METHODOLOGY

SOURCES OF DATA

1. **Primary Data:** The Primary data will be collected using the techniques of survey and personal interviews as modes of data collection. Separate sets of structured questionnaire will be prepared for Women Consumers, Craftsmen and Retailers.

2. **Secondary Data:** The secondary data shall be collected from various Publications of Government of India related to handlooms and handicrafts. Data will also be collected from Maharashtra Small Scale Industries Development Corporation(MSSIDC), Development Commissioner Handicrafts (DC-Handicrafts) and various NGOs and National Banks working with the handloom and handicraft sectors. The facts and figures on Retail and Consumer Behaviour will be analyzed from Books, Magazines, Journals, Periodicals and internet.

RESEARCH DESIGN

**Descriptive Quantitative Research**

The Research will focus on understanding the dynamics of Indian Urban women consumer’s behavior with respect to social, cultural and psychographic factors on one hand and identifying the problems associated with the craft clusters on the other. It will also focus on understanding the needs of the women consumer and how the craft based products can be modified to suit their needs while retaining their heritage value. Since the insights related to who, what, how are being addressed in this research, Descriptive Research Design will be used. The primary data collected from Women Consumers, Craftsmen and Retailers will be quantified. Hence, the methodology adopted will be Descriptive Quantitative Research.

SAMPLING TYPE

The sampling type for the consumer survey will be Quota Sampling method. The Craftsmen and Retailer survey will be conducted using Stratified sampling method.

SAMPLE SIZE
**Consumer Survey:** 1000 respondents
- Sampling Frame: Women in the age group of 30-50 years will be surveyed across the cities of Mumbai, Pune and Nagpur.

**Retailers Survey:** 10
Sampling Frame:
- Physical Stores selling craft based products in Mumbai, New Delhi, Bengaluru and Kolkata
- Online Stores selling craft based products
- Craft fairs and Exhibitions in Mumbai

**Craftsmen Survey:** 100 craftsmen
Sampling Frame: 100 craftsmen from the 3 Handloom Clusters and 4 Handicraft Clusters will be surveyed.
- Handloom Clusters identified are Paithani, Himroo and Kosa
- Handicraft Clusters identified are Sawantwadi Wooden Toys, Warli Painting, Achalpur Lac Bangles and Kolhapuri Chappal

**RESEARCH AREA**

The Consumer Survey will be conducted across the cities of Mumbai, Pune and Nagpur.

The Retailer survey will be conducted in Mumbai, New Delhi, Bengaluru and Kolkata. Online retailers will also be surveyed for this purpose.

The Craftsmen survey will be conducted in the craft clusters of Paithan, Aurangabad, Bhandara, Sawantwadi, Jawhar, Achalpur and Kolhapur.
LIMITATIONS OF THE RESEARCH

The handloom and handicraft clusters have been selected on the basis of their turnover and scope of product development in women and children product categories.

The results of the research may not be directly applicable to other parts of the country i.e. other metros, Tier – I and Tier – II cities.

This study may not be applicable to the crafts practiced in extremely remote areas of Maharashtra where even basic infrastructure is not available.

The study may not be applicable to the crafts practiced in other parts of India as there might be different socio-cultural dynamics according to regional diversity.

WORK PLAN

Introduction

Literature Review

Research Methodology

Data Analysis

Key Findings

Directions for Future Research

Conclusions