


## AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY


### Final Project Report of Unnat Bharat Abhiyan

#### GRAM VYAPAAR APP- DIGITAL MARKETING IN RURAL AREA

|   |   |   |
|---|---|---|
| 1 | Name of the institute& code   | AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY<br><b>C-10224</b>   |
| 2 | Title of the project  | <b>“GRAM VYAAPAAR APP”- DIGITAL MARKETING IN RURAL AREA</b>   |
| 3 | Name of Subject expert group  | Dr. L.K.HEMA, Principal Investigator, Professor &Head of the Department, Department of Electronics & Communication Engineering, AVIT  |
| 4 | Name of villages where project development activities was carried out | <b>ARUNKUNDRAM</b>  |
| 5 | Duration/ Budget of the project                                       | <b>8 Months, Rs. 1,00,000/-</b>   |
| 6 | Brief Introduction  | Father of our nation Mahatma Gandhi reiterated that the progress of any country lies in the progress of villages. In rural areas villagers cultivate vegetables, eatable and other consumables like fruits, flower, millets, and grains. The marketability of their produce totally rests on the whole sale merchants. These relatively influence their social status which is mostly below the poverty line. Hence to address this stern issue we are emerging with a technology induction program among the villagers which will have its emphasis on the passionate young minds. Also the agriculture sector's status quo will be lifted to the optimum level with the cooperation of the vibrant village youths thereby by fulfilling the dream of Swami Vivekananda. This project will address the blooming digital market which shall address in boozing a descent market & help them in ensuring a descent livelihood. As per our Prime Minister Shri Narendra Modi ji's wish “Make in India” we have developed the App for the benefit of rural people. |
| 7 | Current status/Achievement of the project                             | The project has been successfully completed and it was deployed among the village people and our students have trained them in accessing/handling the mobile application.   |
| 8 | Project Outcomes  | <ul style="list-style-type: none"><li>• Fair price for the rural produce has been assured</li><li>• Ensured that the goods reach a wide range of people &amp; to cater to their enormous requirements</li><li>• Helped the producers to access domesticmarket to start with</li><li>•channelized the products in a well streamed supply chain coupled with minimal cost factor</li><li>• Identified the consumers &amp; service providers to satisfy respective demand and supply</li></ul>   |

|    |  |   |
|----|--|---|
|    |  | <ul style="list-style-type: none"> <li>• Direct point of sale without any middle men has been initiated electronically.</li> <li>• Finally the betterment of the lives of the young village youths and AVIT students by acquainting them to the digital era.</li> </ul>   |
| 9  | <b>Description of Project in 150 words</b>                                       | <p>Knowledge dissemination is the key factor in the research institutions. To accomplish this we the students and staff have promoted digital literacy among the rural fraternity thereby lifestyle betterment has been accomplished.</p> <p>In digital marketing of rural products development, we primarily focused on consumer group identification i.e., understanding the customer through smart phone. Then building an apt platform for the specific agri products like vegetables, rice milk, egg, Greens, Gingelley etc., are which will yield expected results that are grown by Arunkundram villagers. We have achieved this by training our students in mobile App development and after the development, the deployment and training of the App has happened. The villages interacted and learnt about the project enthusiastically.</p> |
| 10 | <b>Photos of the UBA activities (maximum of 6 photograph of high resolution)</b> |    |



|          |   |  |
|----------|---|--|
|          |   |    |
| 11       | <b>Description of each photos in maximum of 50 word</b> | <p>i). AVIT, ECE department students were actively involved in the deployment of the mobile App.</p> <p>ii). Our Principal, Dr. K. L. Shunmuganathan inaugurated the “GRAM VYAPAAR APP” to the Arunkundram village people. Other dignitaries Dr. S.P. Sangeetha, Vice Principal (Academics), Faculty coordinator for the village, UBA coordinator Dr.B.Prabasheela, faculty and students of ECE department and people of Arunkundram village has attended the function</p> <p>iii). The AVIT-UBA coordinator Dr. Prabasheela, is explaining about the importance of this project and she also reiterated the Central Government’s initiative for the upliftment of rural people.</p> <p>iv. Our students Mr. Thirunavukkarasu, who was involved in the App development is explaining about the Android Application to the villagers.</p> <p>v) The village representatives interacted with the Principal Investigator of this project Dr. L.K.Hema , and UBA coordinator about the sales promotion of their agriculture products with this mobile App.</p> <p>vi) The student coordinators and Principal investigator Dr. L.K.Hema made a discussion with Prof. Dr. Kalyanaraman, Retd. Professor from IITM regarding the Digital marketing App development.</p> |
| 12       | <b>4 key words</b>                                      | Digital Marketing, GRAM VYAPAAR APP, Agriculture, Mobile Application   |
| Optional |   |  |
| 13       | <b>Other relevant information (100 words) optional</b>  | To promote the MHRD-Unnat Bharat Abhiyan initiatives among the rural people this mobile applications has been developed. This initiative shall be promoted to all the adopted villages by our institution, so that the socio economic status of the villagers will be increasing without any middle men in selling their agricultural produces.  |