

MERCADO

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Abstract

The State Poverty Eradication Mission (SPEM) of the Keralan government is in charge of the Kudumbashree initiative, which aims to eradicate poverty and empower women. Under the URL "kudumbashreebazaar.com," Kudumbashree has a unique online e-commerce facility where customers may purchase Kudumbashree items (chosen products) online from the comfort of their homes. Customers will be able to explore the catalog and choose goods of interest through the web portal, which will serve as an online marketing platform for Kudumbashree products. The lack of an invoice at purchase is one of many issues with this portal. Another problem is with the login feature, which requires a phone number and requires an OTP that is obtained after a lengthy waiting period. You can't add the product to the basket, and it's mostly unavailable offline. The gateway is difficult to use and frequently causes a great deal of confusion. This is your opportunity to step in with the "MERCADO" website concept. The "MERCADO" website concept serves as an e-commerce platform, addressing the issues with the current website and promoting Kudumbashree items. Along with the brand value, which will grow rapidly, this website will undoubtedly raise the market prices of the items offered. The website puts into practice the notion of creating an environment that is easy to use for productive work and order placement.

Keywords: Online marketplace, Easy order placement, OTP verification

1.Introduction

E-commerce is rapidly becoming a widely recognized and utilized business model both inside the state and throughout the nation. "E-commerce portals/websites" that offer the ability to conduct business transactions online are being introduced by an increasing number of companies. Even in Kerala, it is fair to claim that online buying is becoming more and more widespread. The majority of internet portals concentrate on retail and large-scale items, leaving out the sizable portion of small-scale manufacturers that lack the chance to compete in the domestic or global market. Kudumbashree aims to identify low-income households, organize women from these families into Non-Hazardous Groups (Ayalkkootams), promote savings and investment through credit by establishing informal banks for the impoverished, and most importantly, increase the incomes of impoverished individuals by nurturing their entrepreneurial and vocational skills, and creating opportunities for self-employment and wage work. This platform offers customers a wide range of products, including food items, personal care items, handicrafts, clothing, bags, umbrellas, and more, all at their doorstep with the unique selling pitch of ethnicity, purity, and small-scale producer confidence.

2. Literature review

In India, especially Kerala, e-commerce has quickly become the most popular business model. Online shopping has become widespread because of developments in payment gateways, mobile technology, and internet accessibility. Even while big businesses control both domestic and foreign markets, marginalized and small-scale manufacturers frequently encounter obstacles when trying to enter the digital market. Rural craftspeople and small producers are notably underrepresented in e-commerce platforms, losing out on chances for expansion and visibility, according to Nambiar & Bhatia (2018). The introduction of platforms such as MERCADO offers a way to close this gap by giving marginalized populations' products—especially those of women entrepreneurs under Kudumbashree—a platform to reach a larger audience of buyers. Many people consider Kudumbashree's concept of microfinance, self-help organizations, and skill development programs to be an effective strategy for eliminating poverty in Kerala. Studies by Kumar & Sharma (2020) highlight the success of microfinance and women's collective action in Kerala through the Kudumbashree program. This has led to tremendous socio-economic growth, particularly in rural areas. These regional producers, however, frequently do not have a direct line of access to the internet economy. Kudumbashree's efforts can be strengthened by platforms such as MERCADO, which give small-scale producers a structured area to promote their items in addition to allowing them to display their wares. The literature on e-commerce places a strong emphasis on the value of technological infrastructure and user experience (UX) design in raising client happiness. An intuitive, responsive, and user-friendly website is essential for keeping users on it and turning visitors into paying clients, claim Patel & Mehta (2022). The key to MERCADO's success will be providing a smooth and easy shopping experience for both producers and customers. Kerala and other rural areas of India have high rates of mobile internet usage; hence, the website needs to be mobile-friendly. According to the research, MERCADO could help close the current gaps in the digital market for small-scale manufacturers, especially women who are part of the Kudumbashree program. It can assist in expanding market access, empowering people, and raising the standard of living for Kerala's impoverished households by providing an inclusive e-commerce platform. The platform must also provide small producers with the necessary training and assistance to get beyond the obstacles to digital adoption. By combining user-centric design, ethical consumerism, and trust-building, MERCADO may significantly contribute to the expansion of the market for Kudumbashree's distinctive products.

3. Methodology

1. **Project Initiation:** This stage outlines the project's goals, objectives, and roles for stakeholders. We create a project charter that outlines objectives and deliverables from the outset to ensure clarity.
2. **Planning:** We produce a comprehensive project plan that includes the creation of a Work Breakdown Structure (WBS) to break down the project into manageable tasks. We allocate resources, assess risks, and budget in detail to prepare for any obstacles.
3. **During the execution phase,** team members assign tasks based on their areas of competence. We design the online platform to simplify consultations and ensure user-friendly communication. The first step in active client involvement is to provide services like market analysis and compliance advice.
4. **Monitoring and Control:** Constant supervision is essential. We monitor Key Performance Indicators (KPIs) to evaluate the adherence to plans and budgets. We ensure prompt resolution of any problems through frequent updates and team meetings, and implement quality control procedures to maintain high service standards.
5. **Closing:** Delivering the finished products to clients marks the end of the project. We obtain feedback to gauge satisfaction and pinpoint areas in need of development. The project team records lessons learned at a final review, providing guidance for upcoming initiatives.

4. Existing system

Kudumbashree's exclusive online e-commerce portal, "Kudumbashreebazaar.com," is a general-purpose online store where customers may purchase Kudumbashree products (chosen products) from the comfort of their homes. Customers will be able to browse the catalog and choose products of interest through the web portal, which will serve as an online marketing platform for Kudumbashree products. But because of its shortcomings, this system is no longer accessible online.

5. Proposed system

Even novice users would have no trouble using the suggested system thanks to its user-friendly design. With an increase in product supply, the product's market worth and brand value would progressively rise. Customers would be able to purchase authentic goods at a fair price, while suppliers would be able to obtain a more straightforward overview of the products they provide, making it simpler for them to determine availability and requirements.

6.ER Diagram

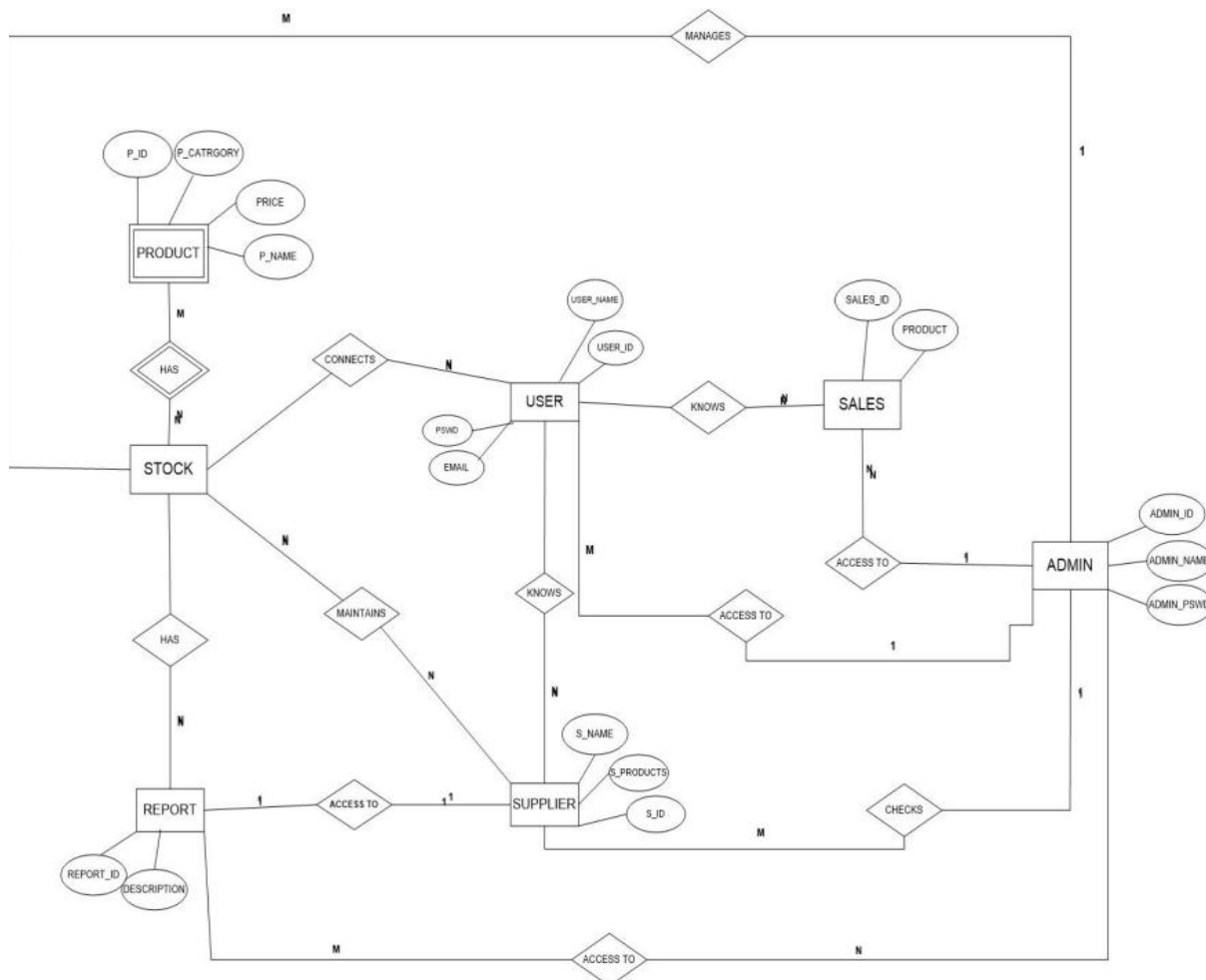


Fig: 2 ER Diagram

7.Modules

7.1 Admin

The administrator must log in using legitimate login credentials. They have access to all of the supplier and registered user information. The administrator can manage all reports and newly added product categories. The administrator has access to all user reviews and ratings.

7.2 Supplier

This section allows providers to register, while new users can log in and confirm by phone number. The supplier has the ability to set and edit the profile at any time. A new or existing product may be edited, updated, deleted, or accepted by the supplier. They have access to their data, which shows their profit and loss.

7.3 User

This section allows new users to register, while existing users can log in and confirm by phone number. At any time, they have the ability to set and modify the profile. The user can look for, purchase, or add items to their cart.

7.4 Report

The report module produces several reports to supply the information required for the project management procedure. The top line uses reports to make decisions. They display the precise data for particular audiences, objectives, and purposes.

8.System design

The website will only be accessible through a browser with internet connectivity. The website is browser-compatible, so users may view it from any browser. However, in order to enjoy the website's benefits, users must log in. Without a login ID and passcode, users cannot buy products. This website utilizes HTML, CSS, and JavaScript as its frontend programming languages, and MySQL serves as the backend database.

9.Result and Discussion

The MERCADO website concept successfully addresses the drawbacks of the current Kudumbashree e-commerce platform, improving user experience, expediting transactions, and expanding market reach. MERCADO guarantees a hassle-free buying experience with its user-friendly interface, smooth checkout procedure, and automated invoice creation. Multiple authentication choices enhance the login process, cutting down on entry barriers and wait times. Multiple payment alternatives serve a wider audience, and a strong inventory management system ensures real-time product availability. MERCADO greatly increases Kudumbashree's market value by enhancing accessibility across devices and cultivating consumer trust, which helps to empower women and eradicate poverty through improved economic prospects.

10. Conclusion

Working on this fascinating and difficult project has been a real pleasure for us. We benefited from this project since it gave us hands-on experience with PHP and MySQL server programming. Additionally, it gave information on the newest technology utilized in web-enabled applications. This MERCADO platform, with its unique selling proposition of ethnicity, purity, and the faith of small-scale producers, provides customers with a wide range of products delivered to their doorstep, including food items, personal care items, handicrafts, clothing, bags, umbrellas, and more. The old system was unreliable and extremely time-consuming. MERCADO guarantees the dependability and practicality of purchasing organic goods.

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