



Wishing everyone a happy Women's Day !



Project **Aura**

theme: Social and E-commerce

team: Wo**woman**ia

lead: **Manisha** Jain.



Project Scope

- **Aura** brings about a promising change to the lives of our rural women by giving a **platform** to **show case** their **work**.
- Aura **connects** the art works of rural women to a global market.
- Any women can easily be **part** of this initiative just by getting in touch with us or through an NGO.
- Aura **enables** a women to establish her identity by showcasing her capabilities / skill.



Overview

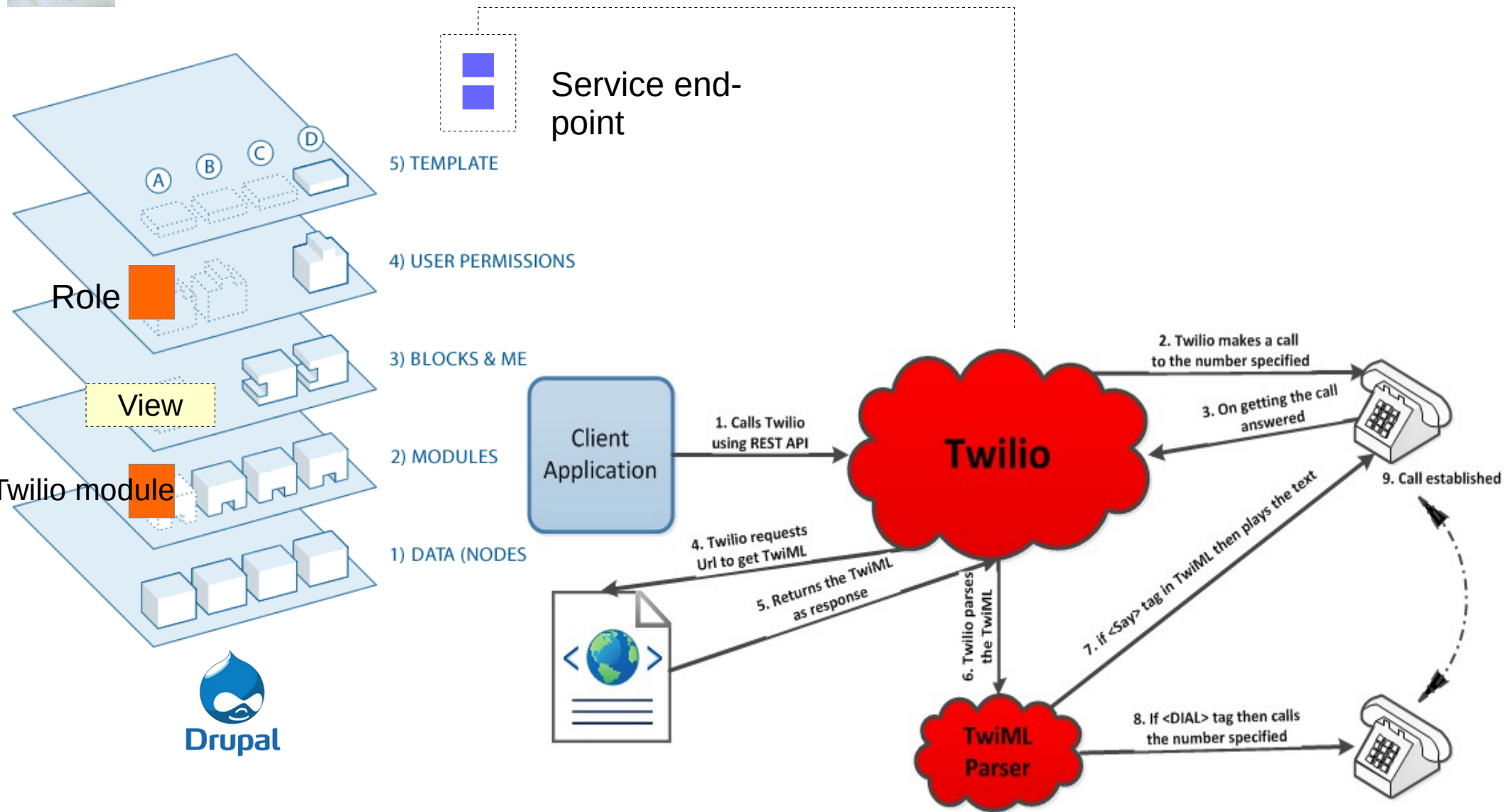
- A rural women who makes **crafts** and sells to make her livelihood has no means to break the social norms and explore more **opportunities**.
- We at **Aura** strive to reach them through well established NGO's and provide them a **platform** that expands their **reach**.
- We wish to **deliver** such great art works to the place they deserve.



Technology

- **LAMP** (Linux Apache MySQL PHP)
- Aura is built on top of **Drupal**, a world class open source content management framework
- **Twilio** for SMS integration
- REST API design
- Drupal **modules**
- Drupal Framework with **ecommerce** capability.

Aura internals



Twilio acts as a web browser for drupal HTTP service end-point.
On the Drupal end we have hooks to support event based invocations



How to test Aura

Visit <http://aura.datasynergy.org/> and signup. Choose userid, passwd and specify your mobile number.

To complete the signup process, enter the code that you receive on your mobile.

Scan through the product listing, selected items go to your cart and you checkout. On check out a sms notification is generated.

Everytime a new product item is added, the sms notification is generated to update the individual.



How to test Aura -2

- Developer centric code testing for module integration
- Aura achieves multi system integration across REST interfaces or direct PHP API
- This facet of testing requires writing PHP scripts and/or parsing json responses
- Indicative PHP scripts can be accessed at <http://poc.datasynergy.org/>



Future enhancements

- Integration with **Shiprocket** API for complete logistics tracking.
- Integration of **ccavenue** payment API for payment processing (netbanking, credit card).
- Analytics and Visualization using the open source **Lumify** platform.
- Custom drupal **module** development to support functionality above
- Custom drupal **views** development using **views** and **view_rules**.



Future Enhancements -2

- More **contributors** given the fact that Aura is an open source project hosted off **github**.
- We believe Aura has the potential to become the India's first **volunteer** community based holistic rural handicraft curation, promotion and online selling service.
- At Aura we really like to get feedback from our visitors, customers and philanthropists as to how we can take the **vision** ahead and do even better.



Thank you

for further queries

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