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Designer Kameez for Rural Pregnant Women

Abstract

Proper clothes during pregnancy is an important element of prenatal care. These clothes are designed to make women more comfortable in pregnancy. Maternity clothes fit differently than regular clothes so that one can move comfortably and enjoy good coverage of their body. Clothes for pregnant women should be not only beautiful but also convenient and comfortable because what a lady wears during pregnancy has a profound effect on her health.

Keeping all these facts in mind, four kameez were designed and constructed on the basis of opinion of experts and respondents i.e. design with wide tucks (Wms 2.9), round yoke with gathers (Wms 2.8), design with pleat (Wms 2.7) and design with shirring (Wms 2.6) with bust size 36". These four designer kameez for rural women were tried on forty rural pregnant women of Burrack and Bandaheri villages to assess their suitability with respect to designing features, embellishments, comfort, cost and overall appearance. After the trial of these designs on rural pregnant women, Paper patterns of these designer kameez were developed. The present work was, therefore, undertaken to assess the designing features of designer kameez for rural pregnant women.

Keywords: Rural Pregnant Women, Embellishments, Designing Features, comfort

Introduction

Proper clothes during pregnancy are an important element of prenatal care. Clothes for pregnant women should be not only beautiful but also convenient and comfortable because what a lady wears during pregnancy has a profound effect on her health. It is better to opt for things made from natural materials. They allow the skin to breathe freely, which is very important, given the sweating in pregnant women. During the first trimester of pregnancy one have bouts of morning sickness and nausea. There will be some indigestion too. In that case it is better to avoid dresses that are tight around the waist. This is because they will make her unsettled stomach wrestle even more. Many women complain about feeling hot during pregnancy. As at this stage, hormones are on a roller coaster ride problem of more sweat and feel exasperated with heat will arise.

So, wearing clothes that are too tight or of a material that makes you feel hotter will only aggravate the situation. Expectant women will eventual start putting on weight from the second trimester. To accommodate the expanding figure she needs the best maternity clothes that will clothe her till the end of third trimester. Care should be taken while selecting the clothes for Pregnant Women. The typical maternity clothes used to be such that they tone down the weight you have put on and at the same time be comfortable clothes. The best maternity clothes are not always the loosest ones you can find. If your clothes don't fit you at all then you will not feel good about them. If you are wearing a saree then make sure you don't tie the strings of the petticoat too tightly as it will obstruct your blood circulation.

Clothes for pregnant women should be such that once you wear them you need not fuss over them. Only covering of the body is not sufficient, rather the clothes worn by an individual should provide comfort and easiness according to one's needs. The demands for clothing of individuals also vary at different stages irrespective of the needs. The clothing requirements of a pregnant woman are quite different than that of an ordinary woman. The dress for expectant mothers should be designed so that attention is diverted from those parts of body where physical changes occur during pregnancy to other parts of the body, thereby creating an illusion (Premlata, 2012).The present work was, therefore,

Vivek Singh

Deptt. of Textile and Apparel Designing,
I.C. College of Home Science
CCS,HAU, Hisar

Nisha Arya

Deptt. of Textile and Apparel Designing,
I.C. College of Home Science
CCS,HAU,, Hisar

Krishna Khambra

Deptt. of Textile and Apparel Designing,
I.C. College of Home Science
CCS,HAU,, Hisar

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undertaken to design kameez for rural pregnant women and to assess the designing features of designer kameez designed for rural pregnant women.

Methodology

The present study was conducted in Hisar district of Haryana state. A survey regarding existing clothing practices of rural pregnant women was conducted using self structured interview schedule. On the basis of the responses of experts and respondents ; top ranked four kameez designs i.e. design with wide tucks , round yoke with gathers , design with pleat , and design with shirring , with bust size 32"(Small) and 36"(Large) were constructed using fabric according to suitability of designs. These four designer kameez for rural women were tried on forty rural pregnant women of Burrack and Bandaheeri villages to assess their suitability in respect of designing features, embellishment effect, comfort, cost and overall appearance.

The qualitative data was quantified according to the laid down standards and tabulated to draw meaningful inferences. Statistical parameters like frequency, percentage, weighted Mean Scores and ranks were applied to assess and interpret data. Hence, the present work was, therefore, undertaken to design kameez for rural pregnant women and to assess the designing features of designer kameez designed for rural pregnant women.

Results and Discussion

Top ranked four kameez designs i.e. design with wide tucks (Rank-I, Wms 2.9), round yoke with gathers (Rank-II, Wms 2.8), design with pleat (Rank-III, Wms 2.7) and design with shirring (Rank-IV, Wms 2.6) with bust size 36" were constructed using fabric as per opinion of experts and suitability of design. These four designer kameez four rural women were tried on forty rural pregnant women of Burrack and Bandaheeri villages to assess their suitability in respect of designing features, embellishment effect, comfort, cost and overall appearance.

Table 1: Distribution of women according to bust sizes. n=40

Bust size (inches)	Bandaheeri (20)	Burrack (20)	Total (40)
38	3	4	7(17.5%)
36	8	6	14(35.0%)
34	5	7	12(30.0%)
32	2	2	4(10.0%)
30	1	1	2(5.0%)
28	0	1	1(2.5%)

Figures in parentheses indicate percentages

The data shows that majority of women (35.0%) were with bust size 36" followed by 30.0 per cent women with bust size 34", 17.5 per cent women were with bust size 38" and 10.0 per cent women were with bust size 32" followed by 5.0 percent with bust size 30" and only 2.5 percent women were with bust size 28 inches. It was also found during survey regarding existing clothing practices of rural pregnant women that majority of rural pregnant women were with bust size 36 inches.

Table 2: Distribution of women according to the child order

Bust size	Bandaheeri (20)	Burrack (20)	Total (40)
1 st child	3	4	7 (17.5%)
2 nd child	13	9	22 (55.0%)
3 rd child	3	5	8 (20.0%)
4 th child	1	2	3 (7.50%)

Figures in parentheses indicate percentages

Data regarding distribution of women according to child order reveals that majority of women (55.0%) were bearing 2nd child, 20 per cent women were bearing 3rd child, 17.5 percent women were bearing their first child and only 7.5 percent were bearing their 4th child. The major changes that occurred in women were during IInd trimester and IIIrd trimester (as told by doctor at PHC and women themselves).

Table 3: Designing assessment of designer kameezfor rural pregnant women (n=40)

Sr.No.	Parameters	WMS	Rank
1.	Means of providing fullness	3.00	I
	- Shirring	2.80	II
	- Pleat	2.77	III
	- Tucks	2.67	IV
	- Yoke with gathers		
2.	Necklines		
	- Boat	2.90	III
	- Glass	3.00	I
	- Square	2.95	II
	- Round	2.87	IV
3.	Colors		
	- Dark	3.00	I
	- Light	1.90	II
4.	Prints		
	- Abstract	2.27	IV
	- Floral	3.00	I
	- Dense	2.92	II
	- Scattered	2.77	III
5.	Textures		
	- Cotton	2.30	II
	- Cotton blend	3.00	I
6.	Embellishments		
	- Laces	3.00	I
	- Ribbons	2.77	II

*Multiple responses

Data related to becomingness of various designing features of designer kameez for rural pregnant women has been presented in Table 3. The data revealed that all the four means of providing fullness and necklines were found highly suitable with Wms 3.00 and 2.67 respectively. Shirring technique of providing fullness and 'glass' neck were the first choice of all the respondents while yoke with gathers and round neck were least preferred designing features with WMS 2.67 and 2.87 respectively. As far

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as the color, print and texture was concerned, it was found that dark color (Wms 3.00), cotton blend (WMS 3.00) fabric with dense (WMS 2.92) floral print (WMS 3.00) were found highly suitable, while light color (WMS 1.90), cotton fabric (WMS 2.30) and abstract design (Wms 2.27) was found moderately suitable by rural women.

Both the surface embellishment techniques i.e. lace (Wms 3.00) and ribbons (Wms 2.77) were

found highly suitable embellishment techniques for kameez.

Thus, shirring technique of providing embellishment technique and dark color cotton blend fabric with dense floral print were the highly suitable designing features of kameez for rural pregnant women.

Table 4: Overall assessment of designer kameez for rural pregnant women (n=40)

Sr. No.	Parameters	WMS			
		Tucks I	Yoke with gathers II	Pleat III	Shirring IV
1.	Comfort	2.90	2.77	2.95	3.0
2.	Modesty	2.90	2.72	2.95	3.0
4.	Overall appearance	2.95	2.80	2.97	3.0
5.	Cost	2.95	2.95	2.95	3.0
	Aggregate Wms	2.91	2.79	2.95	3.0
	Rank	III	IV	II	I

Reliability of kameez for rural pregnant women was also assessed on the basis of overall appearance in terms of comfort, modesty as per rural atmosphere and cost and overall appearance. The related data highlights that design with shirring was ranked 1st on overall basis with Wms 3.00 followed by design with pleat Wms 2.95 and design with tucks (Wms 2.91). The design having round yoke with gathers was the least preferred design with Wms 2.79.

Thus, design with shirring was the highly preferred design with WMS 3.00 while design having round yoke with gathers was the least preferred design with Wms 2.79. It may be due to the reason that this design gives the look of nighty while other three designs have resemblance with casual kameez therefore, modest as per rural atmosphere.

Conclusion

The constructed designer kameez i.e. kameez with wide tucks, round yoke with gathers, kameez with pleat and design with shirring were acceptable to rural pregnant women. These four designer kameez for rural women were suitable with respect to fitting, designing features, embellishments, comfort, cost and overall appearance. The shirring technique of providing fullness, 'glass' neck, laces and ribbons as surface embellishments and dark color cotton blend fabric with dense floral print were the highly suitable designing features of kameez for rural pregnant women. It was revealed that the specific design features make the garment beautiful and functional, and designs are as per latest fashion trend.

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