

Konkan Mart

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Abstract:

Konkan Mart is an online shopping website created to sell authentic products from the Konkan region of Maharashtra, such as Alphonso mangoes, cashews, kokum, spices, and traditional food items. Many people outside Konkan find it difficult to buy these genuine products, and local sellers do not have a proper online platform. This project connects customers directly with verified Konkan vendors through a secure and easy-to-use website. Customers can browse products, add items to a cart, make payments, and track their orders. Vendors can list their products, while the admin checks product quality and vendor details. Konkan Mart helps promote Konkan culture, supports small local sellers, and makes shopping convenient for customers. In the future, features like a mobile app and better delivery tracking can be added.

INTRODUCTION:

The Konkan region of Maharashtra is renowned for its natural beauty, cultural heritage, and unique agricultural products. Products such as Alphonso mangoes, cashews, kokum, spices, and traditional homemade food items are widely recognized for their quality and authenticity. These products are deeply connected to the region's culture and lifestyle and have a strong demand across different parts of the country. Despite this demand, customers living outside the Konkan region face challenges in accessing genuine Konkan products. Most of the time, they depend on relatives, seasonal travel, or unreliable online sources. On the other hand, local vendors and small-scale producers rely on traditional selling methods such as local markets, fairs, or small shops, which limits their customer base and business growth. With the rapid growth of e-commerce, online shopping has become a convenient and preferred option for many consumers. However, major e-commerce platforms do not focus specifically on regional or traditional products, and authenticity is often questionable. Additionally, small local vendors find it difficult to compete or list their products on large platforms due to strict policies and high costs. To overcome these limitations, Konkan Mart proposes a dedicated e-commerce platform exclusively for Konkan products. The system is designed to be simple, secure, user-friendly. Customers can easily search

for products, place orders, and track deliveries, while vendors can digitally manage their products and orders. An admin ensures proper verification and quality control. This project highlights how technology can be effectively used to promote.

PROBLEM STATEMENT:

Although Konkan products are in high demand, several problems affect their accessibility and distribution:

1. Authentic Konkan products are not easily available outside the region.
2. There is no centralized and dedicated platform for Konkan products.
3. Vendor authenticity and product quality are not assured on existing platforms.
4. Traditional selling methods are slow, manual, and inefficient.
5. Small vendors lack digital exposure and nationwide reach.
6. Customers face inconvenience due to unsafe payments, lack of order tracking, and unreliable delivery systems.

These issues clearly indicate the need for a structured, secure, and region-focused e-commerce solution such as Konkan Mart.

OBJECTIVE OF PROJECT:

The main objective of the Auto Shield project is to design and develop a smart and intelligent vehicle anti-theft system using Internet of Things (IoT) and Artificial Intelligence (AI) technologies. The system aims to enhance vehicle security by combining real-time monitoring, identity verification, and automated alert mechanisms.

Another important objective is to reduce false alarms that are common in traditional security systems by using facial recognition to verify authorized users. The project also focuses on providing real-time vehicle location tracking using GPS technology, which helps vehicle owners monitor their vehicle at all times.

Auto Shield aims to enable quick decision-making by allowing the vehicle owner to approve or deny access through cloud-based communication. In addition, the system is designed to securely store captured images and location data on the cloud for future reference and investigation purposes. A further objective is to ensure silent operation so that the intruder is not alerted, thereby increasing the chances of successful vehicle recovery with the help of police authorities.

EXISTING SYSTEM:

Currently, the sale and distribution of Konkan products are carried out through multiple unorganized and semi-organized systems, which include the following:

1. Local Markets and Physical Stores:

Customers are required to personally visit the Konkan region or nearby markets to purchase authentic products. While this ensures quality, it is time-consuming, expensive, and impractical for customers living far away.

2. General E-Commerce Platforms:

Large platforms like Amazon and Flipkart list some Konkan products, but there is no guarantee of authenticity. Vendors are often not verified, and customers may receive low-quality or fake

products. Searching for genuine Konkan items among thousands of listings is also difficult.

3. Social Media and Informal Selling:

Some vendors sell products using WhatsApp, Facebook, or Instagram. These platforms lack proper order management, secure payment options, and delivery tracking, leading to trust and reliability issues.

4. Traditional Vendor Networks:

Local vendors sell through distributors or fairs, which limits their reach to specific locations and seasons, preventing business expansion.

5. Limited Regional Websites:

A few small regional websites exist, but they often lack proper design, secure payment systems, and user-friendly features, resulting in poor customer engagement.

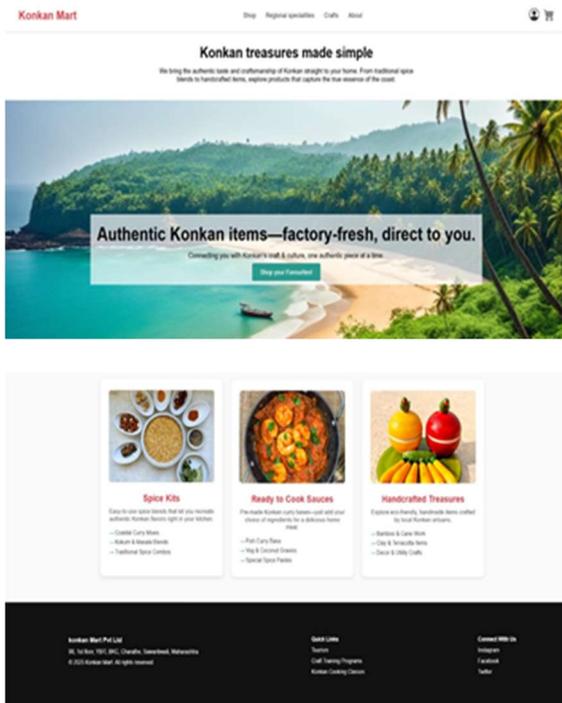
LIMITATION:

1. Limited scalability.
2. Simulated payment system.
3. No real delivery integration.
4. Manual data handling.
5. Limited advanced features

IMPLEMENTATION:

The proposed system involves studying market demand, designing a structured web application, and implementing essential e-commerce features.

The system includes user registration, product browsing, shopping cart, order placement, and vendor product management. Payment and delivery tracking will be demonstrated using simulated modules. The focus is on building a functional and well-documented prototype suitable for academic evaluation.



<https://www.researchgate.net/publication/358927961>

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LITERATURE REVIEW:

Various research studies and existing projects were reviewed to understand e-commerce systems and regional marketplaces. These studies emphasize the importance of security, user-friendly design, vendor support, and localized platforms. Research also shows that region-focused e-commerce websites help preserve authenticity, support local economies, and improve customer trust. These findings strongly support the development of the Konkan Mart platform.

ADVANTAGES:

1. Easy availability of authentic Konkan products.
2. Convenient online shopping experience.
3. Increased visibility for local vendors.
4. Transparent order tracking.
5. Practical learning experience for students
6. Scalable system design.
7. Promotion of regional culture

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