

# Digital Platform Based Approach for Local Handicraft Empowerment

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## 1 Introduction

As a Bengali, Local Handicrafts have significant importance for keeping the culture heritage alive and making the life of an artisan financially sustainable. Despite that the traditional handicraft sales obstruct its access to broader markets. This, combined with increased exposure to a larger market and first - hand consumers, is now enabling local artisans through the latest available digital tools. This proposal outlines an approach based on digital platforms for increasing the visibility , accessibility and sustainability of local handicrafts through technology-driven solutions.

## 2 Literature Review

A significant number of studies have been carried out on the transformative impact of e-commerce and digital platforms on local economies. Sharma et al [1] (2021) indicated that integration with traditional handicraft businesses

using digital marketing strategies had become imperative for better sales and increasing market reach. Gupta Singh et al[2] (2020) studies the impact of online marketplaces on rural artisans and found a significant increase in the level of income and sustainability of businesses. Johnson et al [3] (2019) emphasized the need for mobile-first digital solutions to increase accessibility for rural artisans. Lee Kim et al[4] (2020) investigated the effectiveness of AI-driven recommendation systems in improving the sales of handicrafts. Patel et al [5] (2021) discussed the role of blockchain technology in ensuring transparency and authenticity in handicraft trade. Rodriguez Santos et al[6] (2022) shared how social media marketing has been affecting local handicraft businesses. Wilson et al[7] (2021) investigated the advantages of subscription - based models for artisan revenue streams. Ahmed Chowdhury et al[8](2023) examined digital payment adoption among rural artisans and its economic impacts. Thompson et al[9](2022) researched the challenges that artisans faced in adapting to digital platforms. Kumar et al[10] (2023) presented a case study on the effectiveness of government- backed digital initiatives in promoting local crafts.

### 3 Proposed Methodology

The approach system is depicted in figure 1. The system is divided into five segments to support local artisans in marketing, selling and managing their handicraft businesses. The following bullet points describe them elaborately.

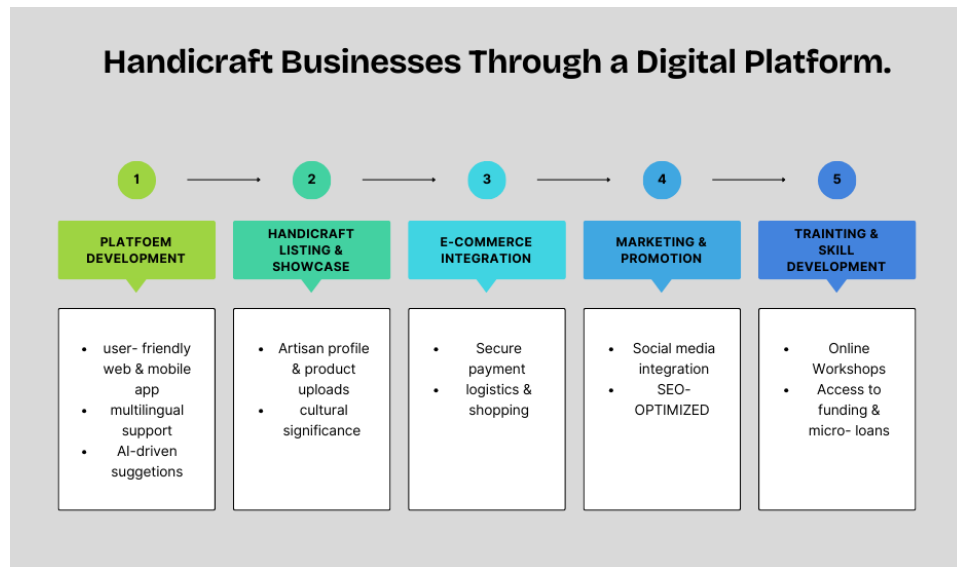


Figure 1: Approach for local handicraft empowerment using digital platform

### **3.1 Platform Development**

User-friendly web and mobile applications with AI-powered recommendations.

### **3.2 Handicraft Listing and Showcase**

Profiles for artisans to display their products with images and descriptions.

### **3.3 E-commerce Integration**

Secure payment gateways and logistics support.

### **3.4 Marketing and Promotion Tools**

Social media marketing and SEO optimization for greater visibility.

### **3.5 Training and Skill Development**

Online workshops on digital marketing and business management.

## **4 Conclusion**

Digital platforms have opened new doors for local artisans, giving them the tools to showcase their craft to a wider audience while maintaining their cultural heritage. By embracing technology, artisans can market their products more effectively, streamline sales through secure e-commerce solutions, and gain essential digital skills. This shift not only boosts their financial stability but also strengthens the handicraft industry as a whole. Moving forward, integrating innovation with tradition will be key to ensuring a sustainable and thriving future for artisans.

## **5 References**

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