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E-Swadeshi: A Web Based E-Commerce Project for Underprivileged Creative Section

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E-Swadeshi

An initiative for the creative people who live in an underprivileged condition, helping them to expand their business via e-commerce platform.

Abstract: *E-swadeshi is a E-commerce website where you can buy all the pottery products, handy crafted products, uniquely designed products from people living in remote areas. The main purpose of making this E-Commerce website is to help the people who are living in rural area and to give them opportunity to come up with their amazing and beautiful craft work and show across the world. People of India as well as of other countries love traditional craft works of India, so this website will be more helpful for the people looking for best craftworks across India. Handicrafts is a sector which is always explored by the people because of its creative and unique work but the maker of this beautiful craft works are facing lot of problems. People engaged with the work of craftsmanship either are illiterate or poorly educated which makes them hard to upgrade their skills and to know the market strategies. This makes the craftsmanship dying in their town.*

I. INTRODUCTION

E-commerce is a boom in the modern business economy. E-commerce (Electronic commerce) is a substantial paradigm shift impacting both marketers and the customers. E-commerce is more than just another way to boost the existing business practices and a new way to boost up global economy. It is a complete change in traditional way of doing business replacing it with online commercial business. This change in business model is witnessing a tremendous growth around the globe and India is not an exception in this field. A massive internet spread has tremendously growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover E-Commerce has significant impacting on the environment. Although the model is highly used in current business model but the option has not been explored at its fullest. The current research has been undertaken to describe and analyze the trends of E-Commerce along with economy effects in India. The study further examines the key parameter imperative for the success of E-commerce business models.

This project is mainly focussing on the remote and under-developed areas in field of business within limited sector. The people who are in field of manufacturing and production of handmade items (including pottery, eatables, weaving etc) on a small scale within a limited area are given platform to sell their work online through this website. People who are indulged in small scale manufacturing of items without investments of large capital are given chance to upload their work on the website. People who are interested in their productive items can contact them for a specific order. The order given will be of minimum stat to allow the purchase of given items.

The payment will be given to the manufacturer of their total sale without any cut in taxes. The payment will be mainly on cash on delivery, so as to avoid the problem of bank account of the people who hardly know about the technological issues to how to handle the bank account. A system admin will be installed to every area who will be helping people to cope up with technological

procedure to upload the product item on the website and manage their profile as well. The items that are being uploaded for sale will be initially approved by the admin and then is allowed to put on sale. The description of the product including its name, id, minimum order, price, in stock and payment method.

II. ELECTRONIC COMMERCE

What electronic commerce is actually doing? Exchanges will be through with a commodities, services, ideas etc. All the commercial transactions happen electronically. Now comes how exactly does it work!

E-commerce allows consumers to electronically exchange services with no instance of any time and distance. Electronic commerce has risen in huge way in a number of the past years and can continue at this rate, or perhaps accelerate.

There are 5 varieties of E-commerce some might say there are 6 but we'll get thereto. Before we get to the meat of this text, it might be helpful to relinquish a fast definition of every to assist your business literacy if you weren't already sure.

- 1) B2B (Business to Business) has to try to to with things like outsourcing shipping, manufacturing, bookkeeping, and things of that nature.
- 2) B2C (Business to Consumer) is like paying and using Netflix reception.
- 3) C2C (Consumer to Consumer) is where people sell their things on eBay, Craigslist, or perhaps Amazon.
- 4) C2B (Consumer to Business) is just about like freelancing. One individual sells his or her services to business.
- 5) G2C/B is Government to Consumer/Business. This one can potentially be split, except for simplicity, I put them together. This has got to do with all the services the govt offers online. (You're right, this one isn't the maximum amount fun because the rest. thanks Big Government for of these charges so I will pay you)
- 6) F-commerce or electronic commerce means you get or sell goods/services online through internet. you'll use e-commerce web like e-bay, Amazon, alibaba otherwise you can just initiate on Instagram. There are many of us who use Instagram because it's user-friendly and has good interface. E-commerce is a method to push your business. it's cheap because you do not should own a physical store and you'll manage your own business relaxed.

A. History of e-Commerce

History of ecommerce dates back to the invention of the very old conviction of "sell and buy", electricity, cables, computers, modems, and the Internet. Ecommerce became feasible in 1991 when the Internet was opened for commercial use. Since from that day thousands of businesses have taken up dwellings at web sites.

At very beginning, the term ecommerce was meant to be transactions of business information electronically with the help of leading technologies such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) . These technologies appeared in the late 1970s and served business companies and organizations to send commercial documentation. The Internet began to come in popularity among the public in 1994. It took approximately four years to develop the security protocols like HTTP and DSL which allowed rapid access and a persistent connection to the Internet.



Fig 1. Estimated U.S. Retail E-commerce Sales as a Percent of Total Retail Sales (1999-2007)

According to the available data, we can see that how rapidly the ecommerce sales in U.S. has continued to grow in the next few years and, by the end of 2007, ecommerce sales accounted for 3.4 percent of total sales.

In history of ecommerce, Amazon and Ebay were the first Internet companies to allow electronic transactions, thanks to their founders that we can enjoy the buying and selling of products by comparing number of products from the other websites advantage.

Currently, there are 5 largest and most popular worldwide Internet retailers: Amazon, Dell, Staples, Office Depot and Hewlett Packard, which are common among people and at the tip of their tongue. According to statistical analysis, the most popularity gaining categories of products sold in the World Wide Web from e-commerce are music, books, computers, office supplies and other consumer electronics.

B. History Of Ecommerce In India

India is showing tremendous progress in the E-commerce Sector. Rival tradeindia.com has 700,000 registered buyers and it has the growth rate of 35% every year, too appreciable. Indiamart.com claims revenues of Rs. 38 crores and has a growing rate of 50 every year, proving to be the rising section of e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential growth in India, every class is indulged in online shopping. There estate costs are touching the sky very progressively. The travel portal alone share in the online business contributed to 50% of Rs 4800 crore online market in 2007-08, travel and tourism has a great share. The travel portal MakeMyTrip.com has attained Rs 1000 crores of turnovers which are around 20% of total e-commerce market in India and still progressing and reaching its peak. Further an annual growth of 65% has been anticipated annually in the travel portals alone in the coming years, as the future of e-commerce.

Ecommerce was introduced in India in the year 1999 through rediff.com which was one of the most website in India at that time. Rediff added a online shopping to its portal.

MakeMyTrip.com and Yatra.com were the two companies started by the year 2005 and 2006. They offers online flight tickets to travellers and also focus on the other businesses like holiday packages and hotel booking.

From booking online cinema tickets to buying products from product-based e-commerce website ,flipkart it all started in 2007. The website provide exciting discount prices and secure online payment to the customers. The Flipkart also provide COD (Cash On Delivery) services which most used by the people.

In the year 2013 Amazon launched its website in India with electronic goods and now has expanded into fashion apparels, beauty, home essentials and healthcare categories, which is maximum used by the people.

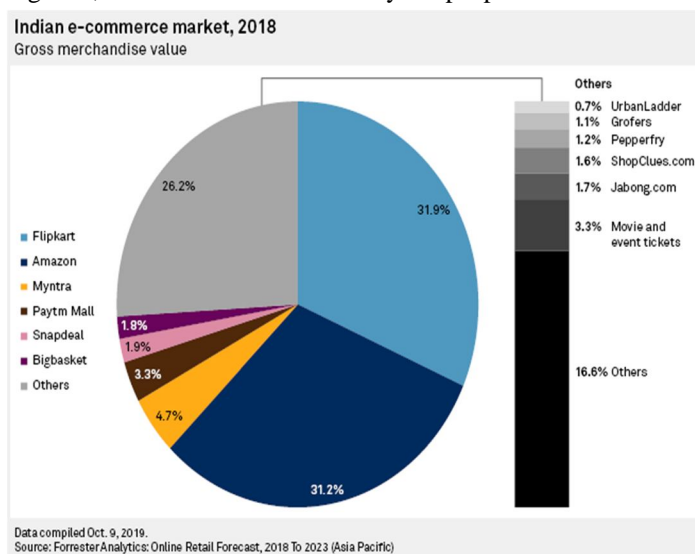


Fig 2. Indian E-commerce market, 2018

Today E-commerce is a style of living in Indian society and it has become an integral part of our daily life, as it is the most popularity gaining among all e-commerce websites. There are websites providing uncountable goods and services, but Amazon has always been at the tip of the tongue. Then there are those, which provide a specific product along with its associated services like Multi-product e-commerce- These Indian E-commerce portals provide goods and services in a range of categories. To mention few of them as : Apparel and accessories for men and women, Health and beauty products , Books and magazines, Computers and peripherals, Vehicles ,Software, Consumer electronics, Household appliances, Jewelleries, Audio and video, entertainment, goods, Gift articles, fashion, Real estate and services.

III. MERITS AND DEMERITS OF AN ECOMMERCE WEBSITES

A. Merits

- 1) *Costs Reduction:* The huge merit of an online business is the cost difference when compared to setting up a traditional level company. There are some charges which are with the security domain to maintain a website, which as much as seen and known is comparatively minimum.
- 2) *Wider Range:* With an online platform is that the company on the world level, reaching every way all the possible potential customers in all round the world .We need to have a better or well groomed dispatch of services as well as qualities.
- 3) *Lots of Choices:* Having an open choice of multiple shopping or buying stuffs online is what is the huge plus that adds to the online market, which a physical market does not provide at this one single place.
- 4) *24/7 Services:* So the services that they provide are online and 24/7 available to their customers. Any kind of change or any kind of keeping yourself online and shopping around was never this easy, you are given full benefit of having access to the websites. Stores are open all the time.
- 5) *Easy to Use:* Of course an easy access and easy to use on any be it laptops, desktops, phones one can use anywhere and yes all you need is an internet connection
- 6) *For Sellers*
 - a) A place where every vendor has the opportunity to spread their business all over the world.
 - b) Platform for seller to have huge traffic to their stores (online)
 - c) Increase in sales
 - d) Have opportunity for the customer activities

B. Demerits

- 1) *Internet Connectivity:* You may face to loss of money if some time if website goes low it can take hours to get back to track ,fixation may take time, this may at time make potential customer to stop from buying online, if they receive any error message. And possibly communicate to their family and friends.
- 2) *Lack of Interaction:* Staff members can be interacted face to face in the physical presence. This can impress the purchaser and to share their positive experience. Online can be a struggle to do so.
- 3) *Quality Check:* Being offline is good for one another reason that quality check is possible; quality can fall short as seen on online and as got in hand.
- 4) *Physical Stores vs. E-commerce:* The ecommerce is growing very fast but the physical store still tend to stand strong in the market anyhow with maximum market share, amazon is creating its own store, but the money online they make is not small.
- 5) *Security and Fraud:* Online platform is known for frauds and security breaches, and common too.
- 6) *Legal Issues:* For the sake of a successful businessman one need to be aware of the legal issues attached to online marketing. Their are various issues defined by government to save the customer rights.

IV. SIGNIFICANCE OF E COMMERCE

Nowadays, E commerce websites are gaining popularity which is this providing benefits .

- A. It is basically very easy to use as all other applications or websites can be used.
- B. It is globally present in the market s.
- C. Comparison between products can easily done with major factors and variety as the detailed information of every products is provided with images and clips.
- D. The payments gateways are secured.
- E. It can be conveniently done while doing other works in less time.
- F. It gives you a large public exposure if u go online for selling products.
- G. Services provided by them are 24*7 Even in the midnight so people can conveniently use it.
- H. It doesn't require building up of infrastructure or any kind of insurance in sites. It thus rises the traffic on websites.

V. ARCHITECTURAL FRAMEWORK OF E-COMMERCE

- 1) *Application Services:* Application layer is taken into consideration to decide which type of application program is to be made between all the four types of models in Websites.

- 2) *Interface and Support Services*: This is the third layer of the architecture which provides services and interface to the websites. Examples of this can be Interactive catalogs and directory support services. Directory Support Services are yfor providing transaction generated collectively and all the collected information to make smooth working of applications. It contains functions for information access when searched. Inter active Catalogs are to provide information and facilitate working of customer applications. This provides graphics ,images , videos for the proper advertising of the website to make it attractive for the customer.
- 3) *Secure Messaging, Security and Electronic Document Interchange*: This is the fourth layer which involves the electronic messaging services . This can include Electronic data Exchange(EDI), E-mails, Enhanced fax and remote programming.
- 4) *Middleware And Structured Document Interchange, And*: Due to gradual and enormous growth of communicating channels among unlike platforms by the help of networks and client server technology lead to the generation of middleware services. Thus this is used to integrate and communicate between all the applications , websites and software programs. Example are Structured documents(SCML,HTML).
- 5) *Network Infrastructure And The Basic Communication Services*: The conditions which is must or a precondition for the E-commerce website to work is effective , proper and efficient linkage in the supplier and customer. Example are Wireless cellular, radio, PCs and wired POTS , coaxial, Fiber optic.

VI. TYPES OF E-COMMERCE BUSINESS MODELS

There are mainly six types of e-Commerce business models:

- 1) *Business-To-Business (B2B)*: Business-To-Business model which is also known as B2B model and also the largest model. This model is based revenue which involves a lot of money. In this model exchange of goods and services takes place between the corporation. Mainly the goods and services are provided online with other companies. For example a mobile application development company provides the mobile app to the other companies or online security software provided by cyber security firm for making online payments.
- 2) *Business-To-Consumer (B2C)*: Business-To-Consumer model also refers to the B2C model. In this type of model distribution of goods and services which is provided by the company to its customers. Here the customer get its day to day services or products by ecommerce retail store and make their online payment by services like paypal or google pay and many more.
- 3) *Consumer-To-Business (C2B)*: Consumer-To-Business model is reverse process of Business-ToConsumer model where the customers are ones providing goods and services to the business operators. The C2B model is mainly divided into two parts: Independent Workers: those people who provide goods and services online through a website which is made by them for this purpose only.
- 4) *Consumer-To-Consumer (C2C)*: As its name suggest that Consumer-To-Consumer model is one where the customer sells its products to other customer through a third party website or a self-sufficient online platform. To understand this we can take example of auction system. In this type of system a customer exhibit its item for sale and the other consumers which are also the audience their act as buyer of that product. Generally, the transaction between the consumers are carried out online in Consumer-To-Consumer model. This model also depict that there should be a complete trust between the two parties so that their work is done very smoothly without any doubt and interruption.
- 5) *Business-To-Government (B2G)*: In this type of model, business provide services and goods to the government . Most of the time these type businesses only provide services and goods to the government or public administrative offices on a long term basis. These business provide many other services such as broadcasting promotional material to the radio, TV or the other popular sites on online platform.
- 6) *Consumer-To-Government (C2G)*: In Consumer-To-Government model, the process is reverse of Business-To-Government model with small difference. Here the government use websites to approach to the consumer . These websites support auction of vehicles, machinery, or any other material. Such websites also provide registration for birth, marriage or death certificates.

VII. IMPACT OF E-COMMERCE ON THE ECONOMY OF INDIA

A. Introduction

The e-commerce has transformed the way business is conducted and take place in India. The Indian e-commerce market is anticipated to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017 records. Much growth of the industry has been actuated by increasing internet connectivity and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19 as per census. India's

internet economy is expected to double from US\$ 125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by e-commerce establishment in India. India's E-commerce revenue turnover is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

B. Investments/ Developments

Some of the major developments witnessed in the Indian e-commerce sector are listed below:

- 1) In January 2020, Divine Solitaires has launched its e-commerce platform, with a user friendly interface.
- 2) In the Union Budget of 2020-21, government has allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000-gram panchayats, which is a good initiative towards village areas .
- 3) In August 2019, e-commerce Amazon acquired 49 per cent stake in a unit of Future Group of Kishore Biyani.
- 4) In September 2019, PhonePe launched super-app platform 'Switch' to provide a one stop solution for customers amalgamating several other merchants apps.
- 5) In November 2019, Nykaa, online beauty store, opened its 55th offline store marking success in tier II and tier III cities.
- 6) As of March 2019, Flipkart launched its internal fund of about US\$ 60-100 million to invest from early stage to seed innovations related to e-commerce industry specially to startup companies.
- 7) Reliance has already launched its food and grocery app for beta testing among its employees and will soon launch among the common people.
- 8) Google and Tata Trust have collaborated for the project 'Internet Saathi' to improve internet penetration among rural women and improve digital literacy among women in rural areas in India.
- 9) The biggest leading company "Amway" has collaborated with best IT industry Tata Consultancy Services to handle all its technological operations.

C. Government Initiatives

Since 2014, the Government of India has announced various initiatives namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund and many more. The timely and effective implementation of such programs will likely support the e-commerce growth and boost up the economy within the country. A number of the key initiatives taken by the government to market the e-commerce sector in India are listed below:

- 1) In order to facilitate and promote the participation of foreign players within the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) within the E-commerce market model for up to 100 per cent (in B2B models).
- 2) The heavy investment of presidency of India in rolling out the fiber network for 5G will help boost up ecommerce trend in India.
- 3) In the Union Budget of 2018-19, government has allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to produce broadband services to 150,000 gram panchayats to facilitate digital India within the underprivileged areas of the country.
- 4) As of August 2018, the government. is functioning on the second draft of e-commerce policy, incorporating inputs from various industry stakeholders in order to improve the functioning of e-commerce industry.

D. Achievements

Following are the achievements of the govt. within the past four years:

- 1) The internet subscribers reached 687.62 million till September 2019 out of which 251 million users are from rural areas.
- 2) In the festive sale (September 29-October 4, 2019), the e-tailers in India achieved US\$ 3 billion of Gross Merchandise Value (GMV).
- 3) Transactions through Unified Payments Interface (UPI) stood at 1.32 billion in February 2020 worth Rs 2,21,995 crore (US\$ 31.76 billion).
- 4) Under the project "Internet Saathi" over 26 million women were benefitted in India and it reached 2.6 lakh villages and reached 20 states.
- 5) Under the Digital India movement, government launched various initiatives like Udaan, Umang, Start-up India Portal etc and it is expected to boost up GDP up to \$1 trillion by 2025.
- 6) Under the project 'Internet Saathi', the govt. has influenced over 17 million women in rural areas and reached 170,000 villages have been benefitted in India.

- 7) Udaan, a B2B online trade platform that connect small and medium size manufacturers and wholesalers with online retailers and also provide them logistics, payments and technology support, and facilitate one to one negotiations between buyers and sellers, has sellers in over 80 cities of India and delivers to over 500 cities.
- 8) The government introduced Bharat Interface for Money (BHIM), a straightforward mobile based platform for digital payments, which has embedded in various applications like Paytm, Google pay, phonepay, common among people.

VIII. PROJECT SURVEY ANALYSIS

A. Age

Age

27 responses

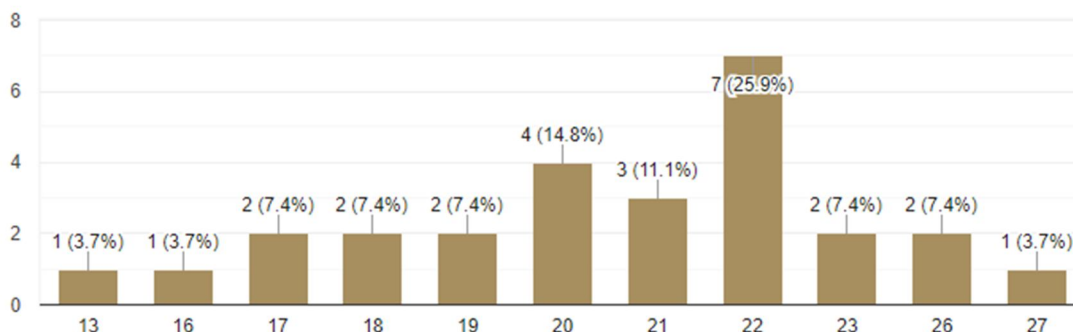


Fig 3 Survey undertaken by age group

The survey was conducted among the youth and few teenagers responded too. The survey collected response from 27 people in 2 days.

B. Idea Support

2. Do you support the idea for the creative people to sell their commodity online?

27 responses



Fig 4 Response of people in starting up of this project

It was observed that 100% of the responses were positive. This has motivated the project one step ahead of its success. We took the verbal survey too from the people who are indulged in the creative business marketing and we collected a nod for yes from the sellers. Thus it was decided to undertake the project further.

C. Suggestions Given By The People

- 1) People suggested over the decorative items and handmade crafts maximum to include into the business.
- 2) Various decorative like hangings, paintings, decorative cloth etc was mostly suggested by the people.
- 3) Jewellery like beaded necklaces and earrings on the fashion part was preferred.
- 4) Clay toys, clay pots, earthen pots, diyas and various clay items were suggested and gained popularity among the people requirements.
- 5) Edible items were also in the list for the preference to be sold via this platform.

- 6) Some sun baked items like pickles, papad, sweets and namkeens etc were also suggested in the survey report.
- 7) Weaved sarees and clothes were topping the list of requirements and suggesting the business ideas.

D. Opinions Given By People

- 1) People appreciated the idea of running an e-commerce platform in an underprivileged area. People nodded at inclusion of housewives as well as small entrepreneurs into this service.
- 2) People prefer tiffin services too for this online platform. The housewives who cook some items like pickles, chips, papad, namkeens etc just for small business should be included in this sector of swadeshi business.
- 3) Swiggy , Zomato etc are doing the business of home food delivery but it is for the registered restaurants. This platform will be feasible for anyone to register their selling items and it will be collected at their respective places. Homely food was pressurised in this business and most of the people prefer home made food to be easily available through this platform
- 4) However, we had targeted village areas first and expect to expand the platform in various towns and open it for the entrepreneurs to register themselves for their business online.

“This should not only be limited to villages” was the most topping respond towards our target. They encouraged the way this project will emerge out from a small area towards a city and large town.

E. Frequency Of Usage Of E-Commerce Platform Statistics

1. Which e-commerce websites do you use frequently?
27 responses

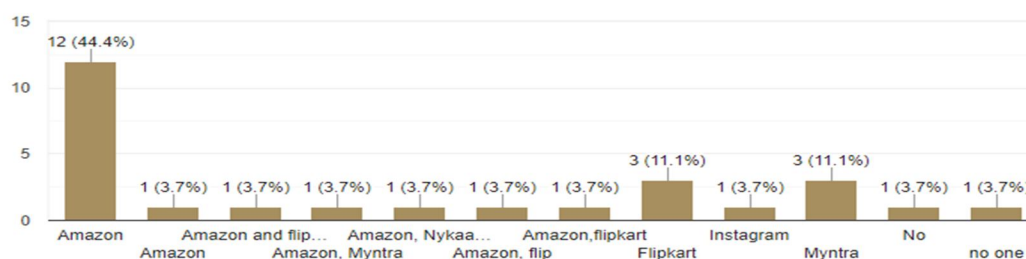


Fig 5. Frequently used e-commerce website

- 1) Today, there are about 400 e-commerce platforms globally which is quite a lot considering you need only one at the end of the day.
- 2) People tend to have a great at the level of survey in our country as like India people due to a massive responses. and the kind of usage ,amazon by them is considered as best e-commerce website by them.
- 3) Flipkart at the second , by which its shown how customers do have a great drive towards the best and performance
- 4) If you have extremely special requirements, you still have the option to have your own online store developed from scratch, but that, of course, is a different story.
- 5) So as per the survey its evident how people are showing huge interest towards how amazon is delivering the good work.

F. Mode of Payment

4. If the sellers are village people, which mode of payment should be suitable?
27 responses

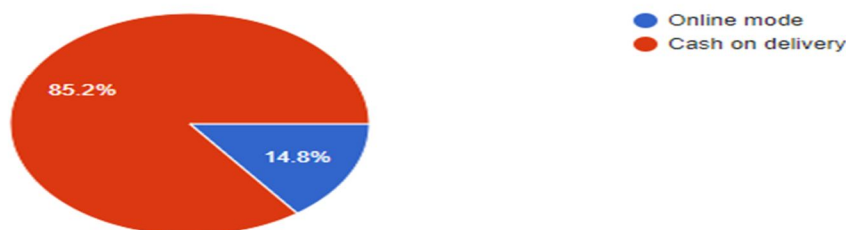


Fig 6. Mode of payment preferred

In one of our survey about the experience of people on ecommerce websites was very surprising as one of the question of our survey was "If sellers are village people, which mode of payment should be suitable?" and in the result 85.2% of people believed that it should be COD mode i.e. Cash On Delivery and the others 14.8% people says that it should be online mode.

While analysing this result, majority of People are aware about situation of village that it may be a problem for them to accept the payment through online mode as not seller of the village would be enough self sustain to understand and keep tracking of the online payment. It will be more comfortable and suitable for them to get their payment in hand. In this case both the buyer and the seller will have to trust on each other and this will make business relationship between the buyer and seller more stronger.

Online Mode is the most easiest and secured way to make payments and to make this method more easier many application has been developed which will link with your bank account and you can make the payment to the other party very easily. But it is not that easy for the seller of villagers as it is not always possible that the internet connection will be always available for them and there are many other problems which can also be problematic for them .

So the method Cash On Delivery is the most easiest and convenient method for them.

IX. TABLES

A. Comparision Among Amazon, Flipkart And Myntra

PARAMETERS	AMAZON	FLIPKART	MYNTRA
Founded	July 1994 and launched in India in June 2013	2007	2007
Found by	Jeff Bezos	Sachin Bansal and Binny Bansal	Mukesh Bansal , Ashutosh Lawania and Vineet Saxena
No. of employees working	798,000	20,000	1500
Revenue of the company(2019)	US\$280.522 Billion	US\$ 6.1 Billion	Rs 1041.10 Crore
Type of company	Amazon::= Public(<u>e-commerce</u> , <u>cloud computing</u> , <u>digital streaming</u> , and <u>artificial intelligence</u>)	E-Commerce website	fashion e-commerce
Headquarters	Seattle , Washington, United States	Bengaluru , Karnataka,India	Bengaluru , Karnataka,India

B. Database Description Used In The Project

TABLE NAME	DESCRIPTION
Admin	Admin profile email and passwords
Categories	Categories into which the items are divided: pottery Clothes Music
home_headings	The categories which are displayed on home page
Orders	Orders that are placed by the user(item id , item name , user id, status)
Products	Description of products, product id and minimum order
Suppliers	Supplier's profile containing name , id, password, phone , email, address
Users	User details: id, name , e-mail, phone , password, address
user_cart	Orders that are placed by the users: Id, user id, product, quantity, placed

X. CHALLENGES AND LIMITATIONS

- A. Surveys during the projects to the remote areas that are indulged in manufacturing process.
- B. To convince people for selling their work via online
- C. Assurance for the profit of their sale.
- D. Technological decisions, for example the language used, the database support etc.
- E. To reach Non governmental organisations for the support through fund and promotion

XI. TECHNOLOGIES USED

- A. php version 7
- B. bootstrap
- C. javascript
- D. html
- E. css
- F. mysql for database

XII. RESULT

- A. The orders are placed successfully by the users by cash on delivery.
- B. The suppliers can upload their items they want to sell online.
- C. New users and new suppliers can register and can get their new unique id.
- D. Every new registry of items as well as suppliers will be first approved by the admin
- E. People suggested many items such as:

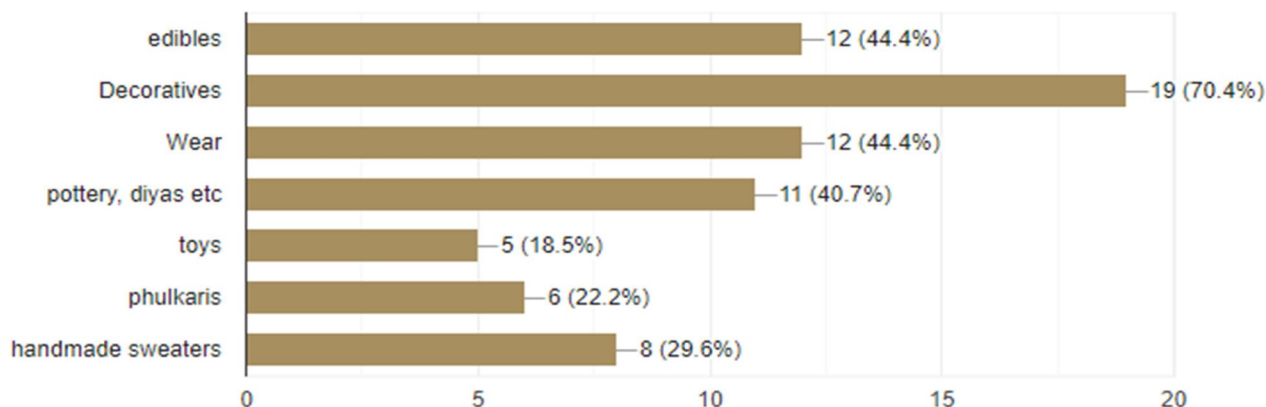


Fig 7 people prefer to buy commodity via this platform

XIII. CONCLUSION

- A. People in remote areas can put their work on sale for the large scale business
- B. Reaching to the areas where online business is difficult for the people to cope up with the technological platform.
- C. Contributing towards the growth of Indian economy from the remote parts of the country.
- D. People are ready to buy some unique art crafts online.
- E. The targeted suppliers are ready to sell their commodity online.

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