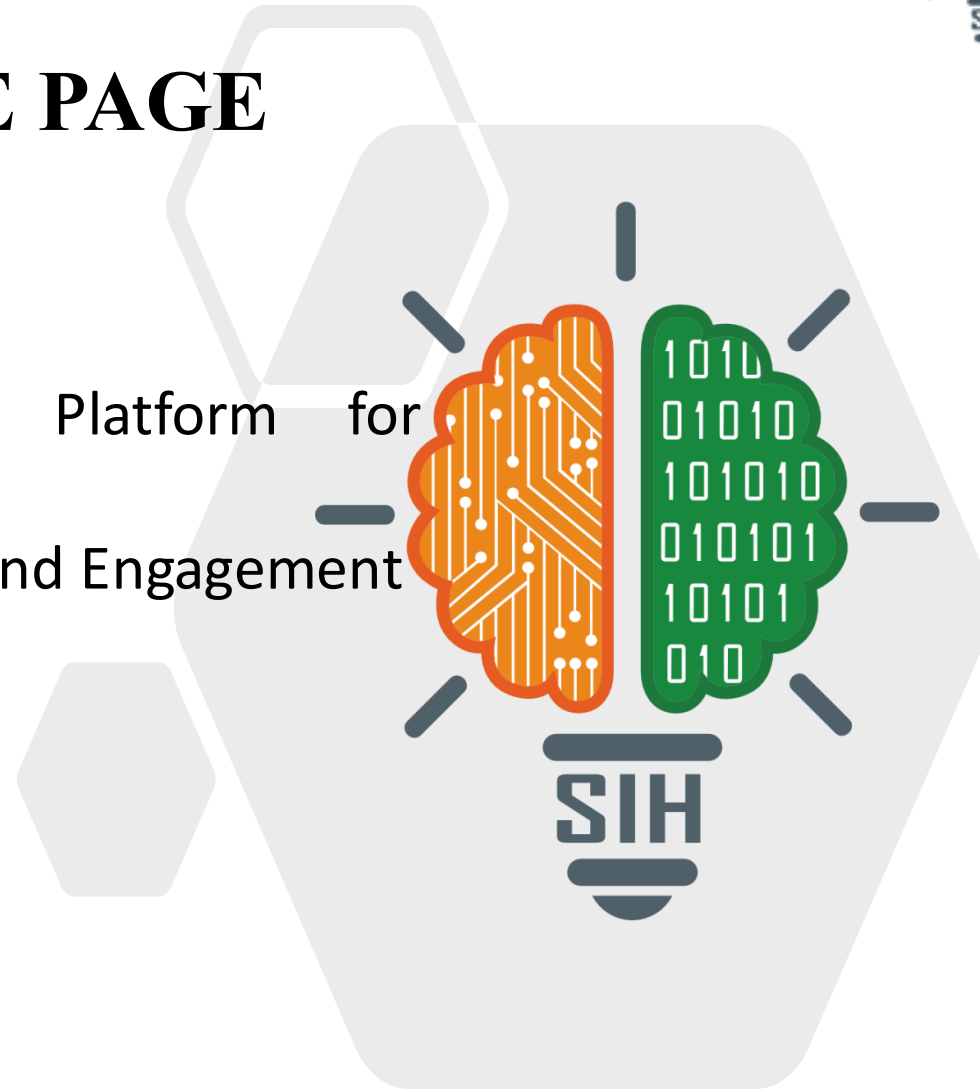


# SMART INDIA HACKATHON 2025



## TITLE PAGE

- **Problem Statement ID** –25017
- **Problem Statement Title**-Digital Platform for Centralized Alumni Data Management and Engagement
- **Theme**- Smart Education
- **PS Category**- Software
- **Team ID**-
- **Team Name** - Insights Infinity



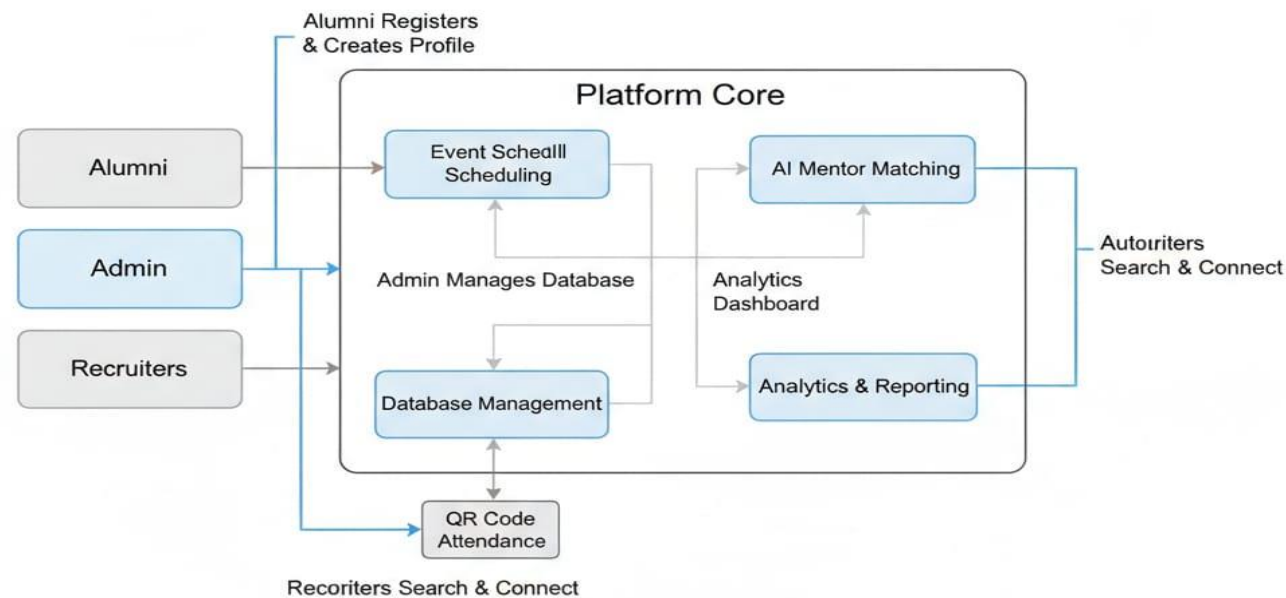
# IDEA TITLE

## ❖ Proposed Solution

- Developed and deployed a cloud-native alumni engagement platform with secure, role-based access for alumni, administrators, and recruiters.
- Features include profile management, AI-based mentor matching, event scheduling with automated invites and QR-code attendance tracking, and real-time analytics dashboards.
- Addresses scattered alumni data, outdated contact lists, poor engagement, and lack of a unified communication channel.
- Innovations: Mobile-first design, gamification with engagement badges, AI-driven personalized content delivery.

- Frontend developed in React.js ensuring responsive and accessible UI for desktop and mobile.
- Backend APIs built with Node.js implementing JWT-based authentication and secure encrypted MongoDB cloud database storage.
- Microservices deployed on AWS using Docker with CI/CD pipelines for seamless updates.
- Workflows: Registration → Profile Creation → Mentor Matching & Event Participation → Administrative Analytics.

## Centralized Alumni Data Management & Engagement Platform

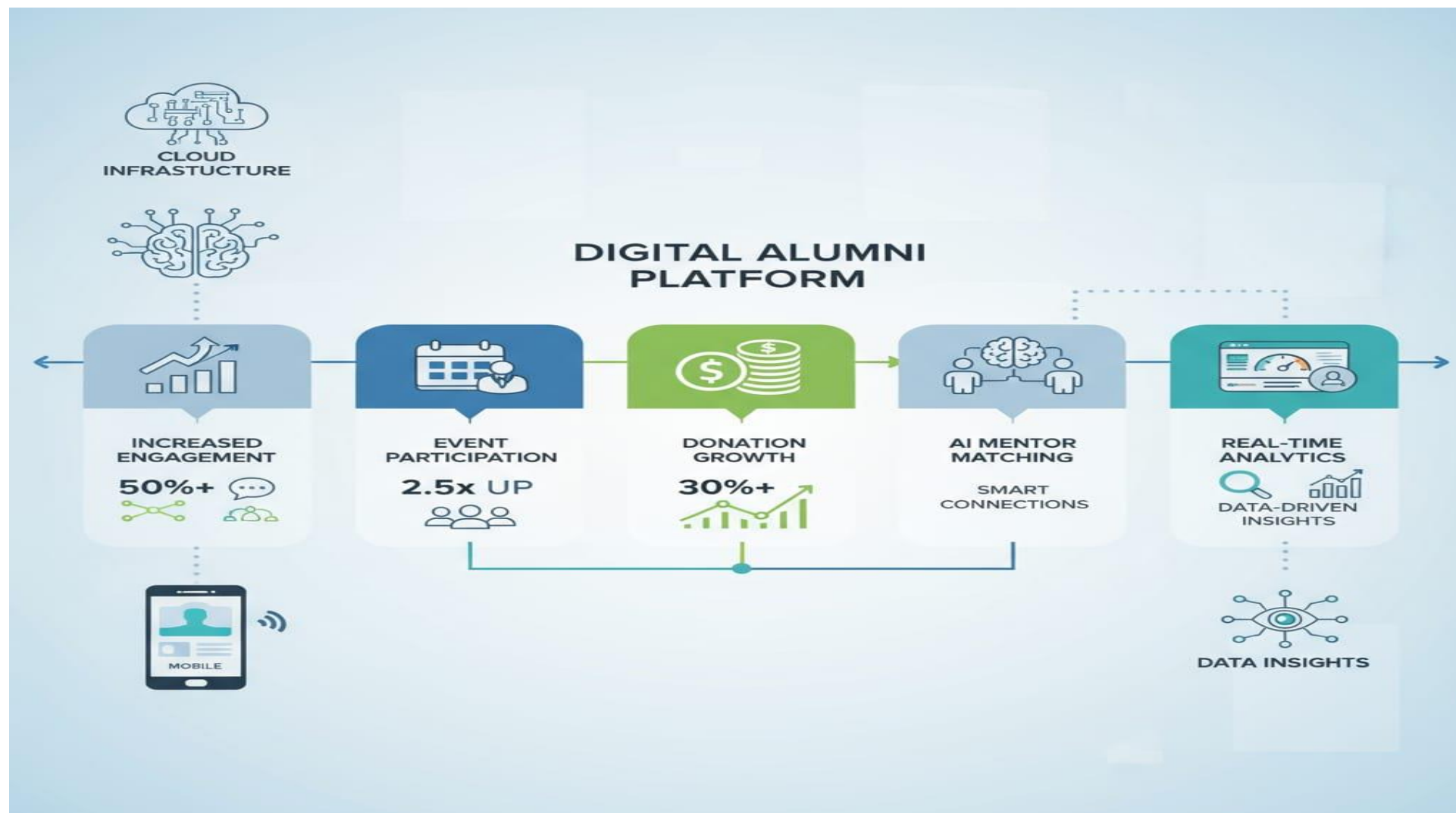


- Scalable SaaS platform ensuring 99.9%+ uptime suitable for institutions of all sizes.
- Data privacy and security ensured with GDPR compliance, encryption, and multifactor authentication.
- Mitigation of challenges through intuitive onboarding, comprehensive user training, and phased legacy system integration.
- Continuous support and scheduled security audits to uphold system integrity.

# IMPACT AND BENEFITS



- Achieved 30% increase in alumni engagement and 40% uplift in event participation during pilot with 200+ users.
- Fundraising donations increased by 25% through streamlined communications and targeted outreach.
- Career growth fostered by AI-powered mentor recommendations and networking tools.
- Real-time analytics support data-driven institutional decision-making for outreach programs.
- Social benefits include stronger institutional loyalty and expanded alumni collaboration opportunities.



- Benchmarked Platforms: Almagest, Hivebrite, Graduway — leading alumni engagement platforms known for CRM capabilities, secure data management, and event coordination.
- Industry Best Practices: Applied standards for data security (GDPR compliance, encryption), UI/UX best practices for a mobile-first and gamified user experience, leveraging studies on AI personalization and digital alumni engagement.
- Academic and Market Research: Incorporated findings from recent research on AI-driven mentoring programs, alumni communication strategies, and analytics-driven engagement measuring.



# Thank You!!