Prototype Report

Maitree: Your Friend, Your Dealer

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Maitree: My app prototype

Motivation behind my app:

The small scale industries play a crucial role in the economic activities of developing country like India. The small scale industries are important vehicles for meeting the growth and equity with social justice objectives of developing economics. Small industrial sector also help in generating large scale employment, mobilizing advanced skill and resources, enhancing entrepreneurship, energizing village economics aiding the process of backward areas development and performing an important role in the overall process of industrialization. In India, where labours are abundant and scarcity of capital, in such critical phase small scale industries have come to occupy a significant position in the planned industrialization of the economy. Most small scale industries have a low capital intensity and high potential for employment generation. Besides, small industries possess location flexibility which serves as an effective instrument in achieving a wide dispersal of industries. Further, small scale industrial units also serve as a means of bringing forth indigenous entrepreneurship and savings lying dormant particularly in semi-urban and rural areas. Small Scale Industries and Women Empowerment in India 136 Today India operates the largest and oldest programmes for the development of small scale industrial units. As a matter of fact, small scale industrial sector has now emerged as a dynamic and vibrant sector for the Indian economy in the recent years. Small scale industries have been given an important place in the framework of Indian planning since beginning both for economic and ideological reasons. [1]

Why my app?

The idea behind my app is to empower women entrepreneurs, especially in the rural areas. The app shall encourage online interaction of buyers and sellers. The app is designed such that at one end the small scale industries like the home-made pickle industry, weaving and crafting industry etc. can function, the materials that generally the rural folk, in particular the women design can reach out to the other end, the market. This would eliminate the need for middle men in order for these producers to meet their consumers, thus leading to financial enrichment of the rural folks. Particularly in a nation like India, where the rural women are stereotyped as being uneducated and not capable of possessing any entrepreneurial skills, the app focuses to give them an opportunity to realise their potential in the field of establishing a successful business out of the cottage industry. The hand-made stuff is highly popular among youth who live away from their homes in hostels, or are working and are short on time to prepare food-stuffs like pickles, chutni, etc. It is not only beneficial health-wise, but also does justice to the women who prepare it, by giving them fair price for their products.

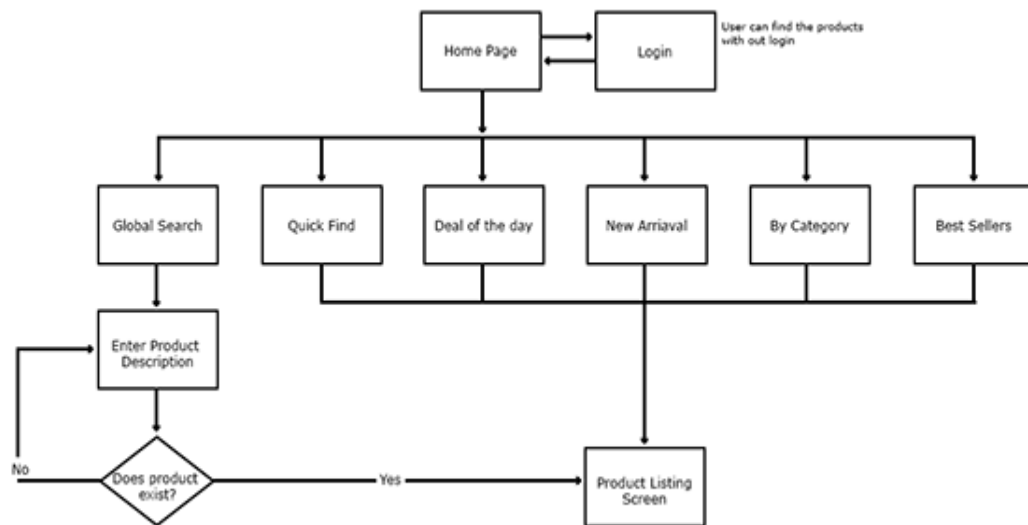## Prototype of the app:

1. Navigation Flow:

Figure 1. Showing the basic implementation flow

2. The App Starts:

The app starts with a login screen wherein from the producer's (seller's side), the person needs to login in order to access her account. Once logged in, the person can view the orders she has received, who has posted the order and manage the accounts. A glimpse of how the screen appears is shown below. From the user's side too, we can have a login screen during payment time. Upon opening the app, the person, gets to browse through various categories of the items available. Also, syncing the above idea with Global positioning system, the end user can also figure out the nearest seller around his/her area. This would minimize the delivery charges for the small scale industries.
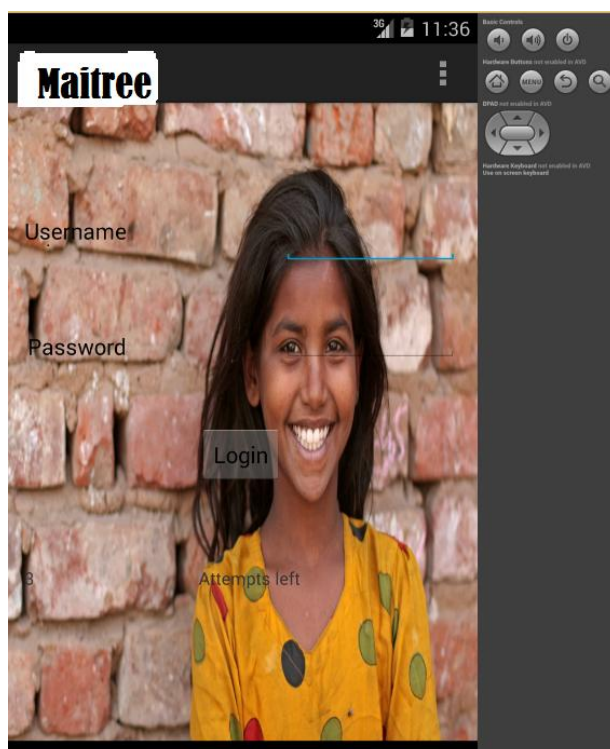

Figure 1. Screen shot of what the login screen should look like upon opening the app for the first time, particularly from the user's side.

3. After the login screen:

After the login screen, I propose to show the online list of items available, its quantity, and the sellers selling that product. A functionality of chatting with the dealer is also proposed. The database for the app is initially prototyped to be that of SQL-Lite and then as the traffic increases, we may gradually shift to cloud based storage or use big data functionalities. Once the user has selected the items to be purchased, he/she can proceed to paying the amount via a secure transaction system. For the sake of simplicity, the implementation can be visualised as shown below:
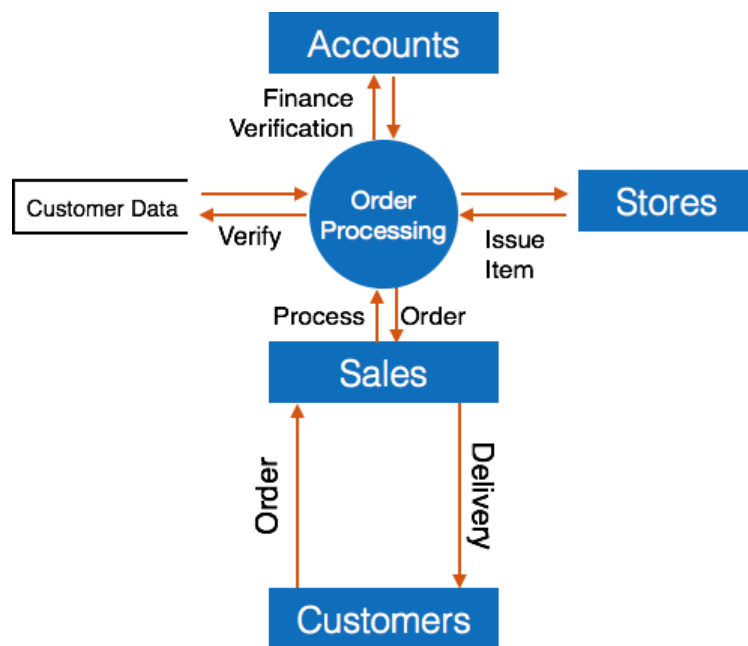

Figure 2.Flow chart depicting the movement and goods and corresponding product charges between the buyers, sellers and the money transaction agency.

The transaction system is expected to work on similar lines as that of the e-commerce website. The corresponding banking agencies need to be collaborated on this platform to ensure a smooth and safe transfer of money. I plan to have all the banking options like net banking, credit card banking, cash on delivery etc. Also, the app is aimed to work on most of the commonly used android platforms starting from kit-kat (which has the highest distribution) to the most recent marshmallow. Initially, android version 4.4, with API 19, kit-kat is preferred. The corresponding payment screen is visualised to look as follows:
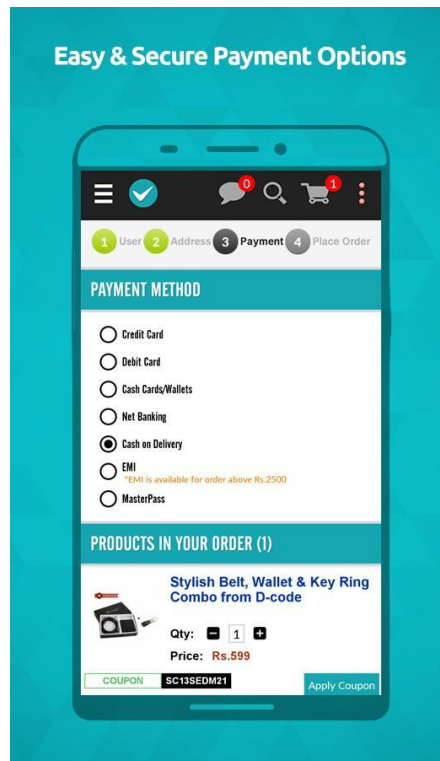
Figure 4. The payment portal display

Another useful functionality that I wish to incorporate is the use of the global positioning system so that the buyers can look-out for the nearest places where the small scale industry operates and if possible collect the product right from the shop. This would use the google maps functions and can be easily implemented.

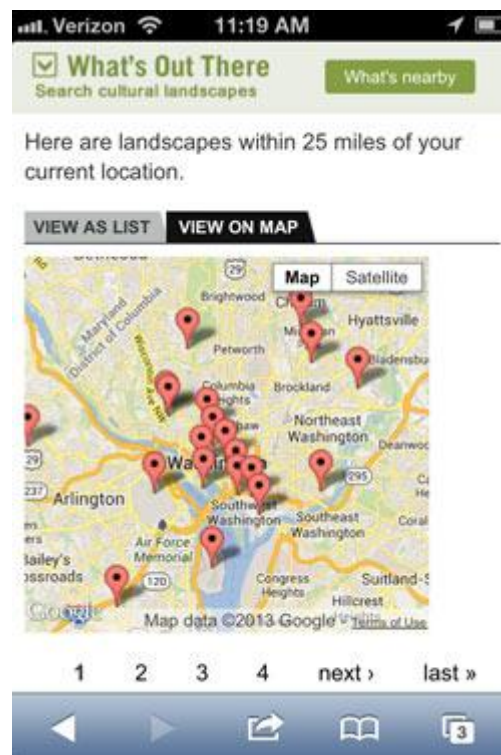The gps navigation will look like the following:

Figure 5. The GPS system used to identify the nearest seller.

Conclusion:

 The app therefore aims at achieving self-reliance and independence of budding women entrepreneurs in small scale industries. The online system will be a boost to this sector and the overall development of cottage industries. In future, if the women groups show promising and dedicated work in terms of quality of their products, then there arises a possibility of larger companies taking them under their umbrella or collaborating with them. This would prove to be a tremendous enhancement both in terms of financial status and self-esteem. In the case of buyers, they will have a more homely option of food (since most of the cottage industries make hand-made foodstuffs like potato chips, lemon pickles etc.). These food-stuffs are generally a part of Indian cuisine and the sales are estimated to be moderately well, if not high. So, in totality, the app does promise to bring about a significant impact on the lives of thousands of Indian rural women and encourage them to realise their potential and identity as business women.

References:
[1] Introductory paragraph by Chapter 4 of Small Scale Industries and women Empowerment in India.
[2] Figure 1 : Image courtesy (Internet)
[3] Figures 2, 4 and 5: Image Courtesy (Internet) Google Images