

Minor – 2 Project
Applications for COVID 19
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- Motivation of the Problem: One of the problems that affected me was how the labour class has to work very far from their hometowns because their search for the jobs ends there. I could not agree to this more when this was visible during these Covid Times where the migrant workers were desperate to reach their home towns travelling huge distances.

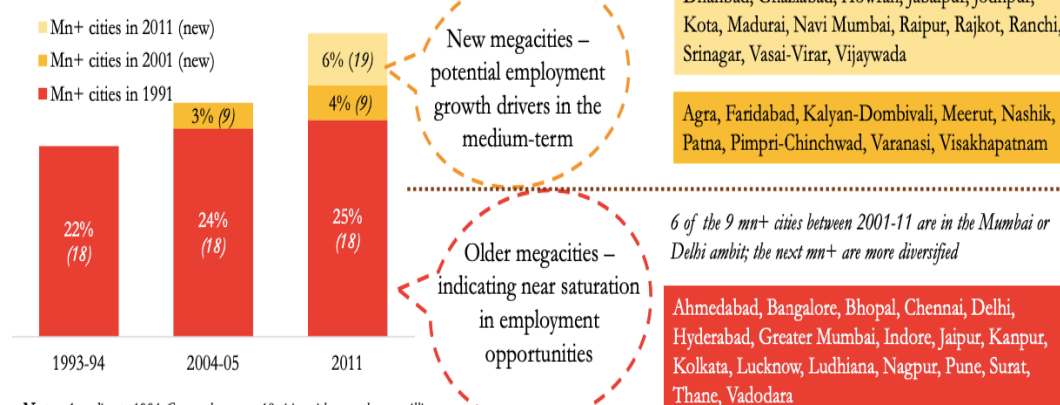
Now I agree that the panic was created due to the shutdown of Trains, Buses, etc. otherwise there won't be any chaos. But here is the thing usually they get to visit their hometown very few times in a year, because still the fare looks a burden to them. Not only this I have seen numerous examples of people getting suffered due to no Ration Card for that particular state and hence getting denied of their rights. Also the density of people and surplus amount of workforce in a particular city will lead to poor living conditions and underemployment. If we also look at the other aspect the majority of the new jobs are being driven by emerging megacities too and not only that there are numerous employment potentials in almost every region but the problem is lack of skills and right guidance to the people.

The problem doesn't end here, if we look at this from the perspective of employers, they are already having a hard time because now who gives the guarantee that the labour will return again. The workers have already had enough and thinking about going back to the city might be giving them nightmare.

GROWING SKILL GAP The expected shortfall in industries in 2022



Million plus cities' share of urban employment (% share of urban employment, with number of cities within brackets)



Note: According to 1991 Census there were 18 cities with more than a million population. The number increased to 27 in 2001 Census and 46 in 2011 Census (excluding urban agglomerations, which were 7 in number).

Source: Census, NSSO, IMA analysis

- The need being addressed :

- There are opportunities for the unemployed in the nearby region but they don't know about the process that might help them get the job. Also if an unemployed person is willing to learn and upgrade there is no proper method which can guide them end to end and give them a certain kind of surety that they are moving in the right direction
- At times no proper skilling or training methodology is available due to various reasons listed below and hence this need is to be addressed
- Even if the person is qualified enough, reaching to the right employer is another issue and underemployment prevails and hence connecting them to the right opportunities is a need.

- User interviews

- Upon my various visits in the slums and talking to people one thing that I found out was the younger generation generally enroll themselves with the work their father is doing. At two of the instances I was also told that the family does not allow them to go and explore things.
- The construction workers told me their way of getting work is to have a connection amongst their community members who can then refer them for work or generally going at a place where they assemble in the morning only to be picked by the employer as per the demand of the work
- Many of the people in slums said that the information gap is prevalent and we don't know about the opportunities that are available to us
- Consequently on the supply side upon asking from the people at Urban Clap, Delhivery they highlighted this too it's difficult to find the right kind of people with desired skill sets such as carpenters, plumbers, etc and most of the time they have to train them so to have a basic quality fulfilled and this is when they are operating in only some of the major cities
- Person at Delhivery told me that recently they took a basic test of the ground workman working for them and are looking to fire around 60 people because they didn't know the basic stuff, resulting in affecting the whole process

Comments: I have been involved in working with NGOs in my city, and also have been involved in teaching students with AINA and hence I get my insights through them. Also in one of my courses too we had to visit slums and hence I have used some of them too. Because this was not feasible in Covid times so I reached the employers at Delhivery & Urban Clap through LinkedIn and talked to them on phone. Some insights through my family members living in a village too.

Solutions:

1. Having a call centre where a person can call and tell us the details about his/her whereabouts such as the region they reside in, educational qualification, their expectations, etc. and then tell them

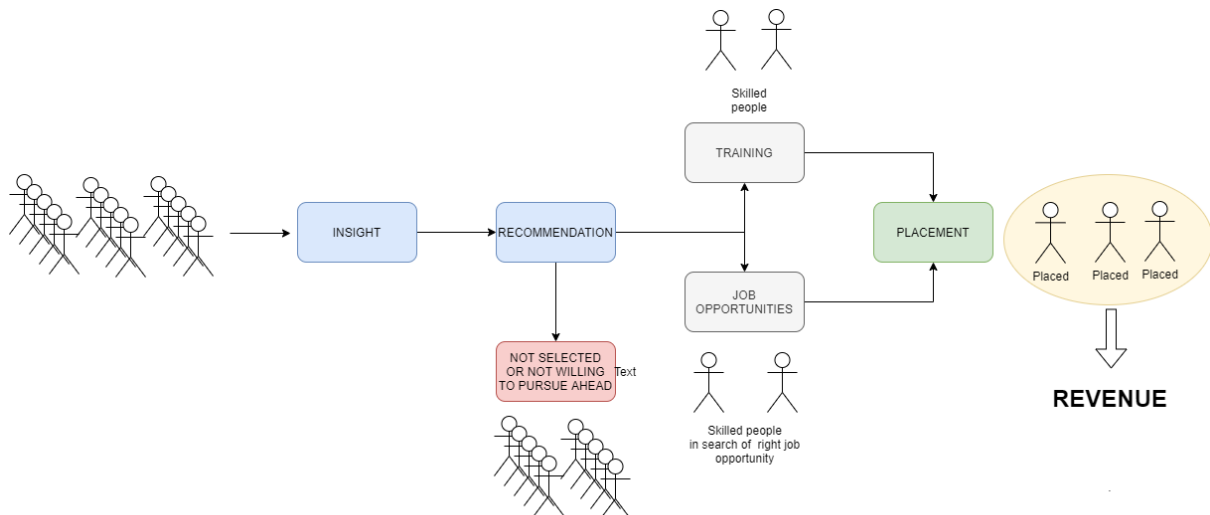
about the various opportunities. The skills required, how to acquire them, etc. This solution was thought of because the penetration of mobile phones and keeping in mind the ease of the people however there seems too many flaws with this method such as very low productivity vs the considerable manpower required and still not getting the desired results

2. Bill board installation: A graphical bill board installed in the community sharing crucial information to them related to job openings, or skills required, etc.
3. An online platform where they can put up their details and navigate according to their preferences, thought of automating the call centre process but again the problems still remains intact
4. Information sharing through messages
5. Creating a platform where we are the one training the people and then anyone can book a professional through the platform as per their requirements but then the onus will always be on us for those people and there are only certain kind of jobs that everyday people opt for and the saturation level will come

Criteria's used:

- One of the aspects was why not support them being self-employable or having their own business, but then there were many variables that come into the picture and also they liked certain amounts of certainties while devoting their time in learning skills. So they see a direct output here.
- The other thing is as to why provide an end to end solution? We felt that at every process they need assistance in some form or the other and if the cycle breaks in between then there is no use of providing a half solution to a problem
- The call centre option was rejected due to the fact that it does not look feasible because one-on-one conversation about the process and then telling them you can do this or that and then connecting them through various resources available just does not look feasible and not a very efficient process. Every call would take around an hour and with a very bad productivity
- Ultimately if at any step the people are left upon to navigate themselves it's a barrier
- The other aspect was to have a sustainable business model in some of the solutions listed above charging money from them would get difficult until and unless they see a substantial value/result

Final Solution:



Working of the solution:

1. Consider a centre in a small town being operated by us where a job seeker comes and gives an **INSIGHT TEST** on the computer in regional language.

The insight test analyses the candidate on these parameters:

1. Learning Mindset
2. Psychology
3. Desirability to work and earn
4. How much he is willing to travel for job
5. If he can change location for job
6. Expected income levels
7. Type of works he considers as good and will be willing to work
8. Ethics level
9. Qualification
10. If he possesses any skill already then a small test will be there to check the competency.
11. This form will also collect required information about the candidate to build his profile on the platform.

2. OUR RECOMMENDATION

Based on his insight test we will suggest him two types of options:

- a. Types of jobs he can get with this skill set and income level(If any)
- b. FREE training program to upgrade his/her skill set and get this job at X income level. The recommendation would work depending on the availability in region. Like for example there is already a similar kind of training being given then partnership model would work otherwise our training centre will

3. Based on the recommendation system, there are 3 possibilities:

- a. Willing to apply for recommended jobs(if any)

In this case, our operator will apply his profile to the requested job opportunities and will also tell the candidate the terms and conditions

- 1) If he gets job at the threshold value then the candidate has to pay ~7% of his income to us for a duration of 1 year.
- 2) If he gets the job at lower income than the threshold value then candidates do not have to pay us anything.

b. Willing to apply for a FREE training program.

- Accordingly his profile will be submitted for the upcoming training program and if he is selected for that then he will be notified. He will also be shown with his chances of getting selected for the training program.
- After a student gets selected for the training program, his training will take place in the village in an estimated batch size of 40-50 students.

c. Student does not wish to continue.

4. TRAINING

- We will figure out the job trends in that geographical area based on the availability of resources, government projects and economic activities. Accordingly required training programs will be proposed and conducted under the guidance of 2 instructors for 1.5-2 months based on the requirements.

Like for kota city:

Sr.No.	Job Training	Expected income
1)	Sales Training	10-15k/month
2)	Back Office Job Training	18-20k/month
3)	Technician Training	15-20k/month
4)	Cashier Training	12-15k/month
5)	Data Entry Job Training	10-14k/month
6)	Chef Training	10-15k/month

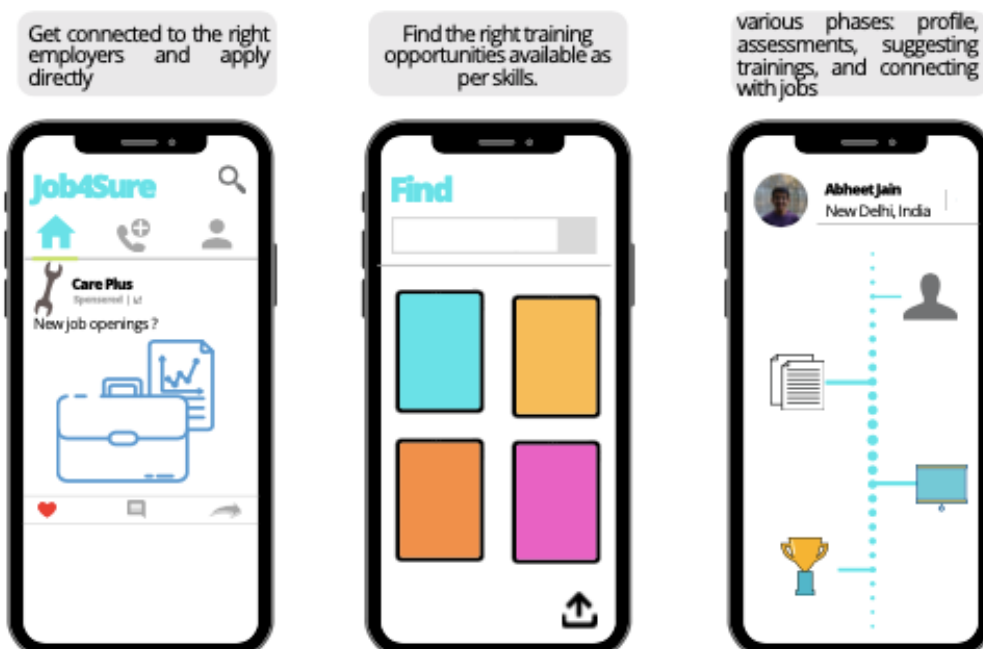
5. ASSESSMENT

- Training assessment will be done via a real-life project and accordingly certification will be done to the candidates.

6. PLACEMENT

- We will develop a single job opportunity portal in collaboration with recruiters and will provide them with the right candidates for the particular skill set.

Design



RECOMMENDATION

Data Entry Job	Location	Free Sales Job Training
Rs 10,000/- per month	75	Get hired at Rs 12k and above
Back-office Job	Location	Free Communication Skills Training
Rs 10,000/- per month	69	Get hired at Rs 12k and above
		92

Numbers in green shows the **employability score** in that job at that income level for that person.

Feasibility:

- My model is based upon identifying the right opportunities, the skill gaps among the people, their willingness, connecting them with right opportunities and bridge this gap to make them employable. So we will first need a software which can collect the useful information shared by

the people, analyse those on certain parameters and match them with the right opportunity, the estimated income, the time it would take and then the chances of getting employed. Other than that according to the final assessments they would be connected to the suitable employer if they deem to be fit.

- Initially the model may not work very accurately but gradually when we will be collecting more and more data the system will improve significantly
- Making a software and application like this, looks quite feasible

Desirability:

- **Socio Economic Aspects:** looking at the access at micro level and cost effective solution the mode of the solution needs to be relevant whether online or offline
- **Jobs criteria:** Majorly targeting those jobs which has a better pay scale and requires upliftment from the skills side. Skills that can be acquired without any considerable training infrastructure
- Generally relatively short and focused on the specific goals of the employment, income-generating that have been identified through surveys and other means and people are willing to take that kind of jobs
- **Demographics:** Targeting specific regions first which have considerable opportunity in terms of employment and have not attained a saturation point
- Rural areas are hence omitted too because of the same reason due to scarce wage employment opportunities. In rural areas more self-employed and micro enterprise opportunities are there. It means jobs would be in cities
- **Size of the job openings:** the other factor is we are able to teach at least 25-30 people in one go and are able to place them as well
- No fees is required until and unless the person gets a job above a certain threshold
- Reaching beneficiaries can be managed like this:
 - 1) The mobile penetration & Internet may not be great so that's why may be a community member can be hired who can aware the people about this can update their profile and guide them through it, on his own device
 - 2) Another way is through partnering with E-Mitra Kendra and with a unique login Id this portal can be accessed there.
 - 3) Another one is the training centres where an operator can be appointed other than a trainer(the partnership model) who can take care of all these things.
- **Employer reviews:**
 - 1) As per the talks at Delhivery, their requirement at times generally is little tech friendly, good communication skills, Data Entry, largely depends on the work and we proposed the solution to them and the response from them was good they will be willing to have the solutions. The problem we

identified is that though they require a good workforce but at times it is in a very short duration and hence that needs to be managed. The payscale generally revolves in between 15-25k and at times around 12k as well.

- 2) Similarly the people at Urban Clap told us we are operating in major cities currently and still at times it is hard for us to find the right people, training is already being done separately. The solution was acceptable to them as well but they told us for the final assessment they will have to test themselves so it is majorly a relationship that one forms after which the trust is built.
- 3) Sunil Chaturvedi Sir was very excited regarding solution but his only concern is that in the lower sections the problem is more of underemployment and not unemployment so this solution may not be able to scale up very large in the lower section but yes the solution seems good and the large potential lies in the urban unemployed.
- 4) He also mentioned that there is no need to create resources for urban employment too they are there you just have to help them navigate right and that's it. So this looks a good opportunity too once the model at lower sections is implemented right.

Mentor: Sunil K Chaturvedi, An IITD ('79 batch) Alumnus, CEO of Automotive Skill Development Council and has a very vast experience in this domain

Note: Referred to him time to time

Viability:

The analysis of the region will be done by us. The person taking a franchise just have to provide a basic infrastructure.

Using **Franchise Model** to make it reach to the required people
Revenue and Franchise Model:

Program	Revenue	Revenue(per month)
From Training(for 2 months) and Placement of two batches of 50 students each	$1200 * 12 * 30$ (Considering 30 students get placed at 12k and above in each batch)*2 = Rs 864000	Rs 432000
From Placement of 15 more students in 1 month(direct)	$15 * 700 * 12 = 126000$	Rs 126000
	Total	Rs 558000

People with more connects and looking to earn Rs 1 Lakh extra per month can file applications to get a franchise with a security money.

One time investment required	Place requirement (rent already added)	What franchise will get:
Rs 1,90,000	1 Hall with table and chairs and an office	Insight test software
Recurring expenses per month	Instructor(Job4Sure will provide)	Placement Service
Rs 42000	1	Rs 1.5 Lakh per month from company(Job4Sure) on successful placement of 45 students per month

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