

Project Design Phase-I - Solution Fit Template

Project Title: Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth.

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Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S)</p> <p>CS</p> <ul style="list-style-type: none"> Policy makers & government officials Economists & research scholars Civil service aspirants (UPSC, State PSC) Academic institutions Financial analysts NGOs working in development & sustainability 	<p>6. CUSTOMER CONSTRAINTS</p> <p>CC</p> <ul style="list-style-type: none"> Limited access to simplified data Lack of time to analyse detailed budget reports Technical economic terminology Data interpretation challenges Study impact of budget on inclusiv & green growth 	<p>5. AVAILABLE SOLUTIONS</p> <p>AS</p> <ul style="list-style-type: none"> Government Budget documents (official PDFs) Economic Survey reports News articles & media analysis Research papers & think tank reports Parliamentary discussions <p>Limitations:</p> <ul style="list-style-type: none"> Technical language difficult for common readers Scattered data across multiple sources Limited comparative sustainability analysis
	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>J&P</p> <ul style="list-style-type: none"> Understand how Union Budget allocations have evolved Analyze sector-wise spending trends Evaluate sustainability focus in government spending Identify gaps between allocation and implementation Study impact of budget on inclusive and green growth 	<p>9. PROBLEM ROOT CAUSE</p> <p>RC</p> <ul style="list-style-type: none"> Budget data is complex and highly technical Lack of simplified sustainability-focused analysis Fragmented information across sectors Limited public awareness of long-term fiscal impacts 	<p>7. BEHAVIOUR</p> <p>BE</p> <ul style="list-style-type: none"> Read budget highlights from news portals Watch budget summary videos Refer to coaching materials (for competitive exams) Use government portals for raw data Attend policy discussions or webinars
Focus on BE, map to CC	<p>3. TRIGGERS</p> <p>TR</p> <ul style="list-style-type: none"> Rising concern about climate change Need for inclusive economic growth Increasing fiscal deficit discussions Public debates on budget priorities Demand for transparent public finance analysis 	<p>10. YOUR SOLUTION</p> <p>SL</p> <ul style="list-style-type: none"> Provide a structured, simplified analytical study of Union Budget evolution Compare historical and recent budget allocations Highlight sustainability focused sectors (renewable energy, health, education, rural development) Present visual charts and trend analysis 	<p>8. CHANNELS of BEHAVIOUR</p> <p>CH</p> <p>Online:</p> <ul style="list-style-type: none"> Government websites (Union Budget portal) PIB releases Economic Survey publications News platforms/hostube analysis channels Academic databases
	<p>4. EMOTIONS: BEFORE / AFTER</p> <p>EM</p> <p>Before:</p> <ul style="list-style-type: none"> Confusion about budget calamity Lack of clarity on fund allocation Concern about economic equity Awareness of sustainable development priorities <p>After:</p> <ul style="list-style-type: none"> Better understanding of budgeting Confidence in analysing priorities Offer policy recommendations for sustainable growth 	<p>10. YOUR SOLUTION</p> <p>SL</p> <ul style="list-style-type: none"> Provide a structured, simplified analytical study of Union Budget evolution Compare historical and recent budget allocations Highlight sustainability focused sectors (renewable energy, health, education, rural development) Present visual charts and trend analysis Offer policy recommendations for sustainable growth 	<p>8. CHANNELS of BEHAVIOUR</p> <p>CH</p> <p>Online:</p> <ul style="list-style-type: none"> Newspapers Policy seminars Civil service coaching centers <p>Offline:</p> <ul style="list-style-type: none"> Newspapers University lectures Civil service coaching centers

