

The effectiveness of entrepreneurship in promoting a sustainable development strategy in small scale clothing enterprises

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Abstract:

The aim of the research is to measure the knowledge and skills of non-specialist students and graduates of Menoufia University before and after the application on measuring the cultural awareness of social entrepreneurship and the clothing cultural awareness of the clothing patterns of different female bodies and the views of students towards some designs implemented for additional clothing supplements in hiding the body defects for the application as a small project and clarification The close correlational relationship between them so that she can choose what is appropriate for her physical pattern and around her in the different stages of different colors, materials and stories in order to achieve the balance of the physical pattern, and the researcher used the appropriate tools, methods and approach to achieve the research objectives and the researcher made a paper booklet to clarify the different female body styles with an explanation During the implementation of the program, the researcher also designed a number (8) of separate additional clothing supplements for evening wear using the leftovers of the curtain fabrics in the shops, the method of vivid shaping, fine knitting and computer technology (Adop poto shop) with a description of simple manual techniques proposed for implementation and attached to the booklet, activating the role of Entrepreneurship in serving small projects and increasing efficiencies Productivity, getting to know the world of entrepreneurship is an important matter that helps the youth and student group to create a culture of self-employment to enable them to succeed and continue in the business world. The researcher conducted a questionnaire to evaluate the program before and after the application.

Research problem-: What concerns women the most all the time and of all ages is their appearance. All women aspire to always appear in their best appearance. Therefore, we find the most interested in fashion programs, and the latest global trends are women without men, many girls are obsessively behind fashion lines and spend a lot of money without taking into account the appropriate and appropriate fashions of their bodies just to see them on the model or on their colleagues in a tempting way to acquire them without awareness or awareness of their body styles Fashion may suit some body styles but not others, and the smart girl should select from the fashion lines only what suits her and not pursue everything new, and with the presence of many girls who do not know what pieces of clothing are suitable for them, and what pieces should be acquired and fit their body styles, Therefore, the research problem crystallizes in answering the following questions:-

- 1- What is the effectiveness of the training program in imparting non-specialized students and graduates the basic knowledge of the cultural awareness of clothing for different body styles?
- 2- What is the effectiveness of the training program in providing students and non-specialized graduates with the basic skills related to the cultural awareness of clothing for different body styles?
- 3- What is the effectiveness of the training program in providing students and non-specialized graduates with basic knowledge of designing and implementing additional clothing supplements for different body types to activate the role of entrepreneurship?
- 4- What is the effectiveness of the training program in providing students and non-specialized graduates with basic skills for designing and implementing additional clothing supplements for different body types to activate the role of entrepreneurship?

Research aims-:

- 1- Determining the effectiveness of the training program in imparting non-specialized students and graduates the knowledge and skills of the cultural awareness of clothing for different body styles.
- 2- Determining the effectiveness of the training program in providing students and non-specialized graduates with knowledge and skills for designing and implementing additional clothing supplements for different body types to activate the role of entrepreneurship.
- 3- Training non-specialized students and graduates to satisfy their needs and provide them with skills required by a job market.

Results:

- Increasing the awareness of the subjects of the study sample of the items of the first axis (social entrepreneurship) and the importance of activating it in the pre and post testing of the program in favor of the post test.
- Increasing the awareness of the subjects of the study sample of the items of the second axis (different body types for women) in the pre and post test of the program in favor of the post test.
- Increasing the awareness of the subjects of the study sample of the third axis items (students' opinions about the designs of clothing supplements implemented to hide the defects of different body styles) in the pre and post test of the program in favor of the post test.

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Keywords:

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