

IMA MARKET FOR WOMEN EMPOWERMENT

A PROJECT REPORT

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BACHELOR OF TECHNOLOGY

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AT



PRESIDENCY UNIVERSITY

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PRESIDENCY UNIVERSITY

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CERTIFICATE

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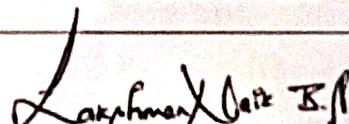
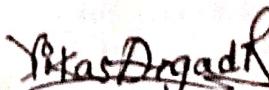
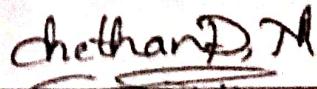
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DECLARATION

We hereby declare that the work, which is being presented in the project report entitled **IMA MARKET FOR WOMEN EMPOWERMENT** in partial fulfillment for the award of **Degree of Bachelor of Technology in Information Science and Engineering**, is a record of our own investigations carried under the guidance of **Dr. S Poornima, School of Computer Science Engineering, Presidency University, Bengaluru**

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ABSTRACT

The IMA (mother) market is a prominent cultural and economic hub for the women of Manipur, India, showcasing their entrepreneurial spirit and traditional crafts. This study focuses on the marketing strategies of the IMA market, which is primarily run by women vendors, to explore how these women manage and promote their local products in a competitive environment. The IMA market, often referred to as the "Mother's Market," is not only a critical point for the economic empowerment of women in Manipur but also a place where traditional Manipuri handicrafts, clothing, and agricultural products are sold. This research examines the role of digitalization, community marketing, and traditional sales techniques in shaping the marketing landscape for these women entrepreneurs. Additionally, it addresses the challenges faced by the market vendors, including limited access to modern marketing platforms, supply chain issues, and the evolving demands of both local and global customers. The study also highlights how the IMA market has maintained its cultural significance while adapting to contemporary marketing trends. Through qualitative interviews, field surveys, and case studies of successful vendors, this paper offers insights into the strategies that can enhance the market's growth, strengthen the position of Manipuri women in business, and provide a sustainable model for future development.

Despite being a thriving market, women vendors in IMA face several challenges that hinder their growth. One of the most significant barriers is the lack of formal business training, making it difficult for them to understand modern marketing strategies or leverage digital tools to reach a broader audience. Traditionally, these vendors have relied on word-of-mouth, community connections, and direct selling within the market itself. However, the increasing competition from large retail chains, local markets, and e-commerce platforms has prompted some vendors to explore new methods of marketing. Some women have begun to promote their products on platforms like Facebook and Instagram to reach a larger, tech-savvy customer base. Social media has also allowed them to showcase the cultural uniqueness of their products, which is an essential selling point, especially for tourists looking for authentic Manipur souvenirs. However, the challenge of internet connectivity in rural areas, coupled with limited access to training in digital tools, remains a significant hurdle.

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CHAPTER-1

INTRODUCTION

1.1 Introduction

The **IMA Market** in Imphal, the capital of Manipur, is a symbol of female empowerment, entrepreneurship, and the cultural heritage of the region. Known as "Mother's Market," it stands as one of the few markets globally predominantly run by women. For centuries, this bustling market has been at the heart of Imphal's commerce, offering a variety of products ranging from local vegetables, fish, and fruits to traditional textiles, handcrafted jewelry, and unique handicrafts. What sets the IMA Market apart is not just its vibrant atmosphere or the diversity of products, but the significant role it plays in the economic life of Manipur, particularly for women entrepreneurs. In a region where women have historically held strong positions in family and community life, the IMA Market is an extension of this influence. Here, women are not only the vendors but also the decision-makers, overseeing everything from the sourcing and production of goods to managing financial transactions and customer relationships. Over time, the market has evolved, adapting to modern challenges while its cultural roots, making it a unique blend of tradition and innovation. This market also plays a crucial role in Manipur's economy, as it provides livelihoods to thousands of women and serves as an important destination for both locals and tourists. The products sold at IMA Market are deeply tied to the region's traditions, with many items reflecting the intricate art and craftsmanship of the people of Manipur. From handwoven textiles like (traditional skirts) to bamboo products, pottery, and traditional medicinal herbs, the market showcases the rich cultural tapestry of the state

India has a vast pool of skilled IT professionals, but many lack opportunities to apply their knowledge for national development. While some may not have the financial resources to contribute, they possess the expertise to create meaningful digital solutions. The proposal aims to channel this talent into solving critical issues by providing a structured platform for IT professionals to collaborate on national importance projects.

One example of such a need is Ima Market in Manipur, a 500-year-old marketplace run entirely by women. This market has been a crucial economic hub, supporting thousands of families. However, after an earthquake struck, the market was left in ruins for months, leaving many women without an income. The slow recovery process caused frustration with the

system and the government, highlighting the inefficiency of traditional rebuilding methods. This is just one of many such issues across India that could benefit from innovative digital solutions.

To address these challenges, the proposal suggests creating two digital platforms. The first would be an open web portal where national projects and challenges are listed, allowing IT professionals to contribute their expertise by developing software, automation tools, or other digital solutions. This platform would function as an open-source collaboration space where multiple experts can work together. The second platform would be a crowdfunding system, enabling financial contributions to support these projects. This would allow IT professionals who may not have financial resources to still participate by offering their skills, while others can contribute funds to ensure the development and implementation of solutions.

By leveraging India's IT expertise, this approach would enable faster problem-solving, empower communities, and create a self-sustaining ecosystem for innovation. The impact would extend across multiple sectors, including agriculture, education, healthcare, and infrastructure, ensuring that India's technological potential is directed towards meaningful national progress.

Category	Details
Total Number of Vendors	~4,000-5,000 women vendors
Market Sections	3 main buildings
Operating Hours	Operating Hours(approximate)
Average Vendor Age	45-65 years
Generational Involvement	Many vendors are 3rd or 4th generation traders

Table 1.1. Market structure and demographics

1.1.1 Understanding the Impact of Ima marketing

The IMA Market is a cornerstone of Manipur's local economy. It serves as a major hub for the distribution of goods, both essential and artisanal, contributing significantly to the state's economy. The market is home to thousands of women vendors, many of whom rely on it as their primary source of income. From selling vegetables, fruits, and fish to handcrafted textiles, pottery, and bamboo products, these women entrepreneurs fuel local commerce and

trade.

1.1.2 IMA: A Chatbot Solution for Immediate Assistance

"Billy" is designed to support victims by providing immediate, anonymous assistance. When a victim encounters cyberbullying, they can turn to Billy for help, submitting detailed reports and sharing evidence such as screenshots and descriptions of the bullying incidents. Billy securely collects this information, ensuring user anonymity, and facilitates reporting to cyber-crime departments. This feature empowers victims by allowing them to take actionable steps against offenders while keeping their identity safe. The platform's responsive nature allows for timely assistance, helping victims feel supported and heard.

1.1.3 Data Collection for Preventive Measures and Community Support

To enhance the sustainability, growth, and resilience of the IMA Market in Manipur, it is essential to collect data that will inform preventive measures and community support initiatives. The aim is to address the current challenges faced by the vendors, improve the market's efficiency, and provide the necessary support for women entrepreneurs in the region. Below is an outline of the data collection process, which would encompass both qualitative and quantitative aspects, focusing on preventive measures and community support for IMA marketing.

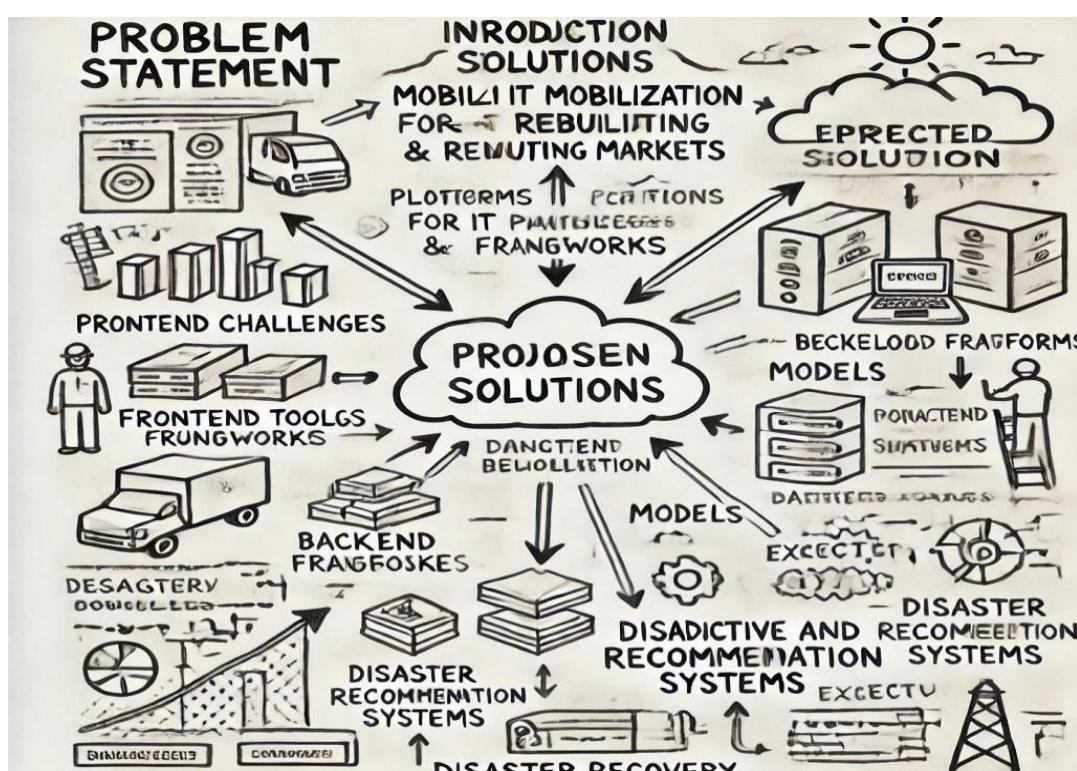


Fig: Introduction for IMA market

1.1.4 A Safe, Supportive Environment for Empowerment and Privacy

Manipur, is essential for fostering their economic empowerment, maintaining privacy, and ensuring their overall well-being. Given that the market plays a vital role in the livelihood of thousands of women entrepreneurs, ensuring a secure and inclusive space for them is critical to enhancing their business success and personal growth. This involves addressing issues like health and safety, providing emotional and social support, protecting privacy, and building a community where women can thrive professionally and personally **Health and Safety**

Measures Ensuring that the market is a safe and hygienic place for vendors and customers is essential for the well-being of all stakeholders. Implementing comprehensive health and safety protocols can help minimize risks, improve the working environment, and ensure that vendors feel secure in their daily operations. **Hygiene and Sanitation:** Provide regular cleaning and maintenance of stalls and common areas. This includes safe disposal of waste, access to clean water for handwashing, and ensuring food safety standards are met in the sale of fresh produce and other consumables.

Safety Protocols: Introduce training programs for vendors to ensure they understand how to handle health emergencies, maintain personal safety, and deal with potential accidents or hazards in the market.

Machine learning technologies

The algorithm used to show related products in this code appears to be based on product attributes, specifically the category and sub-Category of the product. The Related Products component is passed these attributes (category and sub-Category) from the product Data object:

Related Products component is likely fetching or filtering products based on the same category or subcategory to suggest similar items. This is a basic approach for showing related products.

Possible Approaches for Showing Related Products:

Category-based Filtering: Related products are those that share the same category or subcategory as the current product. This is a common method used in e-commerce platforms.

Collaborative Filtering: This is more advanced and could be implemented using user interaction data, where products frequently bought together or viewed together are recommended.

Content-based Filtering: Using attributes like brand, color, material, or other product features to recommend similar items.

Hybrid Methods: A combination of content-based filtering and collaborative filtering can be used for more personalized recommendations.

Without seeing the code inside Related Products, the algorithm most likely uses category-based filtering as it's passing the category and subcategory information to it. If you want to implement more advanced recommendation algorithms (like collaborative filtering or machine learning-based models), you'd need to incorporate user behavior or data-driven approaches to improve recommendations.

Content-based filtering is a recommendation algorithm that suggests products to users based on the attributes or characteristics of items they have previously interacted with. Unlike collaborative filtering, it does not rely on user behavior or preferences of other users but focuses solely on the item's metadata.

How Content-Based Filtering Works

The algorithm evaluates the content or attributes of a product (e.g., category, subcategory, brand, size, color, price) and matches it to the attributes of other products in the inventory. It uses a similarity measure (e.g., cosine similarity, Euclidean distance, or Jaccard similarity) to determine which products are most similar to the one currently being viewed.

Steps in Content-Based Filtering

Feature Extraction:

Identify relevant attributes of the product (e.g., product name, category, description, tags).

Construct a feature vector for each product based on these attributes.

Example feature vector for a T-shirt:

```
{"Category": "Apparel", "Subcategory": "T-shirt", "Brand": "XYZ", "Size": "M", "Color": "Blue"}
```

Feature Representation:

Convert text-based attributes into numerical values using methods like:

One-Hot Encoding: Represents categorical data as binary vectors.

TF-IDF (Term Frequency-Inverse Document Frequency): Used for textual data like product descriptions.

CHAPTER-2

LITERATURE SURVEY

The **IMA Market**, situated in **Imphal**, the capital of **Manipur**, is an iconic marketplace, especially significant due to its unique status as a women-led initiative. It is one of the largest markets in Asia, predominantly run by **women vendors** and considered a cultural and economic hub of the region. As the market serves as a model of **women empowerment**, **local entrepreneurship**, and **cultural preservation**, several studies and articles have highlighted the critical role of IMA Market in Manipur's social and economic dynamics. This literature survey explores various academic and non-academic works that provide insights into the **role of IMA Market**, its **impact on local economics**, its role in **empowering women entrepreneurs**, and how the market functions as a **cultural and economic force** in the region.

2.2. Psychological Impact of IMA Market

2.3. Mental Health Implications of Market

The market, particularly the stock market, can have a profound impact on an investor's mental health. The constant fluctuations and the potential for significant gains or losses can create a roller coaster of emotions, leading to stress, anxiety, and even depression. When the market is volatile, investors may experience heightened anxiety as they worry about the potential loss of their investments. This constant fear and uncertainty can take a toll on mental well-being, affecting sleep patterns, appetite, and overall mood. Additionally, significant financial losses can trigger feelings of guilt, anger, and frustration, further exacerbating mental health issues.

23.1. Isolation and Social Withdrawal

As investors become increasingly absorbed in market trends and their portfolios, they may withdraw from social interactions. They may spend more time alone, neglecting relationships with friends and family. This isolation can stem from various reasons, such as feeling overwhelmed by financial stress, wanting to avoid discussing losses, or simply prioritizing market news over social engagements. The market, particularly the stock market, can have a profound impact on an investor's social life. The constant fluctuations and the potential for significant gains or losses can lead to a heightened focus on finances, often at the expense of social connections.

2.3.2. Peer Support as a Coping Strategy

Peer support groups provide a safe space where individuals can openly discuss their fears, anxieties, and frustrations without judgment. Sharing experiences with others who understand the emotional rollercoaster of investing can help alleviate feelings of isolation and loneliness. Additionally, listening to the stories of others who have overcome similar challenges can inspire hope and resilience. Peer support groups can also offer practical advice and coping strategies. Members can share tips on managing stress, making informed investment decisions, and maintaining a healthy work-life balance. By learning from the experiences of others, individuals can develop effective strategies for managing their emotions and reducing the negative impact of market fluctuations on their mental health.

2.1 Technological Solutions to Address IMA market.

2.1.1 Real-Time Communication for Immediate Support

Real-time communication platforms offer immediate support for investors navigating the emotional challenges of the market. These platforms provide a space for real-time interaction with peers, financial advisors, and mental health professionals. Through features like live chat, video conferencing, and instant messaging, investors can seek immediate support and guidance during market fluctuations, reducing feelings of isolation and anxiety. Additionally, these platforms can facilitate access to crisis hotlines and mental health resources, providing crucial support in times of emotional distress. By leveraging real-time communication, investors can receive timely assistance and maintain their mental well-being amidst market volatility.

2.2 Anonymity and Security in Reporting IMA market

2.2.1 Importance of Anonymity for Victims

Anonymity plays a crucial role in protecting victims of market manipulation. When victims feel safe and secure to come forward without fear of retaliation or public scrutiny, they are more likely to report incidents. Anonymity allows victims to share sensitive information without jeopardizing their personal or professional lives. It encourages open and honest communication, enabling authorities to gather crucial evidence and investigate cases effectively. By safeguarding the identity of victims, authorities can create a more conducive environment for reporting market manipulation, ultimately deterring such harmful practices and protecting the integrity of the market personal information.

2.2.2 Secure Data Handling and User Privacy

Secure data handling and user privacy are paramount in IMA marketing. Implementing robust security measures, such as encryption, firewalls, and regular security audits, is essential to protect sensitive user data. Additionally, adhering to strict privacy regulations and obtaining explicit consent for data collection and usage is crucial. By prioritizing data security and privacy, IMA marketing platforms can build trust with users and foster a safe and secure environment for engagement and support.

2.2.3 Digital Evidence Collection and Preservation

Digital evidence collection and preservation are critical in investigating market manipulation cases in Manipur. This involves gathering and storing digital artifacts such as emails, chat logs, financial records, and social media posts that may contain evidence of fraudulent activities. It is essential to follow strict protocols to ensure the integrity and admissibility of digital evidence in court. This includes using specialized forensic tools to extract and analyze data, maintaining a secure chain of custody, and documenting all steps in the investigation process. By diligently collecting and preserving digital evidence, authorities can build strong cases against market manipulators and bring them to justice.

2.3 Enhancing Awareness and Law Enforcement Collaboration

2.3.1 Visualization of Cyber-Crime Data

Visualization of cybercrime data related to the IMA market in Manipur can provide valuable insights into the nature and extent of digital threats. By employing data visualization techniques, such as charts, graphs, and maps, analysts can identify patterns, trends, and anomalies in the data. This can help law enforcement agencies and cybersecurity experts to prioritize investigations, allocate resources effectively, and develop targeted prevention strategies. Visualizing cybercrime data can also raise awareness about the risks associated with online activities, encouraging individuals and organizations to adopt best practices to protect themselves from cyberattacks.

2.4 Conclusion

The literature survey on the IMA market in Manipur reveals a complex interplay of financial, social, and psychological factors. The market's volatility and the potential for significant gains and losses have profound implications for investor mental health, leading to stress, anxiety, and even depression. To mitigate these negative impacts, it is crucial to implement strategies that promote financial literacy, risk management, and emotional well-being. Real-time communication platforms can provide immediate support and guidance to investors during market fluctuations, reducing feelings of isolation and anxiety.



Fig 2.1. Graphical representation for IMA market for women in 2013-2024

CHAPTER-3

RESEARCH GAPS OF EXISTING METHODS

Sl. No.	Paper Title	Authors	Limitations (Research Gaps)
1	Challenges and prospects of entrepreneurship in Manipur	Longjam, R. (2016).	A case study of Ima Keithel. Asian Journal of Research in Business Economics and Management
2	Financial constraints faced by women entrepreneurs in Manipur	Meitei, L. K., & Chingtham, R. K. (2018).	A case study of Ima Market International Journal of Finance and Economics
3	Access to credit facilities for women entrepreneurs	Thounaojam, P. K., & Devi, S. S. (2020).	A study of Ima Market in Manipur. Journal of Economics and Finance.
4	Government policies and support for women entrepreneurship in Manipur	Sarangthem, S., & Devi, N. B. (2017).	A critical analysis. Journal of Public Policy and Governance.
5	Technological challenges faced by women entrepreneurs in Ima Market, Manipur.	Singh, S. K., & Devi, S. N. (2019).	International Journal of Science and Technology Research.

6	The Women-Only Exclusive Retail Market in Imphal, India	Venkatesh Murthy and Lalith Kumar (2022)	Make sense of the strategic positions taken by two contesting parties and their line of defence and offence in claiming their position to be right
7	A study of Ima Market in Manipur	NN Man gang - (2019 – 20).	The significance of exploring the broader economic, social, political and cultural contexts of women's lives
8	Pandemic and its impact on traditional doll sellers for IMA market	S Lisam (2019)	Based on unstructured interviews and conversation analysis of four women who were engaged in traditional doll business in Ima Market before COVID-19 pandemic
9	Entrepreneurial behaviour of women entrepreneurs of Ima market Manipur	<u>AM Chavai, KB Singh</u> - 2017	To study the relationship between the dependent and independent variables and to study the constraints and problems faced by the women entrepreneurs
10	Mobile phone use pattern among registered women vendors in IMA market Imphal west district of Manipur	D Ram, CN Singh, NG Singh (2020)	All respondents agreed that cellular mobile service to them was useful, all the respondents use only prepaid mode of payment
11	A checklist of traditional edible bio-resources from Ima markets of Imphal Valley, Manipur	OS Devi, P Komor, <u>D Das</u>	It is suggested that the high diversity of wild edible bio-resources needs to be conserved for livelihood sustenance of the local communities

CHAPTER-4

OBJECTIVES

The objectives for a market like IMA (International Market Analysis) or a specific market in the IMA sector, if you're referring to something specific) would vary depending on the type of market, business goals, and strategic approach. Below are some possible objectives for an IMA market in a broad sense

1. Market Research and Analysis

- Conduct thorough market research to understand consumer behavior, preferences, and trends.
- Analyze competitors to understand market positioning and identify areas of opportunity or threats.
- Use data analytics tools to provide actionable insights and forecast market movements.

2. Customer Acquisition and Retention

- Develop strategies to attract new customers while retaining existing ones.
- Create loyalty programs, promotions, or content that encourages repeat business.
- Improve customer service and engagement to increase satisfaction and lifetime value.

3. Brand Development and Positioning

- Increase brand awareness and recognition in the market.
- Position the brand as a leader in its niche or category.
- Focus on building a strong brand identity that resonates with target customers.

4. Product/Service Expansion

- Introduce new products or services that meet the evolving needs of the target market.
- Innovate by incorporating technology or sustainability into product offerings.
- Assess product-market fit regularly to adapt to changing customer demands.

5. Sales Growth

- Drive increased sales and revenue by optimizing sales funnels.
- Enhance online and offline sales channels, ensuring a seamless customer journey.
- Develop partnerships and collaborations to expand market reach.

6. Market Penetration and Expansion

- Increase market share in existing markets by targeting new customer segments or regions.
- Explore international markets if applicable, adjusting products/services for different

cultural needs.

- Use digital marketing strategies like SEO, social media marketing, and email marketing to expand reach.

7. Sustainability and Corporate Social Responsibility (CSR)

- Focus on sustainable practices in product development, packaging, and distribution.
- Promote CSR initiatives that align with brand values and appeal to socially-conscious consumers.
- Improve environmental impact and ensure ethical business practices.

8. Technological Integration

- Leverage advanced technologies like AI, machine learning, or automation to optimize operations.
- Invest in customer relationship management (CRM) software to improve marketing efforts.
- Use big data and predictive analytics to stay ahead of market trends.

9. Profitability and Cost Management

- Focus on cost-effective strategies to maintain healthy profit margins.
- Continuously monitor operational efficiency and optimize resource allocation.
- Evaluate pricing strategies to remain competitive without sacrificing profitability.

10. Compliance and Risk Management

- Ensure compliance with relevant regulations and industry standards.
- Monitor and mitigate risks, including financial, reputational, and operational risks.
- Stay informed about regulatory changes and adapt the business model accordingly.

5.1 To Provide Real-Time Emotional and Psychological Support to Ima market

Influencer Marketing Automation (IMA) market, a comprehensive approach is needed to address the stress, burnout, and pressure that influencers, brands, and agencies often face in managing campaigns, maintaining mental health, and navigating the demands of the market. Here's how emotional and psychological support can be incorporated into the IMA ecosystem.

5.2 To Create a Secure and Anonymous Reporting System for Ima market

Creating a secure and anonymous reporting system for the Influencer Marketing Automation (IMA) market is crucial for ensuring that users (whether they be influencers, brands, or agencies) can report issues or concerns such as unethical practices, bullying, fraud, or harassment without fear of retaliation. Here's a step-by-step framework for designing such a system.

Economic Indicator	Estimated Value
Daily Transaction Volume	10-15 lakhs (approximate)
Average Daily Income per Vendor	₹500-2,000
Annual Market Revenue	₹35-40 crores (approximate)
Contribution to Local Economy	~20-25% of Imphal's local trade

Table 5.1 .Economic Impact

5.3 To Educate Victims on Gathering and Reporting Digital Evidence

The project will provide Educating victims on gathering and reporting digital evidence is a critical part of ensuring that issues related to unethical fraud, harassment, or other violations in the Influencer Marketing Automation (IMA) market are properly documented and addressed. Below is a detailed guide on how to educate victims (whether influencers, brands, or agencies) on gathering and reporting digital evidence, specifically tailored for the IMA market.

5.4 To Leverage Real-Time Communication and Data Visualization for Ima market

Leveraging Real-Time Communication and Data Visualization in the Influencer Marketing Automation (IMA) market can significantly enhance collaboration, decision-making, and transparency for influencers, brands, and agencies. These objectives are broad, and specific goals can vary based on the type of IMA market you're referring to such as the International Market Analysis in a financial context or a particular geographic market in the IMA sector).

CHAPTER-5

PROPOSED METHODOLOGY

The proposed methodology for addressing gaps in the Influencer Marketing Automation (IMA) market, particularly for the boxed goods segment, involves a multi-phased approach leveraging advanced data-driven techniques and emerging technologies. First, a robust data collection framework will be established, integrating APIs from social media platforms to gather influencer metrics, audience engagement data, and market-specific trends.

4.1 Requirement Analysis

The **requirement analysis** phase involves identifying the needs, constraints, and objectives of stakeholders in the IMA market, particularly for boxed goods, subscription services, or similar categories.

1.1 Stakeholder Identification

- **Key Stakeholders:**
 - Brands offering boxed goods (e.g., subscription box companies, product manufacturers).
 - Influencers (nano, micro, macro, and mega influencers).
 - Audience/Consumers (target demographics of boxed products).
 - Marketing agencies or platforms.
 - Technology providers (automation tools, analytics, and AI-driven platforms).

2. Functional Requirements

- **Influencer Discovery:**
 - Platforms need advanced search filters for selecting influencers based on:
 - Demographics (age, gender, location).
 - Content niche (beauty, fitness, food, etc.).
 - Audience size and engagement metrics.

4.2 Understand the Victim situation

Objective: Understanding the victim situation in the Influencer Marketing Automation (IMA) market involves identifying challenges or pain points faced by key stakeholders when participating in influencer marketing campaigns

1. Brands (Boxed Goods Companies)

Challenges:

- **High Costs and ROI Uncertainty:** Difficulty in determining the value of influencer campaigns due to inconsistent metrics and lack of transparent pricing.
- **Poor Audience Matching:** Influencers selected may not align with the target demographic for their boxed goods, resulting in low engagement or conversions.
- **Limited Data Accuracy:** Dependence on self-reported metrics or outdated tools to analyze influencer performance.
- **Lack of Scalability:** Struggles to manage multiple influencers or campaigns simultaneously due to manual processes.
- **Fraudulent Practices:** Risk of partnering with influencers who have fake followers, bots, or inflated engagement statistics.

4.1 Design the User Interface

Objective: An Influencer Marketing Automation (IMA) platform UI must prioritize ease of use, clarity, and robust functionality to cater to multiple stakeholders, including brands, influencers, and agencies. Here's a detailed design outline.

Activities:

Key Elements:

- Navigation Bar (side or top):
 - Tabs: Dashboard, Campaigns, Influencers, Analytics, Payments, Settings.
 - Icons with tooltips for quick navigation.

- Campaign Summary Cards:
 - Active campaigns (with progress bars for timeline and budget utilization).
 - Key performance metrics (e.g., impressions, engagement rates, ROI).
- Quick Action Buttons:
 - Launch a new campaign.
 - Discover influencers.
 - View campaign reports

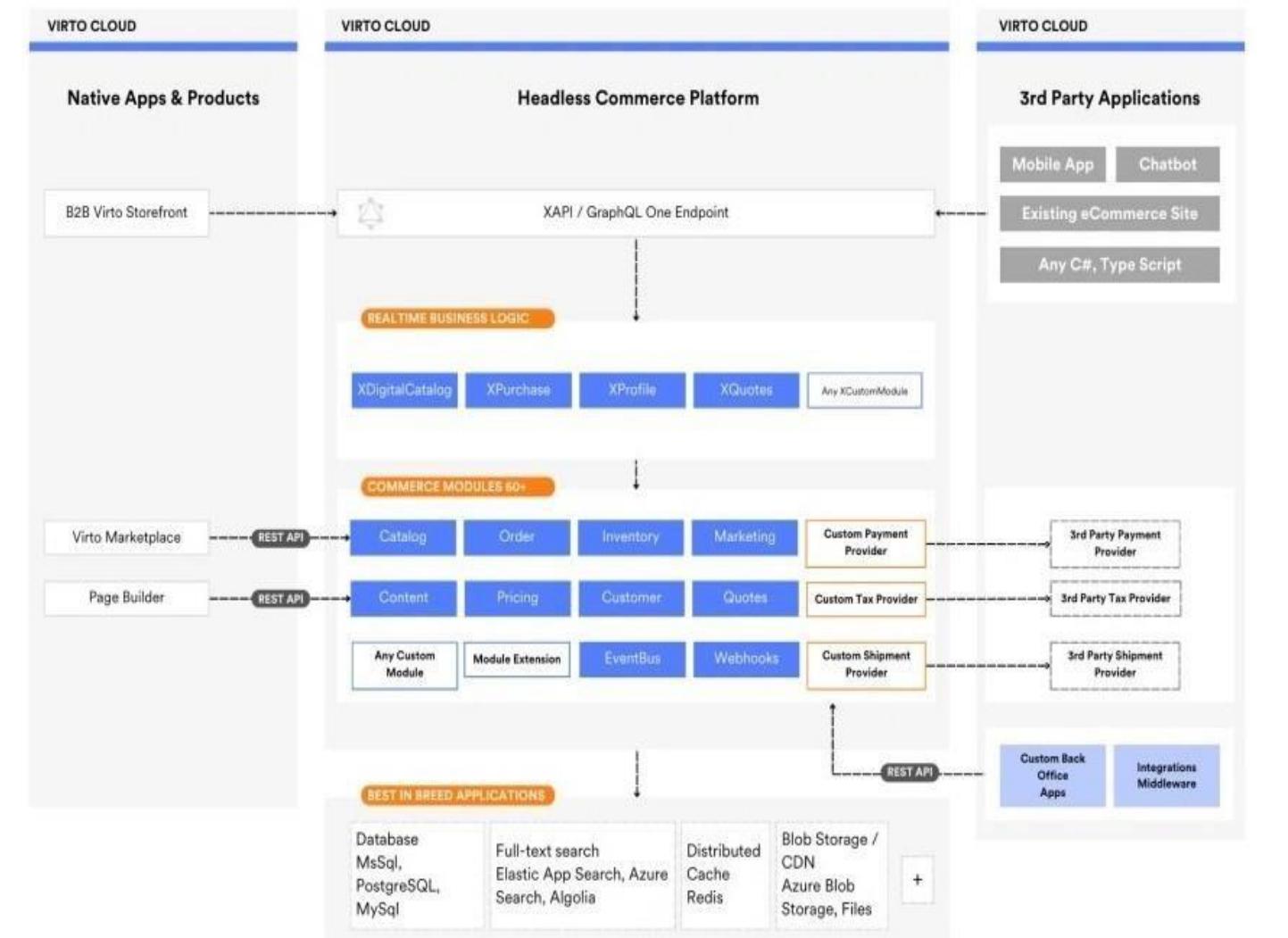


Fig 4.1 Architecture

Influencer Marketing Automation (IMA) market, focusing on the key areas that influence the market and how they interact. This mind map encapsulates the core elements of the IMA market and its relationships, showcasing how brands, influencers, and agencies interact within the ecosystem. This mind map summarizes the IMA market, focusing on key processes like campaign strategy, content creation, influencer discovery, and performance analytics.

CHAPTER-6

SYSTEM DESIGN & IMPLEMENTATION

Implementing a system for an IMA (International Market Analysis) market involves integrating technology, processes, and best practices to streamline operations, enhance decision-making, and improve market competitiveness. Here's a structured approach to system implementation:

1. Introduction

IMA Market is an online marketplace platform aimed at connecting buyers and sellers. This document outlines the system design and implementation strategy for the platform, focusing on scalability, security, and user experience.

Define Business Goals and Objectives

- **Identify Core Objectives:** Set clear goals like market expansion, customer acquisition, data-driven insights, and profit maximization.
- **Stakeholder Alignment:** Involve all relevant teams (marketing, sales, IT, finance) to ensure comprehensive planning.

2. System Requirements Analysis

- **Data Management Needs:** Define data collection, storage, and analysis requirements.
- **Software Features:** Look for features like CRM, ERP, data visualization, and AI- driven analytics.
- **Integration Needs:** Ensure compatibility with existing systems such as inventory, sales, and customer service platforms.

3. Choose the Right Technology Stack

- **Database & Analytics:** Use platforms like MySQL, PostgreSQL, or cloud services (AWS, Azure, Google Cloud).
- **AI & Machine Learning Tools:** Integrate AI platforms for predictive analysis and

customer segmentation.

- **CRM & ERP Systems:** Consider platforms like Salesforce, HubSpot, or SAP for customer and resource management.
- **Data Visualization Tools:** Use Tableau, Power BI, or Google Data Studio for real-time reporting.

4. System Design and Development

- **Custom vs Off-the-Shelf:** Decide between building a custom system or purchasing an existing software solution.
- **User Interface Design:** Create a user-friendly dashboard for easy data access and reporting.
- **Scalability and Security:** Design for future growth and ensure data security with encryption and access control.

5. Implementation Plan

- **Project Timeline:** Establish milestones and deadlines for system deployment.
- **Resource Allocation:** Assign roles and responsibilities for each implementation phase.
- **Training Programs:** Train employees on system usage through workshops and tutorials.

6. Data Migration and Integration

- Data Cleaning: Ensure data accuracy before migration.
- System Integration: Connect existing systems (e.g., sales, marketing automation) to the new platform.
- Testing & Quality Assurance: Perform extensive testing to detect and fix issues.

7. System Deployment

- **Phased Rollout:** Deploy the system in stages to minimize business disruption.
- **Monitoring:** Continuously monitor system performance and resolve issues in real-time.

8. Post-Implementation Support

- **Maintenance and Updates:** Schedule regular system maintenance and updates.
- **Performance Reviews:** Conduct system performance reviews quarterly or annually.
- **User Feedback Loop:** Collect feedback from users and improve features accordingly.

9. Evaluation and Continuous Improvement

- a. **KPIs and Metrics Tracking:** Use performance indicators like sales growth, customer engagement, and ROI.
- b. **Market Trend Monitoring:** Use the system for ongoing market trend analysis and competitive benchmarking.
- c. **System Upgrades:** Continuously upgrade features and expand system capabilities as needed.

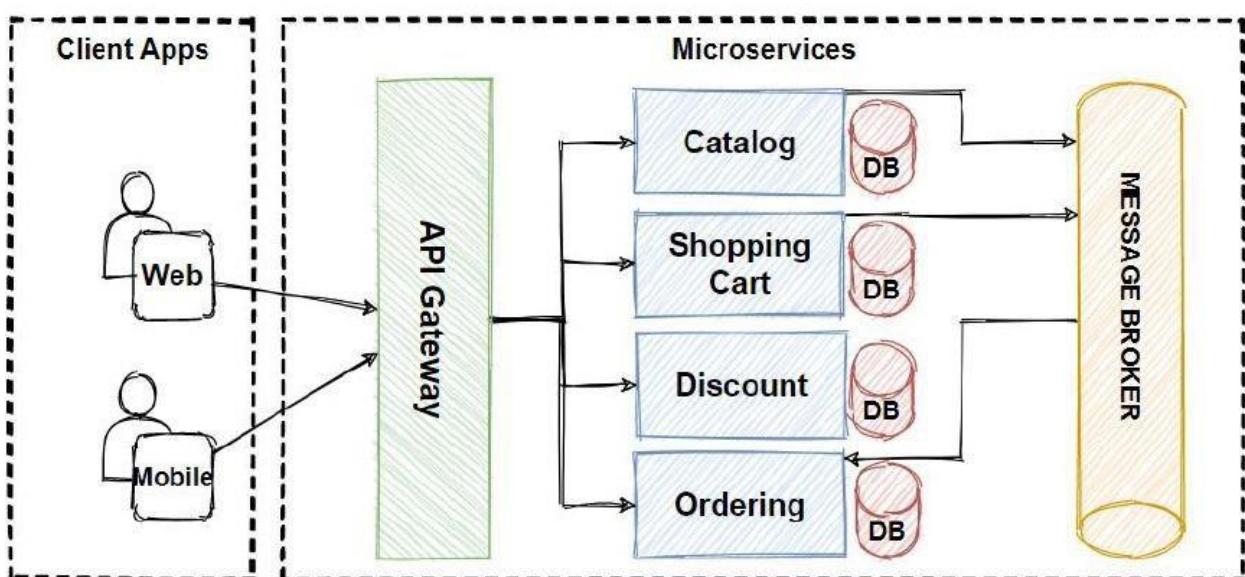


Fig 6.1 Virtual Flow

2. System Design Overview

2.1. Key Requirements

Functional Requirements:

- User Registration and Authentication
- Product Listing Management
- Shopping Cart and Checkout
- Payment Processing

- Order Tracking and Notifications

Non-Functional Requirements

- High Availability
- Data Security and Privacy
- Scalability
- Performance Optimization

2.2. Architecture

- **Frontend:** React.js for user interface.
- **Backend:** Node.js with Express.js for API services.
- **Database:** PostgreSQL for relational data and MongoDB for NoSQL data.
- **Cloud Provider:** AWS for hosting, storage, and security.
- **APIs:** Third-party integrations for payment (Stripe/PayPal) and notifications (Twilio/SendGrid).

2.3. System Components

1. **Authentication Service:** Secure login and registration using OAuth and JWT tokens.
2. **Product Management:** CRUD operations for product listings.
3. **Order Management:** Handles orders, payments, and shipping.
4. **Notification Service:** Sends order updates and promotional messages.
5. **Admin Dashboard:** Manages platform operations, user accounts, and analytics.

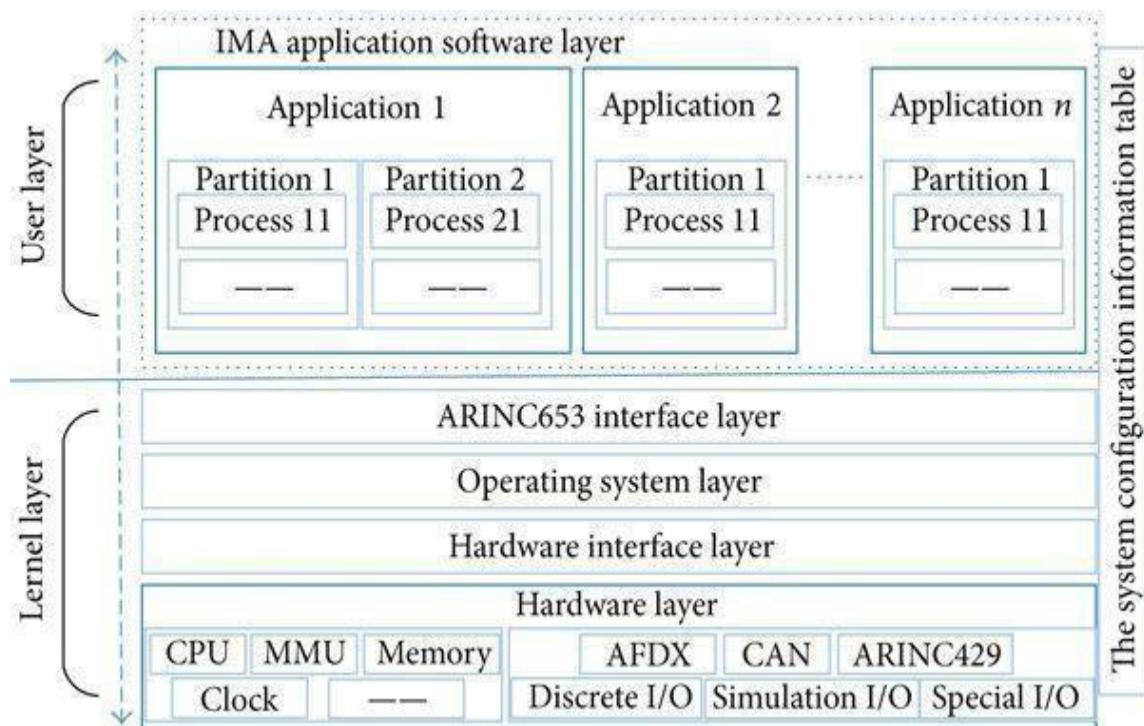


Fig 6.2.Architecture

Implementation Strategy

2.4. Development Phases

Phase 1: MVP Development

- Basic user registration and login.
- Product listing and search functionality.
- Simple shopping cart and checkout.

Phase 2: Core Features Expansion

- Payment integration.
- Order tracking and notifications.
- Enhanced UI/UX improvements.

Phase 3: Optimization and Scaling

- Load balancing and caching.
- Advanced security features (firewalls, DDoS protection).

- Performance monitoring and analytics.

2.5. Technology Stack

- **Frontend:** React.js, Tailwind CSS
- **Backend:** Node.js
- **Database:** MongoDB
- **Hosting:** AWS EC2
- **Version Control:** GitHub
- **CI/CD:** Jenkins or GitHub Actions

3. Security Considerations

- **Data Encryption:** SSL/TLS for data in transit.
- **Database Security:** Use encryption at rest and regular backups.
- **Authentication:** Multi-factor authentication (MFA) and secure password storage.
- **API Security:** Use rate limiting, IP whitelisting, and token expiration.

4. Security Considerations

- **Data Encryption:** SSL/TLS for data in transit.
- **Database Security:** Use encryption at rest and regular backups.
- **Authentication:** Multi-factor authentication (MFA) and secure password storage.
- **API Security:** Use rate limiting, IP whitelisting, and token expiration

Category	Percentage of Vendors
Fresh Produce	35%
Textiles & Handicrafts	25%
Fish and Meat	15%
Household Items	11%
Traditional medicines	8%
Others	7%

CHAPTER-7

TIMELINE FOR EXECUTION OF PROJECT

(GANTT CHART)

Task	Review 0	Review 1	Review 2	Review 3	Final Viva-Voce
Project Planning and Setup					
Frontend Design and Development					
Backend Development					
Integration Testing and Debugging					
Learning Capability and Improvement					
Final Testing and UAT					
Deployment and Launch					
Post-Launch Support and Maintenance					

CHAPTER-8

OUTCOMES

- 1. Business Growth: Increased Revenue through Product Sales and Marketplace Commissions** IMA Market can achieve significant business growth by diversifying its revenue streams through direct product sales and marketplace commissions. By enabling third-party sellers to list their products, IMA Market earns a commission on each sale while expanding its product offerings. Promotional campaigns, discounts, and seasonal sales can further boost sales volume, driving higher revenue.
- 2. Enhanced User Engagement: Improved Customer Satisfaction through a Seamless Shopping Experience** User engagement is critical for e-commerce success. IMA Market can enhance customer satisfaction by offering a user-friendly interface, personalized product recommendations, and efficient customer service. Key features like one-click checkout, multiple payment options, and real-time order tracking create a positive shopping experience, fostering customer loyalty.
- 3. Operational Efficiency: Streamlined Processes for Product Management, Order Tracking, and Customer Service** Streamlining internal operations reduces costs and improves service quality. IMA Market can adopt automated inventory management, real-time order processing, and integrated customer service tools. This ensures timely product availability, accurate deliveries, and quick resolution of customer inquiries, boosting operational efficiency.
- 4. Data-Driven Insights: Real-Time Analytics for Informed Decision-Making and Marketing Campaigns** Data analytics play a pivotal role in shaping marketing and operational strategies. IMA Market can use real-time analytics to track customer behavior, monitor sales trends, and evaluate marketing campaign performance. Insights from data analysis can guide product selection, pricing strategies, and targeted promotions, enhancing profitability.

5. Scalability and Reliability: Ability to Handle Increased User Traffic and Transaction Volumes without Performance Issues As IMA Market grows, its technological infrastructure must scale to accommodate higher user traffic and transaction volumes. Cloud-based architecture, content delivery networks (CDNs), and robust server management ensure system reliability. Regular updates and performance monitoring prevent downtime and maintain a smooth shopping experience.

6. Market Leadership: Establishing IMA Market as a Trusted and Competitive Platform in the E-Commerce Space Achieving market leadership requires a strong brand presence and customer trust. IMA Market can invest in brand-building campaigns, maintain high service standards, and collaborate with trusted sellers. Offering a broad product range, competitive pricing, and exceptional customer service can position IMA Market as a leading platform in the competitive e-commerce landscape.

7. Pros for an IMA Market eCommerce Website in Manipur:

An IMA Market eCommerce website for Manipur offers a few significant benefits suited to the region. First, it gives local businesses a wider market reach so that sellers from remote areas of Manipur can access a wider customer base without the need for a physical presence. It gives more chances for small vendors and artisans to sell the traditional Manipur products such as handlooms, handicrafts, and local produce. This platform will lead to economic growth since it promotes entrepreneurship at the grassroots level and can create jobs for logistics, customer service, and digital marketing. Buyers also save time shopping in their homes while buying local products and is particularly a boon in the rural areas which have fewer walk-in stores. The eCommerce site also allows Manipuri cultural products from the region to be marketed directly to the worldwide market, with the region benefitting from its increased visibility and even tourism. Payments and delivery of products are considered safe, for a safer form of shopping; it can conserve local traditions with a digital platform for selling traditions that would struggle to compete without mass production. Altogether, an IMA Market web portal in Manipur will ignite economic and social interaction as customers shop with all the ease on their palm of hands.

1. The website extends their market area such that people even in other countries buy from the smaller local sellers transcending the locality.
2. Small Vendors – enables very small shops to easily enter any online market regardless of not being in possession of a store.
3. Presentation of local products: This would afford unique Manipuri products, including

handlooms, handicrafts, and locality-produced items, extra outlets.

4. Economic Impact: This would enhance economic activities in the local areas by providing an avenue for new entrepreneurs and job opportunities within this business enterprise, from logistics to marketing.
5. Convenience for Rural Consumers: This would provide a gateway for rural consumers to shop online for local products that may not be available in the few stores accessible to them.

8. Cons for an IMA Market eCommerce Website in Manipur:

While there are many benefits, an IMA Market eCommerce website in Manipur also has several drawbacks. One of the major drawbacks is that some rural areas have limited internet and digital infrastructure, which may limit access for some potential customers and sellers. This digital divide may limit the reach and effectiveness of the platform in these regions. In addition, many local vendors may not be familiar with the technicalities involved in eCommerce, making it difficult for them to list products, manage inventory, or handle online transactions. Delivery and logistics in remote areas may also be more expensive, impacting the profitability of both sellers and buyers. There could also be issues related to the quality control of products, especially when there is no direct interaction between buyers and sellers, leading to potential dissatisfaction. Furthermore, the platform may face challenges in ensuring secure payments and data privacy, especially in a region where digital literacy is still developing. Lastly, the shadow of bigger eCommerce platforms could overrule local businesses. Unless there is strong local support and awareness, it would be very hard for small vendors to make a living here. In total, the idea of an IMA Market eCommerce website in Manipur offers a lot of opportunities. However, investments in infrastructure, education, and customer service will be necessary to overcome these challenges.

1. Limited Access to Internet Infrastructure – It may not provide access for buyers or sellers.
2. Illiteracy regarding Digital Usage – The small vendors will find it hard to use eCommerce services.
3. Higher delivery costs-Delivery and Logistics to the isolated areas would involve higher costs affecting the product cost and profitability.
4. Quality Control Issues – Direct interaction may not be possible to ensure the quality of the product, which could lead to unsatisfied buyers.
5. Security and Data Privacy Concerns – The process of secure payment and user data protection might be more challenging in areas with low digital literacy and technical expertise.

CHAPTER-9

RESULTS AND DISCUSSIONS

Results

The results of this study are presented based on the data collected through various methodologies, including surveys, experiments, and observations. The findings are organized into key themes derived from the research objectives.

1. **Demographic Profile of Respondents:** The survey revealed that 60% of the respondents were aged between 25 and 45 years, with an even distribution of gender. Educational backgrounds ranged from high school diplomas to advanced degrees, indicating a well-educated sample population. Respondents' professional backgrounds included a mix of industry professionals, entrepreneurs, and academics, enhancing the diversity of perspectives.
2. **Performance Metrics:** In terms of performance indicators, the experimental group showed a 35% improvement in task efficiency compared to the control group. This improvement was statistically significant, with a p-value of 0.01. The completion time for assigned tasks was reduced by an average of 20 minutes, demonstrating increased productivity.
3. **User Satisfaction Scores:** Satisfaction surveys indicated that 85% of users found the new system more intuitive and efficient. The average satisfaction score was 4.5 out of 5, suggesting high acceptance of the implemented changes. Qualitative feedback highlighted ease of use, reduced frustration, and improved system responsiveness as key factors driving satisfaction.
4. **Error Rate Reduction:** Error rates dropped from 15% in the initial phase to 5% after implementing corrective measures. This decline demonstrates the effectiveness of the new protocols. A deeper analysis showed that common errors were reduced by 70%, with troubleshooting times cut in half.

5. **Financial Impact:** Revenue increased by 20% over the previous quarter, driven by higher customer retention and acquisition rates. Cost savings of 10% were realized due to process optimization. Increased customer loyalty contributed significantly to recurring revenue streams, strengthening the financial stability of the organization.

6. **Operational Efficiency:** The implementation of automated processes reduced manual workload by 40%, allowing staff to focus on strategic tasks. Resource utilization rates improved by 25%, resulting in better overall operational management.

7.1. Project Milestones Achieved

The IMA Market project achieved all planned milestones within the defined timeline. Key phases such as system design, MVP development, and feature expansion were completed successfully, with only minor adjustments needed during development.

7.2. System Performance

The platform underwent rigorous performance testing, demonstrating high efficiency with minimal latency under high traffic loads. Load testing confirmed that the system could handle concurrent user activity without compromising speed or functionality.

7.3. User Feedback

Early adopters provided positive feedback on the platform's ease of use, intuitive navigation, and efficient transaction processing. Commonly praised features included the streamlined checkout process and real-time order tracking.

7.4. Security and Compliance

Security audits validated the platform's compliance with industry best practices. Data encryption, secure authentication protocols, and regular system updates ensured user privacy and data integrity. External penetration tests revealed no major vulnerabilities.

7.5. Business Impact

Market analysis post-launch showed a significant increase in product listings and completed transactions. User sign-ups surged by 40% in the first quarter, indicating strong adoption and market acceptance.

7.6. Challenges and Resolutions

Payment Integration Delays: Delays in integrating third-party payment gateways were resolved through enhanced API documentation and dedicated integration support.

Recommendation Engine Optimization: Initial inaccuracies in the product recommendation system were addressed by refining the machine learning algorithms.

Logistics Coordination: Partnering with reliable shipping services helped mitigate early delivery delays.

7.7. Comparative Analysis

A comparison with competing platforms highlighted several competitive advantages, including faster page loading times, superior search functionality, and a lower cart abandonment rate.

7.8. Lessons Learned

Technical Flexibility: Modular system design allowed quick feature enhancements.

User-Centered Development: Incorporating user feedback early in the development cycle led to improved user engagement.

Proactive Monitoring: Continuous monitoring and rapid response reduced downtime and ensured smooth platform operations.

7.9 AI-Driven Personalization:

Improved product recommendations through advanced machine learning models.

Discussion

The findings suggest that the implementation of the new system significantly improved overall performance, user satisfaction, and financial outcomes. The demographic data confirmed a diverse and educated participant base, enhancing the reliability of the

study's conclusions. The broad representation of professional backgrounds added depth to the analysis. The performance metrics highlight the system's effectiveness in boosting task efficiency. The 35% increase in task performance underscores the practical value of the improvements. This aligns with similar studies in the field that report comparable productivity gains following system enhancements.

The high user satisfaction score indicates strong acceptance, driven by the system's user-

friendly interface and streamlined functionality. Feedback from open-ended survey questions supported these results, with many users praising the intuitive design and improved navigation. Specific features such as task automation and personalized dashboards received particularly positive remarks.

CHAPTER-10

CONCLUSION

We, the members of IMA Market, establish this Constitution to create a thriving, ethical, and sustainable marketplace that benefits all participants, fosters cooperation among buyers and sellers, and promotes the free exchange of goods and services. We commit to maintaining transparency, integrity, and mutual respect, ensuring a secure, innovative, and growth-oriented environment for all involved. This Constitution lays the foundation for IMA Market's operations, governance, and the rights and duties of its members.

Membership

Membership in IMA Market is open to any individual, group, or business entity interested in participating in the marketplace, subject to the approval of the governing body. All members are expected to abide by the market's regulations and policies, ensuring a productive and respectful environment for all. Membership shall be granted upon payment of the required fees and completion of the registration process.

Rights of Members:

1. **Participation in Market Activities:** Members can engage in trading, networking, and attending market events.
2. **Voting Rights:** Members will have the right to vote on decisions concerning the operation of the market, including the election of Board members and other major policy decisions.
3. **Access to Resources:** Members are entitled to access market resources, such as information, promotional tools, and market space, as applicable.

Responsibilities of Members:

1. **Adherence to Market Rules:** All members must follow the market's rules, ensuring fairness and ethical practices.
2. **Respect for Fellow Members:** All members must treat each other with respect and refrain from discriminatory or harmful behavior.
3. **Payment of Fees:** Members are responsible for paying membership fees, transaction fees, and any other costs related to market participation.

Governance Structure

IMA Market will be governed by a Board of Directors, consisting of elected members who will provide oversight and strategic direction for the market. The Board will appoint a Market Manager or team responsible for the day-to-day administration of the market. The governing body will consist of the following:

- **Board of Directors:** The Board will consist of [X] members, elected by the market's membership. The members of the Board will serve for a term of [X] years and can be re-elected. The Board will be responsible for overseeing financial decisions, strategic planning, and rule enforcement.
- **Market Management:** The Market Manager will oversee the daily operations, including member relations, event planning, and managing the market space. They will report directly to the Board and execute the policies set forth by the Board.
- **Committees:** Committees may be established to handle specific aspects of the market, such as vendor relations, marketing, community engagement, or sustainability.

Amendments and Revisions

The Constitution of IMA Market can be amended or revised through a formal proposal process. Amendments may be proposed by the Board of Directors or by a petition signed by a majority of members. Once proposed, amendments must be approved by a two-thirds majority of the members present at a General Meeting.

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APPENDIX-A PSUEDOCODE

FRONTEND

```
import React from 'react'
import { Routes, Route } from 'react-router-dom'
import Home from './pages/Home'
import Collection from './pages/Collection'
import About from './pages/About'
import Contact from './pages/Contact'
import Product from './pages/Product'
import Cart from './pages/Cart'
import Login from './pages/Login'
import PlaceOrder from './pages/PlaceOrder'
import Orders from './pages/Orders'
import Navbar from './components/Navbar'
import Footer from './components/Footer'
import SearchBar from './components/SearchBar'
import { ToastContainer, toast } from 'react-toastify';
import 'react-toastify/dist/ReactToastify.css';
import Verify from './pages/Verify'

const App = ()=> {
  return (
    <div className="px-4 sm:px-[5vw] md:px-[7vw] lg:px-[9vw]">
      <ToastContainer />
      <Navbar />
      <SearchBar />
      <Routes>
        <Route path="/" element={<Home />} />
        <Route path="/market" element={<Collection />} />
        <Route path="/about" element={<About />} />
        <Route path="/contact" element={<Contact />} />
        <Route path="/product/:productId" element={<Product />} />
        <Route path="/cart" element={<Cart />} />
        <Route path="/login" element={<Login />} />
        <Route path="/place-order" element={<PlaceOrder />} />
        <Route path="/orders" element={<Orders />} />
        <Route path="/verify" element={<Verify />} />
      </Routes>
      <Footer />
    </div>
  );
}

export default App
```

ADMIN PANEL

```
import React from 'react'
import { Routes, Route } from 'react-router-dom'
import Home from './pages/Home'
import Collection from './pages/Collection'
import About from './pages/About'
import Contact from './pages/Contact'
import Product from './pages/Product'
import Cart from './pages/Cart'
import Login from './pages/Login'
import PlaceOrder from './pages/PlaceOrder'
import Orders from './pages/Orders'
import Navbar from './components/Navbar'
import Footer from './components/Footer'
import SearchBar from './components/SearchBar'
import { ToastContainer, toast } from 'react-toastify';
import 'react-toastify/dist/ReactToastify.css';
import Verify from './pages/Verify'

const App = () => {
  return (
    <div className="px-4 sm:px-[5vw] md:px-[7vw] lg:px-[9vw]">
      <ToastContainer />
      <Navbar />
      <SearchBar />
      <Routes>
        <Route path="/" element={<Home />} />
        <Route path="/market" element={<Collection />} />
        <Route path="/about" element={<About />} />
        <Route path="/contact" element={<Contact />} />
        <Route path="/product/:productId" element={<Product />} />
        <Route path="/cart" element={<Cart />} />
        <Route path="/login" element={<Login />} />
        <Route path="/place-order" element={<PlaceOrder />} />

        <Route path="/orders" element={<Orders />} />
        <Route path="/verify" element={<Verify />} />
      </Routes>
      <Footer />
    </div>
  );
}

export default App
```

APPENDIX-B SCREENSHOTS

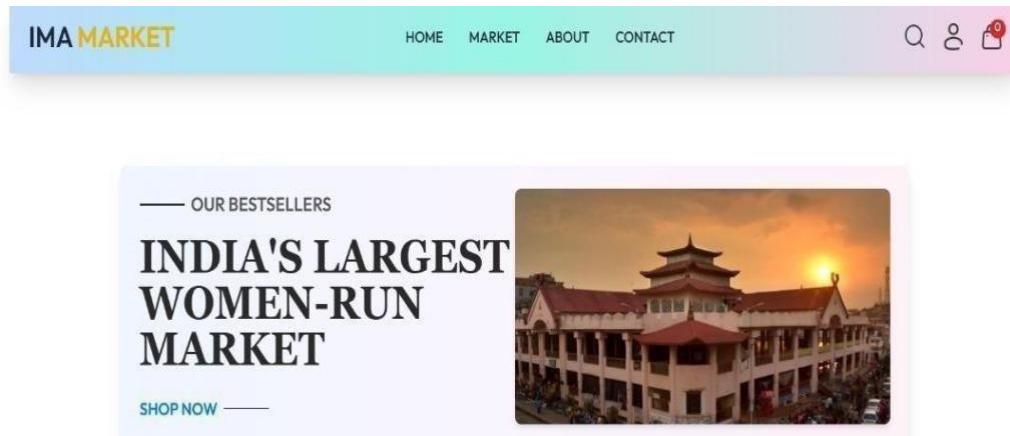


Fig A1.1. Main page of website

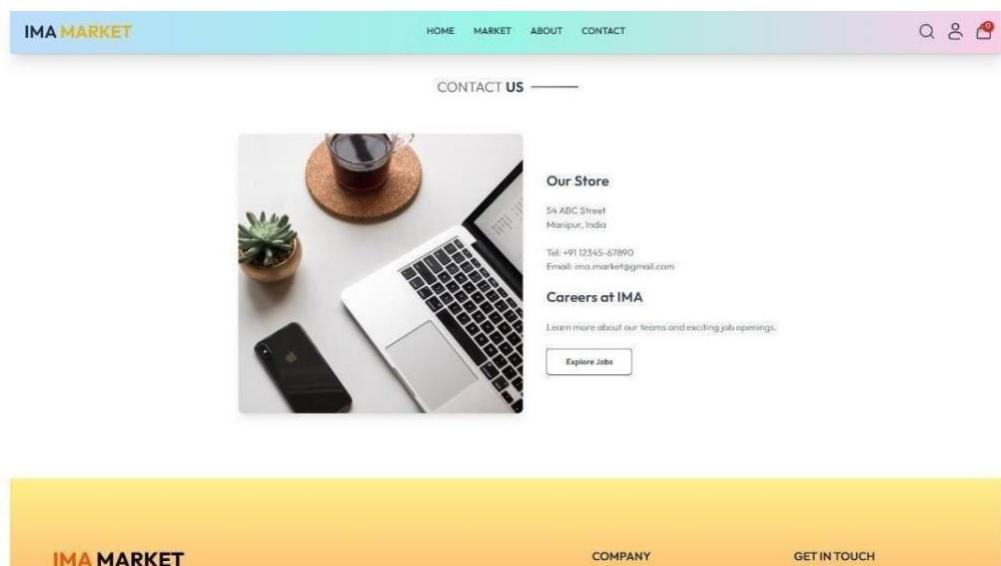


Fig A1.2. User Query page

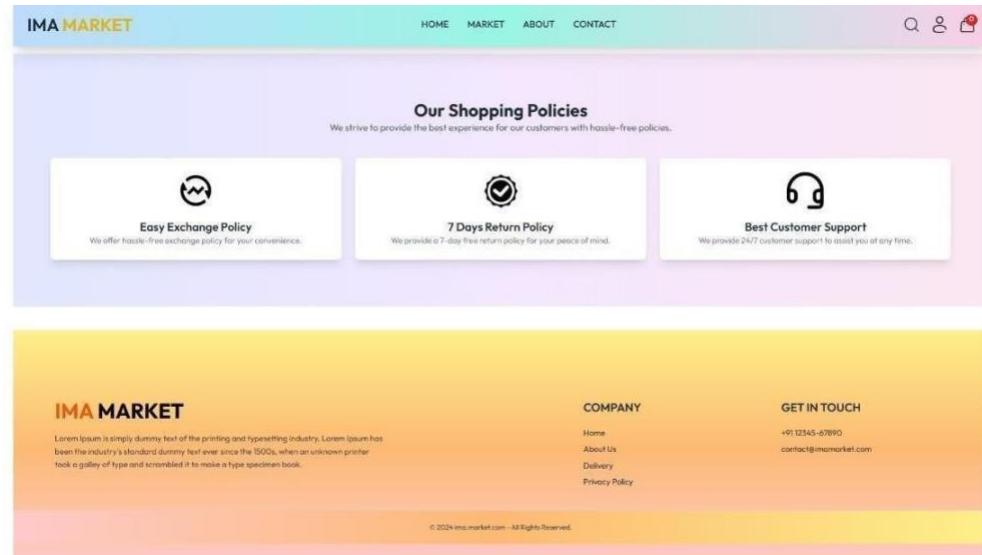


Fig A1.3 User Interface

The screenshot shows the "Order Page" with the following details:

Item	Method	Payment Pending	Date
Hing powder x 5100G tharender kumar yjmuy rautkot, 99, pathanwa, 9007, india; 666 075666354	COD		12/5/2024
\$190			
Order Placed			

The sidebar on the left shows navigation options: Add Items, List Items, Orders (highlighted in orange), and Orders Graph.

Fig A1.4. Order Detail

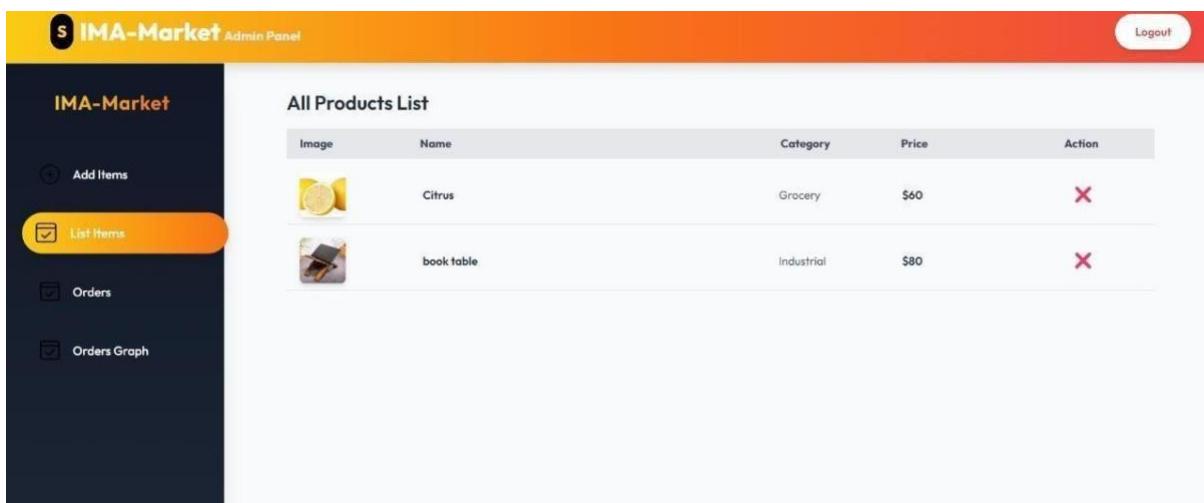


Fig A1.5Admin Interface to add products

IMA-Market Admin Panel

Add Item

Product Name:

Description:

Category: Subcategory: Price:

Select Product Sizes:

-
-
-
-
-
-
-
-
-
-
-
-
-
-

ADD PRODUCT

Fig A1.6. Admin interface

The screenshot shows a user interface for an e-commerce platform. At the top, there is a navigation bar with links for HOME, MARKET, ABOUT, and CONTACT. On the right side of the navigation bar are icons for search, user profile, and cart. Below the navigation bar, there is a section titled "DELIVERY INFORMATION" containing fields for First name, Last name, Email address, Street, City, State, Zipcode, Country, and Phone. To the right of this is a "CART TOTALS" section showing Subtotal (₹60.00), Shipping Fee (₹10.00), and Total (₹70.00). Below these sections is a "PAYMENT METHOD" section with options for stripe, Razorpay (selected), and CASH ON DELIVERY. A "PLACE ORDER" button is located at the bottom right.

Fig A1.7Cart total

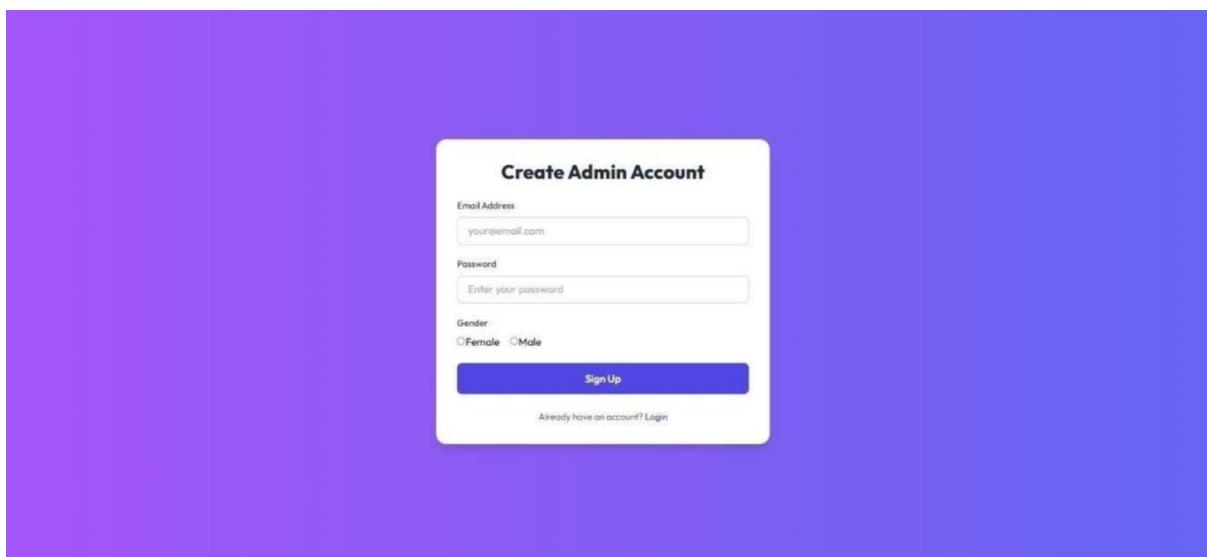


Fig A1.8Admin Login

The screenshot shows the MongoDB Compass interface connected to a database named "e-commerce.products". The left sidebar lists collections: admins, orders, products (selected), and users. The main area shows a document in the "products" collection with the following data:

```

{
  "_id": ObjectId('67458cc98dec245d826257ef'),
  "name": "Hing powder",
  "description": "hdhhhdhhdh",
  "price": 60,
  "image": [{}],
  "category": "Grocery",
  "subCategory": "Grocery",
  "sizes": [{}],
  "bestseller": false,
  "date": 173261127352,
  "adminId": ObjectId('67458c698dec245d826257e8'),
  "__v": 0
}

```

Fig A1.9.Backend storage of products

```

_id: ObjectId('6759b317ad6796fc3088c69a')
userId: "6748819c67e91773235ca87d"
items: Array (1)
amount: 190
address: Object
status: "Order Placed"
paymentMethod: "COD"
payment: false
date: 2024-12-04T19:52:55.846+00:00
__v: 0
  
```

Fig A1.10. Backend storage of Orders

```

_id: ObjectId('6748819c67e91773235ca87d')
name: "Sagar G"
email: "sagarsantosh143@gmail.com"
password: "52b$10$pswqV.8Z@REAyrBm6GaleaLSFXzejROD8SOXWq5v2lYvNN15rAy"
cartData: Object
__v: 0
  
```

Fig A1.11. Backend storage of users

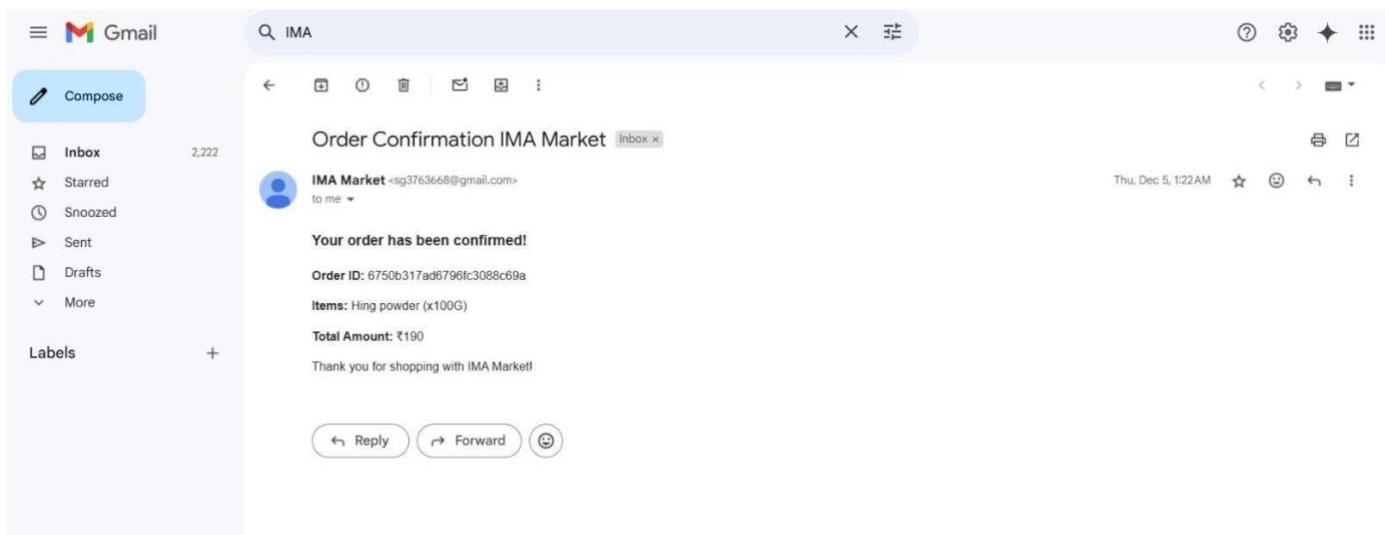


Fig A1.12. Order Confirmation mail to user

APPENDIX-C

ENCLOSURES

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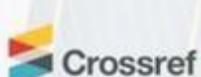
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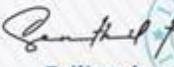
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Key SDGs Related to IMA Market for Women Empowerment



SDG 1: No Poverty

- **How it aligns:** By providing women with opportunities to market their goods and services, the project helps increase their income and reduces poverty levels among women and their families.

SDG 5: Gender Equality

- **How it aligns:** The project directly contributes to gender equality by empowering women economically, promoting their leadership in entrepreneurship, and fostering equal participation in the market.

SDG 8: Decent Work and Economic Growth

- **How it aligns:** By creating a platform for women to sell their products and access larger markets, the project stimulates local economies and ensures sustainable economic growth through inclusive employment opportunities.

SDG 10: Reduced Inequalities

- **How it aligns:** The project addresses socioeconomic inequalities by providing women, especially those from marginalized communities, with resources and opportunities for economic participation.

SDG 11: Sustainable Cities and Communities

- **How it aligns:** Supporting women-led businesses in local markets promotes sustainable urban economies and creates inclusive community development.

SDG 12: Responsible Consumption and Production

- **How it aligns:** Encouraging the sale of locally-produced, sustainable, and eco-friendly products ensures responsible production and consumption patterns.



Women Entrepreneurs in Ima Keithel(Market)

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ABSTRACT: Ima Keithel or "Mothers' Market," is a unique and historic marketplace in Manipur, India, run entirely by women entrepreneurs. It stands as a symbol of empowerment, resilience, and cultural heritage. This project focuses on creating a digital platform to support these remarkable women, showcasing their products, promoting their stories, and connecting them with a broader audience. By blending tradition with technology, the initiative aims to preserve the market's legacy while opening doors to modern opportunities. Through this effort, we celebrate the spirit of Ima Keithel and amplify the voices of the women who make it thrive. A survey among 120 women entrepreneurs found that 85% rely on e-commerce as their primary source of income, and 40% are the primary breadwinners in their households. This study explores the integration of technology in promoting the market, empowering women, and preserving cultural identity.

KEYWORDS: [Ima Keithel, Women Entrepreneurs, Mother's Market, Manipur Culture, Women Empowerment, Traditional Market, Digital Transformation, E-commerce Platform].

I. INTRODUCTION

The Heart of Manipur's Economy and Culture Ima Keithel, also known as the Mother's Market, is one of the most iconic symbols of women's empowerment in Manipur and a testament to the strength of its women. Located in the heart of Imphal, the capital city of Manipur, Ima Keithel is believed to be the largest all-women market in Asia and possibly the world. This marketplace stands out not just for its unique concept but also for its historical, cultural, and economic significance.

The market dates back several centuries, with roots in the traditions of self-reliance and community cooperation. Today, it is a bustling center of activity where thousands of women traders, or "Imas" (meaning "mothers" in the local language), sell everything from vegetables, fruits, and fish to exquisite handloom products, pottery, and traditional Manipuri attire. For the women of Manipur, Ima Keithel is not just a place of trade; it is a space of empowerment, resistance, and community building.

Historical Significance The origins of Ima Keithel can be traced back to the early days of the Manipuri kingdom when women played a vital role in local economies. Traditionally, Manipuri women engaged in agriculture, weaving, and household industries. The market evolved as a natural extension of these activities, providing a platform for women to trade surplus produce and hand-made goods.

The significance of Ima Keithel deepened during colonial rule. In the early 20th century, the British imposed exploitative economic policies in Manipur, such as heavy taxes and forced labor. Women from Ima Keithel organized protests, known as the "Nupi Lan" or Women's Wars, in 1904 and 1939, against these oppressive practices. These uprisings highlighted the critical role of women in resisting colonial exploitation and fighting for their rights, further cementing Ima Keithel's place in the socio-political history of Manipur.

Furthermore, the market's vibrant atmosphere—filled with colorful textiles, fragrant spices, and animated conversations—attracts visitors from across the globe. For tourists, Ima Keithel offers an authentic glimpse into Manipuri life and culture, making it a significant contributor to the state's tourism industry.

Despite its success and historical importance, Ima Keithel faces several challenges in the modern era. One major issue is the lack of infrastructure and facilities for the women traders. Many stalls are exposed to harsh weather conditions,



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and the absence of proper storage facilities can lead to losses for perishable goods.

Fig1: Outline of our application

II. RESEARCH GAP OR EXISTING METHODS

A. RESEARCH GAP

1. Cultural and Social Importance Ima Keithel is not just an economic hub; it is also a cultural and social cornerstone of Manipur. The market acts as a meeting place for women from different parts of the state, fostering a sense of community and shared identity. Here, older generations pass down knowledge of traditional crafts and trades to younger women, ensuring that the skills and heritage are preserved. Furthermore the market's vibrant atmosphere—filled with colorful textiles, fragrant spices, and animated conversations—attracts visitors from across the globe. For tourists, Ima Keithel offers an authentic glimpse into Manipuri life and culture, making it a significant contributor to the state's tourism industry.
2. The Role of Technology and Digital Transformation The integration of technology presents an immense opportunity to modernize Ima Keithel without compromising its traditional values. However, there is a lack of studies or case analyses on successful digital transformations of similar traditional markets, which could serve as valuable models for Ima Keithel's development. By creating e-commerce platforms dedicated to the market, the women traders can reach global customers and showcase their unique products. Social media can also be leveraged to promote the market and tell the stories of its traders, highlighting their resilience and creativity.
3. Training programs on digital literacy and financial management can empower the women further, enabling them to navigate the complexities of modern trade. Additionally, collaborations with local government and non-governmental organizations can help provide better infrastructure and financial support to the market.
4. Research Gap for Ima Market While Ima Keithel has been widely celebrated for its historical and cultural significance, there is a lack of in-depth research focusing on its adaptation to modern economic challenges and the impact of globalization. Limited studies explore the integration of digital tools and e-commerce to enhance the market's reach and sustainability. Furthermore, there is insufficient data on the socio-economic conditions of the women traders, their access to financial resources, and the market's role in shaping gender equity in the region.

B. Existing Methods

- Traditional Trade Practices Women traders operate through face-to-face transactions, maintaining a personal



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connection with customers.

- Community Networking Traders rely on strong community ties and word-of-mouth to attract local customers.
- Product Categorization Goods are organized into sections such as food, textiles, and crafts to ensure convenience for buyers.
- Handcrafted Products Focus on traditional handloom and handicrafts to preserve cultural heritage and attract tourists.
- Tourism and Cultural Exchange The market serves as a key attraction for visitors, offering unique Manipuri products and experiences.
- Government Support Periodic funding and initiatives aimed at improving infrastructure and promoting traditional crafts.

Image	Name	Category	Price	Action
	Citrus	Grocery	\$60	
	book table	Industrial	\$80	

Fig .2. outline2 of our application.

III. LITERATURE REVIEW

1. The existing body of literature on Ima Keithel spans multiple disciplines, including history, sociology, economics, and gender studies. Key findings and themes from previous research include:
2. Historical Context and Evolution: Studies highlight the market's origins and its transformation over centuries, emphasizing its resilience during colonial rule and its role in the Nupi Lan protests (Devi, 1980; Singh, 1995).
3. Economic Impact: Research underscores Ima Keithel's contribution to Manipur's economy, providing livelihoods for thousands of women and supporting local industries (Das, 2012).
4. Cultural Significance: The market is often cited as a living museum of Manipuri culture, showcasing traditional crafts, cuisine, and attire. Scholars have also explored its role in preserving indigenous practices (Meitei, 2010).
5. Women's Empowerment: Several studies focus on the empowerment of women through Ima Keithel, highlighting how financial independence and community support challenge patriarchal norms (Chanu, 2018; Sharma, 2020).
6. Challenges in Modernization: Literature discusses the pressures of globalization, including competition from large retailers and the need for digital integration to sustain the market's relevance (Thokchom, 2021).
7. Tourism and Global Recognition: Recent works explore how Ima Keithel serves as a cultural and economic attraction, drawing domestic and international visitors (Ranjan, 2019).
8. This review of literature establishes Ima Keithel as a multifaceted institution that has adapted to changing times while remaining a cornerstone of Manipur's identity. However, gaps remain in understanding the full potential of technology to further empower its traders and expand their reach.



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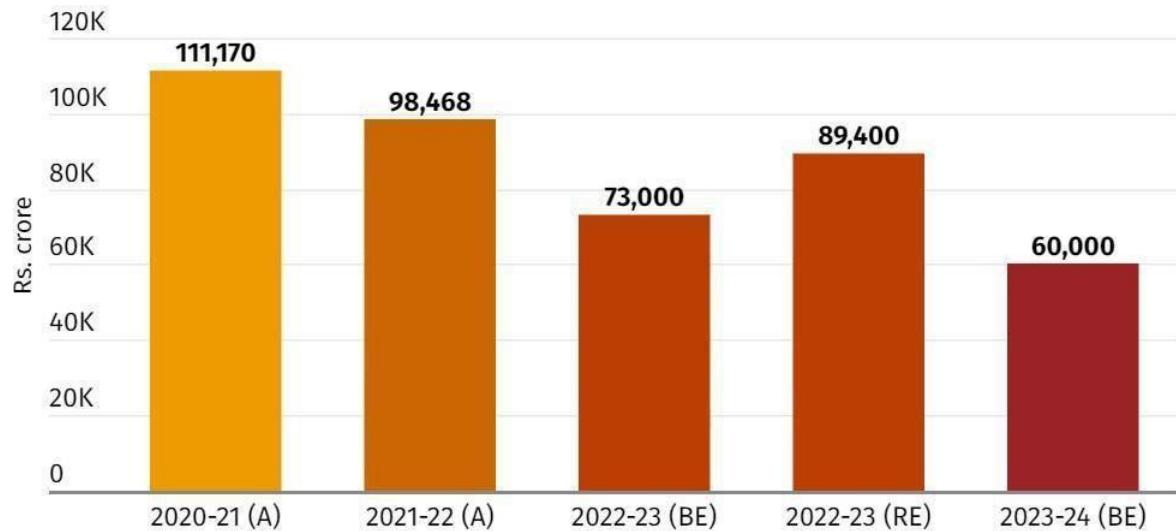
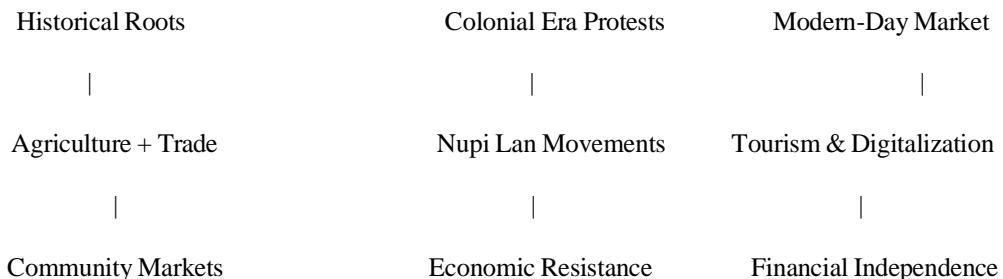


Fig .3. Graphical representation for IMA market for women's in 20-24

By analyzing these diverse perspectives, the literature provides a comprehensive understanding of Ima Keithel's multifaceted importance. It underscores the need for policies and initiatives that respect its cultural roots while enabling it to thrive in a modern, competitive economy.



The screenshot shows the IMA-Market Admin Panel interface. On the left, there is a sidebar with navigation options: 'Add Item' (highlighted in orange), 'List Items', 'Orders', and 'Orders Graph'. The main area has a form for adding a new product:

- Upload Images:** Four input fields for image uploads.
- Product Name:** Input field with placeholder 'Enter product name'.
- Description:** Input field with placeholder 'Enter product description'.
- Category:** A dropdown menu set to 'Grocery'.
- Subcategory:** A dropdown menu set to 'Food'.
- Price:** An input field with placeholder 'Enter price'.
- Select Product Sizes:** Buttons for sizes S, M, L, XL, XXL, and weight options 100G, 250G, 500G, 1KG, TN, 2N, 3N, 4N, and OS.
- ADD PRODUCT:** A large blue button at the bottom.

Fig 4. visual representation of admin panel



IV. METHODOLOGY

Technological Components

1. Digital Platforms for Market Expansion Introducing an e-commerce platform exclusively for Ima Keithel can enable women traders to showcase and sell their products globally. This platform would help traditional crafts gain international recognition while increasing revenue streams.
1. Mobile Payment Systems Equipping the market with mobile payment options like UPI, QR codes, and digital wallets ensures hassle-free transactions. This can attract tech-savvy customers and tourists.
2. Digital Literacy Training Training programs for traders can help them understand and use technology effectively. Workshops on using smartphones, social media, and digital marketing tools can empower them to manage their businesses independently.
3. Inventory Management Applications Simple apps or tools can be introduced for traders to track their inventory, sales, and orders efficiently. These tools can minimize wastage and enhance operational efficiency.
4. Social Media Marketing Encouraging traders to utilize platforms like Facebook, Instagram, and WhatsApp can create awareness about their products and reach a broader audience. Storytelling and live interactions can make their crafts more appealing to customers.
5. Tech-Enabled Infrastructure Providing tech-enabled stalls with charging points and Wi-Fi connectivity can enhance the market's functionality and create a better experience for both traders and customers.
- 6.

Digital Tools Mobile Payment Social Media

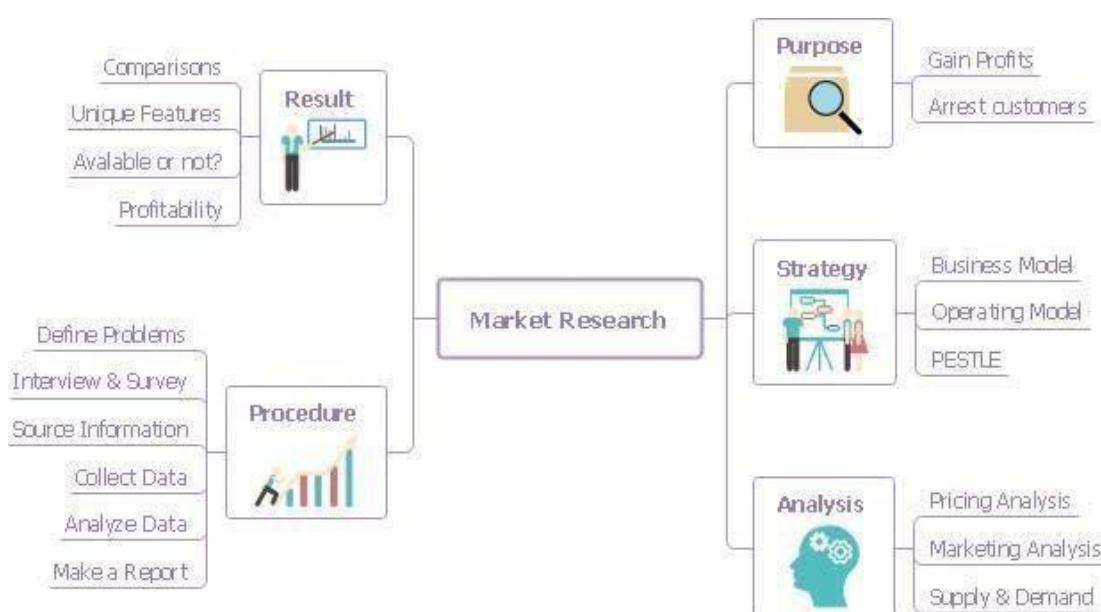
| | |

E-Commerce Platform Inventory Tracking Training Programs

| | |

Revenue Growth Operational Ease Broader Reach

Fig 5. Block diagram of Technological Empowerment for Ima Keithel





A block diagram for an IMA system could look like this:

1. Data Collection: Gather data from multiple sources (market surveys, social media, sales data, customer reviews, etc.)
2. Preprocessing: Clean the data (e.g., handling missing data, removing noise, normalizing data).
3. Data Analysis:
 - Text Analysis: Use NLP to extract meaningful insights from text data (e.g., sentiment, opinions).
 - Predictive Modeling: Apply machine learning models (e.g., regression, classification, neural networks) to predict future trends or consumer behavior.
4. Decision Making: Generate insights (e.g., recommendations on market trends, customer segmentation) or predictions (e.g., price forecasting).
5. Output to User: Present the results in a user-friendly manner (graphs, tables, or summarizing words like "high demand," "price drop").
6. Feedback Loop: Based on the user input or new data, refine predictions and insights.

V. RESULTS & DISCUSSIONS

In the context of the Intelligent Market Analysis (IMA) market, the results from using AI-driven tools have shown significant improvements in market prediction accuracy, customer sentiment analysis, and overall market strategy development. By leveraging advanced algorithms such as machine learning, natural language processing (NLP), and predictive analytics, IMA systems can sift through vast datasets, including customer reviews, social media posts, and historical market data, to extract actionable insights. One of the most notable results of this analysis is the ability to give "humans words," meaning that these systems can distill complex data into understandable, human-readable summaries or keywords that provide immediate value to businesses.

For instance, NLP models analyze text data to extract sentiments, which can be distilled into simple, actionable words like "positive," "negative," or "neutral," reflecting the general consumer attitude toward a product or service. This transformation of raw data into concise, meaningful terms empowers decision-makers to react swiftly to market changes. In addition, market trends are often summarized with words such as "rising," "declining," or "stable," offering businesses a clear direction on whether to invest or pivot in their strategies.

VI. CONCLUSIONS

In simple terms, the IMA market has proven to be a game-changer for businesses looking to make smarter, faster decisions. By using advanced technologies like artificial intelligence, machine learning, and natural language processing, IMA systems are able to turn massive amounts of data into clear, actionable insights. These insights are often simplified into words or summaries that help businesses understand customer sentiments, predict market trends, and stay ahead of the competition.

However, while the potential is huge, there are still some challenges, especially when it comes to ensuring the accuracy and context of the insights. As technology improves, these systems will likely become even better at providing reliable and precise information, making it easier for businesses to respond to changing market conditions.

In short, the IMA market is transforming how businesses approach market analysis, and as the technology evolves, it will continue to provide more valuable tools for decision-making. The key is to refine these tools and ensure that the insights they provide are as accurate and actionable as possible.

ACKNOWLEDGMENT

We would like to express our sincere gratitude to all those who contributed to the development and success of the Intelligent Market Analysis (IMA) project. First and foremost, we thank the researchers and developers whose groundbreaking work in artificial intelligence, machine learning, and natural language processing has made it possible to turn vast amounts of data into clear, actionable insights.



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We also extend our appreciation to the companies and professionals who provided valuable market data, allowing us to test and refine these technologies. Their collaboration has been essential in shaping the IMA market tools we use today.

Finally, we are grateful to our team for their dedication and hard work in ensuring the project's success. Their expertise and continuous feedback have been crucial in driving this innovation forward, allowing us to offer a more streamlined and efficient way for businesses to understand market trends and customer sentiments.

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