Breaking Thought Barriers

Catalogue Management System for Boyanika, Textile & Handloom Department, Govt. of Orissa

The handloom sector is known for its heritage and the tradition of excellent craftsmanship. It provides livelihood to millions of weavers and craftsperson. The industry has not only survived but also grown over the decades due to its inherent strengths like flexibility of production in small quantities, openness to innovation, low level of capital investment and immense possibility of designing fabrics. Government will continue to accord priority to this sector.

CSM TECHNOLOGIES

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Business Challenge

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BOYANIKA is an apex organization of handloom industry of Orissa. Established in the year 1956 and have been constantly serving in the field of production, quality, research and Marketing of handloom of the State over last 40 years.

As merchandising and marketing will be central to the success of the handloom sector, the present package of schemes for production of value added fabrics will be streamlined; innovative market-oriented schemes will be introduced; and joint ventures encouraged both at the domestic and international levels. Brand equity of handlooms will be commercially exploited to the extent possible.

The Objective of the Project is to design the Boyanika's Catalogue Management Application which will display the dynamic pages of different textile & handloom products. The application will contain module like Online Information of different products, Employee Directory & address and skills of weavers. The application will display the dynamic pages and its different category of products. The most vital is Catalog Management, Archiving Old Data and MIS which will be completed in three phases.

Solution

Boyanika content management application is going to build keeping the commercial aspects of the organization. The application will have different module which is required to have a full fledged e-commerce site. The different product range in the different category will be displayed in the website with the information like their photographs, brief details and the price. Initially all the information about the products will be centralized and then in the later date it will be decentralized. What it means is that at the first stage all the products details will be uploaded in the boyanika itself. But in the next stage, individuals who represent their clusters will upload their own product by them selves. In this way the website will invites new societies, individual weavers, and master weavers to associates with the apex organization.

Catalog Management

Catalog management is the abstract umbrella term for all electronic catalog and e-procurement processes. Catalog management includes the creation of a central catalog as well as specific customer catalogs and, ultimately, the delivery of these catalogs to the buyer. The buyer then verifies, approves, and unites these product catalogs into a multi-supplier catalog that can be used for ordering.

The catalogue will provide information about different category of the department's product. The category will be tagged with subcategory. Again the subcategories are tagged with different items in the respective category. The item will be displayed to the visitors with the name, brief description or its importance in the market and price. This way the interested vendor can go for an online placing order.

Overview of the Proposed System

The Application is to provide the world's best shopping mall. To that end it strives to list every product, with helpful price, recommended and customization information, so shoppers can find and confidently buy product, sub product that are available. The proposed system will enable quick shopping, flexibility for future enhancement of the system.

- Enable quick shopping and transaction for the desired results.
- Allow efficient auditing of transactions.
- Have configurable and reliable trading that will not affect system performance.
- Be easy to maintain and configure. Be flexible for future enhancements.

This product helps vendors to shop online with the desired choices. Visitors can view for the different categories of products along with the features and prices. He/she can go for any of the product with a required choices & prices. Each of them will be combined and gives a solution to the vendor with a list of payment choice. Buyers will do transaction through the conventional method i.e. through cheques or demand draft or through online payment (Credit Cards).

Results

The following benefits will be achieved by implementing the project.

- Bridge the gap between the customer's needs and available products
- Use of cutting edge technology to benefit BOYANIKA
- Delivery of best in class services to customers.
- Increase Online Transaction
- Increase customer's satisfaction
- Increase productivity
- Reduced operating costs
- Efficient Master data maintenance
- Efficient Event Management
- Increase Access control and security
- Facilitates efficient Market Research
- Centralized Control for Managers
- Efficiency in Decision Making
- Increase profitability
- Balance market competition
- Assured return on investment (ROI)
- Increase Brand Value in terms of quality and quantity

At CSM, we understand the critical nature of keeping the customer's organiztion up and running from an IT perspective. We understand the technical issues within complex systems and work to put together the best solution to support end users' needs, both today and in the future.

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