

Evaluation of innovatively designed pouches through *Shekhawati* motifs

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■ **ABSTRACT** : The present study inspired from the wall paintings of Shekhawat, a semi-desert area in Rajasthan, the investigation entitled “Development of pouches using motifs from Shekhawati paintings” was carried out in Ludhiana city. Out of twenty developed designs of pouches with Shekhawati motifs, ten designs of pouches most preferred by the respondents were prepared. Evaluation of the prepared pouches was done by a sub-sample of thirty respondents. The most preferred pouch on the basis of Shekhawati motifs and designs was C₃ with geometrical motif (mean score 8.5). Colour combination of pouch B₄ (mean score 6.93), and embellishments of A₁ (mean score 6.93) and overall appearance of C₃ (mean score 8.9) were most preferred by the respondents. The quoted prices for the prepared pouches B₄, A₂ and E₃ were found to be adequate with profit margin of 32.04, 30.43 and 28.34 per cent, respectively.

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