



GRAMODYAMA

Bridging the Digital Divide for Rural Karnataka

Gramodyama is an innovative platform designed to equip rural entrepreneurs with digital skills, bridging the gap between their rich natural resources and the global market.

Gramodyama's holistic approach to empowering these entrepreneurs.

- 65% of India's population lives in rural areas
Census, 2021
- Digital literacy in rural India stands at about 25%
Source: IAMAI, 2020



Project Idea

To create a comprehensive digital platform that empowers rural entrepreneurs by providing access to knowledge, resources, and financial opportunities, enabling them to scale their businesses sustainably.



Team Alpha
Harshavardhan M G
Praveen Raj
Rishith P
Mruthyunjaya S



Motivation

The Need for Support

- Limited access to information on government subsidies and schemes
- Lack of networking opportunities and community support
- Limited access to mentorship, training, and resources
- Difficulty in finding investors and funding opportunities

"THE BIGGEST CHALLENGE FOR RURAL ENTREPRENEURS IS NOT LACK OF IDEAS, BUT LACK OF RESOURCES AND SUPPORT."



Methodology and tools

Segment 1: Information and Community

01

Government Subsidies and Schemes:

Timely information and application process

03

Success Stories:

Inspiring stories of rural entrepreneurs

02

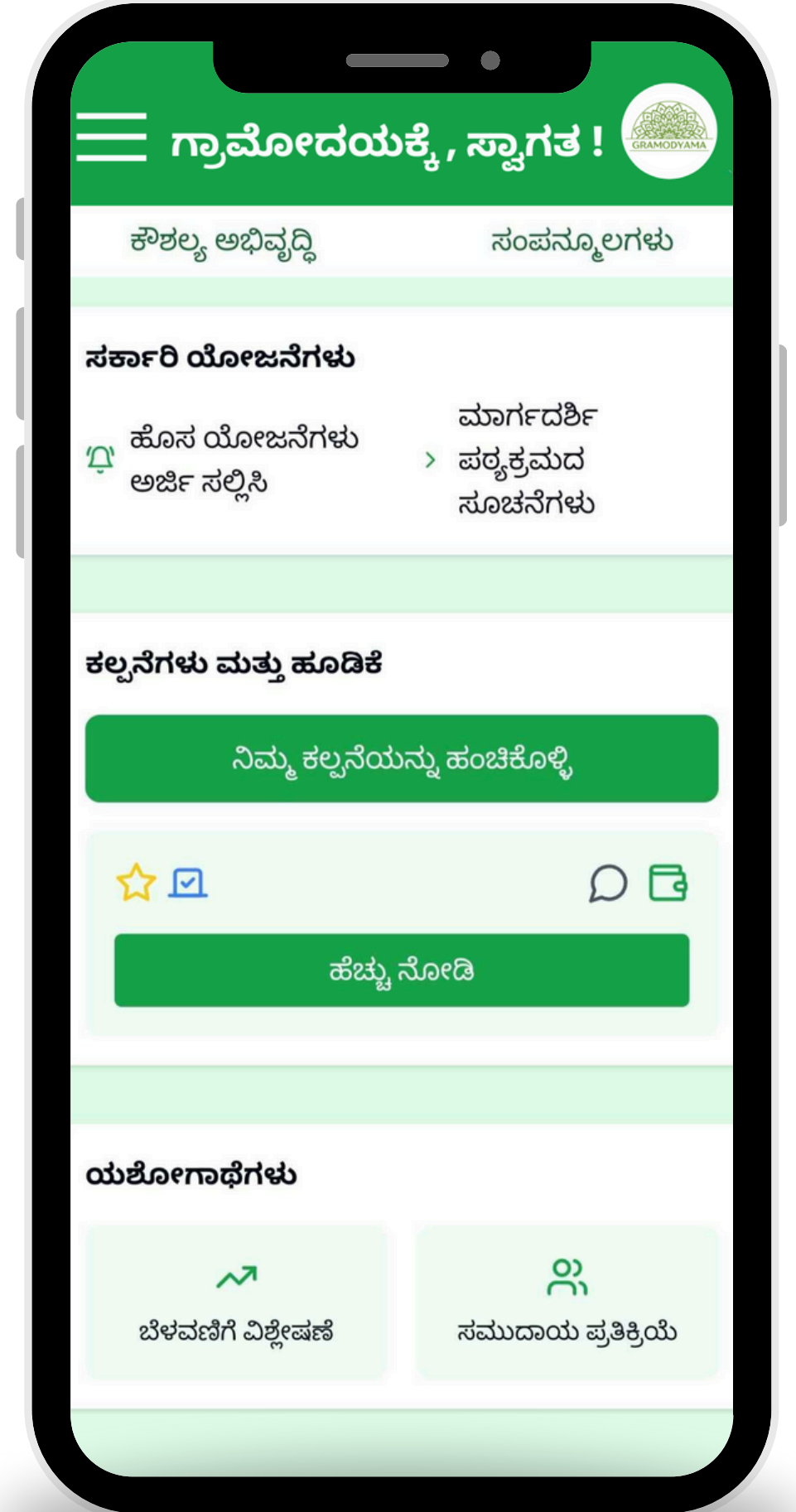
Community Forum:

Share ideas, get feedback, and connect with potential investors

04

Crowdsourced Ideas:

Share and feedback on product ideas



Segment 2: Mentorship and Growth

- 01

Mentorship Programs:
Pairing with experienced entrepreneurs and industry experts
- 02

Training Facilities:
Digital literacy, business management, and sustainable farming practices
- 03

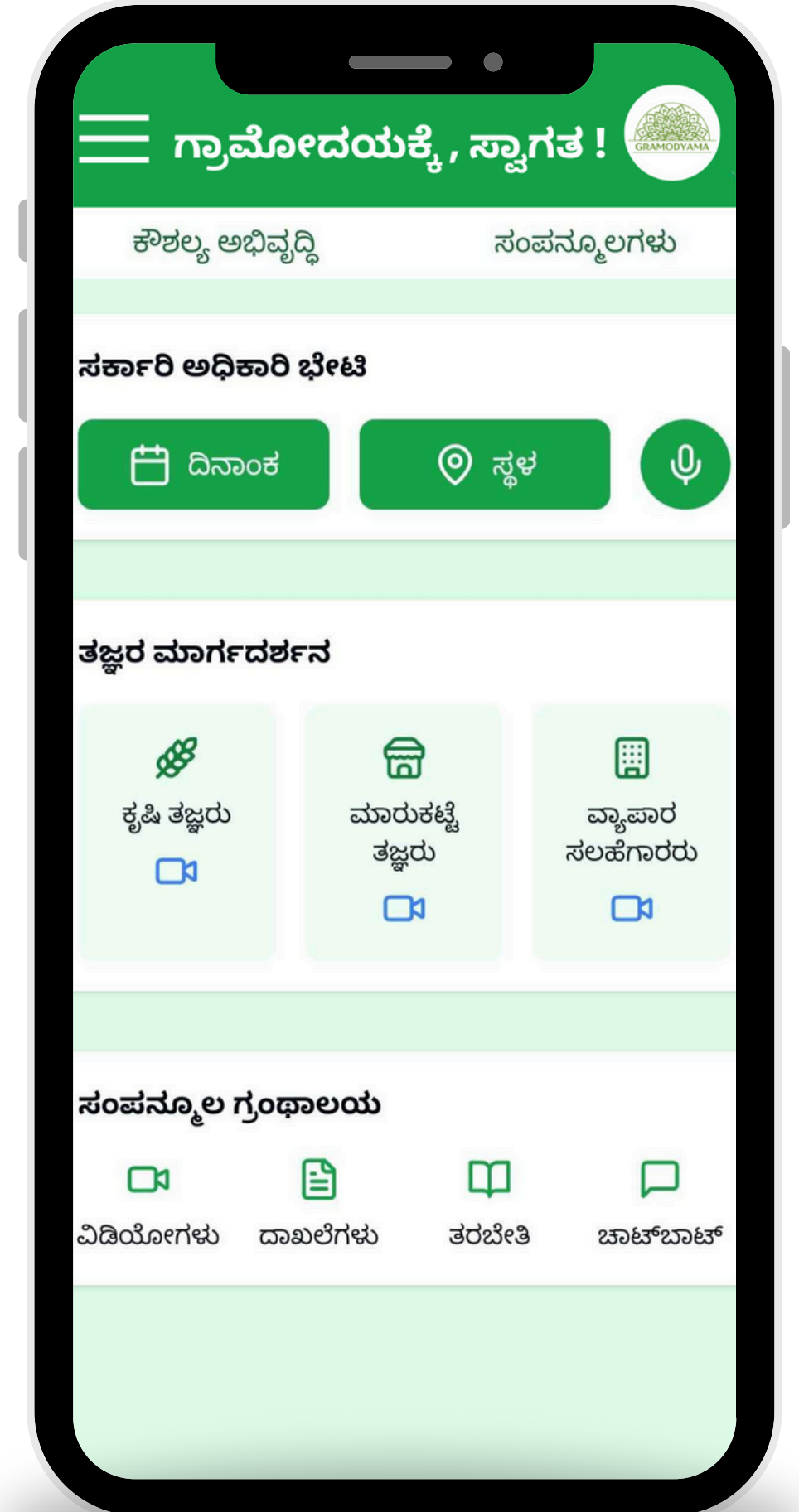
Resource Libraries:
Access to e-books, webinars, and online courses
- 04

Trend Analysis and Pricing Suggestion:
Expert advice for informed decision-making
- 05

AI-powered Bookkeeping Assistant:
Simplifying finances and tax filings

Tools and Technologies:

- **Mobile application development:** Native or cross-platform (e.g., React Native, Flutter)
- **Backend development:** Node.js, Django, or Flask
- **Database management:** MongoDB, MySQL, or PostgreSQL
- **AI-powered bookkeeping:** Integration with accounting software (e.g., QuickBooks, Zoho Books)





Final outcome

"Empowering Rural Entrepreneurs, Enabling Growth"

Expected Outcomes:

- Increased access to information and resources for rural entrepreneurs
- Improved networking and community engagement
- Enhanced skills and knowledge through mentorship and training
- Increased investment opportunities and funding
- Simplified financial management and tax compliance

Metrics for Success:

- Number of registered users and engagement metrics (e.g., logins, comments, shares)
- Number of successful applications for government subsidies and schemes
- Number of mentorship pairings and training sessions completed
- Number of investments and funding opportunities facilitated
- User satisfaction and feedback ratings

Conclusion:

The application aims to bridge the gap between rural entrepreneurs and the resources they need to succeed. By providing a platform for information, community, and growth, we can empower rural entrepreneurs to drive economic growth and development in Karnataka.