

# **TAP-RISE Chatbot Questions and Answers**

## **General Questions About TAP-RISE**

Q: What is TAP-RISE and how does it work?

A: TAP-RISE (Technology Application and Promotion through Rural Innovation Support Ecosystem) is a platform that supports grassroots and rural innovators by helping them develop, validate, and commercialize their technologies. It acts as a bridge between innovators, experts, and markets.

Q: Who can register on the TAP-RISE platform?

A: Any rural innovator, grassroots entrepreneur, organization, or startup working on innovative products and technologies can register.

Q: Can I register as an individual innovator?

A: Yes, individual innovators can register and showcase their technologies for support and guidance.

Q: What are the benefits of using TAP-RISE?

A: Benefits include access to expert consultation, market linkage, branding support, business planning, packaging, digital marketing, engineering design, and more.

## **Questions About Services**

Q: What is included in the branding and identity creation service?

A: This service includes logo design, brand name suggestions, product identity creation, and other visual elements that help build a professional brand presence.

Q: How can I get support for business planning and packaging?

A: Once you register your innovation, the TAP-RISE team evaluates your product and assigns consultants to help you with business plans and attractive packaging designs.

Q: How do I apply for digital marketing services?

A: After your product is verified and listed, you can request digital marketing services through your dashboard or by contacting the support team via chatbot.

Q: What kind of help is available under engineering design services?

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A: TAP-RISE provides support like CAD drawings, 3D models, and technical documentation to help you finalize the product for manufacturing.

### **Innovation and Technical Support**

Q: What is the process for getting my technology evaluated?

A: Submit your innovation details on the website. Experts will evaluate its technical feasibility, uniqueness, and market potential before providing feedback and next steps.

Q: What type of report will I receive for my innovation?

A: You will get a Technology Assessment Report, including strengths, weaknesses, improvements, and suggestions for market readiness.

Q: Can TAP-RISE help me launch my product in the market?

A: Yes, TAP-RISE connects you with market linkages, supports you with product development, branding, and helps list your product on platforms like ONDC.

### **Consultant and Expert Support**

Q: Can I get consultation from experts on TAP-RISE?

A: Yes, the platform allows you to consult with subject matter experts and industry professionals based on your product category.

Q: How can I connect with a consultant?

A: Once registered, you can request consultation through your dashboard, or ask the chatbot to guide you to the right consultant.

Q: Does TAP-RISE assist with listing on platforms like ONDC?

A: Yes, the platform provides end-to-end support to list your product on ONDC and other government-supported eCommerce portals.

### **Success Stories and Case Examples**

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Q: Can you share a success story of someone who used TAP-RISE?

A: Yes, several rural innovators have received help in product packaging, branding, and marketing. For example, a women-led enterprise producing herbal soaps in Odisha received packaging support and now sells products online.

Q: What are some innovations supported by TAP-RISE?

A: Examples include solar-powered dryers, low-cost sanitary pad-making machines, herbal formulations, and eco-friendly home cleaning solutions.