



**SMART INDIA
HACKATHON
2022**

Basic Details of the Team and Problem Statement

Ministry/Organization Name/Student Innovation: Ministry of Culture

PS Code: GM754

Problem Statement Title: E-commerce for Artisans

Team Name: Chanakya Developers

Team Leader Name: Utkarsh Sharma

Institute Code: 143

Institute Name: IMS ENGINEERING COLLEGE, GHAZIABAD

Theme Name: Heritage and Culture

Idea/Approach Details

Describe your idea/Solution/Prototype here:

- We are building a site where any Indian artist can put up his/her work and people from all over India can purchase it,
- This is an initiative for the enrichment of the Indian art and craft, with this site we are trying to provide equal status to Indian art and craft as of any other western craft holds.
- It will work in a very similar fashion as of any ecommerce site but with some extra specific features like a special section for Artist of the week and will run some quizzes related to the topic Indian culture, tradition art etc.
- With this site we want to contribute to the “make in India” movement.
- We have also decided a name for this site which is “Kalakriti”.

Add process flow chart or simulated image of prototype or any relevant image related to your idea

Describe your Technology stack here:

- MERN(MongoDB, Express, React, Node) stack.
- Python.
- AWS
- Figma, FontAwesome and Canva.

Idea/Approach Details

Describe your Use Cases here

- A person can visit the site.
- He/she can create a consumer account.
- Search for items.
- Check Availability of items.
- Add items to shopping cart.
- Edit Items in the shopping Cart.
- Remove items from shopping cart.
- He/she can create a seller account.
- A consumer can buy the product.
- A consumer can pay via debit/credit/online banking.
- A consumer can return the product.
- A seller can sell a product.
- A seller can list/de-list a product.
- A consumer can ask for refund.

Describe your Dependencies / Show stopper here

- Sentimental Analysis develop skills in studying and analyzing different customer feedback & product Analysis. With sentiment analysis, we can help buyer with the next recommendation and action for the product.
- On Amazon & Flipkart there is a huge margin on the product which is eventually lower on our Website.
- To enable skilled artisans to sell directly to Indian and global consumers and earn better.
- It provides a strong supply chain and consumer-centric marketing, it takes care of the entire process for artisans to delivery in India and abroad.
- The platform has a wide range of products from every corner of the country. The products are sourced directly from the artisans or NGO's working with artisans. It aims to provide a unique selection of products, while ensuring a fair price for every artisan.
- It will encourage women from less privileged backgrounds to acquire new skills and will be promoting traditional handicraft techniques that are in danger of dying.
- We can help the artisans learn modern art techniques through videos that can be applied to traditional methods to increase their expertise and competence. Such programmes are necessary to upgrade the skills of rural artisans to today's standards.

Team Member Details

Team Leader Name: Utkarsh Sharma

Branch : Btech

Stream : IT

Year (I,II,III,IV): III

Team Member 1 Name: Yash Kumar

Branch : Btech

Stream :IT

Year (I,II,III,IV): III

Team Member 2 Name: Utkarsh Srivastava

Branch : Btech

Stream : IT

Year (I,II,III,IV): III

Team Member 3 Name: shivang bharadwaj

Branch : Btech

Stream : IT

Year (I,II,III,IV): III

Team Member 4 Name: Sahil Kumar

Branch : Btech

Stream : IT

Year (I,II,III,IV): III

Team Member 5 Name: Shambhawi Savarna

Branch : Btech

Stream : IT

Year (I,II,III,IV): III

Team Mentor 1 Name: Pavan Sharma

Category: Academic

Expertise: ML, Deep learning

Domain Experience (in years): 16

Important Pointers

Please ensure below pointers are met while

- Kindly keep the maximum slides limit to 4 pages.
- All the topics should be utilized for description of your idea.
- Try to avoid paragraphs and post your idea in points.
- Keep your explanation precisely and easy to understand.
- Idea should be unique and novel. If it has a business potential more weightage will be given.
- Apart from this PPT abstract of your idea will be asked separately while submitting.
- You need to save the file in PDF and upload the same on portal. No PPT, Word Doc or any other format will be supported.
- You can delete this slide (Important Pointers) when you upload the details of your idea on SIH portal.