



Organization: Margshala

Website: <https://margshala.com/en/about-margshala/> <https://margshala.com/en/homepage/>

Mission

To promote local livelihood within rural areas by providing career path / entrepreneurship guidance to the youth and help them connect with successful audience for mentorship programs in the domain of interest.

Context

Margshala Foundation was incubated back in 2019 operating from Uttarakhand with a simple motive of being able to provide job opportunities in the rural-most communities of the nation and promote local livelihood. The spark came in when they witnessed most of the young crowd moving to urban cities to hunt for jobs only to realize that they land up in low paying retail and hospitality sector or remain jobless.

Unemployment stats in India speak about 83% of them are Youth. The NGO aims to provide relevant career path guidance to such young minds for them to be able to make a livelihood in their respective geographic origin without having to migrate to bigger cities.

Margshala runs two flagship programs -

Khojshala : For people who are not aware of local opportunities and career possibilities in the local area and need guidance from step 1 (*example - want to start a agriculture business, want to get along a job, want to become a renowned electrician in the local geography*)

Swarozgar Fellowship: For people who know their career path and direction and are looking for mentorship, funding to grow their business
(*example - has a diary product business and want to grow*)

Margshala's target audience comprises of - **75%** of Millennials and GenZ - average age = **24** | **74%** of their total audience is from rural regions | **60%** are below poverty line and **42%** of them are women and gets organic footfall by word of mouth via several sarpanchs and government officials.

Challenge

The organization is looking for a platform that is scalable and easily navigable for their target audience to get started where the system should suggest based on the information inputted if they should look for a Khojshala program or Swarozgar Fellowship.

Based on the decision, the system should curate in-house available content for them on how to excel in respective direction based on the state they live in.



Khojshala new starters should be able to course through a self-based learning model where the system makes their journey interactive with periodic check points and should then suggest and map out possible career path ways and opportunities in the vicinity. (Sample courses could be - **how to make a pitch for your product or how to negotiate while closing a deal**).

Swarozgar Fellowship audience are required to submit an application based on which they are connected with role models and successful people from their domain. The application should provide a simplistic view of where these role models / champions are based off for a Swarozgar Fellowship member to contact and connect with them. The members of this program can also mention their needs of funding requirements to run and excel in their business.

Additional Considerations

The system should cater to regional audience with multi-lingual content and availability of functionalities without the internet. The system should look to integrate self-based learning model elements required.

Technology Baseline

The current system is not able to handle the scale of the audience Margshala is catering to

The content created for end users is in house and comprises of role model videos, stories, documents, links, and classification of opportunities (Example zoo opportunity in 20km radius from users' location)

Sample content types which will be hosted on the platform

- Local Livelihoods Library content: [Dairy](#) | [Nature Guide](#) | [Pine needles](#) | [Homestays](#)
- Role Model video: [Devender](#)
- Role Model story: [Tulsi](#)
- [Case study \(Fellow progress - then and now\)](#)
- [Workbook for Swarozgar Fellowship](#)