

Development of digital printed household linen inspired from art and craft of Gujarat

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■ **ABSTRACT :** The investigation entitled “Development of digital printed household linen inspired from art and craft of Gujarat” was carried out in Ludhiana city. Large number of motifs were considered from secondary sources such as books, research articles and internet from which twenty motifs were documented. By showing these motifs to the panel of twenty judges of College of Home Science, Punjab Agricultural University, Ludhiana, the six most preferred motifs were selected. Twelve designs were developed in two colour combinations and different placements in Corel Draw 13 were developed by using six selected motifs used for the development of final six digital printed household linen. Thus, these designs were then shown to twenty panel of judges for final selection of the six most preferred designs, their colour combinations and placements. An inventory was employed to study the preference of ninety respondents between the age group of 30-40 years, selected randomly from three localities of Ludhiana city. The results of the study revealed that majority of the respondents were between the age group of 30-35 and were graduate, belonging to nuclear families and had monthly family income ranging between Rs. 71,000-1,00,000. 58.89 per cent of the respondents were aware of art and craft of Gujarat. Majority of the respondents, *i.e.* 57.78 per cent were aware of digital printing techniques. Whereas 93.33 per cent were interested in purchasing digital printed household linen. Appearance was the most affecting factor for purchase of the developed digital printed household linen and colour combination was the most important attribute considered by the respondents regarding purchase of the developed digital printed household linen.

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