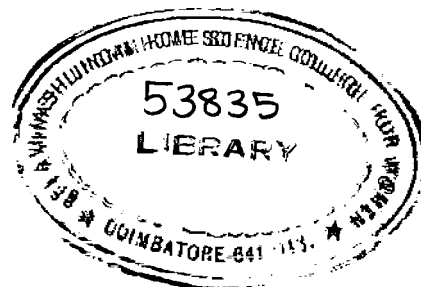


CLOTHING PROBLEMS OF RURAL FAMILIES

BY

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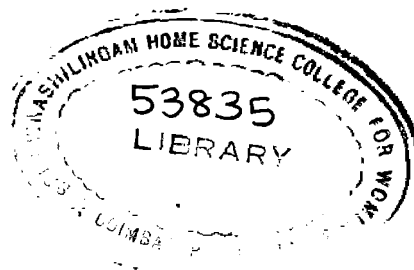
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I. INTRODUCTION

Gandhiji rightly said " See India in her villages" there by emphasizing that for any development activity worth the same the village should be the base; as India is in her villages with more than 80 per cent of the population living in remote villages. He also stated that "India would perish if the village perishes losing her mission in the world".

From time immemorial since the advent of the Asian settlement, the village has been the basic unit of India, says Bajpai (1962). The foundation for the national economy is provided by the village states, Khosla (1961). According to 1971 census India's population was 548 millions. Women constituted 26.4 crores of this population. For the 80 per cent of the population living in villages, agriculture forms the main occupation, Barnala (1979). Kurukshetra (1980) states that in our country out of the 511 million of rural population 235 millions are said to be below poverty line. Kulendaivel (1975) remarks that a thinking individual should abolish poverty in ^{his} their nation and bring in prosperity.

Unemployment and underemployment are the main factors to be tackled at the village level, points out Palaniswamy (1975).

Further he stresses that enough employment opportunities must be created, to give the rural masses two square meals a day, enough clothing and a shelter to live in.

The Fifth Plan has put forward a programme of satisfying Basic Minimum Needs for our people. Food, Clothing, Health, Education, and Water supply figure in this list. Subramanyam (1975) points out that the overriding task of planning in our country at this juncture is to produce adequate quantities of these essential goods and services and make them available to every citizen. Everything else must make a secondary place.

In the triumvirate of necessities clothing ranks second, points out Bigelow (1953). Primarily clothing satisfies the desire for warmth and protection against the elements. Secondly, it gives psychic satisfaction and the sense of social achievement. Clothing can be a means of self expression, a manifestation of aesthetic qualities and an outlet for creative ability. An individual's success in life to a large extent is influenced by clothing, Raji (1973).

Rural life in India is characterised by a low standard of living, illiteracy, poverty, unemployment and underemployment and high population. A large proportion of the income, namely around 60 per cent has to be spent on food for mere subsistence. Rural families possess in most cases their own shelter. For other basic necessities the rest of the money is allotted. Clothing receives less attention. Clothing is an area where people can spend if need arises or restrict their expenditure or remain even without spending, since money is needed for other essential services. Cochrane and Bell (1956) state that clothing purchases are influenced by climate, occupation, family composition and above all by suitable production and marketing techniques.

Rural people when they are characterised with poverty and unemployment, are satisfied with essential clothing items. When the basic necessities in the rural families are considered, an individual can be satisfied and manage with even two sets of clothing. Hence clothing is an area which is highly flexible, and the purchase of clothing can be postponed depending on available money. The very few purchases made by them are done during selected festive occasions. The low literacy level gives them less scope in educating themselves. As a result, they do not possess adequate knowledge regarding what to select, how to select,

how to care for clothing items. They may be confronted with many problems in the area of clothing of which they themselves might not be aware of.

The commoner should feel conscious of his clothing need, so that he may feel that he is at par with any other citizen of this independent nation. When he is denied of certain privileges like education he could not but think only of his food and hence not much of his dress. It has been a fashion and craze for the townfolk to dress neatly, to spend a portion of the income on dress, but villagers have not developed such a habit which has been forbidden because of increasing wants and imminent poverty.

Studies on consumer preferences and problems in the field of textiles and clothing has been done by institutions, research associations but very few agencies have done studies on clothing problems in rural families. This tempted the investigator to take up a study of this type with the main objective of eliciting the problems of rural families in the broad area of clothing which is the second basic necessity of man.

II. REVIEW OF LITERATURE.

The review of Literature comprises of the following major heads:

- A. IMPORTANCE OF CLOTHING
- B. CLOTHING SELECTION AND PURCHASE
- C. CLOTHING EXPENDITURE
- D. CARE AND MAINTENANCE OF CLOTHING
- E. STUDIES CONDUCTED

A. IMPORTANCE OF CLOTHING:

The main purpose of clothing is to protect the body and meet the minimum requirements of the culture. It is an art and an expression of personality. Proper clothing also helps the family to win and maintain community approval. Clothing determines in large measures how one appears on the street, and in society, the friends he makes, and the job he seeks and the company he invites to his home. Clothes are important in determining the impression a person makes on others and in giving him a feeling of security. Tata and Clisson (1961).

Dentyagi (1968) outlines the functions of clothing as providing warmth and protection against the elements, and satisfaction to the individual in wearing clothes. Thus materialistic and psychological desires dominate, man's usage of clothing. According to Sheila (1968) clothing serves three main purpose - decoration, modesty and protection. Of the above three scholars regard decoration as the primary function. Erwin and Kinchen (1964) feel that the consciousness of being well dressed gives peace which even religion cannot give. According to McJimsey (1963) clothing has been used for decoration, to show individuality and social superiority. Devadas(1959) opines that clothing brings out the inherent differences among individuals attitudes towards dress. Bigelow (1953) and Gordon (1953) opine that by changing and experimenting with clothing individuals may secure a peculiar thrill of satisfaction and sense of adventure.

It is safe to say that one's philosophy of dress is largely an expression of one's philosophy of life say Erwin and Kinchn (1970). Clothes are an outward expression of how people feel about themselves and the world around them. Clothes may give a joyous sense of motion, vivacity and freedom.

Chambers and Moalton (1961) say that clothing is an expression of the person, reflecting his personality, way of living, way of thinking and especially pride in self/or family. According to Devadas (1968) a certain amount of confidence and security is obtained by the individual from an appropriate dress. The individual's personality and his success in life may be influenced by clothing. Lyle (1976) says that clothes convey a good feeling, comfort, poise and confidence.

2. CLOTHING SELECTION AND PURCHASE :

The selection of clothing fabrics is one of the most difficult problems in regard to men's, women's and children's clothing, because of the multiplicity of needs, the volume and variation of materials available from which to supply these needs opines Hess (1966).

According to Goldstein and Goldstein (1964) clothes should be chosen to enhance the individual and his personality and material chosen for dress should be suited to its use and to the type of its design. To be well dressed does not require much but a wise selection of clothing requires planning, opine

Nickel and Dorsey (1969). Clothing selection should suit the individual's type of work views Kumar (1962). While selecting clothing one should consider clothes that can be worn on more than one occasion says Reiff (1966).

Clothing selection is the only creative outlet for women, it is a symbol for their success in life, their social position, and the economic success of their husbands. The community often judges by their appearance by clothing worn says Wingo (1953). Making your own clothes not only help to cut the cost, but also to secure individuality in clothes, and to secure better fit, but it ensures a longer wearing period.

It is one way of family members using their time and ability to contribute to the real income of households states Fitzsimmons (1961). Carson (1955) feels that home sewing is very useful for those who have figure irregularities. Bone (1958) states that home made garments save money, provide the opportunity to have beautiful fabrics in the modest income bracket. It gives an accurate fit for every figure and satisfaction of doing it by one self,

Rathbone and Tarpley (1959) state that readymade garments save time. The special decorations and finishes present in readymade garments cannot be easily duplicated at home. Block et al (1953) found out that durability, price, fit, comfort, ease in laundering and colour were the factors to be considered while purchasing garments.

3. CLOTHING EXPENDITURE :

According to Erwin and Kinchen (1970) a budget is a proposed estimate or plan for spending over a given period of time based on total money available. Davidson (1960) points out that budgeting of the family income is an important part of home management. According to Bigelow (1953) clothing is second in the triumvirate of fundamental necessities. Nickel and Dorsey (1960) claim that among all family expenditures the cost of clothing ranked third arising after food and shelter.

Clothing budget is a spending plan which contributes a great deal to the development and happiness of the members in the family comment Lewis, Bowers and Kettunen (1960). Morten (1955) feels that the interest shown by the family members and their standard of living are the affecting factors. As income

increases the number of garments purchased increases and amount spent for each also increases Oppenheim (1965). According to Todd (1952) maintaining a clothing budget every year and following the same helps to provide good experience and also satisfactory clothing.

Bigelow (1953) quotes Engel's law which states that as family income increases, the percentage spent for clothing as well as the amount tends to vary directly with the income. Families with large incomes spend larger percentages of their income for clothing than do families with smaller incomes.

Clothing expenses are greatly influenced by the number of children in a family, points out Oppenheim (1966). Occupation may set up special requisites for dress that can affect markedly the family's clothing expenditure state Baxter and Latzke (1949). Standard of living greatly affects family's expenditure on clothing express Silver and Ryan (1943).

4. CLOTHING CARE AND MAINTENANCE:

Care of clothes includes:

Need for clothing care, renovation of garments, stain removal, laundering, drycleaning and storage.

Need for clothing care:

According to Potter and Corbman (1971) not only should clothes be carefully selected but they should also be given proper care throughout their lives. Wingo (1953) feels good care of clothing contributes to saving of the clothing money. Lewis, Bowers, and Kettunen (1955) feel it saves time also. Jerke (1957) says that better care we give garments the better they will serve us. Regular care of clothing increased the wearing quality of garments, and help to keep them in constant service. Davadas (1968) states no person can ever hope to look her best in soiled clothing. To derive maximum satisfaction from the money available for clothing, one must know how to select clothing, how to wear clothes properly and how to make them last longer through proper care.

Renovation of Garments:

Renovation of garments includes making new from old or repairing garments. Patching is replacing the worn out part by a piece of material or the removal of the worn part or changing its position to avoid further strain, Nance (1949). Darning is used to mend small holes, tears and slightly worn places in hose anklets, knitted underwear, wool and rayon materials Baxter et al (1952). Leiten and Miller (1954) opine that the type of patch to be used will depend upon the kind of materials, the type of garment and the location of the hole.

Stain removal:

Deulker (1965) defines stain as a spot or mark of discoloration left on fabrics by the contact and absorption of some foreign substance. Moss (1968) states that all stains fall under one of the three distinct classifications, absorbed, built up and compound. Lubrication, solvent action, mechanical action, digestion and chemical action are the processes involved in stain removal. Before laundering clothes, any stain whether fresh or old must be removed and it is easier to remove them when fresh than old.

Laundry:

Washing is an activity that is both interesting and satisfying. Hess (1958) says choice of correct laundering method helps in promoting the serviceability of garments. According to Deulker (1965) laundering of clothes consists of two processes; removing dirt from the clothes, and finishing them to regain the appearance of neatness as a new fabric. The factors influencing laundry include water, detergents, bluing, starching, ironing and pressing.

Water:

Brown (1955) states that water is the most important agent used in laundering, because the success or failure of the washing process depends upon the suitability of water. Hard water produces scum when soap is added. To soften water, Holt (1960) recommends washing soda. In the same way as soda, borax also acts as a water softener. Another agent is ammonia an alkaline substance used for water softening. Hess (1958) states that the softeners commonly used in homes are washing soda,

borax, and trisodium phosphate. As a commercial method zeolite is used for water softening, Rankin and Hildreth (1957).

Detergents:

A detergent is simply a cleansing agent. The detergent used in laundering are soap, reetanut, and synthetic detergents, Devadas (1968). Synthetic detergents are neutral in solution and they do not depend on alkalinity for their cleaning ability. If used in sufficient amounts, synthetic detergents can overcome the difficulties created by hard water. Brown (1955) remarks that all synthetic detergents are good wetting agents and powerful degreasers. King (1961) feels a choice of a detergent for a particular household job is determined by the nature of the dirt to be removed and surface of the fabric of which the article is made.

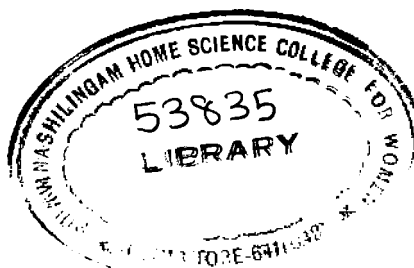
Blueing:

Blueing is a process which tends to make clothes look whiter than they are, Peet and Thyo (1965). Dantyaqi (1968) states that blues in common use fall into two classes; those

insoluble in water such as Ultramarine blue and Prussian blue and those which are soluble including several coal tar dyes that is methyl violet and methyl blue. Jackman and Rogers (1954) says that soluble ones are dyes and consequently act by dyeing the fabrics. The insoluble ones are very fine powders, the particles that coat the surface of the material and hence they are recommended. For household use a reliable solid blue is the most convenient and satisfactory one.

Starching

According to Craig and Rush (1954) starches are obtained from natural as well as artificial sources. Starches like maize, tapioca, potato and bran water are obtained from natural sources. Gum arabic and gelatin are obtained from artificial sources. The purpose of starching is to give fabric an attractive finish. The kind of stiffness depends upon the source of starch. Brown (1955) states that potato and wheat starches produce a tough pliable stiffness, maize starch is rigid and brittle while rice starch gives a medium stiffness.



Ironing and Pressing

The appearance of well laundered clothes depends greatly upon how they are ironed and pressed. According to the American Home Economics Association (1959) ironing is the process of smoothing out wrinkles and removing moisture by heat, pressure and friction often with application of moisture or steam. In Thomson and Rees (1949) view good results in ironing are dependent upon other factors in addition to the temperature such as pressure or weight employed and the shape and size of the ironing surface.

Dry Cleaning

Dry cleaning is the accepted method for removing soil from costly materials like silk. Martin and Fulton (1958) defined dry cleaning as the cleansing of textiles in an organic solvent. Stains of an oily nature which was difficult to be removed from clothes by water, were removed by solvents used as dry - cleaning fluids. In dry - cleaning, naphtha, benzol, carbon tetrachloride, Chloroform are the solvents used. These solvents do not affect the fibres in any way. Design details such as

ruffles, pleats, and draping remain unchanged despite being saturated in the solvents.

Storage:

Lewis et al (1960) are of the opinion that the ideal house plan includes plenty of well ventilated clothes closets with sufficient space and should be tall enough to provide hanging space for fulllength garments as well as shelves for hat boxes and miscellaneous articles. Before storing all garments should be brushed. Various insecticides can be used to protect the clothes from damage caused by moths. Naphthalene or paradichlorobenzene flakes or crystals may be used point out Oerke (1957). Evans (1957) suggests that camphor, cedar and tar can also be used as insecticides.

5. STUDIES CONDUCTED:

Thangaswamy and Pothan (1972) conducted a "Comparative study of Clothing Expenditure Pattern of high and low income families". The study revealed that no one maintained a proper budget for clothing, eventhough clothing occupies an important place in the family budget.

Devadas, Vijayalakshmi and Indira Devi (1970) conducted a research in "Educating College Students towards solving their Problems in Clothing Care". Forty eight college students were selected and a survey was conducted to elicit problems faced by them in clothing care. The findings revealed that hardness of water, starching and blueing cotton clothes, ironing procedures, stain removal and inadequacy of water supply were the main problems.

Raji, Kamala and Ollimuthu (1971) conducted a study on Mothers Preferences among Readymade, Tailormade, and Homemade garments for the pre-schoolers. The study revealed the fact that the quality of material, stitches and colour combinations of readymades were not upto the satisfaction of the mothers. Further they felt that the price of readymade garments were too high. As regards tailor made garments the mothers stated that the tailor must be qualified in his work. Lack of time, Not possessing sewing machines, sewing machines under repair^{were} the problems faced by the homemakers in making garments at home.

Bhatji and Vijayalakshmi (1969) conducted a study on "Consumer Preferences in Clothing Selection". The research revealed that the homemakers were not in a position to identify

materials and prints. They lacked knowledge about textiles which was a draw back in making wise clothing choice.

Raji and Kusumakumari (1969) conducted a research in "Clothing Practices of College Students". This study revealed that the problems felt by the students for washing clothes included hardness of water, lack of water and time, removal of stains and of these the problem of hardness of water was the major one.

III. EXPERIMENTAL PROCEDURE.

The experimental procedure for conducting the survey regarding the clothing problems of the rural families included the following steps.

1. SELECTION OF THE VILLAGE
2. SELECTION OF THE SAMPLE
3. SELECTION OF THE METHOD
4. FRAMING THE INTERVIEW SCHEDULE
5. CONDUCTING THE PILOT SURVEY AND MODIFYING THE INTERVIEW SCHEDULE
6. CONDUCTING THE SURVEY
7. ANALYSIS AND INTERPRETATION OF DATA

1. SELECTION OF THE VILLAGE.

The villages selected for the study were Vivekanandhapuram, Thekkampatti, Vijayanagar, Salfyur, Pujanganoor, Dhayanoor, Seelfyur, Tholampalayam, Vellangadu, Pudur, Madur, Kandyapalayam, Devangpuram which are under Karamadal block in Coimbatore District. Easy accessibility to the investigator and co-operations

tion extended by the villagers formed the main criteria for the selection of the above villages mentioned. These villages were also taken because the Integrated Rural Development Programme was going on in the rural area.

2. SELECTION OF THE SAMPLE :

Two-hundred and fifty rural families were selected as samples for the study, from the above selected villages. They were selected on the following basis. From each village 20 per cent of the population was selected at random. According to Gupta (1977) sampling is simply the process of learning about the population on the basis of a sample drawn from it. Simple random sampling is the process by which each and every item has an equal and independent chance of being included in the sample.

3. SELECTION OF THE METHOD :

The method selected for collecting the data was interview because of its several advantages. Interview has been defined as a systematic method by which a person enters more or less imaginatively into the inner life of a comparative stranger.

opines Rangaswamy (1969). The interview enables the investigator to relate the given datum to other characteristics of the same individual as measured simultaneously, points out Good(1959). It helps the investigator to clarify all the doubts of the people and get more accurate information, to develop good rapport between the interviewer and the interviewee. This method is the best method for obtaining information, since it allows the interviewer to go behind mere to outward behaviour and helps him in studying motivations, emotional responses and spacial progress.

4. FRAMING THE INTERVIEW SCHEDULE:

A detailed interview schedule was formulated as a guide to the interviewee. It contained the information regarding the family background, expenditure pattern on clothing, selection of the clothing materials, clothing maintenance and care practices, and their problems, were included.

5. CONDUCTING THE PILOT SURVEY AND MODIFYING THE INTERVIEW SCHEDULE

Venkatesan (1958) opines, if a small pilot survey is arranged it would help to ascertain the problems that they are likely

to arise in the full survey. Hence pre-testing of the interview schedule was done among twenty families for the accuracy of performance of the schedule.

6. CONDUCTING THE INTERVIEW

The interview was conducted by the investigator in the above villages belonging to Karamadai block in Coimbatore district. The basic key to successful interviewing is to establish rapport with the respondent so as to create a friendly atmosphere and put the respondent at ease, Devadas (1976). The details about the clothing problems as given by the home makers were elicited after establishing rapport with the rural families.

7. ANALYSIS AND INTERPRETATION OF DATA

Data processing and interpretation are two important phases of any research programme. The data thus collected were checked and consolidation^{ed} and the results were discussed under Results and Discussions.

IV. RESULTS AND DISCUSSIONS

The results and discussions of the study are presented under the following main headings:

- A. FAMILY BACKGROUND
- B. FAMILY EXPENDITURE PATTERN
- C. CLOTHING PURCHASE AND EXPENDITURE
- D. CLOTHING SELECTION
- E. CLOTHING CARE AND MAINTENANCE
- F. PARTICIPATION IN EDUCATIONAL PROGRAMMES

A. FAMILY BACKGROUND:

1. Income Level:

For this study families which had an income below Rs.600/- were categorised as income group A. Families earning an income between Rs.600 - 1200/- were categorised as income group B and families earning above Rs.1200/- were classified as income group C.

Among the 250 families selected as sample, 210 families belonged to the income group A thus forming 84 per cent. Twenty five families belonged to income level B and 15 families were in income level C thus forming 10 and 6 percent respectively.

2. Occupation:

Table I shows the occupation of home maker and the head of family.

TABLE I
OCCUPATION OF RURAL FAMILIES.

S.No.	Occupation	A (210) (0 to 600 Rs.)		B(25) (600 to 1200 Rs)		C(15)Above Rs. 1200)	
		Head	Home Maker.	Head	Home Maker	Head	Home Maker
(PERCENTAGE)							
1.	Agriculture alone	53	-	80	-	80	-
2.	Agriculture combined with home making	-	55	-	50	-	87
3.	Wage earner (Kooli)	34	39	4	4	-	-
4.	Business	7	5	4	8	10	-
5.	Doctor	5	1	4	-	-	-
6.	Teacher	1	-	8	12	-	-
7.	Home making alone	-	-	-	26	-	13
8.	Other	-	-	-	-	10	-

From the above table it is clear that families of income levels B and C had a higher percentage of literates. In income level A 70 per cent of the homemakers were illiterates, and around 50 per cent of head of families were literates.

4. Type of Family:

Sixty nine per cent of the families belonged to nuclear families, and 31 per cent to joint families.

B. FAMILY EXPENDITURE PATTERN:

1. Food: Table III A to H gave the expenditure pattern for rural families for different basic necessities.

Expenditure incurred on food is given in Table III-A

TABLE III
A - FOOD

S. No.	%age of money spent on food	A (210) (Rs. 0 to 600)		B (25) (Rs. 600 to 1200)		C (15) (Above Rs. 1200)	
		No.	% age	No.	% age	No.	% age
1.	1 - 20	-	-	-	-	4	27
2.	21 - 40	6	3	7	28	8	53
3.	41 - 60	53	25	13	52	1	7
4.	61 - 80	105	50	2	8	2	13
5.	81 - 100	46	22	3	12	-	-

From the above table it is clear that the income group A spent a larger percentage of their family income for food. As income increases the percentage of money spent on food decreases. Taking around 50 per cent of the families on an average in income Group A they spent around (61 - 80) per cent, and income Group B (41 - 60) per cent, and income Group C (21 - 40) per cent.

2. Clothing: Table III B shows the percentage of money spent on clothing.

TABLE III

B. CLOTHING

S.No.	% age of money spent on clothing.	A (210) (0 to Rs.600)		B (25) (Rs.600 to 1200)		C (15) (Above Rs.1200)	
		No.	% age	No.	% age	No.	% age
1.	1 - 5	10	5	1	4	-	-
2.	6 -10	63	30	7	28	4	27
3.	11 -15	60	28	10	40	4	27
4.	16 -20	29	14	4	16	4	27
5.	21 -25	18	9	2	8	2	13
6.	26 -30	6	2	1	4	1	6
7.	Above 30	24	12	-	-	-	-

The above table shows that around 70 per cent of families of income level A spent 6 - 15 per cent of their income on clothing. More than 50 per cent in income groups A and C also spent the same amount. More than 15 per cent of family income was spent on clothing by 46 per cent and 37 per cent of the C and A income levels, respectively, while only 28 per cent in income level B spent this amount. All these show that the expenditure on clothing was highly flexible in the rural families.

This is found to be in agreement with Engel's law of family expenditure that states as the income of a family increases, the proportional expenditure for clothing, rent, fuel, and light remains fairly constant while the percentage for food decreases and that for cultural and higher enjoyment increases. The dollars which remain are divided among the other family needs including clothing (Thompson and Rea, 1949).

3. Shelter:

Eighty three per cent of the families of income level A, 90 per cent of the families of income level B and 93 per cent of the families of income level C had their own shelter. Therefore

the question of payment of rent did not arise. Among those who paid the rent, Income Group A paid upto 15 per cent of their family income for shelter, while B and C income levels paid only within 5 per cent.

4. Education:

Table III C shows the percentage of money spent on Education.

TABLE III
C. EDUCATION.

S. No.	% age or money Spent on Education.	A (210) (Rs. 0 to 600)		B (25) (Rs. 600 to 1200)		C (15) (Above Rs. 1200)	
		No.	% age	No.	% age	No.	% age
1.	Number of ^{Non-} participants	147	70	7	28	5	34
2.	Number of participants	63	30	18	72	10	66
3.	1 - 5	43	20	17	68	5	33
4.	6 - 10	15	7	1	4	2	13
5.	11 - 15	2	1	-	-	1	7
6.	16 - 20	3	2	-	-	2	13

The above table shows only 30 per cent of the families of income level A spent on education whereas in B and C income levels it was 72 and 66 per cent respectively. This shows that an increase in income bears a definite influence on the proportion

of money spent on education.

Sixty eight per cent of the families of income level B 33 per cent of the families of income level C and 20 per cent of income group A spent within 5 per cent of their income for education. Twenty per cent of income group C spent 6 - 15 per cent and 13 per cent, above 15 per cent. This shows that income Group A spent less on education and their participation in educational programmes was low.

5. Recreation: Table III D shows the proportion of family income spent on recreation by the rural families.

TABLE III

D. RECREATION.

S. No.	%age of Money Spent on recreation.	A (210) (Rs. 0 to 600)		B (25) (Rs. 600 to 1200)		C (15) (Above Rs. 1200)	
		No.	% age	No.	% age	No.	% age
1.	Number of Non-participants.	37	18	2	8	4	27
2.	Number of participants	173	82	23	92	11	73
3.	1 - 5	149	71	22	88	11	73
4.	6 - 10	21	10	1	4	-	-
5.	Above 10	3	-	-	-	-	-

From the above table it is clear that 92 per cent of groups B and 82 per cent of A and 73 per cent of families of income level C, spent on recreation. More than 70 per cent of families of income level A spent within 5 per cent of their income on recreation. This shows recreation formed a most important item of expenditure in rural families though it involved small amount only.

6. Medicine:

Table III E shows medical expenditure of the families.

TABLE III
E - MEDICINE

S.No. % age of money spent on medicine.	A (210) (Rs. 0 to 600)		B(25) (Rs. 600 to 1200)		C (15) (Above Rs.1200)	
	No.	%age	No.	% age	No.	% age
1. Number of Non-participants.	37	18	3	12	2	13
2. Number of participants	173	82	22	88	13	87
3. 1 - 5	105	50	14	56	8	53
4. 6 - 10	54	26	6	24	3	20
5. 11 - 15	19	5	2	8	1	7
6. 16 - 20	4	2	-	-	1	7

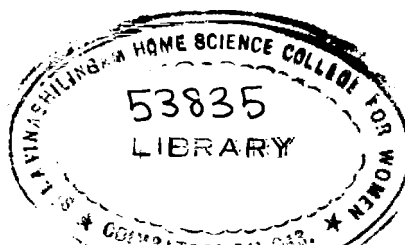
More than 80 per cent of the rural families in all income groups incurred medical expenditure. Within 5 per cent of their income was spent on medical grounds by more than 50 per cent of the families in all income groups. Six to ten per cent was spent by more than 20 per cent. This shows medical expenditure was an important item of expenditure in rural families.

7. Transportation:

Table III F shows the expenditure incurred by rural families on transportation and communications.

TABLE III
F - TRANSPORTATION.

S. No.	% age of money spent on transport.	A (210) (0 to Rs. 600)		B (25) (Rs. 600 to 1200)		C (15) (Rs. above Rs. 1200)	
		No.	% age	No.	% age	No.	% age
1.	Number of Non-participant	10	5	-	-	-	-
2.	Number of participants	200	95	25	100	15	100
3.	1 - 5	139	36	18	72	11	73
4.	6 -10	46	22	5	20	3	20
5.	11 -15	9	4	1	4	-	-
6.	16 -20	6	3	1	4	1	7



From the above table it is clear that almost all the families incurred expenditure on transportation. More than 65 per cent of the families in all income levels incurred an expenditure within 5 per cent of the family income and more than 20 per cent spent 6 - 10 per cent.

8. Savings:

Table III 6 shows the proportion of family income deposited as savings by the families.

TABLE III

G. SAVINGS

S. No.	%age of money deposited as savings.	A(210) (Rs.0 to 600)		B (25) (Rs.600 to 1200)		C (15) (Above Rs.1200)	
		No.	% age	No.	% age	No.	% age
1.	Number of Non-participants	160	76	8	32	3	20
2.	Number of participants	50	24	17	68	12	80
3.	1 - 5	27	13	9	36	5	33
4.	6 - 10	14	7	6	24	4	27
5.	11 - 15	6	3	1	4	1	7
6.	16 - 20	3	1	1	4	-	-
7.	Above 20	-	-	-	-	2	13

From the table it is clear that the income levels B and C save more than income level A while 80 and 68 per cent of C and B income groups had savings. Only 24 per cent of the income level A saved any money. More than 60 per cent of the B and C income levels and 20 per cent of the A income group saved within 10 per cent of their income. The habit of savings evidently can be practised by only those families who had the money for savings from their family income.

9. Other Expenditure:

Table III H shows the miscellaneous expenditure incurred other than the item specified above by the rural families.

TABLE III

H - OTHER EXPENDITURE

S. No.	% age of money spent on other expenditure.	A (210) (Rs. 0 to 600)		B (25) (Rs. 600 to 1200)		C (15) (Above Rs. 1200)	
		No.	% age	No.	% age	No.	% age
1.	Number of Non-participants	85	40	4	16	3	20
2.	Number of participants	125	60	21	84	12	80
3.	1 - 5	24	11	3	12	-	-
4.	6 - 10	29	14	3	12	-	-
5.	11 - 15	27	13	2	8	-	-
6.	16 - 20	19	9	2	8	2	13
7.	21 - 25	16	8	3	12	2	13
8.	26 - 30	4	2	5	20	4	27
9.	31 - 35	6	3	1	4	3	20
10.	36 - 40	-	-	2	8	1	7

From the above table it is clear that while more than 80 per cent in B and C income groups incurred miscellaneous expenditure, only 60 per cent of the families of income group A incurred this expenditure. While group level C forming 80 per cent incurred more than 15 per cent and income group B forming 52 per cent incurred an expenditure above 15 per cent; only 22 per cent of the families of income level A incurred the same. Less than 15 per cent of the family income was spent on miscellaneous expenditure by 38 and 32 per cent of A and B income groups respectively.

C. Clothing Purchase and Expenditure:

Clothing Purchases were done on cash basis by 100 per cent of the families; 20 per cent of the families followed the instalment basis, while 3 per cent followed the credit basis. Sixty one per cent of the families stated that they had no problem in clearing the bills and 39 per cent stated that they had some problems.

Those who had problems stated a low income level (40 per cent) less number of working members in the family (25 per cent) money needed for other purposes (4 per cent) as the main problems.

All these reveal that a low income level and lack of adequate money for clothing purposes, lack of gainful employment were the main problems in rural families.

b. Occasions and frequency of clothing purchase:

Table IV shows the occasions and frequency of purchasing family clothing.

TABLE IV

OCCASIONS AND FREQUENCY OF CLOTHING PURCHASE BY RURAL FAMILIES

S.No.	Total Families = 250 No. of families	% age
<u>Frequency</u>		
1. Annually	66	26
2. Half-yearly	242	97
3. Quarterly	56	22
<u>Occasions</u>		
4. Deepavali	218	87
5. Pongal	167	67
6. At the time of school reopening	86	34
7. At other time	36	14

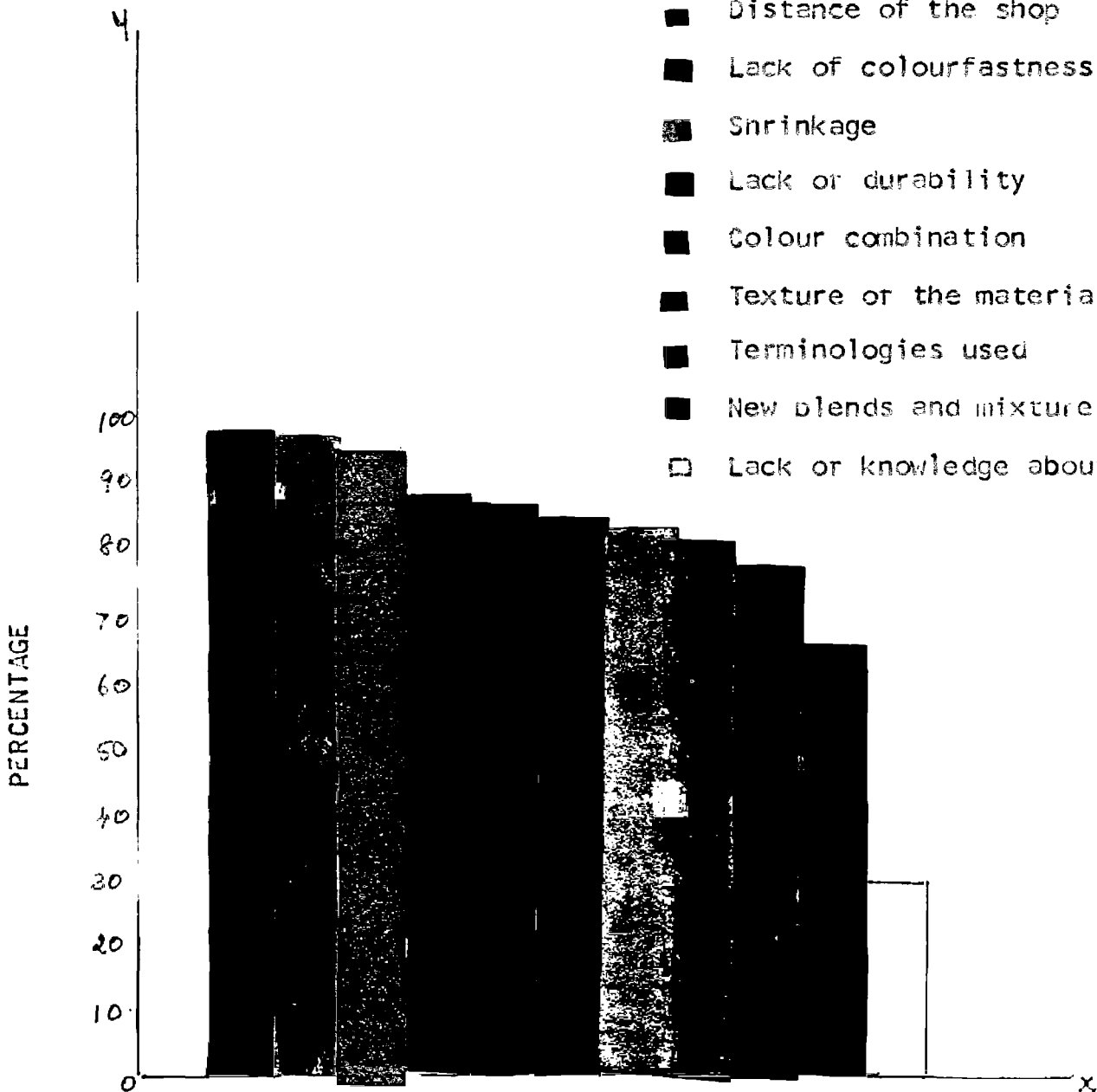
PROBLEMS FACED BY RURAL FAMILIES IN PURCHASING CLOTHING.

SCALE.

1 CM = 10 PERCENT.

KEY.

- Choice of Design
- Price Level
- Distance of the shop
- Lack of colourfastness
- Shrinkage
- Lack of durability
- Colour combination
- Texture or the material
- Terminologies used
- New blends and mixtures
- Lack of knowledge about fabrics



Problems faced by rural families in purchasing clothing.

The choice of design, price level and distance of shop proved to be the main problems, since more than 95 per cent remarked about that. More than 85 per cent had mentioned lack of colourfastness, shrinkage, lack of durability as the problems. Colour combination and texture of the material proved to be some of the main problems for more than 80 per cent, while the new terminologies used was the problem for 78 per cent, new blends and mixtures posed the problem for 66 per cent. Another problem was lack of knowledge about fabrics for 30 per cent.

2. Clothing Expenditure:

Almost none of the families allotted any money for clothing. Ninety-seven per cent said that they had problems in allotting money for clothing. The problems mentioned by the families included inadequacy of the income (63 per cent) not used to allotting money (54 per cent) money needed for other purposes (48 percent) and lack of interest (21 per cent).

Fifty-one per cent of the families stated that they could balance their income and expenditure, while 49 per cent gave a negative reply. The correlation of income and expenditure of families of income level A and B showed that there was a positive

correlation between income and expenditure; the degree of correlation being + .9 in both cases. As regards in income level C eventhough a positive correlation of +.1 was present, with the increase in income there was a decrease in expenditure. The data and calculations are given in Appendix II. The problems faced by them included a low income level (48 per cent) large number of members in the family (34 per cent) and heavy expenses (18 per cent).

D. Clothing Selection.

Two-hundred and forty families forming 96 per cent stated that they had an adequate wardrobe while ten families forming four per cent expressed the inadequacy of the wardrobe. In the possession of the wardrobe a low income level and larger number of members framing up the family formed the main problems.

1. Home-made Garments.

Out of the 250 families 98 per cent said that they had no sewing machine and so they made no garments.

The problems faced by them are given in Table VI.

TABLE VI
PROBLEMS FACED BY RURAL FAMILIES IN MAKING GARMENTS

S.No.	Problems	Total Families = 250	
		No.	% age
1.	Lack of interest	177	71
2.	Lack of time	152	61
3.	No facility for learning	127	51
4.	No facility for possess- ing sewing machine	122	49
5.	Lack of knowledge	42	17

From the above table, it is clear that lack of interest and lack of time were the main problems for more than 60 per cent. Around 50 per cent stated that they had neither the facility for learning nor the facility for possessing a sewing machine. Lack of knowledge in stitching was another problem faced by home makers.

Evidently home-made garments were far from the picture in rural families since only four families out of 250 possessed a sewing machine and made some garments.

2. Ready-made Garments:

In the sample surveyed 196 families forming 78 per cent stated that they purchased ready-made garments. Twenty two per cent stated that they did not purchase any ready-made varieties.

The problems faced by the families in ready-made garments are given in Table VII.

TABLE VII
PROBLEMS FACED BY RURAL FAMILIES IN READYMADE GARMENTS

S. No.	Problems	Total families - 250	
		No. of families	% age
1.	Lack of colourfastness	196	78
2.	Poor fitting	174	70
3.	Too many fasteners, trimmings & decorations	144	58
4.	Poor stitching	110	44
5.	Poor quality of material	105	42
6.	High cost	80	32

The above table shows colourfastness and poor fitting as the main problems for more than 70 per cent. Fifty eight per cent

remarked that ready-made garments had too many fasteners and trimmings and decorations. Poor fitting, poor quality of the material and high cost were the other defects and problems faced by them.

3. TAILOR - MADE GARMENTS:

In the sample surveyed 246 families forming 98 per cent gave their garments to tailors.

The problems faced in tailor-made garments as stated by the rural families are given in Table VIII.

TABLE VIII
PROBLEMS FACED BY RURAL FAMILIES IN TAILOR - MADE GARMENTS

S.No.	Problems	Total Families - 250	
		No. of families	% age
1.	Not given in time	221	88
2.	Needed alteration	215	86
3.	Poor stitching	207	83
4.	Poor fitting	171	68
5.	Exchanged the materials given for stitching	165	66
6.	Not very neat	72	29
7.	High Tailoring charge	62	25

From the above table it is clear that more than 80 per cent of the families were not satisfied about the construction aspects of the tailor-made garments. Further they felt that the stitched garments were not returned by the tailor on time. Apart from poor fitting the complaint given by more than 65 per cent of the families was the fabrics given to tailor for making garments were exchanged by them.

Lack of neatness in construction and high tailoring charge were the other difficulties experienced by them in Tailor-made garments.

E. Clothing Care and Maintenance:

1. Home washing:

Ninety-eight per cent of the families stated washing of clothes was done by themselves and 94 per cent stated that they gave their clothes for dhobi washing and only 5 per cent engaged servants for washing.

All types of fabrics were used by the rural families. Seventy two per cent used bar soap, 56 per cent cake soap and

14 per cent used soap powders for washing the clothes. So the use of bar soap was more common in rural areas than cake or powder varieties.

The difficulties experienced in washing are given in Table IX.

TABLE IX
PROBLEMS OF RURAL FAMILIES IN WASHING CLOTHES

S. No.	Difficulties	Total Families - 250	
		No.	% age
1.	Hardness of Water	250	100
2.	Lack of facility	235	94
3.	Stain removal	249	99
4.	Lack of time	162	65
5.	Lack of water	44	18

Table IX shows that hardness of water is the main problem for all the families. Lack of facility and stain removal were the difficulties for more than 90 per cent of the families. Sixty-five per cent stated that they had no time for washing. Lack of water was another problem for 18 per cent.

b. Stain Removal:

The problems in stain removal as stated by the families are given in Table X.

TABLE X
PROBLEMS FACED BY RURAL FAMILIES IN STAIN REMOVAL

S. No.	Problems	Total families = 250	
		Number	% age
1.	Lack of facility	243	98
2.	Lack of knowledge	243	97
3.	Lack of interest	243	97
4.	Lack of time	176	70
5.	Lack of suitable stain removing agent	148	59

Table X shows that lack of facility, knowledge and interest were the problems stated by more than 95 per cent of the families. Seventy per cent stated lack of time as one of the difficulty. Lack of suitable stain removing agent was another important problem faced by them.

2. Dhobi Washing: Evidently 94 per cent of the families who gave their clothing for dhobi washing had some problems which are outlined in Table XI.

TABLE XI
PROBLEMS FACED BY RURAL FAMILIES IN DHOBI WASHING

S.No.	Problems	Total Families - 250	
		Number	% age
1.	Lack of durability	229	92
2.	Lack of colourfastness	224	90
3.	Clothes often torn	221	88
4.	Delay in getting the garments	215	86
5.	Exchanged the clothes	155	62
6.	Dirt not removed	144	58
7.	Presence of stains	133	53
8.	Contribute to communicable diseases	99	40
9.	Created unfavourable odour	67	27
10.	Garments over starched and blueed	62	25
11.	Other	17	7

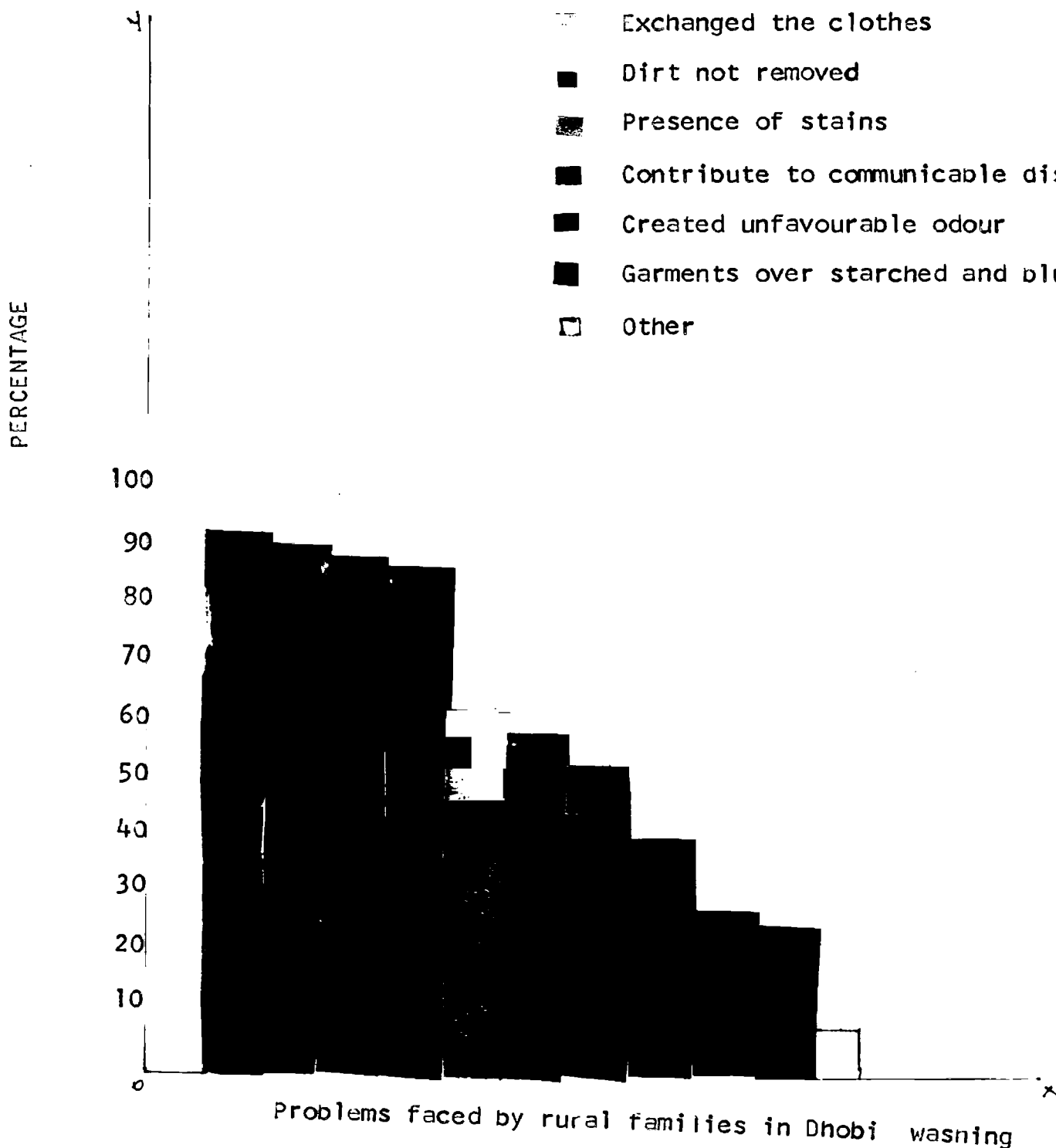
From the above table it is clear that more than 80 per cent have pointed out that lack of serviceability as one of the main problems, apart from the inordinate delay caused by the dhobi in return the garments, More than 50 per cent felt, clothes were exchanged, dirt was not completely removed, stains were present. Dhobi washing led to communicable diseases, since washing was done

PROBLEMS FACED BY RURAL FAMILIES IN DHOBI WASHING.

SCALE
1cm = 10 PERCENT.

KEY.

- Lack of durability
- Lack of colourfastness
- Clothes often torn
- Delay in getting the garments
- Exchanged the clothes
- Dirt not removed
- Presence of stains
- Contribute to communicable diseases
- Created unfavourable odour
- Garments over starched and blueied
- Other



sometimes in unhygienic water. A bad odour, over starching and blueing were the other main problems.


3. Whitening and Stiffening Agents used:

As for whitening agents 94 per cent used mainly robbin blue and 74 per cent did not use any type of stiffening agents. Of the 26 per cent who used stiffening agents rice starch was the main one. They stated that they lacked knowledge in the use of whitening and stiffening agents.

4. Drying:

As regards drying the clothes 95 per cent stated that they had proper places for drying, while 5 per cent lacked space for drying.

5. Ironing:

 Dhobi ironed the clothes for 91 per cent of the families using the coal iron. Only nine per cent stated they ironed the clothes themselves using an electric iron.

The problems faced by the families in ironing the garments included presence of stains, over starching and bluing as stated by (51 per cent) delay in returning the garments (44 per cent), colour changed, torn often (34 per cent).

6. Dry - cleaning:

Clothes were not given for dry-cleaning purposes by 73 per cent of the families. Only 27 per cent gave them for dry-cleaning and problems faced by them included travelling a long distance, need to bear a high cost, with low durability of garments.

7. Storage and use of insecticides:

In the sample surveyed 227 families forming 91 per cent stated that they had proper storage facilities. Of the nine per cent who had problems stated lack of money and no need for storing as the problems. This depicts the extreme poverty level of those rural families as evidently they possessed the bear minimum in regard to clothing.

Insecticides were used by 70 per cent of the families whereas the rest did not use. Those who did not use insecticides stated that they lacked knowledge in using the insecticides (70%) did not have interest (42%), did not like the smell (33%) and not in the habit of using such insecticides (30%).

8. Use of torn clothes:

The use of torn clothes by rural families are given in Table XII.

TABLE XII
UTILISATION OF TORN CLOTHES BY RURAL FAMILIES

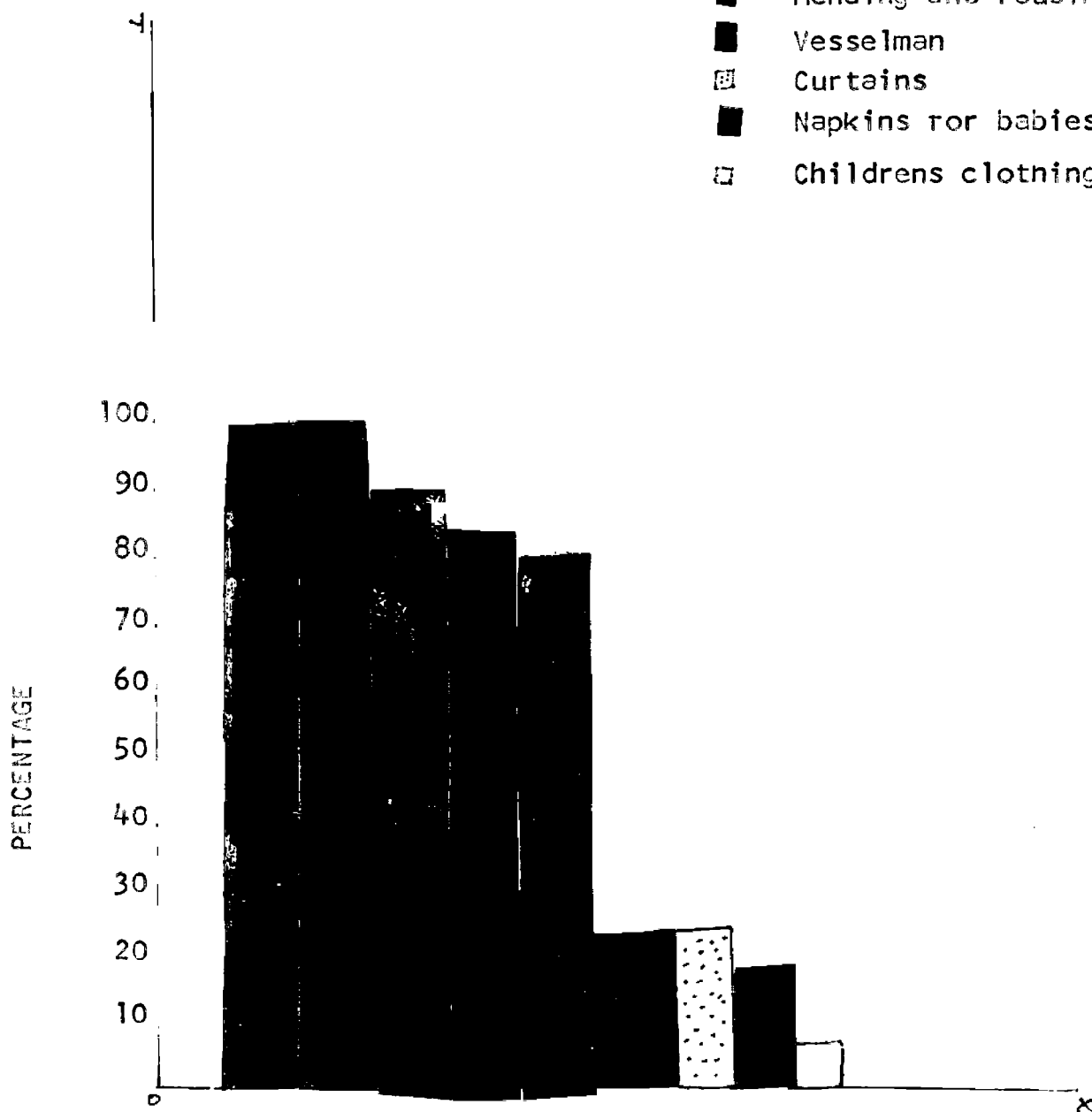
S. No.	Uses	Total Families - 250	
		No. of families	% age
1.	Sanitary wear	250	100
2.	Cleaning purposes	247	99
3.	Poor people	225	90
4.	Dusters	218	87
5.	Mending and reusing	200	80
6.	Vesselman	53	21
7.	Curtains	53	21
8.	Napkins for babies	43	17
9.	Childrens clothing	14	6

UTILISATION OF TORN CLOTHES BY RURAL FAMILIES.

SCALE
1 cm = 10 PERCENT.

KEY

- Sanitary wear
- Cleaning purposes
- ▨ Poor people
- Dusters
- Mending and reusing
- Vesselman
- ▨ Curtains
- Napkins for babies
- Childrens clothing



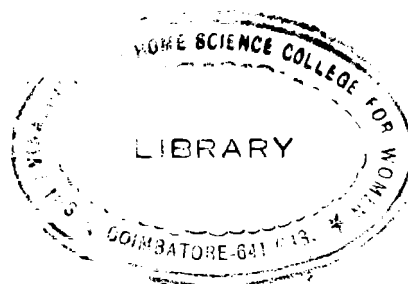
Utilisation of torn clothes by rural families

From the above table it is clear that ^{all} the families used torn clothes for sanitary wear. Cleaning purposes, donating them to poor people, making them as dusters, mending and re-using were the other important uses. Less than 25 per cent gave them to vessel-men, made them as curtains and napkins for babies and few made childrens' clothing also out of them.

9. Renovation of Garments:

Sixty six per cent of the families stated that they renovated the clothes, whereas the rest did not do this. The problems faced by those who wanted to renovate the clothes were lack of facility and equipment as stated by 66 per cent. Lack of interest and knowledge were the other problems as stated by 48 and 33 per cent respectively.

All the families used faded clothes as such, but did not get them dyed or printed. They neither had the time, interest or facility nor did they possess the knowledge, that dyeing or printing could be done apart from the distance in reaching the dyeing factory.



F. PARTICIPATION IN EDUCATIONAL PROGRAMMES:

Sixty three per cent stated that they would not be able to participate in any educational programmes if conducted, while 37 per cent were willing to participate.

Lack of interest, lack of facility were the main problems stated by 48 and 44 per cent of the families respectively. Non-availability of the teacher and lack of time were the other problems expressed by 32 and 24 per cent of the families respectively.

V. SUMMARY AND CONCLUSION

A study was conducted in 250 families on random sample basis from selected 12 villages belonging to Karamadal Block in Coimbatore District. The problems in relation to clothing expenditure, clothing selection, maintenance and care practices were elicited from the rural families.

The study revealed the following findings:

1. Family Background:

- a. Income: Among the 250 families 210 families (84%) belonged to Income Level A (Rs. 0-600) 25 families (10%) belonged to income level B (Rs. 600-1200) and 15 families (6%) belonged to income level C (above Rs. 1,200).
- b. Occupation: Rural families had agriculture as the main occupation but in income level A coolie job was also common. Agriculture combined with home making was the main occupation for women.

- c. Education: In income level A, 70 per cent of home makers and 50 per cent of heads of families were illiterates. Income level B and C had a higher percentage of literates.
- d. Type of Family: Around 70 per cent of the families belonged to nuclear families, and 30 per cent, to joint families.

2. Family Expenditure Patterns:

It was found that as income increased the percentage of money spent on food decreased. A larger percentage of family income was spent on food by income level A. The expenditure on clothing seemed to be highly flexible in rural families. More than 85 per cent of the rural families had their own shelter. Income group A spent less on education and their participation was low. The increase in income had a definite bearing on amount spent on education. Around five per cent of the family income was spent on recreation by more than 70 per cent of the families in all income levels. Medical expenditure formed five per cent of their income. In all income levels more than 65 per cent spent five per cent of their income on transportation. Savings and the expenditure on miscellaneous items depended on their income levels.

3. Clothing Purchase and Expenditure:

Fifty per cent of the families stated that they could balance their income and expenditure. Money was not allotted for clothing separately. Clothing purchases were done by cash basis by all families. Around 60 per cent of the families stated they had problems. Inadequacy of income, less number of working members, large family size, not in the habit of allotting clothing allowance, money needed for purposes other than clothing and lack of interest in clothing were the main problems.

Clothing purchases were done mainly during Pongal and Deepavali and twice per year. Price level was one of their main concerns. Choice of colour, design, and texture of fabrics, loss of serviceability, new terminologies, blends and mixtures that baffled them were the other problems.

4. Clothing Selection:

Ninety six per cent of the families stated their wardrobe was adequate. Ninety eight per cent stated they had

no sewing machines and so they made no garments. The main problems for not sewing as stated by them were lack of interest, lack of time, no facility for learning nor for possessing sewing machines.

Seventy three per cent stated they purchased ready-made garments. The main problems faced in ready to wear were lack of colour fastness, poor fitting, presence of too many fasteners, trimmings and decorations, poor quality of material and stitching and a high cost.

Ninety eight per cent gave their garments to tailors. The problems faced by them included tailor did not return garments on time. Garments needed alteration, workmanship poor and not neat, poor fitting, materials given for stitching were exchanged, and a high tailoring charge.

5. Clothing Care and Maintenance:

All types of fabrics were used by rural families. Both home and dhobi washing were practised by more than 90 per cent of the families. Among detergents the use of bar soap was more common than cake or powder varieties. Lack of time for washing

hardness of water, lack of facility, lack of suitable stain removing agents, lack of knowledge and interest proved to be the main problems faced by them in washing garments.

In laundering clothes by dhobi most of them felt that serviceability was lost, dhobi exchanged clothes and returned them late. Dirt and stains were present combined with over starching and bluing. Further, communicable diseases were promoted, unfavourable odour was created in dhobi washed items.

Though robbin blue was used by them as the main whitening agent, and rice starch as the stiffening agent evidently they needed knowledge in using them. Ninety five per cent had sufficient space and equipment for drying clothes.

More than 70 per cent did not give clothes for dry cleaning. High Cost, loss of serviceability, long distance to the shop were the main problems for those who drycleaned their clothes.

Around 90 per cent of the families had proper storage facilities. The others possessed minimum clothing and hence there was no need for storage. Seventy per cent of the families used insecticides. Lack of knowledge, interest, aversion to odour were the causes for not using insecticides by the others.

Torn clothes were mainly used as sanitary wear, as dusters, as donation to poor. Clothes were mended and reused also. Lack of knowledge, interest, facility, equipment were the main problems in renovating the garments and in making use of faded clothes.

6. Participation in Educational Programmes:

Around 70 per cent were not willing to participate in any educational programmes. Lack of interest and facility, were the main problems. Non-availability of teacher and lack of time were the other problems.

CONCLUSION:

Around 85 per cent of the families belonged to a very low income level, with agriculture as their main occupation. The basic necessities of life forced them to spend much amount for food and little amount for clothing. A large family size, traditional habits and customs, a low educational level, lack of interest in clothing, lack of facilities and time for activities were their main problems.

Rural families were more concerned about price and quality of fabrics, since loss of serviceability was one of their main problems. For clothing the masses of India, attractive and serviceable fabrics at a low price should be made available.

Education was needed in clothing selection and care practises. Motivation was needed to make them participate in educational programmes. If economic benefits could be achieved by income earning occupations, their standard of living can be raised, and naturally there would be a change in their outlook also.

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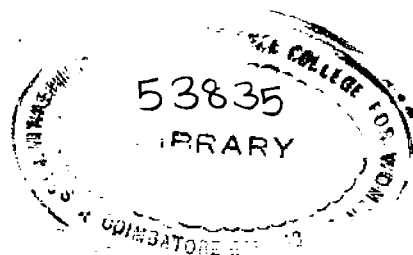
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VII. APPENDICES.

VII APPENDIX IINTERVIEW SCHEDULE TO ELICIT INFORMATION FROM RURAL WOMEN
REGARDING CLOTHING PROBLEMS

1. Name of the Village :
2. Name of the Interviewee :
3. Name of the head of the family :
4. Occupation and address :
5. Caste and religion :
6. Family - Joint/Nuclear :
7. Family background :

S.No.	Name of the Family Members.	Age	Education		Occupation	Income		
			Studied upto In	Illite-rate		Below Rs. 200	200-500 500	500 - 1000 1000
1.	Grand father							
2.	Grand mother							
3.	Father							
4.	Mother							
5.	Brothers							
	1.							
	2.							
	3.							
6.	Sisters							
	1.							
	2.							
	3.							
7.	Sons							
	1.							
	2.							
	3.							
8.	Daughters							
	1.							
	2.							
	3.							

10. (a) When do you purchase the items for family clothing?

S.No.	Occasions	% of Clothing money
1.	DURING FESTIVALS a. Deepavali b. Pongal c. Christmas d. Others	
2.	Annually	
3.	Half-yearly	
4.	Quarterly	
5.	At the time of School reopening	
6.	Any other time specify	

(b) Do you have any problems in allotting the money?

Yes No

If yes, state the problems.

11. Are you able to balance your income and expenditure?

Yes No

If so, what problems do you have?

12. How do you make your purchase?

On credit basis
 On cash basis
 On instalment basis

Do you have any problems in paying the amount?

Yes No

If yes, mention the problems.

13. Do you possess an adequate wardrobe?

Yes No

If no, give reasons.

14. State the problems faced by you in purchasing the materials for clothing?

- a. Choice of design
- b. Choice of colour combination
- c. Price level
- d. Texture of the material
- e. Distance of the shop
- f. New blends and mixtures
- g. New terminologies in fabrics
- h. Lack of durability
- i. Lack of colourfastness
- j. Shrinkage
- k. Lack of knowledge about fabrics
- l. Others - specify

15. (a) Who washes the clothing items?

- Self
- Dhobi
- Servant
- Others - specify

(b) Specify the types of materials washed, detergents used and problems faced at home.

S.No.	Types of materials washed	detergents used	problems faced at home
1.	Cotton		
2.	Silk		
3.	Nylon		
4.	Rayon		
5.	Polyester, Terene		
6.	Wool		
7.	Terricot		
8.	Blends and mixtures		
9.	Others		

16. Difficulties in washing?

Lack of water

Lack of time

Lack of facility

Hardness of water

Removal of stain

Others - specify

17. Do you have any problem of removing stains?

Yes

No

If yes, state the problems

- a. Lack of knowledge
- b. Lack of facility
- c. Lack of time
- d. Lack of interest to remove
- e. Lack of proper stain removing agent
- f. Others - Specify

18. Are the garments given to dhobi?

Yes No

If yes, state the problems in dhobi washing.

- a. Chances for skin diseases due to contamination
- b. Dhobi uses dirty water
- c. Bad smell
- d. Durability become less
- e. Problems in maintaining colour fastness
- f. Delay in getting the clothes
- g. Presence of stains
- h. Over starching
- i. dirt is not removed fully
- j. Clothes often torn
- k. Others - specify

19. Are the garments given to dry cleaning?

Yes No

If yes, what are the problems?

20. Do you use the whitening agents?—

Yes No

Robbin blue Super tone Maxim Tinopol

Others = specify

b. Indicate the problems faced in using whitening agents?

21. Do you use the stiffening agents?

a. Yes No

If yes, indicate the type of stiffening agents used

Starch = Rice

Wheat

Maize

Potato

Tapioca

Corn

Others = specify

Commercial starches if any = specify.

b. Indicate the problems faced in using stiffening agents?

22. Do you have proper place for drying the clothes?

Yes No

If no, state the problems and indicate the method of solving the same.

Problems
Remedies Suggested

23. Do you iron the clothes?

Yes No

If yes, who does the ironing?

Self

Dhobi

Servant

Others - specify.

b. Types of iron box used.

Coal iron box

Electric iron box

Any other type

c. Do you have problems in ironing the clothes?

Yes No

If yes, mention the problems

24. Do you have proper storage facilities?

Yes No

If no, indicate the problems in storing the clothes?

25. Do you use insecticides?

Yes No

If yes, indicate the type of insecticides used.

a. Naphthaline balls

b. Camphor

c. Neem leaves

d. Newspaper wrapping

e. Powder and flower dust

f. Others - specify.

- c. Lack of time
- d. Lack of interest
- e. Distance to the place
- f. Others = specify.

28. Do you have a sewing machine?

Yes No

If yes, indicate the garments stitched and the problems faced.

S.No.	Garments stitched	Problems faced
1.	Blouse	
2.	Choli	
3.	shirt	
4.	Underwear	
5.	Frock	
6.	Saripatticoat	
7.	Bodice	
8.	Others	

b. If no, indicate the reasons for not possessing the machine?

c. Do you have any problems in caring for your machine?

Yes No

If yes, state the problems.

29. Which one of the following do you prefer for your clothing items?

readymade

Tailor made

Home made

30. If it is readymade

Do you have any problems in ready made garments?

Yes

No

If yes, state the problems

- a. High cost
- b. Poor fitting
- c. Poor stitching
- d. Excessive fastners and decoration
- e. Poor quality of material
- f. Colourfastness
- g. Other = Specify.

31. If it is tailormade

Do you have any problem in tailormade garments?

Yes

No

If yes, state your problems

- a. high tailoring charge
- b. Poor fitting.

- c. Poor stitching
- d. Not given in time
- e. Needed alternation
- f. Other = specify

32. Are you interested to participate in the following educational programs?

Yes

No

If no state the problems

S.No.	Work	Problems faced
1.	Knitting	
2.	Wirebag	
3.	Embroidery	
4.	Cutting and garment making	
5.	Lace making	
6.	Basket making	
7.	Doll making	
8.	Mat making	
9.	Rope making	
10.	Wealth from waste	
11.	Spinning and weaving	
12.	Any other	

APPENDIX II

Serie	X	$(X-\bar{X})$ dx	dx^2	y	$(y-\bar{y})$ dy	dy^2	dx dy
1.	505	+143	20449	445	+120.2	1448.04	+ 17188.6
2.	400	+ 38	1444	350	+ 25.2	635.04	+ 957.6
3.	400	+ 38	1444	385	+ 60.2	3624.04	+ 2287.6
4.	370	+ 8	64	340	+ 15.2	231.04	+ 121.6
5.	300	- 62	3844	280	- 44.8	2007.04	+ 2777.6
6.	350	- 12	144	320	- 4.8	23.04	+ 57.6
7.	400	+ 38	1444	335	+ 10.2	104.04	+ 387.6
8.	450	+ 88	7744	400	+ 75.2	5655.04	+ 6617.6
9.	460	+ 98	9604	440	+115.2	13271.04	+ 11289.6
10.	400	+ 38	1444	375	+ 50.2	2520.04	+ 1907.6
11.	370	+ 8	64	350	+ 25.2	635.04	+ 201.6
12.	100	-162	68644	95	-229.8	52808.04	+ 60207.6
13.	210	-152	23104	205	-119.8	14161.04	+ 18209.6
14.	420	+ 58	3364	360	+ 35.2	1239.04	+ 2041.6
15.	500	+130	9044	440	+115.2	13271.04	+ 15897.6

1	2	3	4	5	6	7	8
16.	350	- 12	144	320	- 4.8	23.04	• 57.6
17.	80	-282	79524	70	-254.8	64923.04	• 71853.6
18.	400	+ 38	1444	390	+ 65.2	4251.04	• 2477.6
19.	550	+188	35344	520	+195.2	38103.04	• 36697.6
20.	275	- 87	7569	167	-157.8	24900.04	• 13728. 6
21.	370	+ 8	64	320	- 4.8	23.04	• 38. 4
22.	250	-112	12544	132	-192.8	37171.04	• 21593.6
23.	300	- 62	3844	260	- 64.8	4199.04	• 4017.6
24.	370	+ 8	64	350	+ 25.2	635.04	• 201.6
25.	450	+ 88	7744	425	+100.2	10040.04	• 8817.6
26.	270	- 92	8464	250	-74 .8	5595.04	• 6881.6
27.	410	+ 48	2304	400	+75.2	5655.04	• 3609.6
28.	300	- 62	3844	290	-34.8	1211.04	• 2157.6
29.	300	- 62	3844	280	-44.8	2007.04	• 2777.6
30.	550	+188	35344	450	+125.2	15675.04	• 23537.6

• • 0.9

$$\frac{\sum dx^2 \times \sum dy^2}{\sum dx dy}$$

$$\frac{363930 \times 353493.84}{832749.8}$$

•	dx dy	•	832749.8
•	dy ²	•	353493.84
•	dx ²	•	363930
<hr/>			
•			0
<hr/>			
		•	-1233.4
•	dy	•	+1233.4
•	$\frac{y}{x}$	•	324.8
•	y	•	97.14
<hr/>			
		•	0
		•	1259
•	dx	•	1259
•	\bar{x}	•	362
•	x	•	10860
•	N	•	30

S.No.	X	$(x-\bar{x})$ dx	dx^2	y	$(y-\bar{y})$ dy	dy^2	dx dy
1.	650	-134.5	18090.25	640	-89	7921	+11970.5
2.	650	-134.5	18090.25	620	-109	11881	+14660.5
3.	1000	+215.5	46440.25	925	+196	38416	+42238.0
4.	865	+80.5	6480.25	700	-29	851	-2334.5
5.	850	+65.5	4290.25	820	+91	8281	+5960.5
6.	650	-134.5	18090.25	625	-104	10816	+13988.0
7.	800	+94.5	8930.25	745	+16	255	+1512.0
8.	625	-159.5	25440.25	610	-119	14161	+18980.5
9.	1000	+215.5	46440.25	920	+191	36481	+41160.5
10.	675	-109.5	11990.25	655	-74	5476	+8103

$$x = 7845$$

$$\bar{x} = 784.5$$

$$dx = -672.5$$

$$\frac{-672.5}{-1}$$

$$= 1$$

$$dx^2 = 204282.50$$

$$y = 7290$$

$$\bar{y} = 729$$

$$dy = -529$$

$$\frac{-494}{-30}$$

$$= 30$$

$$dy^2 = 134530$$

$$dxdy = 156238.5$$

$$N = 10$$

$$\sum dxdy$$

$$\sqrt{\sum dx^2 \times \sum dy^2}$$

$$= 156238.5$$

$$\sqrt{204282.50 \times 134530}$$

$$= 0.9$$

S.No.	X	$(X-\bar{X})$ dx	dx^2	y	$(y-\bar{y})$ dy	dy^2	dx dy
1.	1350	-473	27529	1300	-230	52900	+108790
2.	1720	-103	10609	1490	-140	19600	+ 14420
3.	1620	-203	41209	1520	- 10	100	+ 2030
4.	2060	+237	56169	1850	+320	102400	+ 75840
5.	1680	-143	20449	1605	+ 75	5625	- 10725
6.	2800	+977	954529	1945	+415	172225	+395455
7.	2600	+777	603729	1500	- 30	900	- 23310
8.	1650	-173	29929	1510	+ 10	100	- 1730
9.	1450	-373	139129	1300	+230	52900	+ 85790
10.	1300	-523	273529	1280	-250	62500	+130750

$$N = 10$$

$$\Sigma X = 18230$$

$$\bar{X} = 1823$$

$$\Sigma dx = +1991$$

$$\frac{-1991}{10}$$

$$\Sigma dx^2 = 2156810$$

$$\Sigma y = 15300$$

$$\bar{y} = 1530$$

$$\Sigma dy = +820 - 890$$

$$= -70$$

$$\Sigma dy^2 = 469250$$

$$\Sigma dx dy = 177310$$

$$r = \frac{\Sigma dx dy}{\sqrt{\Sigma dx^2 \times \Sigma dy^2}}$$

$$= \frac{177310}{\sqrt{2156810 \times 469250}}$$

$$= \underline{+0.1}$$