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One District One Product of India

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Abstract: The Aim of this research paper is to develop a website used to find products and crafts in INDIA on a single platform – like the ancient craft, world-famous work on clothes which aims to encourage such indigenous and specialized products and crafts. The "ONE DISTRICT ONE PRODUCT"(ODOP) website has been conceived with the view to provide a platform to sell indigenous and specialized products and crafts made in various districts of various states which is very helpful in providing employment.

Keywords: Cascading style sheets, Web development, Browsers, Bootstrap, Web user interface, client-server systems, Internet

I. INTRODUCTION

For the development and social and economic stability of a country especially in a democratic one like India. It is important to provide jobs to everyone and help them to improve the living standard & comfort level. The "ONE DISTRICT ONE PRODUCT" (ODOP) website had been conceived with the view to provide a platform to sell the local products which are made in small towns and villages by people working in unorganized sector and thus providing employment and help them in becoming "Aatmnirbhar" (self-dependent). Its aim to provide job to the people, market to the product, various popular goods with ancient and cultural importance to

others, is the fact that it is a website to sell product manufactured by people of India in their houses or very small or medium-size industry, designed with a specific target audience of people all around the world, taking into consideration. It is the platform that is also helpful to recognize.

A. Implementation Approach

It has been built using HTML, CSS, JAVASCRIPT, and Php is used for the backend, Xampp server, MySQL is used as a database to store information about users and products.

1) Requirement Gathering and Brainstorming Ideas
2) Creating a Workflow
3) Creating Low-Fidelity Wireframes
4) Creating High-Fidelity Wireframes
5) Developing Graphic Mockups

B. Practical Implications

A rich and simple design of the website aids the user in navigating the system easily and comprehensively. Features such as searching and viewing options further add to the capabilities of the system and thereby also help in reducing time consumption.
the mission of "Aatmnirbhar Bharat". A rich and simple design of the website aids the user in navigating the system easily and comprehensively. Features such as searching and viewing options further add to the community traditions that are being received through modernization and publicization. The website also helps the customer to get "vocal for local" and to support the
GI-tagged which means they are known as being specific to that region. Many of these were also dying
capabilities of the system and thereby also help in decreasing and the overall country is facing a big problem in the economic field. Many of the products on the website reducing time consumption. With a marked difference in the types of users, the system provides a clear hierarchy and shields private data and administration details from those users, who are
facing the problem of "unemployment". People are losing jobs mostly in the unorganized sector, GDP is
not permitted or concerned with them The most consumers at their doorstep. Due to COVID-19, rapidly increasing population, and various other problems India
fundamental factor, that sets this website apart from

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II. WORKING

It has been built using HTML, CSS, JAVASCRIPT and BOOTSTRAP, Php is used for the backend, Xampp server, MySQL is used as a database to store information about users and products. The complete structure of the system, its design and planning, working and conception, will be outlined in distinct sections. A Waterfall Model Approach to Software Engineering was undertaken, and hence the steps are detailed similarly. First, we shall deal with the analysis and planning part of the Software Development Life Cycle (SDLC). Then we go on to explain the technical Architecture and Methodology adopted in building the system..

III. LITERATURE REVIEW

As we know, due to COVID-19 every country is facing the problem of unemployment. Generating jobs at local levels and providing market to the products manufactured at a low level can solve this problem at a large level. Also, we know that E-commerce has helped

a lot in dealing with goods and services through the internet and electronic media. It also has helped to generate jobs, providing jobs and the market. The ODOP website is a similar idea somewhat like an E-commerce website but to provide more employment and a bigger market for local products. The existing ODOP website is a result of one of the UP-Government ODOP schemes which aim to encourage such indigenous and specialized products and crafts and to provide jobs to 25 lakhs people in 5 years. It has one product of each of the 80 districts of Uttar Pradesh. The limitations of this web- -site is that to sell or buy the product we have to move on Amazon or GeM portal. Also, India is a country having 28 states and 8 union territories, so just having only 1 ODOP website just for a single state is not enough. A similar website www.GItagged.com is a website that provides a market to GI-tagged (which means they are certified as being specific to that region) product of 13 states. But still, that's not enough. What about the remaining states and what about the products which are not GI tagged but are manufactured at the local level and are quite popular and are proving job to a lot of people.

IV. RESEARCH METHODOLOGY

A. Research-Survey Instrument

This study is based on primary data collected by the research method. The survey instrument was a questionnaire that consisted of four sections: profile of the business owner, the business background, internal success factors, and external success factors. Successful items comprising internal and external dimensions listed in the questionnaire were derived extensively. Real properties that refer to the inherent characteristics of the business or the entrepreneur were marked in the questionnaire by variables such as innovativeness, business knowledge, hard work, product competitiveness, and business networking. Government assistance help as an external contributing property to entrepreneurs' success was measured by items such as financial assistance, training and extension services, marketing, moral support, technical assistance, infrastructure, and business-related policies.

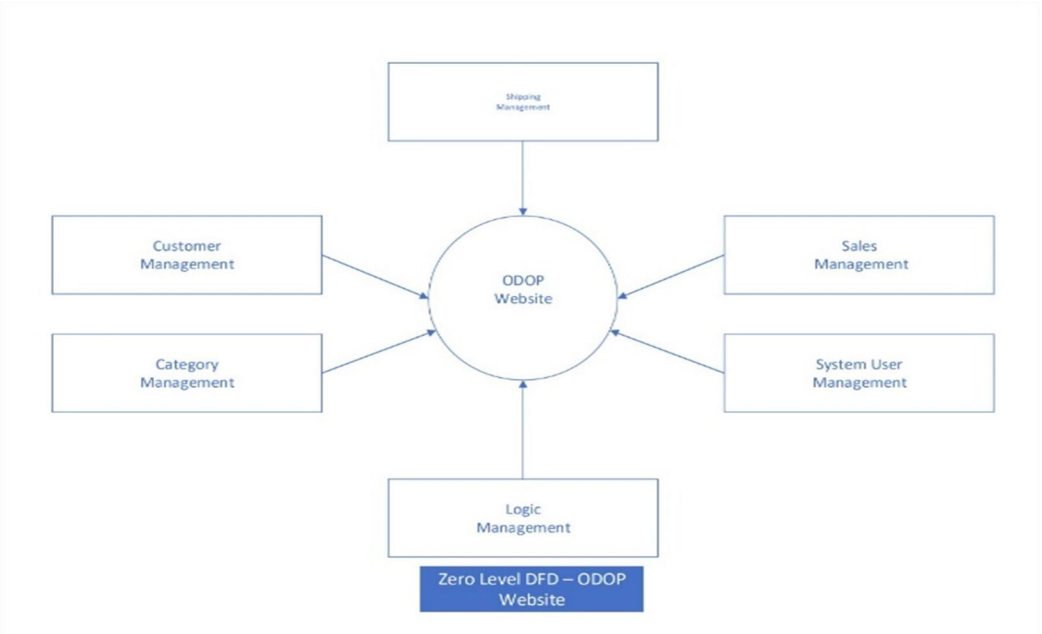


Fig1.Zero level DFD

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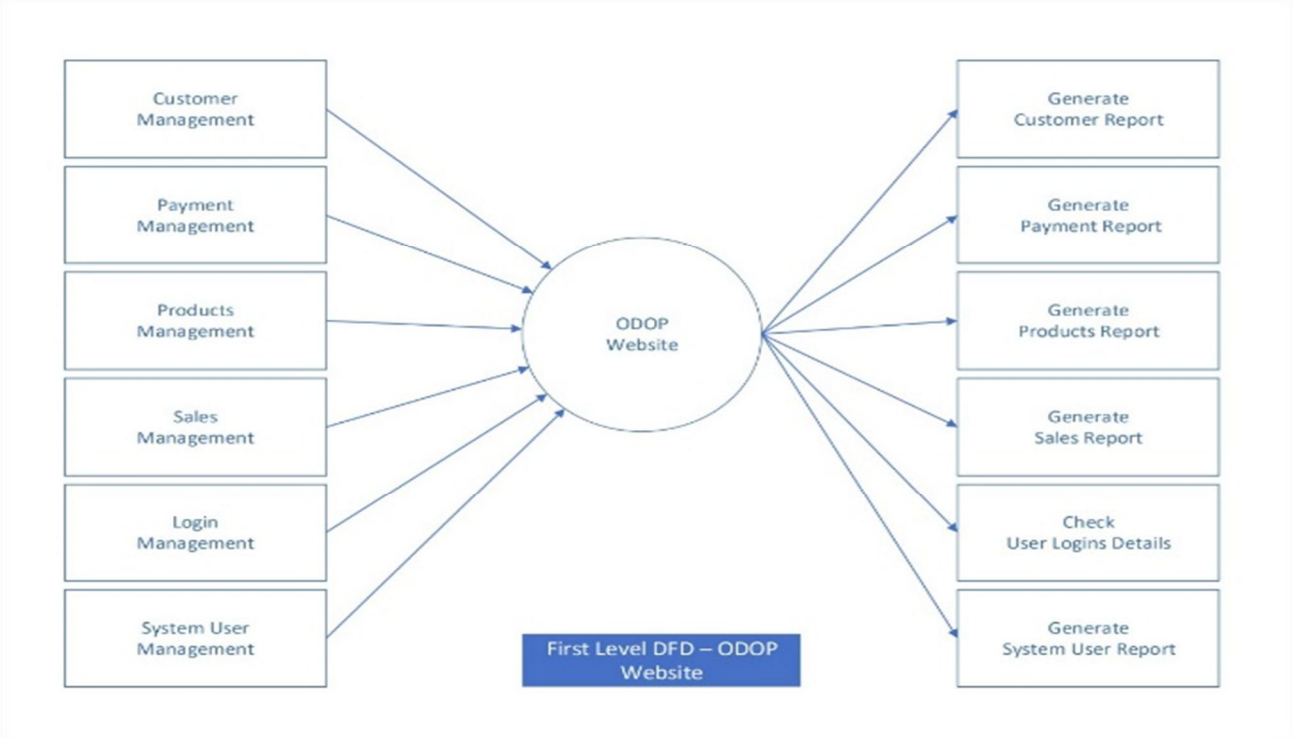


Fig2.First level DFD

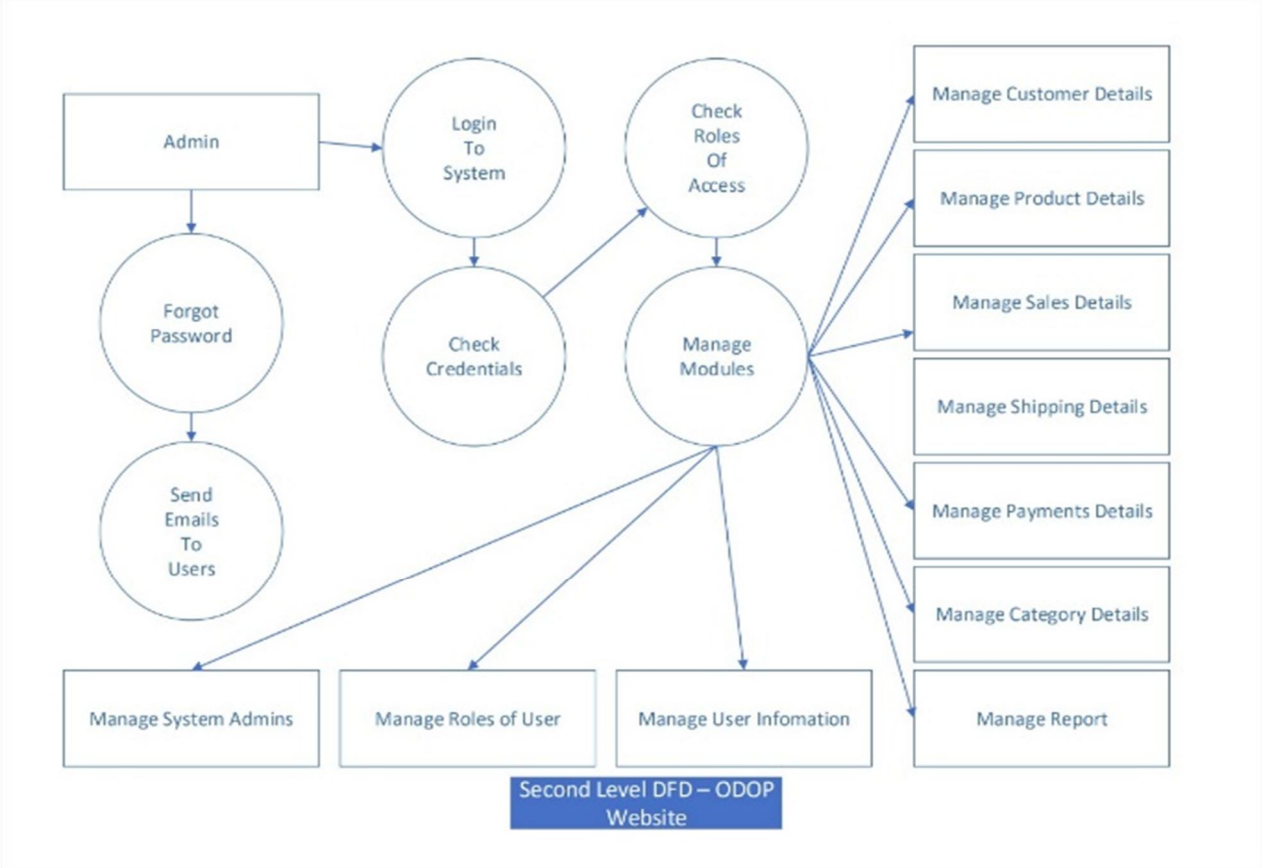


Fig3.Second level DFD

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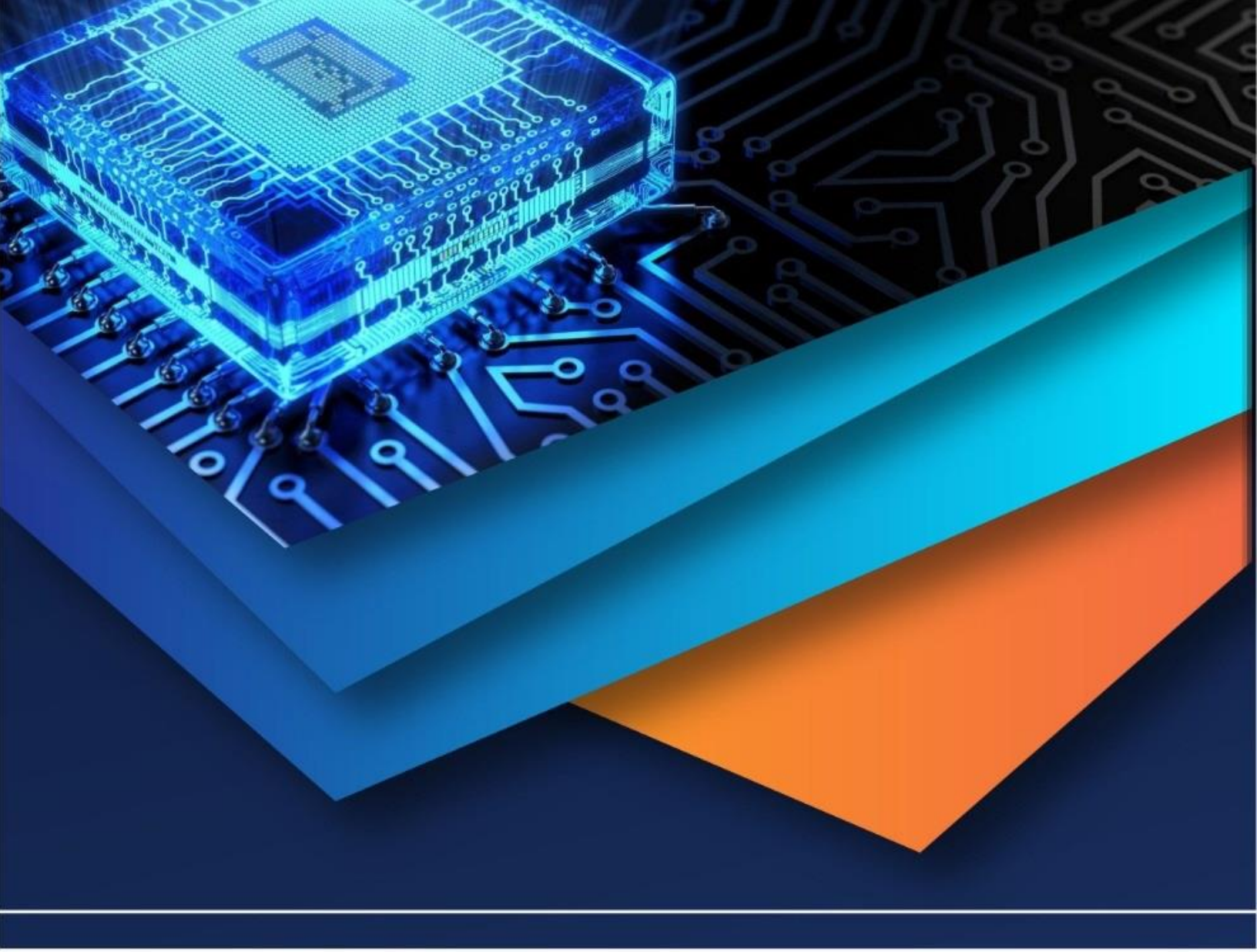
V. RESULTS AND DISCUSSION

The website thus developed, that sets this website apart from others, is the fact that it is a website to sell product manufactured by people of India in their houses or very small or medium-size industry, designed with a specific target audience of people all around the world, taking into consideration. It is the platform that is also helpful to recognize. We have elaborated on the high-level process of E-commerce. It's a basic overview of the whole ODOP Website or process being reviwed or being designed. It is designed to be at a flash view of payment, bill, and shipping showing the system as a high -level process, with its relationship of product, category and sales. It should be easily understood by a wide audience, including product, sales and payment. The website shows how the system is divided into subsystem each of which deals with one or more of the data flows to or from an external agent, and which together provide all of the functionality of the ODOP Website system portal as a whole. It also consider internal data stores of shipping products, bill, payments, customer to do its job and show the flow of data between the various parts of the system. ODOP Website goes one step deeper into parts. It may require more functionalities of the ODOP Website to reach the necessary level of details about the ODOP Website Functioning. ODOP Website shows how the systems divided into sub-systems(processes). This paper presents the determinants of small business success as perceived and experienced by rural entrepreneurs. A sample of small rural entrepreneurs under the One-District-One-Product (ODOP) programme in India was surveyed using a structured questionnaire. Despite the importance of both internal and external factors, this paper found that the external factors are more dominant than the internal ones in contributing to the business success of the ODOP entrepreneurs. All the external factors extracted by factor analysis narrow down to the important role of the government in promoting small business success. Therefore, the government should continuously provide assistance and a favourable environment conducive to small entrepreneurship in rural area.

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