"DIGITAL SOLUTION FOR ARTISAN MARKET EXPANSION-EPICRAFT"

A PROJECT REPORT

Submitted by,

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Under the guidance of,

Ms. Shweta Singh

in partial fulfillment for the award of the degree of

BACHELOR OF TECHNOLOGY

IN

COMPUTER SCIENCE AND ENGINEERING.

At

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PRESIDENCY UNIVERSITY

BENGALURU

DECEMBER 2024

PRESIDENCY UNIVERSITY

SCHOOL OF COMPUTER SCIENCE ENGINEERING

CERTIFICATE

This is to certify that the Project report **"Digital Solution for Artisan Market Expansion-Epicraft"** being submitted by Sharat, FareedAhmed, VS Krishna Chaitanya Avvari bearing roll number(s) 20211CSE0546, 20211CSE0563, 20211CSE0572 respectively in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a Bonafide work carried out under my supervision.

Shweta 15/1/25

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DECLARATION

We hereby declare that the work, which is being presented in the project report entitled **"Digital Solution for Artisan Market Expansion-Epicraft"** in partial fulfillment for the award of Degree of **Bachelor of Technology** in **Computer Science and Engineering**, is a record of our own investigations carried under the guidance of **Ms. Shweta Singh, Assistant Professor, School of Computer Science Engineering, Presidency University, Bengaluru.**

We have not submitted the matter presented in this report anywhere for the award of any other Degree.

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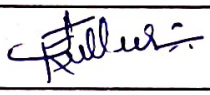
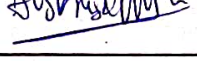
FAREEDAHMED HULLUR	20211CSE0563	
V S KRISHNA CHAITANYA AVVARI	20211CSE0572	

ABSTRACT

This is "Epicraft Digital Solution for Artisan Market Expansion": an intervention designed to promote and capacitate rural artifactory skills in place of digital marketplace space. With so many skills set apart with traditions and native craftsmanship, artisans bring forth an unbelievable heritage of magnificent production made of fine threads: textures and woven weaved textile creations; painted murals made with clays into handmade pots and bottles or with fine silver for that exclusive jewellery craft, yet mostly because of this aspect many artisan could not benefit maximally.

The Epicraft platform solves these problems by being a user-friendly, mobile-first digital solution that caters to the needs of artisans. It features easy uploads of products, real-time sales analytics dashboards, and event creation tools for hosting virtual exhibitions or collaborative workshops. The tools not only enable artisans to showcase their work but also allow them to understand market trends and connect directly with buyers across the globe. The platform removes the intermediaries, thus enabling artisans to have higher earnings and to create sustainable economic growth.

Besides that, the project supports critical SDGs: Goal 1: No Poverty, Goal 5: Gender Equality, Goal 8: Decent Work and Economic Growth, Goal 10: Reduced Inequalities. Epicraft creates inclusivity by offering multiple languages support to make accessible services for artisans from different regional and linguistic backgrounds.

The development of the platform has been on MERN, which is MongoDB, Express.js, React.js, and Node.js, with scalability and performance in mind. Usability testing by rural artisans has indeed proven that the platform was working due to its simple design and accessibility. Early results from the early adoption also reflected the increase in the visibility of products and better earnings of products for the artisans.

ACKNOWLEDGEMENT

First of all, we indebted to the **GOD ALMIGHTY** for giving me an opportunity to excel in our efforts to complete this project on time.

We express our sincere thanks to our respected dean **Dr. Md. Sameeruddin Khan**, Pro-VC, School of Engineering and Dean, School of Computer Science Engineering & Information Science, Presidency University for getting us permission to undergo the project.

We express our heartfelt gratitude to our beloved Associate Deans **Dr. Shakkeera L and Dr. Mydhili Nair,** School of Computer Science Engineering & Information Science, Presidency University, and Dr Asif Mohammad Head of the Department, School of Computer Science Engineering & Information Science, Presidency University, for rendering timely help in completing this project successfully.

We are greatly indebted to our guide **Ms. Shweta Singh, Assistant Professor** and Reviewer **Dr. Ranjitha, Assistant Professor**, School of Computer Science Engineering & Information Science, Presidency University for her inspirational guidance, and valuable suggestions and for providing us a chance to express our technical capabilities in every respect for the completion of the project work.

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We thank our family and friends for the strong support and inspiration they have provided us in bringing out this project.

Sharat

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