

Hastkala: An Online Website for Handicrafts

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Abstract

Hastkala is an online marketplace that enables independent artisans to sell their products. Artisans would benefit from maximizing revenues since it would eliminate the need for a middleman and provide them access to a bigger market. With the right plan, exceptional works from individual artists may simply be made accessible to people in need. When examining the many existing platforms, it became clear that capitalism, or the possibility for modest profits, was a recurring element. Sellers can register on the website and provide details about their numerous items. Their items will be simple to find online after legitimacy has been confirmed.

It is possible for customers to directly purchase items (that are handmade) or services from a vendor via the Internet thanks to online shopping websites for crafts. The majority of shopping sites concentrate on clothing, electronics, and other items, but nobody pays particular attention to handcrafted goods.

Individual artists' talented creations can easily be made available to those in need with the correct strategy. The unifying theme of capitalism, or the potential for small profits, was evident when looking at the numerous current platforms. On the website, sellers may sign up and offer information about their various items.

Keywords

Handicrafts, E-Commerce, online shopping website, entity relationship, Online market place.

Objective

This project's primary goal is to provide the craftspeople the possibilities and chances they truly deserve. In most cases, a middleman is in charge of an artisan's sales and earnings. Our solution is a digital marketplace where craftsmen may display their skills and get paid what they are due. The purpose of highlighting certain artisans and talented craftsmen is to allow them to demonstrate their expertise to the appropriate audience and benefit from generating the appropriate profit for the goods.

Introduction

An online store called Online Hastkala Store was created with consideration for the commitment and labor of individual artisans and craftsmen. The intention is to use technology to provide craftsmen a platform to display their creative abilities and appeal to a broader audience. This strategy lowers the expense of hiring a middleman and gives the sellers the chance to make a bigger profit. Sellers can sign up immediately on the gateway to display their talents to the world.

Companies are currently creating websites since the internet is the only method to make money. The major objective for retailers is to create a website that is informational and transactional in nature and can be used for sales, customer service, public relations, advertising, and direct marketing. The website functions as a digital store where customers may purchase a variety of goods made by independent producers and talented craftspeople.

Handcrafted items are those that require manual dexterity; in other words, they are manufactured by humans. In essence, handcraft refers to a product created entirely by human hands without the use of any sophisticated gear or equipment. Handicraft is defined as "activity involving the making of decorative domestic or other objects by hand" in the basic dictionary. The definition of "handicraft" in the Cambridge Dictionary is "a skilled activity in which something is made in a traditional way with the hands rather than being produced by machines in a factory, or an object made by such an activity."

In accordance with the UNESCO definition, artisanal products are those made by artisans, whether they are finished by hand, with the aid of hand tools, or even by mechanical means, provided that the direct manual contribution of the artisan continues to be the most significant component of the finished product. The unique qualities of handcrafted goods stem from their distinguishing characteristics, which might be practical, artistic, creative, culturally significant, ornamental, useful, traditional, and religiously and socially meaningful.

Another trait of handicrafts is that the term "mass production" is not linked with them because they are not manufactured using machines. Additionally, over 50% of the persons engaging in this activity in India are women who mostly come from scheduled castes, scheduled tribes, and other religious minorities. Over 7 million people receive their living from the handicraft industry, which is predominantly an unorganized sector. The majority of these individuals have difficult lives and are members of the economically and socially disadvantaged portion of society.

Nevertheless, despite their difficulties, these artists from various parts of India make sure that each of their works is distinctive to their locality and culture. So, in India, each state has a selection of distinctive goods that display their artistic sensibilities to the globe, and West Bengal is no exception.

India is a significant source of handicrafts for the global market. The Indian handicrafts industry is a cottage-based, highly labor-intensive, decentralized sector that is dispersed throughout rural and urban parts of the nation. Many craftsmen work in the crafts industry part-time. More than six million craftsmen, many of them are women and members of the weakest segments of society, are employed by the sector.

The handicrafts industry is large and crucial to the economy of the nation. It supports a sizable sector of craft workers in rural and semi-urban regions, earns significant foreign exchange for the nation, and protects its cultural legacy. Handicrafts have enormous potential since they are essential to supporting both the millions of craftsmen who already exist in the country and the growing number of newcomers who are joining the crafts industry. Currently, handicrafts provide a significant contribution to exports and the creation of jobs.

The handicraft industry, however, has suffered from its lack of organization, as well as from other obstacles including illiteracy, a lack of access to money, a lack of exposure to new technologies, a lack of market intelligence, and a weak institutional framework.

Software Requirements

Several software needs must be satisfied in order to construct an e-commerce site. A website is a collection of linked web pages hosted on a web server and managed by any person or business. The digital information (web content) is stored on the hardware (the computer) or delivered via the Internet as needed by the software (computer programs).

A website is stored on a web server and may be accessed over the internet or a private LAN using a URL (Uniform Resource Locator). The World Wide Web (WWW) is the aggregate name for all publicly accessible websites. What Utility Programs Mean These are computer programs designed to assist users in creating, producing, and documenting programs (a set of instructions for a computer).

There are 2 types of utility programs-

- 1) File Management Utilities – it helps in creating, copying, printing, erasing and renaming the files.
- 2) Program Development Utilities – it is useful in assembler, compiler, linker, locator etc.

Website & utility programs include:

- Electronic Mail
- Real Time Chatting
- Web Hosting
- Real Time Chatting

Hardware Requirements

To run Hastkala website, the hardware requirements are relatively minimal. The operating system can run on a machine with as little as 1GB of memory.

CPU: 1,6 GHz for web, 4 x 1,6 GHz CPUs for web and database hosting.

Minimum database space: 10GB

Literature Survey

The goal of our "Hastkala" project is to create a web application that will assist individual craftsmen in using our platform to market their one-of-a-kind handicrafts online. "Hastkala" is a website that offers top-notch online services for both buyers and sellers that collaborate to achieve the highest levels of consumer satisfaction. The program makes it easier for clients to purchase authentic, high-quality handicrafts from nearby artisans. Users may register, list their handmade goods for sale, or place an order from the available selection of goods.

The vast majority of seasoned artists lack a location to sell their wares and showcase their skills. To reach a larger market, local artists hire a middleman, which further reduces their margin of profit. In addition to other problems, the lack of registration of a design or product may raise questions about its legitimacy. Poor demand is always the result of lack of advertising. Low quality manufacturers are currently surpassing skilled craftspeople due to their overwhelming market dominance. A web application for online handcraft sales can be used to address these problems.

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An online web application for selling handicrafts online can be used to tackle these problems.

Phase 1:

- **Planning:-** Planning will include both how to efficiently design the application and how to make the system user-friendly. Planning entails creating a thorough set of project plans that will outline a precise project path. It is planned to segment the proposed System into modules. The project timetable will be created with consideration for each module's planning. The resources needed to create the suggested system will be identified, i.e., requirements will be gathered.
- **Analysis:-** Establishing a baseline and a method to track the requirements for the remainder of the life cycle are the focus of this phase. The suggested System's hardware and software dependencies were examined.
- **Design & Implementation:-** The application's blueprint will be created when the requirements have been gathered. Utilizing open-source web design tools like HTML, CSS, Bootstrap, and JS, the website will be designed.
- **Testing:-** With regard to user interface, the accuracy of the responsive web design will first be validated, as well as the UI's compatibility with various browsers. It will be regularly tested to see if the server is linked to the hosted database and whether values are being updated.
- **Deployment:-** The system is now ready for deployment when testing is complete. Release, activation, adaption, updates, version tracking, and other deployment-related tasks are included.

The research gaps in the already published articles and systems were found with the aid of a literature review. The problem definition for our suggested system is the result of the research gaps that were discovered. Two stages of the problem definition were covered. Phase 1's planning, analysis, design, and implementation stages involved the development of the project plan, requirement collection, system layout, and coding style to be employed. Phase 2 of the project involved coding, testing, and deployment, at which time it was discussed how the system would be delivered and how it would be tested using various cases. Additionally, the whole process for our suggested system was described.

Phase 2:

- **Coding:-** This will include actual implementation i.e. creating a website which will be very useful for the craftsmen to keep track of items.

Frontend will be designed using HTML, CSS, Bootstrap and JavaScript. Middleware will be designed using JavaScript and Database will be designed using MySQL.

Conclusion

In conclusion, The handicrafts industry is large and crucial to the economy of the nation. It supports a sizable sector of craft workers in rural and semi-urban regions and earns significant foreign exchange for the nation. The handicraft industry, however, has suffered from its lack of organization, as well as from other obstacles including illiteracy, a lack of access to money, a lack of exposure to new technologies, a lack of market intelligence, and a weak institutional framework. It so pales in comparison to a structured, knowledgeable, and organized industry that exists in a developed nation like Germany, where it plays a little role in the total economy.

The "Hastkala" website was created to provide a framework for web-based applications that would make it simple to search for, view, and choose products. This website provides an effective method for users to interactively search for items, and the search engine will highlight the product depending on the user's needs. The user has the choice to submit their own reviews, and the search engine will categorize the comments as good and negative depending on them. It would be simple to use because to the drag and drop capability. This website is developed by keeping in mind the easiness of interaction by the users so that they get a very user-friendly environment while surfing the website. Such compatibility of this website enables it to attract the users to visit the website more frequently.

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