

Next Gen Minds: Case Study Submission

Team Name: Moola Harshitha Team

Team Code: 662087

Team Members: MOOLA HARSHITHA

Contact Email: harshithamoola99@gmail.com

TOPIC NAME: "Bhasha Saathi: Bridging Language Barriers in Interstate Travel Across India"

1. The Problem & Opportunity

1.1 What problem are you solving?

(Describe the challenge in an AI-dominated world and explain why it needs attention.)

The nation of India embraces numerous linguistic and cultural traditions. State cultural diversity which serves as a national advantage presents specific hurdles to people who relocate between different states. Anyone visiting Tamil Nadu or Karnataka from Telangana would face great difficulties because they lack skills in the region's native language.

The situation exists frequently among workers who join students and older adults. In our current AI age not, every individual possesses adequate access to digital tools together with smartphone apps. The majority of society remains unconnected from smartphones as well as internet and lacks English writing capabilities. Term emergency situations become very frightening to individuals who encounter language barriers. Without basic language capabilities to communicate and feel safe everyone who needs assistance should receive immediate help because this problem goes beyond technical needs into human rights territory.

1.2 Why is this a business opportunity?

(How does addressing this problem create a viable business opportunity? Who benefits and how?)

This situation presents itself as a business opportunity because of the following rationale. A vast number of people make interstate travel for employment needs as well as seeking medical treatment and completing their studies and religious pilgrimages daily. Solving the language barrier issue creates value for everybody and gives rise to partnership opportunities with transport systems, hospitals, tourism boards and educational institutions.

The proposed solution improves communication for travelers thus enabling multiple business institutions like hotels and bus depots to enhance services together with hospitals and government departments. The solution cuts down misunderstandings while enhancing service quality and establishing confidence in users. NGOs together with CSR programs should consider investing in this solution for their inclusive development targets.

2. Your Solution

2.1 What is your product or service?

(Describe your idea clearly and concisely.)

Bhasha Saathi stands as your product service.

The program named **Bhasha Saathi** acts as a "Language Companion." It includes:

The solution contains a practical translation card featuring basic statements in different Indian languages accompanied by images and visual indicators.

The product consists of both mobile app support and IVRS phone accessibility tools which offer listening services for multilingual translation.

Public areas display QR codes that guide users to hear essential instructions which include directions for public toilets along with doctor emergency requests.

Bhasha Saathis serve as on-site event volunteers who provide support to travelers at major transport facilities.

2.2 What makes it uniquely human?

(Explain the key human element that makes your solution irreplaceable by AI.)

The system serves translation functions yet extends to delivering comprehensive understanding. Electronic tools require stable internet connectivity while also requiring English verbal input because they struggle to process accents correctly. The structure of Bhasha Saathi relies on people together with their emotional aspects and accessible features.

This system functions equally well online and offline since it utilizes printed cards and visuals. This system demonstrates respect both for feelings and emergency needs particularly

during situations such as hospital visits and police reports. Human volunteers provide personal interactions to people which AI translation cannot match.

3. Target Audience & Market

3.1 Who are your customers?

(Define your target audience and their specific needs.)

Interstate laborers and migrant workers

Republic college students from across the state borders enroll in their academic programs.

People who travel for treatment along with senior citizens represent the target audience

Domestic tourists and pilgrims

Indian Railways together with State Transport along with Public Hospitals makes up the target audience of your solution.

3.2 Why would they choose you over AI alternatives?

(What advantages does your solution offer that AI cannot?)

Despite their usefulness AI translation tools lack practicality as genuine life needs to be served. Many travelers:

The users either lack smartphone technology or lack the ability to operate applications.

The areas of travel where network signal quality is known to be poor

Patients prefer viewing tools in addition to printed guides as well as real-time guidance services for their needs.

The system provides easily accessible usage alongside expertise without technology requirements and direct human interaction which drives people toward its selection for assistance.

4. Business Model

4.1 How will you generate revenue?

(Explain how your business will make money.)

You should join forces with Indian Railways as well as Metro Corporations and State Buses for training sessions while providing kits for their use.

The company should create budget-friendly kits for housing societies of migrants and colleges along with NGOs.

Enable business success by attracting CSR funding from organizations desiring to help education with an emphasis on inclusion and accessibility.

The company provides personalized offerings to travel agencies as well as hospitals and tourism offices.

4.2 How will your business grow?

(Describe the potential for scaling and long-term success.)

Complete a market rollout starting from five states with high travel activity followed by additional region expansion operations.

The organization should form partnerships with university language departments to build their phrase base.

Our tool needs to become integrated into the apps of IRCTC and RedBus through a partnership with travel platforms.

The organization should train both students and youth to act as language volunteers and brand ambassadors.

5. Competitive Advantage

5.1 What makes your idea AI-resistant?

(Explain why AI cannot easily replace your solution.)

AI doesn't always work offline. The system encounters difficulties when dealing with users who have limited literacy skills combined with speaking in different accents and handling advanced cultural situations. The project gets distinguished through its following attributes:

Functions without digital dependency

This solution stems from cultural background and applies only to particular circumstances.

Living persons offer assistance to others in critical emergency situations.

5.2 How will you maintain long-term success?

(Describe strategies for keeping your business relevant and competitive.)

Your systems should include regular updates for language content and feedback operations.

The project should introduce operations within educational facilities and legal institutions as well as healthcare settings in rural communities.

You should create a system of trained people and ambassador representatives who work with your organization.

6. Execution Plan

6.1 How will you launch your idea?

(Describe your plan for bringing your product or service to market.)

The execution requires implementation of what strategies to launch my idea?

The solution will receive pilot testing in main railway stations of Hyderabad Chennai and Mumbai.

Local NGOs together with student clubs should help disperse translation kits throughout their regions.

The entry and waiting areas of major railways and bus stations should install QR-based audio posters.

A toll-free phone line compatible with all languages will provide essential options for customers.

6.2 How will you attract and retain customers?

(Explain your marketing and engagement strategies.)

Spreading awareness about your idea will use the support of local media and FM radio alongside influencers.

Host interactive demos at public places

The organization will execute language sensibility workshops that focus on urban slum areas and labour encampments.

Provide certificates together with recognition to volunteers and partner groups as rewards

References (If Any)

(List any sources that support your case study.)

- **Census of India 2011 – Language and Mother Tongue**
<https://censusindia.gov.in/nada/index.php/catalog/42538>
- **Census of India 2011 – D-Series Migration Tables**
<https://censusindia.gov.in/nada/index.php/catalog/1445>
- **NITI Aayog Report on Internal Migration in India**
https://www.niti.gov.in/sites/default/files/2021-01/InternalMigration_Chapter1.pdf
- **Ministry of Tourism – India Tourism Statistics 2023**
<https://tourism.gov.in/sites/default/files/2023-11/India%20Tourism%20Statistics%202023.pdf>
- **Indian Railways – Annual Report 2022–23**
https://indianrailways.gov.in/railwayboard/uploads/directorate/stat_econ/Annual_Report_Accounts_2223_English.pdf

Submission Guidelines:

- **Format:** DOCX
- **Word Limit:** Max 2,500 words (excluding references)
- **Originality:** Must be unique and plagiarism-free
- **AI Usage:** Not allowed (Do not use AI-generated content)

✉ **For queries, contact:** compete@apna.co

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