Graduation Project Report

On

“To analyse the gap between the customer’s demand and the market offerings of handicraft products.”

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1. Objective

The objective of the research is being focused on to analyse the gap betweenthe customer's demand and the market offerings of handicraft products.

Sub Objective

- To evaluate the products being manufactured by the artisans.
- To know the consumer buying behaviour towards handicraft products.

2. Introduction

Bihar Rural Livelihoods Promtion Society (BRLPS) - Jeevika

Bihar Rural Livelihoods Promotion Society (BRLPS) popularly known as JEEViKA was established in 2005 by Government of Bihar, GoB with the assistance of World Bank for Poverty Alleviation in the state. The World Bank assisted Bihar Rural Livelihoods Project was launched in 2006.

After a successful pilot in 22 villages across 5 blocks in 2006, the project expanded to 18 blocks in 6 Districts in 2007. In 2009, 24 more blocks were added. JEEViKA commenced operations in 11 more blocks of 3 districts in Kosi area under Bihar Kosi Flood Recovery Project in December, 2010. In April 2011, JEEViKA was designated by Government of Bihar as State Rural Livelihoods Mission to roll out National Rural Livelihoods Mission in entire state. JEEViKA has upscaled its interventions in 533 blocks across 38 districts in February, 2014.

JEEViKA promotes rural livelihoods and enhances social and economic empowerment of the poor, particularly women. The project has been making significant strides in supporting and nurturing institutions of the poor, its federations and their livelihoods.

Objective

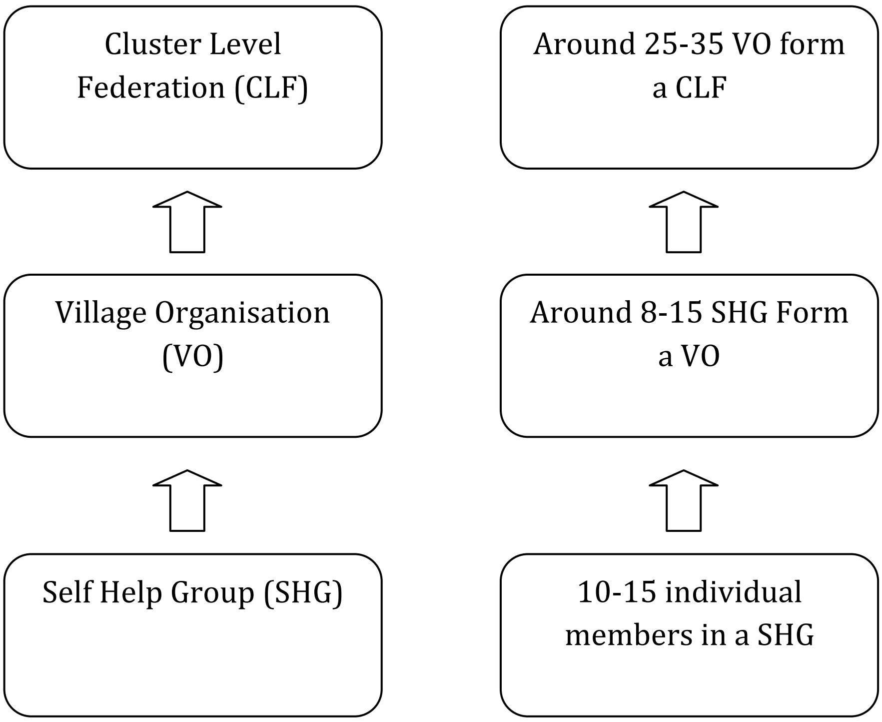
The BRLP objective is to enhance social and economic empowerment of the rural poor in Bihar. This objective is sought to be accomplished by:

- Improving rural livelihoods and enhancing social and economic empowerment of the rural poor.

- Developing organizations of the rural poor and producers to enable them to access and better negotiate services, credit and assets from public and private sector agencies and financial institutions.
- Investing in capacity building of public and private service providers.
- Playing a catalytic role in promoting development of microfinance and agribusiness sectors.

Institutional Architecture

Institutional Architecture **Members Required**



Community Institution Presence

	Target	Present Status
CLF	1600	231
VO	65000	14212
SHG	1100000	3,60,000

Mobilisation	1.5 crore HHs	42,00,000 HHs
Total Villages	44874	9933

The core strategy of the BRLP program is to build vibrant and bankable women's community institutions in the form of self help groups (SHGs), who through member savings, internal loaning and regular repayment become self sustaining organizations. The groups formed would be based on self savings and revolving fund and not on a single dose of community investment fund (CIF) funds for association given as a subsidy.

In the next phase, these primary level SHGs will be federated at the village level to form the second tier of the community organization the VOs. The VOs will receive investments from the project, for further on lending to the SHGs and members, through a second dose of the community investment fund to be used for assetisation, food security purchases, and retiring of high cost debts. A large part of this capital inflow is likely to be for meeting immediate consumption needs, particularly health and food purchase, given the extreme level of poverty in rural Bihar. This will ensure that assetisation and future cash inflows are not wasted on just repaying high cost debts to money lenders in the future.

In the third phase, the VOs will be federated to form higher level community organizations at the cluster and block levels. These apex community level federations will be responsible for enhancing livelihood activities in a comprehensive manner acting as microfinance institutions for lower level VOs, and economic institutions that take up specific income generating activates based on the assets created at the family level, such as animal husbandry, micro agriculture etc. For the sustainability of lower level institutions as both sustainable economic and social entities such aggregation is essential.

Under its nonfarm and micro enterprise thematic area, BRLPS is promoting nonfarm based Producer Groups (PG). Purpose of producer group formation is to promote similar collective livelihood activities and enhance income generation capacity of its SHG members.

BRLPS provides all technical services to enhance capacity of PG so that they can directly connect themselves with market.

3. Research Methodology

3.1 Research Design

Basically there are two types of research methods i.e. primary and secondary.

Secondary data: The research conducted was exploratory research. It is further descriptive and finally conclusive in nature. By far the most widely used method for collecting data was through secondary data collection, commonly called secondary research. This process involved collection of data from a distributor of primary research or accessing information already gathered. The information has been collected from the official website of company and from various official documents of Jeevika.

Primary data: The research was conducted by interviewing different artisans of Bhagalpur, Muzzafarpur and Madhubani to learn about production and marketing practices of handicraft products in Bihar.

The research was also done by preparing the questionnaire for the customer in order to collect the data regarding the demand of handicraft products in the state. Street people have been ignored as they are from very poor family and do not have the experience of having handicraft products of different brands. Altogether a survey questionnaire was sent out to approx 1600 people. A reminder was also sent to increase the number of respondents. Of the 1600 survey questionnaires distributed, 379 responses were received. About 19 respondents did not complete a large part of the survey, resulting in 360 returned surveys that have been considered for the analysis.

3.2 Research instrument

An interview was conducted for the artisans and the questionnaire was prepared for the customers. Online questionnaire and face-to-face administered questionnaire was used along with the interviews of the respondents for the data collection. The questionnaire comprised of Likert scale questions, closed-ended questions, dichotomous questions and open-ended question. The questionnaire comprised of two different parts. The first section of the questionnaire includes demographic questions such as age, gender, qualification, occupation and income to see the respondent's demographic profile. The last section includes the questions regarding their .....

3.3 Sample design

The sample is comprise of the artisans and customers both males and females.

3.4 Sample size

The number of observations for conducting and analyzing the survey are.:

Artisan:

- One Producer Group of Madhubani painting in Madhubani.
- One Producer Group of lahthi bangles in Muzzafarpur.
- One Producer Group of Kambal in Muzzafarpur.
- One Producer Group of sujni embroidery in Muzzafarpur.
- Two Self Help Group of Bhagalpuri silk in Bhagalpur.

Customers: 360 peoples from the different cities of Bihar like Muzzafarpur, Bhagalpur, Madhubani, Patna, Betiya etc.

3.5 Duration

The study was of total 6 days starting from 4th December, 2015 to 9th December, 2015 which included:

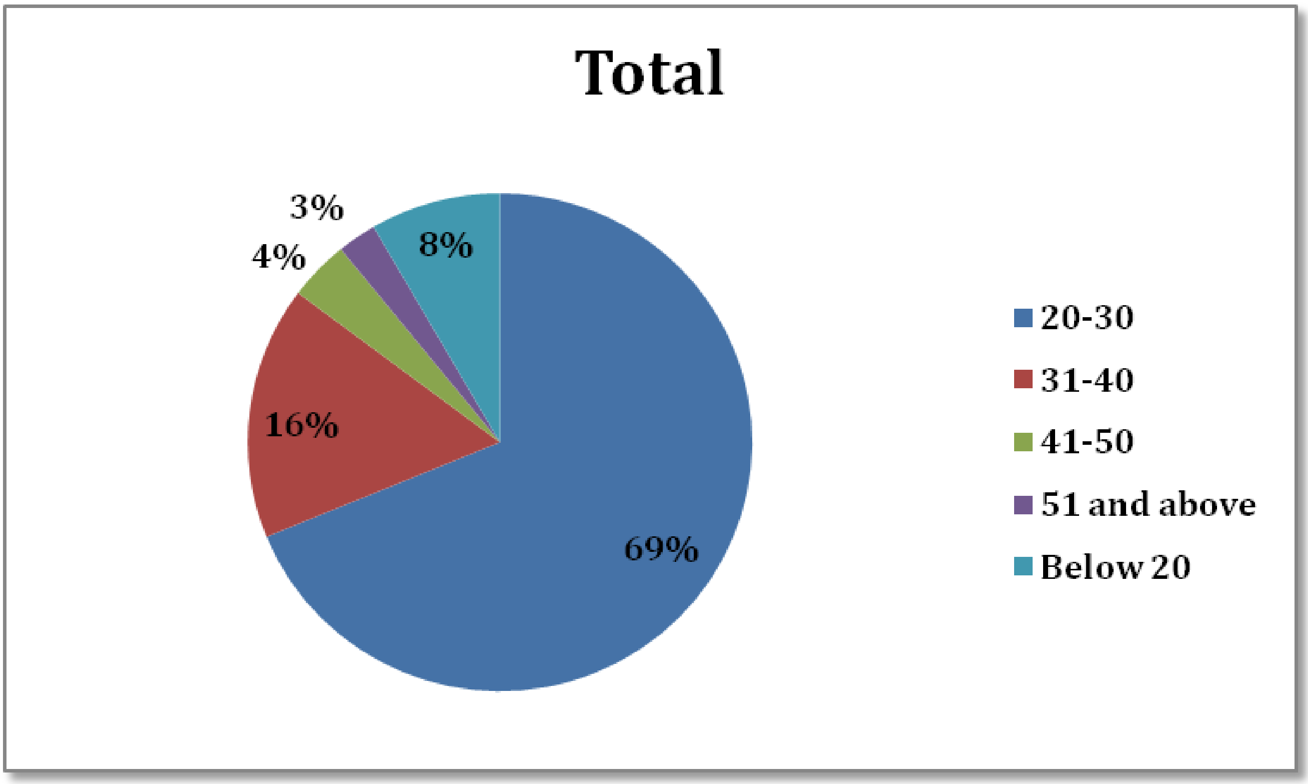
- Visit to Bhagalpur, Madhubani and Muzzafarpur.
- Study of the craft.
- Various involved process, skills, techniques and marketing practices.
- Interview of the artisans present in the cluster and questionnaire survey of the customers.

3.6 Research Analysis (Artisans)

3.7 Research Analysis (Customers)

1. Age

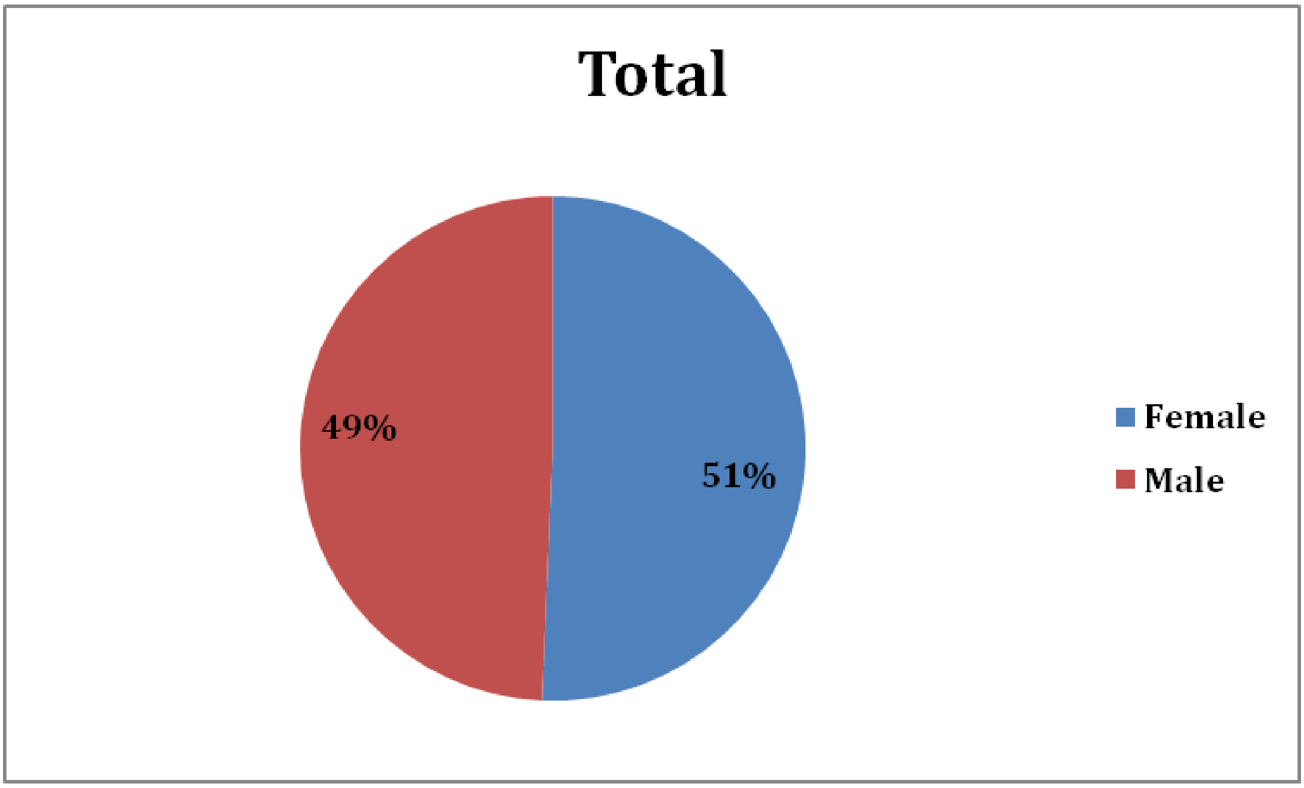
Row Labels	Count of Age	Percentage (%)
Below 20	30	8
20-30	247	69
31-40	59	16
41-50	14	4
51 and above	9	3
Grand Total	**359**	**100**



As per the graph above, the maximum numbers of respondents which are 69% are between the age group of 20-30 years. Then the second highest respondents are between the age group of 31-40 years which is 16% whereas 8% of the respondents are below 20 years, 4% of the respondents are of the age group 41-50 years and the remaining 3% are of 51 years and above.

2. Gender

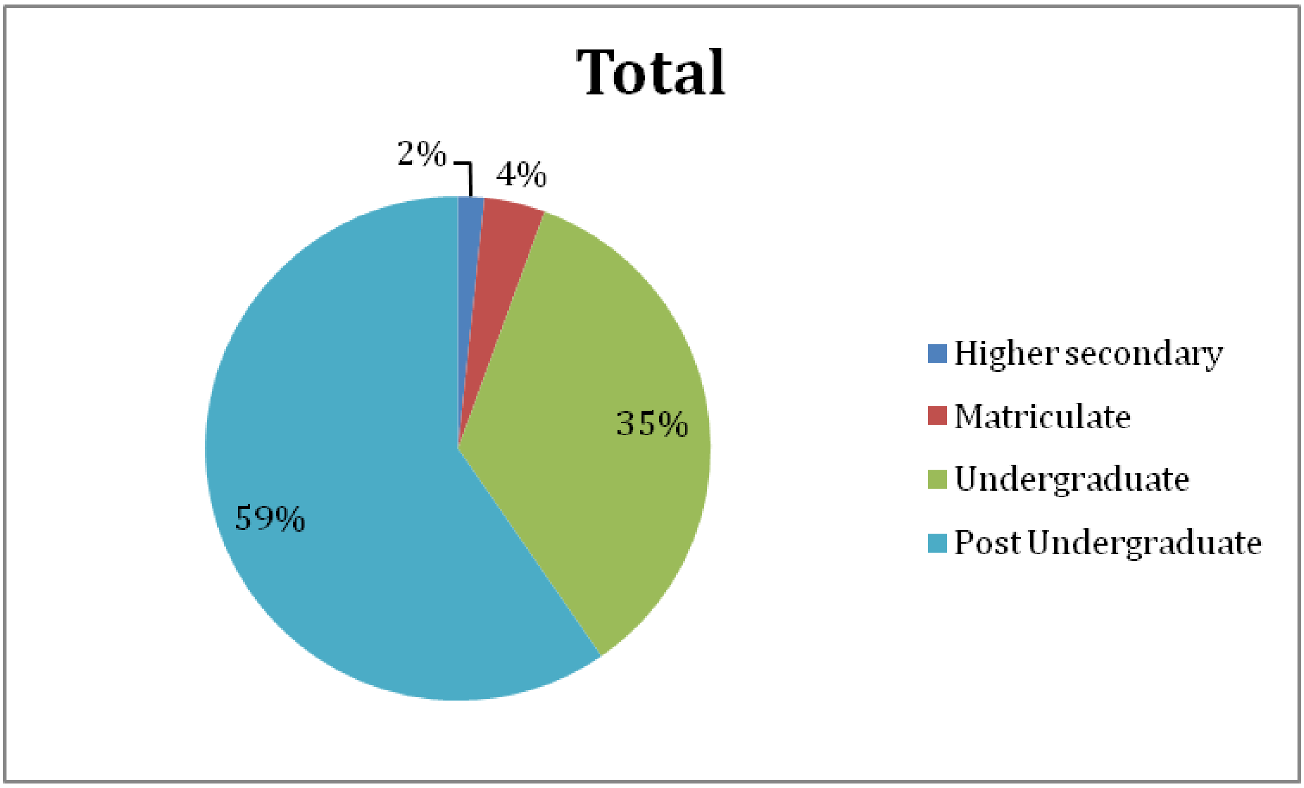
Row Labels	Count of Please indicate your gender.	Percentage (%)
Female	182	51
Male	177	49
Grand Total	**359**	**100**



On asking the sample that consisted of both male and female segment of the population, a large chunk of the sample i.e. 51% of the population is consisting of females whereas a comparatively lesser fragment of the sample i.e. 49% of the population is consisting of males.

3. Education level

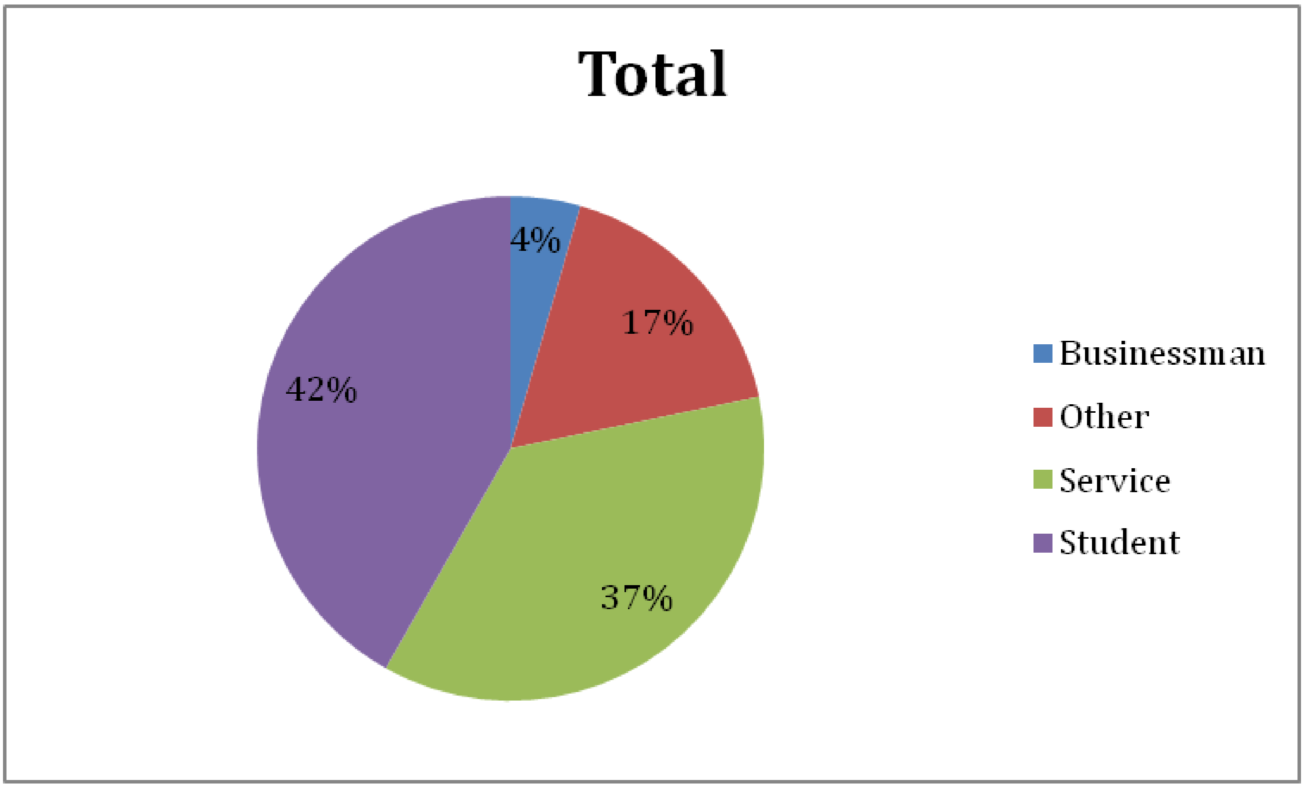
Row Labels	Count of Educational level	Percentage (%)
Matriculate	14	4
Higher secondary	6	2
Undergraduate	125	35
Post Undergraduate	214	59
Grand Total	**359**	**100**



It can be observed from the above graph that the majority of the respondents which is 59%, have completed or completing their postgraduate while the second highest which is 35% are undergraduate and the remaining 4% and 2% have done their matriculate and high school respectively.

4. Occupation

Row Labels	Count of Occupation	Percentage (%)
Businessman	16	4
Other	62	17
Service	131	37
Student	150	42
Grand Total	**359**	**100**

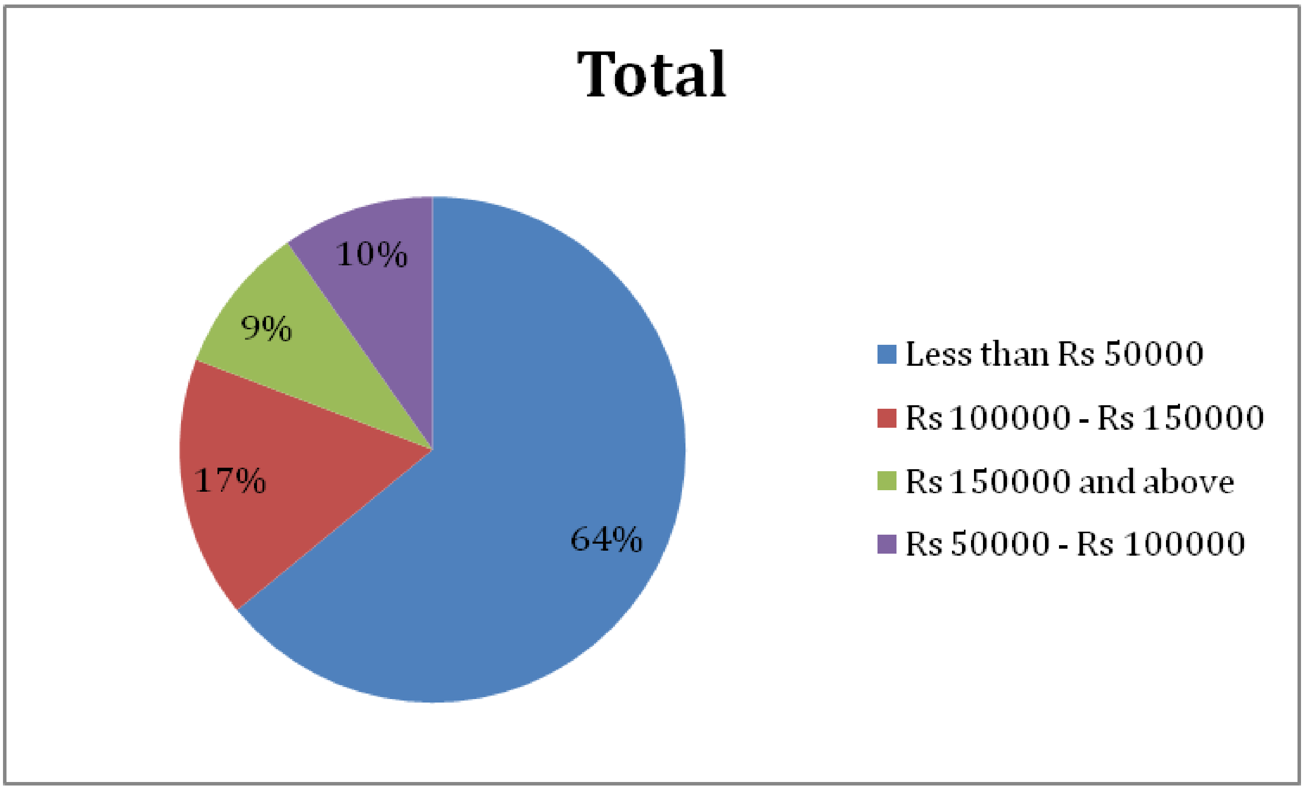


This graph depicts that, out of 359 respondents, 150 respondents which make it 42% are student, 37% which is 131 respondents are doing the service, 4%

which is 16 respondents are businessman/businesswoman while 17% which is 62 are respondents who are housewife and retired.

5. Income

Row Labels	Count of Income (Per Month)	Percentage (%)
Less than Rs 50000	230	64
Rs 50000 - Rs 100000	35	10
Rs 100000 - Rs 150000	60	17
Rs 150000 and above	34	9
Grand Total	**359**	**100**

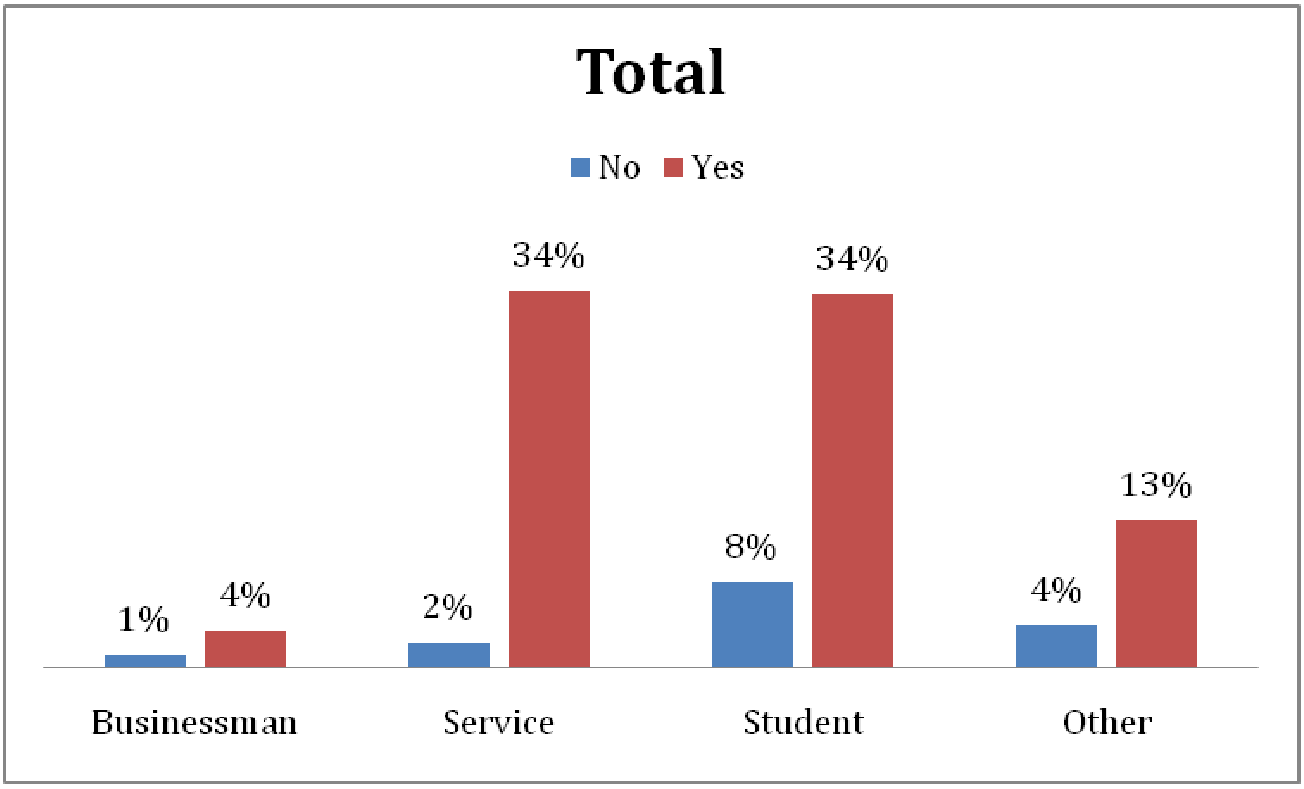


As per the graph above, the monthly income of 64% of the respondents is less than Rs 50000 whereas 10% have monthly income between Rs 50000 and Rs

100000, 17% have monthly income between Rs 100000 and Rs 150000 and only 9% have their monthly income above Rs 150000.

6. Do you use handicraft products?

Row Labels	Count of Do you use handicraft products?	Percentage (%)
No	**54**	**15**
Businessman	4	1
Other	14	4
Service	8	2
Student	28	8
Yes	**305**	**85**
Businessman	12	4
Other	49	13
Service	123	34
Student	122	34
Grand Total	**359**	**100**



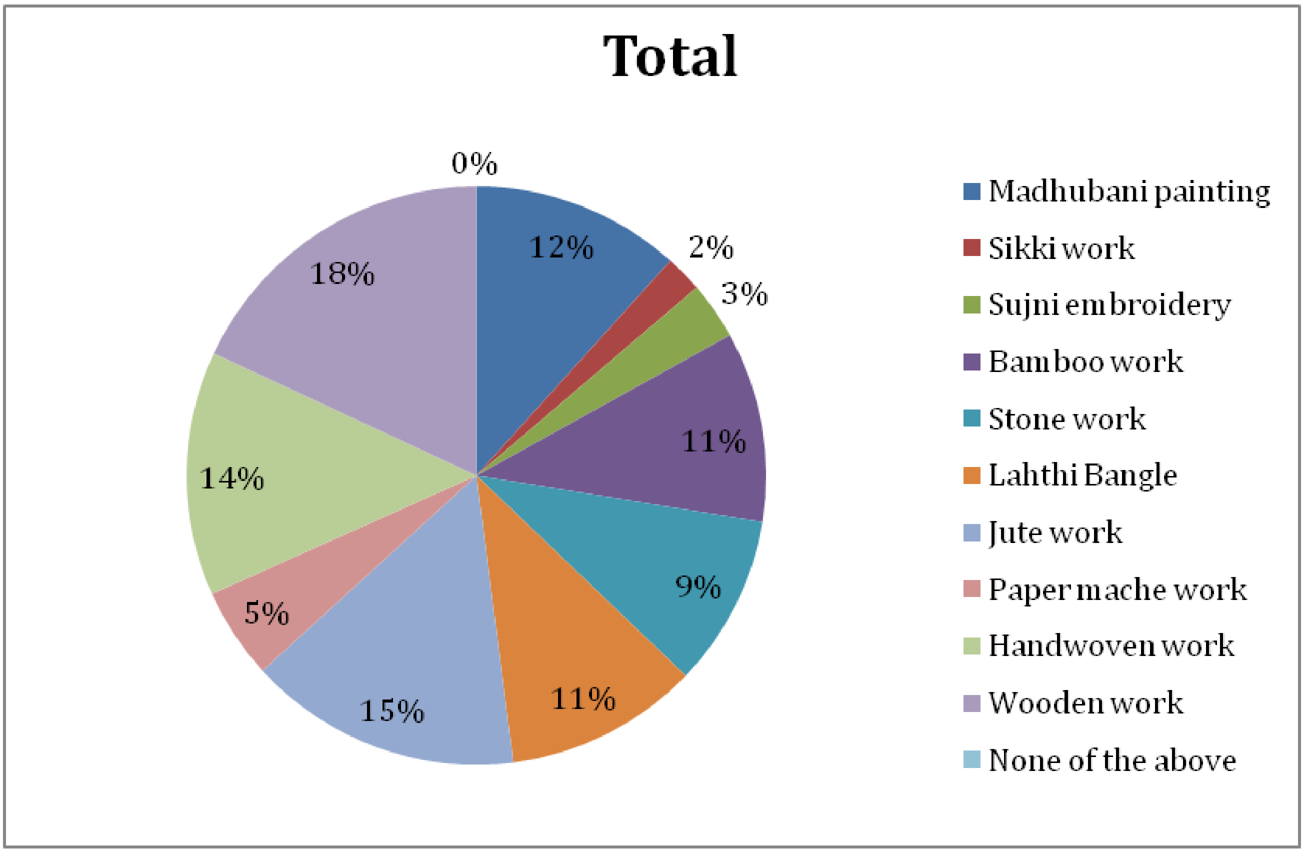
The above graph shows that 15% of the population do not use the handicraft products (1% are businessman, 2% are service persons, 8% are students and remaining 4% are respondents who have other occupation) while 85% of the population use the handicraft products (4% are businessman. 34% are service persons, 34% are students and remaining 13% are other occupation respondents).

This clearly depicts that majority of the population purchase the handicraft products.

7. In the past, which, if any, of the following handicraft products have you purchased? Select all that apply.

Row Labels	In the past, which, if any, of the following handicraft products have you purchased? Select all that apply.	Percentage (%)
Madhubani painting	124	12

Sikki work	22	2
Sujni embroidery	34	3
Bamboo work	113	11
Stone work	102	9
Lahthi Bangle	115	11
Jute work	162	15
Paper mache work	54	5
Handwoven work	145	14
Wooden work	192	18
None of the above	0	0
Grand Total	**1063**	**100**

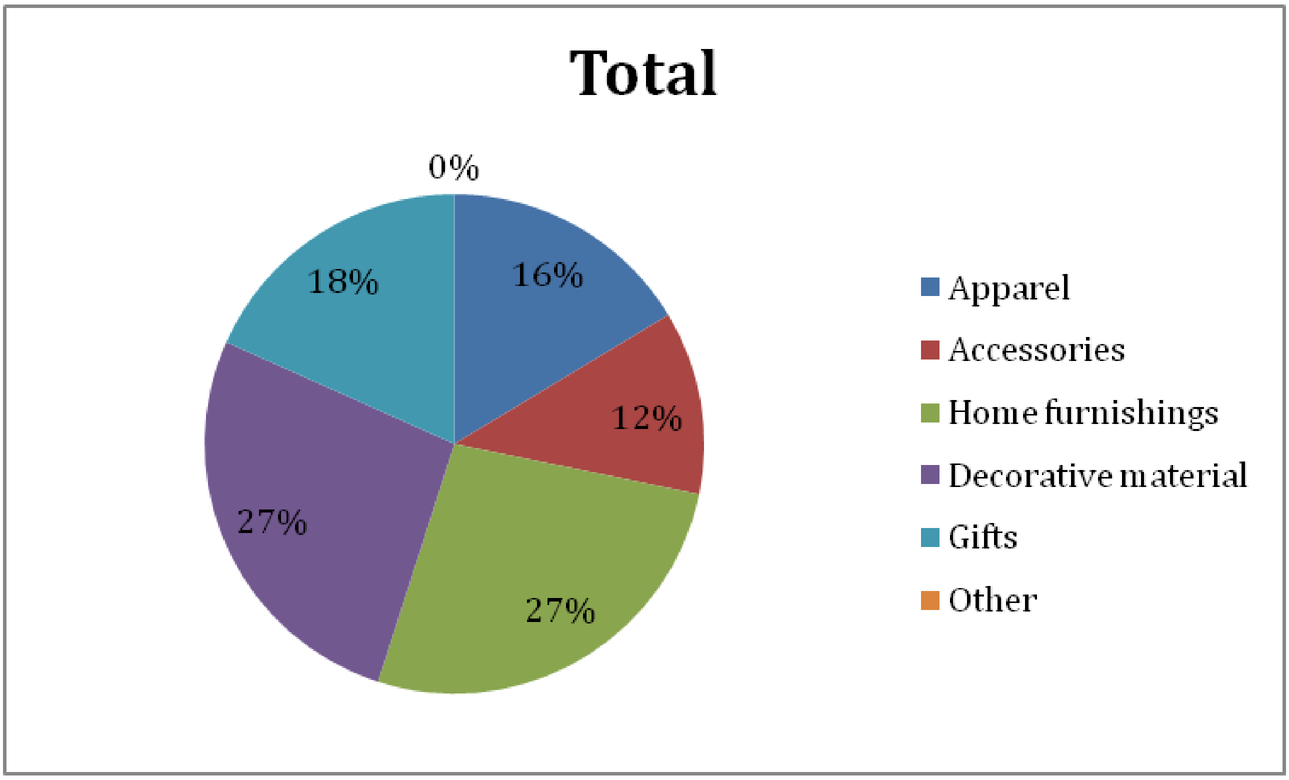


As per the graph above, most of the population have purchased wood craft products, jute and handwoven manufactured goods products which are 18%, 15% and 14% respectively. The remaining 12%,11%, 11%, 9%, 5%, 3% and 2% purchase the madhubani painted products, bamboo products, lahthi bangle, stone artefacts, paper mache products, sujni embroidered merchandises and sikki products correspondingly.

This clearly signifies that there is a huge demand for wood, jute, handwoven, madhubani, bamboo and lahthi products among customers in the market.

8. Which product category do you prefer in handicrafts? Select all that apply.

Row Labels	**Which product category do you prefer in handicrafts? Select all that apply.**	**Percentage (%)**
Apparel	142	16
Accessories	103	12
Home furnishings	232	27
Decorative material	232	27
Gifts	159	18
Other	0	0
Grand total		100



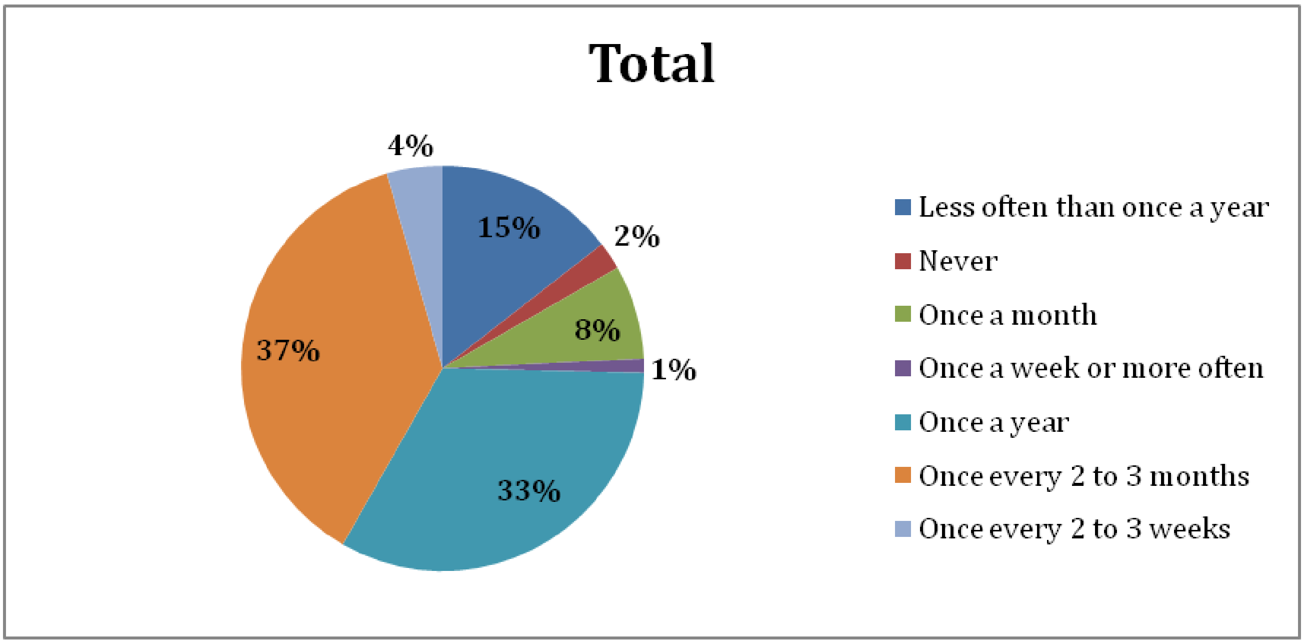
The graph clearly shows that nearly 16% of the respondents prefer to buy products in the apparel category, 12% for the accessorising purpose, 27% purchase for the home furnishing, 27% purchase the decorative handicraft merchandises and remaining 18% of the respondents prefer to buy the products for gifting it to someone else.

It can be depicted that the demand for the handicraft items are mostly for the home furnishing and decorative category among customers.

9. How often do you typically purchase?

Row Labels	Count of How often do you typically purchase?	Percentage (%)
Less often than once a year	52	15
Never	8	2
Once a month	27	8

Once a week or more often	4	1
Once a year	118	33
Once every 2 to 3 months	134	37
Once every 2 to 3 weeks	16	4
Grand Total	**359**	**100**

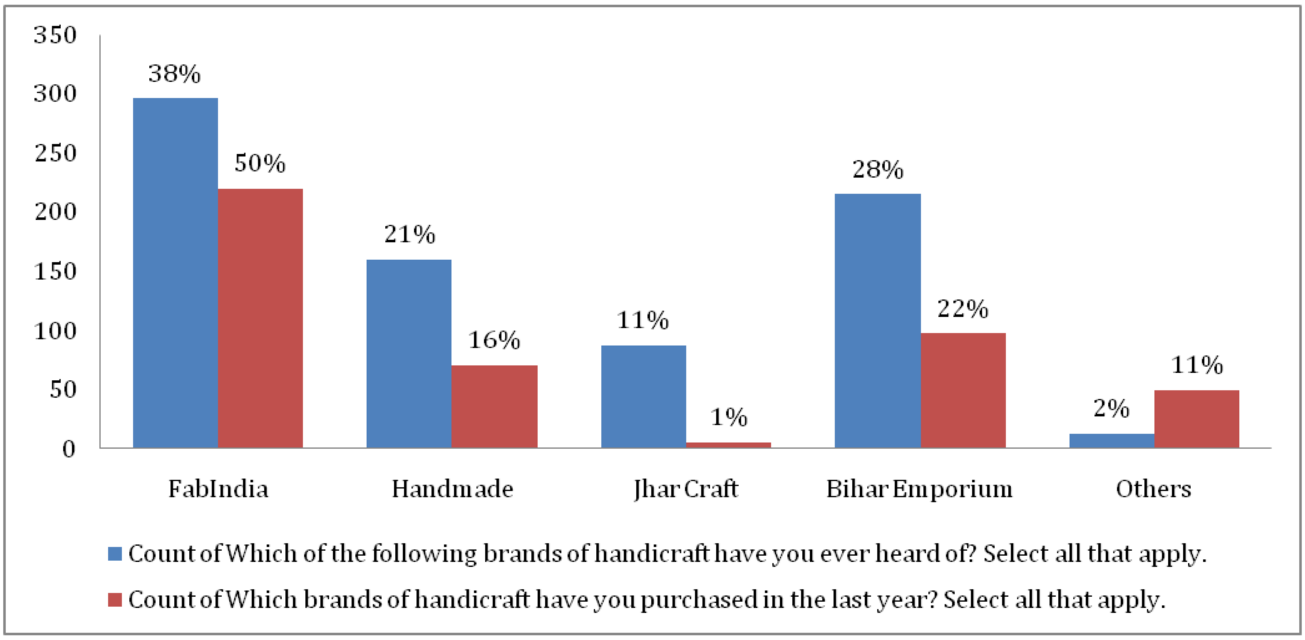


In the total sample of 359, the maximum number of respondents which is 37% purchase the handicraft products once in every 2 to 3 months, 33% of the respondents purchase handicraft products once in a year while 15% purchase the handicraft products less often than once a year and the remaining 8%, 4%, 2% and 1% buy the handicraft products monthly, once in 2 to 3 weeks, never and weekly respectively.

This clearly signifies that the frequency of purchasing handicraft products is 3 to 4 times in a year.

10. Which of the following brands of handicraft have you ever heard of and which brands of handicraft have you purchased in the last year? Select all that apply.

Row Labels	Count of Which of the following brands of handicraft have you ever heard of? Select all that apply.	Count of Which brands of handicraft have you purchased in the last year? Select all that apply.
FabIndia	296	220
Handmade	160	70
Jhar Craft	87	5
Bihar Emporium	215	97
Others	12	49
Grand total	**770**	**441**



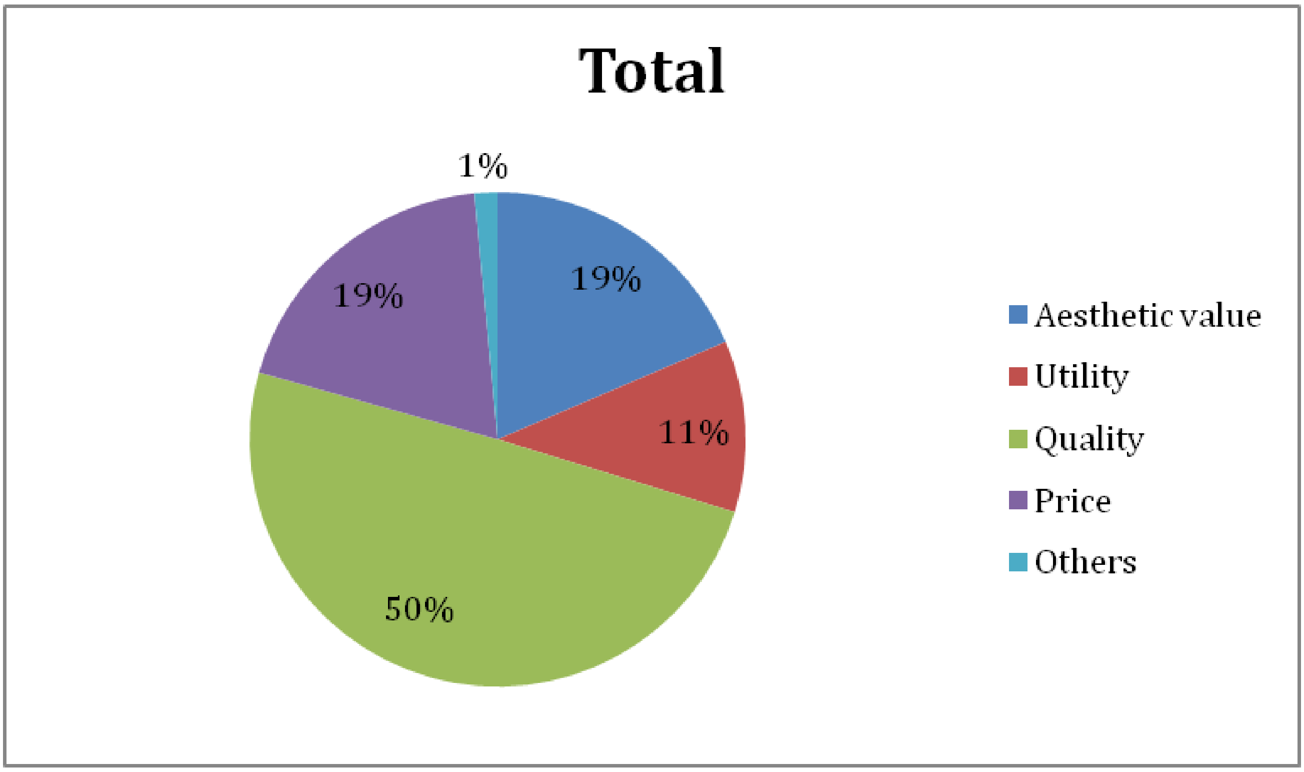
As per the graph above, majority of the respondents which is 38% have heard about FabIndia, 21% of the respondents know about Handmade, 11%, 28% and 2% have heard about Jhar Craft, Bihar Emporium and other handicraft stores in Bihar respectively. It can be observed that 50% of respondents like to shop from FabIndia store followed by 16% from Handmade, 1% from Jhar Craft, 22% from Bihar Emporium and 11% from other handicraft stores which include Anagana, Jogira etc. There are some of the respondents who purchase the handicraft products from mela, local vendors and delhi haats.

This clearly depicts that majority of the population buy the handicraft products from FabIndia and very less amount of people purchase from the Jhar Craft. FabIndia is the strongest competitor of Jeevika while Jhar craft is weak competitor of Jeevika.

11. What is the reason of choosing the above answered brand for purchasing handicrafts?

Row Labels	Count of What is the reason of choosing the above answered brand for purchasing handicrafts?	Percentage (%)

Aesthetic value	98	19
Utility	59	11
Quality	262	50
Price	101	19
Others	8	1
Grand Total	**528**	**100**



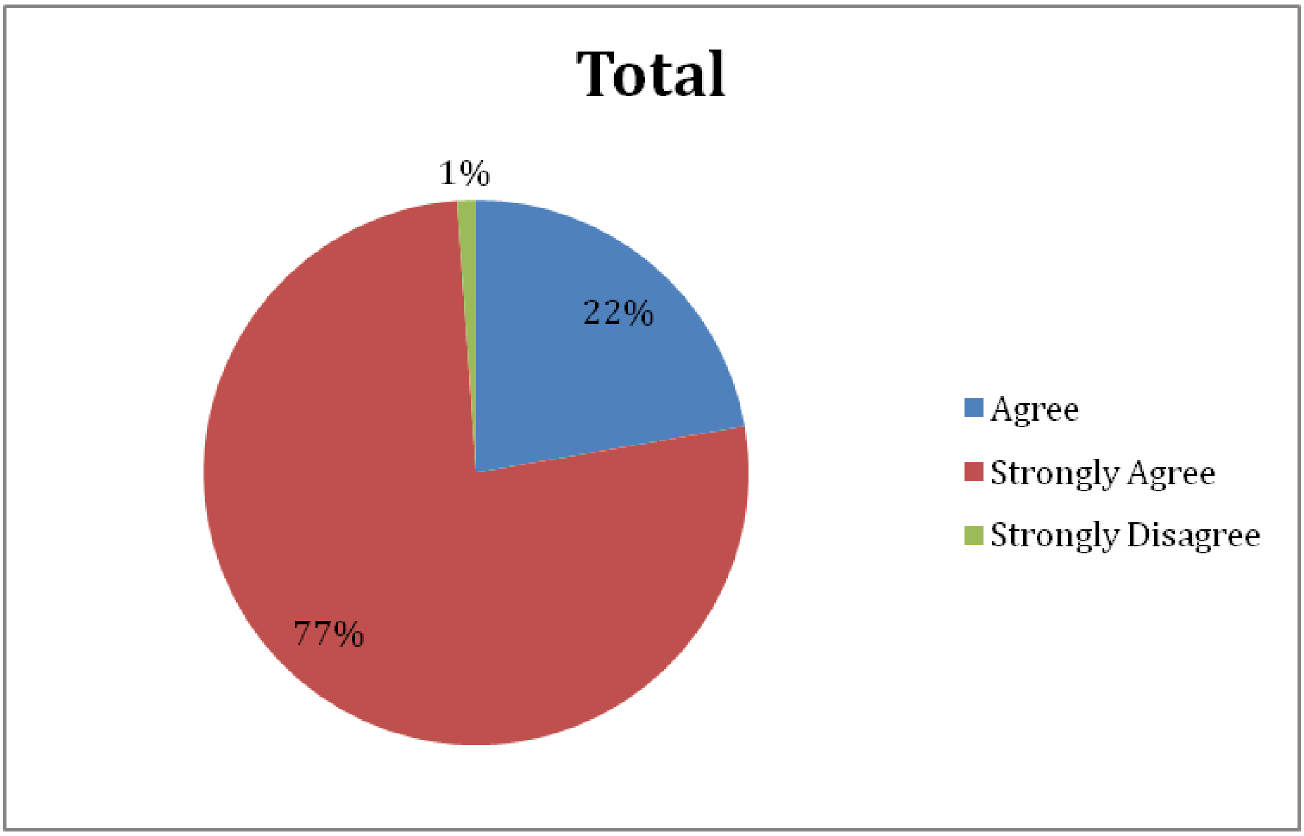
This graph shows that 50% of the customers purchase the handicraft products from the above answered brand because the good quality products are available there whereas 19%,19%, 11% buy the products from those stores because products are available there at the reasonable prices, good aesthetic value, great utility respectively and remaining 1%, purchase because of other reasons.

This depicts that quality of the products is the first priority for the maximum number of customers followed by price and good appearance of the products.

12. Show your agreement and disagreement to the following statement

- **Good quality and finishing of products is very important to you.**

Row Labels	**Count of Show your agreement and disagreement to the following statement [Good quality and finishing of products is very important to you.]**	**Percentage (%)**
Agree	80	22
Disagree	0	0
Not Sure	0	0
Strongly Agree	275	77
Strongly Disagree	4	1
Grand Total	**359**	**100**

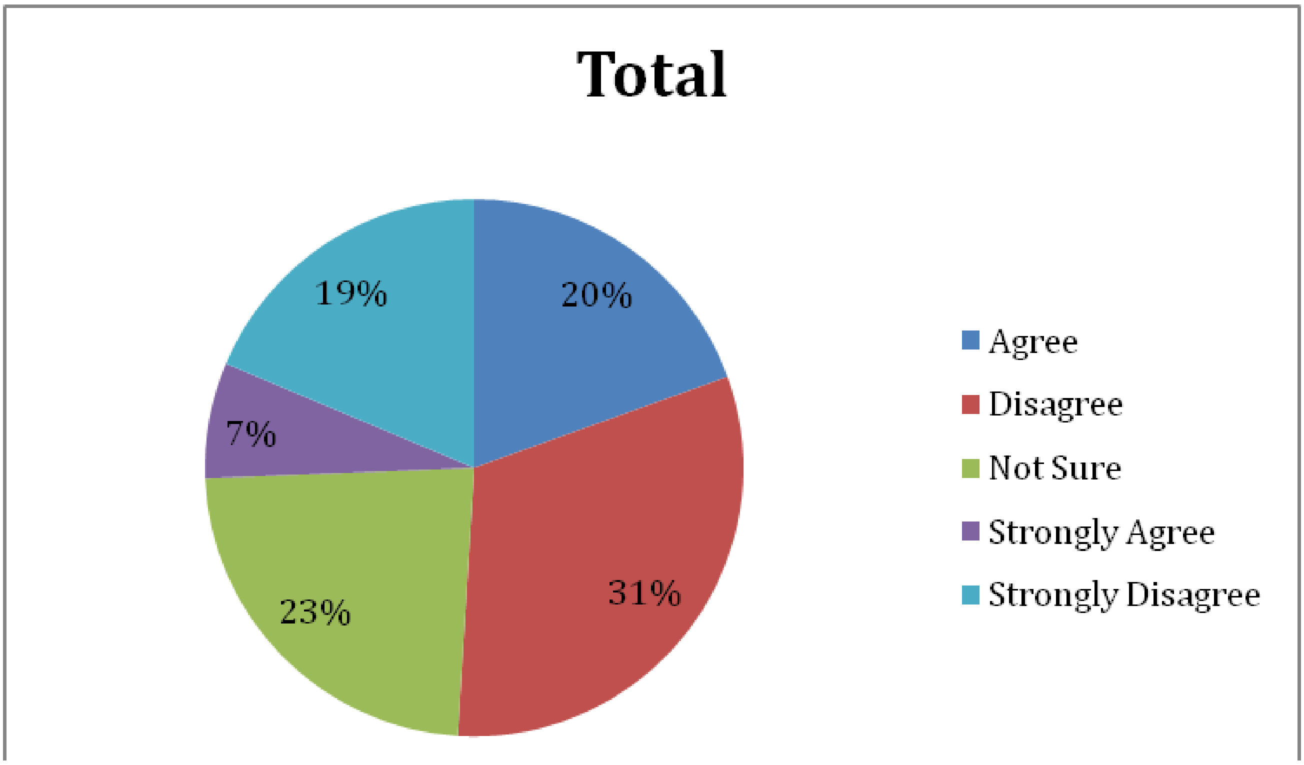


The above graph represents that 99% of the respondents have agreed that good quality and finishing of products is very important to them whereas 22% have disagreed to the question asked.

Hence the most desirable property of the handicraft products that the customers are looking is good quality and proper finishing.

- **Would you like to compromise on quality if you get a cheaper product.**

Row Labels	Count of Show your agreement and disagreement to the following statement [Would you like to compromise on quality if you get a cheaper product.]	Percentage (%)
Agree	70	20
Disagree	113	31
Not Sure	84	23
Strongly Agree	25	7
Strongly Disagree	67	19
Grand Total	**359**	**100**



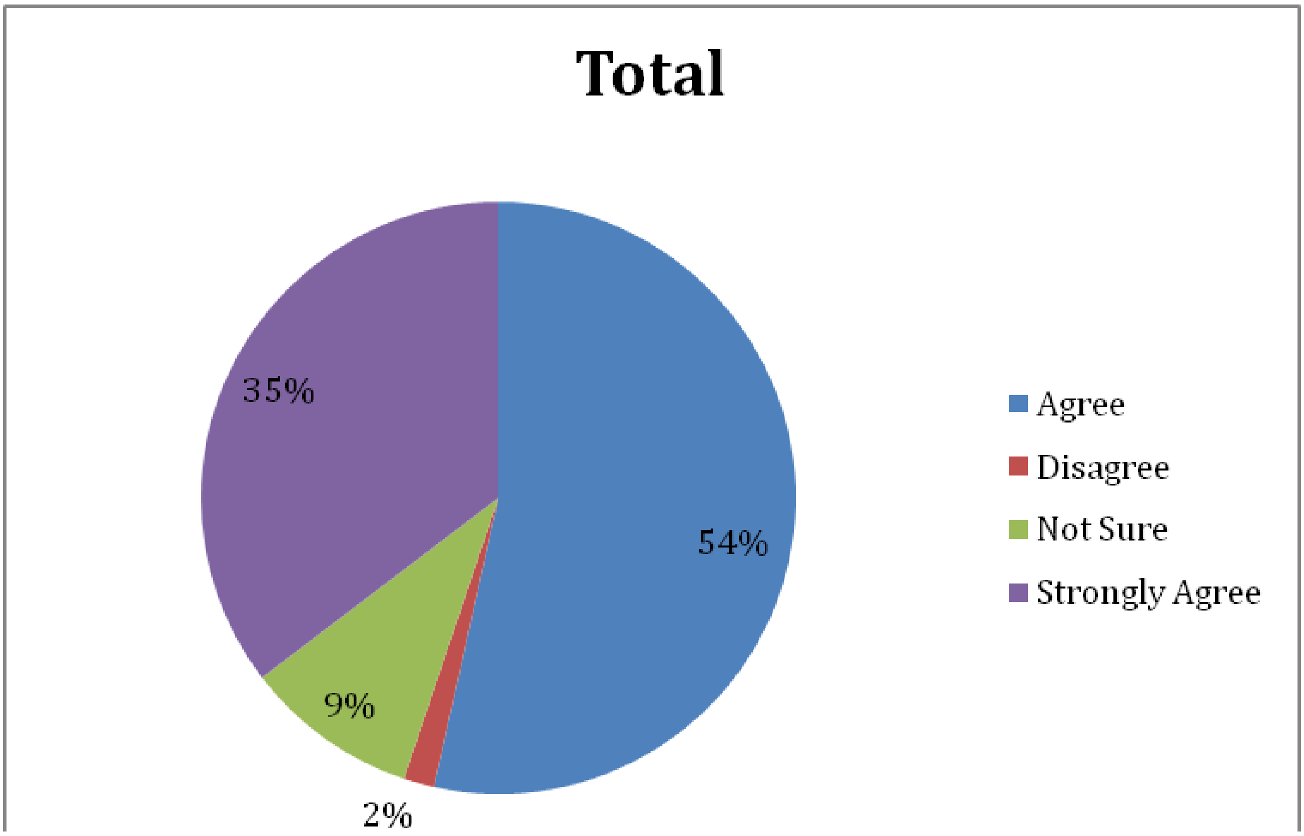
From the above graph it can be analysed that half of the respondents are not going to compromise on the quality if the retailers are offering the cheaper products whereas 27% of the respondents are ready to compromise on the quality of the products if they are getting the cheaper products and remaining 23% are not sure.

This shows that quality of the products is very important among customers.

- **The phrase 'hand-crafted' attract you to handicraft products and make you feel as though you are buying something unique.**

Row Labels	Count of Show your agreement and disagreement to the following statement [The phrase 'hand-crafted' attract you to handicraft products and make you feel as though you are buying something unique.]	Percentage (%)

Agree	192	54
Disagree	6	2
Not Sure	34	9
Strongly Agree	127	35
Strongly Disagree	0	0
Grand Total	**359**	**100**

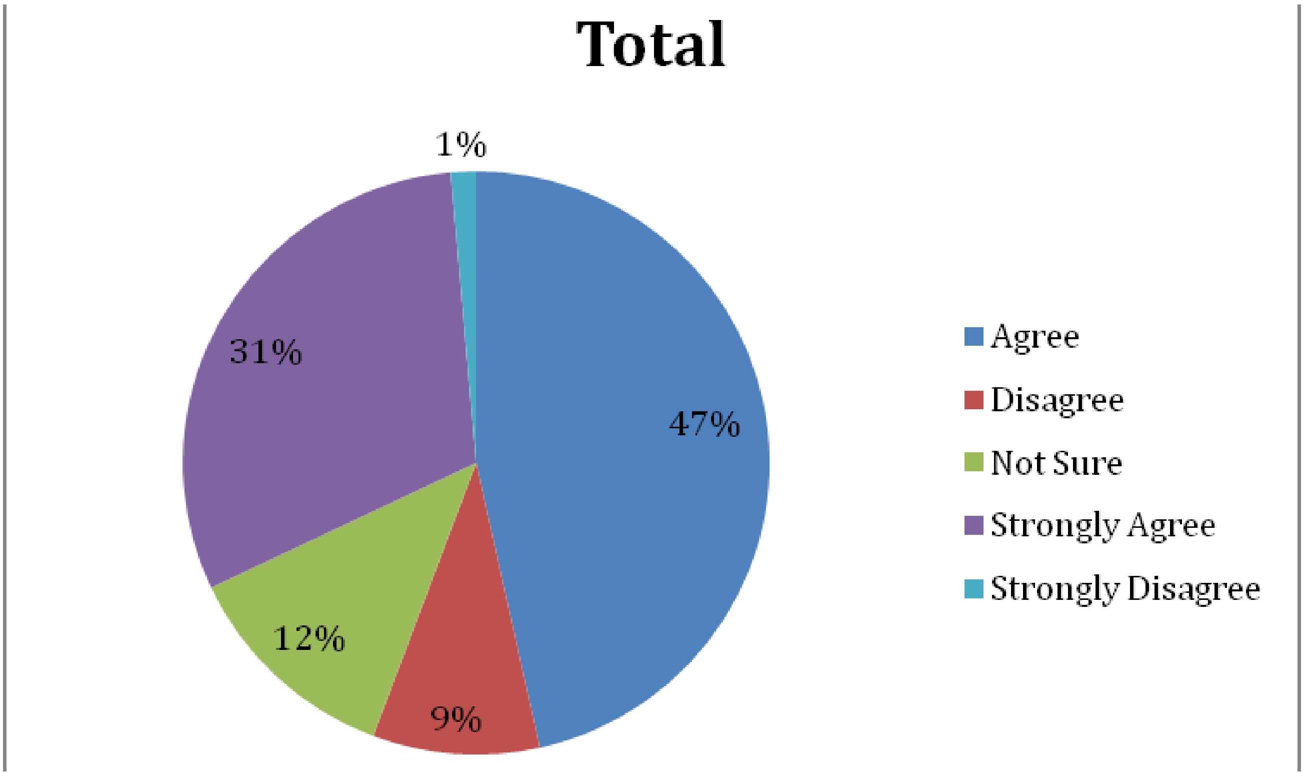


As per the graph above, it can be analysed that 89% of the population have agreed that they buy the handicraft products because it makes them feel that they are buying something unique while 9% are not sure and 2% do not agree with the question.

It clearly depicts that the main reason for purchasing hand crafted products is that they are buying very exclusive and exceptional products.

- **You don't really mind where the product is made, as long as you like it and the price is right.**

Row Labels	Count of Show your agreement and disagreement to the following statement [You don't really mind where the product is made, as long as you like it and the price is right.]	Percentage (%)
Agree	167	47
Disagree	33	9
Not Sure	44	12
Strongly Agree	110	31
Strongly Disagree	5	1
Grand Total	**359**	**100**

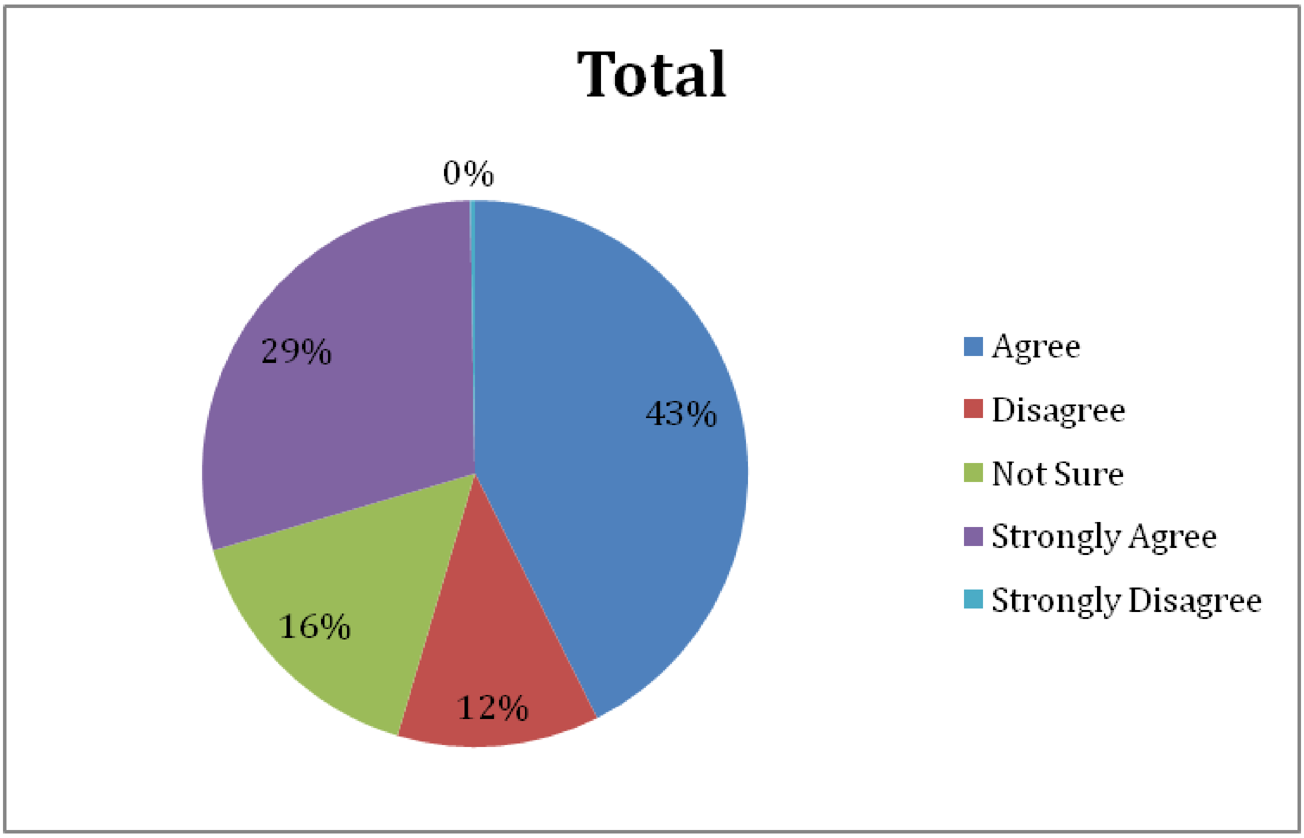


The above graph shows that almost 78% have agreed to the question that they do not really mind where the product is made, as long as they like it and the price is right whereas 12% of the respondents are not sure and left over 10% have disagreed to the question.

Hence it depicts that the customers will not mind where the products has been manufactured if they get the right product at right price.

- **You are not really attracted by designer/ brand labels when purchasing handicraft products.**

Row Labels	Count of Show your agreement and disagreement to the following statement [You are not really attracted by designer labels when purchasing handicraft products.]	Percentage (%)
Agree	153	43
Disagree	43	12
Not Sure	57	16
Strongly Agree	105	29
Strongly Disagree	1	0
Grand Total	**359**	**100**



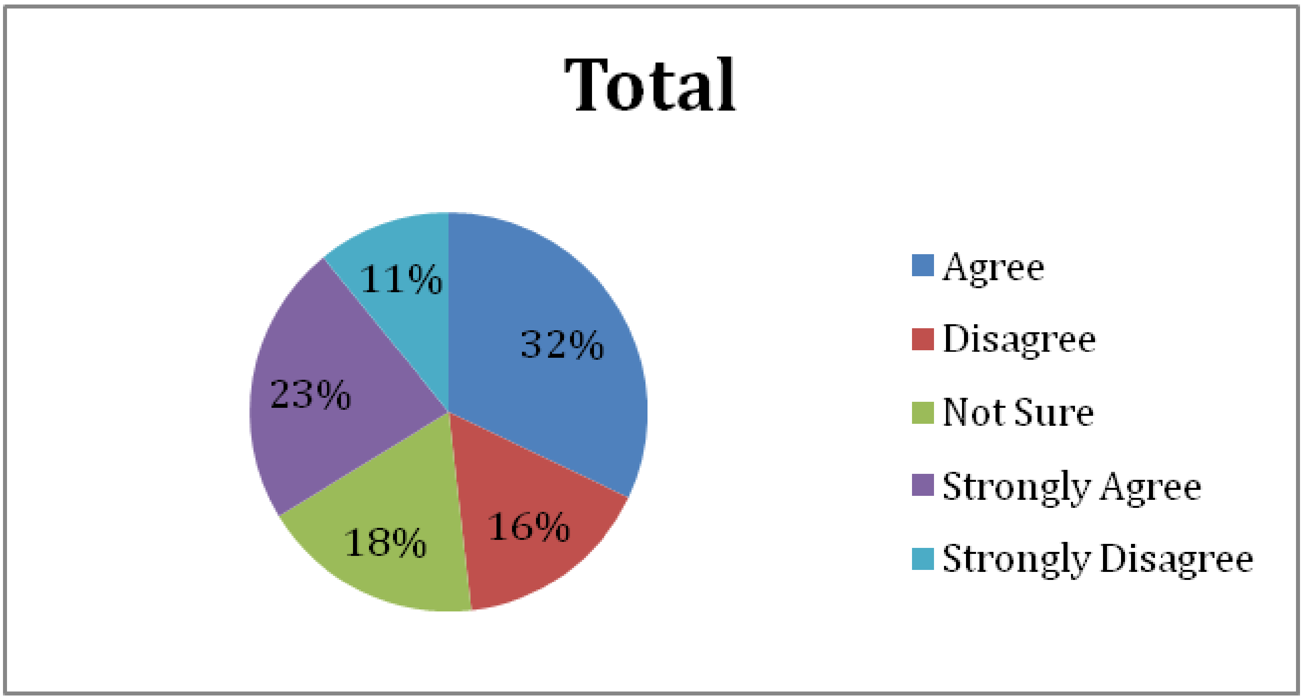
From the above graph it can be analysed that the maximum number of the respondents which are 72% have agreed to the question whereas 16% are not sure and remaining 12% have disagreed which means that they purchase the designer label or branded products.

It clearly signifies that the designer label or any brand name does not matter at all to the most of the customers.

- **If you see that two products are the same but one has a brand label, you are happy to pay a little extra for it.**

Row Labels	Count of Show your agreement and disagreement to the following statement [If you see that two products are the same but one has a brand label, you are happy to pay a little extra for it.]	Percentage (%)

Agree	115	32
Disagree	58	16
Not Sure	65	18
Strongly Agree	82	23
Strongly Disagree	39	11
Grand Total	**359**	**100**



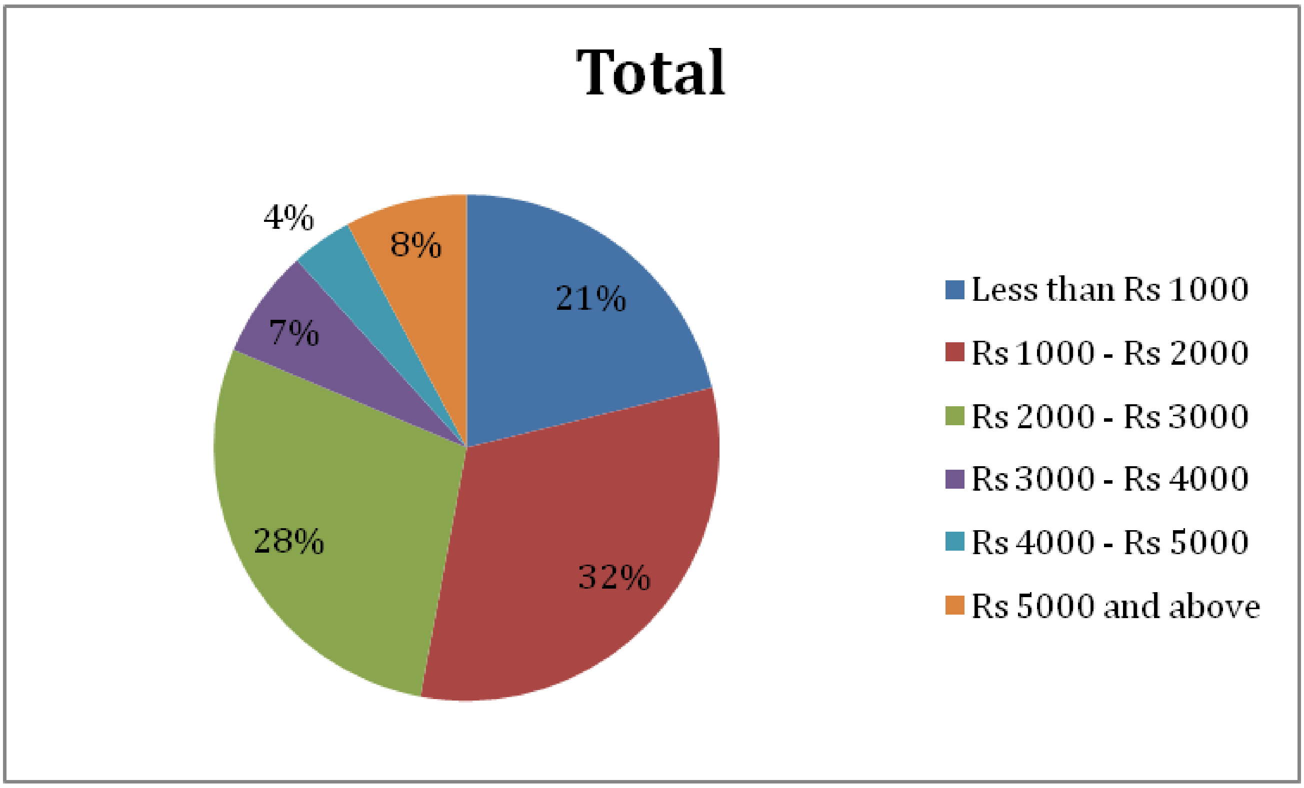
As per the graph above, 53% of the respondents have agreed that if they see that two products are the same but one has a brand label then they are happy to pay a little extra for it while 27%of the respondents do not agree which means they are very price sensitive customers and remaining 18% are not sure.

Hence it shows that there is large number of customers who are ready to pay little extra money if they get the branded products in the market.

13. The average amount you spend on handicraft products is:

Row Labels	Count of The average amount you spend on handicraft products is:
Less than Rs 50000	**230**
Less than Rs 1000	52
Rs 1000 - Rs 2000	80
Rs 2000 - Rs 3000	68
Rs 3000 - Rs 4000	13
Rs 4000 - Rs 5000	9
Rs 5000 and above	8
Rs 100000 - Rs 150000	**60**
Less than Rs 1000	8
Rs 1000 - Rs 2000	20
Rs 2000 - Rs 3000	20
Rs 3000 - Rs 4000	4
Rs 5000 and above	8
Rs 150000 and above	**34**
Less than Rs 1000	4
Rs 1000 - Rs 2000	13
Rs 2000 - Rs 3000	1
Rs 3000 - Rs 4000	4
Rs 5000 and above	12
Rs 50000 - Rs 100000	**35**

Less than Rs 1000	12
Rs 1000 - Rs 2000	1
Rs 2000 - Rs 3000	13
Rs 3000 - Rs 4000	4
Rs 4000 - Rs 5000	5
Grand Total	**359**

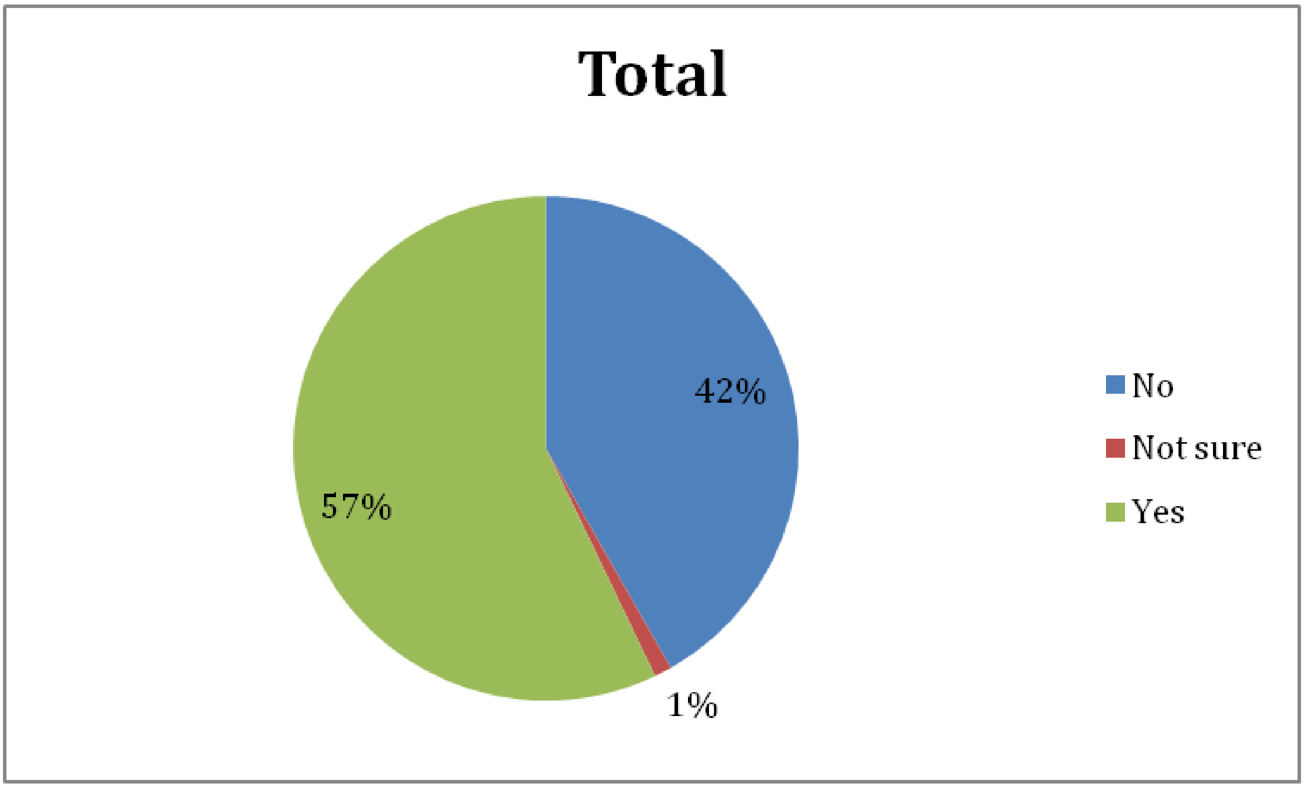


As per the graph above, the maximum number of customers which are 32% are willing to pay between Rs 1000 - Rs 2000, 28% are willing to pay between Rs 2000 –Rs 3000 while 21% are willing to pay below Rs 1000 for handicraft products and remaining 8%, 7% and 4% are ready to pay more than Rs 5000, between Rs 3000 – Rs 4000 and between Rs 4000 – Rs 5000 respectively.

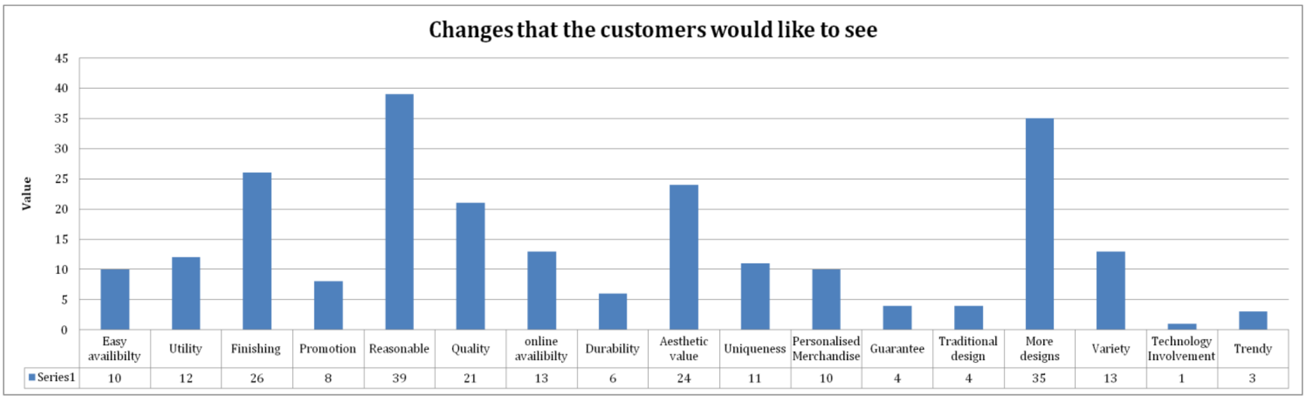
This clearly shows that large part of the population purchase those handicraft products whose price range are below Rs 3000.

14. Would you like to see any changes in the handicraft products? Please specify.

Row Labels	Count of Would you like to see any changes in the handicraft products? Please specify.	Percentage (%)
No	150	42
Not sure	4	1
Yes	205	57
Grand Total	**359**	**100**



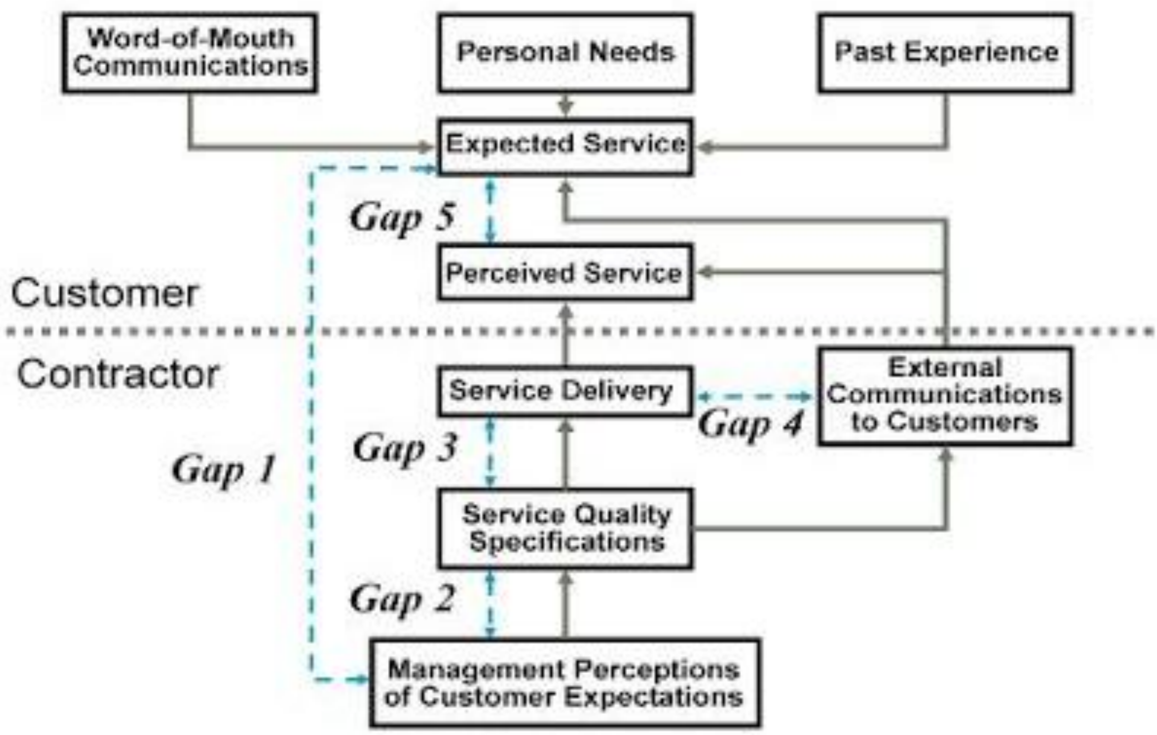
The graph shows that 57% of the respondents would like to see changes in the handicraft products whereas 42% of the respondents do not want see any modification in the handicraft products and remaining 1% of the respondents are not sure that whether they want to see any changes in the products or not.



Out of 57% of the respondents who want to see the modification in the handicraft products, the maximum number of customers would like to have less price handicraft products in the market so that more frequently they are able to purchase the products and also most of the population would like to see more designs followed by finishing, aesthetic value and good quality.

This clearly signifies that large part of the population would like to see more innovative good quality designed products rather than traditional designed products at reasonable price with proper finishing.

3.8 Servqual GAP Analysis



From conceptualisation to consumption stage the product or service passes through multiple stages which includes understanding, creating, communicating, delivering. What one has thought of, might not be the same when delivered. At each stage of the process there is an ideal and an actual. The difference between an ideal and actual is termed as GAP. The summation of these GAPS is called as Service Gap, which is illustrated in the form of model called as Service Gap model or Servqual Gap.

GAP 1: The difference between customers expectation and management perceptions of those expectations (Knowledge Gap)

There is a huge demand for wood, jute, handwoven, madhubani, bamboo and lahthi products among customers in the market whereas currently Jeevika is only procuring handwoven, madhubani and lahthi products and has recently expanded to Purnea for the wood artefacts.

GAP 2: The difference between management's perceptions and service standards created (Standards Gap)

The customers will not mind where the products has been manufactured if they get the right product at right price.

GAP 3: The difference between service standards created and actual service delivery (Delivery gap)

The main reason for purchasing hand crafted products is that they are buying very exclusive and exceptional products.

GAP 4: The difference between service delivery and what is communicated externally (Communication Gap)

The demand for the handicraft items are mostly for the home furnishing and decorative category among customers while Jeevika acquire most of the apparel, gift and decorative products from the artisans. They should increase their product line in the home furnishing category.

GAP 5: The difference between customers expectation and their perception (Service Quality Gap)

The most desirable property of the handicraft products that the customers are looking is good quality and proper finishing whereas the products that are made by the artisans are not properly finished.

Most of the customers would like to see more innovative good quality designed products rather than traditional designed products at reasonable price with proper finishing.

3.9 Limitations of the study

Although care has been taken to choose the representative sample, sample results might not reflect the population characteristics. The small sample size of 360 is error prone and is difficult to analyse the actual and accurate demand of handicraft products in Bihar

One of the objectives of the study was to evaluate the gap, so the problems that were faced while conducting the survey were as follows:

- Since most of the people are located across Bihar, hence face to face interaction was restricted.
- The medium that was chosen in such a case was the online and cellular mediums, hence procurement of the data was a little difficult.
- Since the sample included working professionals as well so there was time limitations.
- Language was one of the problems which were faced while conducting the interview with the artisans.
- Many of the artisans were not able to give clear and definite data regarding their work.

Appendix 1

Questionnaire for Customers

"To analyse and measure the demand of handicraft products in the market"

- Name

____

- Age
- Below 20 20-30 31-40 41-50 51 and above

- Please indicate your gender.
- Male Female

- Occupation
- Service Businessman Student Retired Other

- Educational level
- Matriculate Higher secondary Undergraduate Post graduate Other
- Income
- Less than Rs 50000 Rs 50000 - Rs 100000 Rs 100000 – Rs 150000 Rs 150000 and above

- Do you use handicraft products?
- Yes No

- In the past, which, if any, of the following handicraft products have you purchased? Select all that apply.
  - Madhubani painting
  - Sikki work
  - Sujni embroidery

- Bamboo work
- Jute work
- Wooden work
- Stone work
- Paper mache work
- None of the above
- Lahthi Bangle
- Handwoven work

- Which product category do you prefer in handicrafts? Select all that apply.
- Apparel
- Home furnishings
- Gifts
- Accessories
- Decorative material
- Other

- How often do you typically purchase?
- Once a week or more often
- Once every 2 to 3 weeks
- Once a month
- Once every 2 to 3 months
- Once a year
- Less often than once a year
- Never

- Which of the following brands of handicraft have you ever heard of? Select all that apply.
- FabIndia Handmade Jhar Craft Bihar Emporium Others

- Which brands of handicraft have you purchased in the last year? Select all that apply.
- FabIndia Handmade Jhar Craft Bihar Emporium Others

- What is the reason of choosing the above answered brand for purchasing handicrafts?
- Quality Price Aesthetic value Utility Others

- Show your agreement and disagreement to the following statement.

Good quality and finishing of products is very important to you.
Strongly Agree Agree Not Sure Disagree Strongly Disagree

Would you like to compromise on quality if you get a cheaper product. Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree
The phrase 'hand-crafted' attract you to handicraft products and make you feel as though you are buying something unique. Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree
You don't really mind where the product is made, as long as you like it and the price is right. Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree
You are not really attracted by designer labels when purchasing handicraft products. Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree
If you see that two products are the same but one has a brand label, you are happy to pay a little extra for it. Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree

- The average amount you spend on handicraft products is:
- Less than 1000   1000-2000   2000-3000   3000-4000   4000-5000   5000 and above

- Would you like to see any changes in the handicraft products? Please specify.

  ____

Many thanks for completing this questionnaire.