Abstract

This dissertation revolves around the change in the market trend, which brings a rise in the ready-made garment industry, which I have narrowed down to block and screen-printed apparel. It explains what each of this is in detail and further goes to talk about the problems and benefits that one faces due to this market trend. The research comprises of different books, website information, newspaper articles and different reports and studies that I found online. Data has also been gathered through one on one interview with designers, sales men and crafts people to get a very in depth view of he topic. This dissertation includes comparisons between the researches that were undertaken with different studies and reports to come to a better understanding of this topic. Furthermore, it has findings on how craftsmen have received this market trend. Whether they find it helpful to their work or a nuisance in the form of competition.