



Preserving Tradition, Connecting Markets

Group: 01



Presented By:

Md. Faishal Ahmed Rudro (2021-2-60-130)
Warda Ruhin Parsub (2021-2-60-164)
Md. Nafiz Mustafa (2021-2-60-082)

Presented To:

Deepak Chandra Roy
East West University



Introduction

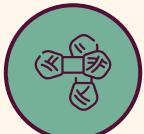
Shoukhin Haath is a culturally-driven online marketplace that connects rural artisans from communities like the Chakma, Marma, and Khasia with urban buyers. It aims to preserve Bangladesh's rich heritage by promoting handmade ethnic crafts while creating fair income opportunities for local sellers. The platform addresses key issues such as lack of communication, weak supply chains, and limited technological access, often resulting in low product availability and the risk of cultural extinction. By responding to high tourist demand and ensuring fair compensation, Shoukhin Haath bridges the gap between tradition and technology.



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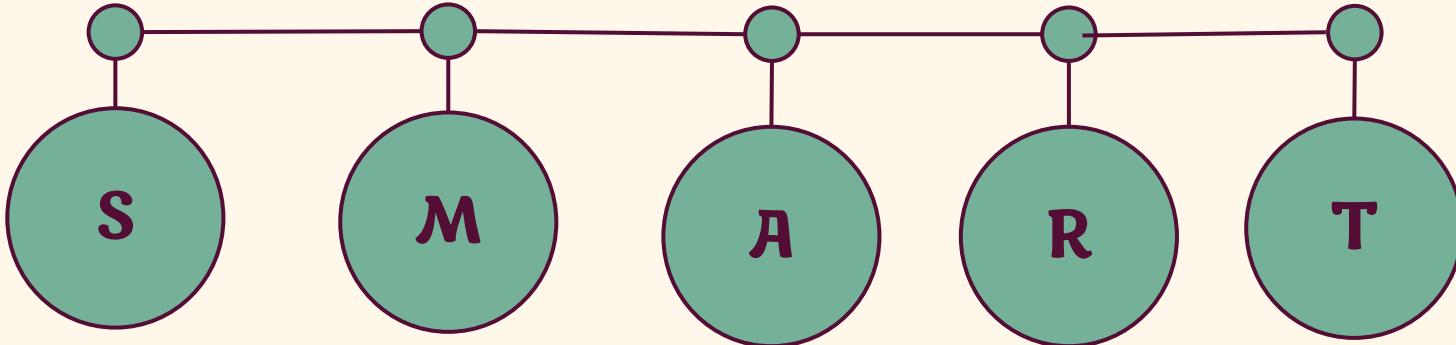
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S.M.A.R.T



Specific

Targets the online sale of handcrafted ethnic goods by indigenous artisans, promoting culture and fair trade.

Measurable

Success is tracked via artisan onboarding, monthly sales, user feedback, and social media reach.

Achievable

The plan is feasible with a skilled team, structured planning, affordable tech & local collaboration.

Relevant

The project supports cultural preservation, artisan empowerment, and rural-urban digital commerce.

Time-Bound

Development and launch milestones are set within a 12-month timeline.



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Project Charter



Project Description:

An e-commerce platform connecting indigenous artisans with urban buyers to sell authentic handmade clothing and crafts.

Initial Requirement:

- Seller onboarding & product listing
- Customer UI with cart & checkout
- Admin control panel
- bKash/Nagad integration

Project Manager: Nafis Ahmed Parsub (Entrepreneur, Founder)

Key Stakeholders:

- Indigenous sellers (Chakma, Marma, Khasia)
- University/Instructor (as academic sponsor)
- Freelance development team
- Urban customers
- Potential NGO/Cultural Ministry partners

Project Goals:

- Bridge the gap between indigenous sellers & urban buyers
- Promote sustainable cultural commerce
- Enable year-round income for artisans
- Build a scalable digital platform

Cost Estimates:

- Project Initiation: 1,12,000 BDT
- Planning: 1,90,000 BDT
- Design: 2,19,200 BDT
- Development: 3,60,400 BDT
- Marketing & Seller Onboarding: 2,70,400 BDT
- Subtotal: 11,52,000 BDT
- Additional COCOMO-based Development Estimation: 8,96,000 BDT

Total Estimated Cost:
20,48,000 BDT (approx.)

Scope Statement:

Develop an e-commerce platform (web-based) with multi-vendor functionality, seller dashboards, buyer UI, payment gateway integration, and basic logistics tracking. Mobile-friendly but no native mobile app in phase 1.

Strategy:

- Phase 1: Build MVP with core features
- Partner with local artisans via regional field agents
- Promote through digital campaigns and partnerships with cultural organizations
- Generate revenue via platform commission & premium seller features

Project Priorities:

- Functional MVP
- Cultural authenticity
- Secure transactions
- Cost-effective, scalable build

Project Assumptions:

- Sellers internet access is manageable
- Demand exists for authentic products
- Logistics will be outsourced
- Sellers internet access is manageable
- Demand exists for authentic products
- Logistics will be outsourced

Schedule Estimates:

- Project Initiation: 21 days
- Planning: 43 days
- Design: 36 days
- Development: 38 days
- Marketing & Seller Onboarding: 48.5 days
- Total Estimated Duration: 186.5 days (~6.2 months)

List of Deliverables:

- Live platform (web)
- Seller/buyer/admin modules
- Docs & training materials
- Pilot launch with real users

Constraints and Risks:

- Limited budget and development resources
- Seller training and internet accessibility
- Risk of imitation products by third parties
- Cultural sensitivity & intellectual property issue

Meetings:

- Weekly team sync (PM + developers)
- Monthly stakeholder review
- Bi-weekly status updates with mentor/instructor
- Quarterly seller feedback forum (online)

Success Criteria:

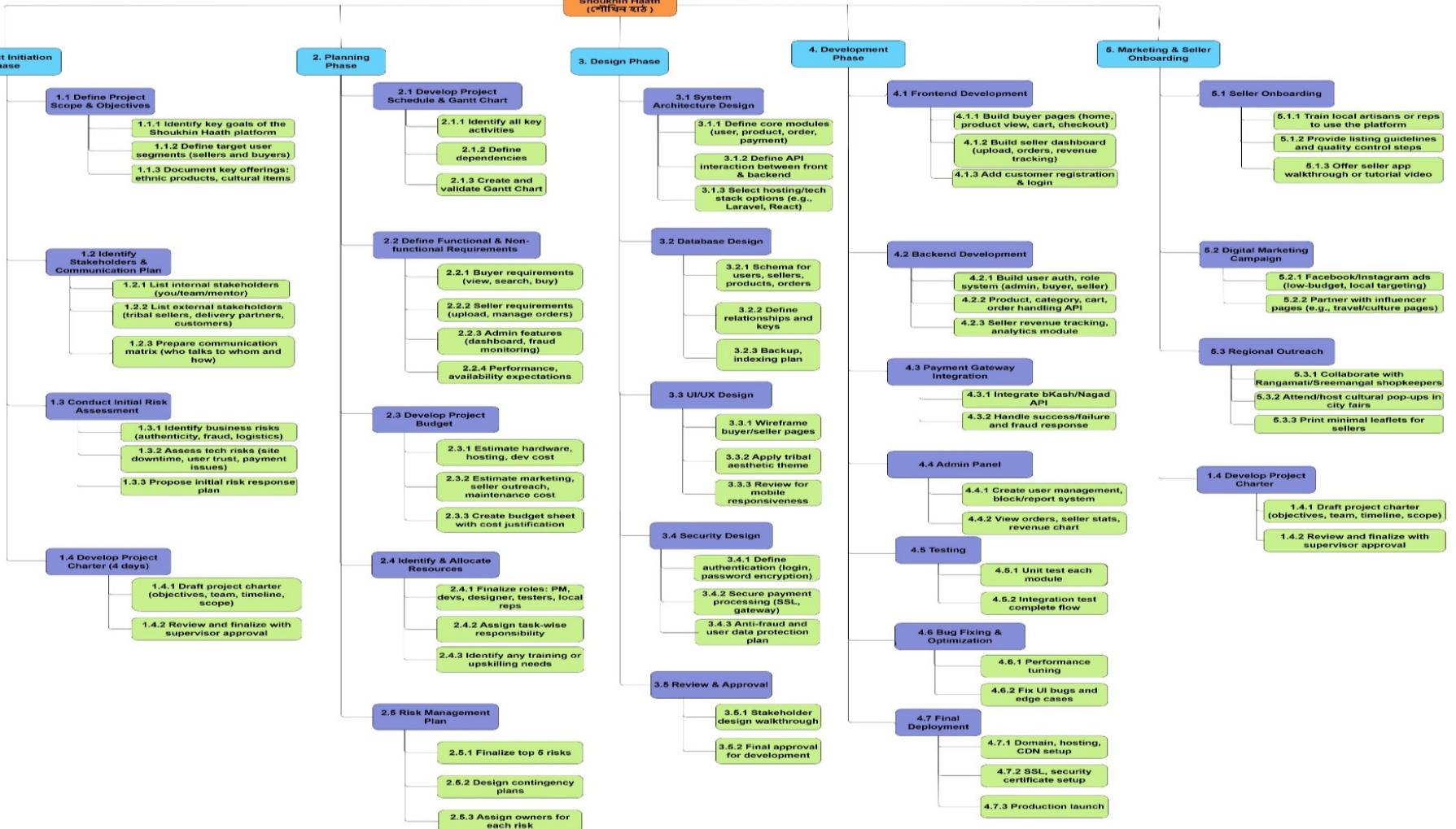
- Fully functional platform with ≥50 active sellers within 3 months
- At least 200 successful transactions in first 6 months
- Positive feedback from at least 80% of users in pilot phase



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Work Breakdown Structure







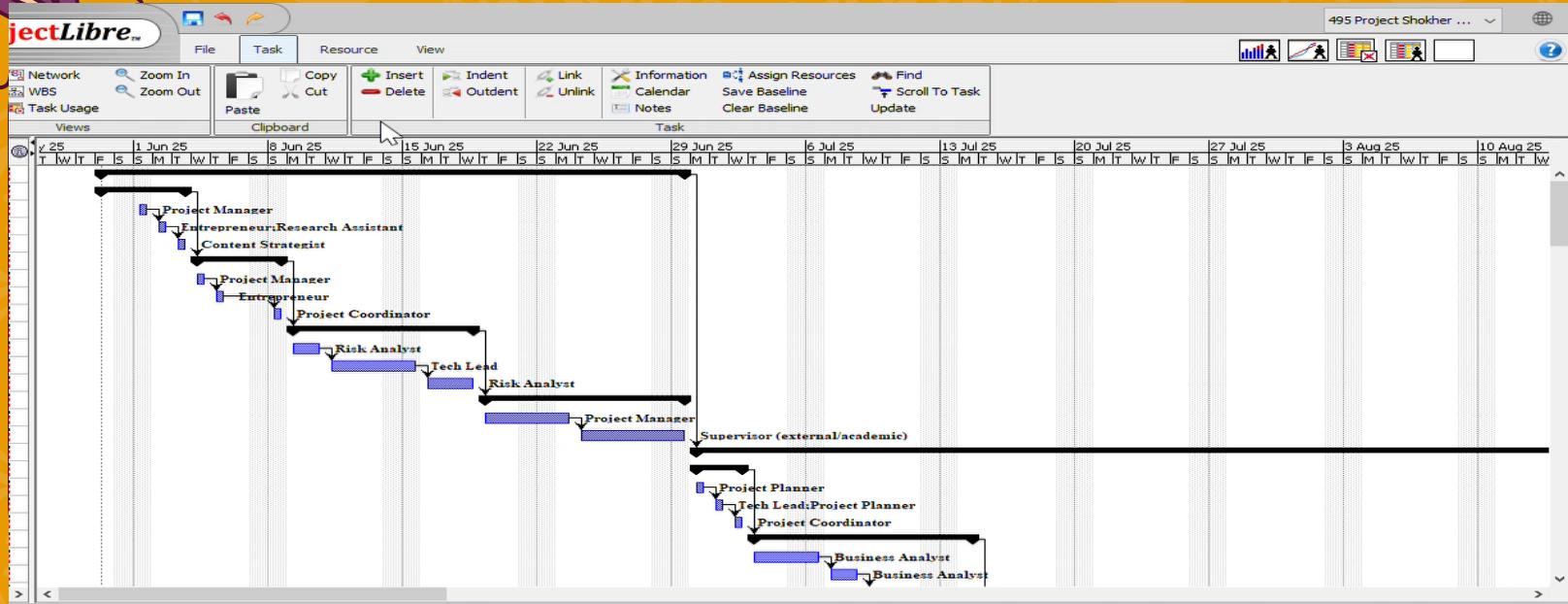
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Project Scheduling



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Gantt Chart





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Cost Analysis





Module	LOC Estimate
Basic Frontend (buyer)	1,200
Minimal Backend APIs	900
Auth/Payment Hookup	300
Total LOC	2,400 LOC = 2.4 KLOC



✓ Step 1: Effort (Person-Months)

$$E = a \times (KLOC)^b = 3.0 \times (2.4)^{1.12}$$

First calculate $2.4^{1.12}$:

$$\ln(2.4) = 0.8755 \Rightarrow 1.12 \times 0.8755 = 0.9805 \Rightarrow e^{0.9805} \approx 2.665$$

$$E = 3.0 \times 2.665 = \boxed{8.00 \text{ person-months}}$$

✓ Step 4: Total Cost (at 700 BDT/hour)

✓ Step 2: Development Time (Months)

$$T = c \times (E)^d = 2.5 \times (8.00)^{0.35}$$

$$\ln(8) = 2.079 \Rightarrow 0.35 \times 2.079 = 0.7277 \Rightarrow e^{0.7277} \approx 2.07$$

$$T = 2.5 \times 2.07 = \boxed{5.18 \text{ months}}$$

$$\text{Cost} = 1,280 \times 700 = \boxed{896,000 \text{ BDT}} \approx \boxed{8.96 \text{ lakh BDT}}$$

✓ Step 3: Total Developer Hours

$$\text{Hours} = E \times 160 = 8.00 \times 160 = \boxed{1,280 \text{ hours}}$$



Phase

Cost (BDT)

Project Initiation	112000 /-
Planning	190000 /-
Design	219200 /-
Development	360400 /-
Marketing & Seller Onboarding	270400 /-
Total	1152000 /-

Including the Cocomo Model Estimation Cost: 1152000 +896,000= 2048000 /- (Around)



20,48,000 BDT

Including the Cocomo Model Estimation Cost



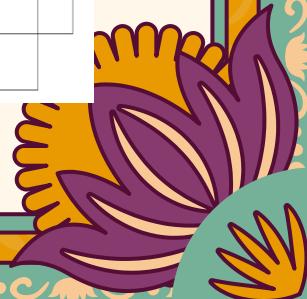
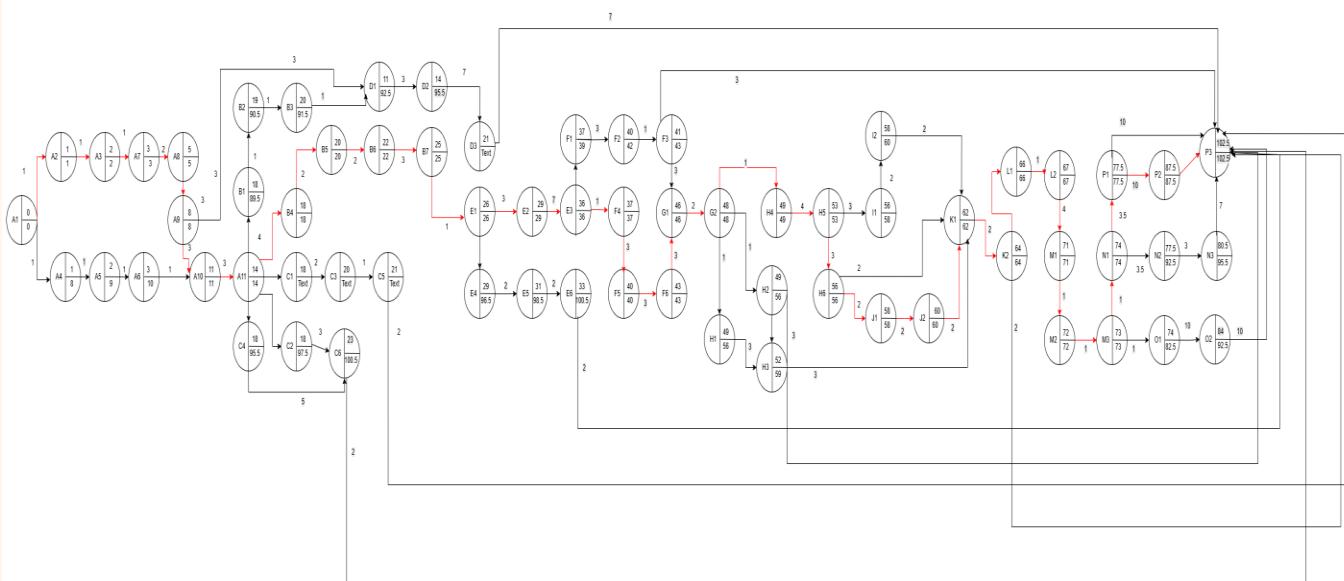


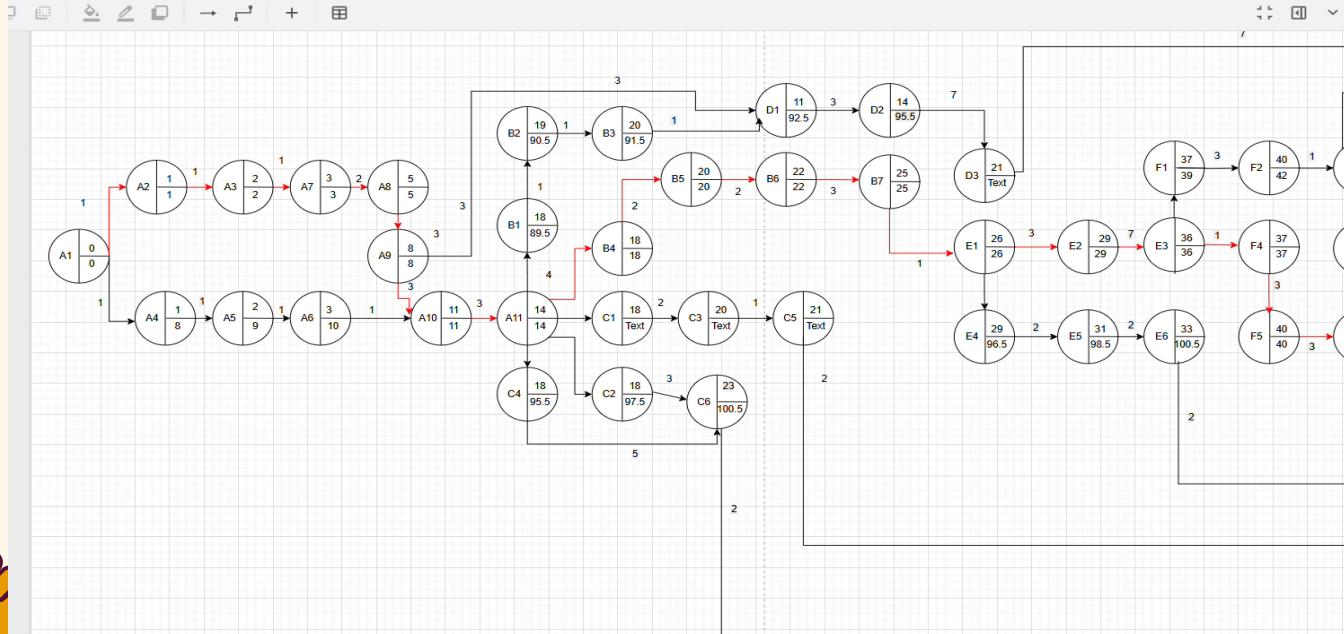
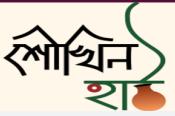
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Network Diagram



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Thanks! ~

