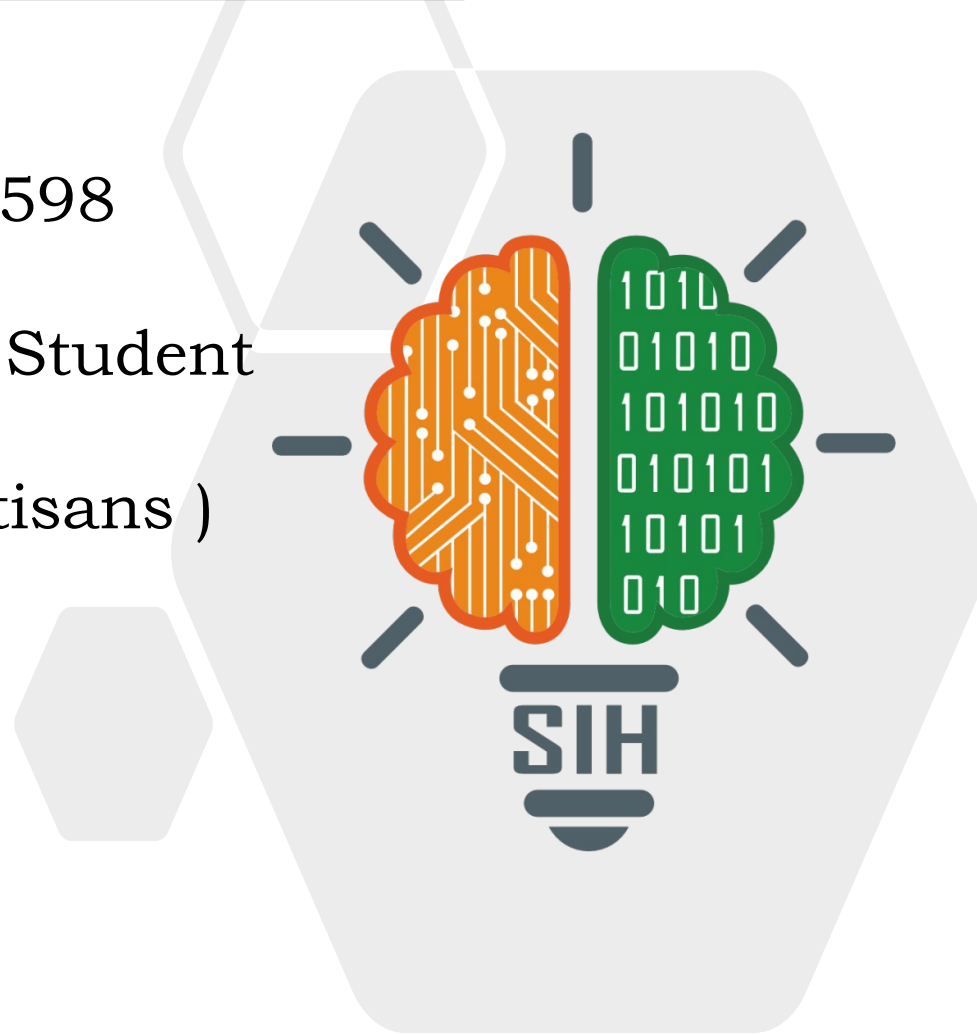


SMART INDIA HACKATHON 2024



E- Commerce for artisans

- **Problem Statement ID** - SIH1598
- **Problem Statement Title** - Student innovation (E-commerce for artisans)
- **Theme-** Heritage & Culture
- **PS Category-** Software
- **Team ID-** SIH24AIDS02
- **Team Name** (Ode 2 Code)



E-Commerce for artisans

❖ Proposed Solution

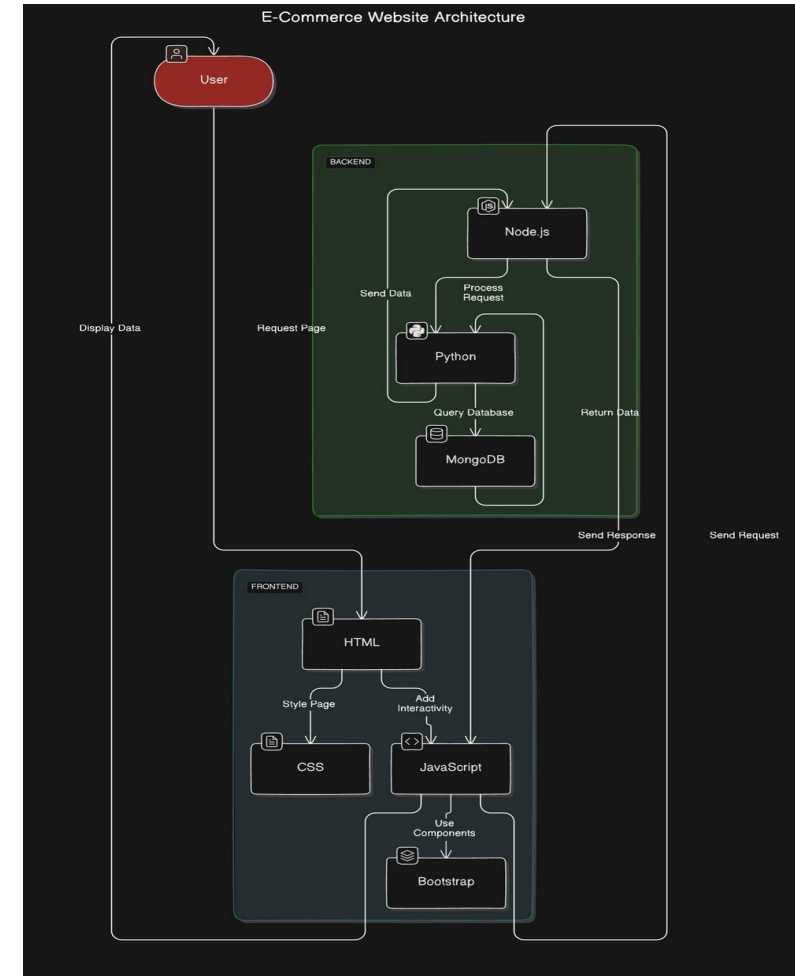
- **Global platform connecting artisans with consumers for Indian handicrafts.**
- Promote and sell high-quality Indian handicrafts globally.
- Direct artisan-consumer connection **ensures fair prices.**

- **Technology Stack Selection**

- Front-End: Implement the design using HTML, CSS, JavaScript, and frameworks like Bootstrap.
- Back-End: Server-side technologies like Node.js, Python or PHP.
- Database: Systems like MySQL, or MongoDB.

- **Responsive website**

- Create a responsive website by using bootstrap grid system by following mobile first approach





1. Market Demand

Growing interest in unique, handcrafted products; global reach expands customer base.



2. Competition and Differentiation

Existing platforms dominate; differentiation through niche focus and artisan support.



3. Financial Viability

Balancing low artisan costs with profitability; significant initial investment required.

1. Economic Growth

Creates jobs and income for local artisans.

2. Cultural Preservation

Preserves traditional craftsmanship and cultural heritage.

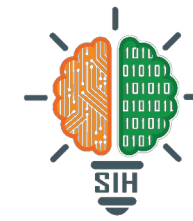
3. Consumer Access

Provides unique, handmade products and sustainability.

4. Preservation of Crafts

By Reaching wider audience ,E-Commerce helps preserve traditional Crafts





1.

<https://www.sattva.co.in/news-media/indian-artisans-are-still-missing-from-e-commerce-platforms/>

2. Platforms:

Shopify: How-to guides for setting up online stores.

Etsy: Tips for optimizing handmade product listings.

3. Legal Compliance:

LegalZoom: Guidance on legal aspects of e-commerce.

Shopify's Guide: Compliance with data protection and consumer laws.