

Revolutionizing Onboarding for Kirana Stores

Presented by:

Team Wacky Hacky

Team Members:

Aashita Garg

Amrita

Kushel Rohilla

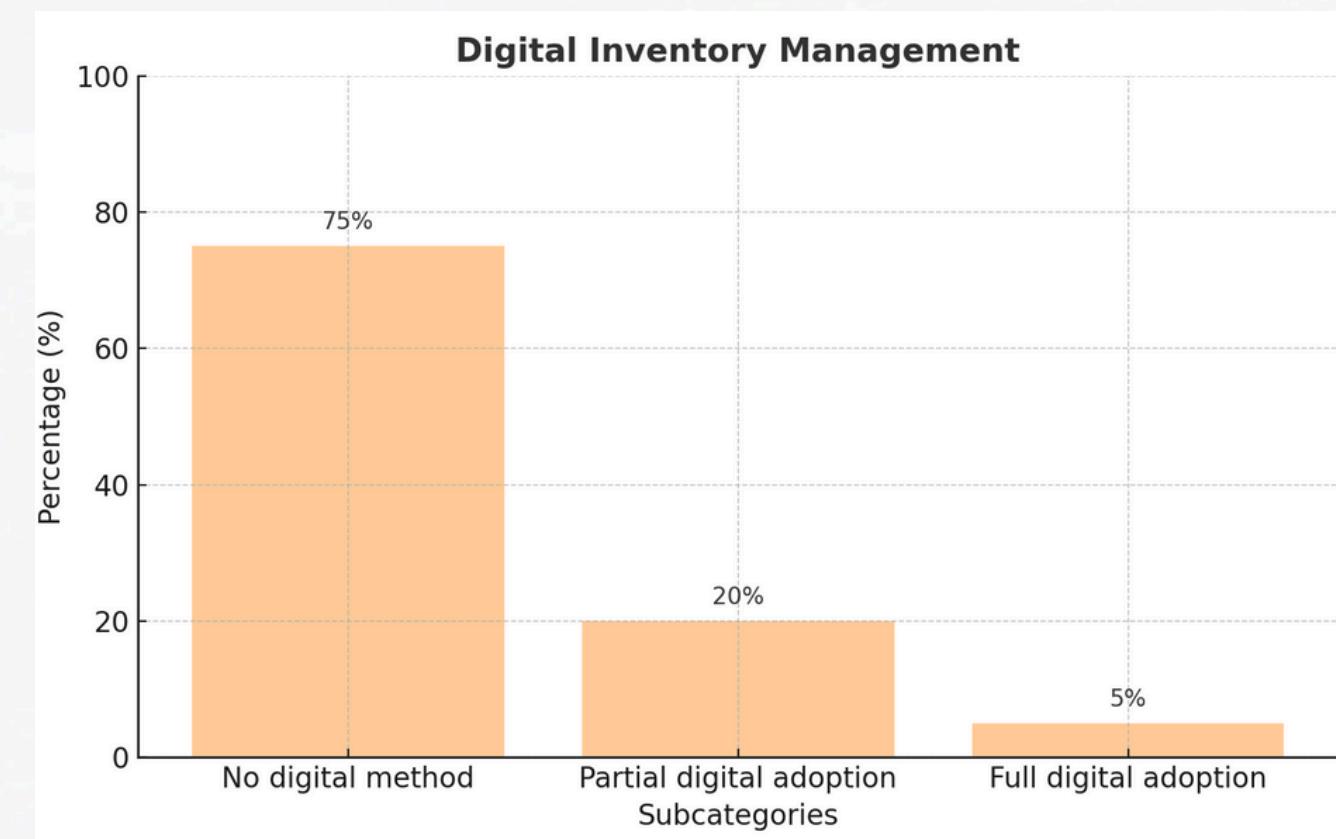
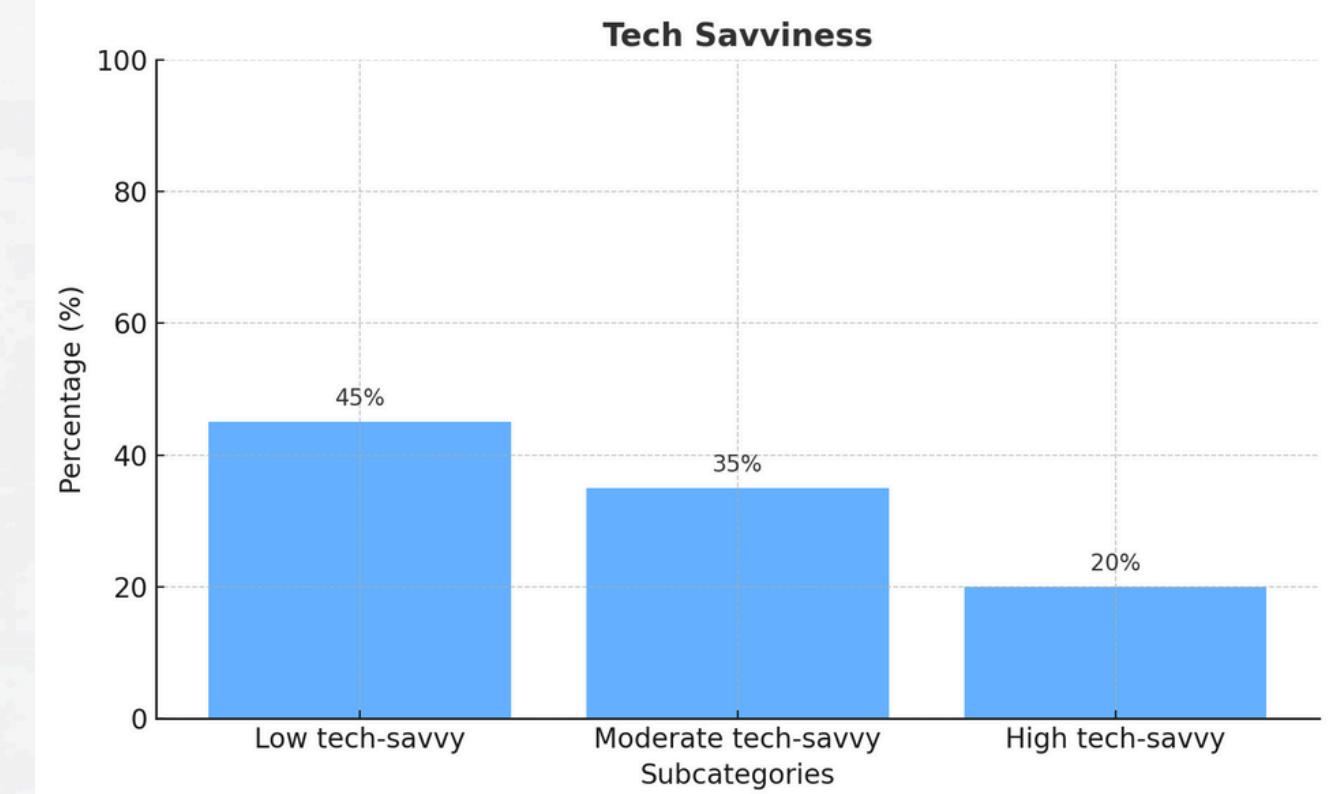
Laxmi Bhardwaj

Suyash Kumar

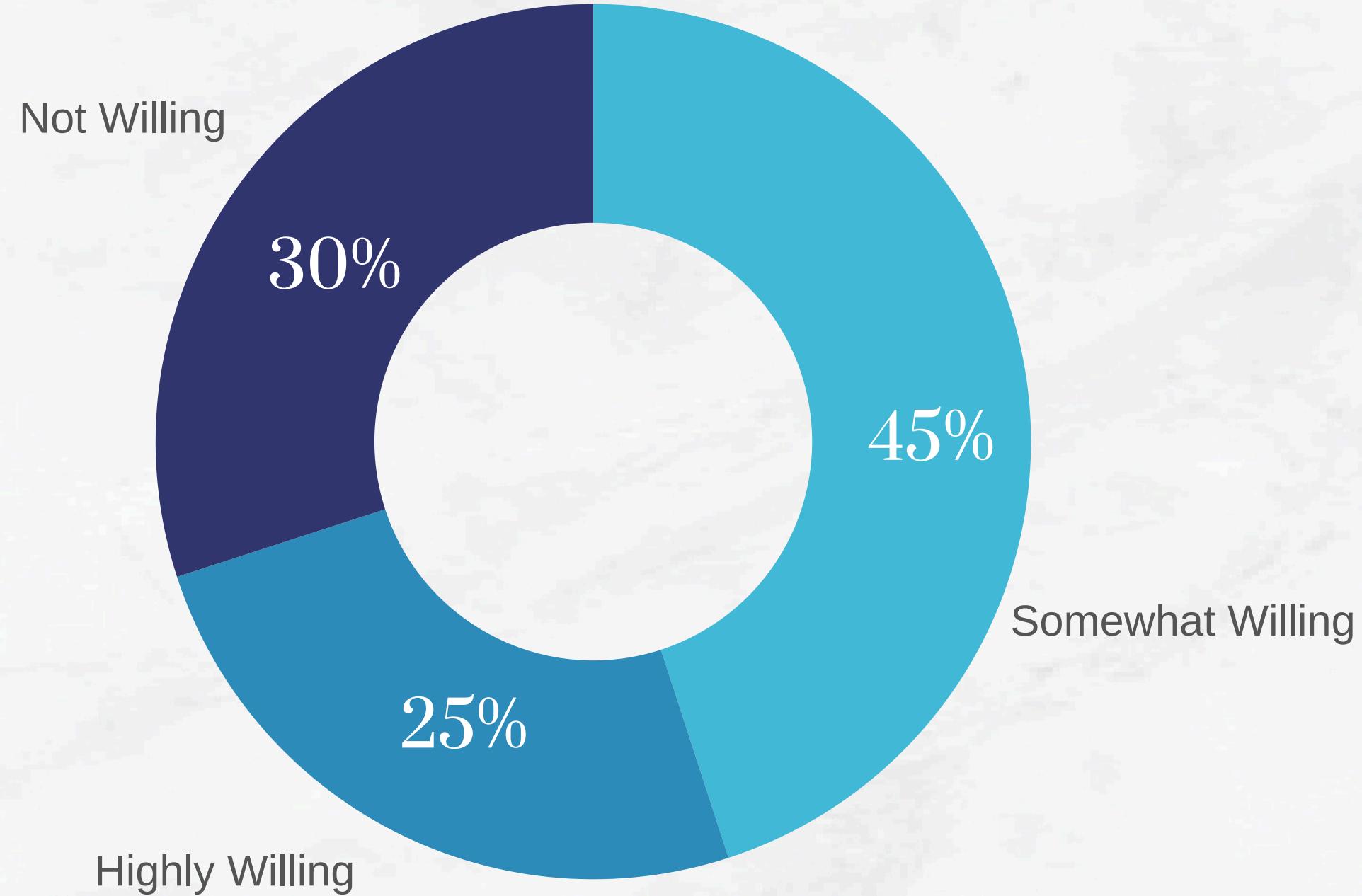
Understanding the Problem Statement

The Challenge:

- **Technical Barrier:** Many kirana store owners lack Technical Knowledge
- **Complexity:** They find it difficult to navigate websites for catalog creation and rely on Onboarding sellers
- **Time-Consuming:** Managing detailed product catalogs manually is tedious.
- **Result:** Missed opportunities to expand their reach online.



Market Analysis

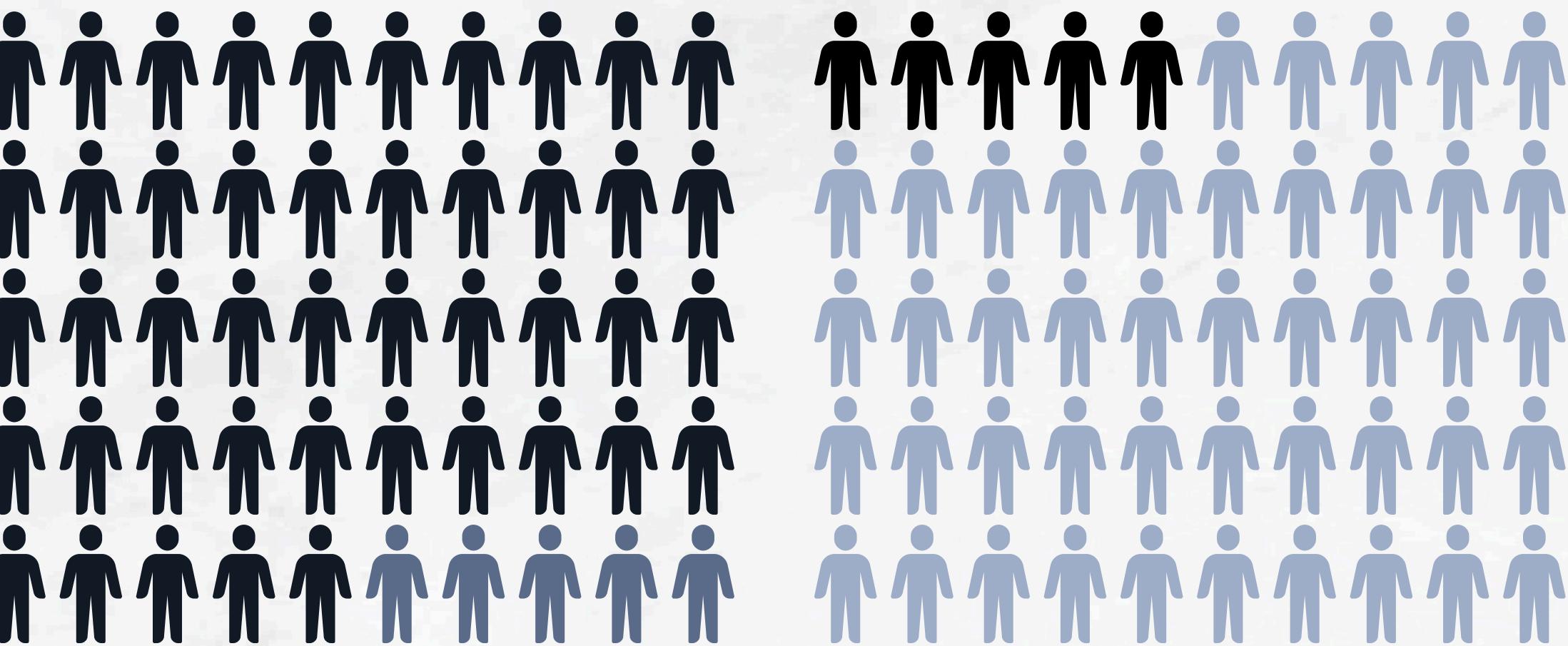


Willingness to Adopt a Simple Online Inventory App

D	Age Distribution	Tech Savviness	Smartphone Usage for Business	Digital Inventory Management	Willingness to Adopt App
1	31-50 years	Low tech-savvy	Intermediate usage	No digital method	Not Willing
2	51+ years	Low tech-savvy	Intermediate usage	No digital method	Somewhat Willing
3	31-50 years	Moderate tech-savvy	Basic usage	Partial digital adoption	Highly Willing
4	31-50 years	Low tech-savvy	Basic usage	Partial digital adoption	Somewhat Willing
5	18-30 years	High tech-savvy	Basic usage	No digital method	Not Willing
6	18-30 years	Low tech-savvy	Basic usage	No digital method	Somewhat Willing
7	18-30 years	High tech-savvy	Basic usage	No digital method	Somewhat Willing
8	51+ years	Moderate tech-savvy	Basic usage	No digital method	Highly Willing
9	31-50 years	Low tech-savvy	Advanced usage	Partial digital adoption	Somewhat Willing
10	31-50 years	Low tech-savvy	Basic usage	Partial digital adoption	Not Willing
11	18-30 years	High tech-savvy	Basic usage	Partial digital adoption	Highly Willing
12	51+ years	Moderate tech-savvy	Intermediate usage	No digital method	Somewhat Willing
13	51+ years	Moderate tech-savvy	Basic usage	No digital method	Not Willing
14	18-30 years	Moderate tech-savvy	Advanced usage	No digital method	Not Willing
15	18-30 years	Low tech-savvy	Advanced usage	Partial digital adoption	Somewhat Willing
16	18-30 years	Low tech-savvy	Basic usage	No digital method	Not Willing

Note: To access the full Excel sheet of Survey Data, access this [link](#).

Why App over Website



90%

Note: To access the full document about the Market Research, access this [link](#).

Kirana store owners prefer APP for digital inventory management

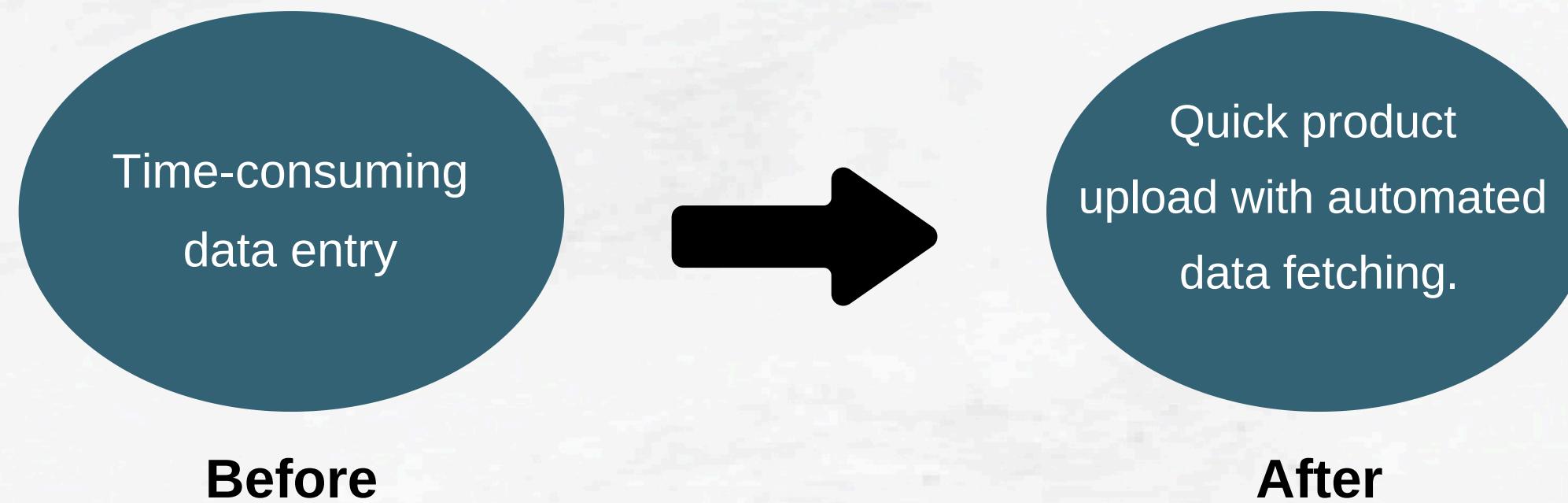
10%

Kirana store owners prefer WEBSITE for digital inventory management

Catalogue Creation

Simplifying ONDC Integration

- A pre-built product database with all the necessary details (e.g. weight, dimensions, descriptions).
- Minimal input required from store owners (e.g. Product name, quantity of stock, additional remarks if any).
- Automatic Catalog creation linked to ONDC platform.
- Easy Organization and Management



E-Dukaan

Search for a product

SEARCH

Kurkure Masala Munch
Snacks
Crunchy and spicy snack

ADD TO CATALOG

Kurkure Green Chutney
Snacks
Zesty and flavorful snack

ADD TO CATALOG

Lay's Classic
Snacks
Classic salted potato chips

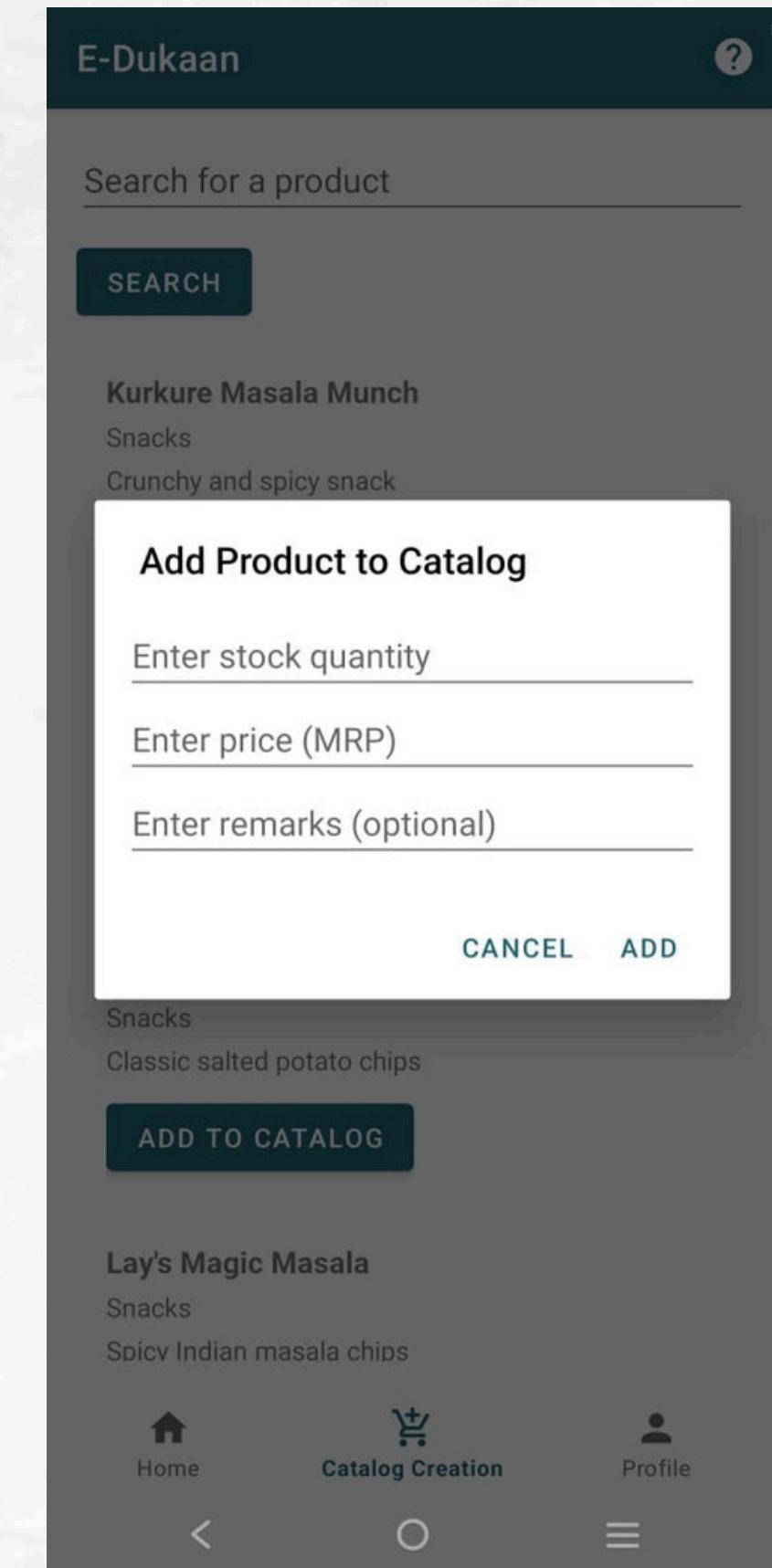
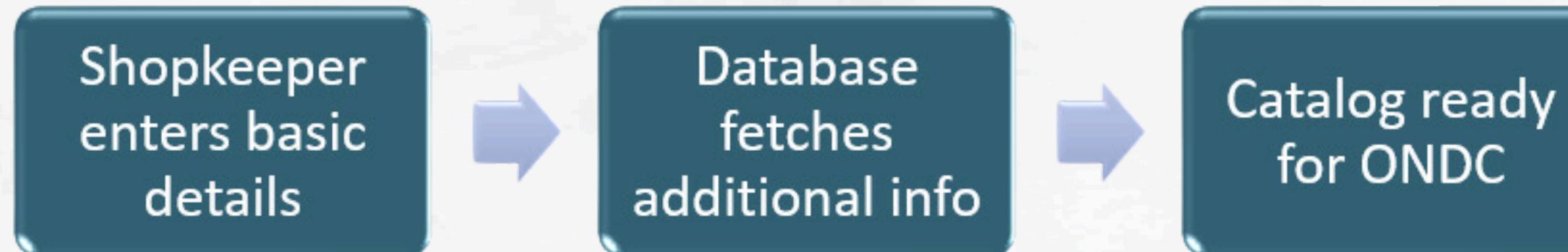
ADD TO CATALOG

Lay's Magic Masala
Snacks
Spicy Indian masala chips

Home Catalog Creation Profile

How it Works

- Input from Store owners:** They provide basic info like product name and stock.
- Database Lookup:** The app auto-fills other product details using the pre-built database.
- Catalog Generation:** A complete product catalog is generated and linked to the ONDC platform in the required JSON format.
- Organize and Update:** Easy-to-use interface for organizing and updating products.



Catalog Management

- Product Listing:** Easily add products by searching in the pre-built database and adding quantity available.
- Activity Logs:** Recent updates and catalog management activities are visible on the dashboard for tracking.
- Update Stock after sales and purchase:** Shopkeepers enter the number of items sold, and the stock is automatically updated.
- Low Stock Alerts:** Items with low stock are highlighted in red to prompt timely restocking.

E-Dukaan ?

Your Catalog

Total Products: 6

Low Stock Alerts:
Kurkure Masala Munch: 0 in stock
Lay's Classic: 0 in stock
Dairy Milk Silk: 0 in stock
KitKat: 0 in stock
Oreo Biscuits: 0 in stock

Updated stock for: Kurkure Green Chutney to 18

Kurkure Masala Munch
Snacks
Crunchy and spicy snack Stock: 0

Kurkure Green Chutney
Snacks
Zesty and flavorful snack Stock: 18

Lay's Classic
Snacks
Classic salted potato chips Stock: 0

Home Catalog Creation Profile

E-Dukaan ?

Your Catalog

Total Products: 6

Low Stock Alerts:
Kurkure Masala Munch: 0 in stock
Lay's Classic: 0 in stock
Dairy Milk Silk: 0 in stock
KitKat: 0 in stock
Oreo Biscuits: 0 in stock

Update Stock Sold
Enter amount sold CANCEL UPDATE

Snacks
Zesty and flavorful snack Stock: 18

Lay's Classic
Snacks
Classic salted potato chips Stock: 0

Dairy Milk Silk
Home Catalog Creation Profile

Help Page

The Help Page is accessible by clicking the question-mark icon in the top-right corner of the app. It provides a range of user-friendly resources, including:

- **Step-by-step guides:** Detailed and easy-to-follow instructions are available to help users navigate various app features.
- **Visual representations:** To complement the written instructions, the Help Page includes screenshots, diagrams, and illustrations that offer a visual reference.
- **Video tutorials:** Engaging video tutorials designed to be concise and informative, catering to both new and experienced users.

^ How to add a product?

Video Tutorial for Adding Products

Guide on Adding Products

▼ How to manage stock?

▼ How to view sales reports?

▼ How to update product details?

Registration Process Overview

Current Registration (Placeholder): Basic information for quick setup (e.g. email, password). Temporary account to start the process.

Future Registration similar ONDC Model

Step 1: Personal Details

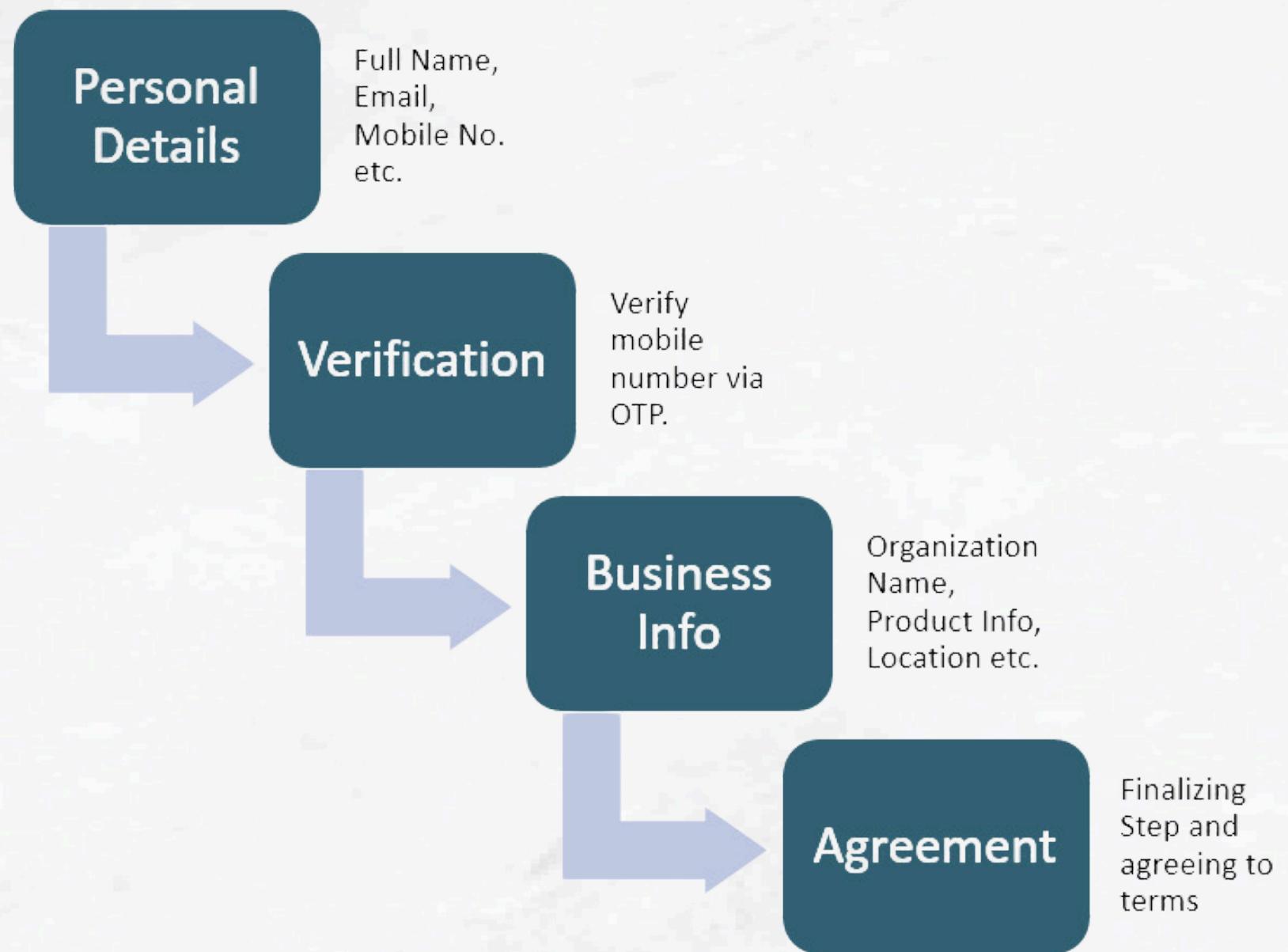
Full Name, Email, Mobile Number (with OTP), Captcha verification.

Step 2: Business Details

Organization Name, Products Sold, Location (States & Cities), Seller Type.

Step 3: Agreement

Consent for details to be shared with network participants for contact.



Alignment with ONDC's Goals

- **Democratizing E-Commerce:** Empowers SMEs with a self-onboarding platform, removing SNP dependency and reducing entry barriers for sellers from Tier 2/3/4 cities.
- **Cost Efficiency:** Automates catalog creation and onboarding processes, minimizing costs and ensuring faster time-to-market.
- **Inclusivity:** User-friendly design with multilingual support and visual guidance caters to non-tech-savvy sellers like Shyam.
- **Trust & Branding:** ONDC-branded onboarding builds seller confidence while bridging the urban-rural digital divide.
- **Scalability & Sustainability:** Open-source toolkit supports diverse domains beyond Kirana stores, ensuring long-term adaptability and impact.
- **Economic Empowerment:** Enables sellers in remote areas to access digital markets, fostering growth in underserved communities.



Future Ideas and Innovation

- **Cloud-Based Database:** Comprehensive product database with all Kirana products.
- **Barcode Scanning:** For those who want quicker inventory updates without typing.
- **Advanced Search:** Auto-suggestions using ML for product names during input.
- **Localization:** Multi-language support for regional users.
- **Profitability Dashboard:** Highlight the most and least profitable items to help users optimize their inventory.
- **Reports Export:** Export daily or monthly reports in simple formats (PDF or Excel) for record-keeping, Insights on best-selling products and stock levels.



Thank you!

For reference, check out these links:

[Market Analysis Document](#)

[Survey Excel Sheet](#)