



E-Commerce For Artisans

Artisans

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INTRODUCTION

Developed an exclusive e-commerce platform for artisans to sell their products. The demand forecast of the items required, automatic quality checks on the items as well as Sentiment analysis with next recommendation actions for the artist shall be added.

E-commerce portal for artisans and individual handicrafts makers to retail their products online. Artisans would benefit by maximizing their profit as this eliminates the need for a middle-man and they will also avail the benefits of a wider target audience. With the right approach, skilled products of individual artisans will be readily made available to people in need of it.

OBJECTIVES

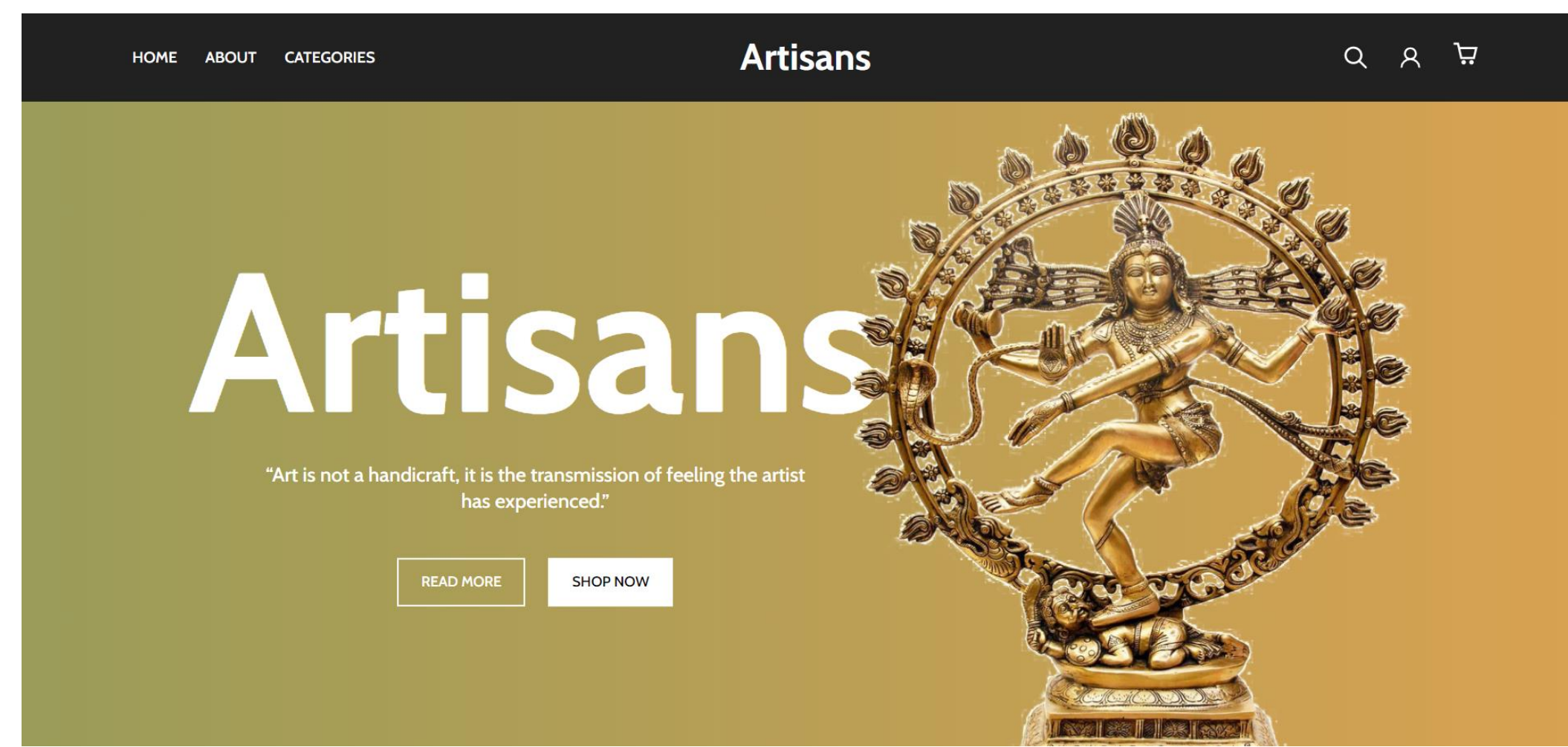
E-commerce portal for artisans and individual handicrafts makers to retail their products online. Artisans would benefit by maximizing their profit as this eliminates the need for a middle-man and they will also avail the benefits of a wider target audience. With the right approach, skilled products of individual artisans will be readily made available to people in need of it. Development of a centralized platform with web-based portal for storing and sharing of information about artwork of artisans to reduce management cost and develop business relations. To develop a highly reactive single page website which will provide a user friendly interface for artisans to show their work to a wider audience to help increase their customer base. The web portal will register artisans and they will be able to upload information about their artwork along with the expected price. The system will store and share photographs and videos of such artworks. If a user likes a artwork they will be able to add it to their cart and if they want to will be able to buy whenever they want.

The scope of this project is to create a single page application for art enthusiasts including both artists and buyers. It will provide a platform for rural artisans to showcase their artwork to a wider audience and get them connected to more developed markets. It will host artworks of various kinds including paintings, sculptures, pottery and many more. It will also encourage more domestically made artwork and promote more **'Make in India'**.

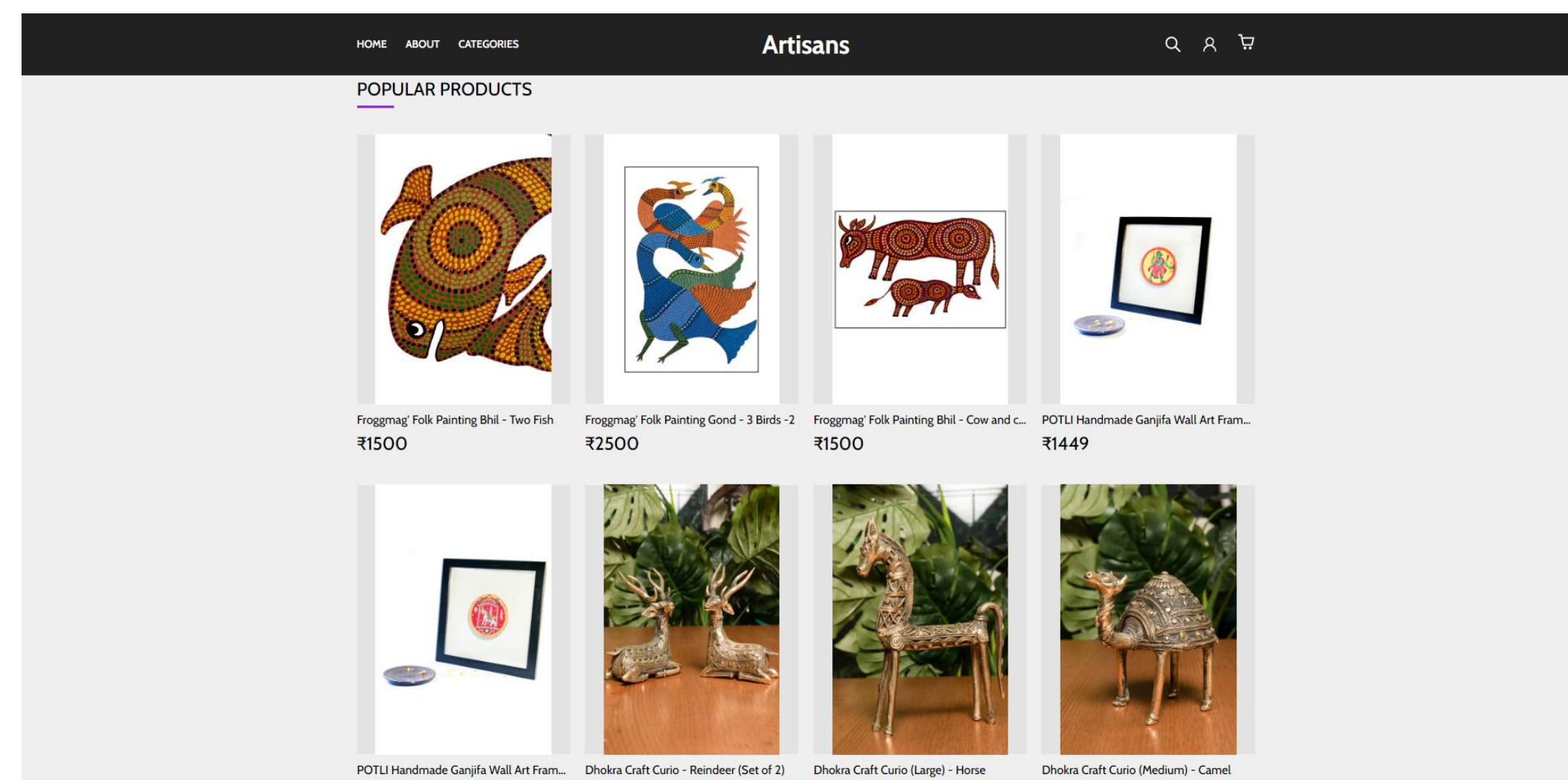
FEATURES

- **User Friendly Interface**

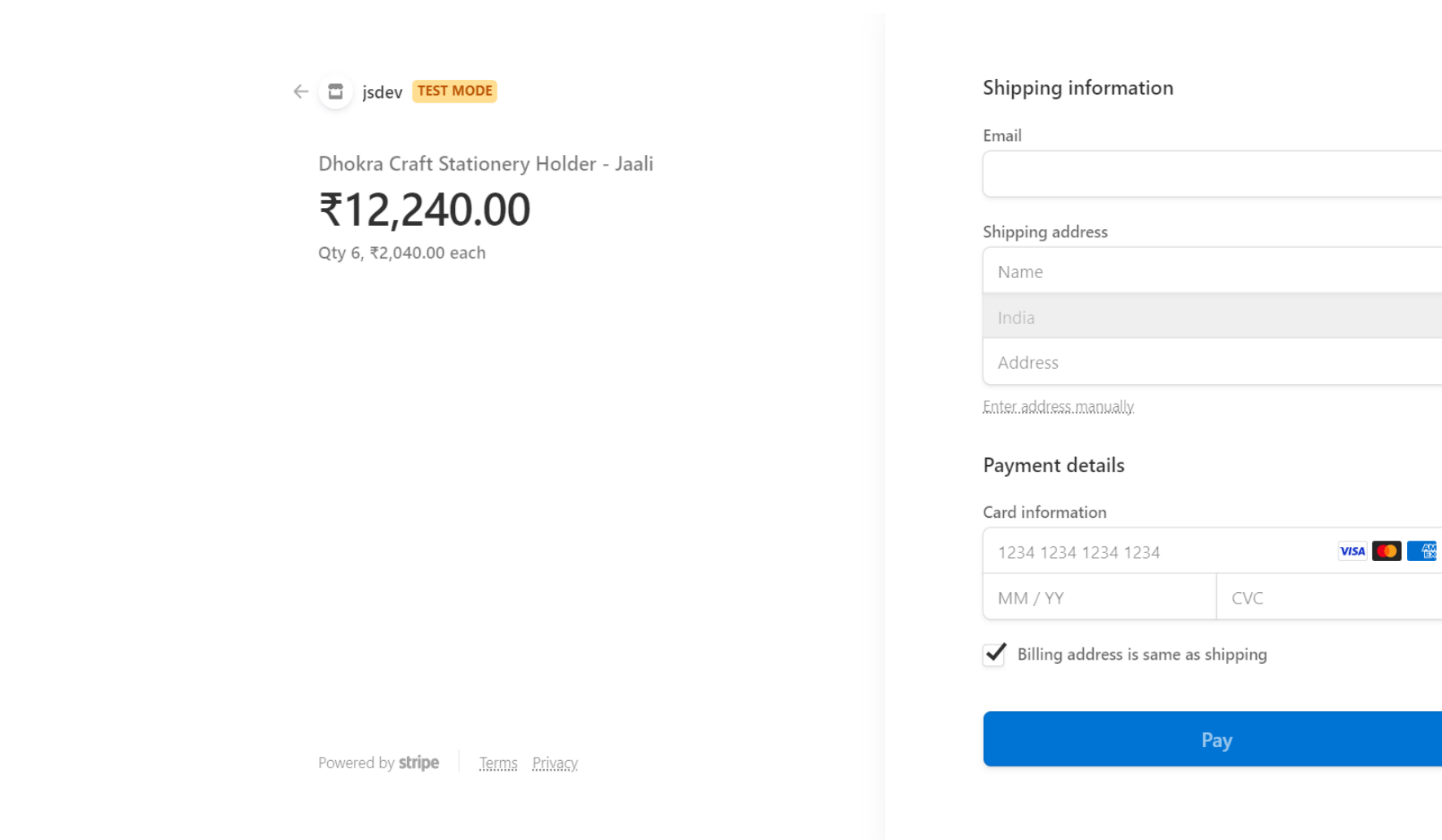
Project is having understandable and easily accessible interface.



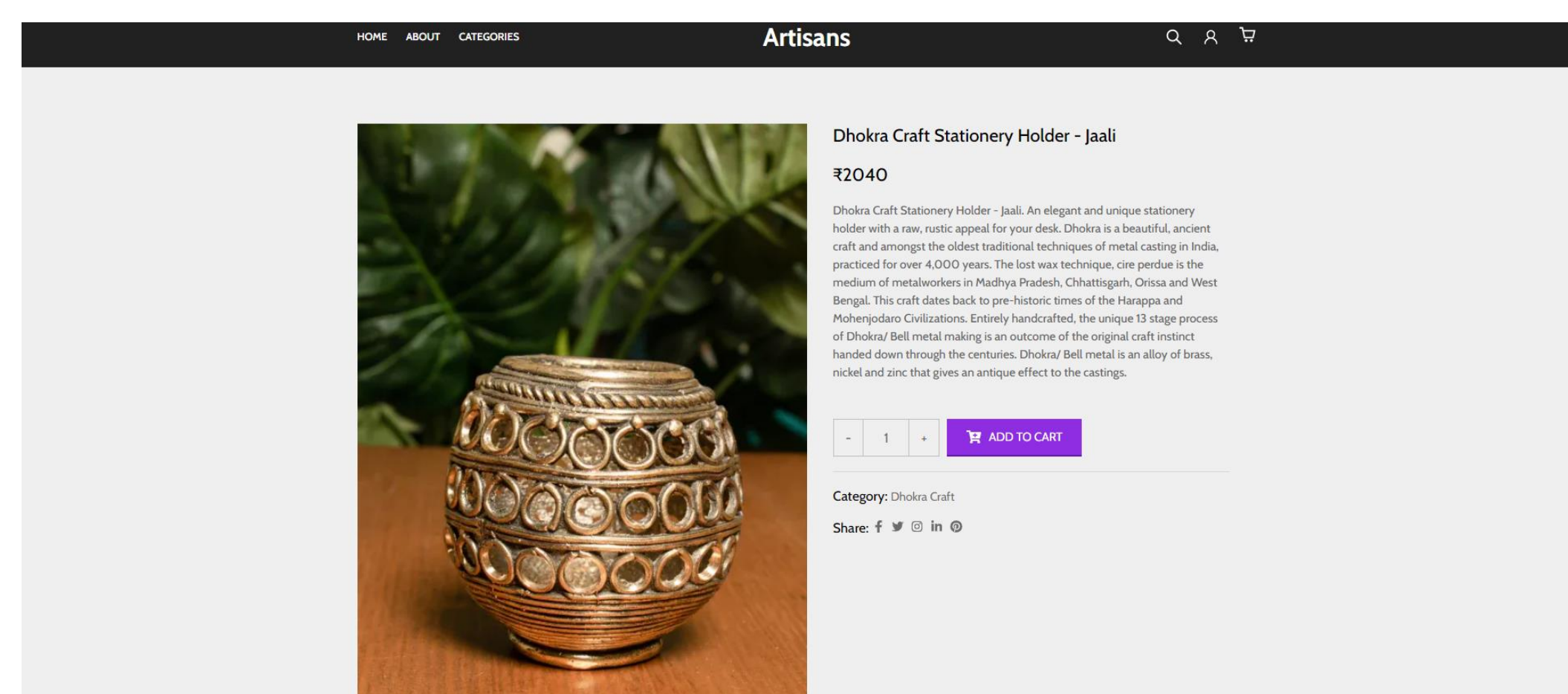
- **Has All categories of Artworks**



- **Secure Payment Gateway**



- **Includes Raw Materials to Purchase**



TECHNOLOGY USED

HTML
CSS
SCSS
JavaScript

This technology is used for making dynamic structure of the website.

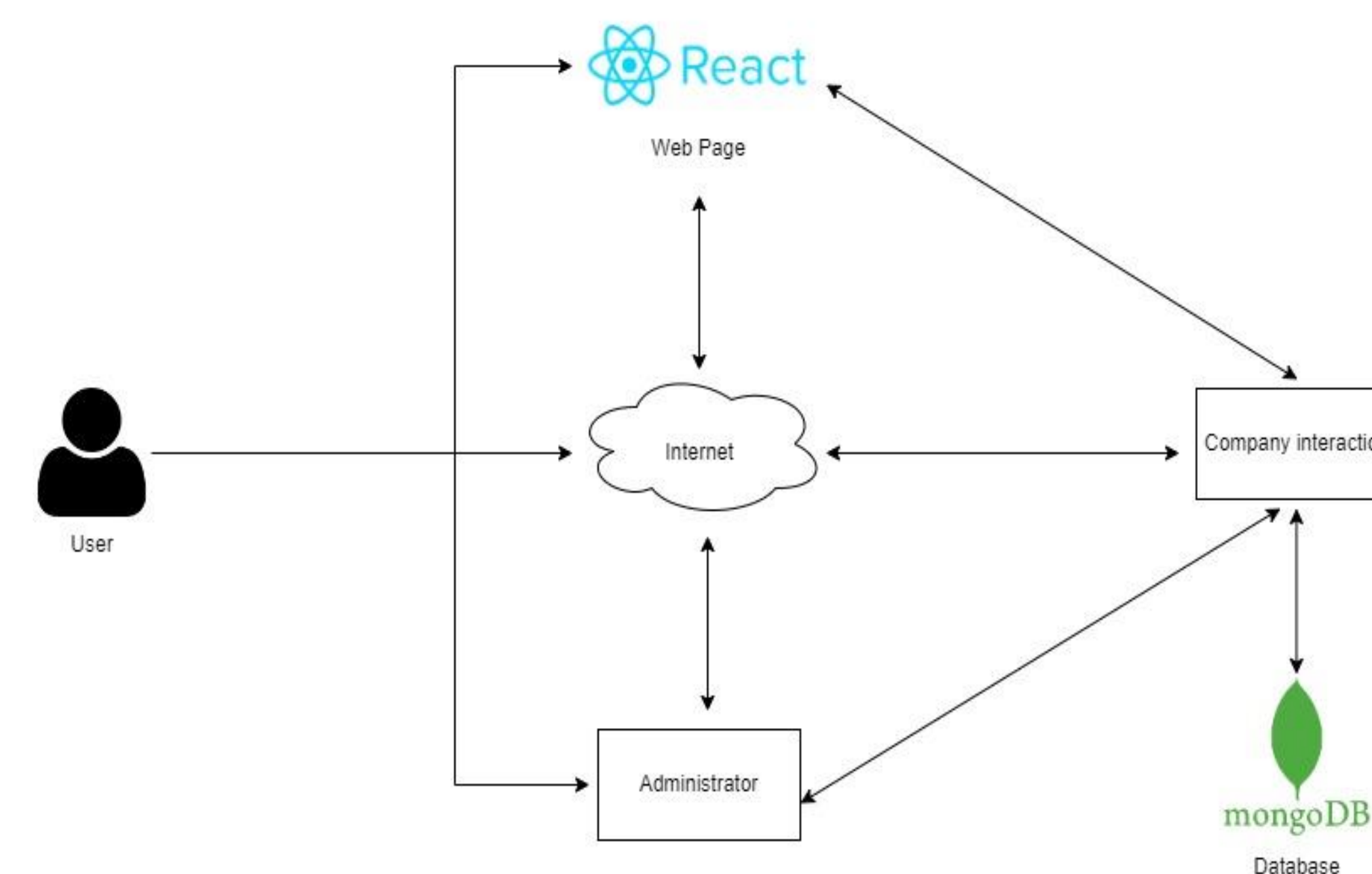
MERN Stack

Mongo dB- MongoDB is an open-source document database built on a horizontal scale-out architecture that uses a flexible schema for storing data.

Express- Express.js, or simply Express, is a back-end web application framework for building RESTful APIs with Node.js, released as free and open-source software under the MIT License.

React- React is a free and open-source front-end JavaScript toolkit for creating user interfaces based on UI components.. Using frameworks like Next.js, React can be the foundation for single-page, mobile, or server-rendered applications.

NodeJS- A cross-platform, open-source server environment called Node.js can be used with Windows, Linux, Unix, macOS, and other operating systems. The V8 JavaScript Engine is used by Node.js, a back-end runtime environment for JavaScript, to execute.



Strapi- Strapi, a Node.js-based, back-end-only CMS, seeks to allow developers the opportunity to use their preferred tools while simplifying the management of content for editors. Static websites, mobile apps, e-commerce, editorial, and corporate websites are examples of typical use cases.

Stripe- It is secure online payment gateway which is used to do payments securely.

CONCLUSION

The rural artisans do not get the exposure they deserve and are not very well connected to the wider market of the nation. A normal art lover is not able to buy artwork due to various reasons mainly because of poor access to the market.

Local & individual artisans can benefit with the exposure to digital platform. Online retailing removes the need for a middle-man to facilitate the sales. Portal enables sellers to register to sell their products online. Right marketing will help to reach wider customer bases. Digital platforms are easy to maintain and cater to a variety of people. True skills of artisans would be showcased to earn them the respect that they rightfully deserve. Financial benefit would be marginally better as compared to selling via a middle-man. Shift of emphasis towards "Made in India" products can help gain the required attraction.

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