

Awareness of Sustainable Articles Made from Leftover Denim Material

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Introduction

In the current competitive world, the environment has become a critical issue. For a better future we need environment friendly ways. Recycling, reuse, sustainability, government support, social responsibility, are some modern concepts to overcome the problem of pollution and waste. In this research, researcher has taken left over denim material for making sustainable articles. The leftover denim using in various ways like stationary holder, slippers and apron.

Objectives of the research

1. To find out the awareness of the respondent about sustainable articles made from leftover denim material.
2. To assess the value addition in uses of sustainable articles from leftover denim material.

Hypothesis

H₀ There will be no significance difference of awareness regarding sustainable articles made from leftover denim material with respect to age, education, profession and income of the respondent.

Operational Definition

1. Denim: a thick, strong, cotton cloth material
2. Sustainable: Utilization of natural resources while this usage is maintained at a level that poses no threat to the environment.
3. Sustainable Article: Products that deliver environmental, social, and economic advantages over their entire life cycle while safeguarding public health and the environment.
4. Leftover: A piece of cloth that is remnant after the rest has been used or sold.

Triple Bottom Line

“Small actions can make a big difference,”

The goal of sustainability is to prevent future generations from being able to meet their needs. The Triple Bottom Line, often known as profits, planet, and people, is a notion of sustainability made up of three pillars: economic, environmental, and social.

When it comes to lowering carbon footprints, textile waste, water usage, and overall environmental impact, the environmental pillar frequently receives the most emphasis.

A community's capacity to create systems and institutions that not only cater to the requirements of its current members and also support the ability of subsequent generations to preserve a healthy community is highlighted by the social pillar.

Economics Pillar is a model suggests allocating resources in an equal and effective manner. The goal is to encourage the appropriate and effective use of such resources in a way that generates long-term benefits and ensures profitability.



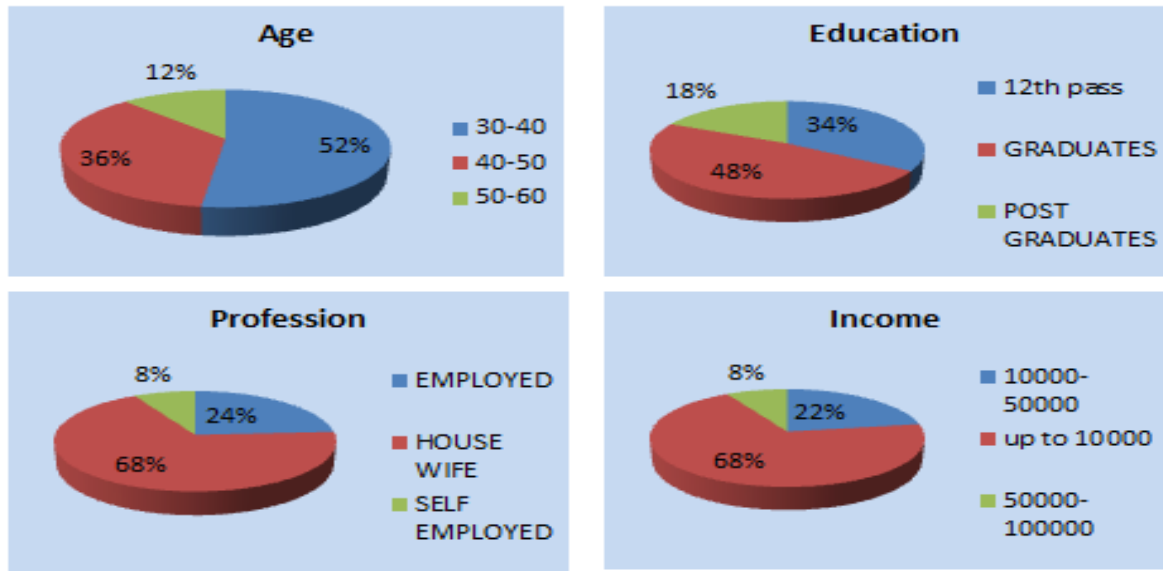
Research methodology:

The study was carried out in Nagpur city. The views of 50 respondents between the ages of 30 - 60 for sustainable products created from leftover denim material were examined using an interview schedule. Thirty women were chosen at random from the respondent pool using a purposive sampling technique. To learn more about the respondents' backgrounds and how knowledgeable they were about using leftover denim to create sustainable products, a structured interview process was used. With the help of percentages and the "t" test, the acquired data was statistically examined.

Tabulation & Analysis:

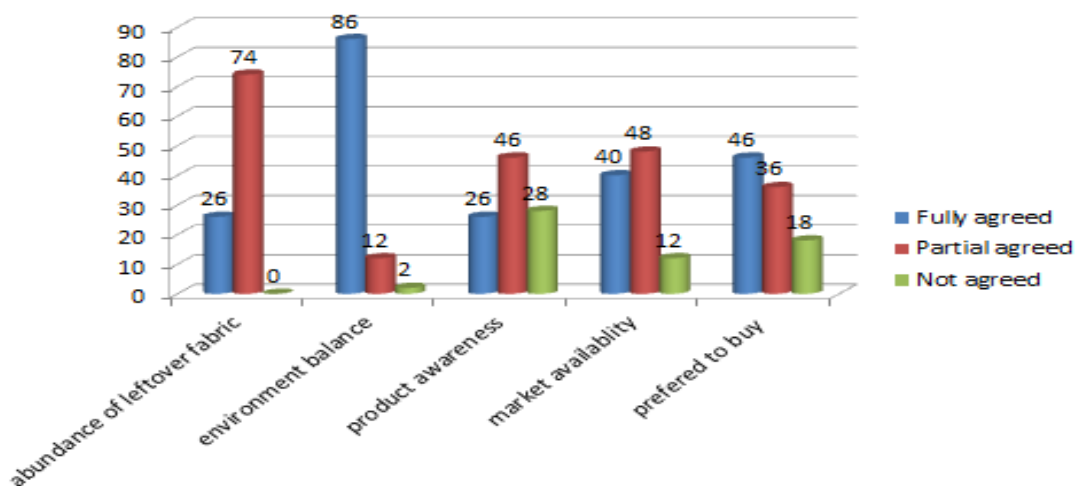
Socio-personal information of the respondent

Percentage of the respondent



After collecting the data it was decided to analyze data to verify the hypothesis. Collected data is distributed in four categories i.e. Age, Education, Profession & Income. Total 50 responses were collected.

Awareness of respondent



This study finds that majority of the respondent were aware about that leftover materials which gives hazardous effect to environment, But still they were not fully aware about sustainable product which is made from leftover materials.

Age wise Statistical Analysis

SR NO	GROUPS	No.	MEAN	S.D.	SIGNIFICANCE VALUE	LEVEL OF SIGNIFICANCE 5%	RESULT
1	30-40	26	39.73	3.12	±1.92	1.96	<
	40-50	18	41.94	4.15			
2	30-40	26	39.73	3.12	2.97	1.96	>
	50-60	06	34.5	4.04			
3	40-50	18	41.94	4.15	3.88	1.96	>
	50-60	06	34.5	4.04			

Interpretation: The estimated number is less than the table value for ages 30–40 and 40–50. The estimated value exceeds the table value for ages 30–40 and 50–60. The estimated value exceeds the table value for ages 40–50 and 50–60. Thus, the null hypothesis is disproved. It is evident that people in the 30–40 and 40–50 age groups are better knowledgeable about sustainable products made from recycled denim.

Education wise Statistical Analysis

SR NO	GROUPS	No.	MEAN	S.D.	SIG. VALUE	LEVEL OF SIG 5%	RESULT
1	12 th PASS	17	39.35	4.66	±0.57	1.96	<
	UG	24	40.17	4.37			
2	12 th PASS	17	39.35	4.66	±0.57	1.96	<
	PG	09	40.22	3.03			
3	UG	24	40.17	4.37	±0.04	1.96	<
	PG	09	40.22	3.03			

Interpretation: According to education the null hypothesis is accepted because the calculated value is lower than the table value. It is clear that the education criteria is not influencing the awareness about sustainable articles from leftover denim material

Profession wise Statistical Analysis

SR NO	GROUPS	No.	MEAN	S.D.	SIG. VALUE	LEVEL OF SIG 5%	RESULT
1	EMPLOYED	12	40	4.41	±0.28	1.96	<
	HOUSE WIFE	34	39.59	3.93			
2	EMPLOYED	12	40	4.41	±0.66	1.96	<
	SELF EMPLOYED	04	42.25	6.29			
3	HOUSE WIFE	34	39.59	3.93	±0.83	1.96	<
	SELF EMPLOYED	04	42.25	6.29			

Interpretation: The null hypothesis is accepted because the estimated value is less than the table value according to profession. It is clear that the profession criteria is not influencing the awareness about sustainable articles from leftover denim material.

Income wise Statistical Analysis

SR NO	GROUPS	No.	MEAN	S.D.	SIG. VALUE	LEVEL OF SIG 5%	RESULT
1	10000-50000	11	40.73	5.35	±0.97	1.96	<
	50000-100000	04	38.75	2.5			
2	10000-50000	11	40.73	5.35	±0.65	1.96	<
	Zero income	34	39.59	3.93			
3	50000-100000	04	38.75	2.5	±0.59	1.96	<
	Zero income	34	39.59	3.93			

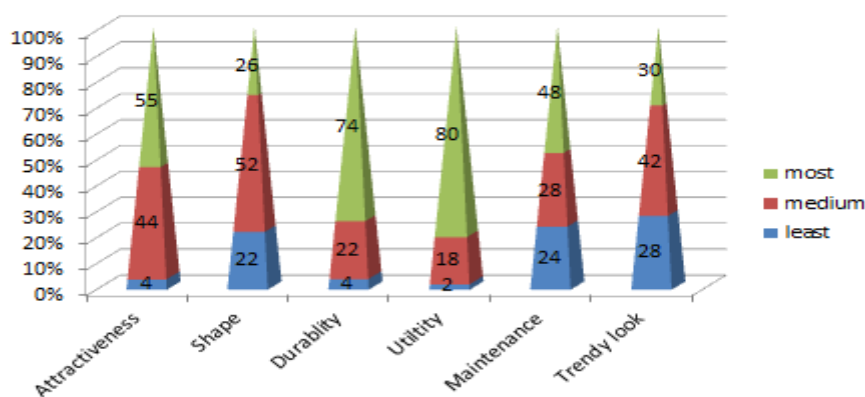
Interpretation: According to income the calculated value is less than the table value hence, null hypothesis is accepted. It is clear that the income criteria is not influencing the awareness about sustainable articles from leftover denim material.

Information

Preference of respondent regarding sustainable articles made from leftover denim:

Researcher made 3 most preferred articles were given to sub sample of 30 respondent to assess their attractive, shape, durability utility, maintainance & trendy look. The highest scores were given to the most preferred feature and lowest to the least preferred feature. On the basis of the preferences, thirty designs of sustainable articles were developed and given to the respondent for the daily uses. These value addition uses from sustainable articles from leftover denim material

Preference of respondent regarding sustainable articles made from leftover denim material



The study reveals that durability , utility and attractiveness is most preferable criteria to make or develop the sustainable articles from leftover denim. whereas, shape and trendy or western looks gives medium preference to the articles by the users.

Conclusion

1. There is less awareness about the sustainable articles in the age category so, need of sustainable or ecofriendly activity must be carried out to develop awareness among users.
2. Social media will help to spread awareness regarding environment issue among users.
3. The leftover denim materials can be reused again and again in a better way if utilized in a systematic manner with the use of proper embellishment materials to add beauty in the sustainable articles.
4. The products which are developed on less quantity, the costs will be more as compared to when production made on commercial basis / in bulk.

Reference:

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