OBJECTIVES OF THE STUDY

1. To identify the market potential in terms of money and check whether it has improved through the use of the Internet.

2. To understand the impact, the use of internet is having on the income of the entire range of participants, i.e. from artisans to middle men to further on to the shop owners. Also, finally onto the exporters.

3. To search and try to meet women entrepreneurs in the handicraft business in any role and understand the role played by the internet in their economic independence.

4. To study the overall impact the internet is having on the socio-economic condition of the artisans from Maharashtra.

5. To be able to suggest a conceptual model for using the internet for the advancement of the handicraft trade in Maharashtra