## ACKNOWLEDGEMENT

The completion of this thesis was possible with the support of several people. I would never have been able to finish without the guidance of my research guide, my husband and support from my family.

I deeply express my gratitude to my guide Prof. Anjali Karolia, Head of the Department Clothing & Textiles, Faculty of Family and Community Sciences, The M.S. University of Baroda for her guidance, endearing support, and significant discussions. I have been amazingly fortunate to have a mentor like her who gave me the freedom to explore on my own, and at the same time the guidance to recover when my steps faltered. She taught me how to question my thoughts and express ideas. Her patience and support helped me overcome many crises. I am also thankful to her for encouraging the use of correct grammar and consistent notation in my writings and for carefully reading and commenting on countless revisions of the document. Under her supervision the study has been written and successfully completed.

I would like to express my appreciation to Prof. Amita Pandya, Former Head, Department of Clothing & Textile, Faculty of Family and Community Sciences, The M.S. University of Baroda for her contribution in the inception of the research and her intense direction towards the constructing of the research design.

I gratefully acknowledge the funding sources that supported the research expenses. I was funded by The Maharaja Sayajirao University for the University Scholarship for the initial years of my study. I am indebted to the University Grant Commission for giving me the J.R.F fellowship for continuing the doctoral thesis.

My sincere thanks goes to Sribhas Supkar, an eminent designer of Varanasi for his advice co-operation in understanding the design configuration and helping in the implementation of research practically without which the study would not have been completed. I put across my heartfelt thanks to the whole team of Varanasi Master Weavers and weavers for their precious time in manufacturing the *Chowkpurana* brocade saris.

I extend my earnest gratitude to Dr. Nidhi Chaudhary for her moral support throughout the study.

I would like to extend my thanks to Dr. Madhu Sharan, Dr. Reena Bhatia, and Ms. Vandana Chauhan, Department of Clothing & Textile, Faculty of Family and Community Sciences, The M.S. University of Baroda for extending their help whenever required.

I put forward my deepest thanks to Dr. Rajni Yadav, Dr. Kirti Manek for their encouragement, unvarying support and prayers.

My deepest thanks to Ms. Amrita Doshi for her help and unending cooperation. I offer my admirable gratitude to Ph.D. and research staff friends for their co-operation, patience for bearing me. I would never forget all the chats and beautiful moments I shared with them and for giving me an enjoyable time during the thesis writing.

I would like to express my deep sense of gratitude and indebtedness to Dr. Annapurana Shukla and Dr. Rai Kalyan Krishna for their support during my stay in Varanasi.

I convey my cordial greetings to Srivastava sir for his guidance in the construction and validation of the opinion tool and in the statistical analysis wherever required. Professor Srivastav, has been very kind and patient and always willing to lend his service whenever I approached him and I acknowledge and appreciate him for all his efforts.

I am thankful to Ms. Saroj I. Patel, Prof. B. Balakrishnaiah for their co-operation in validation of tools. I am indebted to them for their valuable comments on this thesis.

I would like to convey my deep regard to Prof. Manisha Gahlot, Department of Clothing & Textile, Govind Ballabh Pant Agriculture University of Technology Pantnagar for her love and encouragement. No research is possible without the Library, the centre of learning resources. I offer my genial regards to Mr. Nanesh for his service during the study. I am also thankful and my sincere gratitude to all the staff of Clothing & Textiles for their help at various phases of the study.

I am sincerely indebted to Abhimanyu Dhawan, lawyer, who helped me in registering and copyrights the Chowkpurana brocade design.

I offer my special thanks to Pronoy Singha for his help in editing and the correction of the thesis.

I have no words to express my thanks to my husband Nitin for his quiet patience, support, encouragement, and unwavering love without which this accomplishment would not have been possible.

Most importantly, I extend my thanks to my family for their loving, caring and support during these years of hardships, A special note of appreciation to my in-laws for their love and blessings.

Above all, I owe it all to Almighty God for granting me the wisdom, health and strength to undertake this research task and enabling me to its completion.

Shaleni Bajpai