

**ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION
INSTITUTE
DEPARTMENT OF MSME - GOVERNMENT OF TAMIL NADU**

Project Title : Tamil Sear Sadangu Guide App

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PROBLEM STATEMENT

During funeral ceremonies, many Tamil families face confusion due to:

- Lack of clear step-by-step guidance
- Differences in regional and family customs
- Limited access to knowledgeable elders
- Younger generation not fully aware of traditional rituals

Who is Affected?

- Tamil families handling rituals for the first time
- People living away from native places or abroad
- Younger generations unfamiliar with cultural practices

PROPOSED SOLUTION

A mobile application that provides structured guidance for Tamil Sear Sadangu rituals.

How it Solves the Problem

- Offers day-wise ritual instructions
- Provides simple explanations in Tamil (and English option)
- Includes required materials checklist
- Helps families follow traditions confidently and correctly

HOW IT WORKS

APPLICATION WORKFLOW

User opens the app

Selects ritual type / custom

App displays day-wise ritual guidance

Checklist shows required materials

AI Calculator automatically calculates important ritual dates

User receives accurate schedule and guidance reminders

KEY FEATURES / INNOVATION

Key Features

- Step-by-step Tamil ritual guide
- Day-wise planning (3rd day, 7th day, 16th day, etc.)
- Materials checklist for preparation
- Automatic date calculation system
- Simple and respectful user interface

Innovation / Uniqueness

- First digital guidance focused on Tamil cultural rituals
- Preserves traditional knowledge using technology
- Easy access for global Tamil communities

IMPACT & BENEFITS

IMPACT

- PRESERVES TAMIL CULTURAL TRADITIONS
- REDUCES CONFUSION DURING RITUALS
- HELPS YOUNGER GENERATIONS LEARN TRADITIONS

BENEFITS

- CLEAR STEP-BY-STEP GUIDANCE
- SAVES TIME AND AVOIDS MISTAKES
- SUPPORTS FAMILIES DURING EMOTIONAL SITUATIONS

**“BRIDGING TRADITION AND TECHNOLOGY TO PRESERVE
TAMIL CULTURAL PRACTICES.”**