TIT TECHNOCRATS

IDEATHON-2K25@TIT TECHNOCRATS

Title: Advitiya_Bharat

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Institute : **TIT TECHNOCRATS (EXCELLENCE)**

Branch: **CSE** Semester : **6th**

IDEATION

INTRODUCTION

OVERVIEW:

This project aims to bridge the gap between local Indian artisans and digital marketplaces by creating an inclusive web platform that not only enables artisans to showcase and sell their handmade products directly to consumers, but also celebrates the rich and diverse cultural heritage of India. The website provides a unique space where users can explore state-wise representations of traditional dances, festivals, folk arts, and attire, fostering cultural appreciation alongside commerce. By leveraging modern technologies such as HTML, CSS, JS, Node.js, and MongoDB. The platform ensures a seamless user experience and scalability. It empowers artisans by removing middlemen, promotes cultural literacy among users, and contributes to the preservation and promotion of India's intangible heritage in the digital age.

Project Objective:

- Empower Local Artisans: Enable artisans to showcase products and connect directly with customers, eliminating intermediaries to increase income.
- Promote Economic Development: Foster sustainable economic growth within artisan communities by creating direct market access for their crafts.
- Preserve Cultural Heritage: Showcase India's diverse cultural heritage, including crafts, folk arts, dances, festivals, and attire, to a global audience.
- Create a Unified Platform: Develop a user-friendly website that facilitates seamless transactions and cultural exchange between artisans and customers..
- Provide Training and Support: Equip artisans with digital literacy, marketing, and business management skills to effectively utilize the platform.

Scope:

- Design and develop a user-friendly, multilingual e-commerce website.
- Implement secure payment gateway integration for online transactions.
- Create individual artisan profiles showcasing products, skills, and cultural background.
- Onboard artisans from diverse Indian regions, representing various crafts and traditions.
- Train artisans in product photography, listing creation, order management, and shipping.
- Create engaging content (blog posts, articles, virtual tours) to showcase cultural richness.
- Collaborate with cultural organizations and experts for content accuracy and authenticity.

Literature Review

Our website connects Indian artisans to a global market that reveals a landscape rich in cultural heritage and economic potential, yet challenged by limited market access. Studies emphasize e-commerce platforms' role in empowering marginalized artisans by bypassing intermediaries, ensuring fair trade, and improving profit margins (Prahalad & Hart, 2002).

Research indicates that artisans confined to local markets face difficulties in scaling their businesses (Banerjee & Duflo, 2011), but digital marketplaces can lead to significant revenue growth (Kshetri, 2018). Successful platforms offer secure payment gateways and transparent transactions, crucial for building trust and driving growth (ITC, 2023).

Furthermore, the literature highlights the necessity of digital literacy training for artisans to effectively utilize these platforms (Jena & Sharma, 2020). Overall, existing research underscores the potential of e-commerce to integrate traditional craftsmanship with modern technology, fostering economic development and preserving cultural heritage.

Software Requirements

1. Windows
2. MySQL
3. NodeJS
4. HTML
5. CSS
6. Java
7. JavaScript
8. GitHub
9. Web Browser like Chrome, Safari, Edge etc

Feasibility

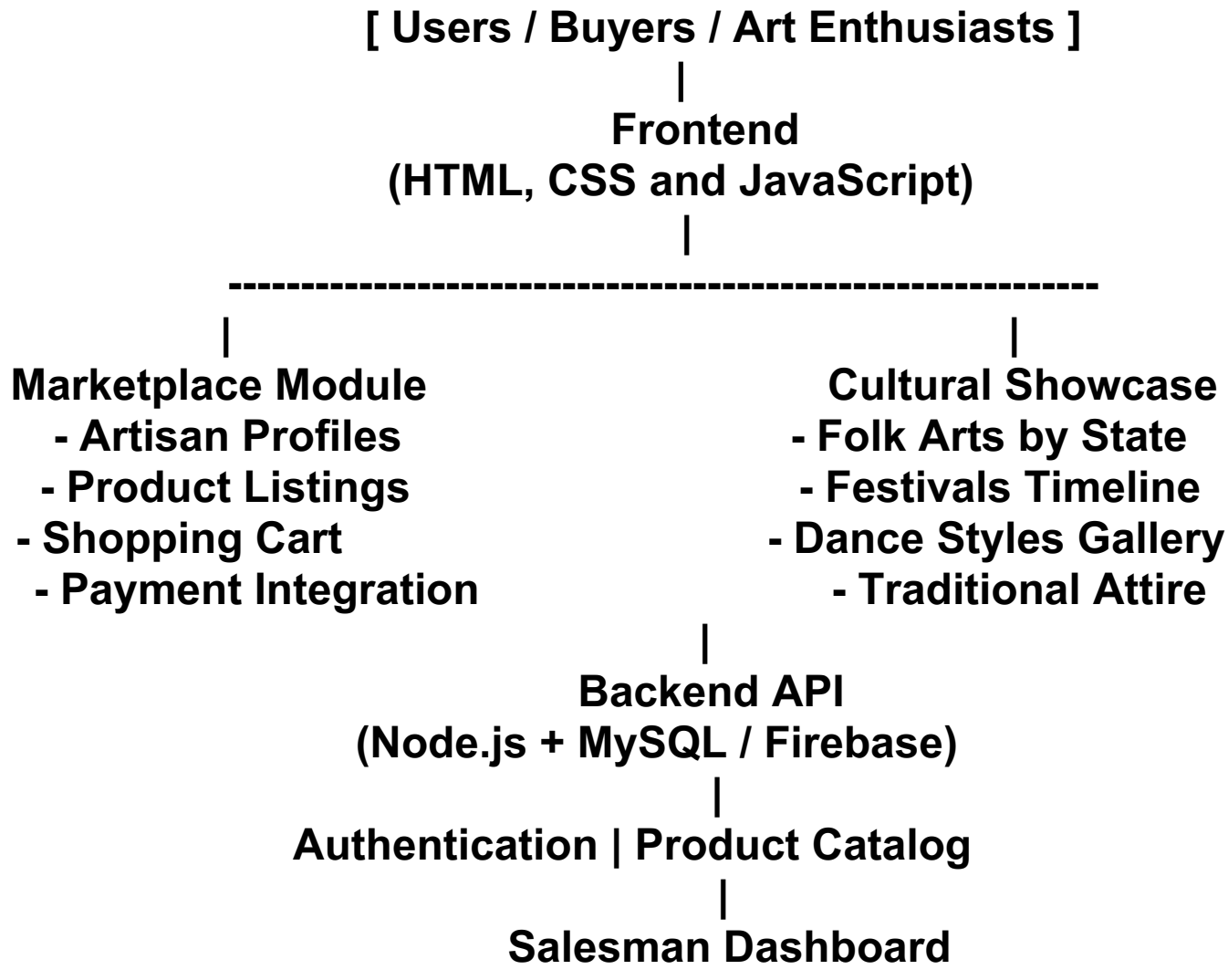
Innovativeness and Social Impact:

This project is innovative in its approach to directly connecting Indian artisans with a global audience, bypassing traditional intermediaries. It fosters financial inclusion by enabling artisans to set their own prices and retain a larger share of the profits, empowering them economically. Socially, the platform preserves and promotes India's rich cultural heritage by showcasing unique handcrafted products, supporting traditional skills, and providing artisans with sustainable livelihoods. The platform can also facilitate knowledge exchange and collaboration between artisans, fostering creativity and innovation within the community.

Market Potential and Competitive Advantages:

- Direct Artisan-to-Consumer Model: This reduces costs and increases artisan earnings, offering competitive pricing.
- Authenticity and Unique Products: Showcasing genuine Indian craftsmanship, differentiating it from mass-produced goods.
- Global Reach: The platform's accessibility transcends geographical limitations, expanding the market for artisans.
- Cultural Preservation: By promoting and preserving traditional crafts, the platform caters to a niche market valuing cultural heritage.
- Empowerment of Artisans: Providing artisans with greater control over their sales and business, fostering economic independence.

Architecture



Impacts and Benefits

Driver Safety:

- Detects emotional distress or distraction to prevent accidents.

Passenger Well-being:

- Adapts to moods of children, elderly, or anxious riders.

Mental Health Awareness:

- Logs emotional states to provide long-term insights and stress-reduction habits.

Increased Trust in AI Mobility:

- Empathy-first approach makes AI in vehicles more acceptable and less intrusive.

Commercial Benefits:

- Marketable as premium feature in EVs and smart vehicles.
- Value addition for fleets and luxury carmakers

Conclusion

V2Mind is more than just a car assistant—it's a step toward emotionally intelligent mobility. By bridging the gap between human emotions and AI systems inside vehicles, we create not just safer roads, but more human-centric journeys. The blend of real-time emotion recognition and generative empathy allows cars to do what they've never done before—*care.*

This innovation will have the way for an era where cars don't just drive [illegible] they understand

References

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