

Appendices

APPENDIX - I

QUESTIONNAIRE TO ELICIT INFORMATION FROM KHADI MARKETING PERSONNEL

1. Name of the shop :
2. Year of the establishment :
3. Type of customers for silk sarees :
4. Rank the preference of the customer while selecting khadi silk saree?
 - a. Design
 - b. Cost
 - c. Colour
 - d. surface embellishment
5. Do you sell surface embellished khadi silk saree? Yes/No
If yes
 - a. Bead work
 - b. Embroidery
 - c. Patch work
 - d. Painting work
6. How much do the customers spend for buying surface embellished saree?
 - a. 3500-4500
 - b. 4500-5500
 - c. 5500-6500
 - d. 6500 above
7. Rank the designs preferred by the customer
 - a. Geometric
 - b. Abstract
 - c. Ethnic
 - d. Contemporary
8. Customer preference for colour
 - a. Single
 - b. Two
 - c. Combinations of colours
 - d. Multicolour
9. Do the customers prefer surface embellishment on khadi saree? Yes / No
If yes
 - a. Bead work
 - b. Embroidery
 - c. Patch work
 - d. Painting work
10. Do you have any suggestions to improve Khadi Designs?

APPENDIX - II

QUESTIONNAIRE TO ELICIT INFORMATION FROM KHADI USERS ABOUT THEIR PREFERENCE FOR DESIGN ON KHADI SILK SAREES

1. Name of the Interviewer :
2. Name of the Interviewee :
3. Do you prefer khadi silk saree?
If Yes, a Durable. b. Comfortable c. Grand look d. Trendy
4. How do you select khadi silk saree?
a. Design b. cost c. colour d. surface embellishment
5. How often do you wear Khadi silk saree?
a. Monthly once b. Daily c. Occasionally d. Weekly
6. Tick the most preferred design
a. Geometric b. Abstract c. Ethnic d. Conventional
7. What kind of combination colours you prefer the most?
a. Single b. Two c. Combination of colours d. Multicolour
8. Do you prefer surface embellishment on khadi saree? Yes / No
If yes
a. Bead work b. Embroidery c. Patch work d. Painting work
9. Give your preference for placement of design in saree.
a. All over butta design b. Putta in body
c. Border and pallu only d. Heavy pallu e. Heavy borders
10. How much do you spend for buying khadi silk saree?
a. 3500-4500 b. 4500-5500 c. 5500-6500 d. 6500 above

APPENDIX - III

QUESTIONNAIRE TO ELICIT INFORMATION FROM TEXTILE EXPERTS ABOUT THEIR PREFERENCE AND OPINION ABOUT DESIGNS USED ON KHADI SILK SAREES

1. Name of the Interviewer :
2. Name of the Interviewee :
3. Do you think that Khadi silk has got good recognition among consumer?
 - a. Yes
 - b. No
4. Do you prefer khadi? Yes/No
 - If yes, a. Culture
 - b. Comfort
 - c. Grand look
 - d. Style
5. Give your opinion about designs used on khadi silk sarees.
6. Do you think that khadi sarees require new look?
7. In what way do you think khadi silk saree sales can be improved?
 - a. newer design
 - b. newer colour combination
 - c. Newer work
8. Do you accept that the surface embellishment on sarees is the most preferred? Yes / No
9. Suggest some surface embellishment work suitable for sarees?
10. Recommend colour combinations for surface embellishment work.

APPENDIX - IV
RATING OF THE DESIGNS CREATED WITH ADOBE PHOTOSHOP

Design Code	Excellent	Good	Fair	Poor
S1				
S2				
S3				
S4				
S5				
S6				
S7				
S8				
S9				
S10				

APPENDIX - V

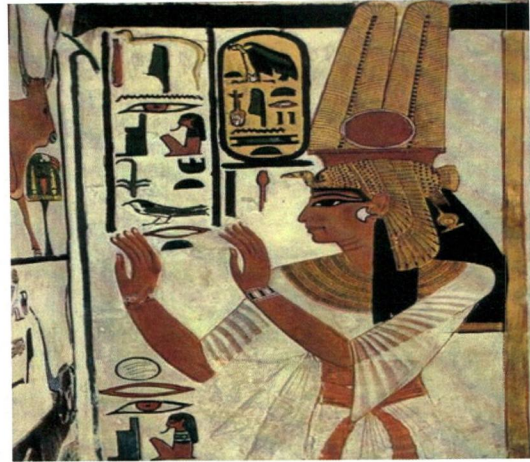
CONSOLIDATED EVALUATION OF THE DESIGN

S.NO	Aspects	Rating			
		Excellent	Good	Fair	Poor
1	Harmony in Design				
2	Colour Combination				
3	Surface embellishment				
4	General Appearance				

APPENDIX - VI



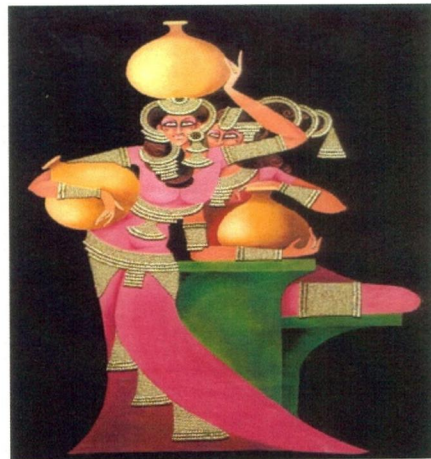
Bengal Art



Egypt Art



Madhubani Art



Bali Art

APPENDIX - VII

SELECTED DESIGN ON BALI ART

