

1. TITLE OF THE PROJECT

**“STUDY OF HANDICRAFTS EXPORTS FROM KHADI GRAM
UDYOG IN INTERNATIONAL MARKETS”**

2. STATEMENT OF THE PROBLEM

India is one of the important suppliers of handicrafts to the world market. The Indian handicrafts industry is highly labour intensive cottage based industry and decentralized, being spread all over the country in rural and urban areas. Numerous artisans are engaged in crafts work on part-time basis. The industry provides employment to over six million artisans (including those in carpet trade), which include a large number of women and people belonging to the weaker sections of the society. While India was a promising market to many international brands, it was not completely immune to the global economic flu. Although exports of handicrafts appear to be sizeable, India's share in world imports is miniscule. It is a sector that is still not completely explored from the point of view of hidden potential areas.

3. OBJECTIVES OF THE STUDY

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

1. To find out the customer perception & awareness towards Indian Handicrafts in international markets.
2. To find the Handicrafts Export Markets and products In India.
3. To know the main factor which motivates peoples to buy various handicrafts from khadi gram Udyog?
4. To know benefits of handicraft exports in international markets.
5. To study about Indian handicraft industry.
6. Identifying the key activities which the export network carries out, in order to procure and ship the handicrafts it deals in, with particular reference to supporting services of all kinds provided to small-scale producers.

4. RESEARCH METHODOLOGY

Methodology: Primary Data

Method you will use to present data: Make tabulation transforms the raw data collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data: • Calculating the percentage of the responses. • Formula used = $\frac{\text{no. of responses}}{\text{total responses}} \times 100$ REPORT WRITING AND PRESENTATION Report Encompasses – Charts, diagrams

Method you will use to classify data: PRIMARY DATA: Most of the information will be gathered through primary sources'. The methods that will be used to collect primary data are: Questionnaire and online interviews SECONDARY DATA: The secondary data will be collected through:, internet and Magazines

No. of respondent

100

Location of study:

DELHI

Explanation of the method: Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions.

RESEARCH DESIGN:- The research design used in this study was both 'Descriptive' and 'exploratory'.

SAMPLING TECHNIQUE:-

The selection of respondents will be doing on the basis of convenience sampling (Non- Probability). Basically I will use random sampling method.

STASTICAL TOOLS:

MS-EXCEL and MS-WORD

A "**Likert scale**" is actually the sum of responses to several Likert items. These items are usually displayed with a visual aid, such as a series of radio buttons or a horizontal bar representing a simple scale.

5. COMPANY PROFILE

Showcase and retailer of traditional Indian fabrics like khadi, arts and handicrafts straight from the craftsman. Khadi was Mahatma Gandh is gift to the common Indian man; today it is practically a fashion statement. The Khadi Gram Udyog preserves and promotes the organic concepts on which Indias and arts and crafts are built. The store stocks a variety of natural fabrics and garments, made mainly from khadi or derivatives like cotton and linen. Find exquisite embroideries on fabric, garments and home dcor products, natural honey, incense, handmade paper, traditional Indian curios and organic foods.

6. QUESTIONNAIRE

Q1. Have you ever gone for buying anything from Khadi Gram Udyog?

- Yes
- No

Q2. How did you get to know about Khadi Gram Udyog?

- Through friends
- Through relatives
- Advertisements
- Internet
- Window shopping

Q3. Is this your first purchase from Khadi Gram Udyog?

- Yes
- No

Q4. How often do you go to buy any handicraft from a Khadi Gram Udyog store?

- Occasionally
- Monthly
- Seasonally
- During Sales promotion

Q5. How long have you been purchasing the Khadi Gram Udyog items?

- 6 months

1-3 years

More than 3 years

Q6. Do you recall any banner/ad related to particular Brands?

Yes

No

If 'yes' where did you see it;

T.V.

Magazine

Outside an outlet

Billboard

Internet

Q7. Do you satisfied with Khadi Gram Udyog rates?

Yes

No

Q8. How likely are you to recommend Khadi Gram Udyog handicrafts to a friend or colleague?

Very Likely

Somewhat Likely

Neither Likely nor Unlikely

Somewhat Unlikely

Very Unlikely

Q9. Do you have sufficient information about design trends abroad from different sources including foreign visitors?

Yes

No

Q10. Do agree that Khadi Gram Udyog provide you various handicrafts on very suitable price?

Yes

No

Backgrounds:

1. Name _____

2. Sex: Male

 Female

3. Age: Below 18

 18-35

 35-50

 Above 50

4. Education: Under Graduate

 Graduate

 Post Graduate

5. Occupation: Service

 Profession

 Business

 Other

6. Address

7. Phone no.

***Thanks for your valuable time and co-operation**

7. REFERENCES

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8. CHAPTERISATION

1. Introduction
2. Review of Literature
3. Objective and scope of study
4. Methodology (Details of methodology used in studying and collecting the data and issue will be described)
5. Descriptive work (Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)
6. Study report (Study report of other researcher will be observed and analyzed)
7. Findings and Recommendation
8. Conclusion and Limitations
9. Bibliography
10. Appendix-1 (Questionnaire prepared for conducting study will be attached and other papers which have not been mentioned above will be included).

9. PROFILE OF PROJECT GUIDE

Name :

Age :

Educational Qualification :

Professional Experience :

Organization :

Current Designation :

Brief Profile :

Address

House No. :

Street :

City :

State :

Country :

Mobile Number (10 digits) :

Email :