

Card weaving : An income generating technique

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■ **ABSTRACT** : The present investigation was carried out in Ludhiana city. An interview schedule was prepared for collecting the data from 100 female respondents between the age group of 20-30 years selected randomly from four localities of Ludhiana city. On the basis of preferences of the respondents, ten decorative articles were prepared by using card weaving technique and their cost price was calculated to assess the commercial viability of prepared articles. The results revealed that making articles with card weaving technique holds good commercial potential and are also economically viable. Thus, an entrepreneur can earn 21.21 to 66.78 per cent profit by making intricately designed and unique decorative articles with card weaving technique. Thus an individual can become economically independent by using their creativity and leisure time.

■ **KEY WORDS**: Card weaving, Preferences, Decorative, Commercial potential

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