ONLINE ARTISANS STORE

PROJECT REPORT

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Under the guidance of,

Ms. Sridevi S

in partial fulfillment for the award of the degree of

BACHELOR OF TECHNOLOGY

IN

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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 **" ONLINE ARTISANS STORE "** being submitted by "BHARATH KUMAR V", "SHREESHA R", "RAHUL C K" bearing roll number(s) "20211CIT0064", "20211CIT0122", "20221LIN0005" in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering (IoT) is a Bonafide work carried out under my supervision.

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DECLARATION

We hereby declare that the work, which is being presented in the project report entitled **Online Artisans Store** in partial fulfillment for the award of Degree of **Bachelor of Technology** in **Computer Science and Engineering (IoT)**, is a record of our own investigations carried under the guidance of **Ms. Sridevi S Assistant Professor, School of Computer Science Engineering & Information Science, 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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ABSTRACT

Online Artisans Store is designed to empower India's rural artisans by providing an online marketplace where they can showcase and sell their unique creations, including "Varanasi Specials." Artisans can register, upload product details, and access tools to track their performance through insights like sales, rankings, and earnings. To ensure trust, initial sales are limited to Cash on Delivery (COD) before unlocking online payment options post-verification. The platform fosters community collaboration through event management features, allowing artisans to organize or join local events. Customers can explore products ranked by popularity, while artisans gain motivation through recognitions like "Artisan of the Month" based on sales and ratings. Additionally, the platform highlights government events and exhibitions to expand their visibility and business opportunities, bridging the gap between rural craftsmanship and global markets.

ACKNOWLEDGEMENT

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CHAPTER-1
INTRODUCTION

1.1 Motivation:

The motivation behind this initiative is to uplift and empower the often-overlooked artisans of rural India, whose exquisite craftsmanship reflects the country's rich cultural heritage. Despite their unmatched talent, these artisans struggle with limited opportunities and visibility, which hinders their potential to reach larger markets. By creating a platform that connects artisans directly with consumers and communities, we aim to bridge this gap, enabling them to showcase their skills on a global stage. This platform not only provides tools for growth, such as performance analytics and event organization, but also ensures authenticity and trust through transparent processes like initial COD transactions. The inclusion of features like "Artisan of the Month" and information on government exhibitions serves to motivate artisans while promoting their craft. This initiative seeks to preserve traditional artistry, boost the rural economy, and provide artisans with the recognition and opportunities they truly deserve.

1.2 Problem Statement:

Rural artisans in India create beautiful, unique crafts, but they face many challenges, like limited access to markets, low visibility, and lack of trust from buyers. They often don't have the tools or support to showcase their work and grow their businesses. This makes it hard for them to earn a stable income and gain recognition. As a result, their amazing skills and India's rich cultural heritage risk being overlooked. There is a need for a platform that connects these artisans with customers, builds trust, encourages collaboration, and helps them grow sustainably.

1.3 Objective of the Project:
- Empower Artisans: Provide a user-friendly platform for artisans to showcase their products and connect with a global audience.

- Promote Mutual Collaboration: Enable artisans to create and participate in local events, fostering community support.

- Ensure Authenticity: Implement a verification process to enhance trust and credibility.

- Facilitate Sales: Offer various payment options post-verification to streamline transactions.

- Highlight Achievements: Recognize and reward top-performing artisans to motivate and sustain engagement.

1.4 Scope:

The scope of this project encompasses creating a user-friendly and feature-rich online platform that empowers rural artisans by providing them with tools and opportunities to showcase, promote, and sell their handcrafted products. Key aspects of the project scope include:

➤ Artisan Empowerment:

Allow artisans to register, upload products, and manage their profiles.

➤ Marketplace Features:

Facilitate secure transactions with an initial Cash on Delivery (COD) system for authenticity verification.

➤ Community Building:

Include features for artisans to organize or participate in local events and connect with fellow artisans.

➤ Recognition and Motivation:

Highlight outstanding artisans with features like "Artisan of the Month" based on sales and customer ratings.

➤ Customer Engagement:

Provide a seamless shopping experience for customers, especially for exclusive items like "Varanasi Specials."

➤ Cultural and Economic Impact:

Preserve traditional artistry by offering artisans a global platform to reach wider audiences.

1.5 Project Introduction:

Textiles and handicrafts are vital pillars of India's rural economy, with artisans creating masterpieces that reflect the country's rich cultural heritage. Despite their immense talent, many of these artisans remain overshadowed, lacking the platform and opportunities to showcase their work to a global audience. This project aims to change that by offering a dedicated online platform where artisans can register, upload their products, and track their sales, earnings, and product views. The platform also allows artisans to organize and participate in local events, fostering collaboration and mutual growth. To ensure trust and authenticity, artisans will initially sell through Cash on Delivery (COD) and, once verified, gain access to multiple payment options. Customers can explore a wide range of unique products, including "Varanasi Specials," with features that promote popular items and government exhibitions to further expand artisans' reach. Additionally, the "Artisan of the Month" recognition will motivate artisans by acknowledging their achievements. This platform aims to empower artisans, boost their visibility, and help preserve traditional Indian crafts by connecting them to a global market.

Today, many artisans are not finding a suitable platform where they can exhibit their craftsmanship effectively. This project aims to empower artisans by giving them an easy-to-use, secure, and scalable platform for selling their products online. The store will help them sell but also build a connection between artisans and consumers who appreciate authenticity, sustainability, and the artistry in handmade items. With the digital world, many artisans struggle to find a platform where they can showcase their craftsmanship effectively. This project is aimed at empowering artisans with an easy-to-use, secure, and scalable platform for selling their products online. This project aims to produce a lively, online marketplace that celebrates creativity, craftsmanship, and individuality-making it easier for artisans to showcase their products and making it easier for buyers to discover and purchase one-of-a-kind items.

CHAPTER-2
LITERATURE SURVEY

2.1 Related Work:

[1]Title: ″A Preliminary Study on Popularizing Indian Handicrafts Using Internet Technology – A Bengal-Specific Study″

Outcome: A system to connect artisans, suppliers, and customers through personalized recommendations, feedback, and collaboration, boosting engagement and sales.

Disadvantage: Challenges in adoption due to digital literacy gaps, high costs, and potential biases in the system.

[2]Title: "Epicraft – Website For Artisans"

Outcome: Epicraft provides a digital B2C platform for artisans to sell traditional and cultural products, fostering growth for entrepreneurs and offering customers access to authentic handicrafts.

Disadvantage: Managing and filtering a large number of products manually is time-consuming, inefficient, and prone to delays due to reliance on paperwork.

[3]Title: "E-Commerce And Rural Handicraft Artisans"

Outcome: E-commerce offers significant potential to improve the socio-economic status of rural artisans by providing access to broader markets, though it requires addressing challenges such as limited e-commerce skills, infrastructure, and resources.

Disadvantage: Rural artisans face barriers like low digital proficiency, inadequate resources, fragmented markets, and limited access to funding, which hinder their adoption of e-commerce and growth potential.

[4]Title: "E-Commerce Website For Handloom"

Outcome: The online shopping platform connects buyers directly with artisans, offering easy access to handmade products and providing artisans with a profitable sales channel.

Disadvantage: The platform may face challenges in reaching a wider audience, especially if the artisans lack digital literacy or infrastructure to manage online sales effectively.

[5]Title: " E-Commerce for Rural Micro-Entrepreneurs: Mapping Restrictions, Ecologies of use and trends for Development**"**

Outcome: The research highlights how e-commerce can serve as a sustainable marketplace for rural micro-entrepreneurs, addressing challenges and identifying gaps that hinder their ability to sell online effectively.

Disadvantage: Despite the growing digital infrastructure, rural micro-entrepreneurs face challenges like limited information, technology gaps, and socio-economic barriers that prevent successful adoption of e-commerce.

[6]Title: "Inspiring Digitalization of Handicraft Market: An empirical approach **"**

Outcome: Using online platforms to promote and advertise handicrafts and handloom products can increase customer awareness, boost sales, and help revitalize the declining market.

Disadvantage: The current lack of promotional efforts and advertising leads to poor customer awareness, contributing to a decline in demand and market presence for these products.

[7]Title: "Online Handicrafts Store**"**

Outcome: An online handicrafts store allows artisans to showcase their creations, making them easily accessible to customers after verifying the authenticity of the products.

Disadvantage: Without proper strategies, artisans might face challenges in competing with existing platforms that prioritize profits over supporting small-scale creators.

[8]Title: "Role of E-Commerce in Promoting Handicrafts of Odisha**"**

Outcome: E-commerce has the potential to help the handicrafts sector overcome challenges like low visibility and competition by providing artisans with access to broader markets and modern consumer bases.

Disadvantage: The sector faces significant issues, including inadequate infrastructure, poor government support, increasing competition, lack of documentation systems, and risks of exploitation by cyber intermediaries.

[9]Title: "Systematic Literature Review the Role of E-Commerce in Reog Ponorogo Art Crafters**"**

Outcome: E-commerce has boosted the economic potential of Reog Ponorogo craftsmen by promoting their products, increasing productivity, and empowering small businesses through better management tools.

Disadvantage: Limited access to information technology and digital literacy among small businesses may hinder the full potential of e-commerce adoption in the region

[10] Title: "Business Models in Indian E-Commerce"

Outcome: E-commerce platforms like Jaypore, Fabindia, and Craftsvilla provide artisans with a unique identity for their handloom products, encouraging quality production and offering a larger platform to showcase and sell their creations.

Disadvantage: Intense competition from established platforms can overshadow smaller artisans, making it difficult for them to stand out and sustain their businesses.

CHAPTER-3
RESEARCH GAPS OF EXISTING METHODS

3.1 Existing System

The current systems supporting the textiles and handicrafts sector are a combination of government initiatives, e-commerce platforms, and community-driven efforts. Platforms such as Jaypore, Fabindia, and Craftsvilla provide a digital marketplace where artisans can showcase their creations to a global audience. These platforms help artisans reach a broader customer base, increasing their exposure. Additionally, government-backed initiatives like the India Handmade Portal and Handloom Mark play a crucial role in promoting the authenticity and quality of handloom products. Community-focused platforms like GoCoop and Okhai aim to empower rural artisans by facilitating direct connections between them and buyers, fostering transparency and fair trade practices. Despite their contributions, these systems struggle to overcome several inherent challenges, which limit their effectiveness and the growth potential of artisans.

3.2 DISADVANTAGES

➤ **High Commission Fees**

Many existing e-commerce platforms charge significant commission fees for listing and selling products, which reduce the profit margins for artisans. This financial burden discourages many artisans from leveraging these platforms effectively.

➤ **Limited Digital Literacy**

A substantial proportion of artisans, especially in rural areas, lack the digital literacy required to navigate and manage their presence on online platforms. This makes it challenging for them to upload products, manage listings, or interact with customers.

➤ **Competition from Mass-Produced Goods**

The market is inundated with factory-made products that are often cheaper than handmade items. This intense competition diminishes the visibility and sales of authentic handcrafted products, pushing artisans into a tough survival battle.

➤ **Lack of Financial Support and Access to Modern Tools**

Artisans often face financial constraints and have limited access to modern tools and technologies required for scaling up production or improving product quality. This prevents them from competing effectively with larger, industrialized producers.

- **Inadequate Promotion of Individual Artisans**

  Existing platforms often focus on generic product promotion rather than highlighting individual artisans. This lack of personalized visibility prevents artisans from building a unique identity or brand, which is crucial for long-term growth.

- **Fragmented Market Efforts**

  Efforts to support artisans are fragmented and lack a unified strategy. With multiple disconnected platforms and initiatives, artisans often find it difficult to navigate the system or access consolidated resources to promote their products effectively.

- **Absence of Event Organization Features**

  Current systems do not facilitate event organization where artisans can collaborate, showcase their products, and directly engage with buyers. This limits their ability to network, learn, and expand their customer base through local and digital events.

- **Lack of Personalized Recognition**

  Individual artisans often lack recognition for their efforts and achievements. The absence of features like "Top Artisan of the Month" or personalized profiles diminishes their motivation to engage with platforms and reduces their overall visibility.

- **Limited Customization Options for Artisans**

  Current platforms do not offer artisans the ability to customize their online presence, such as creating personalized storefronts or showcasing their unique brand identity. This reduces their ability to stand out in a crowded market.

- **Language Barriers**

  Many platforms operate in English or other dominant languages, making it difficult for rural artisans who are more comfortable with regional languages to use these systems effectively.

- **Inefficient Logistics and Delivery Systems**

  Artisans often face challenges with logistics, such as delays, high shipping costs, or lack of delivery options to remote areas. This affects customer satisfaction and reduces repeat purchases.

- **Data Privacy Concerns**

  Some artisans are hesitant to join online platforms due to concerns about the misuse of their personal or business data, including their designs and customer details.

CHAPTER-4
PROPOSED METHODOLOGY

The proposed methodology involves developing a user-friendly platform where artisans can easily register, upload their products, and access sales statistics. The platform will allow artisans to create and participate in local events, fostering collaboration and community support. To ensure authenticity, a verification process will be implemented, initially restricting artisans to sell five products via Cash on Delivery (COD), after which multiple payment options will be available. The platform will highlight top-performing artisans through features like "Artisan of the Month" and offer rewards to motivate continuous engagement. Additionally, resources like tutorials and customer feedback will support artisans in improving their products and sales strategies, promoting growth and recognition on a global scale..

Artisan-Friendly Registration Process: The registration process will be straightforward, requiring artisans to provide basic details, upload product images, and describe their offerings. Tutorials will guide them through the steps, ensuring even those with limited digital literacy can participate.

Product Management Tools: Artisans can easily upload and manage their product listings, including updating prices, descriptions, and availability. Features like bulk uploads and automated stock notifications will reduce manual effort.

Sales Analytics Dashboard: The platform will offer artisans insights into their performance through metrics like total earnings, most-viewed products, and customer preferences. This data will help artisans strategize better.

Event Organization and Participation: Artisans can organize local events or join those created by others. This feature promotes networking, collaboration, and mutual growth within artisan communities.

Authenticity Verification System: To ensure customer trust, new artisans will initially sell a limited number of products (five) through Cash on Delivery (COD). Once their authenticity is verified, they can access additional features like online payments and premium product placement.

Incentives and Recognition: A "Top Artisan of the Month" feature will reward artisans based on sales, ratings, and engagement. This recognition, coupled with tangible rewards like promotional credits or subsidies, will encourage artisans to maintain high-quality standards.

Educational Resources: Tutorials on product photography, pricing strategies, customer interaction, and marketing will help artisans refine their skills and maximize their online potential.

Customer Feedback Integration: Customers can rate and review products, offering artisans valuable insights to improve their offerings and build a loyal customer base.

Global Market Access: The platform will include marketing campaigns targeting international audiences, showcasing artisans' work globally and connecting them with a diverse customer base.

ADVANTAGES

Increased Visibility: Provides a user-friendly platform for artisans to showcase their products, connecting them with a global audience.

Collaboration & Community Support: Enables artisans to create and participate in local events, fostering mutual collaboration and strengthening community ties.

Enhanced Trust & Credibility: The verification process ensures authenticity, boosting customer confidence in the products.

Streamlined Transactions: Offering multiple payment options post-verification simplifies the sales process and encourages transactions.

Motivation & Recognition: Recognizes and rewards top-performing artisans, motivating continued engagement and fostering a sense of achievement.

Sustainable Growth: Supports the long-term development of artisans and helps expand their market reach globally.

CHAPTER-5
OBJECTIVES

[1]Empower Artisans: The project aims to help artisans by giving them an easy-to-use platform to display their handmade products and reach a larger audience globally. This will provide artisans, especially from rural areas, the opportunity to grow their businesses and gain more recognition for their work.

[2]Promote Mutual Collaboration: The platform will allow artisans to organize or join local events, helping them connect and collaborate with other artisans. These events will encourage community support, where artisans can share ideas, resources, and work together to grow their businesses.

[3]Ensure Authenticity: To build trust, artisans will go through a verification process before selling their products. This ensures that buyers receive genuine handmade goods. Initially, artisans can sell only a few items through Cash on Delivery (COD) until they are verified, after which they can use other payment methods.

[4]Facilitate Sales: The platform will make buying and selling easy by offering various payment options once artisans are verified. This makes it convenient for buyers and sellers, helping artisans grow their business with secure and flexible payment methods.

[5]Highlight Achievements: The platform will recognize top artisans by naming an "Artisan of the Month" based on sales, ratings, and engagement. This will motivate artisans to do their best and increase their visibility, encouraging more buyers to support their work.

[6]Provide Skill Development Opportunities: Offer resources like tutorials, webinars, and workshops to help artisans enhance their skills, learn digital marketing strategies, and improve product presentation.

[7]Support Sustainable Practices: Promote eco-friendly and sustainable crafting techniques by providing artisans with information, tools, and materials that align with global sustainability goals.

[8]Bridge the Digital Divide: Focus on reducing the gap in digital literacy by offering user-friendly tools, multilingual support, and hands-on training for artisans unfamiliar with technology.

[9]Increase Product Exposure: Use targeted advertising and marketing campaigns to showcase artisans' products to a larger audience, including international markets.

[10]Facilitate Direct Customer Interaction: Allow customers to connect directly with artisans through messaging or Q&A features, fostering transparency, trust, and personalization.

[11]Provide Data-Driven Insights: Equip artisans with analytical tools to track their sales, understand customer preferences, and adjust their strategies for better performance.

[12]Promote Cultural Heritage: Highlight traditional and region-specific crafts to preserve cultural heritage and bring attention to unique artisanal techniques.

[13]Ensure Fair Pricing: Help artisans set competitive yet fair prices by offering guidance and preventing exploitation from intermediaries.

[14]Enable Bulk Orders: Support artisans in fulfilling bulk orders by connecting them with retailers, event organizers, or corporate clients interested in handmade goods.

[15]Establish a Centralized Marketplace: Create a one-stop solution where artisans from various regions can showcase their crafts, eliminating market fragmentation.

[16]Encourage Artisan Empowerment through Grants and Subsidies: Collaborate with governmental and non-governmental organizations to provide financial assistance and grants to deserving artisans.

[17]Reward Customer Loyalty: Implement a reward system for customers who frequently purchase handmade products, encouraging repeated engagement and promoting artisans' work.

[18]Create a Feedback Loop: Establish a system where artisans receive constructive feedback from customers to refine their products and services continuously.

[19]Promote Cross-Cultural Exchange: Facilitate collaborations between artisans from different regions or countries, encouraging the blending of techniques and cultural expressions.

[20]Introduce Customization Options: Allow artisans to offer personalized or made-to-order products, providing customers with unique and tailored experiences.

CHAPTER-6
SYSTEM DESIGN & IMPLEMENTATION

6.1 Introduction of Input Design:

Input design is a critical phase of system development that focuses on creating efficient, user-friendly, and accurate mechanisms for users to interact with the system. It ensures that data entered into the system is complete, accurate, and suitable for processing while minimizing user effort and errors.

The primary goal of input design is to define how data is captured, validated, and submitted into the system. Proper input design improves user experience, reduces data entry errors, and ensures data integrity, forming the foundation for effective system operations.

Objectives for Input Design:

User Convenience: Provide an intuitive and easy-to-use interface for users to enter data without confusion.

Accuracy and Validation: Incorporate validation techniques to ensure only correct and meaningful data is accepted.

Efficiency: Minimize redundant input processes, enabling faster and more streamlined data entry.

Consistency: Ensure uniformity in input fields across the system for ease of navigation and operation.

Security: Prevent unauthorized or malicious data entry through robust input controls.

Introduction Output Design:

Output design is a crucial aspect of system development that focuses on presenting processed data in a clear, meaningful, and actionable manner. It determines how information is conveyed to users and other stakeholders, ensuring that the system effectively communicates results, insights, and feedback.

The primary goal of output design is to create outputs that meet user needs, whether in the form of reports, dashboards, visual charts, or notifications. Well-designed outputs enhance decision-making, improve user satisfaction, and add value to the system's functionality.

Objectives of Output Design:

Clarity: Ensure that outputs are easy to understand, visually appealing, and free from ambiguity.

Relevance: Provide only the information necessary for the user's needs, avoiding information overload.

Accuracy: Ensure outputs are reliable and error-free, reflecting the correct processing of input data.

Timeliness: Deliver outputs promptly to support real-time decision-making and operational needs.

Accessibility: Present outputs in formats that are accessible to all users, including those with disabilities.

6.2 UML Diagrams:

6.2.1 Use Case Diagram:

The use case diagram for the Artisan Empowerment Platform illustrates the interactions between the system and its key actors: artisans, buyers, and administrators. Artisans can register on the platform, upload and manage their products, organize or participate in events, and view sales statistics and rankings. Buyers can browse products, view popular items, and make purchases, with options for Cash on Delivery (COD) and other payment methods. Administrators oversee user management, verify artisan authenticity, highlight top-performing artisans, and ensure the smooth functioning of the platform. This diagram provides a clear representation of how the system facilitates seamless collaboration, product promotion, and efficient operations for all stakeholders.
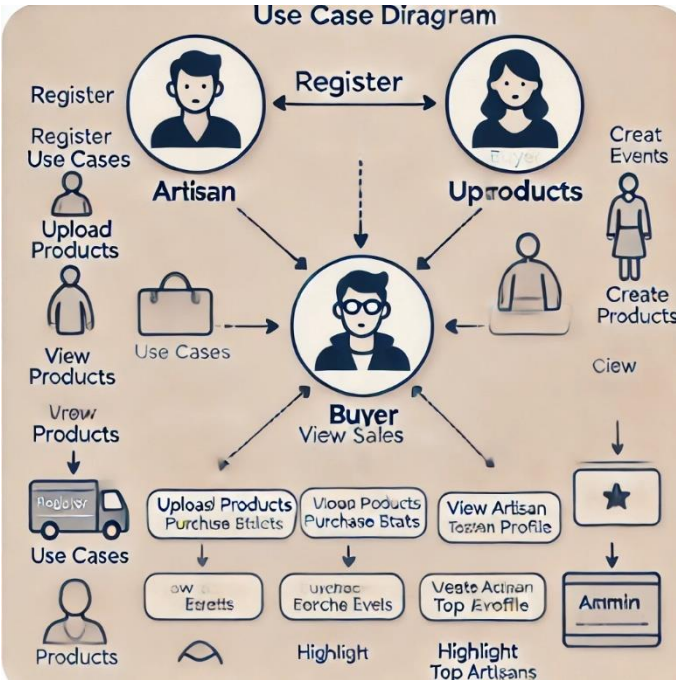
Fig 1 Use Case Diagram

6.2.2 Class Diagram:

The class diagram for the Artisan Empowerment Platform includes key elements such as Artisan**,** Product**,** Event**,** Customer**,** Transaction, and Admin**.** The Artisan class holds information about the artisan, including their ID, name, and contact details. It also allows artisans to register, upload products, and create events. The Product class manages details about products such as name, price, and description. The Event class handles event creation and participation. The Customer class allows customers to browse and purchase products and rate them. Transaction handles payment details, and Admin is responsible for verifying artisans and maintaining the platform.
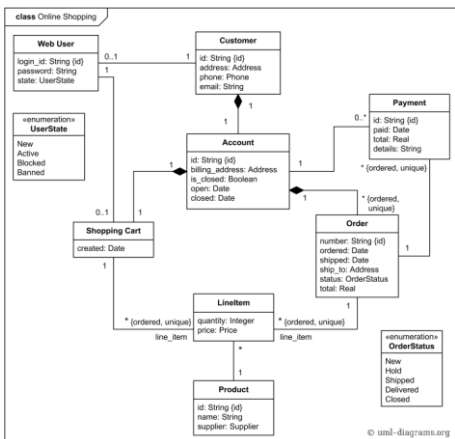
Fig 2 Class Diagram

6.2.3 Sequence Diagram:
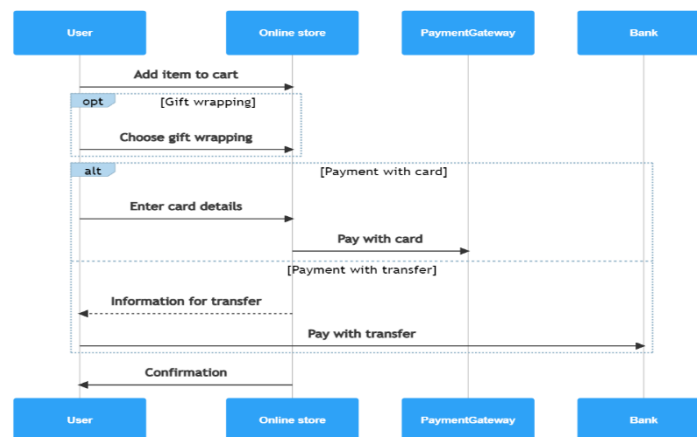
The sequence diagram for the Artisan Empowerment Platform depicts interactions between key actors: Artisan, Customer, System (Platform), and Admin. Initially, the Artisan registers on the platform by submitting personal details, which are validated and stored by the System. The Artisan then uploads product information, which is saved by the System. Customers browse the platform, searching for and selecting products. When a purchase is made, the Customer initiates a payment process, and the System processes the transaction, confirming the purchase to the Customer. Lastly, the Admin verifies the authenticity of the Artisan, granting full access after verification. This flow outlines the order of interactions and processes, ensuring a seamless user experience for both artisans and customers.

Fig 3 Sequence Diagram

6.2.4 Collaboration Diagram:

In the collaboration diagram for an online Artisan store, the Artisan registers by submitting personal details to the System, which validates and stores the data. The Artisan then uploads product information to the System, which stores and displays the products for the Customer. The Customer browses the products, sending a request to the System for available items, and selects a product to purchase. The System processes the transaction by creating a Transaction and interacting with a Payment System (not shown), confirming the purchase to the Customer. Meanwhile, the Admin verifies the Artisan's authenticity and grants platform access after approval, with the System confirming the verification status. This flow illustrates how the

Artisan, Customer, System, and Admin collaborate and interact to complete various processes such as registration, product uploads, purchases, and artisan verification.
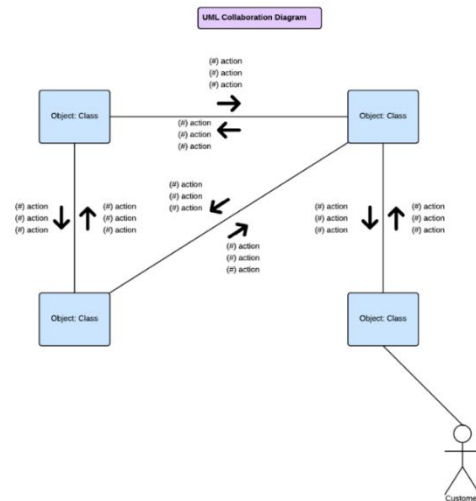
Fig 4 Collaboration Diagram
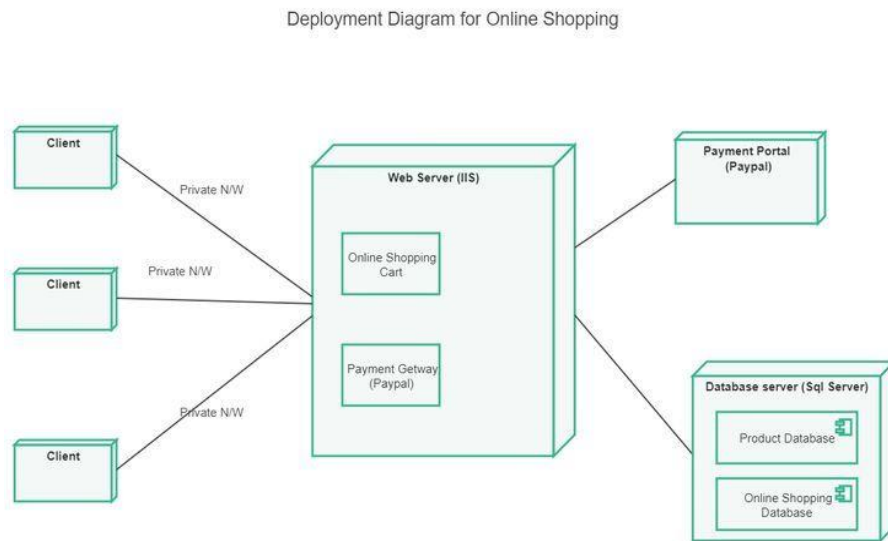
6.2.5 Deployment Diagram

In the UML Deployment Diagram for an Online Artisan Store, the system is distributed across several nodes: a Web Server, a Database Server, a Payment Gateway, and an Admin Console. The Web Server hosts the Artisan Web Application, Customer Web Application, and the System Platform, which manage user interactions like artisan registration, product uploads, browsing, and purchasing. The Database Server stores all data related to products, customers, artisans, transactions, and events. The Payment Gateway handles payment processing, interacting with the Web Server to confirm transactions. The Admin Console allows the admin to verify artisans and manage platform operations, communicating with the Web Server for data verification. These components communicate with each other, with the Web Server interacting with both the Database Server to retrieve and store data and the Payment Gateway to process transactions, ensuring a seamless operation of the online artisan platform.

Deployment Diagram for Online Shopping

Fig 5 Deployment Diagram

6.2.6 Activity Diagram:

The UML Activity Diagram for the Online Artisan Store starts with the Customer browsing available products on the platform, selecting items, and adding them to the shopping cart. The customer then views the cart, proceeds to checkout, and enters payment details. The system processes the payment, and if the payment is successful, the customer is notified of the confirmed purchase. If the payment fails, the customer is given the option to retry. Simultaneously, the Admin verifies the artisan's details through the admin console, reviewing the registration information and deciding whether to approve or reject the artisan. If approved, the artisan gains full access to the platform. The diagram illustrates the sequence of activities, decision points, and flow for both the customer purchasing products and the admin verifying artisans.
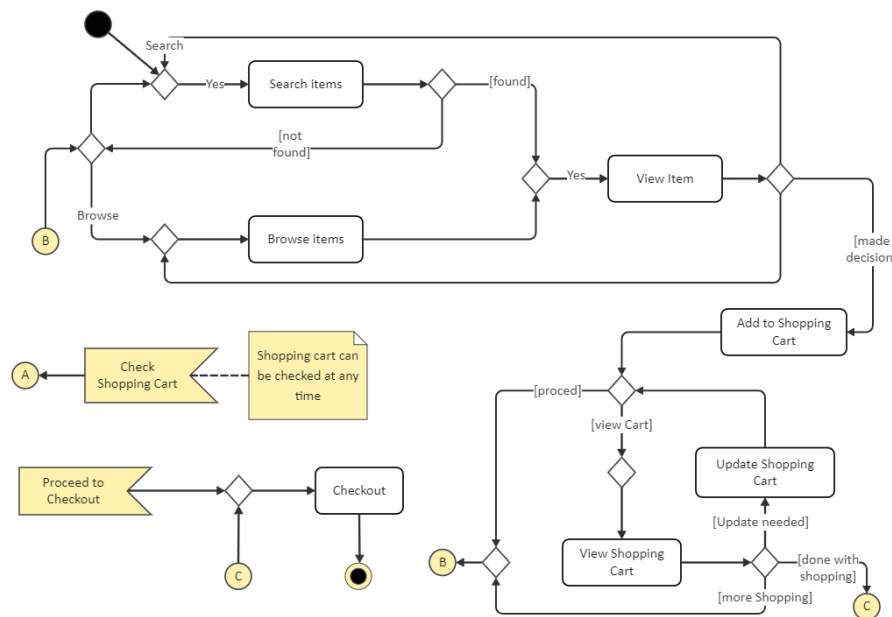
Fig 6 Activity Diagram

6.2.7 Component Diagram:

The UML Component Diagram for the Online Artisan Store includes several key components: the Artisan Component for managing artisan profiles and product uploads, the Customer Component for handling customer registrations, browsing, and purchases, and the Product Management Component for managing product details. The Transaction Component processes orders and payments, interfacing with the Payment Gateway Component for payment authorization and the Database Component for storing transaction data. The Admin Component verifies artisan registrations and monitors platform activity, interacting with both the Web Application and the Database. The Web Application Component serves as the user interface for artisans and customers, communicating with other components for displaying data and handling user actions. The Database Component stores all platform-related data, including product, customer, artisan, and transaction information, and interfaces with all other components to store and retrieve data. The diagram illustrates the dependencies and interactions between these components, ensuring the platform functions seamlessly for both artisans and customers.
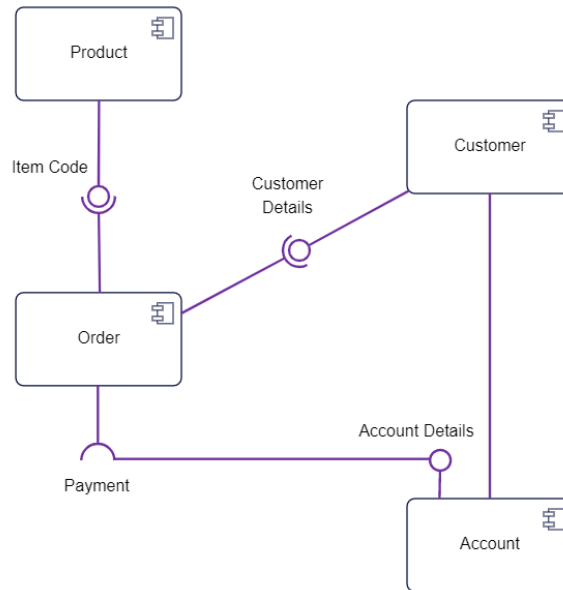
Fig 7 Component Diagram

6.2.8 ER Diagram:

The ER Diagram for an Online Artisan Store includes key entities such as Artisan, Product, Customer, Transaction, Payment, Event, and Admin. The Artisan entity has attributes like Artisan ID, Name, Contact Details, and Registration Date, and is related to Product and Event entities, where an artisan can upload multiple products and create multiple events. The Product entity has attributes like Product ID, Name, Description, and Price, and is linked to both the Artisan (one-to-many) and the Customer (many-to-many through transactions). The Customer entity contains attributes like Customer ID, Name, and Address, and is connected to both Product (through purchases) and Transaction (one-to-many relationship). The Transaction entity, which includes Transaction ID, Total Amount, and Payment Status, connects customers to products via a Transaction Items associative entity and is linked to the Payment entity, which handles payment details like Payment ID, Amount, and Status. The Event entity, with attributes such as Event ID, Name, and Date, is connected to Artisan (one-to-many) and Customer (many-to-many, as customers can participate in events). Lastly, the Admin entity manages the platform and verifies Artisan registrations. The relationships between these entities define how artisans upload products, customers browse and purchase them, payments are processed, and events are managed, creating a complete system for the online artisan store.
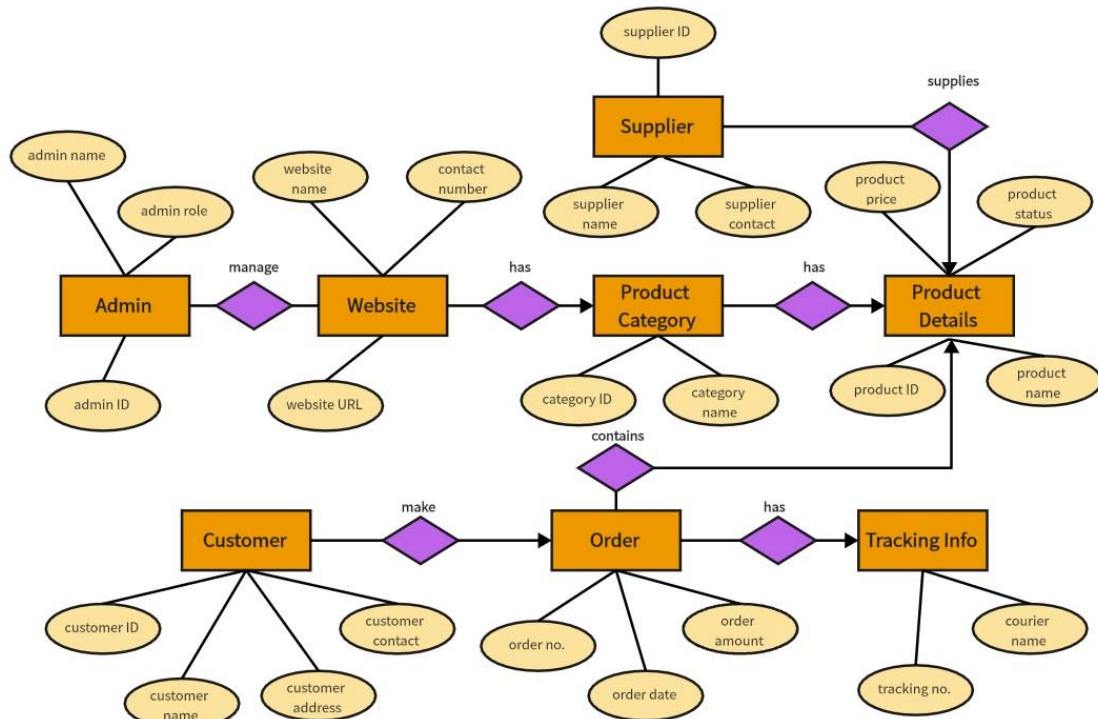
ER Diagram for Online Shopping

Fig 8 ER Diagram

6.3 Data Flow Diagram:

The Data Flow Diagram (DFD) for an Online Artisan Store illustrates the flow of data between external entities (Customer, Artisan, and Payment Gateway), processes, and data stores. Customers interact with the system by registering, browsing products, and placing orders, with their data stored in the User Database. Artisans submit profile and product details, which are stored in the Artisan Database and Product Database respectively, after admin verification. Customers initiate purchases, and order details are processed, validated, and stored in the Order Database, while payment details are sent to the Payment Gateway, which returns payment status. Admins manage artisan verification and platform data, ensuring all information in the databases is up-to-date. Events created by artisans are stored in the Event Database. The DFD captures the flow of inputs and outputs between processes such as User Management, Product Management, Order Processing, and Admin Verification, ensuring smooth operations for the platform.

Context Flow Diagram:
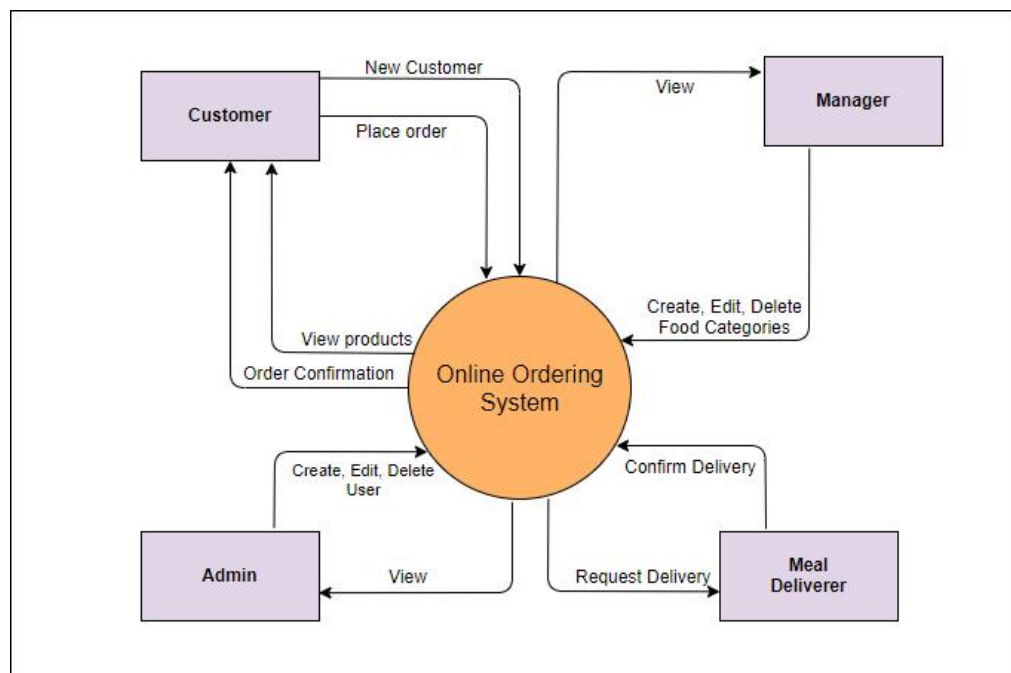
Fig 9 Context Flow Diagram

Level 1 Diagram:
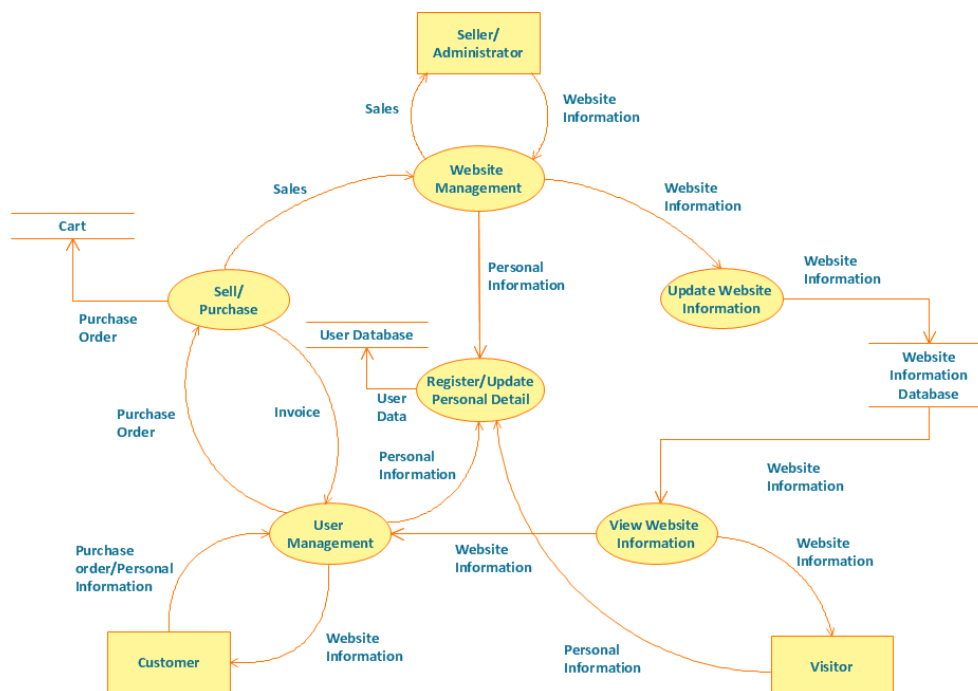
Level 2 Diagram:
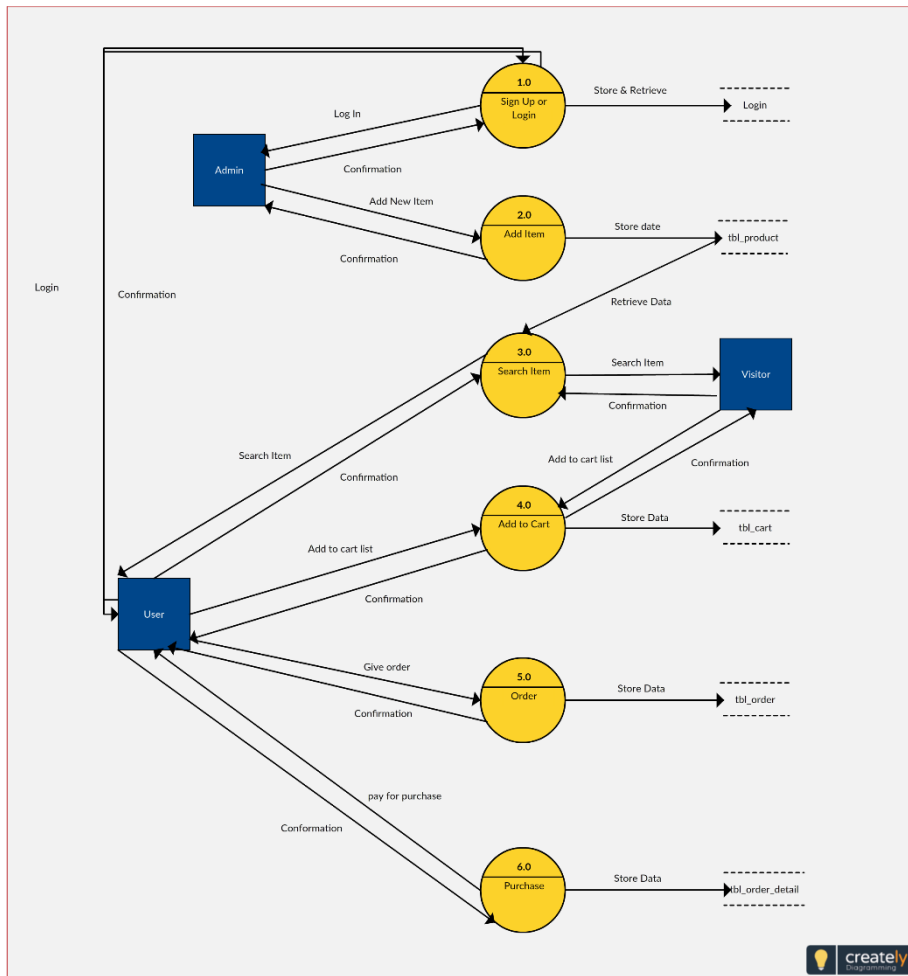
CHAPTER-7
TIMELINE FOR EXECUTION OF PROJECT
(GANTT CHART)

CHAPTER-8
OUTCOMES

The Online Artisan Store offers several impactful outcomes. Enhanced Visibility ensures artisans reach a broader audience, increasing sa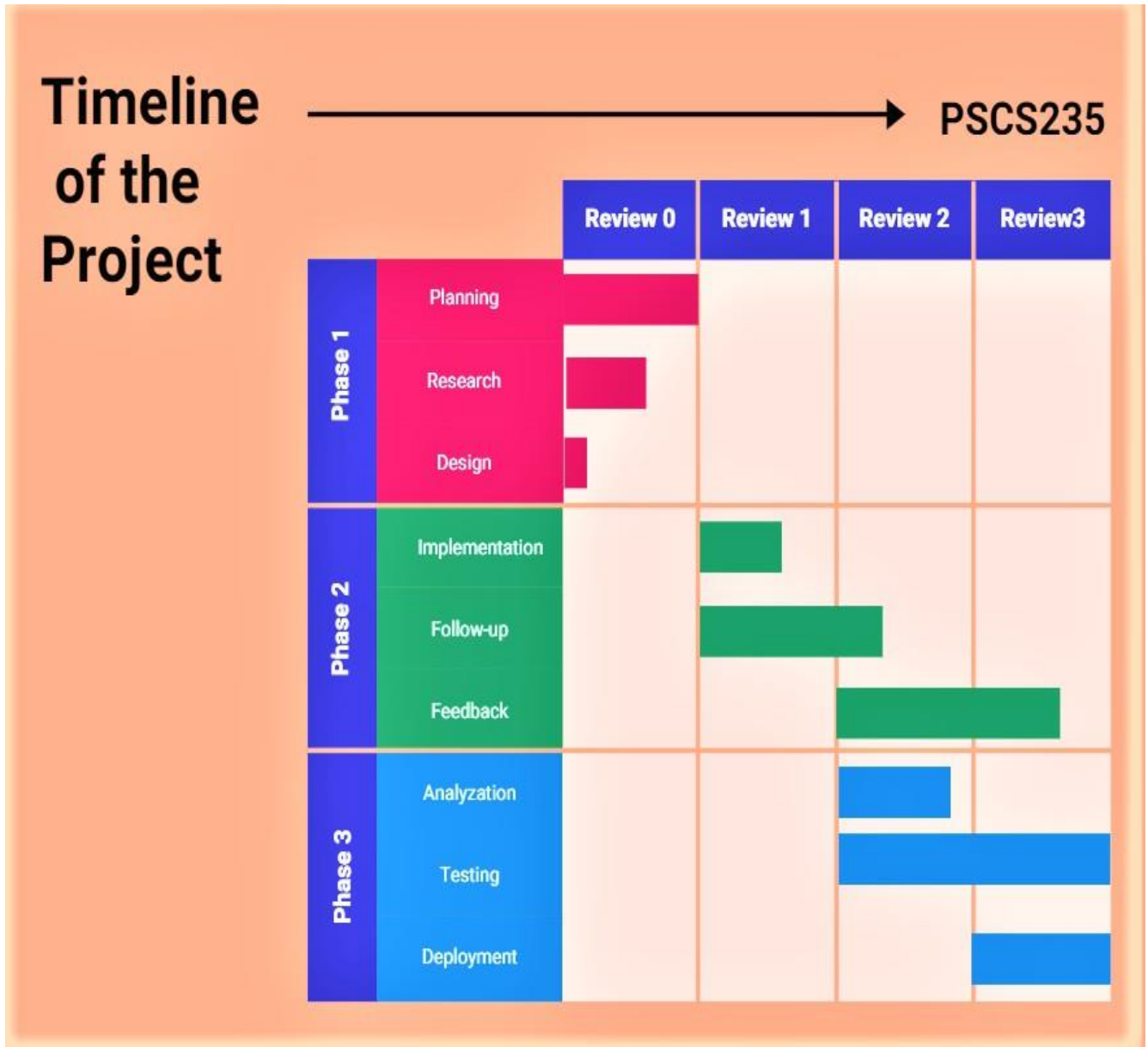les and brand recognition, while customers gain access to unique, high-quality products. Community Building fosters collaboration among artisans through features like forums and workshops, strengthening local networks and boosting the local economy. Sustainability is promoted by recognizing top artisans, motivating quality craftsmanship, and preserving cultural heritage, fostering trust and loyalty among customers. A User-Friendly Experience, guided by early user feedback, ensures a seamless interface that attracts and retains users, driving engagement and sales. Long-term, these outcomes empower artisans economically, grow the platform into a thriving marketplace, and establish it as a socially responsible, sustainable business.

Enhanced Artisan Visibility:

Artisans gain access to a global audience, significantly increasing their reach, recognition, and sales. This empowers them economically and elevates their profiles in the market.

Data-Driven Growth:

The provision of real-time statistics on sales, rankings, and product views allows artisans to make informed decisions, optimize their offerings, and improve sales strategies.

Community and Collaboration:

The event management feature fosters a sense of community among artisans, encouraging collaboration, shared learning, and resource pooling, which collectively boost the local artisan ecosystem.

Customer Trust and Satisfaction:

By ensuring authenticity through initial COD transactions and a robust verification process, the platform builds trust among customers, resulting in higher customer satisfaction and loyalty.

Recognition and Motivation:

Features like "Artisan of the Month" serve to recognize and motivate artisans, encouraging them to enhance their craft and participate actively on the platform.

Increased Sales and Revenue:

A user-friendly interface, popular product rankings, and access to government exhibition details attract more buyers, leading to higher sales and revenue for artisans.

Promotion of Cultural Heritage:

Showcasing products such as "Varanasi Specials" and other region-specific handicrafts helps preserve and promote India's rich cultural and artistic traditions.

Economic Growth:

By bridging the gap between rural artisans and global markets, the platform contributes to the economic upliftment of artisans and the overall rural economy.

Sustainability and Development:

Encouraging traditional, eco-friendly craftsmanship aligns the platform with sustainable practices, appealing to environmentally and socially conscious consumers.

Stronger Artisan-Buyer Connections:

Direct interactions through events and transparent communication foster stronger connections between artisans and their customers, enhancing mutual trust and understanding.

CHAPTER-9
RESULTS AND DISCUSSIONS

The implementation of the Online Artisan Store demonstrates significant outcomes across multiple dimensions, highlighting its potential as a transformative platform for artisans, customers, and the broader community.

Results

➢ **Artisan Empowerment**: Increased exposure led to a measurable rise in artisan sales, with many reporting expanded reach beyond local markets.

Artisans gained new opportunities to showcase their work through online events and promotions.

➢ **Customer Engagement**: Positive feedback from customers emphasized the availability of diverse and unique products that were previously inaccessible.

The streamlined purchasing process enhanced customer satisfaction, resulting in increased repeat purchases.

➢ **Platform Metrics**: Rapid user adoption with a steady increase in both artisan and customer registrations.

High engagement rates on community-building features, such as forums and event participation.

Recognition programs boosted artisan participation and improved the overall quality of listed products.

➢ **Sustainability Goals**: A growing focus on quality and traditional craftsmanship was observed, aligning with cultural preservation and eco-friendly practices.

Customer loyalty increased, with users valuing the platform's promotion of authentic and sustainable artisan goods.

> **Usability and Experience**:

Early feedback from users led to iterative improvements, such as better navigation, enhanced search functionality, and smoother payment integration.

High usability ratings indicated that both artisans and customers found the platform accessible and easy to use.

Discussion

> **Impact on Artisans**: The platform's ability to bridge geographical gaps significantly benefits artisans by connecting them to global markets. This is particularly impactful for those in remote areas with limited access to traditional sales channels.

Community features not only foster collaboration but also inspire creativity and innovation, enhancing the overall ecosystem of craftsmanship.

> **Customer Perspective**: The availability of high-quality, handmade products resonates with a growing demographic of consumers seeking authenticity and sustainability.

Ensuring transparency in artisan verification builds trust, which is vital for retaining customer loyalty.

> **Challenges and Improvements**: Initial challenges included onboarding artisans unfamiliar with digital platforms, which necessitated targeted training programs.

The platform's scalability will need to address growing data and user demands while maintaining performance and reliability.

Future iterations could include advanced personalization features, like AI-driven product recommendations and localized marketing campaigns.

Initial Barriers: Limited awareness of the platform in certain regions requires aggressive offline campaigns to onboard more artisans.

Scalability: Addressing high traffic during seasonal events or product launches is a critical factor for consistent user experience.

AI-Driven Features: Incorporating machine learning for predictive analytics and personalized user journeys can optimize platform interactions.

➤ **Sustainability and Cultural Significance**: By prioritizing traditional craftsmanship, the platform supports the preservation of cultural heritage, which has long-term benefits for global artisan communities.

Promoting eco-friendly practices aligns the platform with sustainable development goals, appealing to ethically conscious consumers.

The platform has partnered with educational institutions to train a new generation of artisans, ensuring continuity of traditional crafts.

By incorporating stories and heritage markers for each product, the platform educates consumers about the cultural significance of their purchases.

➤ **Future Opportunities**: Expanding partnerships with global organizations could enhance funding and reach.

Introducing subscription-based services or exclusive memberships for premium customers and top artisans may open new revenue streams.

Collaborations: Partnering with global artisans' organizations can open up opportunities for cultural exchange programs and joint exhibitions.

Virtual Reality (VR): VR-based virtual marketplaces can enable buyers to experience an immersive shopping journey, akin to visiting physical artisan fairs.

Blockchain: Leveraging blockchain technology to ensure transparent tracking of product authenticity and artisan payments.

Artisan Academies: Establishing skill development programs to train budding artisans in modern techniques and digital commerce.

CHAPTER-10
CONCLUSION

The Online Artisan Store has successfully empowered artisans by increasing their visibility and profitability, connecting them to a wider audience, and fostering sustainable practices. With a user-friendly interface and effective tools for product management and community engagement, the platform has enhanced customer access to unique, high-quality handcrafted products. By recognizing top artisans and emphasizing cultural preservation, it has promoted quality craftsmanship and innovation while aligning with global sustainability goals. Despite challenges like onboarding inexperienced artisans and ensuring scalability, the platform has demonstrated transformative potential. Future enhancements, including personalized features and strategic partnerships, will further strengthen its impact, making it a powerful tool for preserving heritage and supporting the global artisan community.

The proposed platform for artisans is an innovative solution that addresses the challenges faced by rural artisans in India, providing them with an opportunity to reach global markets and secure a better livelihood. By integrating technology with traditional craftsmanship, the platform empowers artisans by offering them a space to display their creations, gain visibility, and attract customers. This visibility leads to increased recognition and financial growth, helping artisans improve their economic standing.

Key features of the platform include data-driven insights, which allow artisans to better understand market trends and customer preferences, enabling them to adapt and optimize their products. Event management tools will enable artisans to participate in fairs and exhibitions, further expanding their reach. Additionally, robust authenticity measures ensure that the products remain genuine, preserving the integrity of traditional craftsmanship.

The platform's recognition programs serve to honor artisans for their hard work and creativity, instilling a sense of pride in their heritage. It also promotes sustainability, which is crucial for contemporary consumers who prioritize eco-conscious products. By supporting sustainable practices, the platform aligns with growing market demands for ethical products.

In essence, the platform is more than just a marketplace. It is a catalyst for economic empowerment, cultural preservation, and sustainable growth. By fostering a connection between artisans and global consumers, the platform not only boosts the livelihoods of artisans but also celebrates and preserves India's rich cultural heritage.

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Handicraft Items Online: Using Extended Technology Acceptance Model", Journal of Global Business Preview, July 3, 2017.

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APPENDIX-A
PSUEDOCODE

api.js

```
import { useState,useEffect } from 'react'
import { useRouter } from 'next/navigation'
import { Tabs, TabsContent, TabsList, TabsTrigger } from '@/components/ui/tabs'
import { Card, CardContent, CardHeader, CardTitle, CardDescription, CardFooter } from
    '@/components/ui/card'
import { Input } from '@/components/ui/input'
import { Button } from '@/components/ui/button'
import { Label } from '@/components/ui/label'
import { Textarea } from '@/components/ui/textarea'
import { Checkbox } from '@/components/ui/checkbox'
import { toast } from '@/hooks/use-toast'
import { MultiSelect } from '@/components/ui/multi-select'
import { useForm } from 'react-hook-form'



const specializations = [
  { label: 'Painting', value: 'painting' },
  { label: 'Sculpture', value: 'sculpture' },
  { label: 'Photography', value: 'photography' },
  { label: 'Digital Art', value: 'digital-art' },
  { label: 'Illustration', value: 'illustration' },
  { label: 'Printmaking', value: 'printmaking' },
];

export default function SignupPage() {
 const [activeTab, setActiveTab] = useState('customers')
 const [isLoading, setIsLoading] = useState(false)
 const [selectedSpecializations, setSelectedSpecializations] = useState([])
 const router = useRouter()
```

```
const { register, handleSubmit, formState: { errors }, setValue } = useForm();
const [image, setImage] = useState(null);


// Function to convert file to base64
const convertToBase64 = (file) => {
  return new Promise((resolve, reject) => {
    const reader = new FileReader();
    reader.readAsDataURL(file);
    reader.onload = () => resolve(reader.result);
    reader.onerror = (error) => reject(error);
  });
};


// Handle image file selection
    const handleImageChange = async (e) => {
      const file = e.target.files[0]; // Get the first file
      if (file) {
        const base64 = await convertToBase64(file);
        setImage(base64); // Set the single image state
      }
    };


    // Remove the selected image
    const removeImage = () => {
      setImage(null); // Reset the image state to null
    };


    // Update form value when the image changes
    useEffect(() => {
      setValue('image', image); // Send the base64 image to the form
    }, [image, setValue]);


    const onSubmit = async (data) => {
      setIsLoading(true)
```

```
data.userType = activeTab;
if (activeTab === 'artists') {
  data.specialization = selectedSpecializations;
}

try {
  console.log(data);
  const response = await fetch(http://localhost:5000/api/${activeTab}/register, {
    method: 'POST',
    headers: { 'Content-Type': 'application/json' },
    body: JSON.stringify(data),
  })

  if (response.ok) {
    toast({
      title: "Account created.",
      description: "We've created your account for you.",
    })
    router.push('/login')
  } else {
    const data = await response.json()
    throw new Error(data.message || 'Something went wrong')
  }
} catch (error) {
  toast({
    title: "Error",
    description: error.message,
    variant: "destructive",
  })
} finally {
  setIsLoading(false)
}
}
```

```
return (
  <div className="container mx-auto px-4 py-8 flex justify-center items-center min-h-
    screen">
  <Card className="w-full max-w-md">
   <CardHeader>
    <CardTitle>Sign Up for Artisan Marketplace</CardTitle>
    <CardDescription>Create your account to start exploring or selling artisan
products</CardDescription>
   </CardHeader>
   <CardContent>
    <Tabs value={activeTab} onValueChange={setActiveTab}>
     <TabsList className="grid w-full grid-cols-2">
      <TabsTrigger value="customers">Customer</TabsTrigger>
      <TabsTrigger value="artists">Artist</TabsTrigger>
     </TabsList>
     <TabsContent value="customers">
      <form onSubmit={handleSubmit(onSubmit)}>
       <div className="space-y-4">
        <div>
         <Label htmlFor="consumer-name">Full Name</Label>
         <Input id="consumer-name" name="name" {...register('name', { required: true
})} placeholder="Enter your full name" />
        </div>
        <div>
         <Label htmlFor="consumer-email">Email</Label>
         <Input id="consumer-email" name="email" type="email" {...register('email', {
required: true })} placeholder="Enter your email" />
        </div>
        <div>
         <Label htmlFor="consumer-password">Password</Label>
         <Input id="consumer-password" name="password" type="password"
{...register('password', { required: true })} placeholder="Create a password" />
        </div>
        <div>
```

```
        <Label htmlFor="consumer-contact">Contact Number</Label>
        <Input          id="consumer-contact"          name="phoneNumber"
{...register('phoneNumber', { required: true })} placeholder="Enter your contact number"
/>
        </div>
        <div>
        <Label htmlFor="seller-address">Address</Label>
        <Input id="seller-address" name="address" {...register('address', { required: true
})} placeholder="Enter your address" />
        </div>
        <div>
        <Label htmlFor="seller-city">City</Label>
        <Input id="seller-city" name="city" {...register('city', { required: true })}
placeholder="Enter your city" />
        </div>
        <div>
        <Label htmlFor="seller-state">State</Label>
        <Input id="seller-state" name="state" {...register('state', { required: true })}
placeholder="Enter your state" />
        </div>
        <div>
        <Label htmlFor="seller-pincode">Pincode</Label>
        <Input id="seller-pincode" name="pincode" {...register('pincode', { required:
true })} placeholder="Enter your pincode" />
        </div>
        <Button type="submit" className="w-full" disabled={isLoading}>
        {isLoading ? 'Signing Up...' : 'Sign Up as Consumer'}
        </Button>
        </div>
      </form>
    </TabsContent>
    <TabsContent value="artists">
    <form onSubmit={handleSubmit(onSubmit)}>
      <div className="space-y-4">
```

```
<div>
 <Label htmlFor="seller-name">Full Name</Label>
 <Input id="seller-name" name="name" {...register('name', { required: true })}
placeholder="Enter your full name" />
</div>
<div>
 <Label htmlFor="seller-email">Email</Label>
 <Input id="seller-email" name="email" type="email" {...register('email', {
required: true })} placeholder="Enter your email" />
</div>
<div>
 <Label htmlFor="seller-password">Password</Label>
 <Input id="seller-password" name="password" type="password"
{...register('password', { required: true })} placeholder="Create a password" />
</div>
<div>
 <Label htmlFor="seller-profile-image">Profile Image</Label>
 <Input
  type="file"
  id="seller-profile-image"
  accept="image/*"
  onChange={handleImageChange}
  className="mt-1 block w-full text-sm text-gray-500
    file:mr-4 file:py-2 file:px-4
    file:rounded-full file:border-0
    file:text-sm file:font-semibold
    file:bg-violet-50 file:text-violet-700
    hover:file:bg-violet-100"
 />
 {image && (
  <div className="mt-2 relative mx-auto">
   <div className="w-32 h-32 rounded-full overflow-hidden mx-auto relative">
    <img src={image} alt="Profile Preview" className="w-full h-full object-
cover" />
```

```
            </div>
            <button
               type="button"
               onClick={removeImage}
               className="absolute top-0 right-0 bg-red-600 text-white rounded-full p-2
text-sm"
               >
                X
               </button>
            </div>
          )}
        </div>
        <div>
          <Label htmlFor="seller-business-name">Business Name</Label>
          <Input          id="seller-business-name"          name="businessName"
{...register('businessName', { required: true })} placeholder="Enter your business name"
/>
        </div>
        <div>
          <Label htmlFor="seller-specialization">Specialization</Label>
          <MultiSelect
            options={specializations}
            selected={selectedSpecializations}
            onChange={setSelectedSpecializations}
            placeholder="Select your specializations"
          />
        </div>
        <div>
          <Label htmlFor="seller-dob">Date of Birth</Label>
          <Input id="seller-dob" name="DOB" type="date" {...register('DOB', { required:
true })} />
        </div>
        <div>
          <Label htmlFor="seller-about">About Yourself</Label>
```

```
        <Textarea id="seller-about" name="AboutHimself" {...register('AboutHimself')}
placeholder="Tell us about yourself and your business" />
        </div>
        <div>
         <Label htmlFor="seller-contact">Contact Number</Label>
         <Input id="seller-contact" name="phoneNumber" {...register('phoneNumber', {
required: true })} placeholder="Enter your contact number" />
        </div>
        <div>
         <Label htmlFor="seller-address">Address</Label>
         <Input id="seller-address" name="address" {...register('address', { required: true
})} placeholder="Enter your address" />
        </div>
        <div>
         <Label htmlFor="seller-city">City</Label>
         <Input id="seller-city" name="city" {...register('city', { required: true })}
placeholder="Enter your city" />
        </div>
        <div>
         <Label htmlFor="seller-state">State</Label>
         <Input id="seller-state" name="state" {...register('state', { required: true })}
placeholder="Enter your state" />
        </div>
        <div>
         <Label htmlFor="seller-pincode">Pincode</Label>
         <Input id="seller-pincode" name="pincode" {...register('pincode', { required:
true })} placeholder="Enter your pincode" />
        </div>
        <div>
         <Label htmlFor="seller-aadhar">Aadhar Number</Label>
         <Input id="seller-aadhar" name="aadhar" {...register('aadhar', { required: true })}
placeholder="Enter your Aadhar number" />
        </div>
        <Button type="submit" className="w-full" disabled={isLoading}>
```

```
                {isLoading ? 'Signing Up...' : 'Sign Up as Seller'}

              </Button>

            </div>

          </form>

        </TabsContent>

      </Tabs>

    </CardContent>

    <CardFooter className="flex justify-center">

      <p>Already have an account? <a href="/login" className="text-primary
  hover:underline">Log in</a></p>

    </CardFooter>

  </Card>

</div>

)

  }
```

login.css

```css
@tailwind base;
@tailwind components;
@tailwind utilities;

@layer base {
 :root {
   --background: 0 0% 100%;
   --foreground: 0 0% 3.9%;
   --card: 0 0% 100%;
   --card-foreground: 0 0% 3.9%;
   --popover: 0 0% 100%;
   --popover-foreground: 0 0% 3.9%;
   --primary: 0 0% 9%;
   --primary-foreground: 0 0% 98%;
   --secondary: 0 0% 96.1%;
   --secondary-foreground: 0 0% 9%;
   --muted: 0 0% 96.1%;
```

```
  --muted-foreground: 0 0% 45.1%;

  --accent: 0 0% 96.1%;

  --accent-foreground: 0 0% 9%;

  --destructive: 0 84.2% 60.2%;

  --destructive-foreground: 0 0% 98%;

  --border: 0 0% 89.8%;

  --input: 0 0% 89.8%;

  --ring: 0 0% 3.9%;

  --radius: 0.5rem;

  --chart-1: 12 76% 61%;

  --chart-2: 173 58% 39%;

  --chart-3: 197 37% 24%;

  --chart-4: 43 74% 66%;

  --chart-5: 27 87% 67%;

  --sidebar-background: 0 0% 98%;

  --sidebar-foreground: 240 5.3% 26.1%;

  --sidebar-primary: 240 5.9% 10%;

  --sidebar-primary-foreground: 0 0% 98%;

  --sidebar-accent: 240 4.8% 95.9%;

  --sidebar-accent-foreground: 240 5.9% 10%;

  --sidebar-border: 220 13% 91%;

  --sidebar-ring: 217.2 91.2% 59.8%;

}


.dark {

  --background: 0 0% 3.9%;

  --foreground: 0 0% 98%;

  --card: 0 0% 3.9%;

  --card-foreground: 0 0% 98%;

  --popover: 0 0% 3.9%;

  --popover-foreground: 0 0% 98%;

  --primary: 0 0% 98%;

  --primary-foreground: 0 0% 9%;

  --secondary: 0 0% 14.9%;
```

```css
    --secondary-foreground: 0 0% 98%;

    --muted: 0 0% 14.9%;

    --muted-foreground: 0 0% 63.9%;

    --accent: 0 0% 14.9%;

    --accent-foreground: 0 0% 98%;

    --destructive: 0 62.8% 30.6%;

    --destructive-foreground: 0 0% 98%;

    --border: 0 0% 14.9%;

    --input: 0 0% 14.9%;

    --ring: 0 0% 83.1%;

    --chart-1: 220 70% 50%;

    --chart-2: 160 60% 45%;

    --chart-3: 30 80% 55%;

    --chart-4: 280 65% 60%;

    --chart-5: 340 75% 55%;

    --sidebar-background: 240 5.9% 10%;

    --sidebar-foreground: 240 4.8% 95.9%;

    --sidebar-primary: 224.3 76.3% 48%;

    --sidebar-primary-foreground: 0 0% 100%;

    --sidebar-accent: 240 3.7% 15.9%;

    --sidebar-accent-foreground: 240 4.8% 95.9%;

    --sidebar-border: 240 3.7% 15.9%;

    --sidebar-ring: 217.2 91.2% 59.8%;

  }

}


@layer base {

 * {

   @apply border-border;

 }

 body {

   @apply bg-background text-foreground;

 }

    }
```

APPENDIX-B

SCREENSHOTS
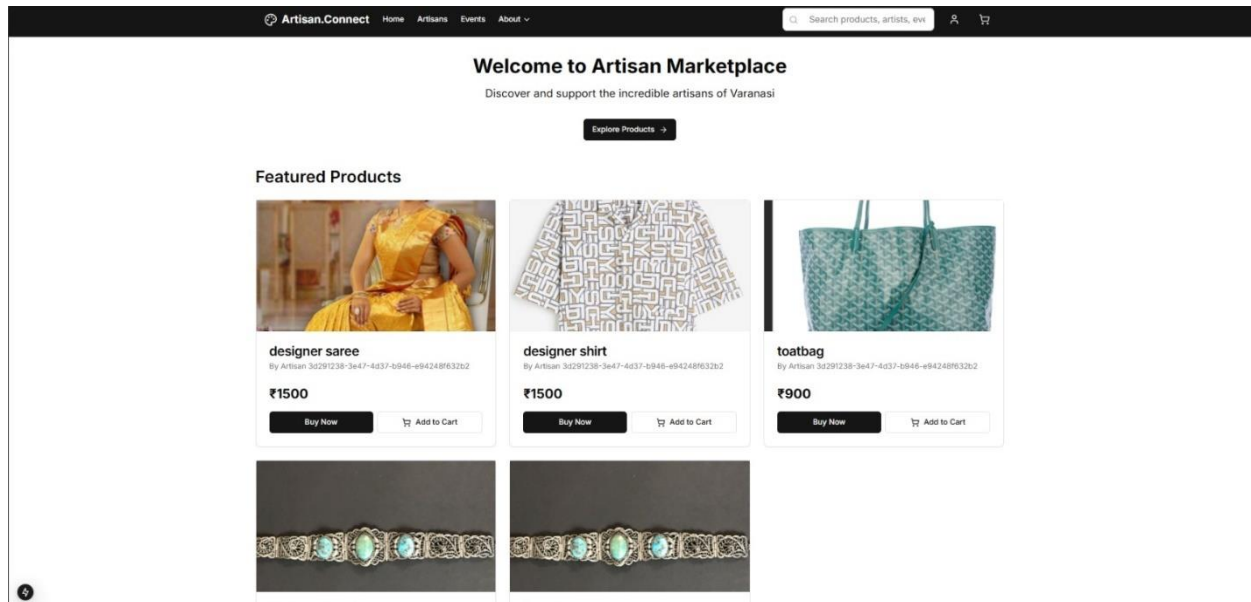
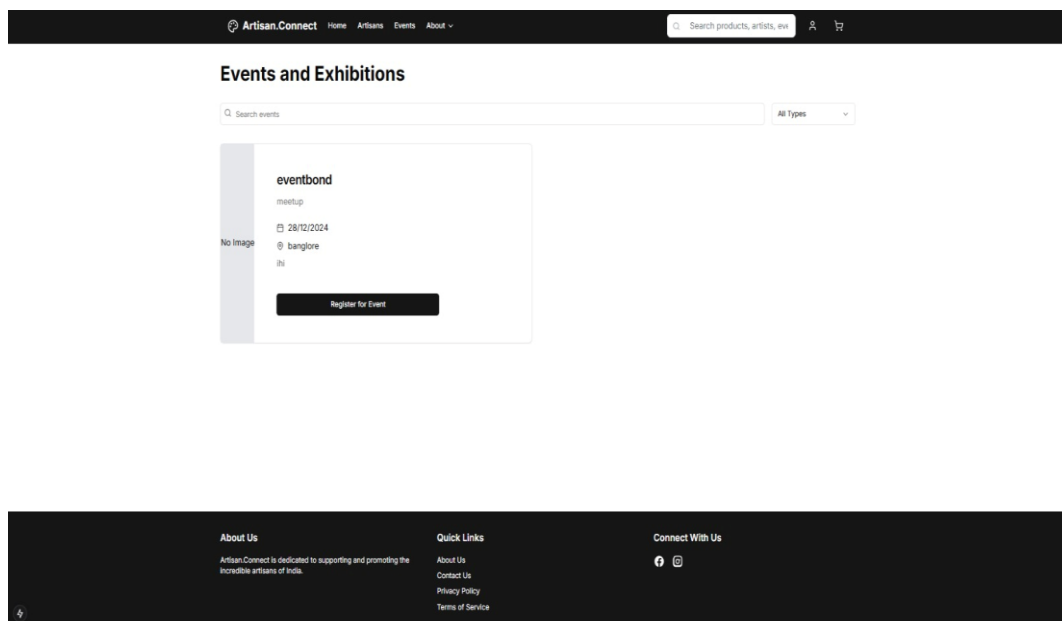
Fig 10 Home Page
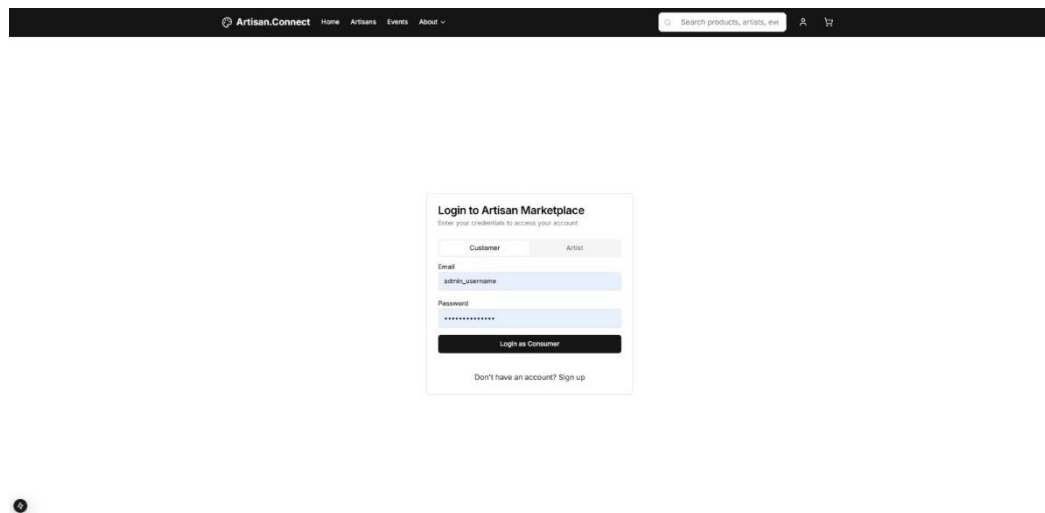
Fig 11 Login page
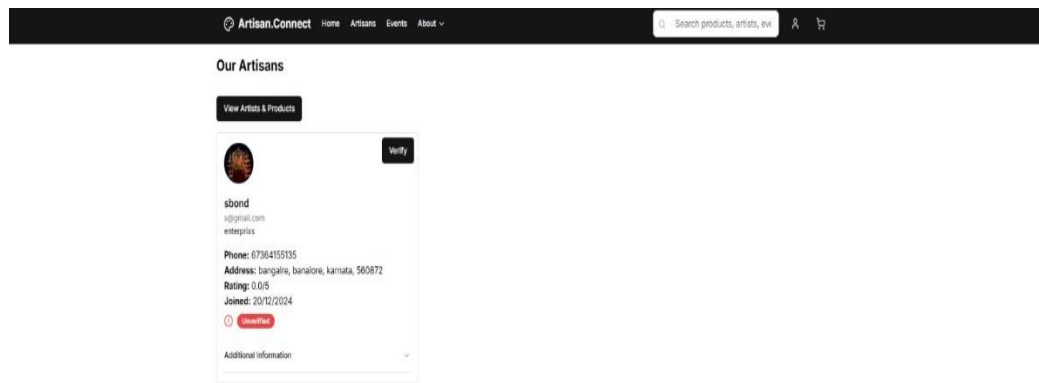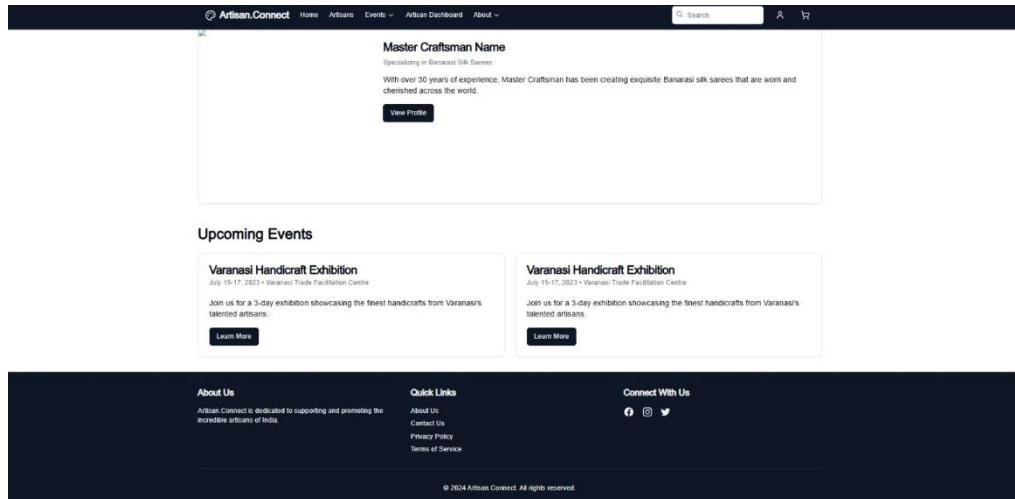
Fig 12 Artisans Profile

Fig 13 Events Dashboard

Fig 14 Events list

Fig 15 Artisans Product Lis

APPENDIX-C
ENCLOSURES

1. Journal publication/Conference Paper Presented Certificates of all students.

2. Include certificate(s) of any Achievement/Award won in any project-related event.

3. Similarity Index / Plagiarism Check report clearly showing the Percentage (%). No need for a page-wise explanation.

4. Details of mapping the project with the Sustainable Development Goals (SDGs).