

**AI that never sleeps: scaling creativity beyond human limits.**

**Intelligent  
automated content  
creation.**



# INTRODUCTION

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- **Creating content is slow, repetitive, and time-consuming.**  
Clubs, departments, and creators need posters, captions, and announcements constantly, often in multiple languages.
- **Manual work can't keep up.**  
It leads to delays, inconsistent output, and unnecessary workload.
- **Our solution:**  
An AI-powered tool that turns a short prompt into ready-to-use posters, captions, and summaries within seconds.






AI





# Problem:

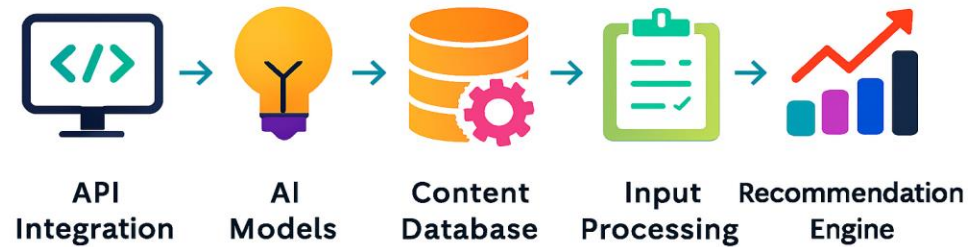
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- **Escalating Content Demands** 
  - Media, education, advertising, and outreach sectors face relentless pressure to produce large volumes of content.
  - Audiences expect fresh, engaging material across multiple formats—text, visuals, and multimedia.
- **Diverse Audience Expectations** 
  - Content must adapt to shifting consumption habits (e.g., mobile-first, short-form).
  - Linguistic diversity and cultural relevance require localized and context-aware messaging.
- **Manual Pipelines Are Unsustainable** 
  - Traditional content creation methods are slow and prone to human error.
  - Teams struggle to keep pace with demand, leading to inefficiencies and missed opportunities.
- **Bottlenecks and Burnout** 
  - Overreliance on manual workflows causes delays and creative fatigue.
  - Staff face mounting pressure, risking burnout and reduced output quality.
- **Strategic Paralysis** 
  - Inability to scale content production hampers innovation and responsiveness.
  - Organizations risk falling behind competitors who leverage automation and AI-driven solutions.



# Technical Approach :

## Technical Approach



### User Interface(UI)

- Unity
- Android Studio



### Backend

- C#
- Node.js



### Database

- Firebase
- PostgreSQL



### AI/ML

- TensorFlow
- Firebase ML Kit





# Solution



# CodeKalesh

## 1. The Content Crisis

> Organizations face overwhelming demand for high-volume, multilingual, platform-specific content. Manual workflows cause bottlenecks, burnout, and strategic stagnation.

## 2. The GenAI Solution

> A unified platform powered by multiple AI models via API — enabling instant generation of text, images, videos, and templates tailored to audience, language, and platform.

## 3. Multi-AI Orchestration

> Integrates specialized models like Gemini (images), Perplexity (text), D-ID (video), and ElevenLabs (voice) to deliver cohesive, context-aware content.

## 4. User-Driven Inputs

> Users specify theme, tone, platform, language, and audience — system generates optimized content blocks across formats.

## 5. Smart Template Engine

> Offers reusable, editable templates for ads, posts, educational modules, and outreach campaigns — reducing creative friction.

## 6. Content Memory & Personalization

> A backend database stores user and company preferences, enabling auto-suggestions, pre-filled inputs, and brand-consistent outputs.

## 7. Auto-Localization & Repurposing

> Content is automatically adapted for different regions, languages, and formats — from long-form to reels, carousels, and infographics.

## 8. Feedback-Driven Refinement

> User edits and ratings feed into a recommendation engine, improving future suggestions and maintaining brand tone.

## 9. Strategic Impact

> Boosts content velocity, scalability, and precision while reducing manual effort and creative burnout.

## 10. Vision for the Future

> A resilient, intelligent content ecosystem that empowers media, education, and outreach organizations to scale with creativity and control.



**ROOTED  
HACKERS**

# Current Limitations:

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- Image generation quality varies depending on the prompt
- Limited design templates and layout customization
- Multilingual output accuracy may fluctuate
- No built-in branding or style consistency features
- Requires internet access for AI processing
- Not yet optimized for heavy traffic or large-scale usage





Team name - <rooted\_hackers>

## Team Members -

- Siddhant Tharwani
- Maanya Khanna
- Prakhar Mishra
- Ishaan Verma

