

(54) Title of the invention : AI POWERED PLATFORM FOR INDIAN KNOWLEDGE SYSTEM WITH DYNAMIC CONTENT AND INTERACTIVE GRAPHS

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(57) Abstract :
 The invention is an innovative social media platform specifically designed to support Micro, small and medium-sized enterprises (MSMEs) engaged in traditional practices across fields such as health, education, astrology, agriculture, arts, and sports. The platform integrates advanced features including dynamic content generation from a continuously updated Indian Knowledge System (IKS) database, AI-driven smart content translation, gamified learning paths with rewards, and an AI chatbot tailored to respond based on the IKS knowledge base. It facilitates collaboration among practitioners through an IKS-powered framework and an interactive knowledge graph (IKG) that visually represents relationships between IKS concepts. The platform also incorporates a seamlessly integrated marketplace with AI-driven product matching and eco-friendly product certification, comprehensive e-commerce functionalities, community-building tools with loyalty programs, personalized user experiences through adaptive learning algorithms, crowdsourced knowledge contributions, live streaming capabilities, and data-driven insights and analytics. Security is ensured through robust data encryption and secure transaction management, providing a comprehensive solution for enhancing knowledge sharing, user engagement, and business growth for MSMEs in traditional practices.

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