

Guruji for Pooja: An Integrated Digital Ecosystem for Ritual Services, Astrology, and E-Commerce

Asst. Prof. Dr. Vrishali Tryambak Kulkarni¹, Saiprasad Shrikant Kulkarni²

¹Assistant Professor, Panchavati College of Management and Computer Science

²Student, Panchavati College of Management and Computer Science

Panchavati College of Management and Computer Science, Nashik, Maharashtra | Academic Year 2025–2026

Abstract— The traditional methodology of organizing Hindu rituals — such as Poojas, Vastu Shastra, and Astrology — has remained largely unorganized in the Indian subcontinent. Challenges such as unavailability of qualified priests, difficulties in procuring ritual items, and lack of accurate scheduling hinder the devotee’s experience. This paper proposes Gurujiforpooja: a digital ecosystem integrating GPS-based priest booking, e-commerce for ritual supplies, and real-time consulting for Vastu and Astrology.

Keywords— Digital Vedic Services, GPS Priest Booking, Muhurat Engine, Pooja E-Commerce, Vastu Consulting, Religious Technology.

I. INTRODUCTION

India's spiritual and religious market is estimated to be worth billions of dollars, yet it lacks a centralized digital platform. For centuries, the *Yajman-Guruji* (Client-Priest) relationship has relied on word-of-mouth or physical proximity. Modernization has created a significant demand gap — devotees require convenient, technology-driven solutions.

The **Gurujiforpooja** app bridges this gap. It manages the entire lifecycle of a ritual — from selecting an auspicious date (Muhurat) to booking the priest, ordering the materials, and arranging venue decoration.

II. PROBLEM STATEMENT

Modern urban life poses three significant challenges to traditional ritual organization, as illustrated below:

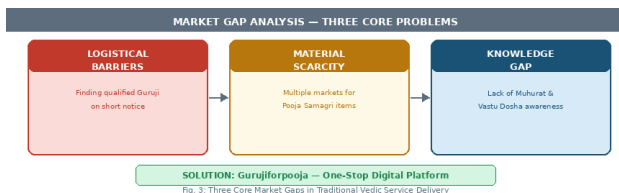


Fig. 1: Three Core Market Gaps in Vedic Service Delivery

A. Logistical Barriers

Finding a qualified Guruji on short notice is extremely difficult. During peak festival seasons, devotees rely entirely on personal contacts, which are unreliable and time-consuming.

B. Material Scarcity

Devotees must navigate multiple markets to procure specific *Pooja Samagri* items, resulting in incomplete kits, last-minute stress, and ritual delays.

C. Knowledge Gap

Urban devotees frequently lack awareness regarding *Shubh Muhurat* and *Vastu Doshas*. Without expert guidance, rituals may be performed at inauspicious times.

III. LITERATURE REVIEW & MARKET GAP

Preliminary research and surveys identified critical gaps in the current landscape of Vedic service delivery:

- *Fragmented Services*: Users call priests, shop for samagri, and find decorators separately — major logistical burden.
- *Scheduling Inefficiency*: Without digital calendars, priests face double-booking and delays.
- *Lack of Standardization*: No verified profiles or standard pricing — causes trust issues.
- *No Digital Muhurat Tool*: No existing platform offers automated Panchang-based auspicious timing.

IV. METHODOLOGY — SYSTEM ARCHITECTURE

The research proposes a **multi-tier architecture** for Gurujiforpooja, designed to be scalable, secure, and device-agnostic:

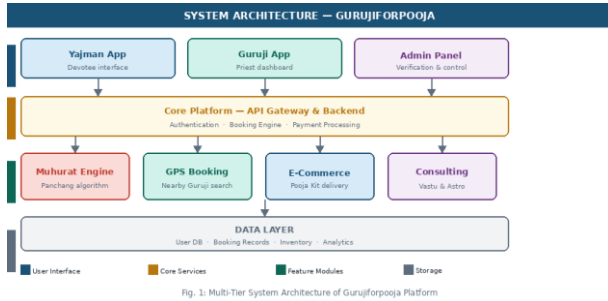


Fig. 2: Multi-Tier System Architecture of Gurujiforpooja

- A. *Yajman App*: Service catalog, GPS Guruji search, samagri cart, and Muhurat interface for devotees.
- B. *Guruji App*: Dashboard for priests to manage bookings, availability, and Dakshina history.
- C. *Muhurat Engine*: Vedic Panchang algorithm that auto-suggests auspicious timings based on location and ritual type.
- D. *E-Commerce*: Logistics chain delivering pre-packaged Pooja Kits with 100% material accuracy.
- E. *Admin Panel*: Manages Guruji verification, dispute resolution, and platform analytics.

V. DATA ANALYSIS & FINDINGS

Based on field surveys (n=200, age group 25–45), the following comparison was established between traditional and digital methods:

TABLE I
 Traditional Method vs. Digital Platform

Parameter	Traditional	Digital App
Booking Time	2–6 Hours	5–10 Mins
Material	~60% Accurate	100% Accurate
Availability	Uncertain	Real-time
Location	Local Only	Any City
Scheduling	Double-booking	Automated
Pricing	Unstandard	Transparent

USER PREFERENCE SURVEY — KEY FINDINGS (n=200)

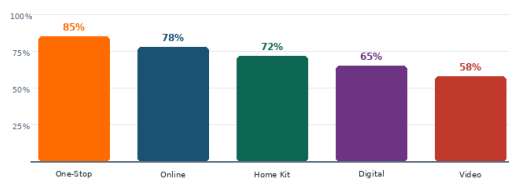


Fig. 3: User Preference Survey Results (n=200)

Key Finding: 85% of users aged 25–45 expressed a strong preference for a "One-Stop-Shop" for religious needs due to time constraints in corporate lifestyles.

VI. USER JOURNEY

The flowchart below illustrates the complete end-to-end journey of a devotee booking a Pooja on the platform:

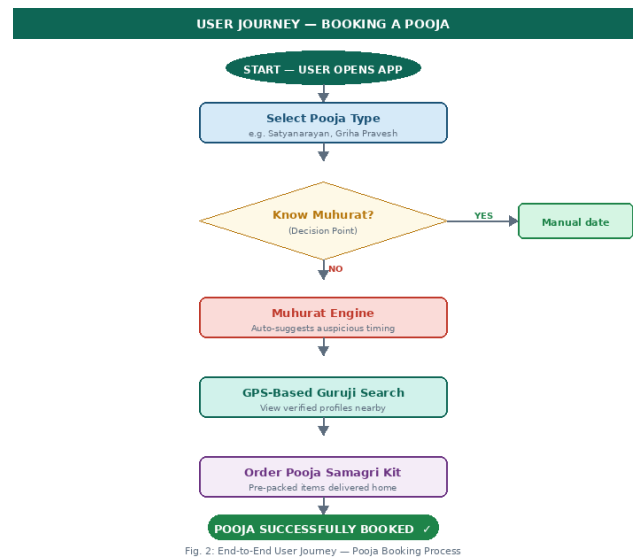


Fig. 4: End-to-End User Journey — Pooja Booking Process

VII. FEATURES & INNOVATIONS

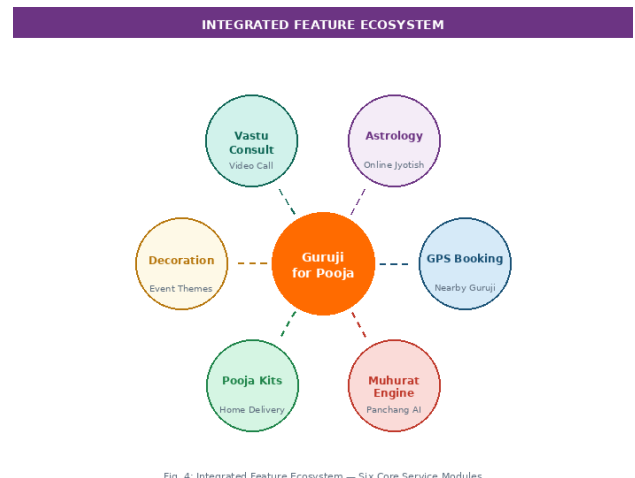


Fig. 5: Integrated Feature Ecosystem — Six Core Modules

A. Vastu & Astro Consulting

Video consultations with verified Vastu and Jyotish experts, making advice accessible globally to NRIs and urban professionals.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 03, March 2026)

B. Customized Decorations

Users select event themes (Munj, weddings) with decorators assigned via the app with transparent pricing.

C. Verified Guruji Profiles

All Gurujis undergo thorough verification. Profiles include credentials, specializations, ratings, and reviews.

D. Smart Muhurat Engine

Proprietary Panchang algorithm auto-suggests auspicious timings based on Nakshatra, ritual type, and location.

VIII. CONCLUSION

The **Gurujiforpooja** platform represents the "Uberization" of Vedic services. By solving timing, materials, and availability, it ensures ancient traditions are preserved despite modern complexities.

The platform empowers the priesthood with better time management and fair compensation, while providing devotees a transparent, stress-free spiritual experience — whether at home or abroad.

REFERENCES

- [1] Vedic Traditions in the Digital Age: Modernization of Religious Practices in Urban India, 2023.
- [2] Consumer Behavior in the Indian Religious Market — Annual Research Report, 2024.
- [3] GPS-Based Service Matching Algorithms in On-Demand Platforms, IEEE, 2022.
- [4] Panchang & Muhurat Calculation Systems — Vedic Astronomy Approaches, 2021.
- [5] E-Commerce Logistics for Ritual Goods in India, Journal of Supply Chain Mgmt., 2023.
- [6] Kulkarni, Saiprasad S., Field Survey & Case Studies — Panchavati College, 2025.
- [7] Uberization of Traditional Services: Disruption in Emerging Markets, 2022.