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**(71)Name of Applicant :**

**1)Graphic Era Hill University, Haldwani Campus**

Address of Applicant :Tularampur, Near Mahalaxmi Temple,opp. Middas Squar, Haldwani, Uttarakhand 263139  
Haldwani -----

**2)Graphic Era Hill University, Bhimtal Campus**

**3)Graphic Era Hill University, Dehradun Campus**

**4)Graphic Era Deemed To be University**

**Name of Applicant : NA**

**Address of Applicant : NA**

**(72)Name of Inventor :**

**1)Dr. Manish Kumar**

Address of Applicant :Director,Graphic Era Hill University, Haldwani Haldwani -----

**2)Ms. Sujata Negi Thakur**

Address of Applicant :Assistant Professor, Computer Science and Engineering, Graphic Era Hill University, Haldwani Haldwani ----

**3)Mr. Manoj Kumar Singh**

Address of Applicant :Assistant Professor, School of Computing, Graphic Era Hill University, Bhimtal Bhimtal -----

**4)Dr. Sumit Pundir**

Address of Applicant :Assistant Professor, Department of Computer Science and Engineering, Graphic Era Deemed to be University, Dehradun Dehradun -----

**5)Ms. Gurpreet Kaur Jassal**

Address of Applicant :Student, School of Computing, Graphic Era Hill University, Dehradun Haldwani -----

**6)Mr. Deepankar Sharma**

Address of Applicant :Student, Department of Computer Science and Engineering, Graphic Era Hill University, Haldwani Dehradun -----

**(57) Abstract :**

Earlier businesses used to go in blended modes where customer could go physically to the seller, enquire , negotiate and purchase the item. But recently, almost everyone has switched to the online mode of shopping over various e-commerce sites. As a result, small town dealers have been facing a situation of dooming business. Similarly, on the other hand, some businesses are unable to reach the customers directly, and brokers in the middle are taking their advantage. The Covid-19 outbreak made us realize that having an online presence is very important for any business. Most of the businesses in our country went crashing down since pandemic and, although many businesses have switched to the online mode of business but still most of local businesses, dealers and small startups aren't that much active in the terms of online business presence.

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