

CSE / EEE / ETE 499B (Section 02)

Research Report (CO7)

Project Title: Swarnoshuta- A clothing brand E-commerce Website

Submitted To

Dr. Shazzad Hosain (SZZ)

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ID	Name
1911067042	Rafiqun Nabi Torofder Navid
2012314642	Ankita Kundu
2211939042	Md. Shihab Tawsib Shown

Abstract

The preservation of traditional handloom craftsmanship is crucial to safeguarding cultural heritage and fostering sustainable livelihoods. **Swarnoshuta** is an innovative e-commerce platform designed to promote and market traditional Bangladeshi handloom sarees, including Tant, Banarasi, Silk, Jamdani, and Muslin. This project aims to counter the growing dominance of machine-made products imported from neighboring countries like India and Pakistan, which threaten the survival of local artisans and their time-honored weaving traditions.

The primary goal of this initiative is to establish a robust online presence through a dedicated website and Facebook page, serving as a bridge between customers and craftsmen. By creating a direct connection, **Swarnoshuta** seeks to revitalize the handloom industry, generate employment opportunities, and uplift marginalized weavers. The platform provides an avenue for artisans to showcase their craftsmanship to a global audience while enabling customers to access authentic, high-quality handloom sarees conveniently.

The website was developed using modern web technologies to ensure a seamless user experience. React.js was employed for the frontend, providing an interactive and responsive interface, while Express.js and Node.js were utilized for backend development to handle server-side operations efficiently. MongoDB, a NoSQL database, was chosen for its scalability and flexibility in managing product and customer data.

This research paper outlines the design, development, and implementation of the **Swarnoshuta** platform. It also explores the socio-economic impact of creating an online marketplace for traditional crafts and highlights the importance of preserving cultural identity through technological innovation. The findings suggest that such initiatives can play a pivotal role in sustaining traditional industries, fostering economic empowerment, and promoting cultural pride in a rapidly globalizing world.

Introduction

Bangladesh has a rich cultural heritage, deeply rooted in its traditional crafts and textiles. Among these, Jamdani and Tant sarees stand out as iconic symbols of elegance and artistry, cherished not only in the local market but also by the global diaspora. Despite their cultural significance, these traditional crafts often face challenges in reaching modern customers due to the lack of a digital presence and effective marketing strategies.

To bridge this gap, this project introduces **Shawrnoshuta**, a Flutter-based e-commerce platform designed to promote and sell Jamdani sarees, Tant sarees, and other related items. The platform not only provides a convenient shopping experience for customers but also aims to empower local artisans by offering them a direct and efficient marketplace to showcase their work.

The development of **Shawrnoshuta** leverages modern technologies, ensuring a