

ABSTRACT

Artisan Avenue is a dynamic web application designed to revolutionize the way artisans showcase and sell their craftwork online. With a focus on empowering artisans from diverse backgrounds, it provides a user-friendly platform that bridges the gap between creators and consumers. It accommodates a wide range of craft categories, ensuring a vibrant marketplace for both traditional and contemporary artisans. It is an online marketplace where artisans can sell their handmade products. It's like a big digital market where you can find unique things made by talented people from around the world. The website helps artisans showcase their work to more people and makes it easier for shoppers to find special, handmade items. It's a place where artisans and shoppers can connect, learn from each other, and support small businesses. Everyone can discover the joy of handmade craftsmanship and support artisans from all walks of life. Fosters a sense of community among artisans and enthusiasts alike. The lack of effective platforms connecting consumers with traditional products poses a significant challenge in supporting the livelihoods of rural artisans and pottery makers. Using Pottery benefits with health and care. Limited access to markets and promotional avenues inhibits economic sustainability and threatens the preservation of cultural heritage.