

# ROLE OF YOUTH IN FASHION INDUSTRY IN KNOWLEDGE ECONOMY

by

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## 1.0 INTRODUCTION:

"Roti, kapdaaurmakan", is the basic human needs, this statements holds good as Fashion is not only defined to dress, it is a wide knowledgeable term, where sea is the limit. This Research article is based on Survey data from both male and female youth those who are perusing their education in fashion technology and looking for their career to be future fashion designers or entrepreneurs. Fashion education should focus on key entrepreneurship concepts and students desire to opt such course and their expectation from the fashion market, consumer and government. Fashion is treated as today's need of the hour. Various skills of the entrepreneurs keeps fashion industry alive are discussed here, which elevates the fashion designers beyond just providing jobs. Most of the students would intend to start their own manufacturing unit or sales unit which makes them to be successful entrepreneurs.

Fashion industries most required Skills to be a success entrepreneur in the knowledge economy exclusively in fashion industry are Thinking skills, communicative skills, Inter personal skills, Intra personal skills, Teamwork skills, Leadership skills, Learning skills, self direction skills, Technology adoption skills, Technology application skills

### Purpose of the research

This research article seeks to clarify the role of knowledge management in innovation of fashion industry as an aid to addressing the complexity of entrepreneur. The research article seeks to identify the male and female fashion designers towards entrepreneurs.

### Importance of the study

- To discover the new perception of entrepreneurs as Business through fashion industry.

- Knowledge economy through entrepreneurs based on gender.

## 2.0 OBJECTIVES OF THE STUDY:

1. To know the revolution of fashion industry and entrepreneurs.
2. To know the benefits of entrepreneur in the knowledge economy.
3. To know the various strategies fashion industries as entrepreneurs.

## 3.0 LIMITATIONS OF THE STUDY:

1. Study is conducted only to analyze the fashion industry and entrepreneurs .
2. The geographical area of the study is restricted to students of fashion design form south Bangalore.
3. The result of the study is based on the sample survey conducted.

### 3.1 Scope of the study:

- To conduct this research the target population was the students of fashion design.
- Geographical area targeted was South Bangalore with sample size of 25 students of fashion design.

## 4.0 SOURCES OF DATA:

The primary source of the information in this research article is the secondary information. The information about the fashion industry and entrepreneurs has been extensively presented with the help of internet , journals, news papers , articles presented in national and international seminars.

This research article presented with the help of statistical tool applying chi-square test and also anova is considered as this would have been the best statistical tools if the same size becomes large to reach results to at-most accuracy.

Since the research article demands the primary data the questionnaire has been prepared and pilot testing was done with a sample of 25 graduate students who are perusing fashion designing course..

**Sampling Methodology:**

Sampling design is the process of obtaining the results about an entire population by only evaluating with only a part of it. For the purpose of this research 25 graduate students who are perusing fashion designing course are surveyed to collect the primary information. Respondents are taken from students on random basis.

Sampling size : 25 respondents

Sample unit: 25 graduate students who are perusing fashion .male and female students.

Sampling area: South Bangalore

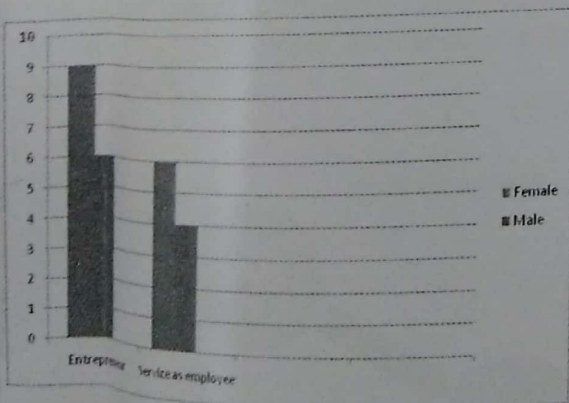
**Hypothesis:**

H: "No positive association between fashion industry and Gender as Knowledge economy particular to entrepreneurs."

**5.0 DATA ANALYSIS:**

Table 1, gender based classification.

Profession	Gender		Total
	Female	Male	
Entrepreneur	9	6	15
Service as employee	6	4	10
Total	15	10	25

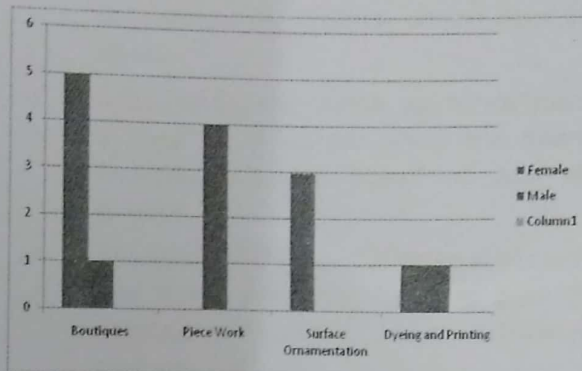


The above table projects female aspirants of being entrepreneur more compared to male entrepreneurs, 60% female shows interest to do business and contribute their knowledge economy in fashion industry as compared to

40% of male fashion design students being in business field as entrepreneurs. This concludes that female fashion designers are more inclined towards knowledge economy as far as entrepreneurship is concerned.

Table 2.0 ,Entrepreneurs

classification	Female	%	Male	%	Total
Boutiques	5	55.5%	1	16.7%	6
Piece work	0	0%	4	66.6%	4
Surface ornamentation	3	33.4%	0	0%	3
Dyeing and printing	1	11.1%	1	16.7%	2
	9	100%	6	100%	15



The above table reflects on the statistics showing the interest in the further classification of business in the fashion field. 55.5% of female fashion designers would like to opt Boutique management as against 16.7% of male fashion designers who opt for Boutique management.

Contracting or piece work aspirants are more in male fashion designers as far as 66.6% as compared to female fashion designers are nil percentage in this field of fashion.

Surface ornamentation techniques like embroidery, smocking, painting etc are more with female fashion designers with 33.4% as against nil percent among the male fashion designers.

Dyeing and printing techniques like block printing, batik, tie and dye etc is more with male fashion designers with 16.7% as against 11.1% among the female fashion designers

So we can conclude there is priority of female and male in choosing the sub field of fashion designing too.

**6.0 FINDINGS**

In the fast changing businesses especially in the

world of fashion we can find more women establishing themselves as entrepreneurs. Innovation in fashion industry, up graduation in the technology has become the mainstay of every business organizations. The major issue in global economic growth has reflected with the change in the speed of fashion innovation in the entire sub field of the fashion, which has been made possible by rapidly evolving technology.

7.0 CONCLUSION: Fashion, fashion industry and fashion technology plays a very important role in today's world. It is contributing towards knowledgeeconomy, as more and more people are drawn towards fashion field . Fashion changes are quite frequent which major attraction to the establish is themselves as entrepreneurs.

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