and the immediate answer that comes to the mind is usage of cotton KHADI. But in the fashion driven world of today the quality and variety of cloth produced plays a very important role. People look for variety, design, colors and prints. Preference is being given to originality and handicrafts. One does draw the maximum joy and satisfaction wearing a creative piece of art.

Machine cannot think of the designs that one likes. From that angle, producing KHADI cloth for meeting one’s own basic needs is much cheaper, however, the times are changing, the attitude and approach of people towards KHADI has changed tremendously, it is no more only for basic clothing. In the pre-independence era, KHADI was the quintessential attire of the patriotic Indian engulfed with the spirit of freedom and confidence. This pre-independence sentiment about the humble KHADI has taken a 360-degree turn in the modern fashion world. Fashion divas prance in stylish KHADI, interjected with flamboyance that has been revolutionized by brand houses, who have taken the fabric from functional to fabulous; from using simple raw cotton threads to mixing silk, wool and other synthetic blends.

Nowadays, the KHADI cloth is enhanced with thread and satin embroidery, contemporary embellishments and artistic motifs channelled from contemporary fashion trends, and produced in weaves and colors to match the popular demands. The
demand growth for the modern suave version of the Indian fabric has given the KHADI industry a new impetus(Kuwait Times, 2013).

With more and more interest the people are showing in KHADI, the design interventions are increasing which is making KHADI competitive not only in terms of acceptability as a natural fiber but also competitive with respect to design. There are still many hands that need work and KHADI could provide an alternative part-time, if not full-time occupation. Therefore, one can say with complete self-confidence that those who wish to change their way of life, their lifestyle and adopt a new way of life, for them the adoption of KHADI is a good way, as today KHADI along with being comfortable is moving towards having an edge in design development.

Man moved from handlooms to power looms, moved from oil lamps to electric lamps, from bicycle to cars. Population increased, usage of materials increased, mechanization increased, so did the pollution increase, leading to Global warming.

“Global Warming” is the serious issue that the world is now facing. Every step of Man’s progress and the road to development have led to the deterioration of nature. In order to fulfill his needs, man has exploited nature to its maximum. He has worked towards the development that is ecologically not sustainable. The irony of the situation is that today though everyone seems to be worried and anxious about environmental degradation, but no meaningful solution can be seen. If environment is to be saved from degradation we have to limit the use of machinery. That is where Gandhi’s promotion of KHADI and Village Industries has become more relevant today than during the freedom struggle. In the words of “Gandhi” The earth has enough resources for our need, but not for our greed.” What greater message can we get to save this earth from the environmental disaster? The best solution today is prevention is better than cure. The damage has already been done, we can stop it from increasing further and the first visible way to protect oneself right now is through clothing. Clothing has the ability to protect the skin, and a new born child who has the most sensitive skin needs most protection, thus there is an urgent need to design special clothing for infants of present generation (GHegde, 2011). “Infant” or the very young baby does not recognize the objects or the people. His awareness of life
consists largely of consciousness of himself, particularly of his physical self. The Infants world is limited to those things which impinge directly on his sense organs. The sense of touch functions almost perfectly from birth. Sensitivity to pain develops after the few days, and there is reaction to cutaneous irritation usually by the end of first week. The baby withdraws the part of the body being irritated or is generally restless and cries. Furthermore, his skin is tenderer than that of an older child and is more easily chafed. Therefore we can assume that the baby will be more comfortable and will cry less if his clothes are soft and pliable (Ryan, 1965).

“Infancy” is the beginning or the early period of existence as an individual and it is a very important period of the lifespan. Today, “infant’s clothing” is expected to meet all requirements related to comfort, healthcare, handle and easy care properties as well as performance. Infant’s skin is very soft and tender, therefore, chemically safe dyes, soft materials are used for making infant’s clothing. The infant-clothes are essential to keep them looking cute and enable them to remain cool or warm and comfortable. Growth rate of an infant is faster than the other age groups and their bodies are more susceptible to infections and irritations. The type of fabric selected for infants bears a direct relation to the health of an infant. Priority should be given to infant’s comfort along with the style and the look. The infant-clothes should be made of 100% natural fibers. A fabric that is too thick and heavy makes the infant look tired. Textures of the fabric should not be itchy, as the skin of an infant is very tender. Due to less cost, easy availability, easy care and maintenance parents have been opting for synthetic fabrics or their blends for children’s clothing (Mamtha G Hegde, 2011) but the question is: At What Cost? Do we want our comfort and convenience at the cost of the child? Or do we want our infants to be most happy and comfortable in the KHADI based clothing which is perfectly sustainable, climatically suited, environmentally harmless, free from petro-dyes or chemicals. Added to that is the fact that KHADI artisans are self-employed and artistic geniuses carefully transform a mere cloth into an enviable fabric. KHADI can boast of Panduru fine KHADI which is one of the unique textile produced in Srikakulam district of Andhra Pradesh and Muslin, with the cloth count around 400 to 500 which is not being produced anywhere in the world not even in modern textile mills, except for the state of West Bengal in India.
Today every time you show off KHADI, you are reminded of the Swadeshi movement initiated by the father of our nation, Mahatma Gandhi. A piece of fabric that became the symbol of protest during India’s freedom struggle surely gives you a reason to flaunt it not just on Independence Day but throughout the year as one of the most comfortable, natural, hand spun and hand woven fabric.

"KHADI has a tonic effect but, like nourishing food, it may not please one's taste; its savor lies in its tonic effect. Increased production of KHADI will correspondingly increase the vitality of the country and, in any case, will not bring about indigestion. To the workers in the field the immediate gain may seem too small, but, as a mango sapling yields thousands of mangoes when it grows into a tree, so a patient worker will certainly witness, in the long run, excellent results of his seemingly modest beginning" (Gandhi M. , Navjivan, 1926).

**Justification of the Study**

From time immemorial mothers have been making beautiful pieces of clothing for their children. Immediately after the mother conceives a mother starts planning for her child’s clothing, keeping in view that her child shall be comfortable, the clothing shall not be harsh for the child, the piece of clothing shall be easy to be worn and removed, the child shall be protected from the environmental hazards and above all that her child should look the most beautiful. But times are changing now, mothers still bear children, they still want to plan the child’s clothing, they still want that the child should look the most beautiful but, they have no time....Today’s mother is shouldering an equal responsibility with her husband to run the family, thus she tends to miss on this most beautiful experience. The need of the hour is to develop a designer range of the clothing for the infants keeping in view the feelings of a mother for her child. Clothing protects the skin and there is a need to design special clothing for infants. It is observed that a few efforts have been made on design developments in KHADI but hardly any effort has been made to design a KHADI kids range. However no effort has been made to develop infant wear using this natural, beautiful and comfortable fabric. The type of fabric selected for infant- wear bears a direct relation to the health of an infant. Majority of the clothing available for infants is either in terry-cot or other blends but the consumers today are looking for safe and
hygienic clothing for infants and the answer lies in KHADI cotton, which being hand spun and hand woven is friendlier to the environment, health and future of this planet, moreover there is a wide variety of available KHADI fabrics ranging from coarser to the finer counts. Above all KHADI emphasizes the idea of decentralization in production and self-sufficiency at the local level. In a country like India, where thousands of children are born every day, if KHADI is used by parents for their clothing, the KHADI industry will get a great boost. Thus, it will also help in solving the problem of unemployment in villages where hundreds of men are either totally or partly unemployed. This is also the cheapest and simplest method of providing employment to the local people with the least amount of investment, for example, a textile mill which needs an investment of ₹20,000,000/- provides employment to only 1000 workers, where as an equal investment in KHADI has the potential to give employment to ten times the number. It not only helps in bringing the self-sufficiency in one of the basic needs of society, i.e. clothing, but being a natural fiber and being hand woven and hand spun it is very friendly to the skin, health of the child and also to the environment. Thus it will not only give comfort and health to the child, satisfaction to the mother but also will help in economic growth of the country. This is the basic idea of introducing KHADI in preference to the mill made cloth for infant wear. Thus an initiative to carry out the present study on “Design Development and Acceptance of KHADI as Infant wear” has been taken.

**Hypothesis:** A hypothesis in research is a specific, clear, and testable proposition or predictive statement about the possible outcome of a scientific research study based on a particular property of a population, such as presumed differences between groups on a particular variable or relationships between variables. Specifying the research hypotheses is one of the most important steps in planning a scientific quantitative research study. Hence hypothesis is a tentative statement the validity of which remains to be tested.

Null Hypothesis H₀: Infant wear developed in KHADI and the Infant wear already available in other fabrics are the same on an average.

Alternative Hypothesis Hₐ: Developed Range of Infant wear in KHADI is preferred to Infant wear of other Brands
Objectives of the Study

1. To study the existing Infant wear Brands and Purchase Behavior of Mothers in Chandigarh.

2. To develop different Surface Enrichment Techniques on selected fine count KHADI.

3. To design and develop a range of clothing for infants (0-3months).

4. To test the acceptability of developed range in KHADI over other most extensively used fabrics for Infant wear.

Limitations of the study

1. The study is limited to the Union territory of Chandigarh.

2. The study is limited to Government Hospitals of Chandigarh for sample collection.

3. The study is limited to the development of Summer Clothing for Infants.

The following process was followed to carry out the research:

Figure 1.1 The Research Process