



## E-Commerce Website For Handloom

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### ABSTRACT:

India is a country for great culture heritage and a part of it provides plenty of craft products. Handicraft artisans use manual methods for making various items. Handicrafts play very important role in representing the culture and tradition of our country. Handicrafts are made from raw materials. In this digitally transformed world we can buy everything in online through e-commerce platform but when it comes to handicrafts we don't have proper platform. This e-commerce website helps the people to make their work easy and fast. The goal of the project is to build a good relationship between the artisans and the customers that helps the artisans to sell their products with good cost that makes a reasonable cost to customers.

Key words: E-commerce, Html, CSS, JavaScript, Mysql, Python, Django, Naive bayes algorithm.

### 1.Introduction:

Online Shopping Website for Handicraft is a form of electronic commerce website which allows consumers to directly buy goods which are handmade from a seller over the Internet. Most of the shopping sites are focusing on electronic gadgets, clothes, Footwear and some of the furniture products and few home appliances etc. but no one particularly focusing on the products which are of handmade. This e-commerce website help for a direct connection between buyers of handloom and artisans. This enables customers can find more variety of items to purchase by sitting at one place. E-commerce website is profitable to both the buyers and the artisans. This e-commerce website helps to find all variety of handlooms at one place at reasonable cost. Handicrafts have its roots in rural areas. There are different categories of users in handloom like weavers, retailers, exporters and etc.....

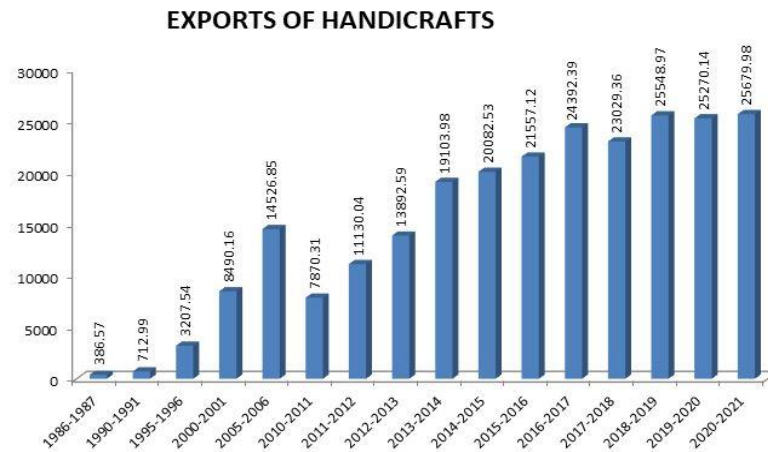
There are much type of products that are available in website like different types of sarees from different cities like uppada, venkatagiri and pochampally, Dress materials, Bed sheets, different kind of Idles like goddess, Buddha and different types of decorating items.

India has largest number of internet users. Most of the time by many of the people in India in spent on internet. Hence this e-commerce website has wide range of opportunities for a good and successful business. The term handicrafts represent our culture, tradition, uniqueness, lifestyles and skill of our artisans. Handicrafts make history begins from long time ago and still it is developing more and more these handicrafts are more attractive to look. Handicrafts have been described by the International Labour Organization. Handicrafts express artistic ability about artistic beauty that comes from the output of handicrafts products. As generations are go on passing some activities like Needle work & sewing, Ribbon Embroidery, String art, Glass etching, Origami etc are being disappeared. Each state or city has different theme of handicrafts those are now available at one place on e-commerce website.

### 2.Literature survey:

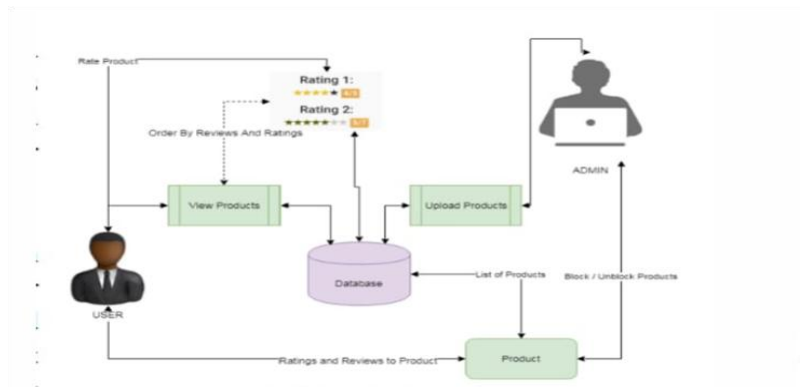
The project is aimed to gather the data regarding the products and its history, culture and tradition. The most difficult task is to find the people dealing with the handicrafts. Most of the handicraft producers are not registered and are dealing the handicraft products from their homes. Therefore there is no systematic database of these handicrafts sellers and producers for buyers. The data of the handicraft products and producers are collected to design a particular database for easy and convenient way of selling and buying the products.

One of our main ideas before implementing the project was to collect the information from different sources. Information like demand on handicraft products, famous products, organisations and people love towards buying the handicrafts. Each state or a particular city has its own handicraft artisans for making better products they are famous over worldwide but if other state people wish to buy the products that makes a difficult task that either they to move to the particular state or they can buy in their living location with high cost if they are effort able. So here is the simple solution this e-commerce website has collection from each and every state with effort able prices and with good quality.



### 3.System Architecture:

The System Architecture is divided into three sections: Frontend, Database and Backend.



For designing part html, css, JavaScript are used.

- HTML-HTML stands for Hyper Text Markup Language. It is used to create webpages. Html has elements which tells the browser how to display the content.
- CSS-CSS is the language we use to style an HTML document.CSS describes how the html elements should be displayed
- JavaScript- Is used to program the behavior of web pages.

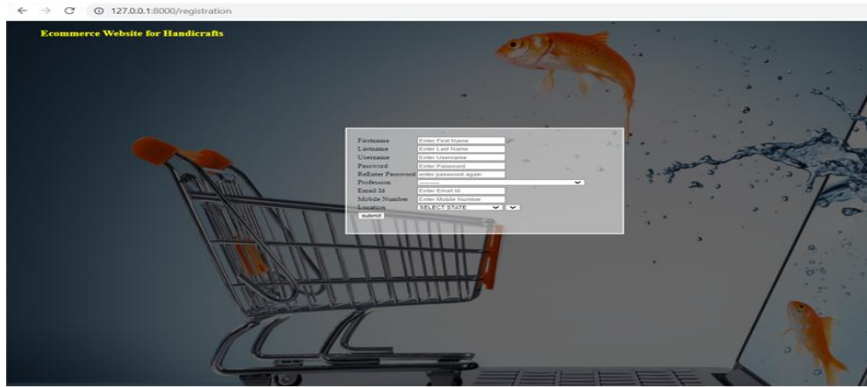
For the database we have used the Mysql to store the user details and purchased product.

- As for backend we have used the python frame work django.
- Django is the python framework that takes care of the difficult stuff so that we can concentrate on building the web application.
- Django follows MVT design pattern (Model View Template).
  - Model-The model provides the data from the database.
  - View-A request handler that returns the relevant templates and content-based on the request from the user.
  - Template- A text file (like an HTML file) containing the layout of the webpage, with logic on how to display the data.

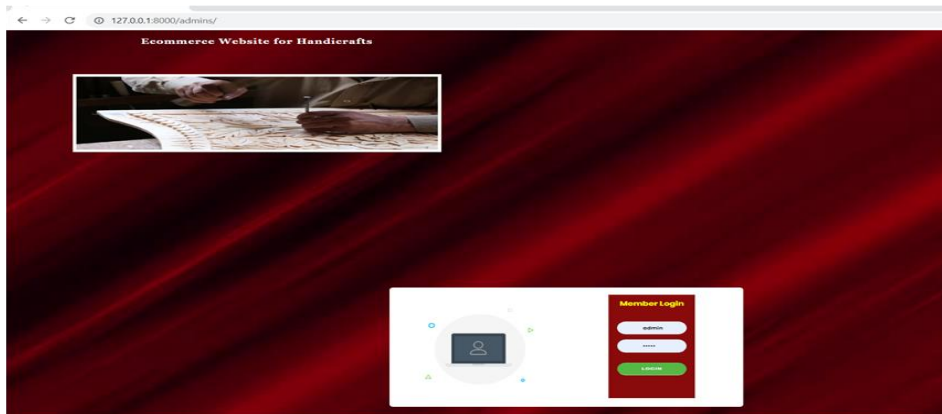
### 4.Methodology:

This e-commerce website is more helpful to the people wanted to buy the products and it is also beneficial to the sellers of handicrafts.

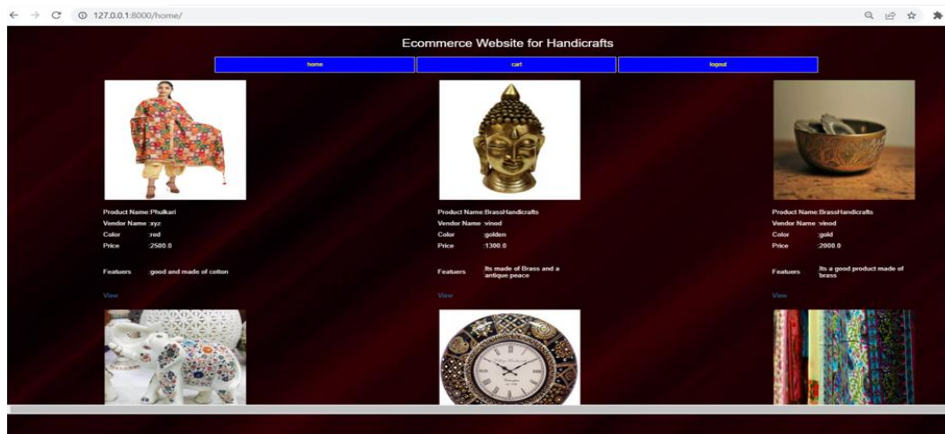
1. The user needs to register to the website by filling the required information like first name, last name, username, email address, mobile number, and password.



2. Go to the login page. If the user is already a member, he can directly login using the credentials.



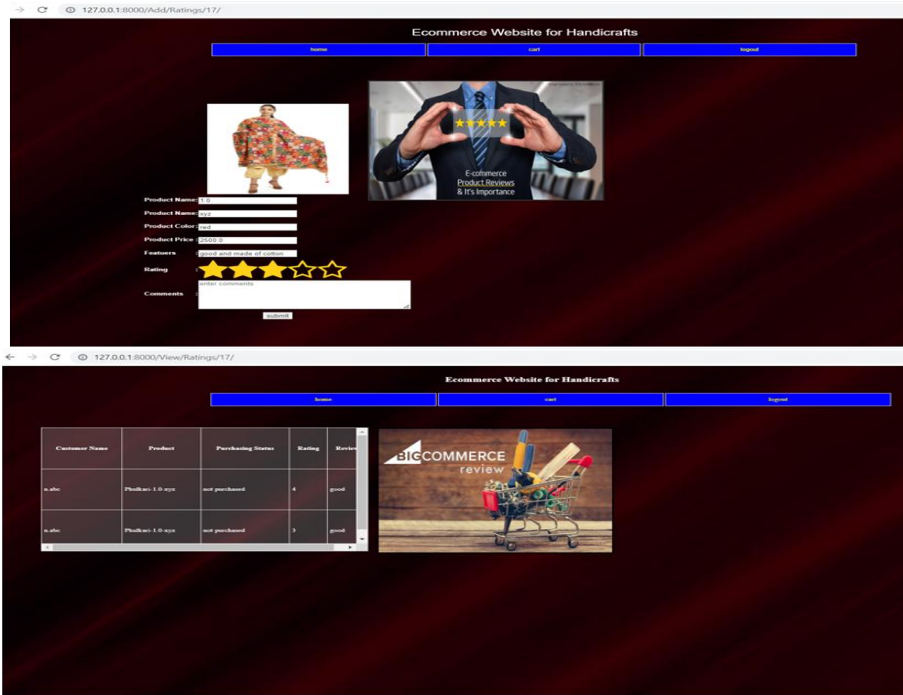
After logging in user can see the home page where he or she can find the handicraft products to buy.



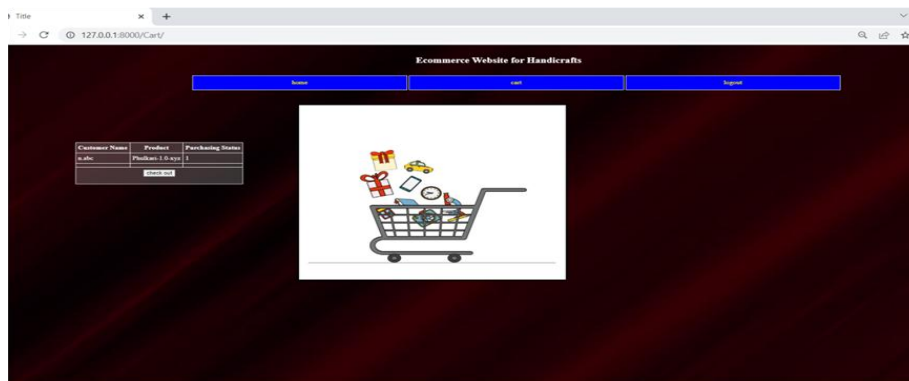
User can select the products he or she wants to buy and then they can add it to the cart. They can also give reviews or feedback.



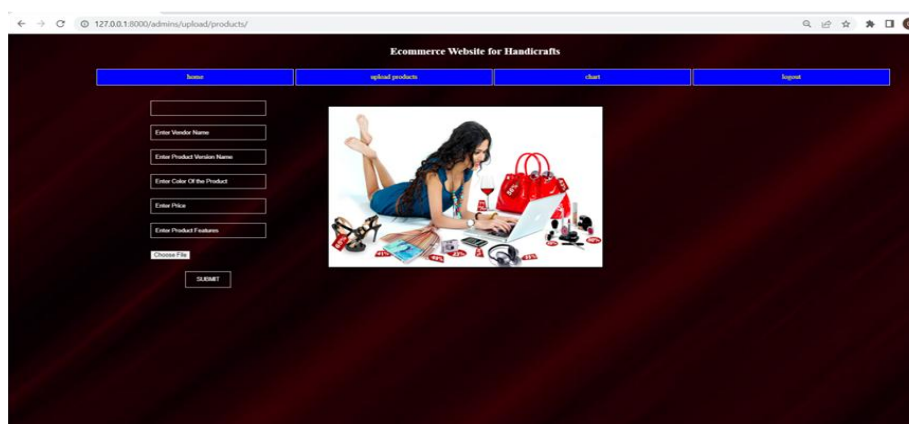
User can view the feedback provided by other users.



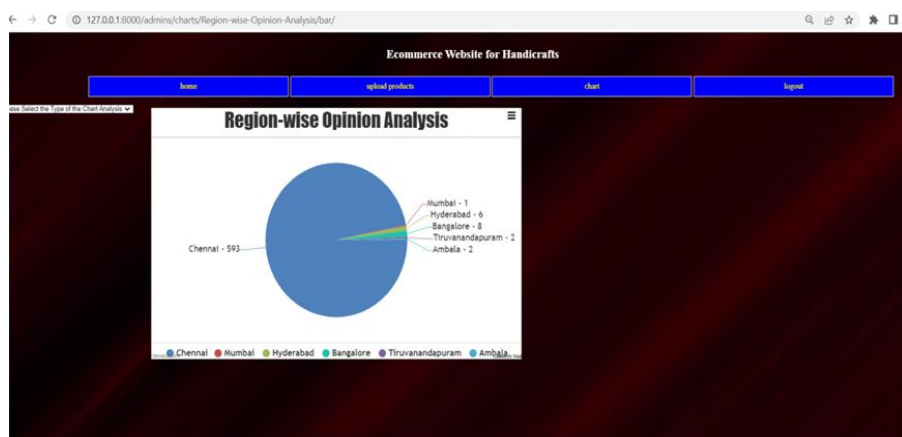
After buying the product user can checkout.



Admin can login and upload the Handicraft products when required or when new products are available.



Admin can go the chart page and he can view the region wise sales which will help him or her to know in which region the sales are more.



Admin can view the Sentiment-Wise-Analysis bar graph which will help him to know the feedbacks from the user. After that he can just click on logout.



## 5. Conclusion:

The internet has led to the birth and evolution of e-commerce. E-commerce has now become a key component of several organizations in the daily running of their business.

As the internet and in turn, e-commerce has developed, and continues to evolve and grow, it is vital that any organization, in any particular industry, must base its strategic planning around such rapidly growing medium.

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