

Original Research Article

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Fabric Enrichment Techniques: A Source of Income Generation for Rural Women

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ABSTRACT

Rural women play a crucial role for the well being of their families. Without any glare of publicity, they contribute their best to the welfare and progress of the society. Entrepreneurship-development and income-generating activities are feasible solution for empowering the women. Most of the rural women indulge in stitching activities but due to lack of knowledge, in the technical know-how and latest designing techniques, they are unable to earn the remunerative income. Therefore, keeping in view these factors, sixty scheduled cast women, who had knowledge of garment construction, were selected to impart trainings on various fabric enrichment techniques viz. neck and collar designing; fabric painting; embroidery; tie and dye techniques; cushion and bag-making etc. One sewing machine (Usha Allure) along with accessories was given to all these women so that they can start their small entrepreneur for their economic upliftment. Regular monitoring was done to cover-up their felt problems in using the latest techniques. The adoption level was assessed on the basis of expressed opinion by the beneficiaries. Improvement in quality life was measured with the help of various parameters in the light of various activities like demonstrations, trainings, exhibitions, group discussions etc. The maximum impact was found in increase in knowledge and skill up gradation followed by increase in confidence and domestic savings. The economic analysis of the successful women among the trainees was also worked out and the most liked activities were found to be cushion making followed by tie and dye, bag-making. The maximum utilization of this machine was found for pikoo, inter-locking and pouncha-designing.

Keywords

Rural women,
Enrichment,
Training,
Entrepreneur

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Introduction

Poor educational status of Indian women becomes a challenge in the path of their development and growth. Empowering women to become economically self-reliant in the field of their interest can be a boon to develop confidence. Krishi Vigyan Kendra plays a great role by organizing the need-

based vocational and skill-oriented trainings. Rural women indulge in various activities like dairy farming, cutting and tailoring, farm sector, etc. But with the passage of time, trainings are essential for the women to acquire latest knowledge and skill to keep-up with the changing scenario for development. Majority of the rural women involved in stitching activity as a free time labor. Kanta *et*

al., (2012) highlighted that stitching is a strong tool of viable income generation activity for rural women. Now-a-days, people are more conscious about looks. Women in the rural areas are involved in different clothing related activities. Scientific techniques and complete technology, in form of theory and practical, required to benefit farm women to increase their family income in terms of money as well as savings.

Materials and Methods

The present study was conducted in Ambala district of Haryana state (India). Krishi Vigyan Kendra, Ambala, an extension unit of Chaudhary Charan Singh Haryana Agricultural University, Hisar, organized the training programmes for the women of scheduled cast on cutting, designing and stitching. One sewing machine, with latest technique, was provided to them so that they can add income to their profession.

To study the benefit from these techniques, the three year data, i.e. from 2013-14, 2014-15 and 2015-16, on fabric enrichment was pooled. The women, between the age of 18-45 years and having an experience in garment construction, were selected for training purpose. The total numbers of respondents were 180. Adoption and impact was assessed on the basis of expressed opinion of the beneficiaries and success stories of the women. The schedule of question was prepared and asked by the beneficiaries via multiple choice question having three options i.e. strongly agree, agree and disagree with a score of two, one and zero. The scores so obtained were totaled and average was calculated.

Results and Discussion

The data of three year training programs was pooled to study the economic impact and the

adoption level assessed according to their feedback. Kaur *et al.*, (2011) revealed that the highest mean score were found for stain removing and dyeing methods which indicated that the rural women required more training in the sub-areas of clothing. Various fabric enrichment techniques i.e. drafting techniques; designed fabric; neck and collar designing; embroidery; fabric painting; tie and dye techniques; bag and cushion making etc. were demonstrated during the training. Saroj Bala *et al.*, (2006) highlighted that 63.3 per cent trainees had low opinion regarding drafting techniques. The training on basic concept of drafting techniques, designed fabric, neck and collar designing were most liked by the trainees.

The adoption of various techniques was clearly visible by improved quality of their stitched garments (Fig. 1). The young girls of rural areas, who are educated, had interest to wear latest designed clothes. Sometimes, they are not able to afford ready-made garments from market. The Krishi Vigyan Kendra imparted practical training on designer clothes such as plazzo, long skirt, trousers, sari tucking, balloon salwar, lehngas, jackets, long suit, etc. Home stitching is preferred over ready-made garments, as it saves 30-70 per cent of their family income (Sunita *et al.*, 2011). Hand embroidery takes time and is costly too, so machine embroidery, especially on neck and poncho, was adopted by 55 per cent women. Fabric painting with the help of stencils and block was adopted by 20 per cent as painting by brush is not possible by all age group. Women are getting handsome profit by poncho designing. The machine maximum utilized for interlock, pikoo work. Very fast learning was observed in tie and dye techniques during trainings. The women liked the bag, cushion and soft toys making, mostly and resulting to start taking order of these. The adoption was clearly viewed as expressed by their customers. They practiced and added

all these techniques with their stitching profession to increase their income and meet the market demand. The large percentage of respondent had favorable attitude towards trainings organized by KVK (Sulakshna

Dogra, 2008). The data in table 1 revealed that after intervention and imparting skill 88 percent women have adopted fabric enrichment techniques at household level.

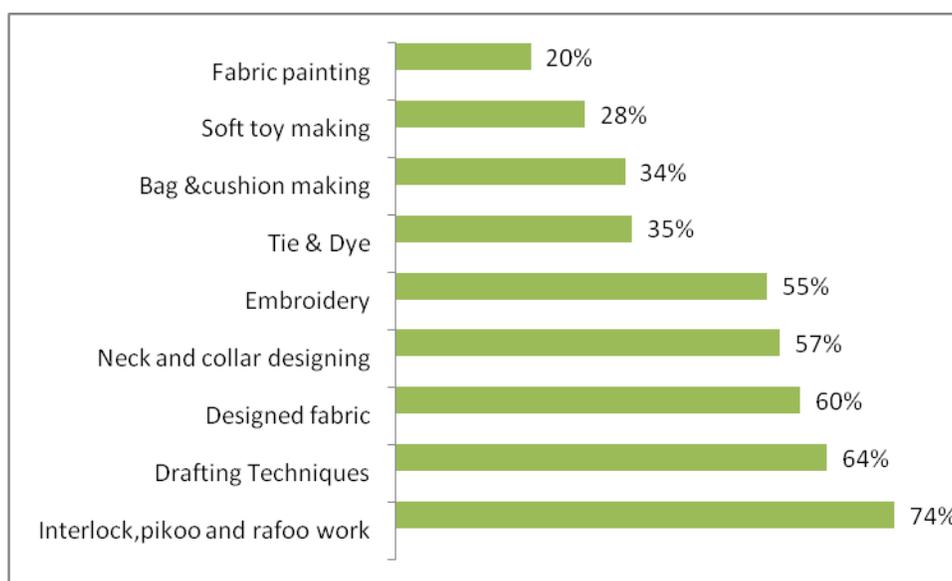
Table.1 Impact assessment of fabric enrichment techniques

Sr. no.	Opinion	Impact analysis (percentage)		
		Strongly agree	Agree	Disagree
1.	Increase in knowledge	52	48	0
2.	Up gradation of skill	32	62	6
3.	Adoption at household level	41	47	12
4.	Increase in confidence	28	52	20
5.	Know latest technique and designing	35	65	0
6.	Saving money in terms of reducing expenditure	37	63	0
7.	Benefits of latest model of sewing machine	72	28	0

Table.2 Monthly income (approximately) reported by trainees

Monthly income category (INR)	Percentage of trainees (per cent)
Up to 3000	56.11
3000 to 6000	35.55
6000 to 9000	04.45
Above 9000	03.89

Fig.1 Percent adoption of various fabric enrichment techniques at household level



All women were benefited by latest model of sewing machine as it speeds up the work in terms of easy and comfort to use; designed fabric ready easily and pickoo interlock work be done by their own level for which they have to go city earlier and thus, saves money in terms of reducing expenditure. Economic analysis revealed that the family income and status upgraded.

The table 2 highlighted that majority of women earned up to INR 3000 per month as reported by them. Krishna Srinathan (1992) in her study also highlighted that additional income in the hands of women have large positive impact than if it is with men, because women are more likely to spend the additional income for the betterment of their family.

It is evident from the findings that Krishi Vigyan Kendra is able to bring the significant change in socio-economic status as-well-as the knowledge of trainees. Significant increase in knowledge was recorded for all components of fabric enrichment techniques and up-gradation of skill.

Continuous planned efforts and follow up action required and also special lectures for loaning and marketing facilities required.

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