

CONSUMER ACCEPTABILITY FOR DIVERSIFIED *DURRIE* PRODUCTS

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ABSTRACT

Throughout the history and even today India is known for its great and diverse textile heritage that enriches all aspects of life. Changes in the existing village durries have also been made by using new designs, strips of waste material of cloth and plastic bags, and even threads of jute-sacks. Utilizing waste and low cost material have made this technique more popular. Regarding innovations and contemporary interpretations it can be stated that the *durrie* is versatile and can be used as table linens, table cloths and wall-hangings. *Durries* have been used even to cover the seats of chairs and as throws on sofas. Therefore, this art of rural Haryana calls for special attention to make it a marketable commodity, in other forms such as mats, bags, belts and cushion. Decorative techniques like embroidery have been contributing to the adornment of textile materials in Haryana since long. The consumer acceptability for the products of the different aspects i.e. shape and utility. For assessment of acceptability level, formulated statements were measured on three point scale as highly acceptable, acceptable and somewhat acceptable. It is concluded that the acceptance of consumers was judged for the prepared diversified products. The shape of all the products except belt was highly acceptable whereas utility of these products was acceptable by majority of the consumers. The utility of the belt was highly acceptable by majority of them.

KEYWORDS: Diversified, *Durries*