

HANDIMART

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Abstract-An one stop one platform to buy and sale handcraft product anytime, anywhere using android app. A platform which provide all type of handcraft to all the user who are passionate or looking for handmade product and help small ,micro industries (deal in handcraft product) in growing as a business. Online market to sell and purchase handmade product using a single android app worldwide.

I. INTRODUCTION

The world handcraft trade is no longer a trade in culture but a trade in people's needs and tastes. The items which have to be produced in bulk although, made by hand, need mechanical support for processing and finishing. Developing countries, which have captured the world market, are those that have adopted their workmanship and technology to this requirement. An overwhelming segment of hand-crafted, partially hand-crafted, as well as machine crafted goods pass in global market with a generic nomenclature of gifts and decorative. So using this we try to build a platform using android, where handcraft trade will be not restricted only to market, it will going to available to each and every common man and also improves the SME's sector.

1.1 PURPOSE

In recent years, with the development of mobile communication and Mobile terminal, especially the release of Android smart phone platform has injected new vitality to the mobile space. Android is an open sourcing mobile operating system based on Linux which is a completely open and integrated platform for mobile devices. So if we going to use this platform (android),it will be available to everyone and also provide a great exposure to handcraft industry. This project aims at highly cost effective Handicraft products one place online retailing platform. It can be easily customized as per requirements and available resources to suit the needs of users. It provides the facility to the customers who want to shop on-line for various handcraft products and with the introduction of this application handcraft project is available to each and every person globally.

1.2 SCOPE

This Android Application has a large scope as it has the following features which help in making it easy to use, understand and modify it:

- First online application for android.
- Product can be purchase from anywhere in the globe.
- It will support the SME's sector.

II. WHAT IS HANDICRAFT...?

A handcraft, sometimes more precisely expressed as artisanal handcraft or handmade, is any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools.

Handicrafts products can be distinguished into following:

- Metal ware
- Wood ware
- Hand printed textiles,
- Embroidered goods & Shawls
- Carpets
- Bamboo products
- Zari goods
- Imitation jewellery
- Paintings & Earthenware
- Jute products,
- Marble Sculpture
- Bronze Sculpture,
- Leather Products and
- Other miscellaneous handicrafts



Figure 1. Handicraft products

III. MODIFICATION AND IMPROVEMENT OVER EXISTING IMPLEMENTATION

3.1 PRESENT STATE

- No such type of application till now.

3.2 AFTER IMPLEMENTATION OF PROJECT

- Easy to use GUI.
- It will include the option of Buyers cart.
- Provide facility of purchase from anywhere.

IV. FEASIBILITY STUDY

Preliminary investigation examines project feasibility; the likelihood the system will be useful to the organization. The main objective of the feasibility study is to test Technical, Operational and Economical feasibility for adding new modules and debugging old running system. All systems are feasible if they are given unlimited resources and infinite time. There are aspects in the feasibility study portion of the preliminary investigation:

- Operational feasibility
- Technical feasibility
- Economical feasibility

4.1 OPERATIONAL FEASIBILITY

The application "Handimart" does not require additional manual involvement or labor towards maintenance of the system. Cost for training is minimised due to the user friendliness of the developed application. Recurring expenditures on consumable and materials are minimised. Internet has emerged as a one of the promising distribution channel for selling the handicrafts

products online. It is that internet will be one of the major channel for the distribution of handicraft products through E-Commerce web.

To strengthen holistic growth of the sector, quite few generic schemes have been implemented Indian craft products among the people via marketing events providing financial assistance to state handicrafts corporations for setting up new shops.

4.1.1 INNOVATIVENESS & USEFULNESS:

Some features and benefits offered by this are:

- With the help of it we can save the time and money also.
- It provides the remote shopping by the cash, or DD, or Debit & Credit card also.
- It provide full details about the products and related information about the product like cost, size etc.
- Android application will help user to shop from anywhere.

4.2 TECHNICAL FEASIBILITY

Keeping in mind the existing system network, s/w & H/w, SQLite is an in-process library that implements a self-contained, server less, zero-configuration, transactional SQL database engine. The code for SQLite is in the public domain and is thus free for use for any purpose, commercial or private.

Android is a mobile operating system (OS) based on the Linux kernel and currently developed by Google. With a user interface based on direct manipulation, Android is designed primarily for touch screen mobile devices such as smart phones and tablet computers, with specialized user interfaces for televisions (Android TV), cars (Android Auto), and wrist watches (Android Wear).

Contemplating Android application development is a great choice as per current market scenario. As we know smart phone adoption continues to grow at an amazing pace. So Handimart android app will become very popular as no such app exists.

The advertising process can be done with the help of internet. The website will act as a platform for downloading the app and also how to use it. Any grievances related to app can be solved by following the procedures available on the website.

4.3 ECONOMICAL FEASIBILITY:

The system is economically feasible keeping in mind:

- Lesser investment towards training.
- One time investment towards development.
- Minimizing recurring expenditure towards training, facilities offered and consumables.
- The system as a whole is economically feasible over a period of time.

V. MARKET POTENTIAL & COMPETITIVE ADVANTAGE

- 99.8% of all enterprises constitute micro, small and medium enterprises.
- Around 4 million persons employed in SME. "Handimart" will provide a platform to represent themselves.
- The importance of SMEs in the development of economic, reduction in poverty, increase in employment, output, innovation in technology and uplifting in social status and standard is globally recognized and acknowledged in developing as well as in developed economics.

VI. TECHNICAL DETAILS

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- So an Handimart android app will become very popular as no such app exists.
- The advertising process can be done with the help of internet. The website will act as a platform for downloading the app and also how to use it.

- Any grievances related to app can be solved by following the procedures available on the website.
- The website will also show the list of authorized dealers, suppliers and persons that are associated with Handimart to avoid cases of fraudulent.
- The GPS tracker will help to locate authorized Handimart products suppliers.
- Using these features the Handimart android app will be most successful.

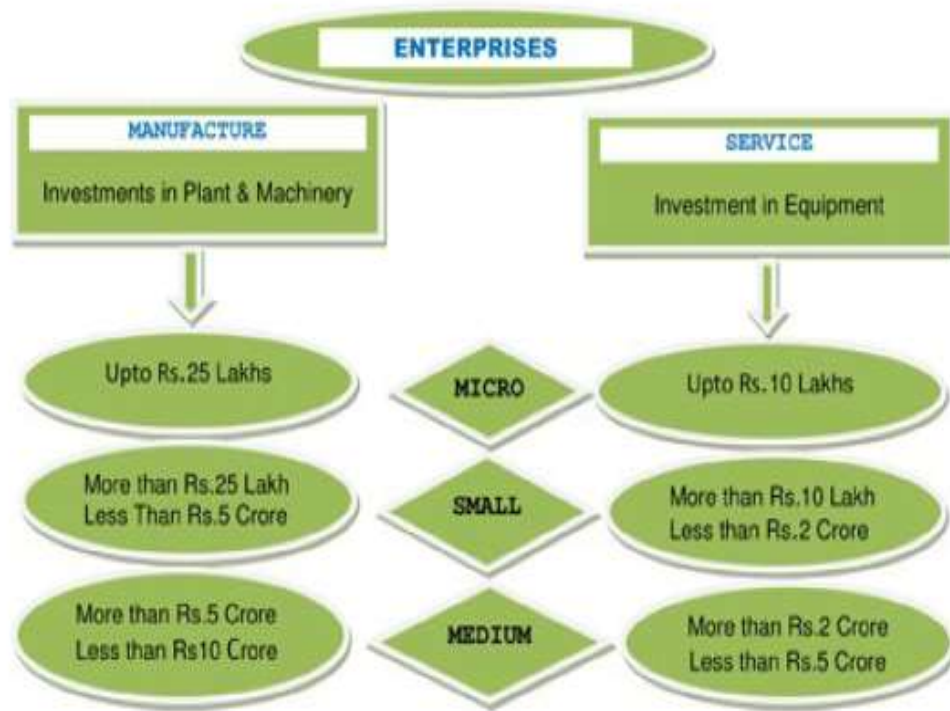


Figure 2. MSME

VII. USECASE



VIII. CHARTS REPRESENTING THE PERFORMANCE OF MSE SECTOR

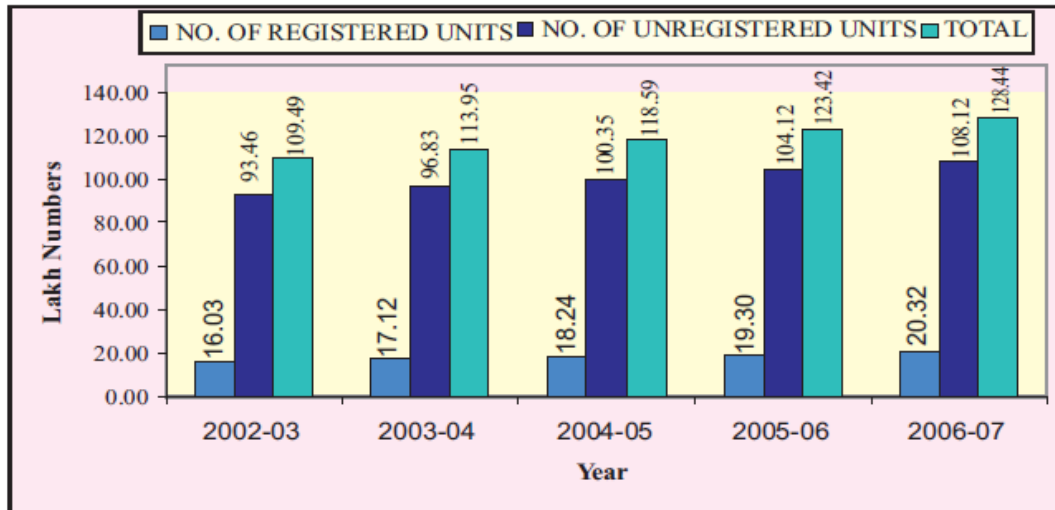


Figure 3. Performance

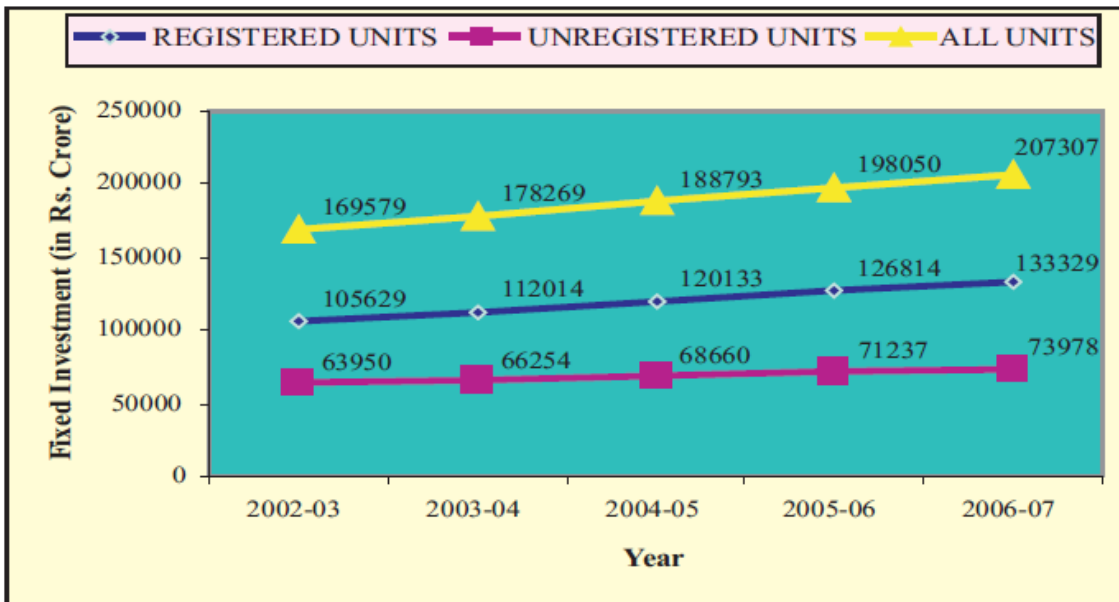


Figure 4. Fixed investment in MSE sector

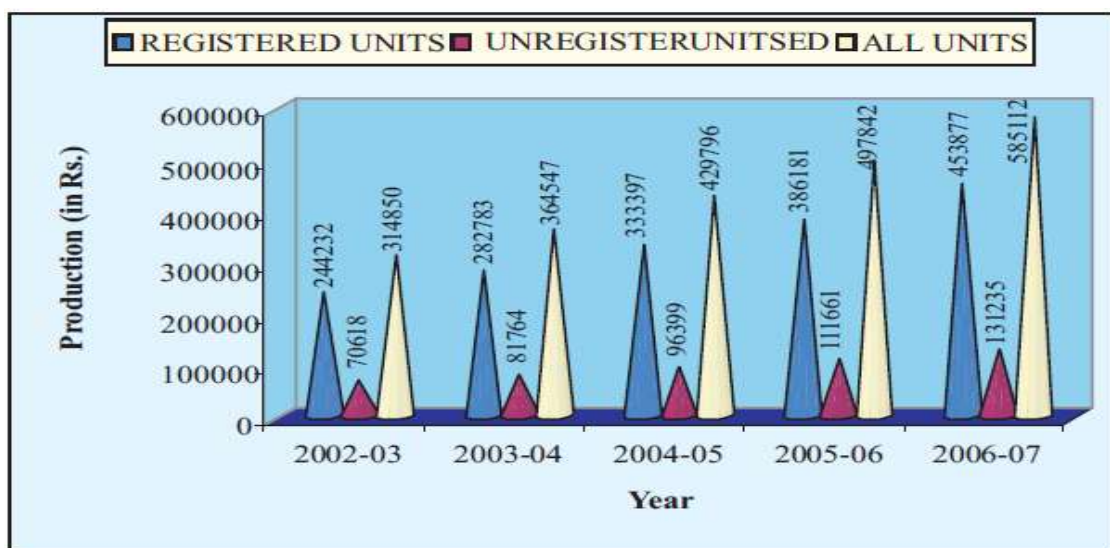


Figure 5. Production in MSE sector

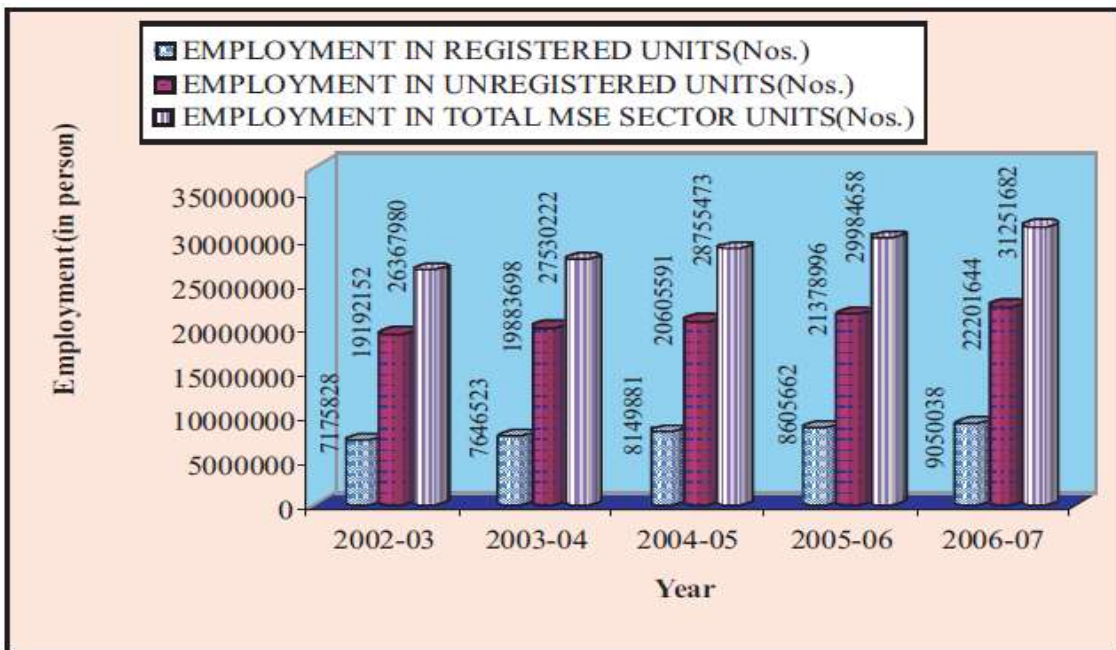


Figure 6. Employment in MSE sector

IX. MARKET POTENTIAL & STATs

9.1 SCOPE OF HANDIMART

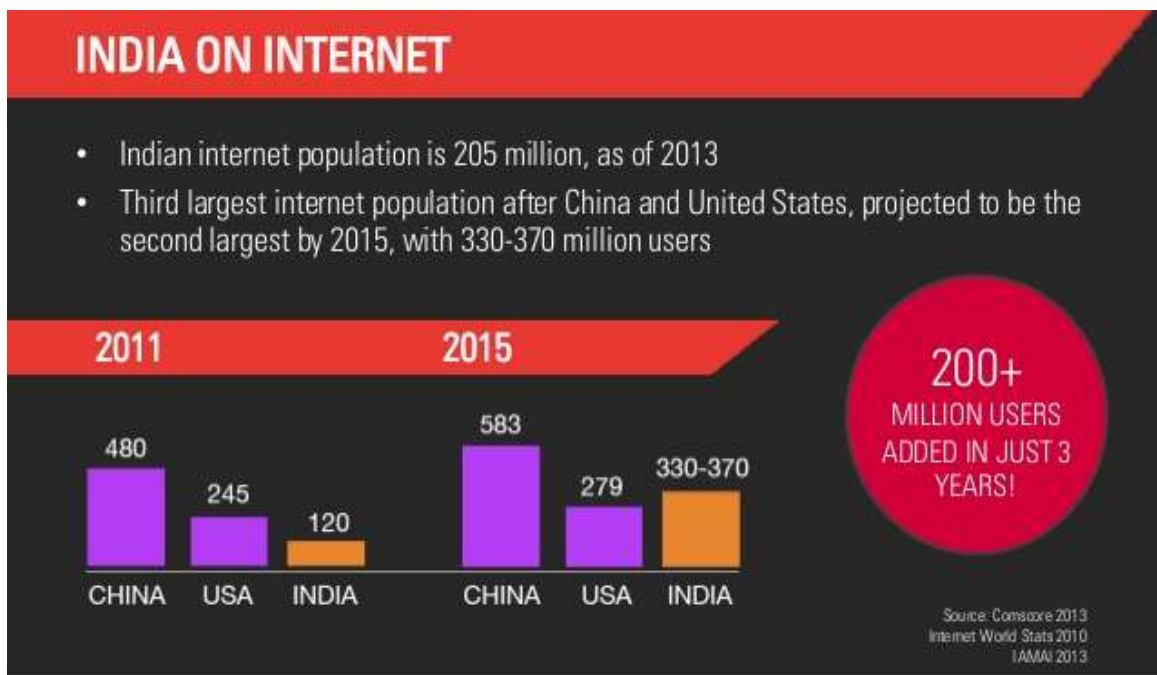


Figure 7. Scope

9.2 KEY FACTS OF INDIAN HANDICRAFT INDUSTRY

- India's rich cultural diversity and heritage provides a unique and huge resource for developing craft products.
- Handicrafts industry is one of the important segment of decentralized sector in India.
- According to the national census of handicrafts, undertaken by the National Council for Applied Economic Research the value of handicrafts produced last year were of Rs.26,213 Cr.
- Provides huge employment opportunities to artisans that include women and people belonging to backward and weaker society (6 million artisans).
- The Indian Handicraft Industry is a \$100 billion industry worldwide.

- India's contribution in world market is 1.2%
- The total exports of crafts items: - Rs. 13412.92 Cr.
- Industry's share in India's exports:- 1.51 %

X. CONCLUSION

- Internet marketing allows the marketer to reach consumers in a wide range of ways.
- It going to increase the participation of customer into handicraft product.
- Also it increase the demand of handicraft and craftsman way of earning improve.

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