

# Operational Plan for GCR Market Activation

## Objective

Launch and establish the Global Catalogue Registry (GCR) within the ONDC ecosystem by addressing Catalogue management challenges and fostering adoption among buyer and seller apps.

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## Phased Execution Plan

### Phase 1: Pre-Launch Preparation

#### 1. Market Readiness

- Conduct webinars to onboard key stakeholders (buyer/seller apps).
- Prepare API documentation and self-service onboarding kits.
- Finalize standardized Catalogue templates.

#### 2. Infrastructure Setup

- Deploy scalable cloud architecture using AWS S3, EC2, and RDS.
- Configure Elasticsearch for Catalogue indexing and Redis for caching.
- Implement data security layers with tools like Helmet.js.

#### 3. Feature Validation

- Test critical APIs (e.g., Catalogue creation, updates, retrieval).
  - Perform load testing with simulated buyer/seller traffic.
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### Phase 2: Launch

#### 1. Activation

- Deploy seed Catalogue templates for key industries (e.g., FMCG, electronics).
- Enable live integration for pilot buyer and seller apps.
- Offer incentives for early adopters (e.g., Offers on products).

#### 2. Marketing

- Announce the GCR via ONDC platforms, social media, and tech blogs.
- Highlight benefits like reduced redundancy and unique product identification.

#### 3. Monitoring

- Use Apache Kafka for real-time tracking of API calls and Catalogue transactions.

- Gather feedback through integrated reporting dashboards.
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## Phase 3: Growth & Optimization

### 1. Scalability

- Leverage microservices for dynamic resource allocation.
- Introduce auto-scaling features to handle surges in demand.
- Sharding to handle scalability by distributing Catalogue data across multiple database shards. Each shard stores data for specific categories (e.g., electronics, groceries).
- Replication to ensure high availability and fault tolerance by replicating Catalogue data across multiple database nodes.
- Transaction to ensure atomicity and consistency during operations involving multiple steps (e.g., adding a product, updating stock, and verifying UUID).
- Indexing to speed up query performance for Catalogue retrieval by creating indices on fields like product name, category, price, and availability.
- Caching to improve response times for frequently accessed Catalogue data by storing results in a cache.
- Centralised storage for avoiding duplication and redundancy.

### 2. User Engagement

#### 1. Education and Support

- **Webinars and Workshops:** Host regular live sessions on how to use GCR effectively, tailored for both technical (developers) and non-technical (business users) audiences.
- **Case Studies:** Share success stories from pilot users, showcasing tangible benefits like cost savings and operational efficiency.
- **Interactive Tutorials:** Include step-by-step guides and sandbox environments where users can test GCR features without impacting live data.

#### 2. Community Building

- **Forums and Groups:** Create online communities where users can share tips, request features, and provide feedback.
- **Hackathons and Challenges:** Organize coding challenges for developers to build integrations with GCR.
- **Advisory Panel:** Form a user advisory group from key stakeholders to ensure their voices are heard in GCR development.

3. Tailored Features

- **Industry-Specific Solutions:** Offer sector-specific templates (e.g., fashion, groceries, electronics) that address unique Catalogue needs.
- **Localization:** Support regional languages to make GCR accessible to sellers from diverse backgrounds.
- **Customization Options:** Allow users to personalize dashboards, analytics views, and Catalogue fields based on their specific business needs.

4. Data-Driven Recommendations

- **Smart Insights:** Provide sellers with analytics like trending product categories, customer preferences, and optimal pricing strategies.
- **Personalized Suggestions:** Recommend features based on user activity (e.g., a seller who frequently updates images may benefit from advanced image optimization tools).

3. Performance Enhancement

- Implement caching for frequently accessed Catalogues.
- Optimize Catalogue hosting using CDN services.



Responsibilities Matrix

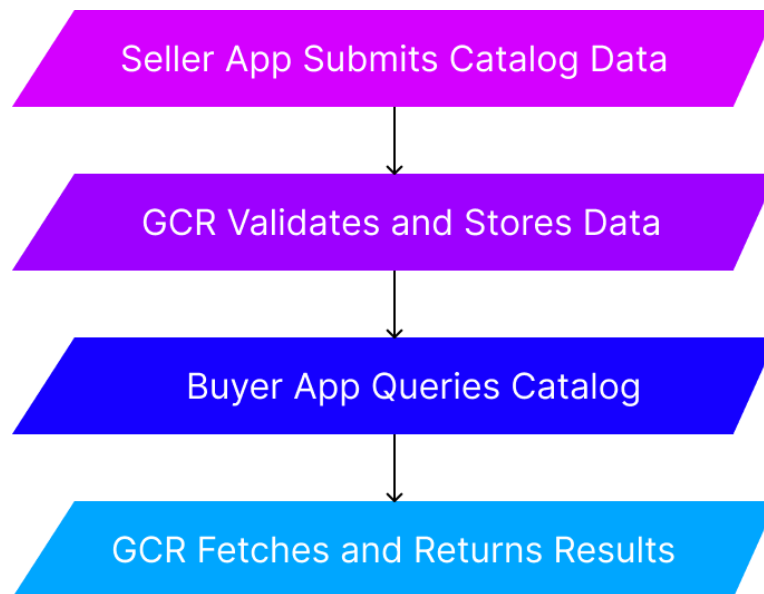
Activity	Team/Partner	Timeline
API Development & Testing	Backend Team	Month 1
Cloud Infrastructure Setup	DevOps Team	Month 1
Stakeholder Engagement	Marketing & Partnerships	Ongoing
Pilot Testing	QA Team & Selected Apps	Month 2
Market Launch	Marketing & Product Teams	Month 3



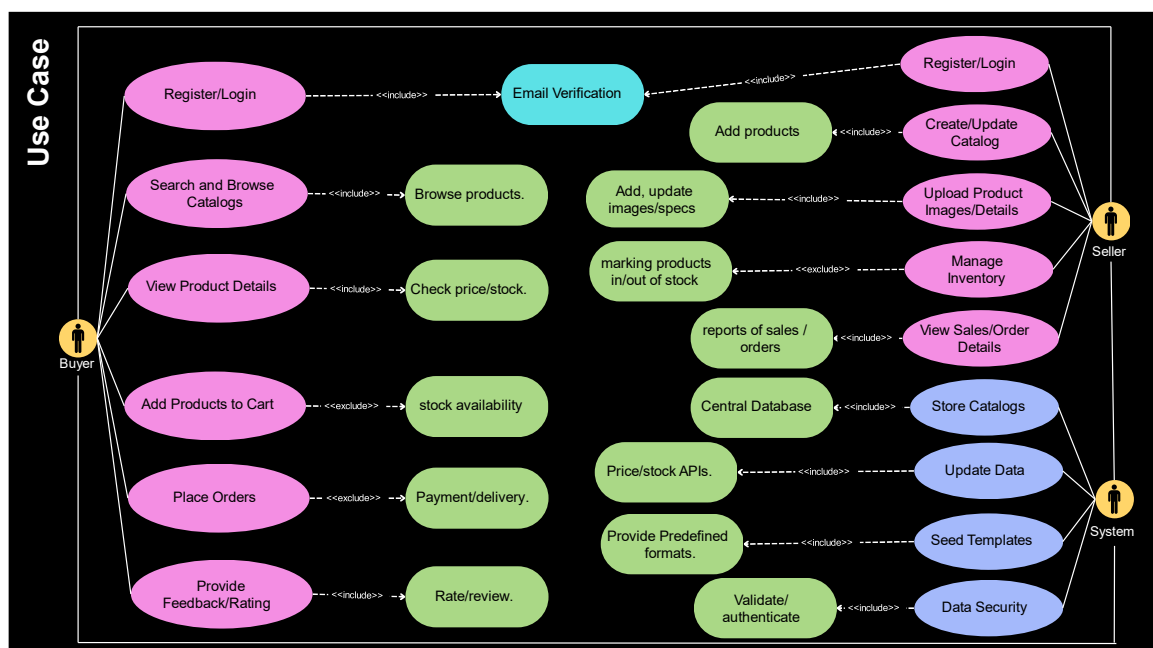
## Diagrams:

### 1. Workflow Diagram

#### Catalogue Lifecycle in GCR



### 2. Use Case Diagram



## **Key Success Metrics**

### **1. Adoption Rate**

- Number of buyer/seller apps onboarded.
- Volume of API calls handled.

### **2. Performance Metrics**

- Latency of API responses.
- System uptime percentage.

### **3. User Feedback**

- Satisfaction scores from buyer/seller apps.
  - Requests for additional features.
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