

ACKNOWLEDGEMENTS

My Ph.D. thesis would not have been possible without the inspiration, guidance, encouragement, help and unstinting support of numerous individuals and organizations.

They all deserve to be duly acknowledged for their valuable contribution.

I wish to express my profound sense of gratitude and heartfelt appreciation for my guide and mentor, Prof.(*Dr.*) Anjali Karolia, Professor of the Department of Clothing and Textiles, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, for her valuable guidance and critical appraisal of my work. I am deeply indebted, for her tremendous support and constant encouragement during the course of this study. Her generosity in sharing her knowledge and experience has been truly inspiring.

I would like to express my deep appreciation and gratitude to the panelist Ms. RTA Kapur Chisti, Padmashree Wendell Rodricks, Ms. Bhamini Subramaniam, Prof. Nandita Abraham and Ms. Karishma Shahani Khan for their valuable inputs during focused group discussion. They took time out to engage in group discussion and allowed me to document their experiences and rejoinders. I wish to acknowledge Pearl Academy for supporting the panel discussion and Ms. Radhi Parekh for hosting the focused group discussion at the Artisans' Center, Kalaghoda, Mumbai. I would also like to thank the audience for their intriguing interest in the subject and intelligent questions and overwhelming responses.

I wish to acknowledge the inputs of all my respondents who shared valuable information regarding their sari collection, their personal experiences and preferences.

I would like to thank the library staff of the Symbiosis Institute of Design, Pune, MAEER's MIT Institute of Design, Pearl Academy, Mumbai and Smt. Hansa Mehta Library, Baroda for their help and co-operation.

I have received tremendous support from friends, colleagues and family during the process and completion of this study. I would like to acknowledge their contribution and extend my heartfelt gratitude to them.

Firstly, I would like to thank the faculty, staff and research scholars of the Clothing and Textile Department, who assisted and encouraged me in various ways during the course of my Ph.D. studies. I am grateful to all of them for their help.

I would like to extend my gratitude and appreciation to Dr. Madhu Sharan, Head of the Department of Clothing and Textiles, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda for her help, encouragement and timely support. My teachers and mentors from the department deserve heartfelt gratitude for taking special interest in my work and timely support.

Heartfelt gratitude to my father Prof. (Dr.) Vishwasrao Sonawane, for his immense motivation and unflinching support, guidance and feedback during this study, I am deeply indebted to him, as I submit my thesis.

For encouraging me, I would like to thank my friend Ms. Fatima Ghani, she has always taken great interest in my work and her critical appraisal has helped in shaping my thesis.

I express heartfelt gratitude to my friends and fellow researchers Ms. Varda Tambe and Ms. Vrushali Dhage for constant motivation and support. I genuinely appreciate and accept the help of Ms. Bargavi Viswanathan in designing the infographics and graphs.

Exceptional acknowledgments are extended to Mr. Vatsal Agrawal for his interest in my work, positive feedback and uninterrupted discussions.

Sincere gratitude is due to my parents and my in-laws who have always been there for me, with their unconditional love and support. Their belief in my capabilities has been the anchor for this research.

Lastly, I would like to acknowledge the involvement of my husband Pruthviraj MR, who has helped with vivid photography for the study. He has been a pillar of strength and deserves a big thank you for his love and constant pampering which kept me going till the end. Without his backing and resolute conviction this would not have been possible.

Vaibbhavi Pruthviraj Ranavaade

PhD Scholar