



THINK BOLD, BUILD SMART. SHAPE TOMORROW.

Problem Statement 2

A MOBILE-FIRST CREDAI APP

The Confederation of Real Estate Developers' Associations of India (CREDAI) is the apex body of private real estate developers in India.

Problem

CREDAI Mangalore members currently lack a single, consolidated platform to receive government orders, circulars, and notifications, or to lodge and track grievances. Updates are scattered across emails, WhatsApp groups, and notice boards, leading to missed information, delayed responses, and increased administrative burden

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Registrations
Close

Pitching &
Shortlisting

Mentorship
Phase

Grand Finale
Demo
EMERGE 2026

Nov. 15, 2025

Nov. 25, 2025

Dec 2025

Jan 9-11, 2026



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Expected PoC Solution

A mobile-first CREDAI App (with an optional web interface) that serves as the unified member engagement platform. It should provide a secure Document Library & Circular Archive, authenticated announcement distribution, and a structured Grievance Ticketing System with lifecycles, SLA countdowns, and an Admin Console for analytics and accountability.

Detailed Context

CREDAI Mangalore currently manages communication with its members via fragmented digital and manual channels such as WhatsApp groups, emails, and physical notices. Members often miss critical government circulars and have no centralized way to lodge or track grievances. This reduces compliance efficiency and creates administrative overhead for CREDAI staff.

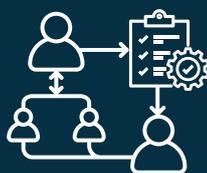
Core Pain Points

- **Fragmented updates:** Key regulatory notifications are scattered across channels, causing communication gaps.
- **Opaque grievance handling:** Members have no transparent way to lodge, monitor, or escalate issues.
- **Lack of standardization:** No formal process for validating and archiving circulars with timestamps.
- **Limited insights:** CREDAI lacks dashboards to analyze grievances or measure communication performance.
- **Administrative overload:** Staff manually manage communication, reducing efficiency and accountability.

Impact



Increased compliance risks when members miss official updates or circulars.



Rising administrative workload for CREDAI in managing repetitive communication and grievance follow-ups.



Reduced trust among members due to lack of transparency and delayed responses.



Missed opportunities for data-driven engagement and policy advocacy due to lack of aggregated member feedback.