**Project Title** – **Craft Foundry**

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**Introduction to Indian Handicraft Industry**

India provides resources for the development of the country’s cultural diversity and heritage craft products.

The Indian handicrafts industry is one of the important segments of the decentralized sector in India. According to the national census of handicrafts, the value of handicrafts produced by NCAER last year was Rs.26,213 crore.

The handicrafts industry provides large employment opportunities to artisans including women and people belonging to backward and vulnerable societies. India’s contribution to the world’s handicrafts market is 1.2%.

The objective of this project is to develop a general purpose e-commerce store where product can be bought from the comfort of home through the Internet.  
Indian e-commerce business is progressing continuously. There are good chances of this in the future. Take advantage of this opportunity and sell handicrafts thru e-commerce. The Indian handicraft industry is widely spread in rural and urban areas. Indian handicraft is also popular with international audiences. E-commerce and the Internet have emerged as distribution channels to market Indian handicraft products.

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Demand for handicrafts products is continuously increasing in developed countries like the USA, Canada, UK, France, Germany, Italy, etc. The development of the fashion industry requires handicraft products. Handicraft products are highly needed in the real estate business.

There are good opportunities in the domestic and international tourism sector.

###### **Handicraft Business on E-commerce and internet**

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Selling a handicraft product is a challenging task. Due to the advent of cheap Chinese products, Indian handicrafts are facing competition. However, there is a group of users who are still interested in hand made products. Therefore, it is important to reach the right customers.

It is not possible to reach a large number of customers in physical stores. So creating an online handicraft store website and selling handicrafts online is a great option.

**Challenge and opportunity**

Competitions are high in the Indian domestic market. The balance between high demand and supply is not right. Competition markets are also available from countries like China, South Africa. More production and better technical support are available in competitive countries.

However, India has an edge against its rivals such as China, the Philippines, Thailand, Taiwan, and Korea, which typically produce machine-made products.

Indian handmade products have a niche market all over the world, affecting through distinctive design, workmanship, ingenuity, color, and raw materials, etc.

In Conclusion, The government needs to encourage integrated enterprise development by providing support services such as skills training, product optimization, vocational training, and local centers for entrepreneurship development.

**Features of Craft Foundry are as follows:**

* Skilled person will be sell their product.
* No such third party dealer will be there.
* It will Provide a platform to skilled people to sell there handmade product.
* The customer will be able to directly buy from the manufacturer.
* All types of handmade items will be available.
* Only handicrafts items will be allowed to sell.

**Technologies Used**

**Ui -** Html5, Css3, Javascript, Jquery, Bootstrap, React Js. **Database-** Mysql. **Backend -**  Spring Boot