Preference of choli cut blouses over simple blouses of working women's of Jorhat district of Assam

■ **Sulekha Doley and Bulbul Borauh**

■**ABSTRACT :** A study was planned to develop block for choli blouse of bust measurement 80-84 cm and 84-88 cm size. The main objective of the study was to prepare blocks for choli blouse using three different drafting instructions and to construct the blouses. The basic block of simple blouses having bust size 80-84 cm and 84-88cm developed by Borthakur and Boruah (1995) was used to prepare blocks for choli blouse. Three different instructions given by Zarapkar (1990), Sodhia (2005) and Karampuri (2010) were followed to prepare the blocks in brown paper. Six numbers of basic bodice blocks (3 basic bodice blocks for 80-84 cm and 84-88 cm) were constructed by using the loosely hand woven checked material. The constructed choli blocks were tried on 10 numbers of women and fitting was observed. Out of 10 women two numbers were selected as model for two different bust sizes (80-84 cm and 84-88 cm). The final choli blouses fitted properly on the body of models of both sizes. Fifty different respondents observed and filled up interview schedule prepared to take view on fitting of the blocks. Most of the respondents preferred the choli blocks prepared following the drafting given by Karampuri. Blocks of choli blouses of two different sizes have developed which will help in stitching choli blouses.

■ **KEY WORDS:** Raw silk, Cotton lining, Brown paper, Developed pattern, Employment generation

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Women in India generally wear *Saree*-blouse as national costume. The *Saree*-blouse is a tight fitted garment which calls for correct measurement of the body and proper drafting in order to keep in line with contours of the torso (Varughese and Mahale, 1989). Blouse is the upper garment which generally goes with *Saree*. It is a tight fitted garment (Flynn, 1971). The dress which covers the body from shoulder to waist that might be called a bodice or blouse. Blouses can be close fitting of full; they can be decorated in variety of ways, said Rathbone *et al.* (1962). According to Thomas (1993) the *Saree* blouse is closely fitted garment, therefore, a good fit becomes very essential. It is necessary therefore, to stitch exactly on the marked seamlines. All darts of the blouse should be pointing toward the pivot point or the highest bust point. Dart which point either higher or lower can mark the fit of the garment. The armhole and waist darts are curved to allow for the hollow at the armpit and cage, respectively. Blouse is commonly used with *Saree*, mekhelachadar

and ghagra. Four darts are taken around the apex of bust, to get a nice fit. Opening may be kept at the front, back or at sides. As the front width is kept more than the back, the side seam come exactly mid-way of the armpit (Zarapkar, 1990). Konwar (2016) in her research study on designing and construction of *Saree* blouse for women with the objectives to develop design for *Saree* blouses and to construct blouses out of suitable fabrics based on respondents. Blouses are an essential part of *Saree* but it also has equal attention in *Saree* design. A gorgeous fashionable *Saree* cannot complete without a perfect matching blouse (Borthakur and Boruah, 1995). Goswamy (1993) states that the word 'choli' is derived from Sanskrit word 'chola' or 'cholaka', a long upper garment. A choli or *Saree* blouse is a fitted garment which is designed to be worn under a *Saree*. Choli designs can be quite varied, with a range of styles from the daring to the modest, and these garments are widely worn across India, Pakistan, and other regions where the *Saree* and related garments are worn (Choli-Wisegeek). Kumar (1999) states that choli teamed with the ghagra or *Saree* was the attire of the regal Hindu women, though in some parts the *Saree* was worn devoid of the choli. Gagra choli or Ghagra choli, which is also known as Lehenga choli, is the traditional clothing of women in Rajasthan Gujarat, Madhya Pradesh, Uttar Pradesh, Haryana, Himachal Pradesh and Uttarakhand. The fabrics used are cotton, silk, khadi, georgette, crepe, net, satin, brocade and chiffon. Choli is a garment made of cotton or silk cloth (Gagar Choli-Wikipedia). According Mathur and Hari (2002) to hand woven khana material is widely used to constructed choli blouses mainly in rural area. Khana fabric is also used in home textiles and furnishings material. Designing and producing the women's blouse at low costs by using the nonwoven fabrics (Gohar and Mohamed, 2013). The *Saree* blouses earlier known as choli were worn as upper garment along with *Saree*. Blouses are often made of cotton or silk cloth and may or may not include collar and sleeves. Blouses have buttons reversed from that of men's shirts. That is, the buttons are normally on the wearer's left-hand and the buttonholes are on the right (Dar, 1982). A choli or a blouse is just a piece of clothing to cover the top part of our bodies when draping a 9 yards long drapery called *Saree*. But, after the grand entry of Indian fashion into the designer arena, it is gradually understood that a blouse not merely accompanies the *Saree* in a dignified and

classy manner but at the same time it complements the *Saree* to flaunt more graceful and attractive by its presence (Yadav, 2015). Many women's prepare to make their own *Saree* blouse and likely to wear. Even now foreigners (woman's) visiting India would be preferred to wear the *Saree* blouse (Balakumar, 2014). The blocks for choli blouses are not available in Assam, due to which, drafting is required every time when a choli blouse is stitch. Therefore, blocks on standard measurements are required to stitch choli blouse. Considering the importance of choli blouse to use with *Saree* and ghagra, the research work is planned with the following objectives:To prepare blocks for choli blouse using different drafting instructions and assess the preference of ladies for the constructed blouses.

■ RESEARCH METHODS

The standardized measurements (bust size 80-84 cm and 84-88 cm) available in the department (Borthakur and Boruah, 1995) were used to prepare blocksfor choli blouses. Total six blocks of two different sizes (bust size 80-84 cm and 84-88 cm) were prepared. The constructed blocks were tried on 10 different women having bust size 80-84 cm and 84-88 cm. Out of 10 women one from each size was selected as model for trial of basic blocks of choli blouse. These two models were requested to wear blocks of choli blouses in front of 50 different respondents. Interview schedule was prepared to find out the preference of the respondents regarding constructed blocks of choli blouses. The schedule contained the basic information of the respondents like age, occupation, educational qualification along with twelve points of fitting of choli blouses. The investigator displayed the basic blocks of choli in front of respondents to fill up the interview schedule. The respondents were requested for their views to fill up the interview schedules during selection. The respondent filled up the schedule and gave were filled up their view on blocks for each size along with the order of preference. The respondents were from Under Graduate as well as Post Graduate students of College of Community Science, AAU, Jorhat-13, Assam.

Construction of choli blocks :

The blocks prepared according to three different instructions (Zarapkar, Sodhia and Karampuri) using check hand woven fabric and made ready to take

preferences of respondents.

■ RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Cup size of choli blocks :

The Table 1 enlightened the rank order of preference of respondents for cup size of blocks of choli blouses. It has been observed that the respondents preferred most choli block prepared following the drafting of Karampuri, second and third rank to Zarapkar and Sodhia, respectively.

According to Erwin and Kinchan (1969) bust measurement is the key to determine pattern size for dresses. Bane (1973) said that pattern should be purchased by bust size because pattern alterations are more difficult in this area than in the waist and hip areas. Bust measurement is the most significant measurement for pattern making hence a critical re-evaluation of bust size must be made before deciding on pattern size.

Length of blocks :

Table 2 showed first preference for block of Karampuri, second and third to Sodhia and Zarapkar, respectively. The length of choli blocks (Karampuri) were 13½ inch and 14½ inch for 80-84 cm and 84-88 cm, respectively.

Front and back neckline depth of choli blocks :

Fig. 1 showed first preference for block of Karampuri, the second to Sodhia and third to Zarapkar.

The depth of the front and back neckline of choli blocks for Karampuri was 7 ½ inch and 8 inch for 80-84 cm and 84-88 cm, respectively.
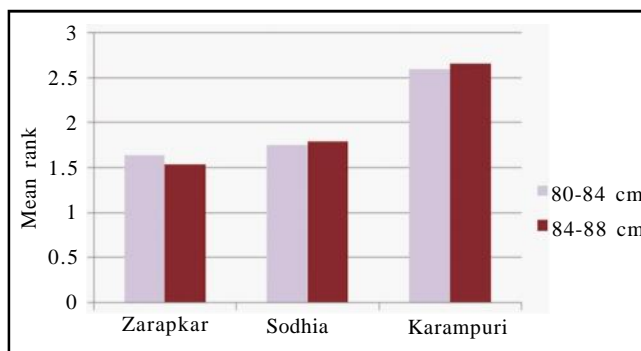

Fig. 1 : Rank order of respondent's preference for front and back neckline depth of choli blocks

Fitting of the waist band choli blocks :

Among the three blocks the respondents preferred best fitting waist band of the drafting of Karampuri followed by Sodhia and Zarapkar.
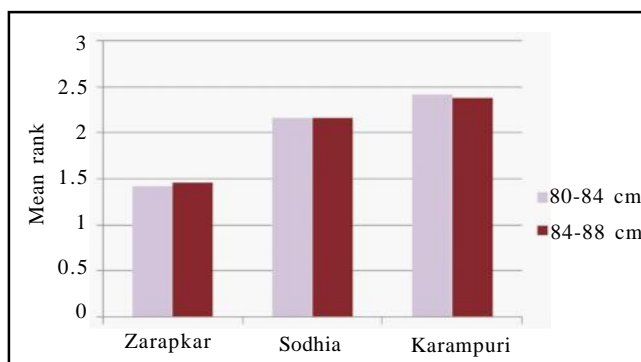

Fig. 2 : Rank order of respondent's preference for fitting of the waist band of choli blocks

Table 1 : Rank order of respondent's preference for cup size of choli blocks						
Choli blocks	80-84 cm			84-88 cm		
	T.S.	M.R.	R	T.S	M.R.	R
Zarapkar	87	1.74	2	88	1.76	2
Sodhia	86	1.72	3	81	1.62	3
Karampuri	127	2.54	1	131	2.62	1

T.S= Total score   M.R= Mean rank   R= Rank

Table 2 : Rank order of respondent's preference for length of choli blocks						
Choli blocks	80-84 cm			84-88 cm		
	T.S.	M.R.	R	T.S.	M.R.	R
Zarapkar	76	1.52	3	71	1.42	3
Sodhia	99	1.98	2	102	2.04	2
Karampuri	125	2.5	1	127	2.54	1

T.S= Total score   M.R= Mean rank   R= Rank

Table 3 : Rank order of respondent's preference for fitting of the sleeve of the choli blocks

Choli blocks	80-84 cm			84-88 cm		
	T.S.	M.R.	R	T.S	M.R.	R
Zarapkar	89	1.78	3	83	1.66	3
Sodhia	97	1.94	2	89	1.78	2
Karampuri	114	2.28	1	128	2.56	1

T.S= Total score   M.R= Mean rank   R= Rank

Table 4 : Rank order of respondent's preference for overall fitting of choli blocks

Choli blocks	80-84 cm			84-88 cm		
	T.S	M.S.	R	T.S	M.S.	R
Zarapkar	79	1.58	3	7.5	1.5	3
Sodhia	84	1.68	2	8.6	1.72	2
Karampuri	137	2.74	1	139	2.78	1

T.S= Total score   M.R= Mean rank   R= Rank

Taylor and Frencics (2012) conducted a study on development of woven stretch fabric for comfortable fitting sari blouses and analysis of fit. For this study they weaved six stretchable fabrics using 50s and 60s cotton in warp with 40s, 50s and 60s cotton core spun lycra in weft for a sari blouse. Low –stress mechanical properties were measured and handle value calculated and their influence on fit analyzed.

Fitting of the sleeve of the choli blocks (Length, width, shapes etc.) :

Table 3 showed that the respondents preferred best the fitting of sleeve block of choli prepared according to Karampuri followed by Sodhia and Zarapkar.

Overall fitting of choli blocks :

The respondents preferred the block drafted according to instruction of Karampuri for overall fitting followed by Sodhia and Zarapkar, respectively. The overall fitting of the choli block appeared best in the blocks of Karampuri.

Kashyap (2006) conducted a study on development and acceptability of ready to wear blouses. The present study was a small venture in introducing the new concept of ready to wear blouses. As majority of the women face problem in getting the blouses stitched, hence, forth a range of readymade blouses were developed keeping the likes and dislikes of the women. These blouses were evaluated on the basis of comfort, appearance, design, fabric etc., to find the acceptability of the blouses. It was found that readymade blouses were accepted by women as it provided a quick solution in saving time, energy and money.

Conclusion :

Three different instructions were followed *i.e.* Zarapkar (1990); Sodhia (2005) and Karampuri (2010) were followed to construct blocks for choli blouses.The choli blocks were constructed for the groups havingbust measurement 80-84 cm and 84-88 cm. The other standard measurements available in the department were also used to construct the blocks. The blocks prepared following the instruction of Karampuri (2010) with very little alterations.The blocks were tried on models having above mentioned bust sizes and standard measurements. The final choli blouses fitted properly on the body of models of both sizes.

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