



**INSTITUTION'S INNOVATION COUNCIL
MOE'S INNOVATION CELL**



Institute Name:

GOVERNMENT COLLEGE, ROPAR

Title of the Innovation/Prototype:

Connecting Local Vendors with the Local Buyers

Team Lead Name:

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Team Lead Gender:

Male

FY of Development:

2021-22

Developed as part of:

Independent Assignment/Non-academic Study Project

Innovation Type:

Product,Service,Market Place

TRL LEVEL:

7

MRL Level:

MRL 8: Pilot line capability demonstrated. Ready to begin low rate production.

IRL Level:

IRL 4: Prototype Low-Fidelity Minimum Viable Product (MVP): "Low-fidelity" - A representative of the component or system that has limited ability to provide anything but initial information about the end product.

Theme:

Consumer Goods and Retail,

Define the problem and its relevance to today's market / society / industry need:

In Today Era, The Trend Shift from Offline to Online selling and Buying is increasing exponentially. In this Fast Changing environment, Most of the Small Retailers are not able to adapt themselves to market and sell their Goods & Services Online. This creates a big sector loosing its Potential to sell Online their Goods and Services.

Describe the Solution / Proposed / Developed:

We are a Marketplace for Vendors(Sellers) to Market and Sell their Goods & Service via Online mode by on-boarding them on our Platform.

Explain the uniqueness and distinctive features of the (product / process / service) solution:

As the main concern of the Retailers is the Simplicity of platform to On Board themselves & make the process Lean of Selling Online. Thus we are providing them an easy to sell Marketplace for them to remove all the barriers to SELL ONLINE.

How your proposed / developed (product / process / service) solution is different from similiar kind of product by the competitors if any:

Other companies are focusing on the already developed Sellers or Corporations who are selling Online. Our Focus are Local Sellers who want to sell there Goods via Online Mode.

Is there any IP or Patentable Component associated with the Solution?:

No

Has the Solution Received any Innovation Grant/Seefund Support?:

No

Are there any Recognitions (National/International) Obtained by the Solution?:

No

***Is the Solution Commercialized either through Technology Transfer or Enterprise Development/Startup?:**

No

Had the Solution Received any Pre-Incubation/Incubation Support?:

No

Video URL:

<https://youtu.be/0vOMGTbrLxY>

Innovation Photograph:

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