

Scope of Work

The solution includes two core modules:

User Mobile Application

Administrator Web Application

User Application Features

1. Carousel Display

- A visually rich sliding banner section on the home screen.
- Showcases images and promotional content related to the fundraising campaign.
- Helps convey the emotional and cultural importance of the initiative.
- Each banner can be hyperlinked to detailed campaign stories for better engagement.

2. Fund Transparency Dashboard

- Real-time display of the total funds collected across all users.
- Continuously updated using real-time database integration.
- Reinforces public trust and fosters a sense of community involvement.

3. Contribution Module

- Quick Pay Options on the home screen (e.g., ₹100, ₹500) for ease of donation.
- Option to enter a custom amount the user wishes to contribute.
- Required user input fields:
 - Name
 - Mobile Number
 - District, Panchayat, and Unit
- Secure Payment Integration with:
 - UPI
 - Net Banking
 - Debit/Credit Cards
- Users will receive an on-screen confirmation indicating whether the transaction was successful or failed.

4. Digital Receipt Generation

- Instantly generates a downloadable receipt in image format.
- Receipt includes:
 - User details
 - Amount donated
 - Campaign name
 - Date and time of payment
- Option to share the receipt via WhatsApp.
- Users can also generate a social media status template with their photo, promoting that they are part of the campaign—encouraging viral, organic marketing.

5. Payment History

- Shows a comprehensive list of all past donations made by the user.
- Allows users to:
 - View transaction details
 - Download individual receipts
- Promotes transparency and encourages repeat contributions.

6. Live Transaction Feed

- Displays a real-time stream of recent contributions made by users.
- Information includes:
 - Donor name (or "Anonymous" if selected)
 - Amount donated
 - Time of donation
- Creates a dynamic, community-driven sense of momentum and participation.

7. Volunteer Enrollment

- Individuals can register as volunteers by submitting:
 - Name
 - Mobile Number
 - District and Panchayat affiliation
- Enables volunteers to track and promote fundraising activities in their local areas.

8. Top Volunteers Section

- Displays a leaderboard ranking volunteers by the total amount collected.
- Encourages healthy competition and publicly acknowledges top contributors.
- Leaderboards can be filtered by daily, weekly, or total campaign performance.

9. Volunteer Payment Reports

- Volunteers can view detailed reports of the donations collected under their reference or efforts.
- Supports accountability and helps volunteers monitor their impact.

10. Today's Topper Feature

- Highlights the highest single contributor of the day directly on the home screen.
- Adds a gamified element to drive daily participation.
- Automatically resets at midnight to encourage continued activity.

11. Leader board

- Showcases a ranked list of teams or individuals based on funds raised.
- Promotes community recognition and boosts volunteer motivation.

12. Star Grading System

- Assigns stars based on donation milestones:
 - ₹10,000 = 1 star
 - ₹50,000 = 5 stars
- Acts as a recognition system for both donors and volunteers.
- Useful for organizing reward programs or incentive distributions.

13. Comprehensive Reports for Users

- Users can generate detailed summary reports of their contributions.
- Reports can be segmented by:
 - District
 - Panchayat
 - Unit
- Helps users track their local impact and share insights with others.

Admin Panel Features

1. Admin Login

- The Admin Panel will be managed exclusively by the development and support team (Spinecodes).
- This ensures application integrity, data security, and streamlined support for critical backend operations.

2. Payment Report Management

- Real-time access to all transactional reports.
- Reports can be filtered and downloaded based on:
 - Date range
 - Campaign
 - User
 - Payment method
- Reports are exportable to Excel, supporting both internal review and external audits.

3. Manual Receipt Issuance

- Enables admins to manually generate or correct receipts in scenarios such as:
 - Transaction failures
 - Receipt sync issues
- Admins can resend, edit, or regenerate receipts as required to ensure accurate user documentation.

4. Account Reconciliation Tools

- Assists in matching collected funds with bank settlement reports.
- Identifies:
 - Mismatched entries
 - Settlement delays
- Financial logs can be exported to accounting systems for auditing and reconciliation.

5. Error Monitoring Application

- A separate Android app designed for bug and error monitoring.
- Capabilities include:
 - Logging of frontend crashes, backend failures, and integration errors.
 - Real-time notifications to developers for rapid resolution.
- Improves app reliability by ensuring proactive issue tracking.

6. Data Processing & Analytics Dashboard

- A robust dashboard providing visual analytics and charts.
- Tracks:
 - Daily donations
 - Campaign-wise comparisons
 - Volunteer performance and trends
- Supports data-driven decision-making by providing actionable insights to admins.

7. Admin Gateway & Cloud Infrastructure Management

- A powerful admin control panel with access to:
 - User management
 - Campaign creation and editing
 - Carousel image/video uploads
 - Donor and volunteer data access
- Hosted securely on Google Cloud Platform (GCP) featuring:
 - Auto-scaling to handle traffic surges
 - End-to-end encryption (data at rest and in transit)

8. Help Line & Support

Service providers offers comprehensive Software Support Services to ensure the smooth functioning and consistent performance of the fundraising application. The support includes technical assistance, data management, customer engagement, and backend administration. telecaller team will assist contributors facing any issues during payments, while the technical team will handle all app-related problems. A dedicated project manager will oversee support activities throughout the campaign. Additionally, data analysts will provide necessary reports upon client request, based on campaign performance and donation metrics, while the accounts support team will manage financial reconciliation and related queries—ensuring seamless operations during the entire campaign.

- Built-in support section for user assistance.
- Integrated with:
 - WhatsApp for real-time chat support
 - Call center number for voice-based assistance
- Handles:
 - Payment-related queries
 - Receipt re-generation
 - General technical support

Support Roles Include:

- Technical Support
- Data Analyst
- Accounts Support
- Tele Caller
- Project Manager

8. Marketing Scope

To support the success of the fundraising campaign, a comprehensive marketing and branding package is included. This package is designed to increase public awareness, encourage participation, and build a strong emotional and cultural connection with the campaign.

A. Brand Identity Design

- **Basic Logo Design:**

A clean, memorable logo reflecting the essence and mission of the campaign initiative.

B. Social Media Brand Campaign

- Creation and execution of an end-to-end branding campaign on major platforms (e.g., Facebook, Instagram, YouTube, etc.)
- Designed to build recognition, trust, and community involvement.

C. Campaign Assets

- **Posters:**

Visually appealing and message-driven digital posters tailored for social sharing, WhatsApp, and print.

- **Public Videos:**

Short, engaging, and culturally relevant videos as per a predefined schedule to emotionally connect and encourage participation.

D. Campaign Reach & Engagement

- **Estimated Social Media Reach:**

Targeting over **60 lakh+** individuals through organic and paid outreach across platforms.

- **Engagement Campaigns:**

Interactive posts, stories, volunteer shout-outs, user testimonials, and community recognition activities to keep the audience actively involved.

E. Social Media Management

- **Full Social Media Handling:**

- Page creation & setup
- Daily post scheduling
- Engagement monitoring (likes, comments, shares)
- Response management for queries
- Performance tracking & insights reporting