

# समृद्धि

**MOTIVATION:** In accordance with the current economic crisis generated by COVID-19, there has been a huge loss to the small/local businesses working under the shelter of home. This challenge has been addressed by the Hon. Prime Minister of India **Shri Narendra Modi** by chanting the slogans - 'Vocal for Local to Global' and 'Atmanirbhar Bharat'. Being strike by these two slogans and driven by the quality of products made in India, I have come up with a brilliant strategy which would not only help to prosper the small businesses but also support the Government of India to fight the economic crisis by generation of funds for the PM-CARES fund. Having worked with ISRO, I have been inspired by the government employees & their passion towards serving the nation and accordingly, I have decided to contribute to our great nation during this time of crisis by suggesting a simple-yet-noteworthy strategy for supporting the small businesses in India.

**DESCRIPTION:** In order to support the economy of our great nation, the small/local businesses have to be supported. For this, I hereby propose a new strategy consisting of developing an online E-Commerce website and mobile application comprising of the products from the small/local (un-registered) businesses only. At present, **NO** E-Commerce company has listed such small/local (un-registered) businesses as they don't see profit in it. However, I have developed a new **NON-PROFIT** and **NO-COST** strategy to implement such a project by utilizing the influence of Hon. Prime Minister of India Shri Narendra Modi on the people of India.

## OBJECTIVES:

- To promote small/local (un-registered) businesses within a particular locality & beyond
- To raise funds for the PM-CARES fund
- To develop a reliable online system with **ZERO development cost**

## IMPLEMENTATION: (To be done in three phases: Phase-I, Phase-II, Phase-III)

### PHASE-I:

- Promotion of this E-Directory website, for small/local (un-registered) businesses, by the Hon. Prime Minister of India Shri Narendra Modi.
- By his influence, majority of the small/local (un-registered) businesses, except registered companies, would register their details on this E-Directory via Whatsapp, SMS or Website and would pay a minimum of **₹1 (INR 1)** as Registration Fee via **UPI or any other Digital Payment Technology**. Also, this is just the minimum amount and the applicant can pay any amount above this minimum.
- This amount, obtained as Registration Fee, would be directly transferred to the **PM-CARES fund**.
- Furthermore, **Aadhar linking** will be necessary for registration.
- Accordingly, Government of India can promote this E-Directory (for small/local (un-registered) businesses) in order to get maximum businesses registered.
- This phase is expected to be completed within a month.

### PHASE-II:

- After Registration, the registered businesses will be allowed to enter their products along with the prices. (Not Mandatory)
- This E-Directory consisting of details of small/local (un-registered) businesses will be made public through website and mobile application. However, a person can only view the listings of the businesses within his/her city/district.
- Accordingly, the customer can place order online (through website/app) and has to compulsorily pay the required amount through **Digital Payment Technology**.
- After receiving the order, the businesses could choose for either their own delivery or take-away counter.
- Here **Social-Distancing** will be maintained as in either case (home-delivery or take-away), the customer only has to collect the ready package as the order and payment has already been done online.
- There will be **NO-CHARGE** imposed on the businesses as well as the customers by the website.
- The transaction details can prove to be useful for the **Tax Department**.

**PHASE-III:** Income can be generated by Advertising on Website and can be donated to PM-CARES fund.

**FEATURES:**

- Hassle-free online system
- No infrastructure needed
- Minimal implementation cost
- Digital Payments

**ADVANTAGES:**

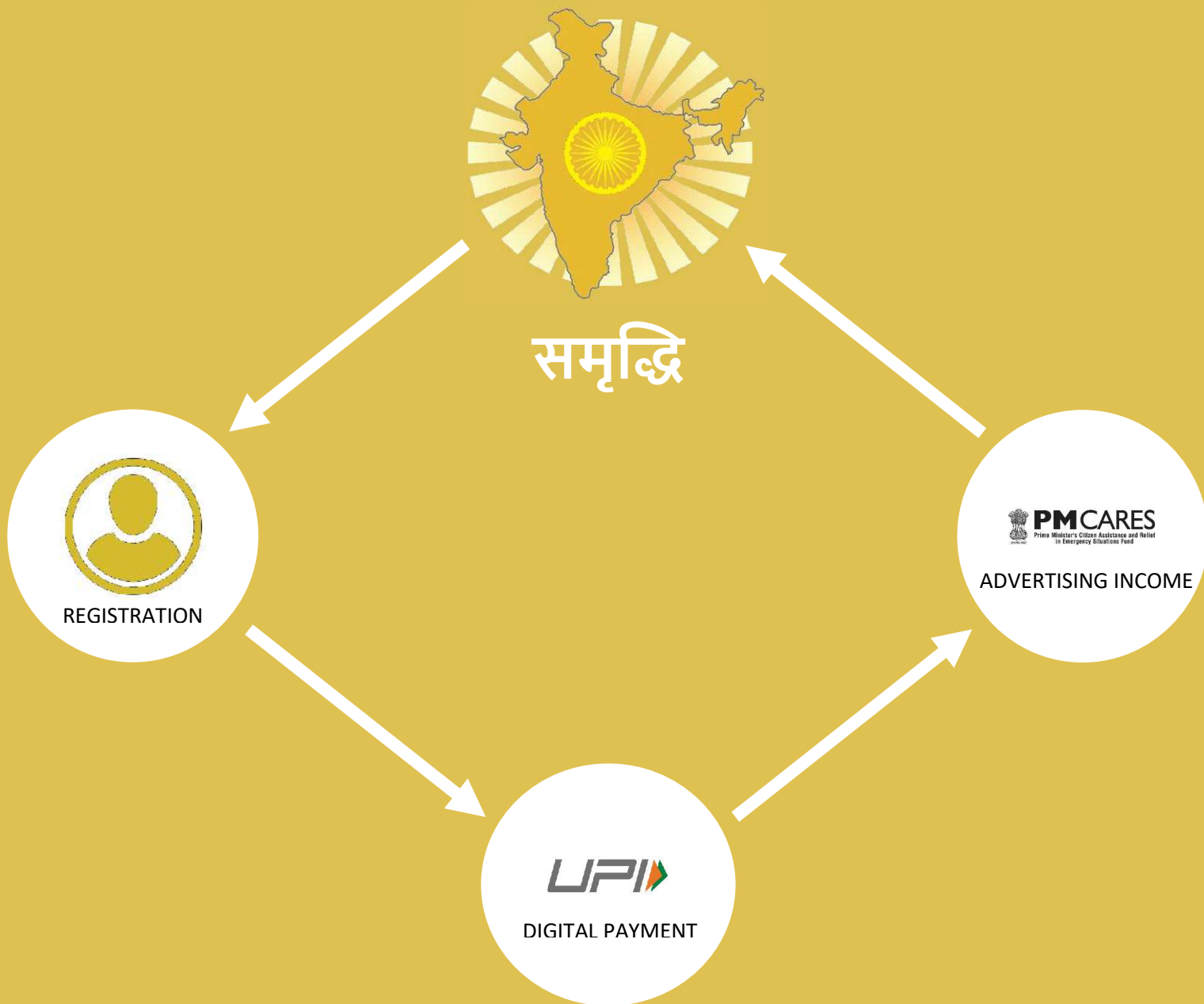
- Recognition and Economic-stability of Small-Scale Local Businesses
- Promotion of 'Swadeshi' goods
- Fund-raising for the PM-CARES fund
- Promotion of Digital Payments
- Generation of Employment Opportunities by small businesses (in response to the current layoffs)
- Promotion of Social-Distancing
- Promotion of Aadhar-Card Linkage
- Generation of Records of un-registered businesses for the Income-Tax Department
- Updation of the government records (for implementation of further schemes)
- No-Cost Implementation Strategy
- Circulation of funds within India
- Platform for showcasing skills/talent of the small/local (un-registered) businesses
- Symbolizing the Government's efforts towards the weaker sections of the society
- Grant significance to the slogans - '*Vocal for Local to Global*' and '*Atmanirbhar Bharat*'

**PREFERRED NAME:**

- Hindi: समृद्धि
- English-Translation: SAMRIDDHI

**PREFERRED URL:** [samriddhi.gov.in](http://samriddhi.gov.in)

**PREFERRED LOGO:**



**#VocalForLocal    #5PILLARS    #AtmanirbharBharat**

### **FEATURES**

- Hassle-free online system
- No infrastructure needed
- Minimal implementation cost
- Digital Payments Technology
- Simple User-Interface

### **ADVANTAGES**

- Local Business Recognition
- Fund-raising for PM-CARES
- Employment Opportunities
- Aadhar Linkage
- Digital Payments