

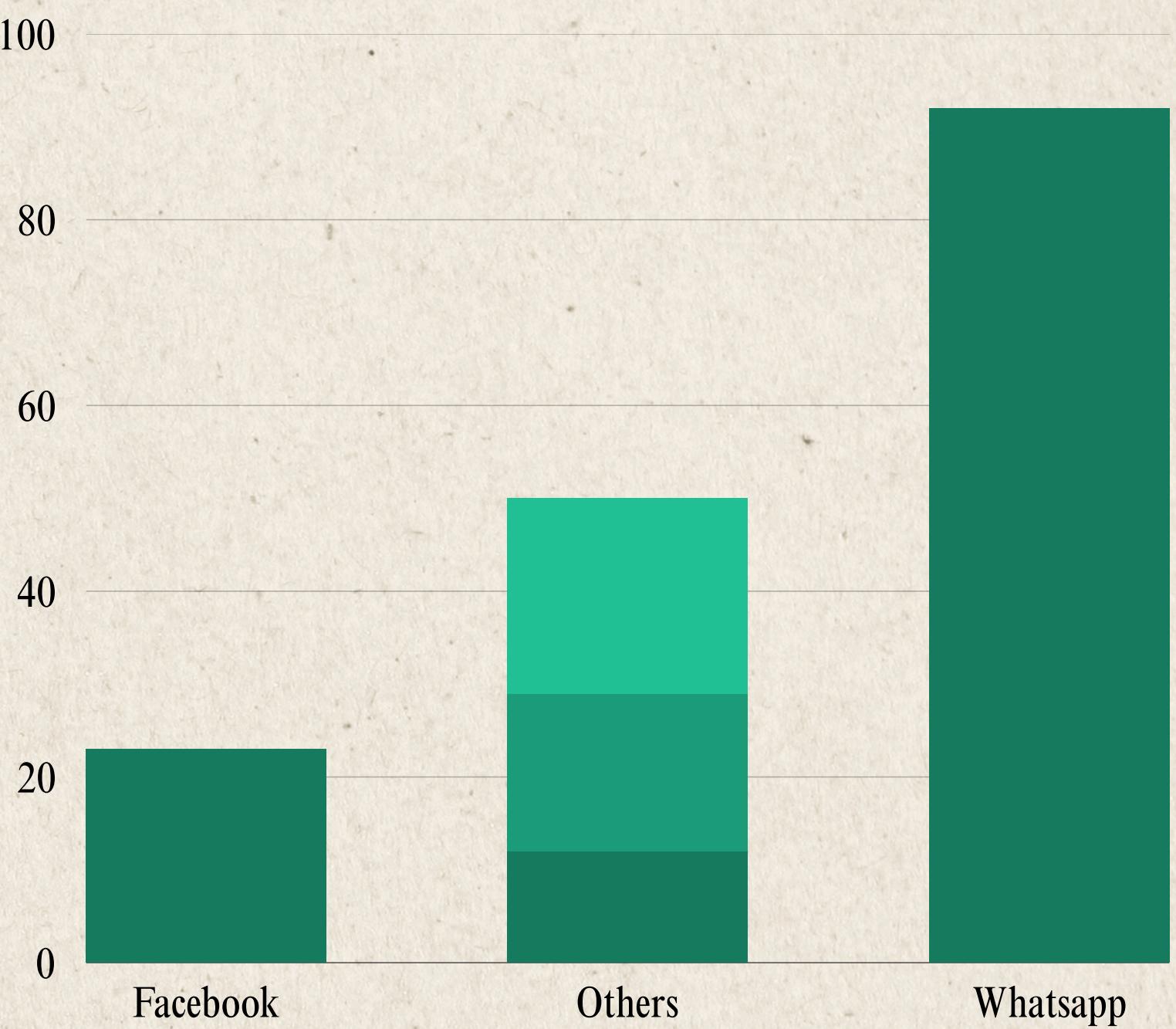
# Carter

Problem Statement 3 & 4

# Market Analysis

We chose WhatsApp as our consumer-facing platform after conducting field studies in 2 cities. Our research included Tulshibaug, an iconic market in Pune (Tier 1 city), and Ganj Golai, a bustling market in Latur, Maharashtra (Tier 3 city).

- ↳ Over 95% of sellers have smart phones
- ↳ 90% of respondents claim to use whatsapp regularly



# Onboarding Customers

We identified four major store types in traditional markets, such as Palika Bazaar:

1. Fashion Shops
2. Art and Craft Stores (including Accessories)
3. Kirana Stores (Packaged Food)
4. Sweet and Snack Shops (or Restaurants)

## Onboarding Steps:

Sellers are prompted to upload documents and provide legal information based on their store category. For example:

- Name
- Date of Birth (DOB)
- PAN Card
- GST Number
- Address
- Business Name, etc.
- FSSAI license (food-related businesses)

Once the seller provides the required details, the bot automatically submits them to the relevant authorities for approval, ensuring a seamless onboarding process.

# Creating Inventory

This AI agent is specifically designed to assist sellers in adding inventory by interacting conversationally. It guides the seller to provide crucial details like the product description, price, and quantity. The agent ensures accurate data entry by validating the seller's responses and self-correcting through recursive questioning when incorrect or irrelevant information is provided.

## Features:

- Interactive Input Collection
- Input Validation
- Self-Correction and Guidance
- Data Extraction for Inventory

## Capability:

- Contextual Understanding
- Recursive Questioning
- User-Friendly Interactions
- Data Extraction

# *Discovery Through the Buyer App*

The Indian market is as diverse as its people, making structured categorization inefficient and impractical for such a vast variety of products. To address this challenge, we have adopted an innovative approach to enhance product discovery through the buyer app.

## ↙ Description-Driven Approach

Once a product is added, we generate a detailed AI-driven description using the data and images provided by the seller.

## ↙ Vector Embeddings

We create vector embeddings for each product description, capturing its semantic meaning rather than relying solely on keywords or rigid categories.

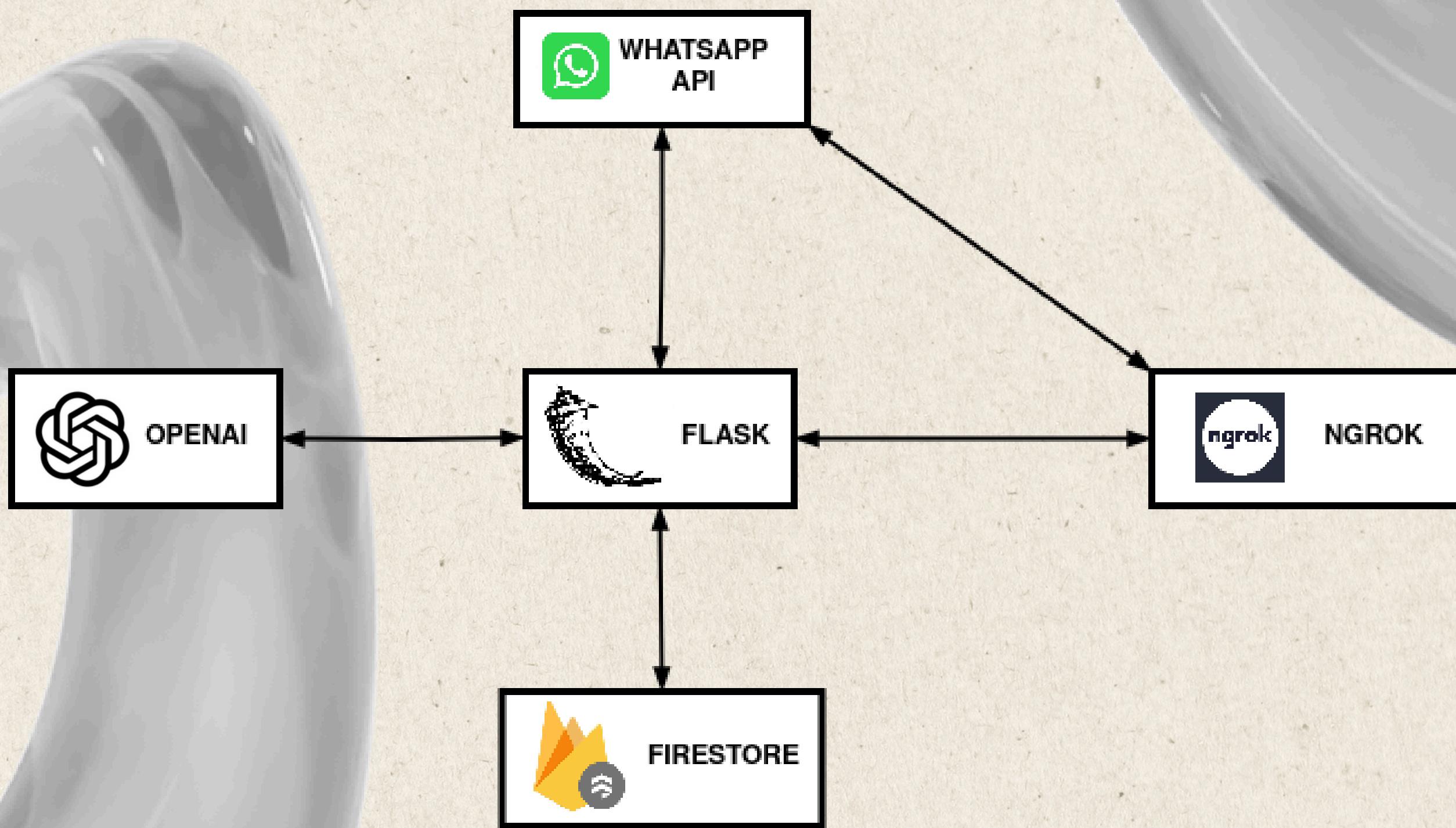
## ↙ Cosine Similarity Search

By leveraging cosine similarity, we enable semantic search, where the buyer can find products based on intent and context rather than exact words.

## ↙ Adaptive Discovery

This method allows us to overcome the inefficiencies of traditional categorization, ensuring that the diversity of products in the Indian market is fully represented and easily accessible.

# Tech Stack



# Future Roadmap

## Phase 1

### Voice-Enabled Billing for Digital Inventory:

Simplify the billing process and simultaneously maintain an updated digital inventory.

## Phase 2

### Multilingual Accessibilit:

Make the platform universally accessible across India's diverse linguistic landscape.

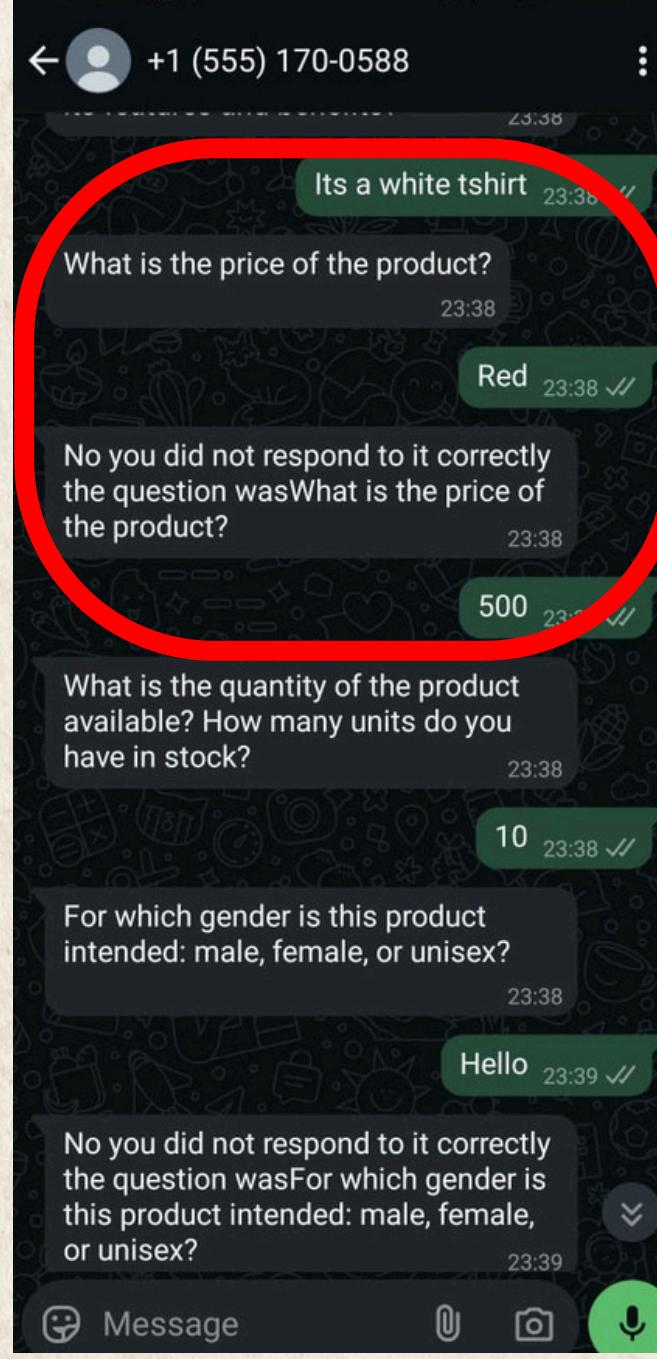
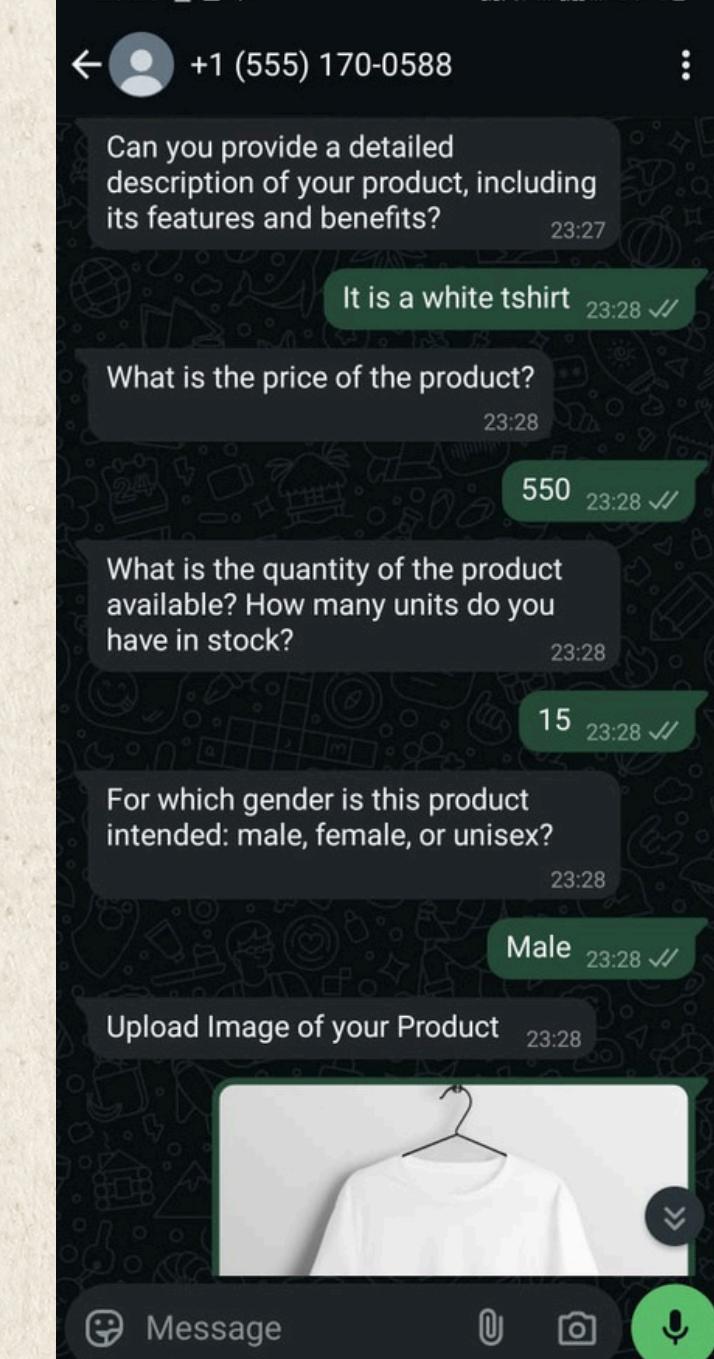
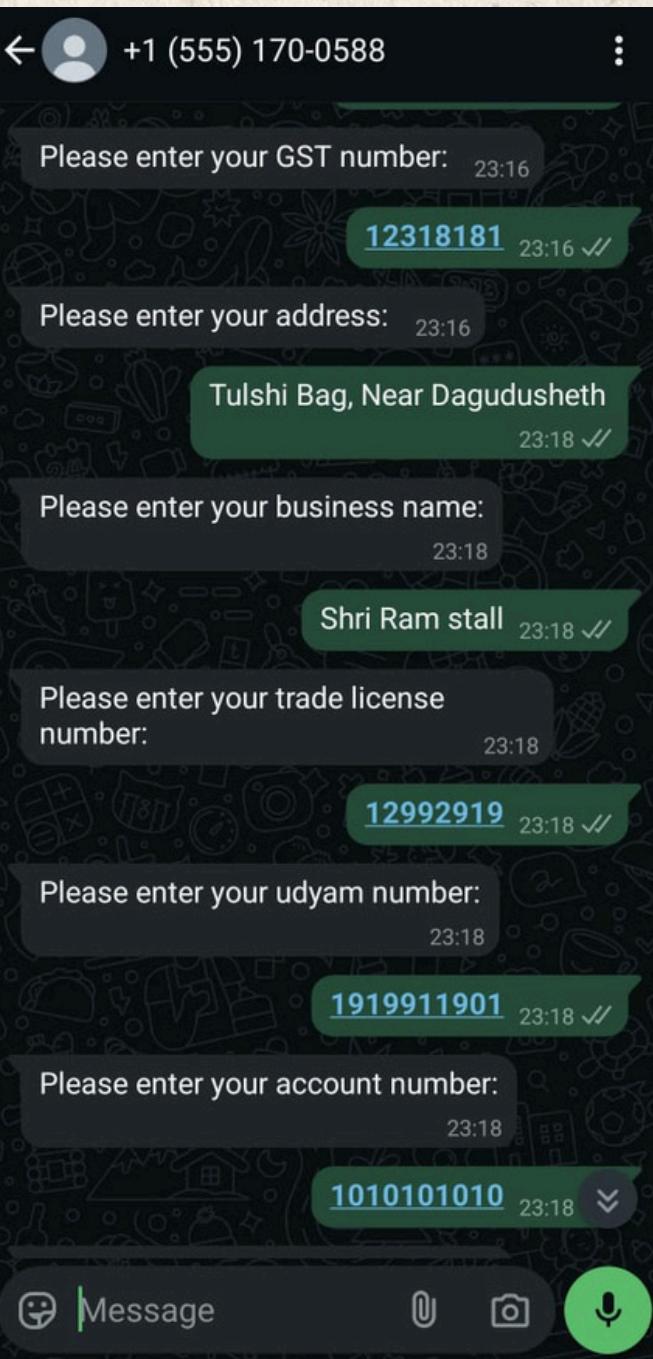
## Phase 3

### Fine-Tuning Our Own AI Models:

Reduce reliance on external dependencies and make the platform more cost-effective.

@CARTER

# OnBoarding



Demo Video: <https://www.youtube.com/@carterONDC>

# Inventory Creation

# *Meet Our team*

## *SIH2024 Winners*

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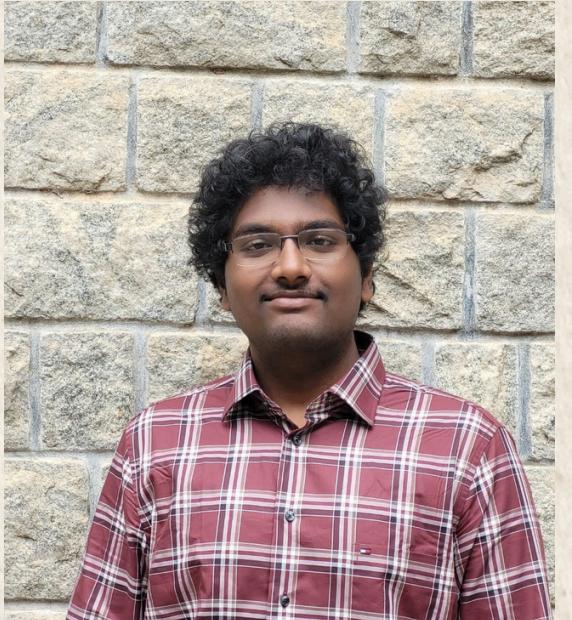
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*thank you*