



Clothing Practices of Tribal Women of Udaipur Sub-area

Dolly Mogra¹ and Simple Jain²

¹*Mohanlal Sukhadia University, Udaipur, Rajasthan, India*

²*Department of Home Science Extension and Community Management, ASPEE College of Home Science and Nutrition, SDAU, Sardarkrushinagar, Banasakantha, Gujarat, India*

E-mail: ¹<dolymogra@gmail.com>, ²<simplejain2@gmail.com>

KEYWORDS Storage. Fashion. Fitting. Iron Box. *Mulmul*

ABSTRACT This study investigated the clothing storage practices of women living in tribal areas of Udaipur. Specifically the study determined: storage facilities and materials used by the women; ways they store different types of clothing articles, clothing practices. The study adopted a survey research design. The area of study was 'Jhadol' Tehsil of Udaipur district. A sample of 120 respondents was used for study. Questionnaire, interview and informal discussions were used as tool for data collection. Data were analyzed using frequency and percent. Findings include that clothing selection was highly influenced by socio-religious factors, sixty-three percent respondents bought clothes for themselves, and fifty-one percent purchased clothing from open air market. Tribal women were least aware of brand names. Majority of them were affected by fashion, fitting, colour and price. Iron boxes (85%), ropes string (59%) and storing in tight wrappers (64%) was used for storing purpose. Only twelve percent used *mulmul* fabric to wrap heavy clothes before storage and similar percent was aware about the importance of clean and dry storage areas. It is recommended that proper guidelines should be given to tribal women through workshops, training programmes to improve clothing storage practices.