OBJECTIVES

1- To identify the current state of the identified Handloom and Handicraft clusters of Maharashtra.

2- To provide key marketing insights with respect to the shopping behavior of working urban and rural Indian women consumers.

3- To analyze the consumer behaviour of Indian women and foreigners shopping in Maharashtra.

4- To suggest measures on product development and marketing linkages for the identified handloom and handicraft products for targeting the women consumer shopping in urban cities in Maharashtra.