

What is INDIASize Initiative?

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About INDIASize Initiative:

- It is an **initiative of the Ministry of Textiles** which aims **to establish standardized measurements designed to better suit Indian body types.**
- **Need:**

- **Presently**, international and domestic **brands available in India use measurements from the US or the UK for garments**, having 'small', 'medium' and 'large' sizes.
 - However, **Western body types differ from Indians** in terms of height, weight, or specific measurements of body parts.
 - It **fails to account for the diversity in Indian body types**, leading to frequent fitting issues and consumer dissatisfaction.
 - The Ministry of Textiles sanctioned the **INDIAsize project to develop standard body sizes for the Indian apparel sector** to address the prevailing disparities and inconsistencies in provided fits.
 - The project entails **gathering anthropometric data pan India** from more than 25000 (Twenty-Five Thousand) male and female persons between the age group of 15 years and 65 years **using human safe 3D whole body scanning technology**.
 - The **created body size chart** will **help national and international retailers** and manufacturers **to produce goods which are best suited for Indian body types** and create a balance between demand and supply of well fitted garments.
 - Once rolled out, INDIAsize will **serve as a benchmark for Indian and international fashion brands** selling in the country.
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Q1: What is anthropometric data?

Anthropometric data are data on human body size and shape and are the basis upon which all digital human models are constructed. All aspects of the utility of a human model are therefore governed by its anthropometric characteristics. The physical size, the postures that can be adopted, and the tasks that can be performed are all influenced to some degree by anthropometry.

Source: [Govt to soon launch INDIAsize initiative, says Textiles Minister Giriraj Singh](#)

Source: <https://vajiramandravi.com/current-affairs/indiasize-initiative/>

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