**Chapter 1**

# Introduction

A website can be likened to a makeover for a company or organisation. It helps to raise more funds while also attracting more people's attention. A well-designed website has the ability to entice potential clients in a variety of ways.

Excellent information, simple navigation, and the greatest services are just a few examples. The main purpose of e-commerce is to reach as many customers as possible at the correct time. It's time to boost your company's sales and profits. E-commerce involves purchasing and selling things as well as sending money or data over the internet.

**1.1** **What is Janardanswami Yogabhyasi Mandal?**

Organizations like Janardan Swami Yogabhyasi Mandal are a rarity in today’s utilitarian society. It is a one-of-a-kind organisation that promotes ’Yog’ as a way of life or culture in society for the contentment, health, and happiness of all souls by providing free Yog training to anybody, regardless of caste, creed, or religion. It is the organization’s main goal and mission, as well as the phrase encoded in its logo,

which is the message of the organization’s founder, parampujya yog murti Janardhan Swami, The Divine Saint, Guru, The Source of Inspiration, and the organization’s principal guiding force. Swamiji was a great missionary with vision. He rightly recognized that man is bound to suffer from the acute stresses of high-speed, high-tech modern society which is full of materialistic excesses, avarice, indiscipline, inherent contradictions, bad habits which would cause several psychosomatic disorders & ailment. However he was confident that he had single but the most effective solution for all these. Swamiji was always on the move for the cause of yog. He was full of compassion for fellow beings. He always rushed to the rescue of the sufferer of chronic ailments, who had tried all medicines, in vain. He used to take distant walks to reach to the sufferer right at the appointed time to teach some yogic asanas or kriyas. Usually the blessed person used to get substantial relief and get into a convert to yogic way of life and devout admirer of Swamiji, Numerous experiences of such type are vouched by many beneficiaries even now.

### **1.2. About Our Website**

Janardanswami Yogabhyasi Mandal is a non-governmental organisation working on providing free Yoga classes for people of all age groups. They believe that yoga can cure all the problems in the world. They also provide free diagnosis for diseases and recommend *Yogasana* for the same.

The Janardanswami Yogabhyasi Mandal organisation also provides books for sale based on a variety of topics such as Yoga postures, Yoga for specific diseases, monthly and fortnight magazines, etc for betterment of the humans and help them cure their physical and mental issues by expert solutions. These books are currently sold only via there organisation’s centre at Ram Nagar and through postal services. This current approach is non-scalable and it is limited to only people from Nagpur mostly, as there is no proper way for people outside Nagpur to buy the books as the people mostly need to come physically and choose the books as there are no means for giving a short overview of the book or taking a overlook of the book cover.

For solving this problem we decided to use the approach of Designing, Developing and Deploying an E-commerce for website for selling the books provided by the mandal. This website will make possible for people in remote areas to buy the books with the minimum requirement of internet, and a working web browser. As this would be an ideal approach and scalable according to the requirements of the organisation.

People can search books based on the filters as price or category. View the details of the book and description. Add the books to their cart directly or keep them as an option for future purpose in the Wishlist. As the order will reach the customer by postal service the order id of the post services will be given to the customer so they can track their package. The website will contain all the books that are sold at the Ram nagar centre by the mandal. The website provides all the functionalities provided by the most e-commerce sites but exclusively for the Janardanswami Yogabhyasi Mandal.

### **1.2 Existing Book Sites:**

There are many book selling sites present on the internet like:

1. Amazon: the amazon has created a special system dedicated to books. All types of books are available on this site for the users.

2. Flipkart : Along with other products flipkart has been selling books for years and is been providing a good services to the user.

3. Snapdeal: Altough snapdeal is not much dedicated to books, we can see a lot of books of various genre. There are many more sites for books.

The Janardanswami Yogabhyasi Mandal decided not to use these platforms for selling their books as they needed a totally dedicated site for their books so that they can provide the best books to their customers based on their need.

**Chapter 2**

# Background And Literature Survey

**2.1 Feasibility Report:**

A detailed investigation and analysis conducted to determine the financial, economic, technical, or other advisability of a proposed project. Part of the systems development life cycle which aims to determine whether it is sensible to develop some system. The most popular model of feasibility study is "TELOS", standing for Technical, Economic, Legal, Operational, Schedule. Technical Feasibility: The software required to develop the system as well as to run it are easily accessible and free of cost and hence it is technically feasible. Economic Feasibility: The system is simple, user-friendly set up and personalization, cost-efficient/free, easily accessible, and hence it is economically feasible.

**Legal Feasibility**: There is no conflict between the proposed system and legal requirements. Operational.

**Feasibility**: The current work practices and procedures adequate to support the new system. the system is simple to use, easily accessible and free of cost and hence it is operationally feasible. Schedule Feasibility: The system is developed within time limit.

**2.2 Innovativeness and Usefulness:**

* The proposed system will provide people a platform to buy books of their choice and benefit from their home itself.
* The system will provide a centre stage for the Yogabhyasi mandal to publish their new launches of books or fortnight magazines.
* The site will merge with the main site of the mandal so it could be easily accessible to the people who wish to order books from the site.
* The books on the site would be totally related to the physical and mental health of people that would aware people to become health conscious

**2.3** **Market Potential and Competitive advantages:**

* Ease of access to old/new books published by the mandal
* Books can be purchased from remote locations
* Larger group of people can visit the site and show their interest in books
* Simple, user-friendly
* cost efficient/free
* Easily accessible
* Scalability