ISSN: 2249-7196
IJMRR/MAR 2024/ Volume 14/Issue 3/1-9
Kujala Rupesh Kumar/ International Journal of Management Research & Review

VINTAGE VOGUE EMPORIUM

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Abstract— India is a lively, diversified nation with a rich cultural past, so it should come as no surprise that there are many different threads woven together to form Indian civilization. The project's primary goal is to create a web-based application for the purpose of purchasing and selling handcrafted goods, fostering a connection between artisans and consumers while eliminating intermediaries. Leveraging Aadhar verification for sellers and user-friendly registration for buyers, the platform accommodates a diverse range of artisans from every Indian state. Key features include comprehensive user profiles, sentiment analysis for feedback refinement, and event listings for artisans to promote their craft. By bridging the gap between artisans and consumers, the application endeavours to celebrate India's rich cultural heritage while empowering its skilled craftsmen.

Keywords— Handcrafted goods, Direct communication, Aadhar verification, State representation

I. INTRODUCTION

India stands as a testament to the richness of human civilization, boasting a vibrant tapestry of cultures, traditions, and artistic expressions. From the snow-capped peaks of the Himalayas to the sun-kissed shores of Kerala, every corner of this vast nation echoes with the legacy of centuries-old craftsmanship. Handcrafted goods, imbued with the spirit of tradition and innovation, are not merely commodities but carriers of stories, heritage, and livelihoods. In recognition of this profound cultural legacy and the artisans who uphold it, the project endeavours to create a digital platform that celebrates and sustains India's diverse artisanal traditions. By harnessing the power of technology, this initiative seeks to connect artisans directly with consumers, fostering economic empowerment, cultural preservation, and community resilience.

The genesis of this project lies in the recognition of the challenges faced by India's artisans in accessing markets, reaching consumers, and securing fair prices for their craft. Despite their unparalleled skill and creativity, many artisans find themselves marginalized within complex supply chains dominated by middlemen and distributors. As a result, they often struggle to earn a sustainable income, preserve traditional techniques, and adapt to evolving market trends. Additionally, the COVID-19 pandemic has further exacerbated these challenges, disrupting traditional avenues of sales such as local markets and craft fairs. In response to these pressing issues, the proposed web application seeks to disrupt the status quo by establishing a direct channel between artisans and consumers, thereby empowering artisans to showcase their craft, expand their reach, and command fair prices for their work.

Central to the ethos of this project is the principle of inclusivity, recognizing that India's artisanal heritage is as diverse as its people and landscapes. From the intricate handloom sarees of Banaras to the elegant pottery of Khurja, each region of India boasts its own distinctive craft traditions, materials, and techniques. Moreover,

within each craft community, there exists a wealth of knowledge passed down through generations, embodying the collective wisdom of centuries of practice. Therefore, the proposed web application aims to serve as a platform for artisans from every corner of India, irrespective of language, literacy, or socio-economic status. By offering multilingual support, intuitive user interfaces, and tailored assistance, the platform endeavors to ensure that artisans of all backgrounds can access and leverage its benefits, thereby fostering greater inclusivity, diversity, and equity within the artisanal sector.

In envisioning this digital platform, the project draws inspiration from the principles of sustainable development, social entrepreneurship, and cultural preservation. By facilitating direct transactions between artisans and consumers, the platform seeks to promote sustainable livelihoods, reduce environmental impact, and uphold the dignity and rights of artisans. Furthermore, by integrating features such as sentiment analysis for feedback refinement and product videos showcasing the craft's creation process, the platform aims to enhance transparency, trust, and consumer engagement. Additionally, by curating events and promotions to showcase artisans' work and facilitate networking opportunities, the platform aspires to foster a sense of community, collaboration, and mutual support within the artisanal ecosystem. Ultimately, by harnessing the power of technology to celebrate and sustain India's artisanal heritage, this project seeks to weave a brighter future for artisans, consumers, and communities across the nation.

A. PROBLEM STATEMENT

The lack of a centralized platform connecting buyers directly with sellers of handcrafted goods in India poses a significant challenge, leading to fragmented markets and limited access for both artisans and consumers. Existing e-commerce platforms often involve multiple intermediaries, increasing costs and reducing transparency in transactions. Additionally, barriers such as language differences and limited digital literacy among artisans hinder their ability to reach a wider audience and showcase their craftsmanship effectively. Therefore, there is a pressing need for a comprehensive web application that facilitates direct connections between buyers and sellers, promotes cultural heritage from every state in India, and addresses the unique challenges faced by artisans and consumers in the handcrafted goods market.

B. SCOPE OF THE PROJECT

The scope of this project encompasses the development of a comprehensive web application that facilitates the buying and selling of handcrafted goods across India. This includes creating user-friendly interfaces for both artisans and consumers, integrating features such as Aadhar-based seller verification, multilingual support, and intuitive navigation to ensure accessibility and inclusivity. Additionally, the platform will incorporate functionalities for artisans to showcase their craft through detailed product listings, including images and videos showcasing the creation process, enhancing consumer engagement and trust. Furthermore, the platform will enable seamless transactions, providing order tracking, confirmation emails, and support for returns and refunds to ensure a transparent and reliable marketplace experience.

Moreover, the scope extends to curating events and promotions to promote artisans' work, facilitate networking opportunities, and enhance community engagement within the artisanal sector. The platform will serve as a hub for artisans from diverse backgrounds and regions across India, celebrating the nation's rich cultural heritage while promoting sustainable livelihoods and economic empowerment. Additionally, the project will include mechanisms for sentiment analysis to gather feedback from users, allowing for continuous improvement and refinement of the platform's features and services. Overall, the scope of this project aims to create a dynamic and inclusive digital

marketplace that fosters greater visibility, accessibility, and appreciation for India's vibrant tradition of handcrafted goods.

C. OBJECTIVE OF THE PROJECT

The primary objective of this project is to develop a user-friendly web application that facilitates the direct buying and selling of handcrafted goods in India. By eliminating intermediaries and connecting artisans directly with consumers, the platform aims to empower artisans to showcase their craft, expand their market reach, and secure fair prices for their work. Through intuitive navigation, comprehensive user profiles, and multilingual support, the platform seeks to ensure accessibility and inclusivity for artisans of all backgrounds, thereby fostering greater economic empowerment, cultural preservation, and community resilience within the artisanal sector. Additionally, by integrating features such as sentiment analysis for feedback refinement, order tracking for transparency, and product videos for consumer engagement, the platform aims to enhance the overall user experience and build trust and credibility within the artisanal community and among consumers.

The main objective of this web-based application is

- Enable direct connection
- Enhance user experience

II. MOTIVATION

The motivation behind this project stems from a deep appreciation for India's diverse cultural heritage and the artisans who contribute to its richness through their craftsmanship. Handcrafted goods represent more than just products; they embody centuries-old traditions, stories, and skills passed down through generations. However, despite the abundance of talent and cultural wealth, many artisans struggle to showcase their creations on a wider platform, while consumers often find it challenging to access authentic handcrafted items. By creating a web application that directly connects buyers with sellers of handcrafted goods from every state in India, we aim to celebrate and preserve this heritage while empowering artisans to reach a global audience.

Furthermore, traditional e-commerce platforms often overlook the unique needs and challenges faced by artisans, such as language barriers and limited access to digital infrastructure. Our motivation lies in bridging these gaps by incorporating features such as language preferences and simplified user interfaces to ensure inclusivity and accessibility for all stakeholders. By leveraging technology to facilitate transparent and direct transactions, we seek to promote economic empowerment for artisans and provide consumers with a platform to discover and appreciate the beauty of India's diverse handcrafted traditions. Ultimately, our goal is to create a digital marketplace that not only promotes cultural heritage but also fosters meaningful connections between creators and consumers, enriching lives and communities across India.

A. Background and Related Work

In recent years, the global market for handcrafted goods has witnessed a resurgence, with consumers increasingly valuing the uniqueness and authenticity of artisanal products. India, with its rich cultural heritage and diverse craftsmanship traditions spanning across every state, stands as a prime source for such handcrafted treasures. However, despite the abundance of talent and cultural wealth, many artisans in India struggle to access

wider markets due to infrastructural and logistical challenges. Traditional retail channels often fail to adequately showcase the intricacy and beauty of these handmade items, limiting artisans' economic opportunities and hindering cultural preservation efforts. As a response to these challenges, the proposed web application aims to provide a centralized platform that directly connects buyers with artisans, bypassing intermediaries and fostering a more transparent and inclusive marketplace for handcrafted goods.

III. LITERATURE REVIEW

- In recent years, the rise of e-commerce has transformed the way we shop for goods and services. This literature survey will focus on the emergence of e-commerce platforms for handcrafted goods, which offer unique challenges and opportunities.
- The aim of this literature survey is to provide a comprehensive review of the existing literature on handcrafted goods e-commerce platforms, with a focus on identifying the key factors that influence consumer behavior and satisfaction.
- A study between "Amazon and Flipkart" by **Ajay Pal** (2021)**,** found the inventive way in which they reach ever more customers is evident. However, with the extreme point of reaching a growing number of clients, they expanded their organization as reasonably expected. They made it easier and pleasant for shoppers to work.
- A study of Chinese consumers. Journal of Retailing and Consumer Services, **Wang and Zhang** (2020) explored the impact of seller reputation on consumer behavior in handcrafted goods e-commerce through a survey of Chinese consumers. They found that seller reputation has a significant impact on consumer behavior, as it provides a signal of the seller's trustworthiness and reliability. The authors suggest that handcrafted goods sellers should focus on building a strong reputation by providing high-quality products, responding promptly to customer inquiries, and delivering products in a timely manner. This can help to enhance consumer trust and loyalty, and differentiate their products in a crowded market.
- A study on "Handloom and Handicraft sector in India" by **Akshitha Agrawal** (2021)**,** found that the Indian handicraft and handloom sector requires providing more awareness amongst the consumers and easily availability of the original product to the consumer directly from the artisans and craftsperson. There is a necessity to provide recognition to these skillful artisans and craftsperson so that the art remains alive and gets appreciated. People are ready to spend more money if the original product is available to them but the involvement of the middleman and production of imitation are making it difficult for the consumers to differentiate between the original and the imitated product. Revival of almost all the traditional craft as well as textile is getting being done by various designers but still, the handicraft and handloom sector is unorganized and the craftsmanship is dying.
- **Ahamad, Sinha and Shastri** (2016) discusses women's role in economic participation and empowerment through skill development and entrepreneurship. Vocational education in handicraft sector can become an essential mechanism to improve women in the rural areas. Training in Home-based micro entrepreneurship in Handicrafts can increase their household productivity and overall secure their development and livelihood.
- A study on "Popularizing Indian Handicrafts using Internet Technology" by **Dr. Subrata** (2021), discovered that the opinions of the craftspeople were gathered and examined in order to determine the main issues that they were. Next through the process of content analysis, the identified elements were

classified and ranked which reflected the degree of influence each of these had, in preventing the craft producers to have a better socio-economic status. The conceptual model thus developed by the authors as a result of the qualitative analysis, tries to address the identified limitations and have an end-to-end process for making available the products which will be accepted by the customers for the right price thus ensuring continuous business for the craftspeople which will result in enhanced economic independence and a sustainable livelihood for the artisans through the use of internet technology.

- A study on "Problems of handcraft artisans" by **Dr. Manjusmita** (2021) found that people are the masters of the handicrafts, which they have been pursuing relentlessly with great devotion for years. As far as the silver filigree is concerned unless the craftsmen are paid better wages, filigree market is organized and quality of products is controlled, the craft will soon perish. In case of many of the master craftsmen are not willing to make any new designs due to fear of copying. So government should take steps for preventing duplicating of designs. Design registration should be done. Government should help the artisans to take part in different mela, exhibitions etc.
- A study on "Market for Indian handicrafts" by **Syed Khalid Hashmi** (2012) found that the Indian Handicraft has great growth potential in the changing scenario with its basic strength being a traditional vocation for millions of people and having cheap and plentiful labor, it still requires very little investment as compared to other nations, with exception of China. However it faces imminent threat from the growing clout of Chinese economy coupled with their cheap yet disciplined labor as also from superior quality products manufactured by developed countries.

IV. IMPLEMENTATION OF THE PROJECT

- The implementation of the proposed web application for buying and selling handcrafted goods in India involves several key steps and features to ensure its functionality and effectiveness. Firstly, the development process will begin with creating a user-friendly interface that caters to both buyers and sellers, featuring intuitive navigation and language preferences to accommodate users of varying backgrounds and digital literacy levels. Sellers will be required to undergo Aadhar verification to ensure authenticity and build trust among buyers, while buyers can easily register and access the platform using basic personal information.

Once registered, sellers can upload their handcrafted products along with detailed descriptions, images, showcasing the craftsmanship involved. Each product listing will include state representation through visual imagery, allowing buyers to appreciate the cultural heritage behind each item. The platform will also feature tabs such as Home, Categories, Profile, Cart, and Terms and Conditions, providing a seamless browsing and purchasing experience. Sentiment analysis tools will be implemented to gather and analyze user feedback, allowing for continuous improvement of goods and services offered on the platform. Additionally, the system will generate comprehensive order details for buyers. Overall, the implementation of this web application aims to revolutionize the handcrafted goods market in India by empowering artisans, promoting cultural heritage, and fostering direct connections between creators and consumers.

A. System Architecture and Working

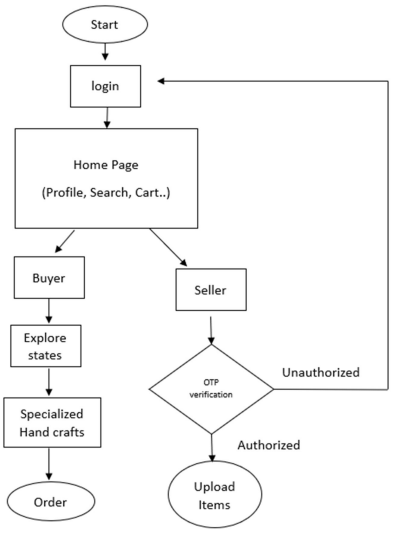
The system architecture of the proposed web application for buying and selling handcrafted goods in India involves several components working together to ensure smooth functioning and user experience.

Fronted Interface: The frontend interface serves as the user-facing component of the web application, providing a visually appealing and intuitive platform for buyers and sellers to interact. It includes features such as user registration/login, product browsing, order placement, and profile management. The frontend interface communicates with the backend server through API calls to fetch and display data.

Backend Server: The backend server acts as the central processing unit of the web application, handling user requests, managing databases, and executing business logic. It is responsible for user authentication, product management, order processing, and communication with external services. The backend server also performs tasks such as Aadhar verification for sellers and sentiment analysis of user feedback.

Database Management System: The DBMS stores and manages data related to users, products, orders, and transactions. It ensures data integrity, security, and scalability by organizing information into structured tables and enforcing access control policies. Commonly used database technologies for this project could include MySQL.

External Services: The web application may integrate with external services for additional functionality, such as Aadhar verification services, payment gateways for secure transactions, and sentiment analysis APIs for analyzing user feedback.



Working Steps:

Step 1: User Registration/Login

Step 2: Product Management

Step 3: Product Browsing and Purchase

Step 4: Order Processing and Fulfilment

Step 5: Feedback and Improvement

B. Technologies Used:

HTML: HTML, or Hyper Text Markup Language, is the standard language used to create and design documents on the World Wide Web. It provides the structure and framework for web pages by using a system of tags and attributes to define elements within a document. These elements can include headings, paragraphs, images, links, forms, and more. HTML works by enclosing content within various tags, which

are denoted by angle brackets (< and >). Tags are paired an opening tag denotes the start of an element, and a closing tag denotes its conclusion. Attributes can be added to tags to provide additional information about the element, such as styling or behaviour

CSS: CSS, short for Cascading Style Sheets, is a fundamental technology used in web development to control the visual presentation of HTML documents. It essentially dictates how web pages should look and be formatted, enabling developers to define the appearance of elements such as text, colors, layouts, and animations across multiple pages of a website. With CSS, developers can separate the content of a webpage from its design, allowing for more flexible and efficient web development. CSS works by selecting HTML elements and applying styling rules to them. These rules consist of properties and values that define aspects like color, size, spacing, and positioning.

JavaScript: JavaScript is a versatile and powerful programming language primarily used for adding interactivity and dynamic behavior to web pages. It is a core technology of the web alongside HTML and CSS. JavaScript enables developers to create interactive features such as animations, form validation, and dynamic content updates without requiring page reloads. With its ability to manipulate the Document Object Model (DOM), JavaScript can dynamically modify the structure and content of web pages, responding to user actions and events. Additionally, JavaScript has evolved beyond the web browser, finding applications in server-side development (Node.js), mobile app development (React Native, Ionic), and desktop app development (Electron). Its flexibility, extensive ecosystem of libraries and frameworks, and widespread adoption make JavaScript a crucial tool for building modern web applications.

Python: Python is a high-level, interpreted programming language known for its simplicity, readability, and versatility. It emphasizes code readability and expressiveness, making it an excellent choice for beginners and experienced developers alike. Python's extensive standard library provides support for a wide range of tasks, from web development and data analysis to artificial intelligence and scientific computing. Its clean syntax and dynamic typing contribute to rapid development and easy maintenance of code. Python's popularity stems from its broad applicability, powering everything from small scripts to large-scale web applications and scientific research projects. With a thriving community and abundant resources, Python continues to be a go-to language for developers across various domains.

Django: Django is a high-level web framework for building dynamic web applications in Python. Developed with the goal of enabling rapid development and clean, pragmatic design, Django follows the "don't repeat yourself" (DRY) principle, promoting efficiency and maintainability. It provides a comprehensive set of features, including an object-relational mapper (ORM) for interacting with databases, a robust URL routing system, a templating engine for generating HTML dynamically, and a built-in administration interface for managing site content. Django's design philosophy emphasizes reusability and pluggability, facilitating the creation of scalable and maintainable web applications. With its strong security features, extensive documentation, and active community, Django remains one of the most popular frameworks for web development, powering websites ranging from small personal projects to large-scale enterprise applications.

MySQL: MySQL is an open-source relational database management system (RDBMS) known for its reliability, scalability, and ease of use. Developed by MySQL AB (now owned by Oracle Corporation), MySQL is widely used in web development, powering many popular websites and web applications. It

utilizes a client-server architecture, where multiple clients can connect to a MySQL server to access and manipulate data stored in databases. MySQL supports various storage engines, offering flexibility in data management and performance optimization. It uses Structured Query Language (SQL) for querying and manipulating data, providing a standard interface for interacting with databases. With features like transactions, replication, and indexing, MySQL offers robust data management capabilities suitable for a wide range of applications, from small-scale websites to large-scale enterprise systems. Its open-source nature, extensive community support, and compatibility with various programming languages make MySQL a popular choice for developers seeking a reliable and scalable database solution.

V. RESULT:

The project aims to develop a comprehensive web application facilitating the buying and selling of handcrafted goods, reflecting India's rich cultural diversity. With a focus on direct interaction between buyers and sellers, the platform encompasses artisans from every state, ensuring inclusivity and representation. Authentication processes for sellers involve Aadhar verification via OTP, while buyers can log in using personal details, ensuring secure and direct transactions.

Upon logging in, users are presented with intuitive navigation tabs, including Home, Categories, and Profile sections encompassing essential details like orders, transactions, and returns. The platform enhances user experience with sentiment analysis, enabling better understanding of customer feedback to improve goods and services, making the platform a hub for India's vibrant handmade crafts industry.

VI. CONCLUSION AND FUTURE WORK

In conclusion, the development of this web application marks a significant step towards fostering a vibrant marketplace for India's rich array of handcrafted goods. By facilitating direct connections between buyers and sellers, the platform promotes inclusivity, transparency, and cultural exchange. Through innovative features such as sentiment analysis, event listings, and multilingual support, the platform not only enhances user experience but also empowers artisans to showcase their craft, driving economic empowerment and cultural preservation.

This includes ongoing enhancements to user interface, security measures, and backend functionality, as well as efforts to expand the reach and impact of the platform to benefit a wider community of artisans and buyers across India and beyond. With a commitment to fostering connections, celebrating diversity, and promoting economic opportunities, this project serves as a testament to the power of technology to empower individuals and communities while preserving and promoting India's rich cultural heritage.

Future Work:

This web based application can be further developed as Mobile application. Implementing a verification process to ensure the authenticity and quality of handcrafted products listed on the platform and offering certifications for products that meet certain quality standards or are made using traditional artisanal techniques. Creating a section within the application where users can engage in discussions, share tips, stories, or tutorials related to

handcrafted goods. This can help build a sense of community and foster user engagement. Expanding the reach of the platform by offering international shipping options, allowing sellers to reach a global audience and buyers to access unique handcrafted items from different countries.

Advantages of the existing model:

- Platforms offer convenient tools and resources for sellers such as product listing, payment processing, and shipping options.
- Online shopping is convenient for buyers as they can browse and purchase products from the comfort of their own homes. This is particularly important for handcrafted goods, which may not be easily accessible in traditional markets

Disadvantages of the existing model:

- Platforms like Amazon charges fee for selling products from their platform.
- No direct communication involved between seller and buyer and a third party is integrated.
- As there are more handmade crafts made in Tripura, there are websites which sell only products made in that location.

Proposed model:

- Proposed model includes all the handmade crafts made in all the states of India.
- In this model there is a direct connection established between buyer and seller.
- No additional charges will be taken.
- No third party integration is made in the proposed model.
- Sentiment analysis is included for the customer feedback.
- Verification process such as generating OTP and linking Aadhar is implemented.

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