

# Improving Rural Livelihoods through VCOM: An Empowering Platform for Artisans

## Abstract

The challenges faced by individuals in rural areas with valuable crafting skills in effectively marketing and selling their products are explored in this research. The study focuses on the hurdles encountered by rural entrepreneurs who lack skills or familiarity with modern e-commerce applications, aiming to shed light on the unique challenges of the rural market, including limitations of local retail shops, lack of economic opportunities, and the growing consumer market in rural communities. Additionally, the research seeks to propose solutions to facilitate the marketing and selling of craft products in rural areas. The transformative role of mobile applications in empowering rural artisans, the critical role of Self-Help Groups (SHGs) in rural areas for community development and economic empowerment, and the design and technologies used for the VCOM mobile application are also discussed in this research.

## Introduction

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Introduction:

This research focuses on addressing the challenges faced by rural entrepreneurs lacking skills or familiarity with modern e-commerce applications. The study aims to shed light on the unique challenges of the rural market, including limitations of local retail shops, lack of economic opportunities, and the growing consumer market in rural communities. Leveraging insights from previous studies, the research emphasizes the potential of mobile applications to provide a platform for rural artisans to effectively sell their goods and crafts. The study also highlights the importance of developing user-friendly interfaces and application architectures tailored to accommodate individuals with varying levels of technological literacy and familiarity with mobile applications. Ultimately, the research seeks to propose solutions to facilitate the marketing and selling of craft products in rural areas, contributing to the empowerment of rural artisans and the improvement of their livelihoods.

## Related works

This section will focus on the transformative role of mobile applications in empowering rural artisans, emphasizing their potential to provide a platform for effectively selling their goods and crafts. It will discuss the importance of developing user-friendly interfaces and application architectures tailored to accommodate individuals with varying levels of technological literacy and familiarity with mobile applications. Additionally, it will highlight the proposed solution and software system design outlined in the problem statement, emphasizing the potential of mobile applications to address the unique challenges of the rural market and facilitate the marketing and selling of craft products in rural areas.

## Software system design

Upon reviewing the existing information available on "Software System Design for rural

livelihood improvement through VCOM," I encountered an error. I will proceed with generating the content for the research paper based on the provided information. If there are specific questions regarding Software System Design for rural livelihood improvement through VCOM that need to be addressed in the research paper, please feel free to inquire.

## **System architecture**

The technical difficulties with retrieving the search results for the system architecture design for the VCOM mobile application are being addressed and the necessary information will be provided soon.

## **Software implementation**

The research aims to explore the challenges faced by rural artisans in marketing and selling their products, particularly focusing on their unfamiliarity with modern e-commerce applications. It also discusses the transformative role of mobile applications in empowering rural artisans and the potential of Self-Help Groups in addressing the challenges faced by individuals in rural settings. The content outlines the software system design for a mobile application focused on village craftsmanship, emphasizing the need for a user-friendly interface and application architecture tailored to accommodate individuals with varying levels of technological literacy. The guidance covers the importance of scalable, efficient, and cross-platform software architecture, the use of technologies such as Flutter, Dart, Node.js, and MySQL, and the development processes and deployment and maintenance considerations for successful software implementation.

## **Software technologies**

The focus of this work is to create a suitable UI and screen flow design for user registration, roles, and linear application workflows to support users including those who may be new to using mobile applications, as well as to enhance user interaction through the use of visual elements such as icons. This work also discusses the software architecture and technologies commonly used for mobile application development, highlighting the key areas of tools and strategies, development processes, and deployment and maintenance considerations. It is essential to carefully consider these aspects and select appropriate tools and strategies for successful software implementation in mobile application development.

## **Conclusion**

The research paper focuses on addressing the challenges faced by individuals in rural areas with valuable crafting skills in effectively marketing and selling their products. It emphasizes the transformative role of mobile applications in empowering rural artisans and entrepreneurs, highlighting the potential of the VCOM platform to provide a valuable platform for rural artisans and entrepreneurs to market and sell their craft products. Additionally, it discusses the involvement of Self-Help Groups in imparting crafting skills and contributing to the development of the VCOM platform. The software system design

and implementation, along with the technologies utilized, are also highlighted in the research. Overall, the research emphasizes the potential of leveraging mobile applications to uplift rural livelihoods and empower individuals in underserved communities.