

Hum Bhi Online

- Boosting the digital economy from the grass roots!

A refreshingly Indian market place that is inclusive in its approach to all round community growth, "Lokah Samastah Sukhino Bhavanthu".

Why Another marketplace?

Most marketplaces take a percentage of the invoice amount as their fee. This fee is usually a sizable percentage of the profit margin, making it un-affordable for these small sellers. Additionally, these market places take money from the customer and hold it for 2-3 days causing small sellers to deal with lower working capital.

"Hum Bhi Online" was created to remove this entry barrier for small sellers. It is critical for the digital economy to thrive, that India's small sellers adopt online strategies for their businesses.

Why choose Hum bhi online?

1. Provides a convenient buying option to your buyer, who you are currently losing to other online players.
2. Get More customers.
3. Accurate order capture than your current text messages or phone based tracking that are prone to mistakes.
4. Get digital payments via UPI without sharing your upi each time via text/sms thus reducing mistakes in typing.
5. Provide electronic bills to your customers - avoiding paper this being more responsible and eco-friendly.

1₹/OrderLine

Humbhionline provides its services(order capture,record pack,record delivery,payment capture) over a prepaid model. You can (re)charge your account with humbhionline with as low an amount as 1₹ e.g. If you recharge for 10₹ and buy credits for 10 orderlines. You will continue to get orders from buyers till 10 order lines (in total) are booked with you. When across all your customers, the number of orderlines booked against you reaches 10, you are taken offline (i.e not suggested to customers any more) till the account is recharged. It is that simple.

Wondering how come so low price?

As we already explained, market places generally charge a percentage on order amount. We believe this is not fair to the small business owners. We recognise that even a small percent of the order amount is a big percent of the profit margin thus creating a huge entry barrier for small business owners in taking their business online. We realize that the cost to us (technology providers) is not a function of the value of the orders captured, then why should our pricing be value based. So we chose to set our price as function of our cost, (Server costs, data carrying costs etc getting distributed within the seller community) We believe that over time, as more sellers join the hum bhi online movement, we could even go down to 50ps/orderline and still be profitable.

Want to sell online?

Getting Started

Start selling online in three easy steps.

1. Register at humbhionline.in/login or the Android Application HumBhiOnline.
2. Complete your KYC.
 - a. Kyc can be completed fastest for no charge by uploading your offline EKYC aadhar zip file. You can get your safe to share Offline ekyc document from [here](#).
 - b. Other methods like Driving license/pan card etc requires an agent to visit you and verify the documents physically. You will be charged a small fee of 50₹ for this purpose.

Till you are KYC Verified, you would not show up as online for your customers.

3. Configure the facility you sell from, products and the price at which you want to sell them.

Customers in your neighbourhood would discover you if they search for you or the products you sell. Maintain adequate balance with Hum Bhi Online by periodically recharging of your account and keep selling.

And guess what? You get complimentary 10 orderlines credit worth 10₹ on signup for you to experiment with the platform and get a hang of it without paying anything to start with.

Fulfilling the orders

1. Orders placed by your customers get notified to you in real time!
2. You can pack the ordered products
3. Coordinate the delivery/customer pickup
4. Receive payments on delivery of goods using
 - a. UPI (Recommended): Customers can simply click on the pay button against the order. All details for receiving your payment through UPI is prefilled. The customer has to just authorize the payment with his/her upi pin and the transaction is completed. Order would be also marked as paid. Is it not sweet? :)
 - b. Cash/Card.: You can get paid through any mode acceptable to both you and the buyer. You can mark the order as paid once the payment is completed.

Want to buy from your trusted sellers?

You can register with humbhionline.in/login and buy with registered and verified sellers. If a small business owner you trust is not on the platform, you can invite your seller to join the platform. Having your trusted seller in the platform, makes it easy for you to book orders online against your favourite seller and also helps your seller to get more customers online. This may look like a small act but it is these acts that contributes towards creating an explosive digital economy.

FAQ

Q. Why am I not suggested to my customers?

When there is no balance left in the account, your account would go offline and is not suggested to the buyers. Once the account is recharged, you would be automatically online again ready to take orders.

Q. Can I register as a delivery provider?

Yes ofcourse. The delivery system is critical for any online commerce. You can register yourself a seller of "Local Delivery". Configure your office and charges. Sellers and Buyers in the platform can discover you and place a transport order on you for transporting a product order placed on a seller. you will also need to go through the same KYC Process as a seller to register yourself as a delivery service provider.

Q. How and when is the payment done to the Seller?

Buyer pays the seller directly on Delivery.

Q Will my customer buy from other Sellers? Will this not be detrimental to my business?

1. In a free market. Buyer buys from whoever gives good product and service at reasonable price.
2. You are already losing your customers to bigger online players as they are providing convenience. You can win them back as you can give the same convenience and have an edge because you are local.
3. If you give good service, good product at good price, people will come to you anyway. Do your Karma, Results will come according to it.

Q. What is the vision for Hum bhi online?

1. Starting with local communities in Bangalore and Pune and expanding to Local communities all over India with people support.
2. This is a movement. It needs people support. It needs emotional connect within local communities.
3. No one needs to be left behind while Bharat becomes a developed nation.

Q. How can I help with the Hum bhi online movement?

1. You can help a small seller in your community who may not be tech savvy with his onboarding efforts.
2. You can buy from your local sellers thus supporting your local community.
3. Tell others about how this movement is in the direction of Athmanirbhar Bharat,
4. Send mail to support@humbhionline.in with suggestion on improvements and features to be added that would help your local community.

Q. Ah! you want to get Cheap marketing ? It helps you and Hum bhi online! How does it help me?

The Intention of this platform is to make wealth for all. Ofcourse including the platform. Without money, one cannot do any good too. Hum Bhi Online's commitment is in providing a world class platform at a price that covers our running costs. We want a marginal profit that would be enough for us to keep it going, hiring, etc. This platform is created post my retirement. So I am not in this to make money for myself. I have enough for that. This is my way of contribution to the country through my skills acquired in my active work life in supplychain and information technology.

- Venky