

Despite challenges arising due to pandemic, India's own Swadeshi Size chart

Chennai, Feb 12: The National Institute of Fashion Technology (NIFT) has launched a national sizing survey to develop India's first country-specific size chart, which will give Indians, clothes that fit better. The survey for mapping will collate basic data like gender, locality and age. The first phase of the survey will look into a size chart for 15-65+ years of age, while the second phase will map sizes for children, as well as for footwear. The entire scanning process will take around 15 minutes per scan.

The survey is being carried since July 2021 by support of the Design Smith Pvt. Ltd. who are the On Ground Execution partner for this project. Vikram Sharma, Founder, Design Smith said, Being a part of the INDIAsize survey as the On-Ground Execution partner on behalf of Ministry of Textiles and NIFT is a big honour. As a NIFT alumni and a faculty myself in the past, this project is close to my heart and despite of all the pandemic guidelines and



restrictions, we are working really hard to achieve the target of 25000 individuals from across the country. We are making sure that all protocols are adhered to and all the participants feel safe and comfortable while getting scanned with the state of the art 3D whole body scanner to gather anthropometric data required for the sizing chart.

The monumental project approved by the Government of India and supported by industry consortium CMAI entails measuring more than 25000 (Twenty-Five Thousand) people in six different cities located in six regions of India i.e. New Delhi (North), Mumbai (West), Chennai (South), Hyderabad (Centre), Kolkata (East) and Shillong (North-East) using

non-contact human safe 3D body scanning technology.

Now our Indian consumers shoppers wouldn't be confused buying branded clothes which certain brands following the UK size while others following the USA size. The INDIA SIZE will be apt for the body frames for the people of India as they vary from their counterparts in the UK and the US.

Dr. Anitha Manohar, Director NIFT Chennai, said, "INDIAsize is a venture by NIFT connecting human chain by gender, age, region and map the psychological value of fit in an apparel. It's an attempt in understanding Indians anthropometry as a country, in its diversity and making a Indian body size chart