

Acceptability of Modern *Durrie* Designing Techniques for Income Generation

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ABSTRACT The rural women practicing *durrie* weaving as income generation are not aware about the latest trends in *durrie* designing required for increased profitability. Designed *durries* were prepared using innovative designs, which have multipurpose use, and different designing techniques were applied. These designed *durries* were having altogether different and beautiful look as per the latest trend. Training was imparted to 15 weavers on all the technical aspects to assess the acceptability of designs and designing techniques. Majority of the respondents (80%) acquired high level of knowledge about new attractive designs having multipurpose use. General knowledge about the trends & export of designer *durrie* was also acquired by majority of the respondents. As high as 47 percent respondents had high acquisition of knowledge after the training on designing techniques whereas, 40 percent had high level of attitudinal change. More than fifty percent (53.33 %) respondents had high skill change and 40 percent had medium skill change. The overall KAS was significantly higher ($t=5.58^*$) after the training. Overall perceived feasibility index (PFI) of designing techniques of *durrie* weaving was 89.07 percent, and 66.67 percent respondents were placed in the high category while judging overall acceptability of the designing techniques.