



PROJECT SUBMISSION · FOR ULB REVIEW

e-Vyapari

A Digital Empowerment Platform for Urban Street Vendors

Submitted for review and input to the **Urban Local Body (ULB) — Vadodara Municipal Corporation**, and for participation in the **PM SVANidhi Startup Challenge**, an initiative of Startup India, DPIIT, in collaboration with the Ministry of Housing and Urban Affairs (MoHUA), to identify and support innovative, scalable solutions that empower street vendors across India.

Project Name	e-Vyapari — Street Vendor Empowerment Platform
Promoted By	Janseva Manav Kalyan Foundation, Gujarat, India
Proposed Pilot City	Vadodara, Gujarat
Reviewing Authority	Vadodara Municipal Corporation (ULB) and Town Vending Committee
Submission Track	PM SVANidhi Startup Challenge — Startup India / DPIIT, in collaboration with MoHUA
Document Type	Master Project Specification (Project Report, User Manual, and Illustrated Screen Walkthrough, combined)
Prepared	August 2026

PURPOSE OF THIS SUBMISSION

This document is submitted to the Vadodara Municipal Corporation for its review, comments, and formal input on the e-Vyapari proposal, and is simultaneously being submitted to the PM SVANidhi Startup Challenge as a DPIIT-recognised startup solution addressing gaps in business training, financial access, sustainable packaging, climate-resilient infrastructure, and market linkages for street vendors. e-Vyapari is proposed as a digital assistant that works alongside — and never in place of — the ULB, the Town Vending Committee, and other statutory authorities under the Street Vendors Act, 2014. Every feature that touches an official decision remains switched off until the concerned authority formally approves it in writing.

WHAT THIS DOCUMENT CONTAINS

Part One — Project Report: Problem statement, target users, app architecture, official dashboards, impact measurement, funding, pilot design, risks, budget, and scale-up plan.

Part Two — User Manual: A plain-language, step-by-step visual walkthrough of every vendor-facing feature, written for first-time smartphone users.

Part Three — Illustrated Screen Walkthrough: Android-style screen mockups illustrating each step of the vendor journey, from onboarding to grievance tracking.

Note: e-Vyapari is a proposal by Janseva Manav Kalyan Foundation for review, discussion, and field testing — not an existing or approved government system. All figures and timelines are working estimates, subject to validation once field testing begins.

e-Vyapari Master Project Specification

A Complete, Plain-Language Guide to the e-Vyapari Project

Prepared for: Government offices, funding evaluators, partner organisations, project staff, and anyone who wants to understand e-Vyapari from start to finish.

Promoted by: Janseva Manav Kalyan Foundation, Gujarat, India

Proposed pilot city: Vadodara, Gujarat

About this document: This Master Project Specification brings together, in one place and in simple everyday language, everything described in three separate e-Vyapari papers: the Detailed Project Report, the User Manual, and the Illustrated Screen-by-Screen Walkthrough. Nothing from those three papers has been left out. Wherever the original papers used technical wording, legal wording, or computer-programming style text, this document explains the same idea in plain words instead. The document follows the same order as the original papers, one after another, so a reader can move through it from beginning to end without jumping around.

Important starting note: Everything described here about e-Vyapari is a proposal, not something that already exists as an approved government system. e-Vyapari is an idea put forward by Janseva Manav Kalyan Foundation for review, discussion, and testing. Any part of e-Vyapari that depends on a government decision — such as approving a vending spot, verifying someone's identity through Aadhaar, issuing a certificate, or applying a tax rule — will only ever happen once the correct government office has formally agreed to it in writing. Until that happens, those parts stay switched off and are described here only as plans. All numbers, dates, and targets mentioned anywhere in this document are working estimates for planning purposes, not promises, and will be checked and corrected once real testing begins in Vadodara.

e-Vyapari does not try to replace any government office, municipal body, vending committee, or any authority set up under India's street vending law of 2014. e-Vyapari is meant only to be a helpful digital assistant that sits alongside the systems already run by the central government, the Gujarat state government, and city bodies such as the Vadodara Municipal Corporation — and only once those bodies have formally agreed to work with it.

PART ONE: THE PROJECT REPORT — UNDERSTANDING e-Vyapari

1. A Short Summary of the Whole Idea

Street vendors are a big and visible part of city life in India. They sell affordable goods and services in neighbourhoods, markets, and along transport routes. India already has a law to protect and support them — the Street Vendors Act of 2014 — and a national loan scheme called PM SVANidhi that gives small, collateral-free loans to vendors. Even with this support in place, many vendors still struggle with scattered information, unclear rules about where they are allowed to sell, limited access to government help, unfair run-ins with enforcement staff, unsold food going to waste, and no easy way to get emergency help or complain about unfair treatment.

e-Vyapari is a proposed mobile app, put forward by Janseva Manav Kalyan Foundation, meant to be one simple, friendly tool that helps a vendor manage their whole working life. It would let a vendor register and prove who they are, apply for a recognised place to sell using their phone's location, find nearby vendors to buy small supplies from, browse government support schemes, give away food or goods they haven't sold instead of throwing them out, receive official warnings about road closures or events, raise and follow up on complaints, reach emergency numbers instantly, and see their whole history with the app in one place.

e-Vyapari is designed to work alongside city authorities and vending committees, never in place of them. Any part of the app that touches an official decision — approving a spot to sell, issuing a certificate, giving out scheme money, taking enforcement action, or handling tax matters — will only work once the correct authority has formally agreed to it. Until then, this report marks each such feature clearly as “needs approval before it can go live.”

This report explains the problem in detail, describes how e-Vyapari is meant to work, describes each screen and function a vendor would use, describes the dashboards city officials and partner charities would use, explains how the project hopes to measure its real-world benefit, lays out a realistic way to fund it, describes a step-by-step trial in Vadodara, lists the risks involved and how to handle them, gives a rough budget plan, and describes how the idea could later grow to other cities. The very first goal is simply to test whether the e-Vyapari idea actually works in Vadodara, through careful research and a small, controlled trial done together with the Vadodara Municipal Corporation and local charities, before even thinking about expanding further.

Quick facts about the project:

The project is called e-Vyapari — a digital tool for social good and city vendor management. It is promoted by Janseva Manav Kalyan Foundation, a Gujarat-based organisation recognised as a startup by the Indian government (this recognised status should be double-checked against their current certificate). The people it is meant to help most are city street vendors, especially those who are not very comfortable using smartphones or dealing with official paperwork. The organisations expected to be involved include city authorities and vending committees, government housing and urban development departments, charities, corporate social responsibility programmes, and banks or lenders. The city chosen for the first trial is Vadodara, Gujarat. The main parts of the app are: a vendor's identity and profile, a GPS-based system for applying for a selling spot along with a personal reference number, a network for vendors to buy and sell from each other, a window into government schemes, a system for matching donated food and goods with charities, official alerts, a complaint-tracking system, emergency access, and a full personal history. This report is meant for review by government staff, city officials, startup evaluators, funders, and anyone interested in the project's social benefit. Right now, the project is still at the idea and design stage, and needs field testing and official approval before it can properly begin.

2. Why This Project Is Needed

India's street vending sector is thought, based on government and research reports, to include several million vendors across the country. They provide affordable goods, create informal jobs, and support the livelihoods of many migrant and lower-income city families. The law

recognises street vendors as an important part of the city economy whose right to earn a living deserves protection, alongside sensible rules about use of public space.

This law, in force since May 2014, requires state governments and city bodies to set up vending committees, survey vendors at least once every five years, issue vending certificates and identity cards to those who qualify, prepare plans showing where vending is allowed, and set up a way for vendors to complain that is overseen by a judge. Reviews by Parliament have repeatedly pointed out that putting these rules into practice has been uneven across states and cities, with many surveys, committees, and certificates still incomplete.

Separately, the PM SVANidhi scheme, started in June 2020 by the central government's housing and urban affairs ministry, offers small loans without collateral to street vendors who hold a vending certificate, identity card, or a recommendation letter from their city body, along with reduced interest for those who repay on time and cash-back rewards for using digital payments. Even the scheme's own material, and outside commentary, note that many vendors still don't know about it, or find the paperwork and application process difficult, especially where comfort with technology is limited.

Janseva Manav Kalyan Foundation has spent time with vendor communities across Gujarat and noticed everyday, practical problems that are separate from — but sit alongside — the difficulty of getting a loan that PM SVANidhi is meant to solve: trouble tracking and applying for a place to sell; not knowing in advance about road closures, public events, or civic works that will disrupt a day's earnings; difficulty finding small suppliers nearby; unsold perishable food going to waste; and few ways to raise a complaint or get emergency help quickly. e-Vyapari is meant to address this everyday, practical layer of problems, in a way built to work with the existing official system, not around it.

A note of caution: the references above to the street vending law and the PM SVANidhi scheme are based on publicly available information at the time of writing, and should be checked again against the current official versions before this report is used for any formal submission.

3. The Problems e-Vyapari Aims to Solve

The problems described here come from direct conversations with vendors, from published research on India's street vending sector, and from the stated goals of existing government schemes. They are described as problems that a meaningful number of vendors report or experience — not as something every single vendor definitely faces. Proper field research, described later in this report, is needed before treating any of these problems as confirmed for the whole city.

Scattered information. Government scheme details, official notices, and local announcements are spread across many offices, websites, and word-of-mouth conversations, making it hard for a working vendor to keep track of what applies to them.

Gaps in scheme awareness and paperwork. Several studies, and the PM SVANidhi programme's own materials, note that many vendors who qualify for support don't know about it, or find the required paperwork and application steps difficult, particularly where comfort with digital tools is limited.

No single vendor-focused tool. Vendors currently rely on separate, disconnected contact points — visiting city offices, going to bank branches, reaching out to vendor associations, or relying on informal networks — rather than one connected digital channel.

How much the business depends on location. A street vendor's daily income depends heavily on being able to use a specific, predictable, and legally recognised spot; losing access to that spot can directly hurt their livelihood.

Difficulty managing permissions. Where vending certificates, identity cards, or recommendation letters exist, many vendors report trouble understanding, getting, renewing, or producing these documents when asked.

No advance warning about road and event disruptions. Vendors are often not told in advance about roadworks, processions, VIP visits, or public events that may temporarily block or move their usual selling spot.

Risk of unfair fines. Without advance notice, vendors can face fines or enforcement action for situations they had no reasonable way of knowing about beforehand.

Trouble finding nearby suppliers. Buying small day-to-day supplies — such as packaging, disposable items, water, fruit, or vegetables — can take a lot of time without an easy way to see what's currently available from nearby vendors or suppliers.

Wasted time and money on small purchases. Making repeated small purchases from unfamiliar or far-off sources adds unnecessary time and transport cost compared to the size of the purchase.

Unsold food and goods becoming waste. Perishable stock that isn't sold by the end of the day is often thrown away instead of being safely and quickly passed on to people or groups who could use it.

No organised way to donate to charities. Vendors with usable surplus stock usually have no organised, verified way to connect with a charity able to collect and distribute it responsibly.

Difficulty raising and following up on complaints. When a vendor believes they are following the rules but still faces an unfair fine, harassment, or an improper demand, there is often no easy, trackable way to formally raise the issue.

No quick access to emergency contacts. In an urgent situation, vendors may not have fast, reliable access to the correct, current emergency phone numbers.

No combined personal record. Vendors typically have no single digital record of their own location approvals, past applications, complaint history, or donation activity, which also limits their ability to show a track record to banks or officials.

Being invisible to formal systems. Vendors are largely unseen by banks, government records, and potential partner organisations, which can limit their access to credit, schemes, and partnerships.

Limited comfort with technology. A meaningful share of vendors are not very comfortable with smartphone apps, English-language screens, or multi-step digital forms — something

existing research on government schemes also identifies as a real barrier to people actually using them.

Need for simple, local-language design. Without designing first for Gujarati and Hindi speakers, with voice guidance and very little typing required, digital tools risk shutting out the very people they are meant to help.

A note of caution: words like “many vendors” and “a significant number of vendors” are used deliberately throughout this section. e-Vyapari does not assume these problems apply equally to every vendor everywhere. The field research plan described later in this report is specifically designed to test which of these problems matter most, and to which groups of vendors, in the Vadodara pilot area.

4. Who e-Vyapari Is Built For

e-Vyapari is designed around four different groups of people, each relating to the app in a different way — as a user, as someone who benefits, as someone who might pay for it, or as the governing authority.

Street vendors — the main beneficiaries and main users. This includes vendors who sell from a fixed daily spot, such as fruit and vegetable carts, tea stalls, or food carts; vendors who move around a set route or area; food vendors, who may need food-safety registration; non-food vendors selling clothing, footwear, household goods, or offering services like repair or tailoring; vendors who already hold a vending certificate or identity card, and those who don’t yet have one; and vendors with a wide range of comfort levels with technology, including people using a smartphone for the very first time.

City authorities and vending committees — official partners and possible funders. This includes the departments within city government responsible for approving vending spots and licences, the vending committees set up under the street vending law, and traffic police and civic works departments who need to tell vendors about temporary restrictions.

Charities and community organisations — partner users. This includes groups working on food security, nutrition, or passing on unused goods, as well as groups offering vendor welfare, legal help, or support for people’s livelihoods.

Banks, corporate donors, and government schemes — supporting partners. This includes banks and lenders taking part in PM SVANidhi or similar credit programmes, once a proper partnership is set up; corporate social responsibility programmes looking for projects with clear social benefit; and state or central government innovation and seed-funding programmes.

5. Example Vendor Profiles

The profiles below are made-up examples, built from field visits and published research, meant to guide the design of the app. They are not based on a formal survey and will be refined once proper field research in Vadodara is complete.

Ramilaben, who sells fruit and vegetables from a cart. She is 42 years old and is the only earner supporting her two school-going children. She sells from a fixed street corner spot, six

days a week. She owns a basic smartphone and is comfortable sending voice messages on WhatsApp, but finds typed forms in English difficult. What she needs most from e-Vyapari is a simple, Gujarati voice-guided way to register, clear confirmation that her selling spot is officially recognised, and a way to donate leftover vegetables instead of watching them rot. In her own words: “I don’t want to lose my spot to someone else, and I don’t want my leftover vegetables to just rot every evening.”

Suresh Bhai, who runs a mobile snack cart. He is 29 years old, has moved from a nearby district for work, and lives with two co-workers. He moves between three or four different spots across the week depending on foot traffic and local events. He mainly uses his smartphone for calls, digital payments, and short videos, and finds reading difficult. What he needs most is advance warning about road closures or events before he sets up for the day, and a fast way to know whether a chosen spot needs approval. In his own words: “Twice I set up near a ground and then police told me to move because of some function I didn’t know about — I lost the whole evening.”

Farida Bibi, who runs a small roadside tailoring and alteration stall. She is 51 years old and has run her stall from the same fixed spot for over five years. She has low comfort with technology and relies on her son to help with anything beyond making a phone call. What she needs most is help getting started with the app in person, a simple record showing how long she has held her spot, and information about any support schemes for small women-run businesses. In her own words: “I have been sitting at this same spot for years — I just want someone to officially recognise that, and to tell me simply if I am eligible for any government help.”

Mr. Patel, a city official in the vending department. He works in the section of city government dealing with vending and estates. His job involves reviewing applications for vending spots, allocating zones, and coordinating enforcement. He is comfortable using office software and needs a clear, organised list of pending applications rather than paper files. What he needs most from e-Vyapari is a dashboard showing pending applications with location and photo evidence, a clear record of every approval and rejection, and a way to publish advance warnings to vendors. In his own words: “If every applicant sends me their location and a photo instead of a hand-drawn description, my review time comes down and disputes reduce.”

Ms. Shah, a charity worker coordinating food donations. She works for a charity focused on redistributing food in Vadodara and coordinates volunteers who pick up surplus food from markets and vendors. She is comfortable with technology and needs reliable, time-sensitive alerts. What she needs most from e-Vyapari is a real-time alert about nearby surplus stock, including the quantity, category, and safe pickup window, along with a simple way to accept or decline an offer. In her own words: “The biggest challenge isn’t willingness to donate — it’s that we hear about surplus stock too late, after it has already spoiled.”

6. What the Project Is Trying to Achieve

The main goal is to design, test in the field, and run a small trial of a single app — e-Vyapari — that helps street vendors manage their day-to-day work, find local business support, learn about government schemes, receive timely official warnings, reduce needless waste of food and

goods, raise and track complaints, and reach emergency help — all while working properly within, and in support of, the laws that already govern street vending in India.

More specific goals include: building a simple, consent-based way for vendors to register and prove their identity using officially approved verification methods; designing a location-application system, backed by GPS location, that city officials can review, approve, reject, or ask questions about, with a full, traceable record; creating a proposed personal reference number format for vendors, to be finalised together with city officials and checked against any official vendor number already in use; building a local, category-based network so vendors can find and buy from each other nearby, reducing the hassle of small-scale buying; curating and constantly checking a window into government schemes — described as a proposed “single window for street vendors” — that links out to official application websites; building a donation-matching tool connecting vendors with verified charities for surplus food and goods, with food-safety checks built in; providing an official alerts channel that clearly separates authority-issued notices from general platform suggestions; providing a structured way to submit and track complaints that sends each one to the right department, without e-Vyapari itself deciding whether a complaint is true; giving one-tap access to verified emergency phone numbers; keeping a combined, vendor-accessible history of applications, approvals, complaints, and donations; designing every feature to work well for people with limited comfort using technology, through local-language screens, voice guidance, and forms that need very little typing; setting up a way to measure the project’s real social benefit — tracking things like access to help, time saved, waste avoided, and complaints resolved, not just how many people downloaded the app; and testing the whole idea through a careful, small-scale trial in Vadodara before even considering expanding it further.

7. How e-Vyapari Is Meant to Work — An Overview

e-Vyapari is proposed as a mobile-first app built from three connected parts: the vendor-facing app, which is the main tool street vendors would use; the institutional layer, which gives city officials, charities, and platform administrators their own dashboards; and the underlying data and workflow system that carries identity, location, scheme, donation, alert, complaint, and history information between them, with access to each type of information carefully limited by a person’s role.

The whole idea can be summed up in one sentence: “e-Vyapari is one digital platform that helps street vendors manage their vending journey, discover local business support, access government benefits, receive timely official alerts, reduce waste, raise grievances, and access emergency support.”

The different parts of the system:

The vendor app is the mobile-first application, used mainly by street vendors, offering onboarding, a personal profile, a location-application process, and seven functional sections described later in this report. The city dashboard is a web-based tool used by city and vending-committee officials for reviewing applications, defining zones where vending is allowed, publishing alerts, and routing complaints. The charity dashboard is a web and mobile tool used by partner charities to receive and coordinate donation matches. The admin console is used by the e-Vyapari platform team to manage content, scheme information, verification, security, and

record-keeping. Behind all of these sits a shared data and workflow system that handles the technical connections, mapping, notifications, and approval steps, and keeps a full record of activity — this part is not something a vendor or official ever sees directly.

What e-Vyapari is careful not to claim to be. e-Vyapari is not a government authority and cannot itself grant, refuse, or cancel a vending certificate or any right to sell. It is not meant to be a general online shopping marketplace for the public — the vendor-to-vendor network described later is a tool for local business-to-business sourcing, not a public storefront. e-Vyapari does not investigate or decide the outcome of complaints; it simply passes them on and tracks their progress for the right department to resolve. e-Vyapari never accesses or copies Aadhaar or other government identity information on its own; all identity checks depend on officially approved, consent-based methods. And e-Vyapari never automatically decides on enforcement, fines, moving someone on, or eviction.

8. Signing Up and Proving Your Identity

Signing up is the starting point for using e-Vyapari, and is designed to be as simple as possible while still meeting the need to properly check who someone is.

Information collected when signing up includes: an Aadhaar number, used only to start an officially approved identity check; a PAN card number, which is optional at sign-up unless it's specifically needed for a scheme or business type; a mobile number, used for one-time login codes and all notifications; and a photograph of the vendor's signboard or cart, used to help other vendors and city officials recognise their stall.

The proposed steps for signing up are: the vendor opens e-Vyapari and chooses “New Registration”; the vendor enters their mobile number and completes a one-time code check sent by text message; the vendor enters their Aadhaar number and starts an officially approved identity check; where legally allowed and consented to, some identity details — such as name, gender, or age group — are filled in automatically from the identity-check result, cutting down on typing; the vendor can optionally enter their PAN number, where relevant; the vendor uploads a photo of their signboard, business name, or logo; the vendor reads a simple, plain-language consent screen — available in Gujarati, Hindi, or English — explaining what information is collected, why, and how it will be used, before continuing; and once the identity check succeeds, the vendor moves on to filling in their business profile.

An important note about Aadhaar-based identity checks: e-Vyapari cannot access, store, or check Aadhaar information on its own. Any Aadhaar-based identity check must be carried out only through an officially licensed method — for example, through a government-approved verification agency, a licensed identity-check service provider, or an equivalent government-approved channel — under a proper agreement, and only after the vendor has clearly and knowingly agreed to it for that specific purpose. Until such an approved arrangement is formally in place, Aadhaar checking within e-Vyapari must be treated only as a planned feature, not something that is actually working yet, and no version of the app may claim, suggest, or pretend that Aadhaar checking is happening without it.

The design rules that will guide this process, whichever identity-check partner is eventually chosen, are: clear, purpose-specific agreement is collected from the vendor, in their preferred language, before any Aadhaar-linked step happens; only the information genuinely needed for

identity checking and fraud prevention is asked for or kept; Aadhaar numbers and related codes are protected through encryption both while being sent and while stored, with access limited by role; information collected for identity checking is used only for that purpose and is not reused for anything else without fresh consent; and the specific method chosen will be checked against the Aadhaar Act of 2016, related official rules, and India's data protection law of 2023 and its rules, with proper legal advice, before it goes live.

9. A Vendor's Business Profile

After identity checking, the vendor fills in a short business profile that mostly involves choosing from options rather than typing, covering: the type of street-vending work they do — fixed spot or moving around, using the categories recognised under the street vending law; whether their business is food or non-food; their specific type of business, such as fruits and vegetables, ready-to-eat food, tea and snacks, clothing, footwear, or repair services; whether they hold food-safety registration, where relevant to their type of business, captured simply as a status they declare themselves — e-Vyapari does not issue or check this registration itself; any other licences or permissions they already hold, such as a vending certificate, identity card, or recommendation letter, or none yet; and roughly how many years they have been doing this work, along with their preferred language for the app.

A note of caution: any field relating to an official licence, such as food-safety registration or a vending certificate, is simply what the vendor says about themselves, used for planning and matching to schemes. e-Vyapari does not check, confirm, or stand in for the actual licence, which remains entirely the vendor's own responsibility and that of the office that issues it.

10. Applying for a Selling Spot Using GPS Location

This is one of e-Vyapari's central ideas: turning the process of finding a recognised place to sell from an informal, undocumented arrangement into a structured, evidence-backed digital application that a city office can review consistently.

What the vendor provides includes: how many days a month they plan to work at the location; their intended working spot, captured using their phone's GPS; a photograph of the location showing the spot and its surroundings; and their vending category, carried over automatically from their business profile.

The proposed steps are: the vendor submits a location application with GPS coordinates, a photo, and their planned working days; e-Vyapari's mapping system checks the coordinates against any officially approved map of vending zones or restricted areas that the city has shared with the platform, where such a digital map exists; the application is sent to the relevant city office's review queue; the office reviews the application — with some automatic pre-checking for zone eligibility, followed by human review where needed — and approves it, rejects it, or asks for more information; the vendor receives the decision, along with a clear reason if it's rejected; if approved, a personal reference number is generated, and the location is added to the vendor's profile and history; and if rejected, the vendor is given the option to submit a different location or amend their application.

Proposed response-time targets: these figures are planning goals for e-Vyapari's own internal process only. They are not existing government rules, are not binding on any city

office, and depend entirely on that office's own capacity, policy, staffing, and formal agreement with e-Vyapari — they represent a design hope to be tested and adjusted during the pilot. Where an application has no objection and the location falls within a zone the city office has pre-approved for fast handling, the aim is to reflect a decision in the app within about two minutes. Where an application needs human or committee review — for example, an unclear zone, a disputed spot, or missing paperwork — the aim is to reflect a decision within about two hours during working hours. Where an application needs a site visit or committee-level consideration, no fixed target is proposed; progress is tracked openly in the app with status updates instead.

What needs to be in place for this feature to work as intended: a formal agreement with the city office and vending committee covering access to, or reference to, any digital map of vending zones; agreement from the city office on which types of application, if any, could be eligible for fast, automated handling versus those that must always have human review; and clear understanding that the final legal authority to approve always rests with the city office and vending committee under the street vending law and applicable state rules — e-Vyapari only organises and timestamps the process.

11. VUIN — A Personal Reference Number for Vendors

Once a location is approved, e-Vyapari proposes to generate a personal reference number, called a VUIN, that lets a vendor, city official, or e-Vyapari support staff instantly find a vendor's record, approved location, and history within the app.

The first version of the idea used a format like this example: GV-16-GORWA. In this example, “GV” stands for a concept identifying the state and city — Gujarat and Vadodara; “16” relates to the postal code area; and “GORWA” is the name of the local area.

A refined version, adding a date and time to keep each number unique — since multiple vendors might share the same postal code and area — looks like this example: GV-16-GORWA-2008261435. Here, “GV” and “16” and “GORWA” mean the same as before, and the final set of numbers is an example of a date-and-time code, showing the day, month, year, hour, and minute of approval, in a format still to be agreed.

An important note: this reference number format is only a working idea. The final format, length, and way it is generated must be checked and formally agreed with the city office before any such number is treated as official. This reference number is designed to work alongside, and never to replace or conflict with, any official vendor identification number, vending certificate number, or identity card number issued by the city office or vending committee under the street vending law. Wherever both numbers exist for a vendor, the official government number remains the one that counts.

12. A Closer Look at Each Section of the App

After signing up — registering, checking identity, filling in a business profile, and, where relevant, applying for a location and receiving a reference number — the vendor arrives at the main part of the app, made up of seven sections. Each one is described below in terms of who uses it, the problem it solves, how it works, an example of the steps involved, what information is involved, and how it contributes to social benefit.

Section One: Home and Nearby Vendors. This is mainly used by vendors looking for nearby supplies or business connections, and, in turn, by vendors offering supplies to others. The problem it solves is that small, everyday buying — of things like packaging, disposable items, water bottles, fruit, vegetables, or bakery goods — takes a lot of time without visibility into what nearby vendors currently have in stock and roughly how far away they are. After logging in, the vendor sees a simple category search — for example, “Water Bottles”, “Packaging Material”, or “Fruits”. Results are mainly ranked by distance, how well the category matches, whether the seller says they currently have stock, and whether their account is active and verified. This is clearly a vendor-to-vendor tool for business purposes, not a public shopping marketplace. As an example of the steps involved: the vendor opens the Home section and searches or browses by category; e-Vyapari shows nearby registered vendors matching that category, sorted by distance; the vendor views a supplying vendor’s basic profile — their photo or signboard, rough location, category, and contact option; the vendor contacts the supplying vendor directly, by call or message, to arrange the purchase and pickup — e-Vyapari only helps them find each other, not the transaction itself. The information involved includes category tags, rough GPS location, self-reported availability, and business photo or logo. In terms of social benefit, this reduces time spent searching for supplies, strengthens local informal-economy connections, creates extra, organic business opportunities between vendors, and builds a foundation of trust and community among vendors. Possible future ways this section could generate revenue — all still to be tested — include an optional paid “verified supplier” badge, an optional paid featured-listing spot for larger suppliers, and possibly no fees at all during the pilot phase to encourage people to use it, revisited only once real usage information is available. e-Vyapari does not propose ever charging vendors a mandatory fee just to be listed or found.

Section Two: Government Schemes, described as a “single window for street vendors”.

This is mainly used by vendors wanting to understand or apply for schemes such as PM SVANidhi and other relevant state or central benefits. The problem it solves is that scheme information is scattered, and the paperwork, eligibility rules, and application steps are often unclear to a vendor without help — a gap that PM SVANidhi’s own outreach material also openly acknowledges. For every scheme listed, e-Vyapari shows: the scheme’s name, purpose, and benefit; who is eligible; the documents needed; how to apply; frequently asked questions; an official application link — for example, to the government’s PM SVANidhi website or the relevant state or city portal; official contact information; and a “last checked” date. e-Vyapari itself does not process applications, hand out money, or decide who is eligible — it simply links out to the real, official government channel. As an example of the steps involved: the vendor opens the Government Schemes section and browses or searches, for example for “working capital loan” or “women vendor support”; the vendor reviews eligibility and required documents in simple language, in their preferred script; the vendor taps through to the official government website to actually apply; and, where relevant and agreed to, the vendor can mark a scheme as “Application Started” in e-Vyapari purely for their own personal tracking in the history section. The information involved is curated, regularly re-checked scheme content maintained by the e-Vyapari content team, along with the vendor’s own optional personal tracking notes. In terms of social benefit, this reduces the gap in information, increases awareness of, and possibly take-up of, legitimate government benefits, and helps vendors move toward formal recognition and access to money and credit. A note of caution: e-Vyapari is not the government and does not claim any authority over a scheme’s rules, eligibility, or payout. The government schemes content will be reviewed and updated on a set schedule — proposed

as monthly, or immediately if a policy changes — against official sources, with every scheme entry showing a visible “last checked” date.

Section Three: Donate Food or Stock. This is used by vendors with usable surplus stock, and by verified charities able to collect and pass it on. The problem it solves is that unsold but still-usable food, produce, clothing, or other goods are often thrown away at the end of the day, while nearby charities may have unmet need but no timely way of learning about the surplus. A vendor lists surplus items by category — food, fruits, vegetables, clothes, or other usable goods — along with quantity, condition, location, and the time window it’s available for pickup; for food items, basic safety information is also captured. e-Vyapari finds nearby verified charities working in that category and sends them a notification. The charity can accept, decline, or arrange collection, and the outcome is recorded for reporting on the project’s overall impact. As an example of the steps involved: the vendor opens the Donate section and lists surplus items with category, quantity, condition, and pickup window; for food items, the vendor confirms a basic safety status — for example, prepared today, stored properly, and not visibly spoiled; e-Vyapari matches the listing to nearby charities registered for that category and sends a real-time alert; the charity reviews and accepts, with an estimated pickup time, declines, or asks for more information; the pickup is completed, both the vendor and the charity confirm it happened, and the outcome — item, quantity, category — is logged for the project’s overall impact tracking. The information involved is item category, quantity, condition, location, time window, and a food-safety status field, plus each charity’s service area and category preferences. In terms of social benefit, this directly reduces avoidable waste of food and materials, supports food security and reuse of goods, strengthens relationships between vendors and charities, and produces measurable donation and matching figures for reporting on social impact. Built-in food-safety protections for this section include: e-Vyapari will never algorithmically promote or automatically list an item that is flagged, or reasonably appears, as expired, spoiled, or unsafe — listings that fail basic safety screening questions are simply blocked from being submitted; food items require confirmation of preparation or packaging time and a simple safe-handling checklist before a listing is allowed; charities are given guidance — not medical or official certification — to visually check condition on pickup and to decline anything that doesn’t look safe; and any food-safety guidance built into the app will be checked against official food-safety guidance on redistributing surplus food before going live, and this feature will never claim to be officially endorsed by the food-safety regulator unless that endorsement is actually obtained.

Section Four: Alerts. This is used by all registered vendors in an affected area, and, as the people who publish alerts, by city communications and traffic-coordination staff. The problem it solves is that vendors often only find out about road restrictions, public events, processions, or civic works when they are directly and disruptively affected, sometimes leading to avoidable fines or lost business time. City staff, or an authorised municipal department, publish alerts through the city dashboard, which e-Vyapari then pushes out to vendors registered or located in the affected zone. e-Vyapari clearly separates an “Official Authority Alert” — published by a verified city or government account — from a “Platform-Generated Advisory” — for example, a general congestion notice e-Vyapari works out from combined, anonymous app usage patterns, where reliable information exists — and from general traffic information taken from public map data. Only the first type is shown as an instruction from an authority; the other two are always clearly labelled as advisories, never as orders. As an example of the steps involved: a city

office publishes an alert — for example, “Temporary restriction near XYZ ground tomorrow, 4 PM to 10 PM, due to an approved public event” — with an affected area, time window, and category; e-Vyapari identifies vendors whose registered or approved location falls within that area; affected vendors receive a push notification and see the alert, with its source clearly labelled, in the Alerts section; and where a vendor’s phone activity, with their consent, shows they are a fixed-spot vendor at that location, e-Vyapari may also suggest looking at alternative nearby options — this suggestion is purely informational, never an instruction. The information involved is the alert content and affected area published by the city office, along with the vendor’s approved or registered location, used only for targeting and never passed on elsewhere without consent. In terms of social benefit, this reduces avoidable fines and business disruption, improves coordination between vendors and authorities, supports smoother traffic and civic-event management, and helps vendors plan around known disruptions in advance. A note of caution: general map or traffic information from any outside source is never presented in e-Vyapari as a legal or official government order. Only content explicitly published by a verified city or government account is labelled “Official Alert”. All other traffic or congestion information is labelled “Advisory” or “General Traffic Information” and is never used to justify any enforcement action.

Section Five: Grievance, that is, complaints. This is used by vendors who believe they are following the rules but still face an unfair fine, unwanted enforcement action, harassment, or a suspected demand for a bribe, with the relevant city office, police, or other department acting as the reviewing authority. The problem it solves is that vendors often have no easy, trackable way to formally raise such an issue, and worry that an informal complaint will be ignored or not properly recorded. The vendor opens a structured complaint form: chooses the department, chooses a complaint category, writes a description, and, where relevant, attaches evidence. The date, time, and location are automatically captured where the device allows, to help the relevant authority trace and check the incident. On submission, a reference number is generated and the complaint is sent to the relevant department for investigation and resolution; the vendor can track its status within the app. As an example of the steps involved: the vendor opens the Grievance section and selects the relevant department — for example, city enforcement, traffic police, or other; the vendor selects a complaint category — for example, unfair fine, harassment, suspected bribe demand, or other; the vendor writes the complaint, with date, time, and location automatically captured where possible, and may attach a photo as evidence; the vendor submits the complaint, and a unique reference number is generated and shared with them; the complaint is sent to the relevant department for review; and the department investigates and updates the status — received, under review, resolved, or closed — with the vendor notified at every change. The information involved is the complaint category, description, timestamp, location where available, any attached evidence, and department-routing details. In terms of social benefit, this improves how accessible and trackable complaints are, supports the intent behind the complaint-handling requirements of the street vending law, and may help build an anonymous, combined body of evidence for policy discussions about recurring issues, subject to strict privacy protections. A note of caution: e-Vyapari does not decide whether any allegation is true — the relevant authority investigates and resolves each complaint. Vendors are advised in the app to submit a complaint the same day wherever possible, so the incident can be more easily traced and checked. Sensitive complaints, such as a suspected bribe demand, are handled with extra privacy and

security care, including limited internal access and, where appropriate, options to keep the report anonymous, depending on what the receiving department's own process can support.

Section Six: Emergency Call. This is used by all vendors, particularly in urgent situations involving medical needs, safety, fire, or other emergencies. The problem it solves is that in an urgent moment, vendors may not have quick, reliable access to correct, current emergency numbers, especially if they are not confident searching for them. Tapping Emergency Call opens a dedicated page with large, simple buttons for verified emergency numbers — for example, 112, India's single emergency number, along with any other currently applicable local numbers — which the vendor taps to call directly. No numbers are invented or guessed; every listed number is regularly checked against official sources. As an example of the steps involved: the vendor taps the Emergency Call section from anywhere in the app; a simple, high-contrast page shows verified numbers with large tap targets and short labels — for example, “Police / Fire / Medical — 112”; the vendor taps a number, and the phone's own dialer places the call immediately. The information involved is a centrally maintained, regularly checked list of emergency numbers — no vendor information is needed to use this section at all. In terms of social benefit, this improves fair access to emergency help for a group of people who might otherwise struggle to quickly find the correct numbers, with a simple design that works well for people with limited comfort with technology and in high-stress situations.

Section Seven: History. This is used by vendors, viewing their own record, and by city officials, viewing the parts of a vendor's history relevant to official review, subject to access rules. The problem it solves is that vendors typically have no single digital record of their own vending journey, which also limits their ability to show a track record to city officials, banks, or other institutions. The History section brings together the vendor's own activity on the platform into one view: the history of location applications — submitted, approved, or rejected, with dates; the history of their reference number; the approved selling area in square feet, where recorded by the city office; any fine history, where official data has been shared with e-Vyapari by the city office; complaint history and outcomes; donation history; and any other official actions or notifications relevant to the vendor. As an example of the steps involved: the vendor opens the History section; the vendor views a time-ordered, filterable record across applications, approvals or rejections, complaints, donations, and, where available, official notices; and the vendor can export or share a summary — for example, to support a scheme application or a conversation with a bank — subject to their own consent. The information involved is a combination of records generated by the vendor's own use of the other sections, plus any official data the city office has agreed to share back to the vendor's record. In terms of social benefit, this builds a transparent, vendor-owned track record, supports more informed conversations around schemes and credit, and strengthens accountability and continuity even if a vendor changes location or has to re-register. A note of caution: fine history is only shown where the relevant city office or department has formally agreed to share such official data with e-Vyapari; e-Vyapari does not generate or estimate fine data on its own.

13. The Full Journey a Vendor Goes Through

The complete journey a vendor takes through e-Vyapari is designed as a straightforward sign-up sequence, followed by open, section-based daily use.

Sign-up steps: the vendor enters their mobile number and Aadhaar number and completes a one-time code check by text message. An officially approved identity-check method then verifies their identity, subject to their consent. The vendor completes their profile, covering business category, food or non-food status, and licence status. The app then shows a simple checklist of relevant licences or registrations — for example, food-safety registration where relevant — marked clearly as self-declared status. The vendor then submits their GPS location and a photo for their intended selling spot. The city office then approves, rejects, or asks for clarification through the city dashboard. On approval, a personal reference number is created and linked to the vendor's profile. From this point on, daily use begins, and the vendor logs in using a one-time code sent to their mobile for every future session.

Ongoing daily use then involves: using the Home and Nearby Vendors section to discover nearby suppliers or business connections; browsing and applying to schemes through official links in the Government Schemes section; listing surplus stock for matching with a charity in the Donate Food and Stock section; receiving official alerts and advisories in the Alerts section; raising and tracking a complaint if needed in the Grievance section; accessing verified emergency numbers if needed in the Emergency section; and reviewing their combined personal record at any time in the History section.

Moving between these steps is guided by simple, visual indicators — such as a progress bar during sign-up, and colour-coded application status — so that a vendor with limited comfort with technology always knows what has happened and what happens next, without needing to interpret technical language.

14. An Idea for Reviewing Long-Held Locations Every Three Years

An internal idea discussed during e-Vyapari's design process proposes that, if a vendor remains approved at the same location for more than roughly three years, the system could trigger a policy review rather than an automatic action.

What such a review might cover includes: a periodic look at long-term use of a given vending spot; gentle reminders about income tax obligations that may apply once a vendor's income crosses the relevant taxable threshold; helping a vendor understand — not calculate or file — any tax obligations that apply, with a link to appropriate official resources or a tax professional; considering rental or alternative arrangements where a city's local policy allows for them; and giving other, currently unallocated vendors a fair chance to be considered for a spot, but only where local policy clearly allows for periodic reallocation.

A note of caution: this is only a proposed policy idea, and would need to be checked against the street vending law, relevant state rules, city vending plans, and tax law, before any part of it is automated. Indian law does not automatically require a vendor to leave a location after three years, and e-Vyapari will never claim that it does. The app will never automatically force someone to relocate, flag a vendor for removal, or change a vendor's approval status simply because three years have passed, unless and until a specific, legally sound basis for doing so has been agreed jointly with the city office. Without such agreement, this feature stays switched off and would act only as private, informational reminder to the vendor to review their own tax position.

15. The Dashboard for City Officials

The city dashboard is the main tool through which city and vending-committee staff work with e-Vyapari. It is designed to sit alongside, not replace, the city office's own official records and systems.

What it can do: receive and queue incoming location applications; show submitted GPS coordinates on a map; show the submitted location photograph; approve an application; reject an application, with a compulsory reason shown to the vendor; ask the vendor for clarification or extra information; define and maintain digital vending zones, where the city office chooses to share this information with e-Vyapari; define and maintain restricted or no-vending areas; set a maximum selling area, in square feet, allowed per approved location, where applicable; publish official alerts, complete with affected area, time window, and category; send incoming complaints to the correct internal department; manage and search vendor records within the city office's jurisdiction; view a list of approved vendors and their reference numbers; monitor average and unusual application-processing times against the proposed response-time targets; generate reports on applications, approvals, rejections, complaint resolution rates, and alert delivery; and view approved, combined impact figures relevant to the city office's own reporting needs.

A note of caution: all official decision-making power — approval, rejection, certificate issuance, enforcement, and zone designation — rests entirely with the city office and vending committee. e-Vyapari's role in this dashboard is limited to organising, timestamping, and keeping a clear, traceable record of the workflow around those decisions.

16. The Dashboard for Charities

Partner charities access a dedicated dashboard to manage donation-matching and coordinate reporting on their own impact.

What it can do: register the organisation, including basic legal or verification documents; define the categories of donation the charity can accept — food, fruits or vegetables, clothing, or other usable goods; define the geographic area the charity can realistically cover; receive real-time notifications of matching donation listings from nearby vendors; view the quantity, category, condition, and location of an offered donation; accept or decline a listing, with an option to propose a pickup time; coordinate pickup logistics through the app — this does not include payment processing; record outcomes — quantity collected, category, and approximate number of people reached where known; and generate donation and impact reports for the charity's own use and for reporting to its own funders.

Checking a charity before it joins the platform: before onboarding, each charity is expected to provide basic verifiable details, such as its registration certificate, its area of work, and a point of contact, which are then reviewed by the e-Vyapari admin team. This is an operational check carried out by the platform, not a legal certification, and does not replace any official registration or compliance the charity independently holds.

17. The Dashboard for Platform Administrators

The admin console is used by the e-Vyapari platform team, under Janseva Manav Kalyan Foundation and any technology partner brought in for development, to run and protect the platform.

What it covers: managing user accounts — vendors, city office accounts, charity accounts, and internal staff — including permissions based on their role; managing categories and groupings, such as business categories, donation categories, and complaint categories; managing government scheme content, including the process for checking and updating it; managing general content, such as frequently asked questions, help material, and local-language translations; overseeing alert publishing, to ensure only verified authority accounts can mark an alert as “Official”; managing the process for checking and approving charities; providing vendor support and a helpdesk ticketing system for sign-up or technical issues; configuring permissions and access controls; reviewing records of who accessed or changed what, and when; monitoring security and coordinating any incident response; and producing cross-cutting reports for internal management, corporate donors, and government partners.

18. Designing for People with Limited Comfort with Technology

Given that a meaningful share of the people e-Vyapari is meant to help have limited comfort with smartphone apps, e-Vyapari’s design treats accessibility for these users as a core requirement, not something added on afterwards.

Design principles and how they show up in e-Vyapari: Language — Gujarati, Hindi, and English are treated as equally important, fully translated interface languages, chosen once during sign-up and changeable at any time. Icons — simple, easily recognisable pictures are paired with short text labels for every section and action. Buttons — large, high-contrast, well-spaced buttons suitable for outdoor use and less-precise touch. Voice guidance — optional audio instructions, read aloud in the chosen language, at every sign-up and key transaction step. Minimal typing — selection-based inputs, such as dropdowns, icon taps, and toggles, are used wherever possible, with free-text fields kept to an absolute minimum. Step-by-step forms — long forms are broken into short, single-question screens with a clear sense of progress. Visual status — colour-coded, icon-based status indicators, for example green, amber, or red, are used for application and complaint status, reducing the need to read dense text. Audio instructions — short audio clips explain what a screen is asking for, available on demand by tapping a speaker icon. Assisted sign-up — field volunteers and community assistants are available during the pilot phase to help vendors complete their first sign-up in person. A helpdesk — a simple phone-based or in-person helpdesk is available for vendors who would rather not work through the app on their own. Simple frequently-asked-questions — short, plain-language answers avoid legal or technical jargon, illustrated with icons where helpful. Avoiding technical language — everyday words are used consistently instead of technical, legal, or heavily English-loaded terms, checked with vendors during pilot testing.

This design approach is expected to have a real effect on whether people actually use the app: tools aimed at people with limited comfort with technology in the informal sector generally succeed or fail based on whether someone understands and trusts it during their very first use, not on how many features are on offer. Reducing typing, using audio and local language, and

offering human-assisted sign-up directly address the comfort-with-technology barrier that existing scheme research — including around awareness gaps for PM SVANidhi — has already identified as a real obstacle for a meaningful share of vendors.

19. How the Project Plans to Measure Its Social Benefit

For e-Vyapari, “social benefit” is defined specifically as a measurable improvement in vendors’ access to official processes and benefits, a reduction in avoidable disruption and waste, and stronger, more transparent coordination between vendors, authorities, and community organisations — not simply the number of app downloads or registered accounts.

Areas where the project hopes to see change: better access to government benefits, measured through schemes discovered and applications started via official links; better access to formal processes, through structured location applications rather than informal arrangements; less of an information gap, through advance alerts received before disruptive events; less avoidable business disruption, through fewer surprise restrictions and faster location decisions; less waste, through surplus stock donated instead of thrown away; stronger local economic connections, through vendor-to-vendor sourcing made easier; more accessible complaint handling, through complaints raised and tracked to resolution; better emergency access, through verified numbers reachable in one tap; better coordination between vendors and authorities, through structured, traceable application and alert processes; more transparent vendor records, through a combined, vendor-owned history; and better inclusion of vendors currently left out of digital systems, through the reach of assisted sign-up and use of local languages.

The kinds of figures the project hopes to track include: the number of verified vendors registered on e-Vyapari; the number of vendors signed up through assisted or field-volunteer channels versus those who signed up on their own; the number of vendors receiving location approvals through the platform; the average and typical time taken to process an application, measured against the proposed response-time targets; the number of times a government scheme profile is viewed and its official link clicked, per vendor; the number of official scheme applications vendors say they have started; the quantity of surplus goods listed for donation; the number of successful charity matches and completed pickups; the number of official alerts published and delivered; vendor-reported reduction in surprise disruptions, gathered through periodic surveys; the number of complaints raised, by category; the number and share of complaints resolved, and the average time this takes; the number of vendor-to-vendor connections started through the Home section; how many vendors keep actively using the app after 30, 90, and 180 days; a vendor satisfaction score, gathered periodically through the app or field surveys; the estimated amount of operational time saved per vendor per month, based on what vendors report, checked against actual usage records; and the estimated amount of waste diverted from disposal each month, added up from donation records.

A note of caution: all baseline figures and targets will only be set once the Vadodara pilot generates real usage data; no target numbers in this report are claimed as already achieved or guaranteed.

20. How the Project Expects to Create Change

e-Vyapari's expected path to real-world benefit can be described in a standard way: inputs lead to activities, which lead to outputs, which lead to outcomes, which lead to long-term impact.

Inputs include the technology platform and its development team; the field and community-assistance team; the partnership and data-sharing agreement with the city office; the network of partner charities; corporate or seed funding; and curated government-scheme content.

Activities include vendor sign-up and identity checking through an officially approved method; the location-application process; curating scheme information; publishing alerts; matching donations; taking in and routing complaints; providing access to emergency numbers; and maintaining a combined history record.

Outputs include verified vendor accounts; location applications that have been processed; alerts delivered; donation listings and charity matches completed; complaints logged and routed; and vendor history records kept up to date.

Outcomes include better access to schemes and formal processes; less of an information gap and less avoidable disruption; less wastage of usable stock; stronger connections both between vendors and between vendors and institutions; more accessible complaint handling; and better emergency access.

Long-term impact is described as a more resilient, informed, digitally included, and socially connected community of street vendors, operating in closer alignment with the protections and processes intended by the street vending law and related schemes.

As an illustrative example: a vendor with 20 kilograms of unsold fruit at closing time — made possible by the input of the platform and its charity network — lists it on the Donate section, an activity which is matched in real time to a nearby verified charity, an output combining the donation listing and charity match, leading to the fruit being collected and distributed rather than discarded — an outcome of reduced waste and better food access — contributing over time to a broader pattern of reduced urban food waste and stronger trust between vendors and charities, which is the long-term impact.

21. How the Technology Would Be Built

e-Vyapari's proposed technical design is arranged in layers, so that the vendor app and each institutional dashboard draw on one shared, secure backend system rather than working as separate, disconnected pieces.

The main layers of the system are: the vendor's mobile app, built first for Android phones, using a cross-platform approach, and delivering the sign-up process and the seven functional sections described earlier; a secure gateway that handles logging in, directing requests, and controlling how much activity happens at once; a set of backend services handling identity and identity-checking, location and workflow management, scheme content, donation matching, alerts, complaints, and history; a structured database storing vendor, application, complaint, and donation records, with a separate, more tightly controlled store for sensitive identity information; a mapping and location system handling GPS capture, zone and boundary checks, and map display for both vendor and city-office screens; a notification system handling push

notifications, text-message fallback, and in-app alerts, prioritised by urgency and location targeting; a workflow and approval system managing the step-by-step progress of location applications — from submitted, to under review, to approved, rejected, or clarification needed — and of complaints — from received, to under review, to resolved or closed; and web-based dashboards for city offices, charities, and administrators, all drawing on the same backend system with access limited by role.

Other important technical qualities the system needs: access to information and actions limited strictly by a person's role, so vendors, city officials, charities, and administrators each see only what is relevant to them; encryption of sensitive information, both while it is being sent and while it is stored, especially anything linked to a person's identity; thorough records of every approval, rejection, complaint status change, and data access by institutional users; cloud-based infrastructure with defined backup schedules and a documented plan for recovering from a disaster; an analytics system producing the measurement figures described earlier, built wherever possible on combined, anonymous data; connections only with officially approved outside partners — for example, an identity-checking provider, a text-message provider, or a mapping provider — each governed by its own data-sharing agreement; a notification system supporting push alerts, text-message fallback for areas with weak connectivity, and in-app message lists; and mapping capability sufficient to support defining zones, checking boundaries, and ranking results by distance for the vendor-to-vendor network.

22. Keeping Information Safe and Properly Governed

Because e-Vyapari handles information linked to a person's identity and location, and sometimes sensitive complaint information, treating this information carefully and responsibly is a core design requirement from the very start, not something added on after launch.

Types of sensitive information handled include Aadhaar-linked identity-check information, handled only through an officially approved identity-checking method; PAN details, where collected; mobile numbers, used as the main login credential; precise location information, from location applications, and rougher location information for the vendor-to-vendor network; vendor documents and self-declared licence status; complaint content, including potentially sensitive allegations, such as suspected bribe demands; and charity organisational and contact information.

The principles guiding how this information is handled: Consent — clear, purpose-specific agreement is collected in the vendor's chosen language before any sensitive information is collected or processed, with the ability to see and, where legally allowed, withdraw that agreement. Keeping collection to a minimum — only information genuinely needed for the stated purpose is collected, with optional fields clearly marked as optional. Limiting use to the stated purpose — information collected for one purpose, such as identity checking, is not reused for another purpose, such as marketing, without fresh, specific consent. Encryption — secure transmission while information is being sent, and strong encryption while information is stored, particularly for identity-linked and complaint information, with the encryption keys managed separately from the rest of the app. Access limited by role — access to sensitive information is limited strictly by role and need, defaulting to the smallest amount of access necessary. A traceable record — all access to and changes made to sensitive records are logged, timestamped, and traceable to a specific, logged-in person or system process.

A retention policy — a defined length of time each category of information is kept, matched to the purpose it was collected for and any applicable legal requirements, to be finalised with legal advice. A deletion policy — a process, driven both by the vendor and by policy, for deleting or anonymising information no longer needed, subject to any legal requirement to keep it. A response plan for any data breach — a documented plan for responding to any incident, including notification steps consistent with applicable law, and a clearly designated person responsible. Security testing — periodic security review and testing carried out before major releases and on a defined ongoing schedule.

A note of caution: this report does not claim that e-Vyapari is, or will automatically be, compliant with any specific law — including the Aadhaar Act of 2016, India's data protection law of 2023, or any sector-specific rule. Compliance will be independently reviewed and confirmed by qualified legal advisors and, where required, by the relevant regulator, before any sensitive flow of information goes live. The principles above describe the design intent guiding that review, not a completed certification of compliance.

23. Looking at the Size of the Market and the Need

India's street-vending sector has been described in Parliamentary review documents and other published research as including several million vendors nationally, with street vendors estimated in some commentary at roughly two and a half percent of a city's population, and street vending said to contribute a meaningful share of urban informal, non-farming employment. The documentation for the restructured PM SVANidhi scheme describes a target of reaching over one crore vendors nationally over an extended period running to March 2030, showing continued, large-scale government commitment to this sector.

This scale, combined with well-documented and ongoing gaps in completing surveys, setting up vending committees, and issuing certificates across many states — as noted in a 2021 Parliamentary standing committee report and later commentary marking the street vending law's tenth anniversary — points to a genuine, lasting need for tools that help vendors work with whatever process currently exists in their city, and that help city offices carry out their legal responsibilities more efficiently.

Vadodara, the proposed pilot city, is a large city in Gujarat with an active informal vending economy spanning markets, residential streets, and transport routes, making it a reasonable choice for a controlled trial; the exact scale, spread, and characteristics of vendors in Vadodara should be confirmed through the field research described later in this report before the size of the pilot is finalised.

A note of caution: the overall national vendor figures mentioned above come from public policy and government-linked sources available at the time of writing and should be checked again against the latest census and government scheme data before being used in any funding submission.

24. Looking at Existing Tools and Competitors

Several types of existing tool already touch parts of the problem e-Vyapari is trying to solve. e-Vyapari does not claim to be the first attempt to build something like this; the review below

aims to describe each type of existing tool fairly, and to state clearly where e-Vyapari's proposed difference lies.

The PM SVANidhi portal, run by the housing and urban affairs ministry, is a national micro-credit portal covering loan applications, issuing recommendation letters, lender workflow, and tracking digital-payment cashback. Its limitation is that it is focused specifically on credit and loan paperwork, and is not designed to cover day-to-day operational needs such as location alerts, vendor-to-vendor sourcing, or donation matching. e-Vyapari is designed to complement PM SVANidhi by linking out to it, rather than duplicating loan processing, while adding the operational, alert, donation, and complaint layers that PM SVANidhi does not cover.

The UPYOG Street Vending Management Module, run by the National Institute of Urban Affairs, is part of a broader e-governance system for city bodies, covering vendor registration, Aadhaar-based identity checking, QR-coded vending certificates, mapping and zone surveys, and electronic complaint handling, aligned with the street vending law. Its limitation is that it is a city-side administrative and legal system, with adoption depending on individual cities choosing to deploy this specific module, and it is not designed as a vendor-facing, everyday-use consumer app with features like vendor-to-vendor sourcing or donation matching. e-Vyapari is explicitly designed as a complementary, vendor-facing layer that could, subject to formal agreement, work alongside a city's existing system, such as UPYOG where it is deployed, rather than compete with it — while adding vendor-to-vendor commerce, donation matching, and one unified daily-use experience that UPYOG's city-focused design does not target.

State and city vendor portals, such as Madhya Pradesh's Street Vendor Urban Portal, are state-run portals offering access to financial aid, welfare-scheme information, and market-opportunity information for vendors. Their limitation is that they are typically limited to a single state's schemes and administrative processes, and generally not designed around GPS-based location workflows, vendor-to-vendor sourcing, or donation matching. e-Vyapari proposes a model that can be integrated with a city or city office, adding the operational sections — Alerts, Donation, Grievance, and History — not typically found in state scheme-information portals.

City-specific companion apps, such as the Chandigarh Street Vendors app, are municipality-specific apps, often focused on digital payment of vendor licence fees. Their limitation is that they are narrow in scope, often payment-focused, and specific to one municipality's licensing process. e-Vyapari proposes a broader, multi-part vendor experience — identity, location, sourcing, schemes, donation, alerts, complaints, emergency access, and history — designed to be configured across different cities rather than rebuilt from scratch for each one.

Generic multi-vendor e-commerce marketplace software, such as commercial platforms enabling multiple sellers to list products for consumer purchase, typically with commission-based revenue, is designed for consumer-facing retail commerce with payment and checkout at its core. Its limitation is that it is not designed for the identity-verification, city-approval, or social-impact processes that street vending requires, and generally assumes a level of seller comfort with technology and formal business registration that may not fit many street vendors. e-Vyapari's Home section is explicitly a business-to-business, local-sourcing directory, not a

consumer storefront, and sits inside a broader civic and social-impact platform rather than being a stand-alone shopping tool.

Academic and charity-led prototype apps for vendors, such as design-research and charity-led prototypes exploring vendor training, branding, or basic digital marketplace access, are generally piloted at a small scale. Their limitation is that they are typically single-purpose — either training or marketplace access — rather than an integrated system, and are not built around integration with a city office's official process. e-Vyapari's difference is bringing together identity, location workflow, sourcing, schemes, donation, alerts, complaints, and history into one system with institutional dashboards, rather than a single-purpose tool.

A note of caution: this comparison reflects publicly available information about each category at the time of writing and is not exhaustive. A deeper, dedicated study of competing tools — including direct outreach to the organisations behind UPYOG, relevant state e-governance programmes, and other city-level vendor-app operators — is recommended before finalising how the project positions itself in the market or approaches partnerships.

25. What Makes This Idea New

e-Vyapari's claim to being new is deliberately narrow and specific: it does not claim to be the first digital tool ever built for street vendors, nor a technically groundbreaking piece of software. Its newness lies in bringing together, into one connected system owned by the vendor, functions that have until now existed separately — spanning both the vendor's daily operational needs and the institutional needs of city offices and charities — inside a single interface designed to work well for people with limited comfort with technology.

The elements it brings together are: a vendor's identity and business profile, linked to an identity check, not just a self-declared listing; a GPS-backed location-application process feeding directly into a city office's review queue; a local, category-based vendor-to-vendor sourcing network, for business purposes, not consumer shopping; a continuously checked window into government schemes; a real-time, safety-checked surplus-donation matching system; a clearly labelled official alerts channel separating authority notices from general advisories; a structured, trackable complaint-routing process; one-tap access to verified emergency help; a combined, vendor-owned history record spanning all of the above; and a built-in way of measuring social benefit designed to track real outcomes, not just how much the app is used.

The uniqueness e-Vyapari proposes is this combined system and workflow design — bringing legal-process assistance, local commerce, social protection, and social-impact measurement into one single vendor journey — rather than any one feature existing on its own.

26. How the Project Would Be Paid For

e-Vyapari's approach to funding realistically assumes that individual street vendors are unlikely to be able to sustain a meaningful subscription fee, particularly during the pilot phase. The proposed model therefore has the main payer being an institution — a city office, corporate social responsibility programme, financial institution, or grant — while the street vendor remains the main person who benefits and the main user, largely without direct cost for core features.

Possible sources of revenue or funding include: implementation contracts or service agreements with city offices, for example for the location-workflow and alerts sections; partnerships with government programmes, for example with a state urban development department or housing-ministry-linked innovation initiatives, subject to eligibility and approval; corporate social responsibility funding tied to measurable social-benefit outcomes; social-impact grants from foundations or international development programmes; partnerships with institutions such as vendor associations or cooperative federations; approved partnerships with financial institutions, for example a bank or lender paying for structured, consent-based outreach to vendors, subject to regulatory approval; optional paid features within the vendor-to-vendor network, such as a paid “verified supplier” badge or featured-listing option, introduced cautiously and only after the pilot confirms there is demand; and other approved institutional services, such as data or reporting subscriptions for city offices or corporate partners, built only on combined, anonymous information.

A core principle guiding all of this: the main paying customer in this model is expected to be an institution — a city office, corporate programme, or grant — while the street vendor remains the main person who benefits. Core, vendor-facing features — registration, location application, scheme information, alerts, complaints, emergency access, and history — are proposed to remain free to vendors; any future paid vendor-side feature would be optional and introduced only after clearly showing its value and getting vendor agreement, never as a condition for basic access to social-protection features.

27. Why Anyone Would Want to Pay for e-Vyapari

This section draws a clear line between three roles that are often mixed up in social-impact projects: the user, who interacts with the product; the beneficiary, who gains the underlying social benefit; and the payer, who funds the platform. In e-Vyapari, the street vendor is typically both the user and the beneficiary, while the payer is typically a different institutional stakeholder.

City offices might pay or partner because of structured, evidence-backed applications instead of paper or manual review; a traceable approval record; a single channel to publish alerts and route complaints; and combined reporting that supports their own legal compliance and reporting needs — for example, under the survey and complaint-handling requirements of the street vending law.

Corporate social responsibility programmes might pay or partner because of a measurable, reportable social-impact partnership: vendor inclusion, waste reduction, digital inclusion, and a transparent set of tracked figures suitable for their own public reporting.

Charities might pay or partner because of reliable, real-time discovery of donation opportunities they would otherwise miss or hear about too late, and a structured record for their own reporting to their own funders.

Banks and financial institutions might pay or partner because of an officially approved, consent-based channel for outreach to a verified, digitally-engaged group of vendors, subject to regulatory approval and a formal partnership agreement — never raw, unrestricted access to data.

Why a vendor would use e-Vyapari even without paying: faster clarity on whether their chosen selling spot is officially recognised, reducing uncertainty; advance warning of disruptions that would otherwise cost them a day's income; time saved sourcing small-scale supplies from nearby vendors; a way to avoid throwing away usable stock, and the satisfaction of knowing surplus goes to good use; simple, understandable access to schemes and benefits they might not otherwise learn about; a safe, trackable way to raise a legitimate complaint; quick access to correct emergency numbers; and a growing personal record that can support future conversations about schemes, credit, or disputes.

28. The Plan for the Vadodara Pilot

The pilot is structured in nine stages, deliberately arranged so that learning from the field shapes each later build decision, rather than assuming the full set of features from day one.

Stage One — Field Research: structured observation and background review of Vadodara's street-vending landscape, existing city office processes, and any existing digital tools already in use — for example, the status of any UPYOG deployment, if any, at the Vadodara Municipal Corporation.

Stage Two — Vendor Interviews: one-on-one and small-group interviews across different vendor categories, locations, and levels of comfort with technology, to test the problems and example profiles described earlier in this report.

Stage Three — Prototype Testing: a simple, clickable prototype of the sign-up process and priority sections, tested with a small group of vendors for understanding and ease of use, particularly in Gujarati.

Stage Four — Small Working Version: a minimum working version of the app covering registration, business profile, location application, the Government Schemes section, and the Emergency Call section, built for a limited group of vendors.

Stage Five — City Office Workflow Pilot: structured engagement with the Vadodara Municipal Corporation's vending and estate section to pilot the location-application process and the city dashboard for a defined group of vendors and a defined area, under a formal pilot agreement.

Stage Six — Charity Donation Pilot: signing up a small number of verified local charities and piloting the Donate section with a limited group of vendors, focused initially on one or two donation categories, such as fruits and vegetables.

Stage Seven — Impact Measurement: collecting figures at the start and end of the pilot against the measurement framework described earlier, combining app usage records with vendor surveys.

Stage Eight — Business Model Testing: structured conversations with the city office, at least one corporate partner, and at least one financial institution, to test their willingness to fund or partner, as described earlier in this report.

Stage Nine — Decision on Scaling Up: a decision on whether, and how, to expand beyond Vadodara, informed by everything learned in stages one through eight, before any commitment to grow further.

Some parameters guiding the design of the pilot: the number of vendors taking part in the pilot is proposed as a range — for example, a small, carefully chosen group numbering in the low hundreds — rather than a fixed number, to be finalised together with the city office and adjusted based on findings from stages one and two and available field-support capacity. Multiple vendor categories should be represented — both food and non-food, both fixed-spot and moving — rather than a single category, to test relevance across categories. Multiple locations and areas should be represented — for example, a busy market area, a residential-street corridor, and an area near a transport hub — to test the location process and alerts under different conditions. Different levels of comfort with technology should be deliberately represented in the group, including vendors who have never used a smartphone app on their own, to properly test the design approach for people with limited comfort with technology.

A note of caution: the scale, length, and specific area chosen for the pilot are only illustrative planning parameters, pending confirmation through discussions with the Vadodara Municipal Corporation and the field research done in stage one.

29. The Plan for Checking the Ideas in the Field

e-Vyapari's design team openly recognises that this report's description of the problem, the example vendor profiles, and the priority given to certain features are built on field observation and background research, not yet on a structured, city-specific testing exercise. Before full-scale development goes ahead, the following field validation plan is proposed.

Activities planned to check the ideas in this report: interviewing a representative range of vendors — by category, location, gender, and comfort with technology — to confirm which of the problems described earlier are most serious, and for which groups; directly observing vendors' daily work to spot friction points that interviews alone might miss; testing the clickable prototype with real vendors, measuring whether they can understand and complete a task without help, not just whether they say they like it; testing every core feature — registration, location application, looking up schemes, listing a donation, receiving an alert, submitting a complaint, using emergency access, and viewing history — individually, for whether the task can be completed and how long it takes; measuring both stated and, where possible, actual willingness to use each feature, for example by tracking opt-in rates during the working-version phase; measuring willingness to pay — both directly among vendors, for any optional future paid feature, and among institutions, for the payer-side model described earlier; confirming charity demand — checking that partner charities can realistically commit to the response times and pickup logistics the Donate section assumes; confirming that the city-office workflow is realistic — checking staff capacity, existing service standards, and willingness to adopt the proposed application-review process and any digital zone-map sharing; and checking how genuinely useful curated government-scheme information is against what vendors say they actually need help understanding.

A note of caution: no feature described in this report should be treated as confirmed, prioritised, or ready for full development purely on the basis of this report. The field validation

plan above is a necessary step before moving from idea to committed development, and its findings are expected to change how problems are prioritised, how features are scoped, and even some of the workflow assumptions described earlier in this report.

30. A Rough Timeline for Building the Project

The timeline below arranges the pilot stages from the previous section into an indicative, illustrative schedule. All timeframes are planning estimates, not firm commitments, and will be revised once partnership agreements with the city office and charities are finalised.

In roughly the first two months: field research, vendor interviews, and initial outreach and discussions with the city office and charities about a formal agreement. In roughly months two to three: designing and testing the prototype for ease of use, built first for Gujarati, with a small sample of vendors. In roughly months three to five: building the working version of the app — sign-up and identity-checking integration, business profile, location application, schemes section, and emergency section. In roughly months five to six: building the city dashboard and launching the workflow pilot with a defined group of vendors. In roughly months six to seven: onboarding charities and launching the pilot of the Donation section. In roughly months seven to nine: launching the pilot of the Alerts and Grievance sections, and bringing the History section together. In roughly months nine to ten: measuring impact — comparing figures from the start and end of the pilot — and running a vendor and institutional satisfaction survey. In roughly months ten to twelve: having conversations to test the business model, consolidating funding and partnerships, and making the decision on whether to scale up.

A note of caution: this is only a first-year, pilot-focused schedule. Any expansion beyond Vadodara would only follow the go, no-go, or adjust decision at the end of stage nine, and would have its own separate timeline agreed with new city and charity partners.

31. A List of the Main Risks

The list below identifies key risks across getting people to use the app, technical risks, legal and regulatory risks, and business risks, with a rough sense of how likely and how serious each one is, and a proposed way to reduce it. These ratings are informed judgment for planning purposes, and will be revisited once real pilot data is available.

Risk that vendors don't take up the app. Rated medium likelihood, high impact. This would be reduced through assisted sign-up, local-language and voice-guided design, field volunteers, and a gradual rollout starting with a motivated group of pilot vendors.

Risk that low comfort with technology limits use. Rated medium likelihood, high impact. This would be reduced through minimal-typing design, icons, audio guidance, a human helpdesk channel, and continuous testing of how easy the app is to use.

Risk of delay or non-participation by the city office. Rated medium likelihood, high impact. This would be reduced through early, formal discussions before the working version is built, and a workflow design that can still operate with manual city-office review if digital integration is delayed.

Risk of incorrect or outdated scheme information. Rated low-to-medium likelihood, medium impact. This would be reduced through a defined schedule for checking content, with

a visible “last checked” date, and by directly linking to official portals rather than reproducing the full text of a scheme.

Risk of a data-privacy incident. Rated low likelihood, high impact. This would be reduced through encryption, role-based access, activity logging, a defined policy for keeping and deleting information, and independent security testing before going live.

Risk relating to Aadhaar and identity-checking compliance. Rated medium likelihood, high impact. This would be reduced by never claiming or launching any Aadhaar-verification feature without a formally approved identity-checking partner and legal sign-off.

Risk of false or malicious complaints. Rated low-to-medium likelihood, medium impact. This would be reduced because complaints are routed for the relevant authority to investigate, not decided by e-Vyapari itself; same-day submission is encouraged to help verification; and patterns of misuse are monitored.

Risk of a food-safety incident from a donated item. Rated low likelihood, high impact. This would be reduced through compulsory safety-screening questions before a listing is allowed, guidance for charities to visually inspect items, and never claiming food-safety-regulator endorsement without formal confirmation.

Risk of disputes within the vendor-to-vendor network. Rated low-to-medium likelihood, low-to-medium impact. This would be reduced because e-Vyapari only helps vendors find each other, not handling payment or delivery, with clear in-app notes about the platform’s limited role in any dispute.

Risk around the reliability of traffic and congestion advisory information. Rated medium likelihood, low-to-medium impact. This would be reduced through strict labelling that separates Official Alerts from Advisories and General Traffic Information, with advisories never used to justify enforcement.

Risk around uncertainty in funding and revenue. Rated medium likelihood, medium impact. This would be reduced through a spread of different payer types — city offices, corporate partners, grants, and financial-institution partnerships — with core vendor features kept free to keep people using the app regardless of funding timing.

Risk of the project depending on government approval for key parts to work. Rated medium-to-high likelihood, high impact. This would be reduced because every feature that depends on government approval is explicitly marked “needs approval before it can go live” throughout this report, and the working version of the app is scoped so its core value — scheme information, emergency access, and the vendor-to-vendor network — does not depend on city-office integration being complete on day one.

32. A Rough Plan for Spending Any Funding Received

A note of caution before this section: no specific amount of funding is assumed or requested in this report. The categories and rough percentage ranges below are only an illustrative template, meant to show how a seed grant or funding amount — whatever its eventual size — would likely be spread across the pilot. These figures will be replaced with an actual budget once a specific funding amount, source, and duration are confirmed.

Roughly a quarter to just under a third of the budget is proposed for designing and building the vendor-facing mobile app, covering sign-up and the seven functional sections. Roughly fifteen to eighteen percent is proposed for the core backend services, database, and workflow system. Roughly eight to ten percent is proposed for designing and building the city dashboard. Roughly five to six percent is proposed for designing and building the charity dashboard. Roughly five to six percent is proposed for the mapping and location system. Roughly six to eight percent is proposed for security and compliance work, including encryption, role-based access, logging, security testing, and legal review of Aadhaar and data-protection matters. Roughly three to four percent is proposed for legal and regulatory advice on data governance, the identity-checking partnership, and drafting formal agreements. Roughly four to five percent is proposed for the field research and vendor interviews described earlier. Roughly six to eight percent is proposed for field volunteers and helpdesk support during the pilot rollout. Roughly five to six percent is proposed for coordination, liaison with the city office and charities, and pilot logistics. Roughly two to three percent is proposed for outreach, checking, and onboarding of partner charities. Roughly two to three percent is proposed for ongoing checking and updating of scheme content. Roughly four to five percent is proposed for baseline and endline surveys, building the impact dashboard, and evaluation. Roughly eight to ten percent is proposed for salaries or stipends for the core project team during the pilot period. Roughly four to six percent is proposed for general running costs and a contingency buffer.

33. How the Project Could Grow to Other Cities

e-Vyapari is designed so that expanding to a new city is mainly a matter of adjusting settings rather than rebuilding the whole system. Once the Vadodara pilot has confirmed that the core idea works, the proposed sequence for growth is: Vadodara, then other cities in Gujarat, then other Indian cities — with each stage subject to its own local testing and city-office partnership process, rather than an assumed automatic rollout.

What a new city would need to configure, rather than rebuild, includes: vendor categories and a local business-category list relevant to that city's own vending patterns; the city office's rules, workflow steps, and any locally specific approval process; mapped vending zones and restricted zones, as shared by the local city office; local and state-specific government schemes relevant to that city or state; local emergency contacts, checked again for that city or state; local charities, checked and signed up for that area; and a local authority dashboard set up to show only that city's own data.

A rough, illustrative sequence for growth, not a firm commitment: Stage One is Vadodara as the pilot, covering full testing of the model as described earlier in this report. Stage Two is one or two additional Gujarat cities, testing the approach to configuring for a new city and repeating the city-office and charity partnership process in a new setting. Stage Three is additional Indian cities across different states, testing how scheme information, language settings, and the partnership model vary and hold up at a larger scale.

A note of caution: no specific city beyond Vadodara is committed to in this report. The order, timing, and choice of city for stages two and three will depend entirely on the outcome of stage one, the Vadodara pilot, and on finding willing city-office and charity partners in each later location.

34. A Set of Figures for Tracking Overall Impact

Building on the impact-measurement framework described earlier, e-Vyapari proposes an impact dashboard bringing together the following figures for city offices, corporate partners, and internal review: the total number of registered vendors; the number of verified vendors who have completed identity checking, once an officially approved integration is live; the number of active vendors, meaning those who have used the app within a defined recent period; the number of approved vending locations; the number of applications pending review, and the average time they have been pending; the average and typical time taken for an application to be approved, compared with the proposed response-time targets; the number of times a government-scheme page has been viewed and its official link clicked; the number of scheme applications vendors say they have started; the quantity of surplus goods listed and successfully donated, by category; the number of completed charity matches; the number of official alerts published and delivered; the number of complaints raised, by category; the number and share of complaints resolved, and the average time this takes; the number of vendor-to-vendor connections started; and estimated social-impact figures, such as waste diverted and time saved, as described earlier in this report.

This dashboard is intended to be viewable, at appropriate levels of access, by the e-Vyapari team, the partnering city office, and corporate or funding partners, with any information that could identify a specific vendor restricted according to the role-based access principles described earlier.

35. How the Project Would Be Monitored and Evaluated

Ongoing, day-to-day monitoring would include: a weekly review of the impact-dashboard figures by the e-Vyapari project team during the pilot; a monthly review meeting with the partnering city office to look at application-processing performance and any workflow issues; a monthly check of the content in the Government Schemes section; and continuous review of activity logs for security and compliance purposes.

Periodic, structured evaluation would include: a survey before the pilot launches, capturing what vendors report about how serious the problems are, and their behaviour before e-Vyapari; a mid-point check, roughly at the pilot's halfway mark, to catch early problems with usability or workflow; a final evaluation at the end of the pilot period, comparing figures from the start and end of the pilot, and including feedback from vendors, the city office, and charities; and an independent or semi-independent review — for example, by an academic partner, a corporate evaluator, or the funding body's own monitoring team — recommended for the final evaluation, to strengthen the credibility of any later decision to scale up.

36. How the Project Would Stay Financially Sustainable

In the short term, during the pilot's first year: funding would come mainly from seed, grant, or corporate funding, along with a formal pilot partnership with the city office, which may be in-kind — for example, staff time and data-sharing — rather than cash, in this first phase. Vendor-facing features remain free throughout.

In the medium term, in years two and three after the pilot: funding would diversify toward a mix of formal service agreements with city offices for the location-workflow, alerts,

and dashboard parts of the system, where the pilot has shown clear value; multi-year corporate partnerships tied to renewed impact targets; a cautious, early introduction of optional business-to-business revenue features, such as verified-supplier badges, once validated during the pilot; and exploratory revenue from financial-institution partnerships, subject to regulatory clearance.

In the long term, once the platform expands: as e-Vyapari grows to additional cities, sustainability is expected to come from a combination of recurring service agreements with city offices across multiple cities, continued corporate or grant funding tied to demonstrated, audited impact, and a modest, vendor-optional business-to-business revenue layer — with the clear design principle that no core social-protection feature — registration, location application, scheme information, alerts, complaints, emergency access, and history — is ever placed behind a mandatory fee for vendors.

37. A Summary of the Seven Main Sections

Signing up, identity checking, and the business and licence profile all sit within the sign-up and account-setup process, not as a section a vendor returns to regularly. Once signed up, the vendor's main app is made up of seven sections. Section One, Home and Nearby Vendors, provides a local business-to-business sourcing network for vendors. Section Two, Government Schemes, provides a curated “single window” of scheme information with official links. Section Three, Donate Food and Stock, provides safety-checked matching of surplus donations with verified charities. Section Four, Alerts, provides clearly labelled official alerts and general platform advisories. Section Five, Grievance, provides a structured, trackable way to submit and route complaints. Section Six, Emergency Call, provides one-tap access to verified emergency numbers. Section Seven, History, provides a combined, vendor-owned record of applications, approvals, complaints, and donations.

38. What the Project Hopes to Achieve

Vendors would become visible within a structured digital system, rather than remaining entirely outside formal digital tools. Vendors would have improved access to information about government benefits, with clearer guidance on eligibility and how to apply. There would be greater openness in the vending-location application process, with GPS and photo evidence and a traceable decision record. Vendor-to-vendor commerce would be strengthened through easier discovery of nearby suppliers. Wastage of usable surplus stock would be reduced, redirected to verified charities instead of being thrown away. Communication between authorities and vendors would improve, through clearly labelled official alerts ahead of disruptive events. Complaint handling would become more accessible and easier to track for vendors facing legitimate disputes. The project would provide a credible, built-in way of measuring social benefit, suitable for reporting to corporate donors, government partners, and investors. And the project would provide a growable model for supporting city vendors that can be configured for additional cities once the Vadodara pilot has been shown to work.

A note of caution: these are the outcomes e-Vyapari is designed to work toward; none of them are presented as already achieved. They will be tracked against the measurement framework described earlier throughout the pilot and the evaluation that follows it.

39. Closing Thoughts

e-Vyapari is not simply a mobile app. It is proposed as a connected digital system for street vendors that brings together, in one coherent vendor journey, the vendor's own identity and daily work, the city office's official process, government benefit schemes, charity donation networks, a local vendor-to-vendor business network, verified emergency support, structured complaint handling, and a built-in discipline of measuring social benefit.

Throughout this report, every feature that touches government authority, legal process, taxation, or regulated identity checking has been clearly marked as needing formal approval from the relevant authority. e-Vyapari does not seek to replace the city office, the vending committee, or any legal process set up under the street vending law; it seeks to make those processes easier for vendors to access and for authorities to run, once such integration has been formally agreed.

The first and most important goal of this project is simply to test whether the e-Vyapari idea works in Vadodara, through structured field research and a controlled, staged pilot, carried out openly with the Vadodara Municipal Corporation and local charity partners. Only after that testing, and an honest look at what works, what doesn't, and what vendors and institutions actually need, will Janseva Manav Kalyan Foundation consider growing e-Vyapari beyond its first city.

Janseva Manav Kalyan Foundation presents this report for review by government officials, city-office counterparts, startup evaluators, funders, and social-impact stakeholders, in the spirit of an open, evidence-seeking partnership rather than a finished, guaranteed solution.

40. Extra Reference Material

A simple glossary of terms used in this report:

ULB, or Urban Local Body, is the municipal governing authority — such as a Municipal Corporation — responsible for regulating street vending under state rules. TVC, or Town Vending Committee, is the participatory body set up under the street vending law of 2014 to survey vendors, allocate vending zones, and issue Certificates of Vending. VUIN, or Vendor Unique Identification Number, is e-Vyapari's own proposed internal reference number for a vendor's approved location record — it is not a legal identity document. E-KYC, or Electronic Know Your Customer, is an officially approved, consent-based digital way of checking someone's identity, referred to here in connection with Aadhaar-based verification. LoR, or Letter of Recommendation, is a letter issued by a city office or vending committee to a vendor not yet covered by an official survey, allowing them to qualify for PM SVANidhi. PM SVANidhi, or PM Street Vendor's AtmaNirbhar Nidhi, is the housing ministry's central micro-credit scheme for street vendors, launched in June 2020. FSSAI, or the Food Safety and Standards Authority of India, is the regulator for food-business licensing, referred to here in relation to food-vendor status fields and donation safety. DPIIT, or the Department for Promotion of Industry and Internal Trade, is the central government body that recognises eligible startups. CSR, or Corporate Social Responsibility, is referred to as a potential source of funding and partnership. RBAC, or Role-Based Access Control, is a security design principle restricting access to information and actions based on a person's role. SLO, or Service-Level Objective, is a

proposed internal performance target — for example, for how long an application takes to process — and is not a legal obligation.

Key sources referred to for background information in this report include the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014, available through India's official law database and the Ministry of Housing and Urban Affairs website; the official PM Street Vendor's AtmaNirbhar Nidhi portal; a summary from PRS Legislative Research of the Standing Committee on Urban Development's report on how the street vending law has been implemented; the UPYOG Street Vending Management Module from the National Institute of Urban Affairs; and releases from the Press Information Bureau relating to the Street Vendors Bill of 2014 and the restructured PM SVANidhi scheme. All of these publicly available sources informed the factual and background statements in this report about existing laws and schemes, and should be independently checked against their current, live versions before this report is finalised for formal submission.

A record of document changes: version 1.0 was the initial Detailed Project Report, prepared for internal review and evaluation by stakeholders, as of the date this document was generated.

Contact information: Janseva Manav Kalyan Foundation, Gujarat, India. Their registered address, official recognition number, and a named contact person's email and phone number are to be added by the Foundation before this report is submitted externally.

Using e-Vyapari — Step by Step

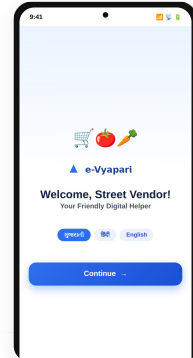
A simple, visual guide for street vendors — in Gujarati, Hindi, and English

You don't need to be a computer expert to use e-Vyapari. Every screen uses big buttons, simple words, and pictures you can recognise at a glance — and you can tap the speaker icon on any screen to hear instructions read aloud in your own language. Follow the fifteen steps below, each shown with the actual app screen you'll see along the way. These screens are illustrative mockups prepared for the Vadodara pilot; the final look of the app remains subject to design work and approval by the city authority and vending committee.

1

Open the App & Choose Your Language

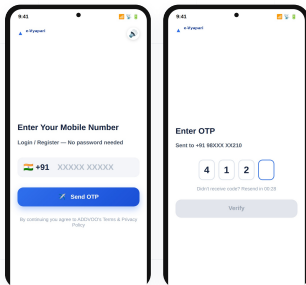
- Open e-Vyapari on your phone — no account needed yet.
- See a warm welcome message in Gujarati and English.
- Tap the language you're most comfortable with: Gujarati, Hindi, or English.
- Tap **Continue** to begin logging in.



2

Log In — Just Your Mobile Number, No Password

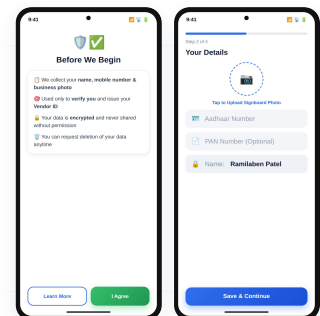
- Type your 10-digit mobile number on the large keypad.
- Tap the speaker icon anytime to hear instructions read aloud.
- Tap **Send OTP** and receive a 6-digit code by SMS in seconds.
- Enter the code in the easy-to-tap boxes — didn't get it? Tap **Resend OTP**.

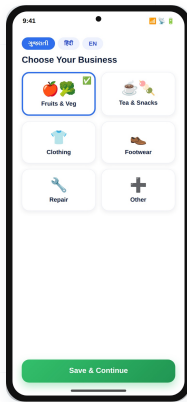


3

Give Consent & Verify Your Identity

- Read (or listen to) a plain-language explanation of what data is collected and why.
- Tap **I Agree** to continue, or **Learn More** first — your choice.
- Enter your Aadhaar number to start a secure, government-authorised check.
- Your name and gender fill in automatically — less typing for you.
- Upload a photo of your signboard or cart so others can recognise your stall.





4

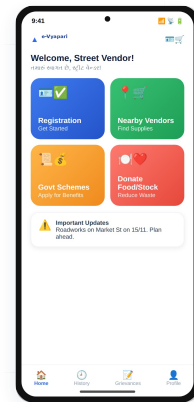
Tell Us About Your Business

- Pick Stationary or Mobile vendor using large picture buttons.
- Choose your category — Fruits & Vegetables, Tea & Snacks, Clothing, Footwear, Repair, or Other.
- Let us know if you already hold a Certificate of Vending or ID Card — or select “None Yet.”
- Tap **Save & Continue**. That's registration done!

5

Meet Your Home Dashboard

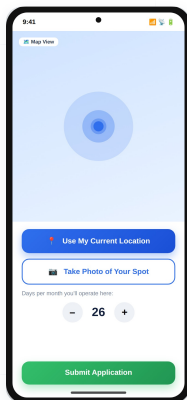
- A friendly “Welcome, [Your Name]!” banner greets you every time.
- Four big, colourful tiles put your top actions one tap away: Registration, Nearby Vendors, Schemes, and Donate.
- An **Important Updates** card keeps you posted on the latest alert.
- The bottom bar gives instant access to Home, History, Grievances, and Profile.



6

Apply for a Vending Spot Using GPS

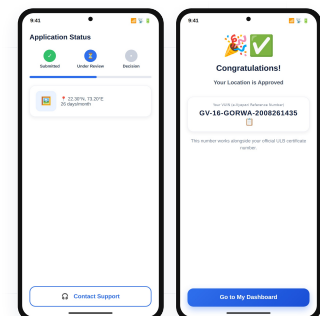
- Tap **Registration** → **Apply for Vending Location**.
- Tap **Use My Current Location** — your phone's GPS does the rest.
- Upload a photo of your spot and tell us how many days a month you'll operate there.
- Tap **Submit Application** — it's sent straight to your city office for review.

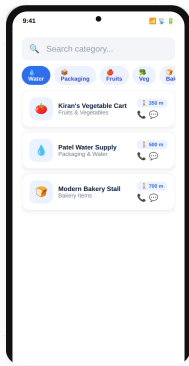


7

Track Your Application & Receive Your VUIN

- Watch your status move from **Submitted** → **Under Review** → **Decision**.
- A **Contact Support** button is always one tap away if you have questions.
- Once approved, you instantly receive your **VUIN** — your personal reference number.
- Your VUIN works alongside — never replaces — your official city-authority certificate.





8

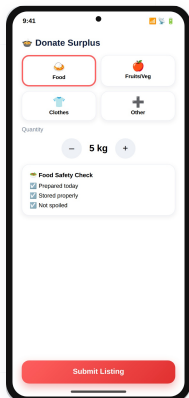
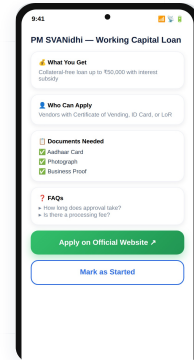
Find & Connect with Nearby Vendors

- Search or browse supply categories — Water, Packaging, Fruits, Vegetables, and more.
- See vendors near you, sorted by distance, with photo and category shown.
- Tap a listing to view their profile, then tap **Call** or **Message** to connect directly.
- It's vendor-to-vendor sourcing — e-Vyapari simply helps you find each other.

9

Discover Government Schemes Like PM SVANidhi

- Search or browse schemes you may qualify for.
- See the benefit, who can apply, documents needed, and FAQs — all in simple language.
- Tap **Apply on Official Website** to go straight to the real government portal.
- Tap **Mark as Started** so e-Vyapari remembers it for your History section.



10

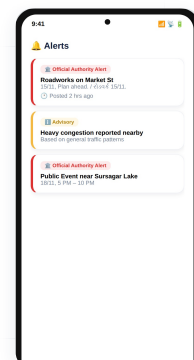
Donate Leftover Food or Stock — Instead of Wasting It

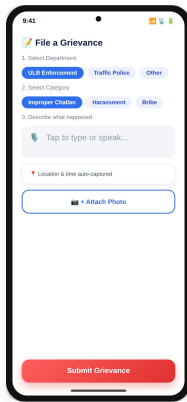
- Choose a category — Food, Fruits & Vegetables, Clothes, or Other — and enter the quantity.
- Food items need a quick safety check: prepared today, stored properly, not spoiled.
- Tap **Submit Listing** and nearby verified charities are notified automatically.
- Once a charity accepts and picks up, it's added proudly to your donation history.

11

Stay Alert to What's Happening Nearby

- See notices as a scrollable feed, newest first.
- A **red badge** means a verified Official Authority Alert — a real instruction.
- A **yellow badge** means a general Advisory — helpful information, never an order.
- Tap any alert to see the full details, area map, and timing.





12

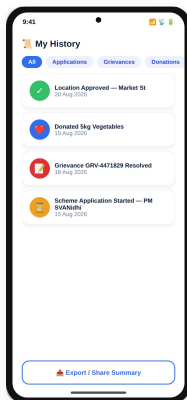
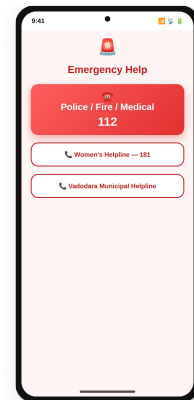
Raise a Grievance in Seconds

- Select the department and category — Improper Fine, Harassment, Suspected Bribe, or Other.
- Type your complaint, or simply speak it using the microphone icon.
- Your location and time are captured automatically — attach a photo if you have one.
- Tap **Submit Grievance** and get a reference number to track it: Received → Under Review → Resolved.

13

One-Tap Emergency Help

- A bold, high-contrast red screen — impossible to miss in an urgent moment.
- One giant button for India's emergency number, 112.
- Smaller buttons connect you to other verified local helplines.
- No searching, no typing — just tap, and the call begins immediately.



14

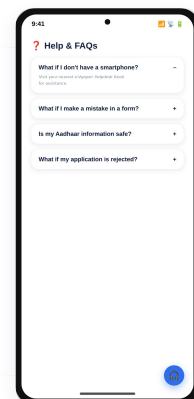
Check Your Complete History, Anytime

- Filter by All, Applications, Grievances, or Donations.
- Every entry shows a clear icon, title, and date.
- Tap **Export / Share Summary** to share your track record with a bank or official.
- This record belongs to you — it stays with you wherever you vend.

15

Need Help? We're Always Here

- Tap expandable questions to get simple, clear answers instantly.
- No smartphone yet? Visit your nearest e-Vyapari Helpdesk Kiosk for hands-on help.
- Made a mistake in a form? Just tap back — nothing is submitted until you tap Submit.
- A floating support button connects you to a live help agent whenever you need one.



You're All Set — Welcome to e-Vyapari

In fifteen simple steps, you now know how to register and verify your identity, apply for a vending spot with your phone's GPS, source supplies from nearby vendors, tap into government schemes like PM SVANidhi, turn leftover stock into a donation instead of waste, stay ahead of local alerts, raise a grievance that's actually tracked, reach emergency help in one tap, and carry your complete vending history wherever you go.

- ✓ Register & Verify

✓ Apply for a Spot

✓ Source Supplies

✓ Access Schemes

✓ Donate Surplus

✓ Stay Alerted

✓ Raise Grievances

✓ Emergency Help
- ✓ Track History

That's the promise at the heart of e-Vyapari: one app, in your own language, at your own pace — built to sit alongside your city authority and vending committee, never in place of them. Wherever you see a step that touches an official approval, a certificate, or a scheme payout, that step stays switched off until the Vadodara Municipal Corporation and the Town Vending Committee formally sign off on it.

This manual describes e-Vyapari as a proposed platform by the Janseva Manav Kalyan Foundation, currently under pilot development in Vadodara, Gujarat, in coordination with the Vadodara Municipal Corporation and local charities. The screens, workflows, and features described are illustrative and remain subject to final validation and approval by the relevant city authority and vending committee.

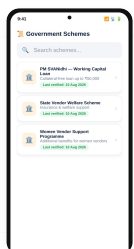
Screen-by-Screen Walkthrough

A complete narrative reference covering every e-Vyapari screen

This final part describes, screen by screen, what a vendor would see while using the e-Vyapari app, based on the illustrated mockups prepared for the Vadodara pilot. These pictures are illustrative, Android-style screen designs meant only to help people visualise the idea; the final look of the app is still subject to design work and to approval by the city authority and vending committee. To keep this walkthrough easy to read straight through, it is written here as one continuous passage rather than as separate sections.

The Welcome or Splash screen is the very first screen a vendor sees on opening e-Vyapari, and it shows the e-Vyapari logo, a warm greeting in both Gujarati and English, and a toggle to choose between Gujarati, Hindi, or English, with a “Continue” button to begin logging in. The Mobile Number Entry screen asks the vendor to enter their ten-digit mobile number, offers a large speaker icon so the vendor can listen to instructions read aloud, and has a “Send OTP” button to receive a one-time password by text message. The OTP Verification screen lets the vendor enter the six-digit one-time password they received by text message, using large, easy-to-tap boxes with one digit in each, and shows a “Resend OTP” timer if the code does not arrive in time. The Registration Consent screen gives a plain-language explanation of what information is collected and why, lets the vendor tap “I Agree” to proceed or “Learn More” for details, and makes clear that no information is collected before the vendor's explicit consent is given. The Basic Profile and Identity Verification screen has the vendor upload a photo of their signboard or cart, enter their Aadhaar number to start a secure, authorised identity check, and shows their name and gender filled in automatically, in locked fields, to reduce how much they need to type. The Business Category Selection screen lets the vendor pick their type of business using large picture icons, with categories including Fruits and Vegetables, Tea and Snacks, Clothing, Footwear, Repair, and Other, with the language toggle remaining available at the top of the screen. The Home Dashboard is the vendor's main control centre, showing four colourful action tiles — Registration, Nearby Vendors, Government Schemes, and Donate Food or Stock — along with an “Important Updates” card showing the latest alert, and a bottom navigation bar giving quick access to Home, History, Grievances, and Profile. The GPS Vending Location Capture screen lets the vendor tap “Use My Current Location” to automatically capture their GPS coordinates, upload a photo of their vending spot, and set how many days a month they will operate there before submitting their application. The Application Status Tracker screen shows a visual step tracker moving from Submitted, to Under Review, to Decision, displays the submitted photo, GPS coordinates, and operating days, and always offers a “Contact Support” button. The VUIN Approval Confirmation screen is shown when the city authority approves the vending location, and it displays the Vendor Unique Identification Number, for example GV-16-GORWA-2008261435, making clear that this number works alongside, and never replaces, the vendor's official city-authority certificate number. Within the Nearby Vendors section, the first screen lets the vendor search or browse supply categories such as Water, Packaging, Fruits, and Vegetables, shows results sorted by distance with a vendor photo, category, and distance for each, and offers “Call” or “Message” buttons so vendors can connect directly. Tapping a result within that same section opens a Vendor Profile Popup, which shows the vendor's photo or board, category, active status, and approximate distance, along with large “Call” and “Message” buttons for quick contact. Within the Government Schemes section, the first screen offers a searchable list of schemes such as PM SVANidhi, with each card showing a one-line benefit summary and a “Last verified” date, and tapping a scheme opens its full details. That Scheme Detail screen shows the benefit, who can apply, the documents needed, and frequently asked questions in simple language, with an “Apply on Official Website” button linking directly to the real government portal, and a “Mark as Started” button letting the vendor track it in their History section. Within the Donate Food or Stock section, the first screen lets the vendor select a category — Food, Fruits or Vegetables, Clothes, or Other — and a quantity, requires a mandatory Food Safety Check to be completed for food items, and explains that submitting a listing automatically notifies nearby verified charities. Once a charity accepts, an NGO Match Confirmation screen is shown, displaying the charity's name, a verification badge, and an estimated pickup time, with a “Confirm Pickup Completed” button once the vendor has confirmed the pickup happened. Within the Alerts section, the first screen shows a feed of notices with the newest first, using a red badge to mean “Official Authority Alert,” coming from a verified city-authority or government source, and a yellow badge to mean “Advisory,” which is general information only and never an official order. Tapping an alert opens an Alert Detail screen, which shows a mini map with the affected area, a full description in both Gujarati and English with the alert's source clearly labelled, and the start and end time of the alert shown clearly. Within the Grievance section, the File a Grievance screen has the vendor select a department and a grievance category, allows the complaint to be typed or spoken using a microphone icon, automatically captures the location and time, and lets the vendor attach a photo if they wish. Once submitted, a Grievance Tracking screen shows a unique reference number generated on submission, a status tracker moving from Received, to Under Review, to Resolved, to Closed, and a timestamped activity log recording every update. Within the Emergency Call section, the screen uses a high-contrast red design, deliberately different from the rest of the app, with one giant button for India's single emergency number, 112, and tapping any listed number dials it immediately with no need to search. Within the History section, the screen shows a filterable timeline covering All, Applications, Grievances, and Donations, with each entry showing an icon, a title, and a date, and an “Export or Share Summary” button letting the vendor share their record with a bank or city authority. For vendors who prefer in-person help, the Assisted Onboarding and Helpdesk Support screen explains that a trained field coordinator can assist with registration at the vendor's own pace, with a “Find Nearest Helpdesk” button to locate the closest kiosk. Finally, the FAQ or Help screen offers an expandable list of frequently asked questions, with answers appearing in simple language when a question is tapped, and a floating support button connecting the vendor to a live help agent.

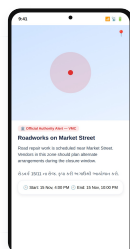
Additional Screens at a Glance



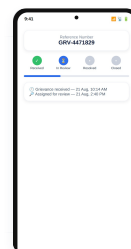
Government Schemes List



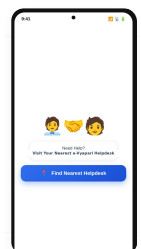
NGO Match Confirmation



Alert Detail Screen



Grievance Tracking



Assisted Onboarding & Helpdesk