

Bandhan Kirana

REVOLUTIONIZING ONBOARDING FOR
KIRANA STORES

01

Introducing

Small Kirana stores are the backbone of local economies in India, especially in Tier 2, 3, and 4 cities. Despite their importance, many Kirana store owners face significant challenges in adapting to the digital marketplace. With limited access to technology, lack of trust in e-commerce, and minimal support for onboarding, these small businesses are left behind in the digital transformation wave. Our solution, namely, **“Bandhan Kirana”** aims to address these challenges by introducing a self-onboarding platform that empowers Kirana store owners to join the e-commerce ecosystem seamlessly. By leveraging technology and simplifying the onboarding process, we can ensure inclusivity and growth for small businesses across India.



Idea & Approach

02

Idea:

- **Bandhan Kirana** proposes to simplify and decentralize the onboarding process for Kirana stores through a self-onboarding platform.

Approach:

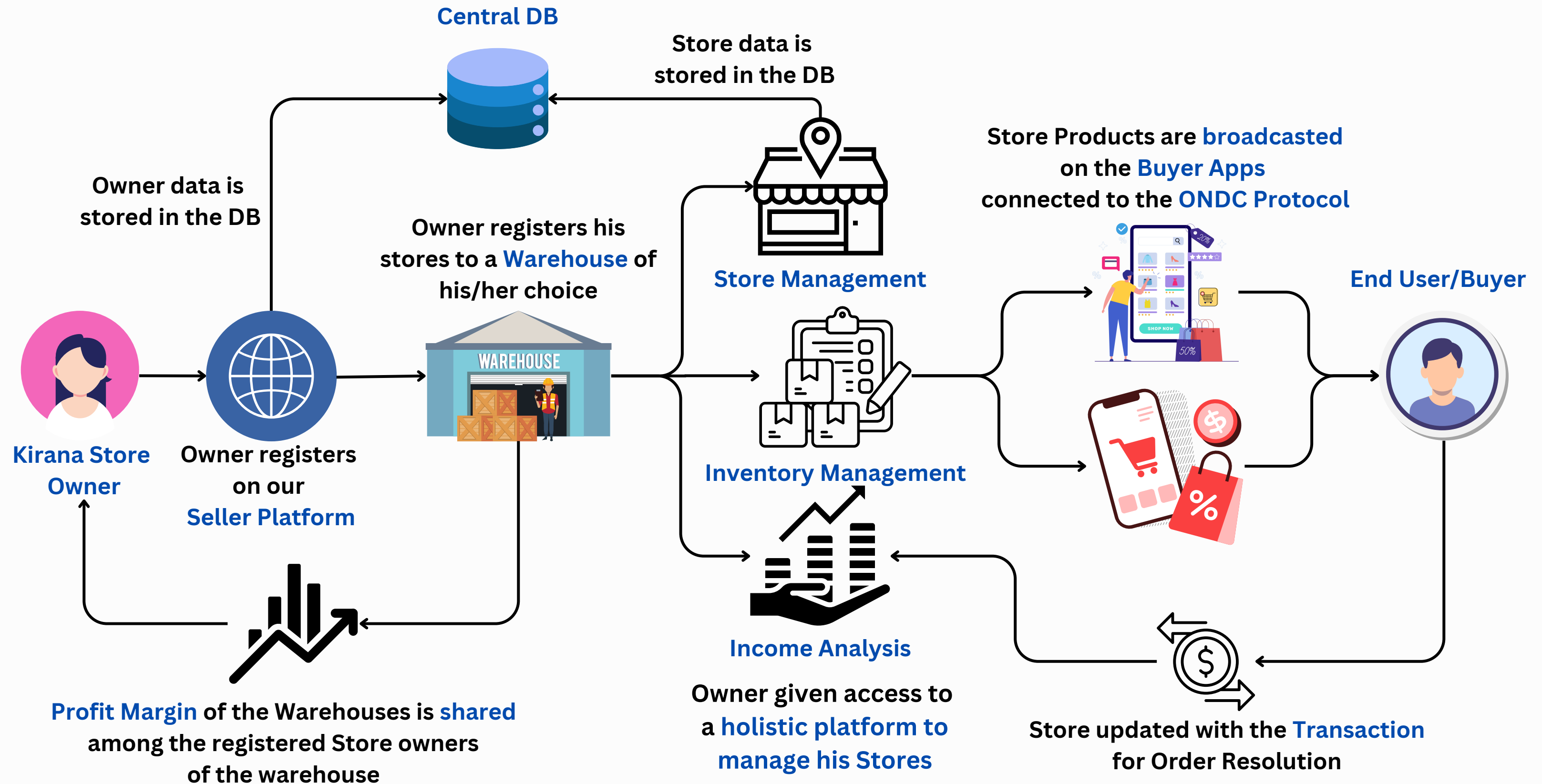
- Kirana store owners access a personalized dashboard upon registration.
- Search for nearby warehouses to register their details, including GST Number and inventory.
- Automated profit and loss analysis for listed products.
- Monthly and yearly income data aggregated with warehouse performance.
- Annual profit sharing among the registered stores of a particular warehouse.
- Broadcasting listed products on the Buyer apps connected to the ONDC Protocol.



Technical workflow



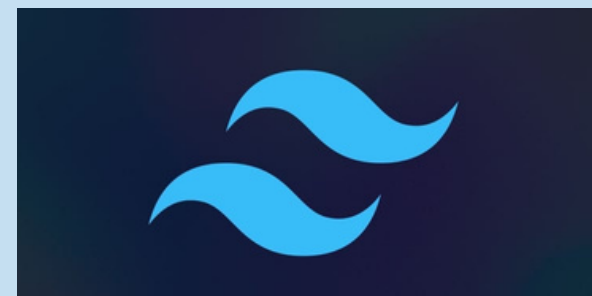
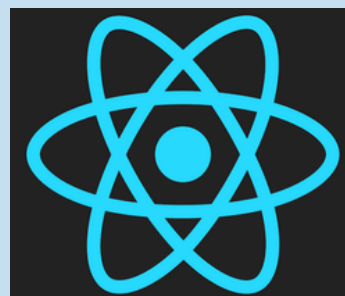
03



Tech stack

04

Frontend



A X 1 O S



Backend



stripe

Business Plan



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1. Foundation and Targeted Rollout

- Focusing on onboarding Kirana stores in Tier 2, 3, and 4 cities.
- Building partnerships with local trade associations and logistics providers.
- Offering basic onboarding features for free to drive initial adoption.

2. Monetization and Growth

- Introducing a subscription model for premium services such as advanced analytics, marketing tools, and inventory management.
- Launching targeted marketing campaigns using success stories and testimonials.
- Expanding partnerships with ONDC associated Buyer Apps.

3. Ecosystem and Expansion

- Enhancing platform capabilities with AI-driven insights.
- Expanding to include other small business segments like artisans and local manufacturers.
- Exploring scalability to international markets facing similar onboarding challenges.



Salient Features

- Easy Onboarding & Inventory management for non techy-savvy Kirana Store owners.
- Holistic inventory management & Income analysis.
- Multilingual and Audio support.
- User friendly UI/UX for a smooth onboarding experience.



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Scalability and Feasibility

Scalability

- Implementing message queues for achieving higher throughputs.
- Improving upon the current Microservices-based System architecture.
- Making use of cloud-based solutions like AWS for increasing the load-handling capacity of the servers to handle higher traffic (using horizontal scaling, load balancing, etc.)

Feasibility

- Low-cost development leveraging open-source tools.
- Minimal hardware requirements for end-users.
- High demand for digital transformation in rural and semi-urban markets.

Future Plans

- **Advanced Analytics:** Provide AI-driven insights for profit optimization and demand forecasting.
- **Digital Financing:** Enable credit solutions like BNPL and performance-based digital lending.
- **Smart Inventory Management:** Automate restocking, vendor coordination, and expiry tracking.
- **Localized Expansion:** Focus on multilingual support and hyperlocal logistics for wider adoption.
- **Sustainability Features:** Incorporate eco-friendly packaging and carbon footprint tracking tools.





Research and References

- **ONDC Reports on Digital Commerce:** <https://ondc-static-website-media.s3.ap-south-1.amazonaws.com/res/daea2fs3n/image/upload/ondc-website/files/democratising-digital-commerce-in-india-april-2023.pdf>
- **Case Studies of Successful E-Commerce Onboarding in Rural Areas:** <https://agrifutures.com.au/product/e-commerce-in-rural-areas-case-studies-and-workshops>
- **Market Analysis for Tier 2 and Beyond Cities in India:** <https://tenovia.com/blog/from-hidden-gems-to-ecommerce-giants-how-tier-2-and-tier-3-cities-in-india-are-driving-growth>
- **Video & Demo explanation:** <https://drive.google.com/drive/folders/1tX8IKUPvIiljFSdr01QSUhHOemXC8jRV?usp=sharing>

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TEAM(Data Keepers)

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Thank You