

# Tailoring: a Promising Enterprise for Rural Women

Anuprita Purohit<sup>1,\*</sup>, Simple Jain<sup>2</sup> and Asha Godawat<sup>1</sup>

<sup>1</sup>College of Home Science, Maharana Pratap University of Agriculture and Technology, Udaipur, Rajasthan India

<sup>2</sup>ASPEE College of Home Science, Sardarkrushinagar Dantiwada Agricultural University, SK Nagar, Gujarat, India

\*Corresponding author: [simplejain2@gmail.com](mailto:simplejain2@gmail.com)

---

## ABSTRACT

Women are considered an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. The Rajasthan Mission on Livelihoods (RMoL) is one of the efforts initiated on 4<sup>th</sup> September, 2004 to promote livelihood especially for the poor, both men and women of the state. It focuses on need based short term skill training where participants learn from hands on training/practices. The present study was undertaken to find out usefulness of cutting and tailoring training programme organized under Rajasthan Mission on Livelihoods (RMoL) and adoption of it as an enterprise by the women. The study was conducted in Udaipur district of Rajasthan. The sample consisted of 17 women participants. The results indicated that the cutting and tailoring training perceived as good and increased their knowledge about stitching activity. Trainees have learned drafting and stitching of new garments and acquired efficiency. Eight respondents out of 17 had adopted it as an income augmentation activity and earned an annual average income of ₹ 16237.5 with a net profit of ₹ 14242.5. They have utilized earned money for fulfilling requirement of their family, purchase of house hold material and equipment, education of children and clearing of debts and credit.

**Keywords:** Training, tailoring, enterprise, usefulness

---

Women play a vital role in the socio-economic transformation of the country thus empowerment of women becomes necessary for the development of nation. It is being increasingly realized that mobilizing women to take up entrepreneurial activities can ensure an economic change. Through entrepreneurship development, a woman can not only generate income for herself but will also generate employment for other women in locality. In recent past government has placed special emphasis on economic empowerment of women. Several Government and non government organizations are rendering their services for development of better earning capacity and promoting on farm as well as off farm enterprises among the women with the objective to create sustainable and productive employment and safeguard their livelihoods support system.

The Rajasthan Mission on Livelihoods (RMoL) is one of the initiatives taken on 4<sup>th</sup> September, 2004 to promote livelihood especially among the poor men and women of the state. It focuses on experiential learning where participants learn from hands on training/practices. It envisaged that through need based short term skill training, a reasonable level of competence may be achieved and people may either become "employable" or "self-employed".

One of the objectives of Rajasthan Mission on Livelihoods is to create a large number of livelihood opportunities to solve the problem of unemployment. A number of training programmes on different entrepreneurial activities have been organized under RMoL to improve economic status of the people. Success of any programme depends on the effective

participation of the people in the programme and further adoption of activities in future. Thus the present study was undertaken to study usefulness of cutting and tailoring training programme organized under Rajasthan Mission on Livelihoods (RMoL) as perceived by beneficiaries and their expectations and adoption of cutting and tailoring as an enterprise by the women. Study also focuses on utilization of income generated from the particular enterprise by women entrepreneurs and constraints faced by them in running this enterprise.

## Methodology

Directorate of Extension Education, MPUAT, Udaipur is one of the organization implementing Rajasthan Mission on Livelihoods activities in the Udaipur district. Directorate of Extension Education organised training programmes on Cutting and Tailoring, Fruit and Vegetable Preservation, Embroidery and Needle work and Food Processing for women participants under RMoL scheme. Cutting and tailoring training was selected for the present study. The total numbers of women beneficiaries of these trainings were 20. Out of which 17 respondents were selected as per their availability. Interview technique was used for data collection. Frequency and percentages were used for analysis of data.

## RESULTS AND DISCUSSION

### Usefulness of cutting and tailoring training programme AS PERceived by beneficiaries and their expectations

#### *Reasons for attending the cutting and tailoring training programme*

For any training programme, it was expected that participants have attended training programme due to some reasons. Therefore, during investigation an attempt was made to find out the reasons for attending training programme by women.

The Directorate of Extension Education has organized this training for 36 days duration. This training programme included stitching of different garments viz. Jhabla, pajama, frock, salwar suit, petticoat,

rajputi dress, gown and blouse for different pattern. Perusal of Table- 1 depicted that more than half of the respondents (52.94%) had attended training to increase their family income. They expressed that cost of living is increasing day by day and income earned by their husband alone was not sufficient to fulfill the family requirements. Hence, they felt the need to increase their family income. Similarly 47.05 per cent respondents reported that training could help them to learn new things.

**Table 1:** Distribution of the respondents on the basis of reasons for attending cutting and tailoring training programme n=17\*

Sl. No.	Reason	f	%
1	To increase family income	9	52.94
2	To learn new things	8	47.05
3	To establish an enterprise	6	35.29
4	For their own interest	4	23.52
5	To acquire skills	3	17.64
6	To utilize free time	2	11.76
7	As per the advice of friends and neighbours	2	11.76
8	By seeing other successful entrepreneurs	1	5.88

\*Multiple responses

Stitching as an enterprise could be done by women alone at home in free hours. They can start it as an income augmentation activity and become independent. Desire to establish an enterprise has emerged as an important factor contributing to participation in training programme as reported by 35.29 per cent trainees. The participation of women in the training programme due to their own interest was reported by nearly one fourth of the respondents (23.52%). Another reason to attend training programme for improvement in their existing skills was expressed by 17.64 per cent respondents. Utilization of free time and advice by friends and neighbours were reported by 11.76 per cent respondents. A few women (5.88%) were motivated to attend training after seeing other successful women entrepreneurs.

### Opinion of respondents towards different aspects of cutting and tailoring training programme

Opinion of the respondents was studied in ten different aspects i.e. training time, duration, material, place, methods, content, practical orientation, technical guidance, financial assistance and marketing facilities. It was encouraging to note that all the respondents of Cutting and Tailoring training were satisfied with training time, place, methods and content. Training venue was comfortable with all physical facilities which helped participants to learn effectively. Technical guidance provided by trainers during the training programme was useful and effective as reported by 88.23 per cent trainees.

Regarding marketing facilities provided by training institutions, cent percent respondents reported that they were not satisfied. They expressed that linkage and contract initiatives should be incorporated during training for better establishment of the enterprise.

**Table 2:** Opinion of respondents towards different aspects of Cutting and Tailoring training programme n=17\*

Sl. No.	Training aspects	Satisfied f (%)	Somewhat satisfied f (%)	Not satisfied f (%)
A	<b>Training</b>			
1	Training time	17(100)	—	—
2	Training duration	10(58.82)	—	7 (41.17)
3	Training Materials	12(70.58)	5(29.4)	—
4	Training Place	17(100)	—	—
5	Training Methods	17(100)	—	—
6	Training Content	17(100)	—	—
7	Practical orientation	13(76.47)	4(23.52)	—
B	<b>Technical Guidance</b>	15(88.23)	2(11.76)	—
C	<b>Financial assistance</b>	11(64.70)	6(35.29)	—
D	<b>Marketing Facilities</b>	—	—	17(100)

\*Multiple responses

Regarding financial assistance (travelling allowances and dietary allowances) provided by the institution, 64.70 per cent respondents were satisfied whereas more than one third of respondents (35.29%) were of the view that in addition to travelling and dietary allowances, loan/subsidy on purchasing of machine should also be provided by the institute. During informal discussion it was found that procuring loan, provision of subsidy were the main problems for purchasing sewing machine and raw material by women. A detailed study of the table also revealed that 70 per cent respondents were satisfied with the toolkit and raw material distributed, whereas nearly 30 percent of the respondents were quite satisfied with the training material provided during training programme. They reported that tool kit provided to them was not having all the materials required for stitching work and they should provide training manual also.

With regard to duration and practical orientation of training programme majority of the respondents (76.47%) were satisfied however, 23.52 per cent were not fully satisfied as they were of the view that since stitching is skill oriented activity, hence in order to develop full efficiency one month training is not enough thus it should be of 2 months duration.

The results are in conformity with Sandhaya M. Solanki D. (2006) that all the participants were satisfied with physical arrangements and technical literature provided during the training course. Some of them expressed that literature should be given in advance prior to coverage of a particular topic so that they can have some idea about the content to be covered and can better understand it. The participants also suggested that duration of training should be extended from 6 to 10 days so as to have sufficient time to practice the specific skills during the training.

### Overall opinion of respondents regarding the cutting and tailoring training

In order to have overall view of the respondents about Cutting and Tailoring training responses were measured on three point continuum i.e. very good, good and average.

**Table 3:** Distribution of the respondents on the basis of their overall opinion regarding training on Cutting and Tailoring n=17

Sl. No.	Opinion regarding training	f	%
1.	Very Good	3	17.64
2.	Good	10	58.82
3.	Average	4	23.52

Overall opinion of the respondents regarding Cutting and Tailoring training is presented in Table 3. It is apparent from the data presented in the table that majority (58.82%) of the participants were of the view that training programme was good whereas nearly 18 per cent were of the opinion that training programme on Cutting and Tailoring was very good. However, 23.52 per cent perceived the outcome of training as average.

#### Benefits perceived by respondents through the cutting and tailoring training Programme

Perusal of Table 4 depicts that Majority of the respondents (88.23%) reported that training increased their knowledge about stitching activity. Nearly three fourth of the respondents (76.47%) reported that they have learned drafting and stitching of new garments viz. jhabla, frock, lahnga, petticoat, salwar suit, gown, blouse and rajputi dress during training programme. Nearly 60 per cent respondents reported that they were not only able to draft and stitch garments but also acquired efficiency in performing the tasks. Training programme helped women participants in establishing their enterprise as reported by 47.05 per cent respondents. Some of the respondents (11.76%) were of the view that training was beneficial to clarify doubts related to the enterprise.

**Table 4:** Benefits perceived by respondents through Cutting and Tailoring training programme n=17\*

Sl. No.	Perceived Benefits	f	%
1	Increased knowledge	15	88.23
2	Learned to prepare new things	13	76.47
3	Acquired efficiency	10	58.82
4	Helped in establishment of self enterprise	8	47.05
5	Clarification of doubts related to enterprise	2	11.76

\*Multiple responses

Findings are in line with the findings of Joshi (2002) that vocational training programme provided knowledge and skill about various income generating activities such as embroidery, tailoring, carpet weaving, handicrafts, saffron and cardamom production.

#### Adoption of cutting and tailoring entrepreneurial activity by women

Regarding the adoption of cutting and tailoring as an income augmentation activity it was found the only 8 women had taken up it as an income generating activity. Remaining 9 women did not start enterprise after taking training on cutting and tailoring due to lack of finance & time and problem in marketing of the product. Lack of self confidence and lack of support by family members were another reasons for non adoption of the enterprise.

During the training women learned stitching of different garments viz. Jhabla, pajama, frock, salwar suit, petticoat, rajputi dress, gown and blouse for different pattern. Women also acquired proficiency in preparing blouse, salwar suit, petticoat, frock, rajputi dress, jhabla and gown. In addition to these garments all the respondents learned about the fasteners (button, button hole) and attaching of fault, picco etc.

During investigation an effort was made to find out involvement of women in stitching activities before attending the training programme. It was found that there was only one woman who stitches blouse for herself and majority of the respondents (94.11 %) were not involved in stitching activity prior to training programme. Earlier, they did not possess skill of stitching and did not try to learn sewing activities.

Time of initiation is an important indicator of judging the successful and sustainability of an enterprise. It was observed that half of the women started stitching as an enterprise within one year and remaining half initiated within 2 years. Time devoted by entrepreneurs in a particular activity helped to analyze the amount of time a particular activity requires per month for its completion, how many women get out of that activity in terms of time spent and labour given it also influence

the willingness of women to carry out particular activity. It was reported that out of total women entrepreneurs 6 women spent 4 to 5 hours in 25 -30 days in a month and 2 women were engaged for 3-4 hours for 20- 25 days. All the respondents were stitching garments at home except one woman who was working with her husband on his shop. They were of the opinion that stitching activity could be carried out within their home during free time without affecting the routine chores. Mode of running the enterprise also had bearing on development of an enterprise. It was found that all adopters were running the enterprise on individual basis.

Regarding the stitching of different garments by women respondents for their family members it was found that six women had been prepared blouse for themselves and for other female family members. Two women were engaged in stitching of salwar suit, petticoat, frock, and rajputi dress. One woman also stitched jhabla for her child. With regard to commercial purpose cent percent of the respondents were preparing blouse for their customers as it is preferred by them and also highly profitable. Half of the respondents stitched petticoat for their customers. Rajputi dress and frock were prepared by three women for sale purpose and only two respondents stitched salwar suits for the customers.

### **Income generation from Cutting and Tailoring enterprise and its utilization by women entrepreneurs**

#### *Income generation from Cutting and Tailoring enterprise*

The women running the tailoring units were preparing petticoat, frock, blouse, rajputi dress and salwar suits. Perusal of Table 5 depicts that average number of items stitched in a year were 432. The average expenditure incurred on the enterprise was ₹ 1995 and women earned an average income of ₹ 16237.5 with a net profit of ₹ 14242.5.

Critical examination of Table 6 depicts that 12.5 per cent respondents were earning profit ranging from 10,000-11,000, 12,000-13,000, 16,000 -17,000 and 21,000 -22,000 annually whereas the profit ranging between

11,000-12,000 and 13,000-14,000 were earned by 25 per cent respondents.

**Table 5 :** Income generation from Cutting and Tailoring enterprise n=8

Average no of items prepared in a year	Average expenditure (₹/ yr)	Average annual income (₹/yr)	Net profit (₹/yr)
432	1995	16237.5	14242.5

**Table 6:** Range of annual profit earned from Cutting and Tailoring enterprise n= 8

Sl. No.	Profit range (₹)	f	%
1.	10,000 -11,000	1	12.5
2.	11,000-12,000	2	25
3.	12,000-13,000	1	12.5
4.	13,000-14,000	2	25
5.	16,000-17,000	1	12.5
6.	21,000-22,000	1	12.5

### **Utilization of income earned by cutting and tailoring enterprise by women entrepreneurs**

The utilization pattern of income by the respondents (Table 7) indicates that cent per cent respondents have utilized money to fulfill requirement of their family viz. food, clothing, shelter etc. Similarly, 62.5 per cent women utilized it for purchase of house hold materials and equipment. Children education is also one of the area in which women were spending their income as reported by 50 per cent respondents. More than one third of the respondents (37.5%) have utilized money for promotion of established enterprises and savings for future needs. Some of the respondents (12.5%) were using their earned income for clearing of debts and credit. The results are in conformity with the study of Verma (2006) who reported that majority of the respondents (94%) utilized the money to fulfill family requirements. Nearly half of the women utilized the money for establishing their enterprise, 19 per cent utilized it for education of their children and 7 per cent women opened bank accounts and saved the additional income for future requirement. Results

are also supported by the findings of Upadhyay (2007) that majority of the respondents (92%) utilized income to fulfill the family requirement and most of them (73%) saved it for future. More than half of the respondents (53-55%) spent the income for purchase of agricultural inputs and raw materials.

**Table 7 :** Utilization of income by women entrepreneurs n=8\*

Sl. No.	Area of use	f	%
1	To fulfill family requirement	8	100
2	Purchasing of household material	5	62.5
3	and equipment		
4	For children education	4	50
5	For promotion of established	3	37.5
6	enterprise		
	Savings	3	37.5
	For clearing debt/ credit	1	12.5

\*Multiple responses

**Constraints faced by women entrepreneurs in running Cutting and Tailoring enterprise**

Adoption of new technologies is not an easy task. An individual faces many attempts to explore constraints faced by respondents in performing selected income generating activities. So that clear picture of the major impediments in smooth running of the enterprise could emerge and strategies to overcome these constraints could be framed.

Information related to constraints faced by cutting and tailoring entrepreneurs is presented in Table 8. Data presented in the table depict that increased competition due to increased involvement of women in sewing work was a major problem perceived by all the respondents. Women stated that due to ever increasing demand of stitched garments many women started stitching enterprise thus there was a stiff competition in market.

Likewise availability of high quality of products in the market was also one of the major problems faced by cent percent respondents of Cutting and Tailoring enterprise. Women mentioned that there was problem in sustainability of enterprise due to customer’s emphasis on readymade garments available in the market.

**Table 8:** Distribution of the respondents on the basis of constraints faced by Cutting and Tailoring entrepreneurs n = 8\*

Sl. No.	Problems	f	%
1	High competition in market	8	100
2	High quality products available in market	8	100
3	Avoidance of household tasks	5	62.5
4	Lack of Time	5	62.5
5.	Hard work	4	50
6	Not getting right price of the things	4	50
	Lack of the customers	3	37.5
7	Training duration is less	3	37.5
8. 9.	Lack of money	3	37.5
		2	25

\*Multiple responses

Majority of the respondents (62.5%) mentioned that lack of time due to sewing work and avoidance of house hold tasks were other problems faced by them. Women expressed that it is very time consuming activity and very difficult to manage with house hold chores. Nearly one third of women (37.5%) faced problem of lack of customers because it takes time to become credible and preferable among customers. Thus, at the initial phase of enterprise they faced problem of the lack of customers. Similarly same number of respondents (37.5%) faced problem of duration of training. Women felt that duration of training should be more so that they can learn to prepare more and more garments with efficiency. Lack of money to purchase sewing machine for the establishment of enterprise was other problem of some of the respondents (25%).

Findings are in consonance of the findings of Kumari et al. (2006) revealed that 25 per cent rural women involved in stitching activity had limitation of finance, purchasing of raw material and tools / equipments and working space.

Findings clearly revealed that respondents were facing some problems in running this enterprise. In spite of these problems majority of the respondents perceived multiple advantages of cutting and tailoring enterprise. However, if efforts are made to

overcome these problems women can run enterprise more smoothly and can fetch good profit.

## CONCLUSION

On the basis of above findings it could be concluded that the cutting and tailoring training organized by Directorate of Extension Education, MPUAT, Udaipur under RMoL scheme was satisfactory and the cutting and tailoring enterprise proved to be profitable venture in terms of income generation. The major problems faced by women entrepreneur in running of the enterprise were marketing, lack of time and avoidance of household task. Thus, it could be inferred that training organized by DEE under RMoL scheme helped women in increasing their knowledge in acquiring proficiency and in establishment of an enterprise.

## REFERENCES

- Joshi, M. 2002. Women organization in Uttaranchal hills. *Kurukshetra*, 50(3): 30-33.
- Kumari, S., Dhawan, D. and Jhajharia, A.K. 2006. "Problems faced by rural women in non-farm Income Generating Activities in Bikaner District. Rajasthan Compendium of National Conference on range and scope of skill development for empowerment of Rural/Deprived Women, 24.
- Sanadhya M. and Solanki, D. 2006. Effectiveness of ornamental gardening. *Gujrat Journal Extension Education XVI XVII* (1).
- Upadhyay B. 2007. Income generation from selected entrepreneurial activities among tribal women. An unpublished M.Sc. thesis, M.P.U.A.T, Udaipur, Rajasthan.
- Verma, H. 2006 Adoption of agro based enterprise by tribal women. An unpublished M.Sc. thesis.

