

A close-up, warm-toned photograph capturing the ritual of making chai. A hand holds a traditional copper kettle, pouring a steaming, golden-brown liquid into a glass cup held by another person's hand. The scene is set in a rustic environment with other copper kettles and jars visible in the background.

**India's future is being discussed.
It's happening over a cup of chai.**

Chai ThePeople transforms India's most beloved ritual into a powerful civic-tech engine.

Sip, Share, Shape India's Tomorrow.





Turn your daily tea break into a force for change.

The simple act of drinking chai is a cornerstone of daily life in India. We leverage this ritual to foster civic engagement and local economic growth.

In exchange for a few moments of your time, your next chai is on us.

Simple Steps to Big Impact



- 1. Visit:** Head to a partner tea stall near you.



- 2. Scan & Survey:** Scan the QR code and answer a few quick questions.



- 3. Sip!**: Show confirmation, enjoy your free cup of chai!

A simple exchange, a powerful ecosystem.



The Citizen



Scans QR → answers 4-5 bite-size questions → enjoys free chai.

Value Delivered

Feels heard, rewarded, and is more likely to engage again.



The Chai-wallah



Displays QR → serves free cup → receives reimbursement & analytics.

Value Delivered

Gains extra customers, brand visibility, and data on peak times & preferences.



The Policymaker



Designs survey → monitors dashboard → exports anonymized insights.

Value Delivered

Gets real-time, geotagged feedback for evidence-based decisions.

The community is already embracing the change.

“Love getting my morning chai for free just by answering a few questions. Feels good to contribute!”

— Priya, Mumbai



“My sales have definitely picked up since joining Chai ThePeople. Great initiative.”

— Ramesh, Delhi
(Tea Seller)

Growing Together



0+

Surveys Answered



0+

Partner Stalls



0+

Cities Active

Built for scale, designed for accessibility.



Frictionless & Secure:

Firebase Auth + Firestore for secure onboarding and real-time data storage.



Intelligent & Targeted: QR code micro-links embed stallId, enabling instant, location-aware surveys without GPS.



Lightweight & Fast:

Modular SPA with vanilla JS & TailwindCSS for rapid load times, even on low-cost (₹5,000) handsets.



Role-Based & Protected: Route guards isolate dashboards for Citizens, Vendors, and Admins to protect sensitive operations.



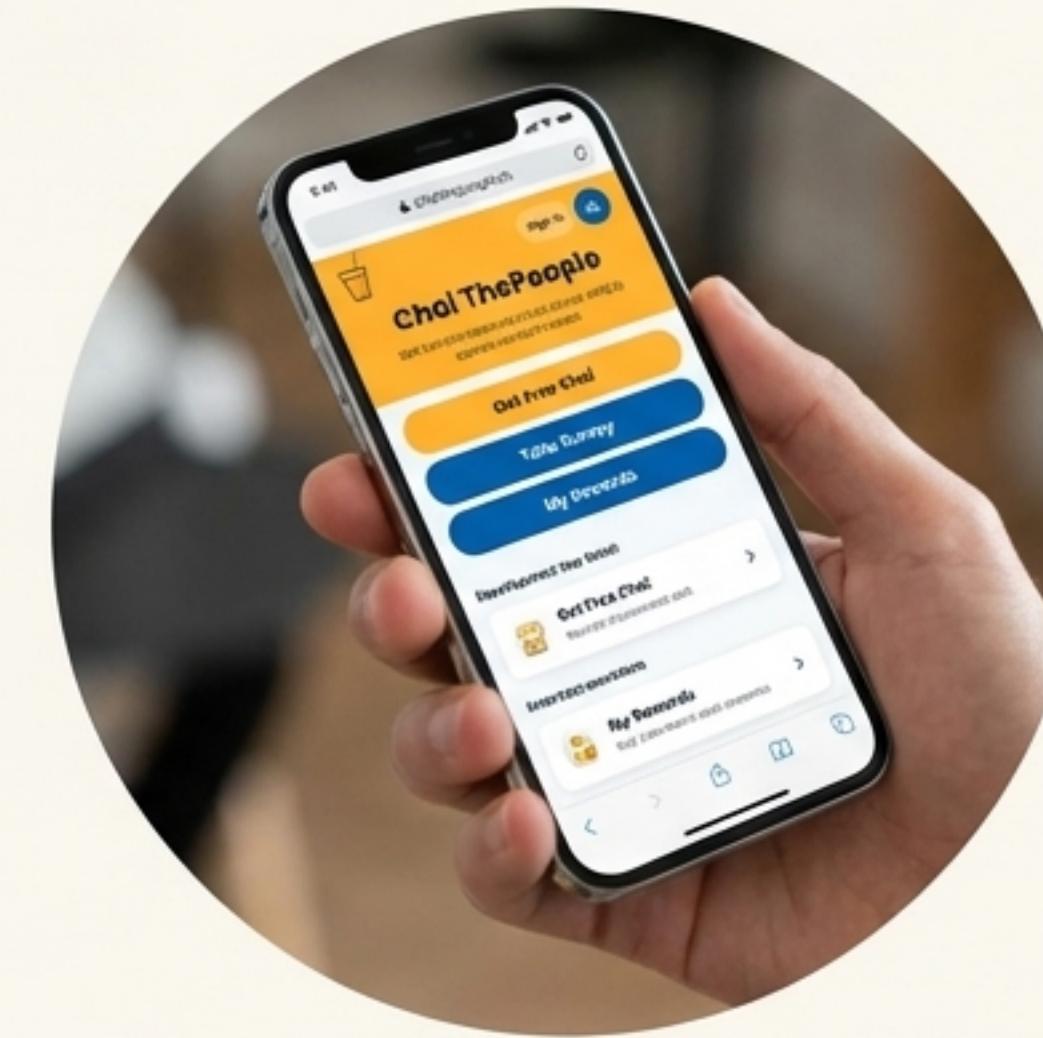
Resilient (Planned): Offline-first caching so vendors in low-connectivity zones can still participate.

Why this platform is truly effective.



Inclusive by Design

No app download, no heavy data usage—just a quick web page for any smartphone.



Zero-Friction Incentives

The reward is immediate and tangible. No confusing point systems or abstract wallets.



Privacy First

Data is aggregated and anonymized. Individual responses are never exposed, building public trust.



Scalable Social Good

Every new stall is a node in a nationwide sensor network of public opinion.



Beautifully Simple UX

Three dashboards, clear calls-to-action, and bright color coding, easy for first-time smartphone users.

The immense scale of grassroots data and economic impact.

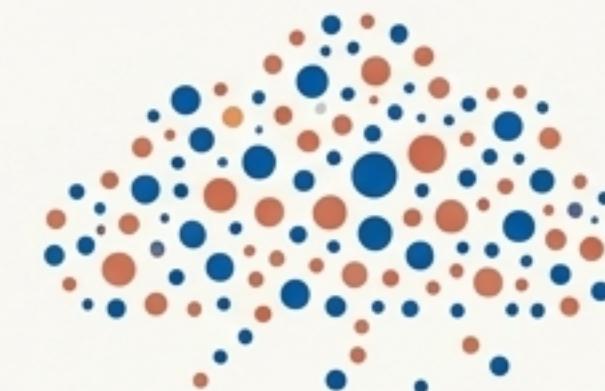
300–500 A single busy chai stall can serve cups/day.

The Multiplier Effect



1 Stall

Converting even 30%
into survey swaps...



→ 100+ Data Points/Day

...generates thousands of data
points monthly...



→ 10,000 Stalls

...creating a living dashboard of
millions of grassroots sentiments.



Economic Resilience

Boosts vendor income and
drives footfall to the informal
economy.



Bridging Policy-People Gap

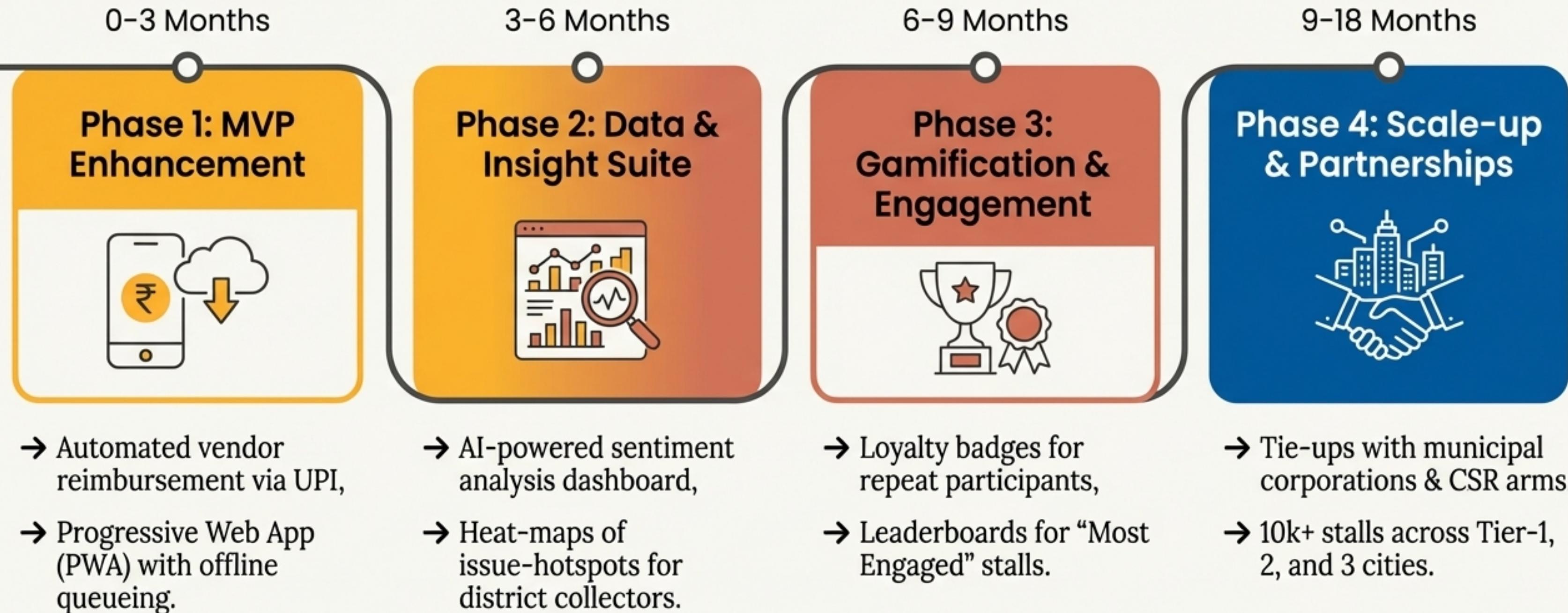
Empowers ministries and NGOs with
real-time local data for schemes like
PM-SVANidhi or Smart Cities Mission.



Digital Literacy Catalyst

Gently nudges non-tech-savvy
citizens to use web apps, paving the
way for broader e-governance.

The Road Ahead: A phased journey to a national platform.



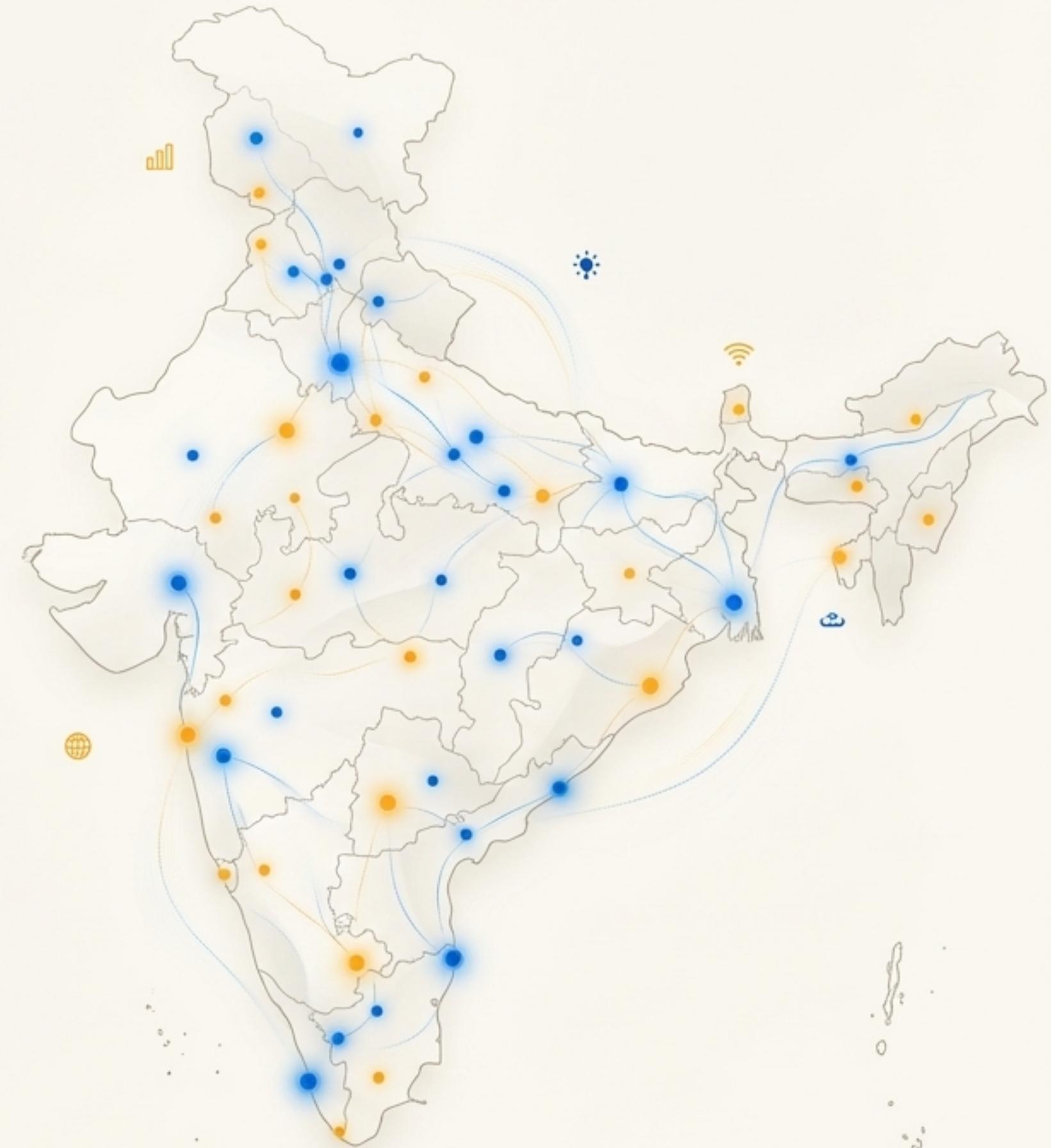
Vision 2028: An open data ecosystem for a smarter India

Imagine walking through Jaipur, Kochi, or Shillong and seeing the **Chai ThePeople** sticker on nearly every kettle. City planners track sanitation issues in real time. Start-ups build hyper-local job boards. Public-health teams deploy targeted vaccination drives informed by sentiment data.

The Final Step: Open API Ecosystem

Timeline: 18-24 Months

We will build public, well-documented APIs so researchers and civic-tech startups can build on top of our data stream, multiplying the platform's impact.



Chai ThePeople doesn't just serve tea.

It serves democracy in a cup.

A recipe to change how India talks to itself, one sip at a time.