

GM - 754
KalaShakti - 12312

HOW TO RUN ECOMMERCE

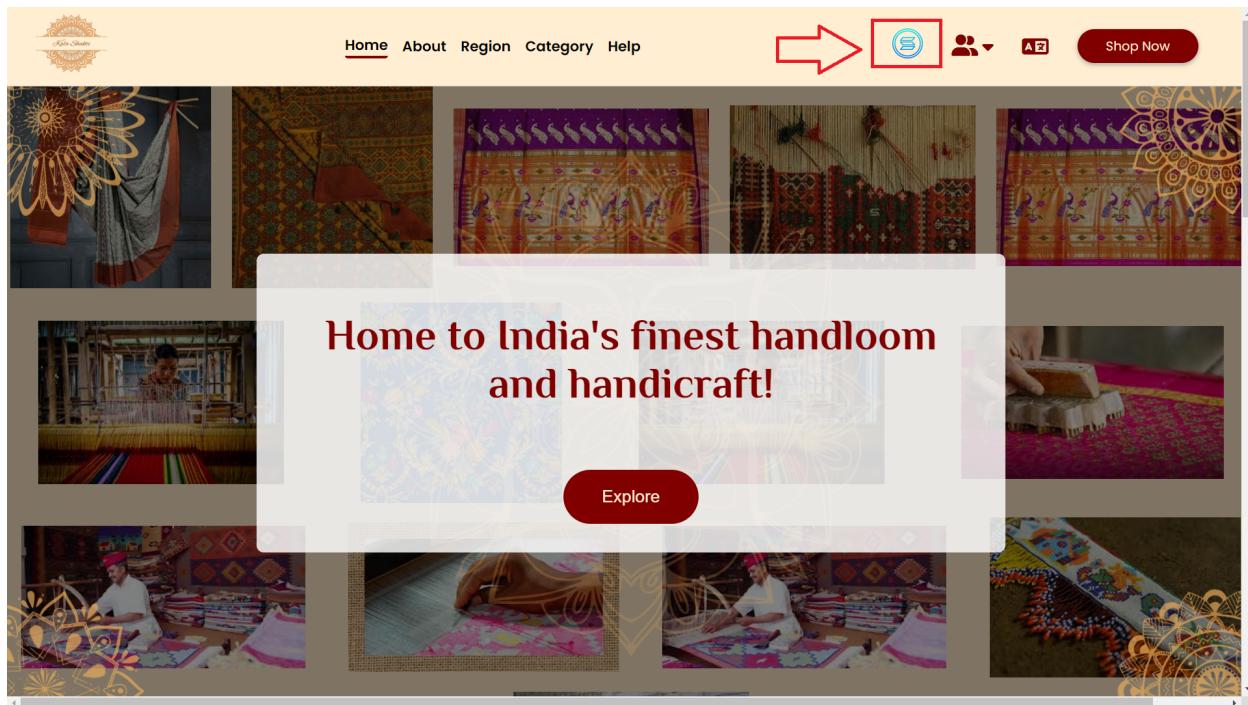
STEP 1: Open command prompt and type command *npm install*
(for both frontend and backend)

STEP 2: *npm start*
(for both frontend and backend)

HOW TO RUN BLOCKCHAIN

STEP 1: Open command prompt and type command *yarn install*

STEP 2: *yarn start*



OVERVIEW

KalaShakti ~ let the art speak for you!

An exquisite online platform for buying and selling Incredible India's finest handloom and handicrafts.

SYSTEM REQUIREMENTS

The platform is suitable for putting up new products, updating the existing ones, selling the items, and getting the apt price. It does not include middlemen and is quite user-friendly. The website has the provision of getting translated into regional languages. It also authenticates the craftsmen by an artisan verification id provided by the Ministry Of Culture..

1. Login details of artisans.
2. Details of the product and craft.
3. Login details of customers.
4. Machine Learning Technology for suggesting the products customers are interested in.
5. Simple tutorials in regional languages to help local artisans understand things in a better way.

Hardware Interface

1. Processor: 1.6 GHz or Faster Processor
2. RAM: 4 GB
3. Disk Space: 10 GB of Available Hard Disk
4. Display: 1024 X 768 or Higher Resolution

Software Interface

1. Operating System: Windows 10 / Linux/ IOS
2. Software Required: Node.js
3. Blockchain: Yarn and Phantom wallet (Chrome extension)
4. Code Editor: Visual Studio Code / Notepad++
5. Database: MongoDB
6. Web Browser: Google Chrome/Mozilla Firefox /Microsoft Edge

Non-functional Requirements

1. Usability Requirements:-

- Cross Browser: Support for IE6 & 7, Firefox 3 (Windows OS).
- Web Standards: Follow W3C standards.
- Clean and Simple: Web 2.0 look and feel.

2. Security and Control Requirements:-

Only the administrator will be able to moderate the content, a login page will be provided for him and on authentication, the admin will have full control, otherwise, everything else including documents will be publicly available.

- Account ID and password protection
- Sign-off button
- Failed login attempts
- Encryption Availability and Reliability

3. Availability and Reliability Requirements:-

- Availability of the app should be managed by the hosting service provider.
- The security of the app is managed by the hosting provider.

SMART INDIA HACKATHON 2022

KalaShakti

An exquisite online platform for selling and buying Incredible India's finest handloom and handicrafts.

PS Number: GM754

Organization: Ministry of Culture

Category: Software

Domain Bucket: Heritage & Culture

Team Name: KalaShakti

College: Gyan Ganga Institute of Technology and Sciences Jabalpur (M.P.)

- Members:
- Abhishek Shrivastava (Team Leader) - IT 6th Semester
 - Anuj Bhatt - CSE 6th Semester
 - Arni Khare - CSE 6th Semester
 - Bhoomika Verma - CSE 6th Semester
 - Karan Kewat - CSE 4th Semester
 - Prakhar Dubey - CSE 4th Semester

Problem Statement ~ GM754

31 M
ARTISANS

75%>
women
involved in this
sector

Foreign
exchange
earner

2nd
largest
economic
activity after
agriculture

- Impact of Covid 19.
- Informal/Unorganised Sector
- Loss of traditions.



SOLUTION

KalaShakti ~ the dawn bringer.

A channel for artisans to give their artwork a voice, a story.

- Our MVP (Minimum Viable Product) is ready to ship!
- Artisans can easily set up their online businesses through our platform.
- To address the core issue of India's digital divide, we have developed short and simple guided videos to help artisans use our product.



Vernacular Platform

language accessibility

No Middleman
artisan ID approved seller

AI Chatbot

Eco - Packaging

Bridging India's Digital Divide
short training courses

THE X FACTORS

360*
view of the products

Voice Assistant

NFT
non-fungible token to
provide authentication

FUTURE GOALS

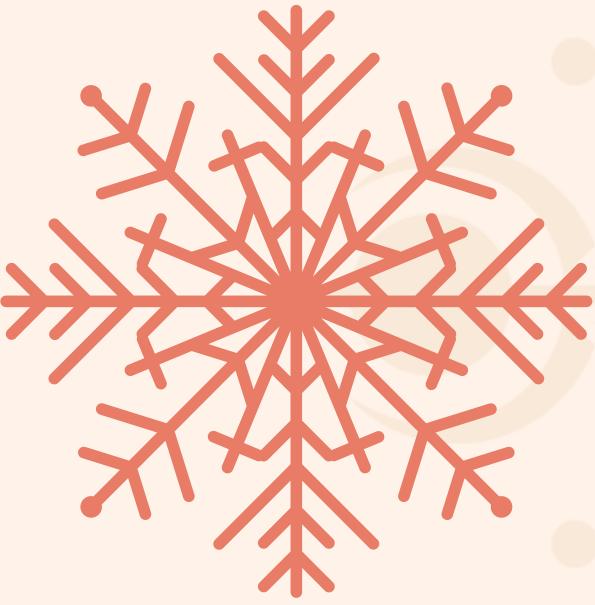
Sentiment
Analysis

AR VR

Update inventory
via SMS

Kala Kendra
creation

MARKETING STRATEGIES



Kala Kendra



Collaborations



Kala Konnect



Social Media

BUSINESS MODEL



Commission



Listing

SPREAD THE WORD

To make people aware of the importance of the artisanal economy and the handloom sector, we have been using the power of social media to spread the word.



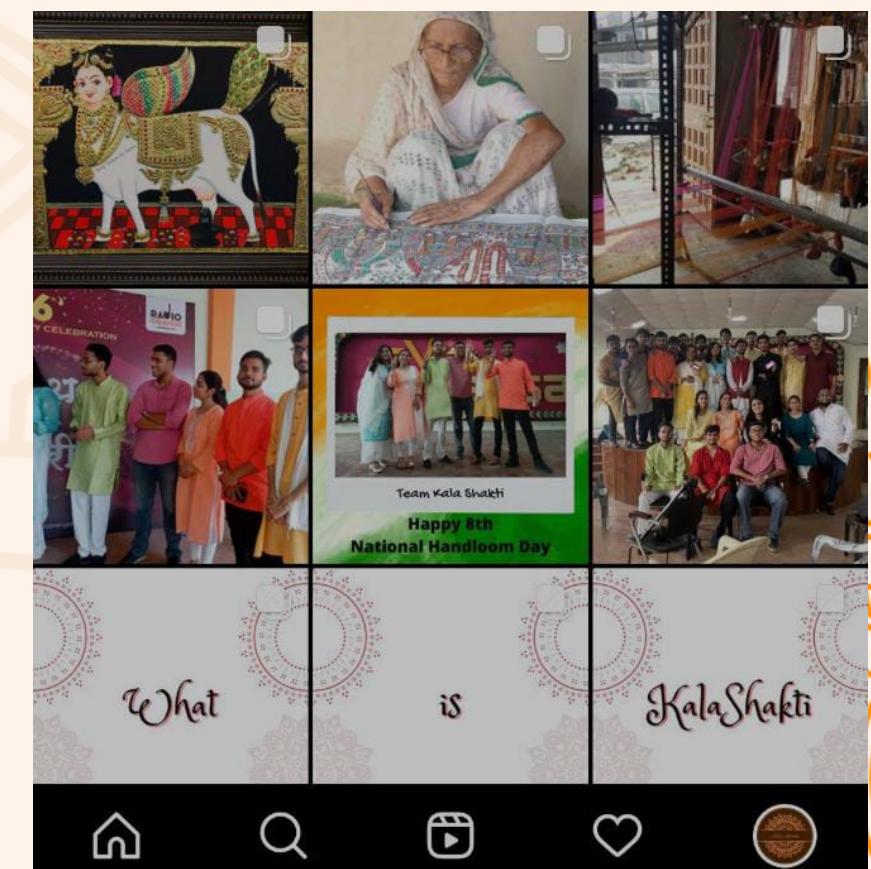
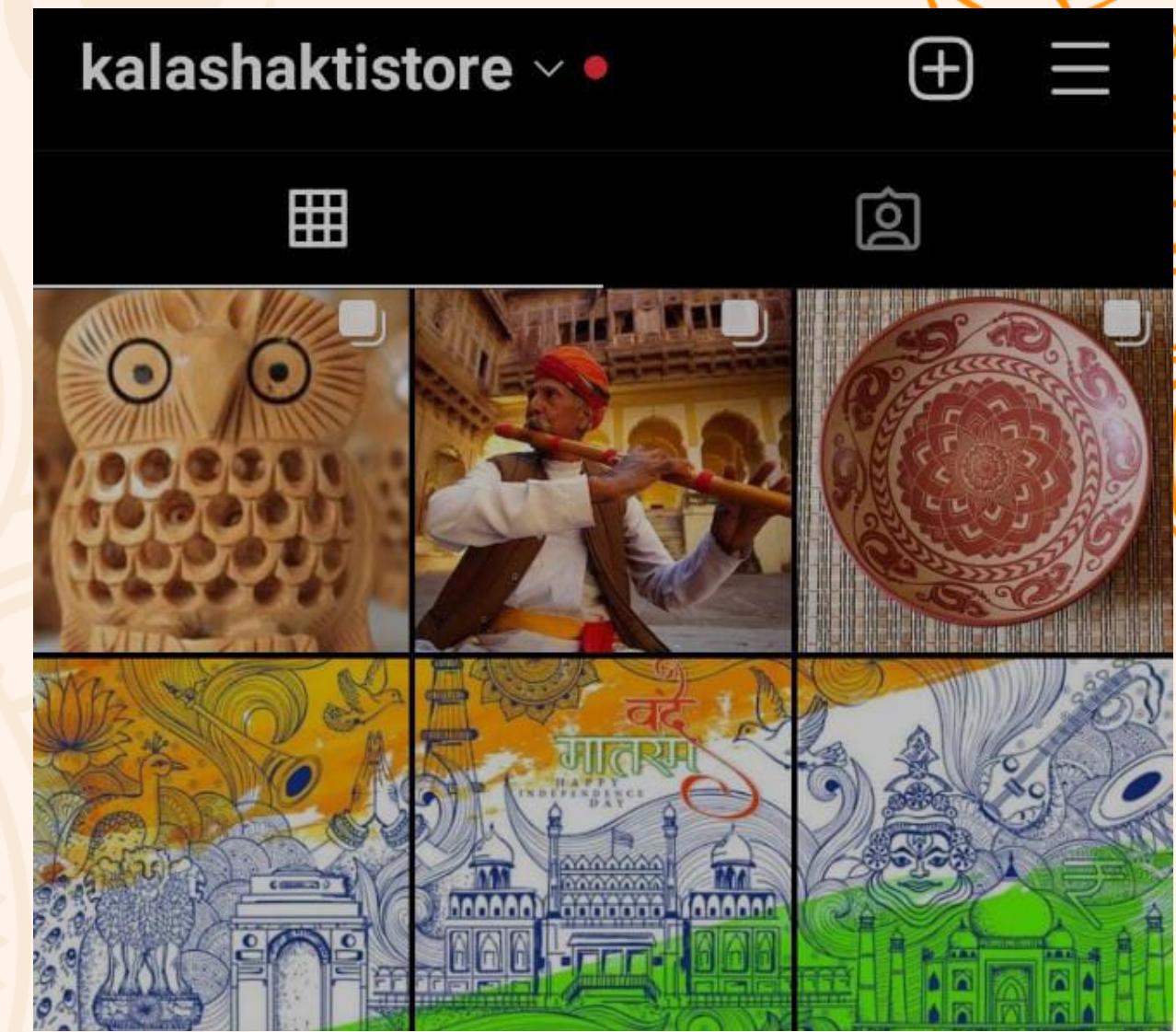
kalashaktistore

15 Posts 12 Followers 22 Following

Kala Shakti Art
Let your art speak for you!
We are an exquisite online platform for selling and buying Incredible India's finest handloom and handicraft.

Edit profile Ad tools Insights

Handloom Day New

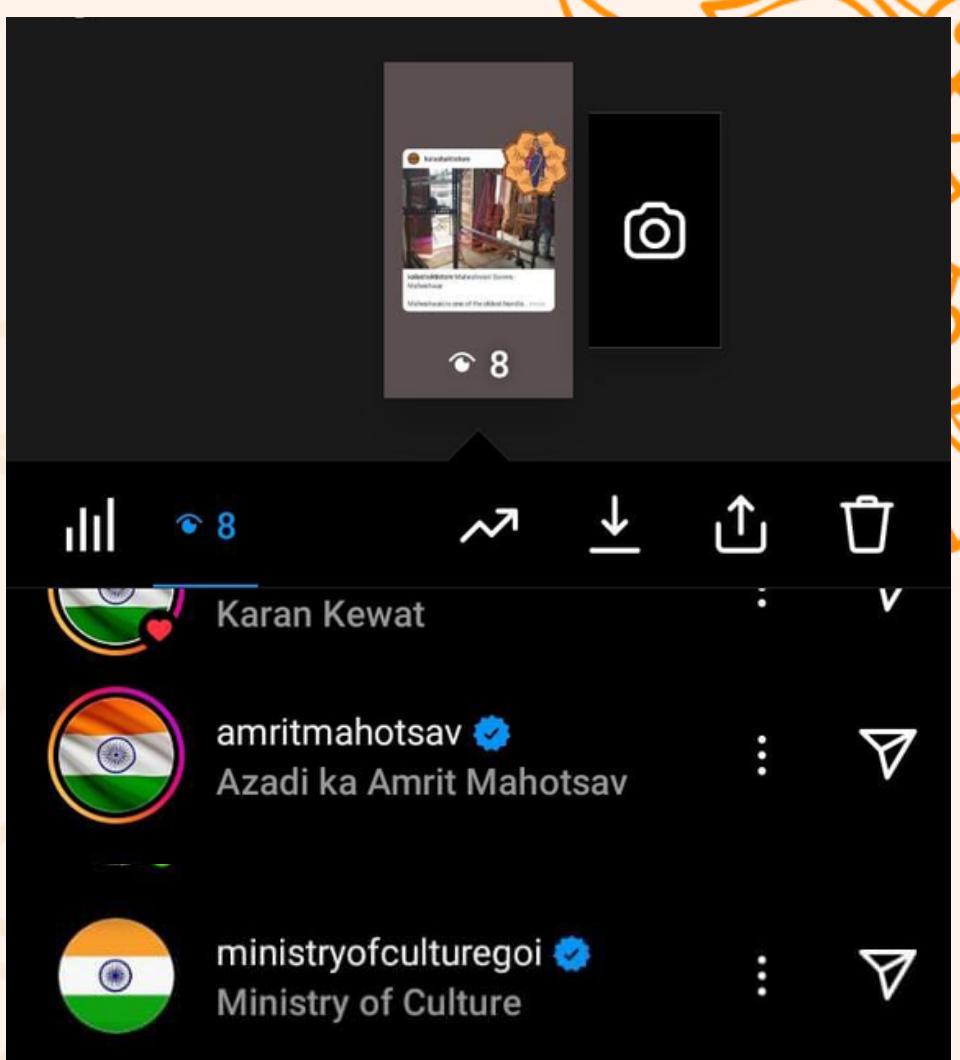
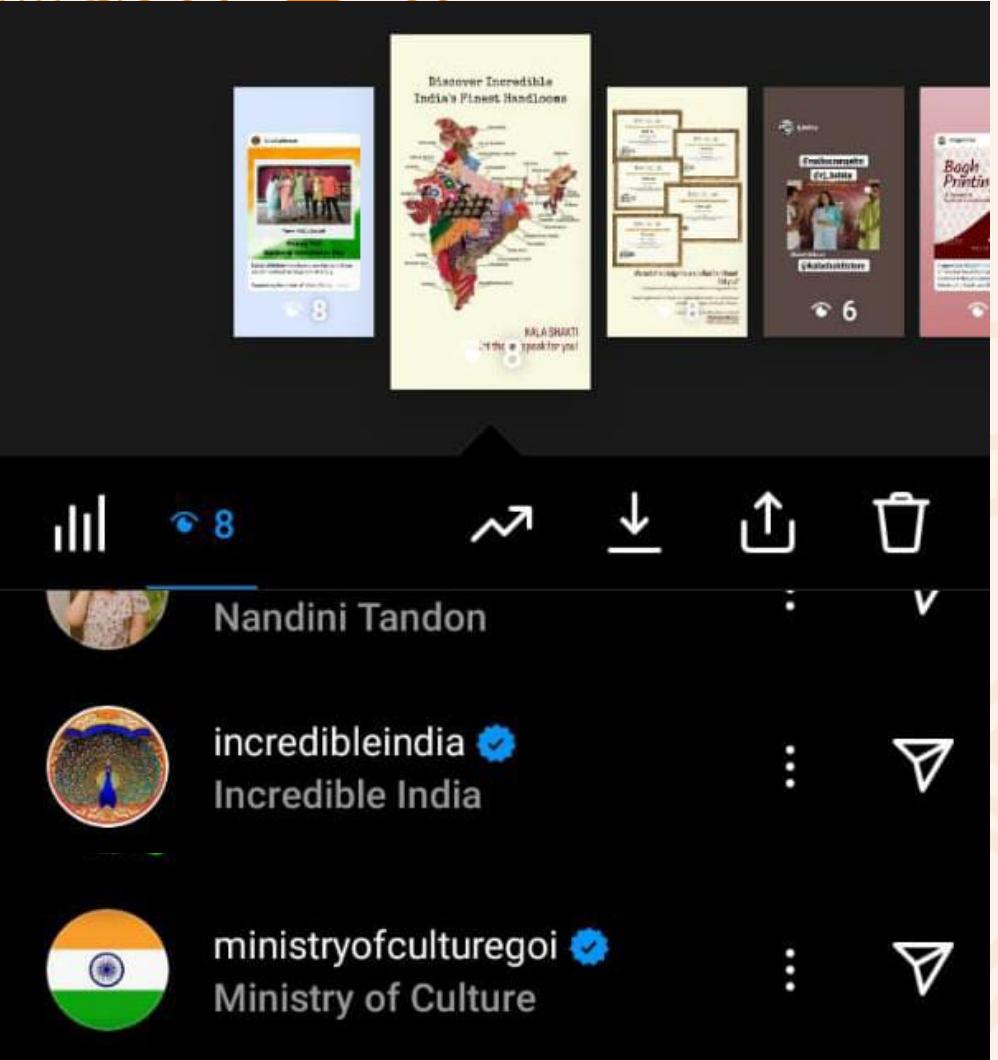
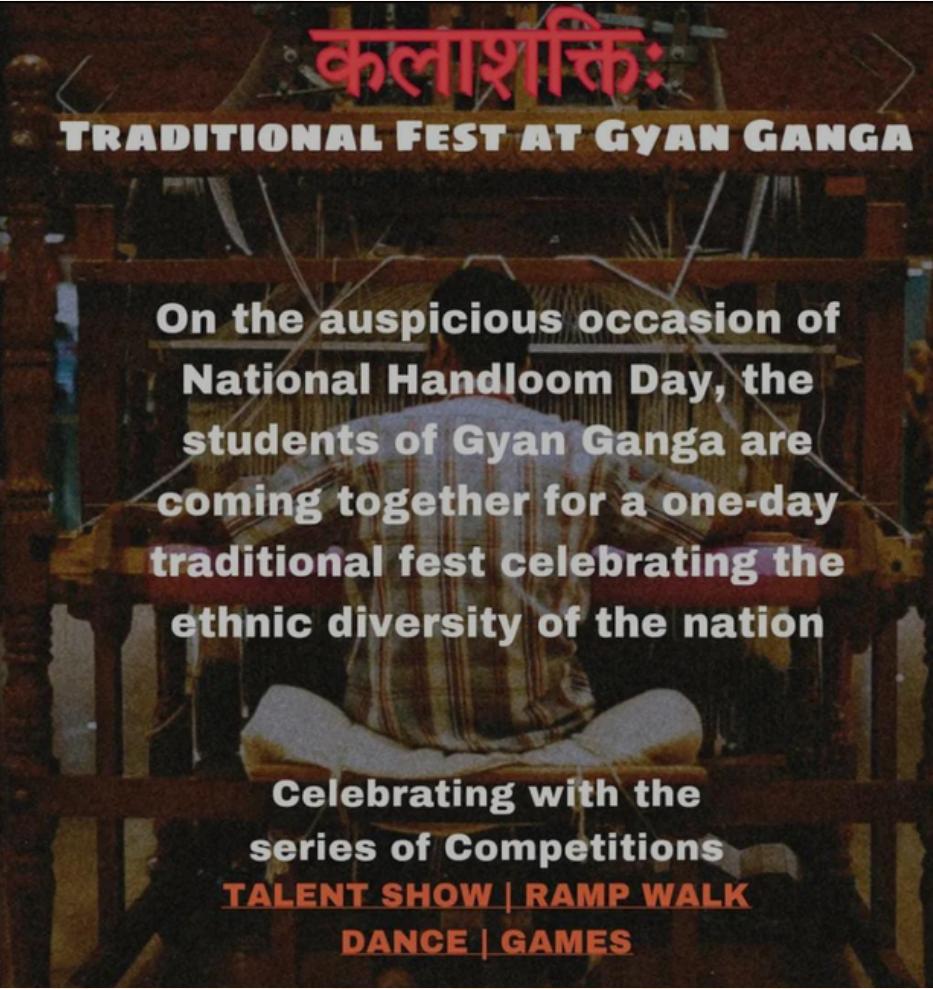


SNAPSHOTS

from National Handloom Day

- 300+ Audience!
- Promotion on Radio Orange.

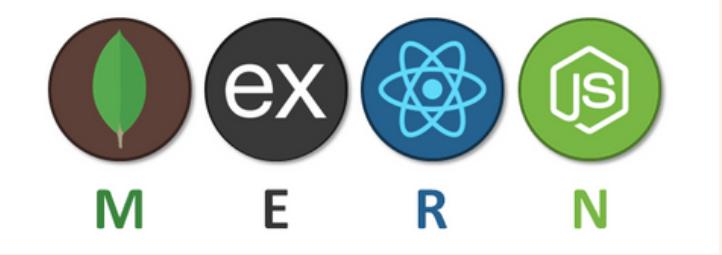
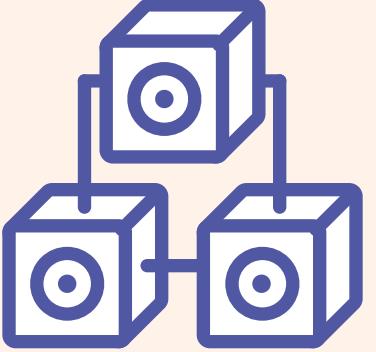
Story viewed by Ministry Of Culture,
Incredible India, Amrit Mahotsav, etc.



TECHNOLOGY STACK



- Front-end: ReactJS
- Back-end: Express.js and Node.js
- Database: MongoDB
- Blockchain: Solana (Candy Shop software development kit)
- NFT (non-fungible token)
- Google API



USE CASE



User Registration - Business Account

- Details of the artisan (type of art, name, area of origin, etc.)
- Setting up Business Verification Number
- Product(s) upload.
- NFT assigned.



User Registration - Customer Account

- Details
- Art type preferences
- Can buy the art piece or its NFT.

SMART INDIA HACKATHON 2022

KalaShakti

With the right support, KalaShakti can do exactly what its name suggests, empower the rich art of Incredible India.

Thank You