

Acceptability and marketability of the developed Madhubani shawls

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■ **ABSTRACT** : The present study explores the possibility of development of shawls through hand painting using Madhubani Motifs. The objective of present study was to assess the acceptability and marketability of developed shawls using Madhubani motifs. The study results revealed that developed products were highly appreciated by all the respondents. The most preferred shawl was S₅ with first rank. Acceptability range of all the products ranged from 77 per cent to more than 83.83 per cent. Cost of all products ranged between Rs. 685 to Rs.730.

■ **KEY WORDS**: Madhubani painting

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