**Problem statement** -

Introducing "KraftsLand" - a platform designed to help underrated local artists gain recognition. We noticed many talented artists in the local areas lacking opportunities to showcase their work and having a limited customer base. Additionally, the customers get a very limited set of choices through this. This platform will offer them a space to display their artworks, attract more customers, and increase the demand for their art.

So, we need the local artists can not only expand their reach but also build a loyal customer following through this platform. This, in turn, will allow them to sell their artwork at prices that truly reflect the value of their talent, offering a wider range of choices to the custmers, encouraging a sustainable and fulfilling creative journey.

Our software will help to raise awareness for these artists, boost their customer count, and provide art enthusiasts with a wide variety of unique pieces at reasonable prices. The customer in the platform would also have an option to customise their artworks by putting forth their design requirements and to also select the artists of their choice to complete their individual orders. Let's come together to support the local talent and make the art world more vibrant!