**RESEARCH METHODOLOGY & WORK PLAN**

**Research Design:** the research design will be exploratory and descriptive. All the steps involved in tandem with the objectives of the study.

**Statistical Tools:** Correlation analysis and ANOVA test.

**Sampling Design:** the sampling design adopted will be Simple Random Sampling Method. The sample size will be 500. It will be as follows:

- 50 exporters dealing in handicraft products from Maharashtra.
- 50 executives of government emporiums (trimurti), KhadiBhandar showrooms.
- 200 owners/shop managers of private handicraft showrooms from different urban centres of Maharashtra.
- 100 middlemen/suppliers connected with exporters, emporiums, showrooms and institutional buyers.
- 100 Handicraft artisans in their own surroundings. At 30% of the will be women entrepreneurs.

**Data Collection:** Data will be collected from Primary and Secondary sources. The Primary sources will be as shown above. Questionnaires, which will be direct and clearly understood by the sample will be generated. If need be, I will frame the questionnaire in the local language, i.e. Marathi.

To use a movie camera wherever allowed to make a photographic record of the handicraft work in creation.

Secondary data collected from IMC journals, WTC shipping records, books, journals dedicated to handicrafts, government handicraft board annual reports, websites of exporters, trading company brochures and any other source available.

The data collected will be tabulated and analysed and the conclusions will be arrived at.