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AJHS ■

Asian Journal of Home Science
Volume 11 | Issue 1 | June, 2016 | 93-98

DOI: 10.15740/HAS/AJHS/11.1/93-98

e ISSN-0976-8351 ■ Visit us: www.researchjournal.co.in

Research Paper

Awareness of post graduate students towards the handloom products

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Received: 22.02.2016; Revised: 17.04.2016; Accepted: 30.04.2016

■ **ABSTRACT** : Handloom fabric that belongs to Indian legacy has a unique characteristic as compare to mill made fabric. In this era of climate change it becomes more important to adopt this environmental friendly Indian tradition. Production of handloom fabric is not only helpful to provide the employment but also have an important part in Indian economics. But now in this mechanised era the significance and awareness of this beautiful handloom fabric is being lessened day by day. The present study is an attempt to understand the young adult consumer awareness about handloom products. The present investigation was carried out to assess the awareness level of post graduate students towards *Khadi* and other handloom fabric in an agricultural university of Kumaon region of Uttarakhand, India during the year 2015. G.B. Pant University of Agriculture and Technology, Pantnagar was selected. Total 60 students were taken as respondents. Random sampling was used for this purpose. It was found that awareness is not sufficient and there is need to create a proper awareness tool regarding awareness of handloom products.

■ **KEY WORDS**: *Khadi*, Handloom fabric, Environmental friendly, Random sampling

■ **HOW TO CITE THIS PAPER** : Pargai, Deepti and Jahan, Shahnaz (2016). Awareness of post graduate students towards the handloom products. *Asian J. Home Sci.*, 11 (1) : 93-98, DOI: 10.15740/HAS/AJHS/11.1/93-98.

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