

# KEC HACKATHON 2025

- **Problem Statement ID – PSA2**
- **Title – Rural Artisan E-commerce Platform**
- **Domain – Social Good and Accessibility**
- **Team Name - Team Fortune**
- **Team Lead Name – Sowbharanika Janani J S**
- **College - Kongu Engineering College**

## TEAM MEMBERS

**Sowbharanika Janani J S (22ADL132)**

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## MENTOR

**Dr.K.Sathya**

**Associate Professor**

**Kongu Engineering College**

### Proposed Solution

**Direct Marketplace:** A user-friendly website and mobile app where rural artisans can list and sell their products directly to consumers worldwide.

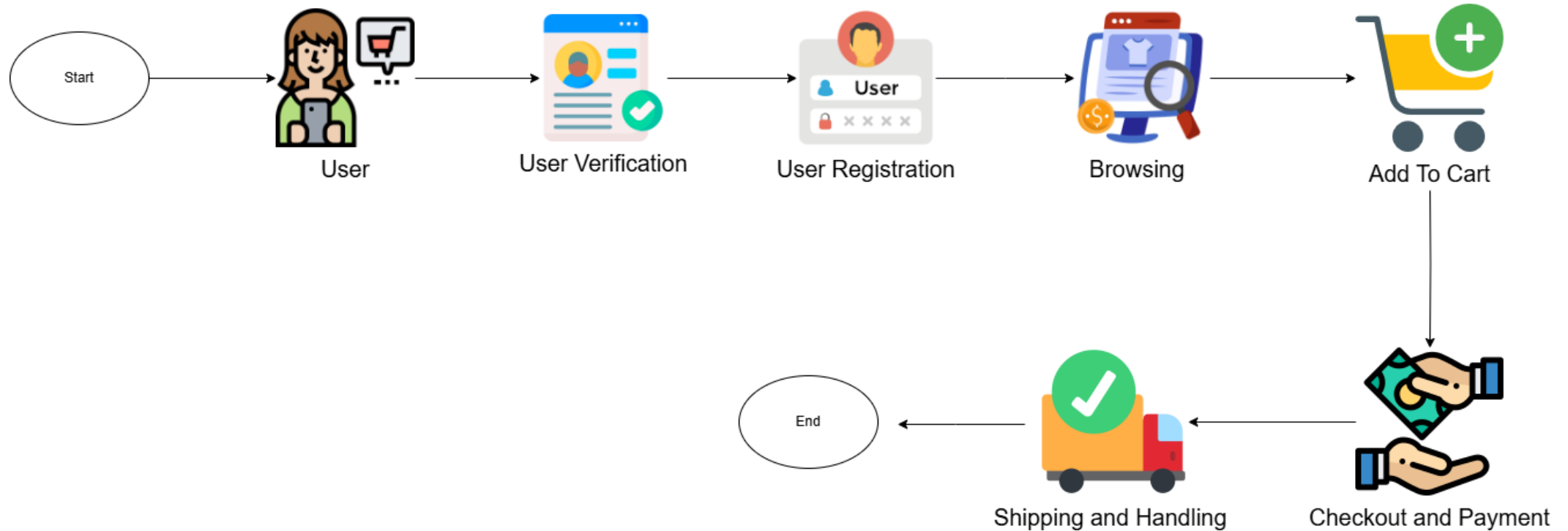
**Fair Pricing:** Tools to help artisans set equitable prices, with transparent pricing to ensure they earn a fair share.

**Artisan Profiles:** Personalized profiles for artisans to share their stories, enhancing the cultural value of their crafts.

**Marketing Support:** Integrated social media tools and promotional campaigns to increase visibility.

**Secure Transactions:** Payment systems integrated to guarantee safe transactions for both buyers and sellers.

# TECHNICAL APPROACH



# FEASIBILITY AND VIABILITY

## Feasibility

- **Technical Feasibility:**

1. Uses technologies like MongoDB, Express.js, React.js, Node.js
2. Scalable architecture with secure payment gateways.

- **Financial Feasibility:**

1. Revenue streams: Commissions, sponsored listings.
2. Outbreak possible within **1-2 years**.

- **Operational Feasibility:**

1. Logistics handled via **third-party courier partnerships**

## Viability

- **Market Demand:**

1. Growing preference for **handmade, ethical products**

- **Competitive Advantage:**

1. AI-powered pricing
2. Differentiation via **user-friendly & engaging platform**

## IMPACT AND BENEFITS

### Impact:

**Economic Empowerment** – Increases income and financial stability for rural artisans by connecting them to global markets.

**Cultural Preservation** – Helps artisans showcase their heritage, preserving traditional craftsmanship for future generations.

**Community Development** – Revenue reinvestment supports local education, healthcare, and infrastructure, improving overall living standards.

**Consumer Awareness & Trust** – Educates customers on ethical buying, making them more engaged and responsible consumers.

### Benefits:

**Fair Trade & Ethical Pricing** – Ensures artisans receive fair compensation, leading to better livelihoods.

**Branding & Visibility** – Allows artisans to build personal brands, increasing demand for their work.

**Sustainability & Eco-Friendliness** – Encourages responsible production and consumption, supporting environmentally friendly practices.

## RESEARCH AND REFERENCE

- International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN:2581-6012,Vol.8,No.1,February2023-  
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- Hermawan, H. D., Noor, Z. M., Pramudita, D. A., & Ismoyo, D. P. (2020, November). Acceptance of e-commerce at rural level: villagers' perspective. In Proceedings of the 5th International Conference on Sustainable Information Engineering and Technology (pp. 250-255). -<https://doi.org/10.1145/3427423.3427463>
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