

KIRANA CONNECT

LOCAL. AFFORDABLE. ACCESSIBLE.

INDIA'S OWN RETAIL

INNOVATION IN RETAIL

TEAM LAKSHYA

TEAM MEMBERS

- KAUSHIK J
- K SIDDHARTH RAO
- M S VARUN
- GANESH V



PROBLEM STATEMENT

- Convenience stores and Kirana stores also known as Fast Moving Consumer Goods Industries are losing their customer base rapidly and incurring losses due to the several problems faced by them. Lack of technological awareness among them has led to lower reach among the common population, inefficient inventory management, unstructured credit system, them not being capable enough to provide delivery options to customers, etc...
- The increasing popularity of e-commerce has affected kirana stores as customers are turning to online platforms for convenience and discounts.
According to a report by the International Finance Corporation, only 15% of kirana stores have access to formal credit in India.
According to a report by the Confederation of All India Traders, the profit margin of kirana stores has decreased by 30% in the last decade due to competition from e-commerce platforms. According to a report by the National Retail Federation of India, only 10% of kirana stores have adopted digital technology.
- Recently, and more so since **COVID-19**, E-commerce have taken over in the competition with the Convenience and the Kirana stores. E-commerce websites have shown more **technological awareness** and also have introduced **convenient delivery options** in all parts of the country because of which they are being preferred over the Convenience and Kirana stores. These stores due to the lack of facilities are not able to replicate what a huge network of E-commerce can do.



STATISTICS

- The retail market size in India is expected to amount to **1.7 trillion U.S. dollars by 2026**, up from 883 billion dollars in 2020.
- **Kirana stores** play a crucial role in the Indian retail sector, which in turn contributes almost **11 percent of the GDP in India and eight percent of its total workforce**.
- The gains from **transforming an informal sector into an organized** one are considerable—be it the increase in tax collection, the growth of local businesses or the positive impact on rural consumption and GDP.
- The **technological transformation** of just 10% of the 13 million kiranas in India could boost retail consumption by more than 5% and generate approximately **3.2 million new jobs in the country**.
- Against this backdrop, WE decided to assess the transformation requirements of Kirana stores and what needs to be done by industry & government to create and sustain positive **change for the millions of small grocery stores that dot the Indian retail landscape**.
- Overall, we believe that our solution has the ability to become a valuable tool that can **harness the potential of small businesses and promote economic development**.



SOLUTION

- We will implement a model where we will be dividing the country into different sectors containing Kirana Stores which depends on the number of stores in a particular area. We will be **having more number of sectors in the urban areas** compared to the rural areas.
- We will be having the necessary data which comprises of all the **information about the stores**. The location of the user will be tracked and **nearby stores sorted by rating will be suggested to them**. Each store will have a quality rating which will be given by the customer themselves.
- Customers can visit the shop and buy the necessary items and will **also have the option of** ordering a certain number of items which will be delivered to their address. The customer can search for an item or also can search by the name of the shop and they will be redirected to the necessary item or shop respectively. The customer will be provided with different modes of payments and they can choose any one according to their convenience.
- We also provide data analytical solutions to empower Kirana owners to fare better in inventory management and structured credit systems.
- The unique part of our solution is that our app will be made available in multiple Indian languages to **facilitate better sectoral reach**. Another important aspect is that we also offer door delivery options from these stores . This implementation which connects the Kirana shops and its customers is the FIRST of its kind.
- Target Audience- We cater to Both Kirana Shopkeepers & Consumers.
- The expected results are that we will help the entire kirana sector to use technology to become more competitive, increase their customer base and bring in efficiency in their entire value chain.





- We aim at boosting the reach & sales of convenience stores and assist in solving their operational difficulties.
- We will build a unique platform which connects convenience store sellers and consumers using technology and innovation in retailing.
- Our purpose is to empower local Kirana store owners. We believe that small businesses are the backbone of our economy. Our faith is in the power of technology to create positive social and economic impact. We exist to create a better future for small businesses and communities around India through innovation and collaboration.



TECH STACK

Frontend Web Development:- HTML, CSS and JS frameworks like React JS (Other options are Django, Flask or FastApi).

Backend Web Development:- Node JS, Express JS and XAMPP Server

Database Management:- MongoDB using libraries like Mongoose

Data Analytics:- Python with Jupyter Notebook

AI/ML:- Pre-trained neural networks like RESNET and CONVNEXT, Tensorflow and ML libraries for the prediction

API:- Google Map JS API and Google Vision AI API



BUSINESS PROSPECTIVE

- Our project will benefit the **FMCG** (Fast Moving Consumer Goods) community as it will attract a larger customer base which will in turn improve their profits.
- We will begin our implementation with the help of **funds** given by various **NGOs** and Corporate Social Responsibility (**CSR**) of numerous companies.
- As our model picks up pace, we will monetise it to a commission based model depending on the type of Kirana Store.
- **Commission based model**:- We will charge a **small commission fee** for every sale made through our platform. This can be a percentage of the sale value or a fixed amount per transaction or a combination of both.

