

## Background Note for EoI

Importance of Sizing Surveys for creation of country specific size charts needs no introduction. Majority of developed world and countries with large domestic markets like India have undertaken this important and massive exercise at different points in time in last two decades.

The size charts and insights generated through these surveys and corresponding analysis has helped their respective garment industry to provide well fitting garments designed as per the anthropometric make of the native population. Apart from apparel various sectors such as automotive, aerospace, fitness & sport, art, computer gaming etc. have benefited from this data to produce ergonomically designed products. Apparel industry potentially has saved millions of dollars through better customer satisfaction, lower loss of sales and lower product returns because of these better fitted garments.

Lack of an "Indian Size Chart" is leading to massive direct and indirect loss to both apparel manufacturers and retailers. In India our industry uses size charts which are largely tweaked versions of size charts of other countries. These are created more out of the manufacturer's instinct and experience than proven scientific study.

National Institute of Fashion Technology (NIFT), under the aegis of the Ministry of Textiles, Government of India, is attempting to undertake its own national anthropometric survey (Size India). The proposed study aims at creating an "Indian Size Chart". The pan India survey would entail a massive exercise of extracting anthropometric measurements as per ISO standards over 25000 people from age group of 15- 65 above, across six locations pan India using advance 3D body scanners. This mammoth task will foresee many challenges like use of 3D whole body scanners, promotion and awareness among masses, crowd mobilization for participation, human management, funding and large-scale efforts to take measurements of men and women across the nation. This project will take about three years and will cost Rs. 31 crore, which will entail cost of procurement of state-of-the-art 3D Whole Body Scanner technology, cost of conduct of survey, renting places, scanning suits, promotions, consultancy costs, datamining and analysis, etc. GOI has agreed to fund 70% of this project cost. Since the exercise is primarily for the benefit of Industry, GOI as per Research and Development Scheme has set an expectation that the remaining 30% of the project cost be contributed by the industry in cash or kind or both.

NIFT is seeking expression of interest (EoI) from industry doyens to explore the possibilities of sourcing the expected industry contribution through a partnership model. The scheme guidelines provide for *exclusive right to be given to the sponsoring industry for commercialization of the intellectual property created for a period of 2 years for the industry partner who gives 30% of the total project cost.*

Alternatively we will be keen on hearing your views / interest regarding partnership in the project. In this regard, you may send your response on email ID [size.india@nift.ac.in](mailto:size.india@nift.ac.in) within two weeks i.e. on or before 5 pm on 28<sup>th</sup> January, 2018. For any further query/information, you may get in touch with Dr. Prof. Noopur Anand, Principal Investigator and her contact number is 011-26542131.

We invite you to be a part of this historic endeavor!