

Preferences of mothers regarding *Khadi* draperies and bed linen for girls (8-11 years of age)

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■ **ABSTRACT** : The present study was undertaken in Ludhiana city. An interview schedule was administered for collecting data from 90 mothers of 30-35 years of age. The results of investigation revealed that majority of the respondents belonged to 34-35 years of age having school going children of 8-11 years of age. Majority of them belonged to nuclear families and had monthly income ranging between Rs.75001 to 100000. Pink, orange and red colours were most preferred for girls by the respondents. Mickey mouse, car, horse and peacock were the most liked cartoon, means of transport, animal and bird/insect motifs. Carrom and badminton motifs were the most liked indoor and outdoor games. Similarly potato, mango and rose motifs were the most liked vegetable, fruit and flower motifs by the children. The preferred motifs were developed into designs by using CAD (Corel Draw X4) software. Motifs were divided into nine categories viz., fruits, vegetables, animal, birds/ insects, indoor games, outdoor games, cartoons, transport and floral motifs for design development.

■ **KEY WORDS** : Line, Draperies, Bed linen, Design features

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