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Website cum CMS Proposal: UPVKSS.COM

Overview

The proposed website cum CMS, UPVKSS.COM, aims to serve as a comprehensive platform tailored for a vibrant community. This platform is envisioned to cater to both the internal needs of the members through a secure Members Portal and engage a wider audience via the Public Form. Additionally, it includes integrated Social Media Management and a Revenue Model focusing on Advertisement and Sponsorship.

Members Portal

Profile Management:

- Secure login and profile setup for each member.
- Ability for members to update personal information, contact details, and professional qualifications.

Members Directory:

- Searchable directory of members with filtering options by name, profession, and location.
- Privacy settings to control the visibility of contact information.

Annual Membership Fees:

- System for the collection of annual membership fees.
- Automated payment reminder notifications prior to the due date.
- Online payment options and processing.

Insurance Fees and Beneficiary Details:

- Portal for payment of insurance fees with options to add and manage beneficiary details.
- Upload and access facility for insurance documents.

Payment and Receipt History:

- Comprehensive history of all payments made.
- Option to download receipts for payments.

WhatsApp API Integration:

- Direct communication channel through WhatsApp for notifications and



updates.

- Facility for members to make payments via links sent in WhatsApp messages.

Event Notification and Wishes:

- Calendar of events with online RSVP options.
- Automated birthday and anniversary wishes to members.

Editorial Access and Publishing Rights:

- Selected members can publish articles, updates, and other materials.
- Editorial review process for content quality control.

Public Form

E-Magazine - GST Law Update and Notification:

- Regular updates on GST laws and notifications.
- Accessible to both members and the public.

Business News:

- Curated news related to business trends, analysis, and insights.

Financial News:

- Updates and reports on financial markets, investment strategies, and economic forecasts.

Kavya Section:

- A dedicated section for poetry and literary expressions from members and renowned poets.

Short Stories - Reward Section:

- Platform for members and visitors to submit short stories with a reward system for the best entries.

Gallery:

- A visual showcase of events, achievements, and member contributions.

Social Media Management

- Integrated management of Facebook, Instagram, Twitter, and YouTube platforms.
- Regular posting schedule for engagement and updates.
- Promotion of website content and events on social media channels.



Revenue Model

From Advertisement and Sponsorship:

- Display advertising on the website for businesses and services.
- Sponsored content opportunities in emagazines and special sections.
- Event sponsorship packages for higher visibility and engagement.

Technical Specifications

- Responsive design for accessibility on various devices.
- Secure, scalable, and easy-to-use CMS for content management and updates.
- Integration with payment gateways for secure transactions.
- WhatsApp API for efficient communication and engagement.
- SEO optimization for higher visibility and reach.