

A STUDY ON YOUTH AWARENESS TOWARDS THE TEXTILE BASED HANDICRAFTS PRODUCTS

DEEPTI PARGAI¹ & ANITA RANI²

¹Research Scholar, Department of Clothing and Textiles, G. B. Pant University of Agriculture and Technology,
Pantnagar, Uttarakhand, India

²Associate Professor Department of Clothing and Textiles, G. B. Pant University of Agriculture and Technology,
Pantnagar, Uttarakhand, India

ABSTRACT

Textile handicrafts are the part of Indian legacy since a long time. At present, the textile based handicrafts are being ignored by the Indian youths while there is a huge demand of Indian handicraft in foreign countries. The people of foreign countries are willing to pay more prices for Indian handicrafts. These handicrafts items are not only the source of sustainable livelihood for local poor artisans and revenue generation for the country but also the reason of the pride of our country. The main aim of this study was to assess the awareness level of youth adult consumers towards the textile handicrafts products so that proper intervention could be taken for its revival according to the generated data. For data collection survey method was used. Questionnaire was the tool for data collection. Govind Ballabh Pant University of Agriculture and Technology, Pantnagar was selected. Total 60 female students of masters were taken as respondents. Random sampling was used for this purpose. After analysing the data it was found that majority of respondents were somewhat aware about the general characteristics and importance of handicrafts but the awareness related to labelling and branding is very low hence there is need to create a proper awareness tool regarding awareness of textile handicraft products. Awareness among youth will increase the demand of these textile handicrafts which further leads to create livelihood for poor rural artisans of these handicrafts.

KEYWORDS: Textiles, Handicrafts, Survey Method, Random Sampling