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Perception of Ready to Wear Kerelian Saree among Adolescent Girl



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Abstract

In different regions as do the availability of raw material and the technical skills for creating fabrics that could be used to create the desired saree. Wearing style of draping kerelian saree known as Mundu saree in designer way may be prepared in stitched form as Ready-to-wear. In recent days it has been observed that saree wearing in new generation is becoming problematic. Designing & preparation of ready-to-wear regional & Indian traditional sarees are convenient, provide comfort and create interest towards it to maintain their culture. Objectives are designing and preparation of ready-to-wear stitched Kerelian saree and to know the perception about the same among adolescent girls. Kerelian saree was developed on the basis of cotton fabric because it was used traditionally. Draping, marking, cutting and stitching are the sequential steps for prepare ready to wear stitched form. In Jabalpur city sample was selected from existing clubs. Registered female Malyali members were 590. Random sampling was used for the study. The survey was conducted for the 60 adolescent girls. Data was collected through structured questionnaire. Data was analyzed by using simple and crossing tabulation method. The frequency table thus obtained was converted and interpreted using percentage distribution method. They liked to wear saree as it is a symbol of Indian culture. Most of the girls agreed that the saree is identification of the culture They liked to wear ready saree as it is easy to wear, time saving, comfortable and help to build self confidence. They showed their interest in designing according to fashion. They were also interested in fabric fusion and printing ornamentation. Ready-to-wear sarees are beneficial for adolescent girls & is perfect for coming generation & solved the problem of wearing in new generation. It does not require any skill; they are just ready-to-wear.

Keyword: Ready-To-Wear, Kerelian Saree, Fabric Fusion, Printing, Adolescent Girls.

Introduction

Costume is an important adjunct of personality. In different regions as do the availability of raw material and the technical skills for creating fabrics that could be used to create the desired costumes. Traditionally each area communicated a women's social and family status as well as her regional identity, for certain colours and motifs were region and community specific. Beside of these commonly adopted wearing style of saree is nivi style with ulta pallu. These can be divided into two styles one is regional and other is traditional respectively. The basic draping styles of sarees are different according to region or state, ethnic and tribal communities of India are known as regional saree. There are literally dozens draping style of sarees, which is common among urban middle class Indian women. In Kerala the Dravidian style saree is the veshti-mundanai, which is draped in two parts: The veshti covers the lower part of the body, and the separate mundanai, or mundu, is a supplement to the veshti. Wearing style of draping regional saree in designer way may be prepared in stitched form as Ready-to-wear. Kerelian Saree, which was once put out of the international fashion wardrobe due to the draping hassles, is now back with a bang in the form of pre-stitched sarees. Women accepted it for some religious customs which will also help them to maintain their culture. In recent days it has been observed that saree wearing in new generation is becoming problematic. Designing & preparation of ready-to-wear regional & Indian traditional sarees are convenient, provide comfort and create interest towards it. Regional ready-to-wear sarees will be accepted in different communities. Indian women always believe to follow the culture, traditions and customs. They

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strongly believe that the Indian values should be preserved and must be passed to the next generation. As wearing saree is one of the important traditions of Indian culture. Therefore this study of ready-to-wear regional and designer saree will be helpful for them to achieve their socio-economic goals.

Objectives

1. To design and prepare ready to wear stitched Kerelian saree.
2. To know the perception about the same among adolescent girls.

Review of Literature

According to Lynton Linda (1995) Evidence from ancient Indian history illustrates the use of woven fabrics draped in varied length and held together at the waist with the help of waist bands in the form of jewellery or a piece of cloth. The use of three piece unstitched garment is in evidence of Mauryan empire 320-185 BC. Katiyar Vijay (2009), said that the term Nivi is mentioned in vedic literature, most expert credits it to the Dravidians. The term refers to a style of drape similar to a manner in which vesthis are worn in South India. The usual garments, worn during this period (326 BC) by women alike, were two-pieced. The Romans were great patrons of fine Indian muslin fabrics in cotton and called them ventis textiles or nebula. Nieuwenhuis Frans (January 14, 2009), commented that the traditional Indian style of clothing varies with male or female differences. The tradition is still followed in rural areas but it has grown loose in urbanized regions. Thus, young girls in their early adolescence years wear a long skirt called a lahanga and a short blouse called a choli on top of it. Women wear the sarees and teenagers half-sarees. The saree reflects the social status, the region and the wearer's preferences. Victoria published her article (3rd February 2009) "Designer Sarees: Enhances your hidden Beauty" and concluded that There are wide options available in designer sarees, it can be of a casual styles, fusion blends. Sarees come in many color variety and in different styles, patterns and drape styles. Written by Admin (April 29th, 2010), women sometimes wear a set mundu. They wear a mundu and wear a saree over it which is a kind of a covering from on top of the blouse till the legs. The mundu and saree are normally white in color. There can be a colored border for the set mundu which could be any color. A mundu with golden or silver border is called "kasave mundu" and it symbolizes luxury. In olden days mundu was hand loomed and was comparatively shorter to the mundu that is available in the market today. Kapoor Rita (2010), author and researcher, for 'Sarees of India' volumes & 'Handcrafted Indian Textiles,' has been involved in several initiatives to revive the evergreen wonder. "The saree has to be re-introduced as a contemporary garment that can be woven in many new ways as it is so flexible and can be constantly refashioned.

Hypothesis

1. Ready-to- wear sarees are easy to wear.
2. It saves time & energy.
3. It is comfortable and attractive.

4. The problems of wearing sarees in new (coming) generation are solved.

Research Methodology

Kerelian saree was developed on the basis of cotton fabric because it was used traditionally. Draping, marking, cutting and stitching were the sequential steps for prepare ready to wear stitched form. In Jabalpur city so many clubs but sample was selected from existing club which have maximum registered female members. Registered female Malyali members are 590. Random sampling was used for the study. The survey was conducted for the adolescent girls for regional saree of representative club. Sample size was 60. Data was collected through structured questionnaire. Process of preparation of ready-to-wear regional and designer saree is developed through practical method. Data was analyzed by using simple and crossing tabulation method. The frequency table thus obtained was converted and interpreted using percentage distribution method.

Table No. 1
Saree Is Identification of Indian Culture

Yes	No
80	20

Majority of respondents agreed that saree identifies Indian culture

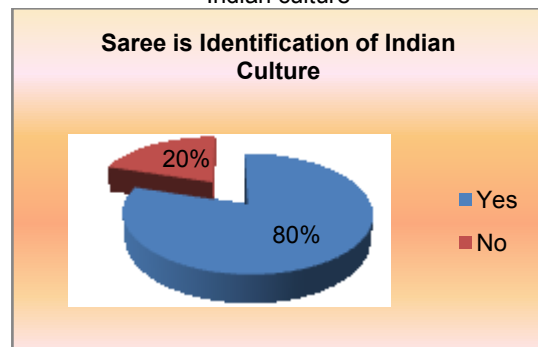
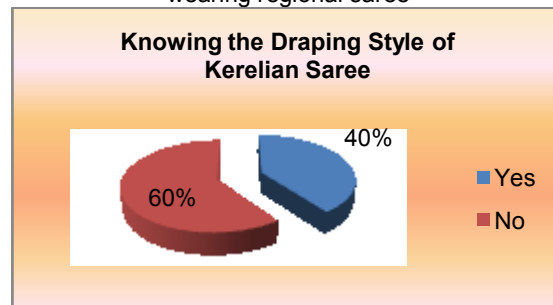


Table No. 2
Knowing the Draping Style of Kerelian Saree

Yes	No
40	60

Respondents do not know the draping style of wearing regional saree



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Table No. 3
Liking of Wearing Regional Style Saree

Yes	No
93	7

Majority of respondents like to wear it.

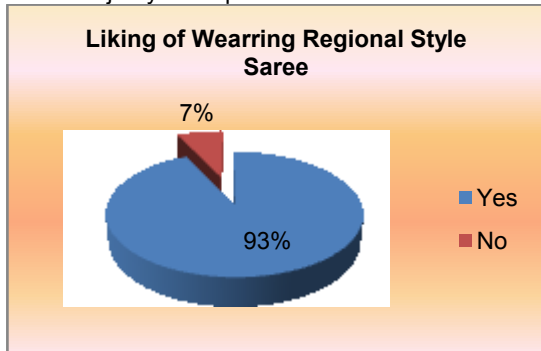


Table No. 6
Concept of Ready To Wear Saree

Yes	No
100	00

All respondents agree with the concept of ready to wear saree.



Table No. 4
Colour Choice of Wearing Saree in Any Occasion

Dark	24
Light	26
According to fashion	40

Highest no. of respondents has given preference to the colour which is in fashion followed by dark colour and last preference is for light colour while wearing saree on any occasion.

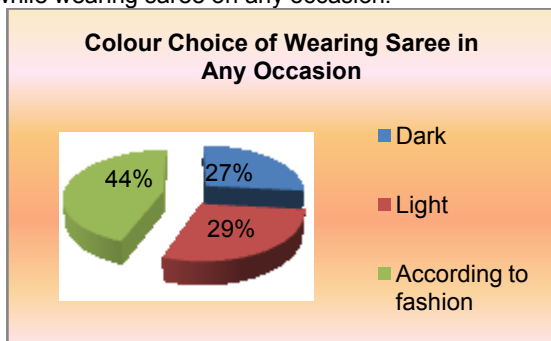


Table No. 5
Preference of Regional Saree in the Form of Modern Style

Yes	No
90	10

Majority of respondents from all states prefer regional saree in the form of modern style.

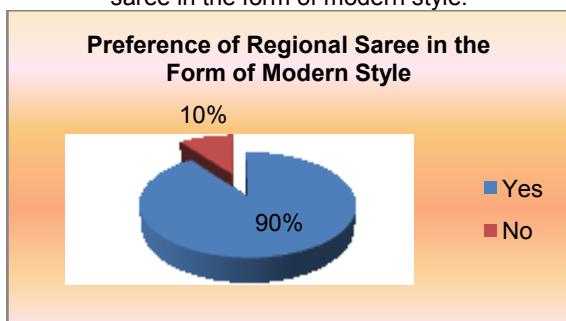


Table No. 7
Choice of Draping Style of Saree According To Occasion

Festival /pooja	58
Marriage & family function	50
School functions	52

Saree is preferred for festival/pooja followed by school functions and then marriage and family functions.

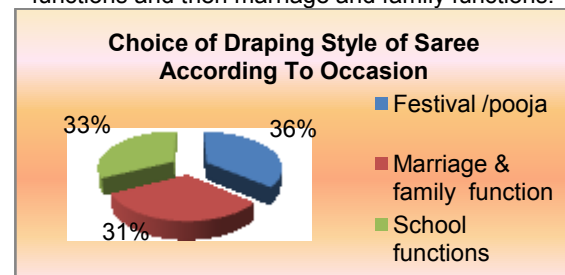


Table No. 8
Opinions for Regional Ready To Wear Saree

Prepared with other fabric also	45
Designing according to fashion	40
Change the style of palla in modern way	26
Ornamentation	25
Fusion of two or more draping style of regional saree	55
It is useful for physically challenged women	45
It is useful for bedridden women	20

Most preferred reason for malyali is fusion of draping style, use of fabric and use for physically challenged women, fashionable design, style of palla, ornamentation, and use for bedridden women.

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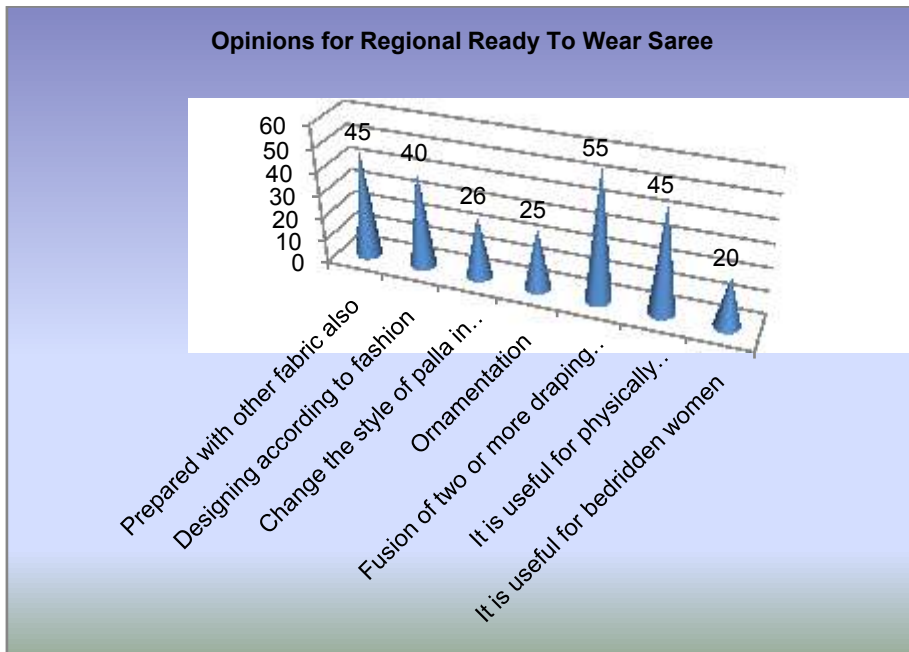


Table No. 9

Knowing the Perfection of Ready To Wear Saree for Coming Generation

Yes	No
100	00

All candidates have definite opinion that ready to wear saree is perfect for coming generation.

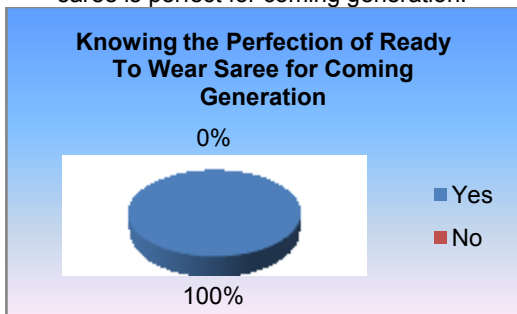


Table No. 10

Choice of Ornamentation Techniques for Ready To Wear Saree

Fabric fusion	47
Printing	42
Painting	20
Embroidery	31
Laces	25
Frill	22
Piping	18

Malyali have given 1st preference for fabric fusion, 2nd for printing, 3rd for embroidery, 4th for laces, 5th for frill, 6th for painting & the last for piping.

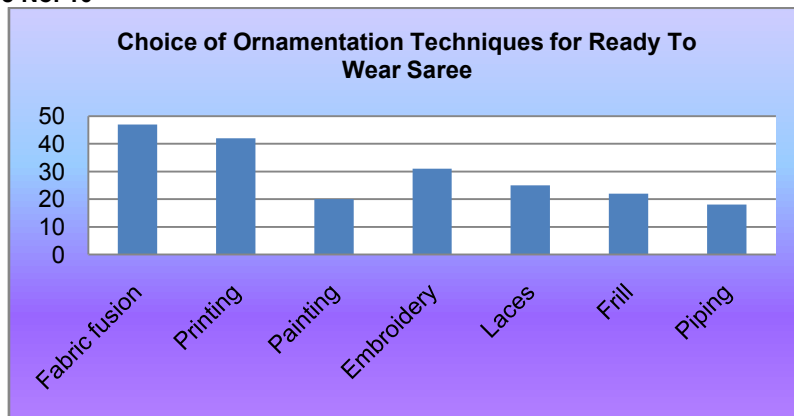


Table No. 11

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Reasons for Liking To Wearing Ready To Wear Saree

Comfortable	51
Economic	40
Easy to wear	55
Time saving	55
Help to build self confidence	50

Easy to wear and time saving are the most important factor followed by comfortable, help to build self confidence. Economic is the last criteria.



Hypothesis Testing

Hypothesis No 1 Ready to wear Keralian saree is easy to wear

H₀ : All respondents feel that Keralian ready to wear saree is easy to wear

H₁ : All respondents irrespective of state feel that ready to wear Keralian saree is not easy to wear.

Table 1

Showing Easy To Wear Keralian Saree

	Malyali
Easy to wear	55
Not easy	05
Total	60

As 92% of the respondents agree that ready to wear Keralian Saree is easy to wear, hence stated hypothesis proved and null hypothesis is accepted.

Hypothesis No 2: Ready to wear Keralian saree saves time and energy

H₀: Respondents of all state accept that Keralian ready to wear saree saves time and energy.

H₁: All respondents are not agree that Keralian ready to wear saree save time and energy

Table 2

Showing Time and Energy Saving for Keralian Saree

	Malyali
Yes	54
No	06
Total	60

As 91% of the respondents agree that ready to wear Keralian Saree saves time and energy, hence stated hypothesis proved and null hypothesis is accepted.

Hypothesis No 3Ready to wear Keralian saree is comfortable and attractive.

H₀: Respondents Favour the opinion that Keralian ready to wear saree is comfortable and attractive.

H₁: All respondents are not in favour of the opinion that Keralian ready to wear saree is comfortable and attractive.

Table 3

Showing Comfortable and Attractive Towards Keralian Saree

	Malyali
Yes	56
No	04
Total	60

As 93% of the respondents opine that ready to wear Keralian Saree is comfortable and attractive, hence stated hypothesis proved and null hypothesis is accepted.

Hypothesis No 4: To solve the problems of wearing sari in new (coming) generation.

H₀: Girls of adolescent age feel that ready to wear saree will solve the problems of wearing saree in new generation.

H₁: Girls of adolescent age do not feel that ready to wear saree will solve the problems of wearing saree in new generation.

Table 4

Showing Solve the Problems of Wearing Saree in New Generation

Girls of Malayali community

	Malyali
Yes	55
No	5
Total	60

As 92% of the respondents agree that ready to wear Keralian Saree solves the problem of wearing saree in new generation, hence stated hypothesis proved and null hypothesis is accepted.

Conclusion

They liked to wear saree as it is a symbol of Indian culture. Most of the girls agreed that the saree is identification of the culture. Most of the Adolescent girls do not know the draping style of regional saree. Malyali preferred light colours with bright and golden borders for the same reason. Girls changed their ideas in designing without changing the existing draping style. Adolescent girls knew the concept of ready to wear saree and gave their definite opinion towards ready to wear saree, which is perfect for coming generation. They are more interested in wearing saree in special occasion but sometimes they avoid due to not knowing wearing style. They have definite opinion that ready to wear saree is perfect for coming generation. Adolescent girls are more interested to prepared regional sarees with other fabrics with the fusion of two or more draping styles. They showed their interest in designing according to fashion. They were also interested in fabric fusion and printing ornamentation. They also preferred regional saree in modern style but some Malyali girls did not take much interest in wearing modern style of regional saree. They liked to wear ready saree as it is easy to

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wear, time saving, comfortable and help to build self confidence. Cost was not the main criteria for taken above advantages. They also preferred regional saree in modern style. Ready-to-wear sarees are beneficial for adolescent girls & is perfect for coming generation & solved the problem of wearing in new generation. It does not require any skill; they are just ready-to-wear. Therefore maintain culture and interest in wearing saree, ready-to-wear sarees is prepared.

Suggestions

1. It is therefore suggested that the outcome of this research may be well adopted commercially to make the product easily available to the needy class of women.
2. Ready to wear saree can also be stitched according to physique to cover figure faults.
3. Tribal draping style can also be improvised as ready to wear comfort attire through some modifications, maintaining the native original style with a touch of renovation.
4. Designing of other state's draping style of sarees can also be done by modifying its fabric/s & fusion of traditional embroideries in stitched form.
5. Pre-pleated easy wear sarees with pre-stitched pallu are also beneficial for physically challenged

women, as it can be designed according to their body deformities.

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