

# Flipkart APM Problem Statement 2021: Assignment 1

We regularly interact with a lot of people around us and notice problems they face on a day-to-day basis. As a product manager you have a keen eye for such hurdles and acknowledge the need to work on it.

Tell us about a real-world problem that you have observed around you which can be solved using a digital product.

- Why did you choose this problem and what potential impact can solving it create?
- Which parts of the problem will you solve for first and why?
- How will you use technology to solve it?
- How would you measure whether the chosen solution is working?
- What might be the reasons for this chosen solution to fail?

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**Flipkart**



## Problem

Poor penetration of the Government welfare schemes for the poor and needful

## Market

### Current state of the problem

Around **50-60%** of the rural population of India remains unaware of the Government schemes. Despite the government's focus on inclusive development, many vulnerable populations, particularly in rural areas, face significant barriers in accessing benefits.

This percentage varies based on specific regions, education levels, and the type of scheme being considered. For some schemes targeting specific vulnerable populations, the unawareness can be even higher, reaching up to **70%** in remote or less accessible areas.

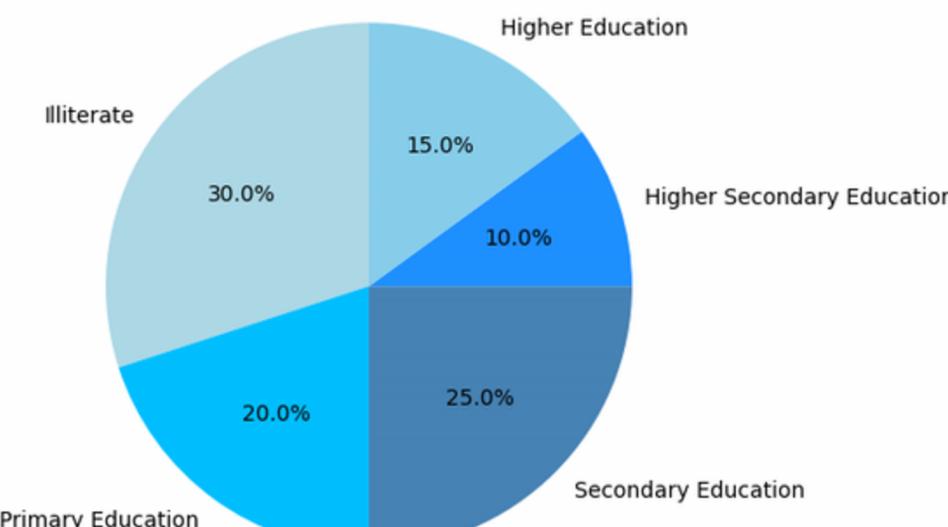
## User Personas

### Solution/Product

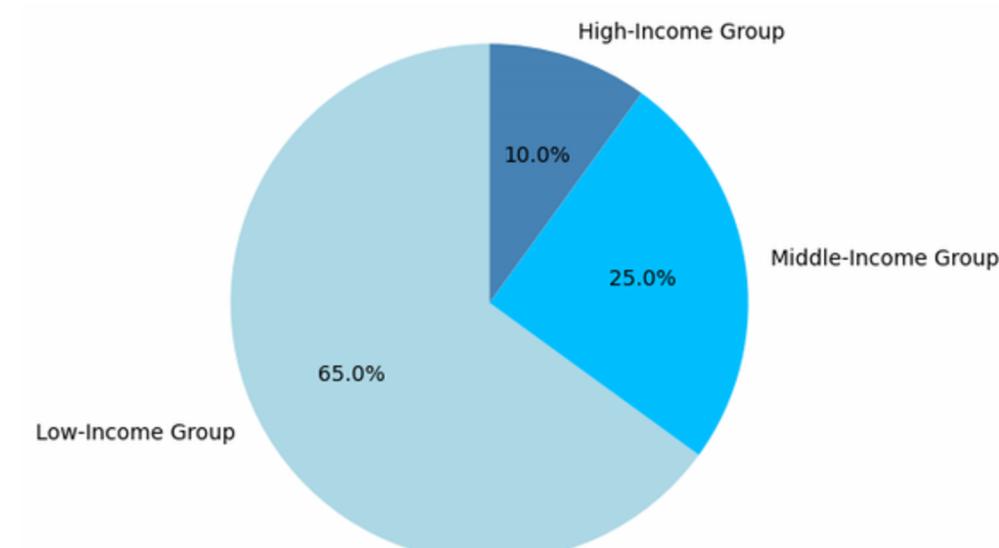
Vikaas.info - an AI assistant

## Rural Population Demographics

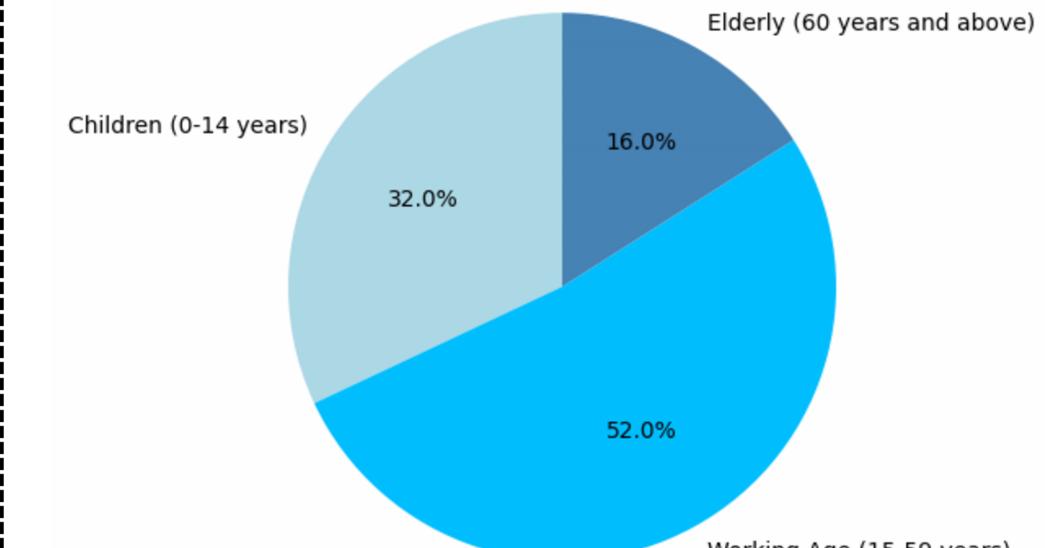
### Education



### Income



### Age



## Problem

## Market

## User Personas

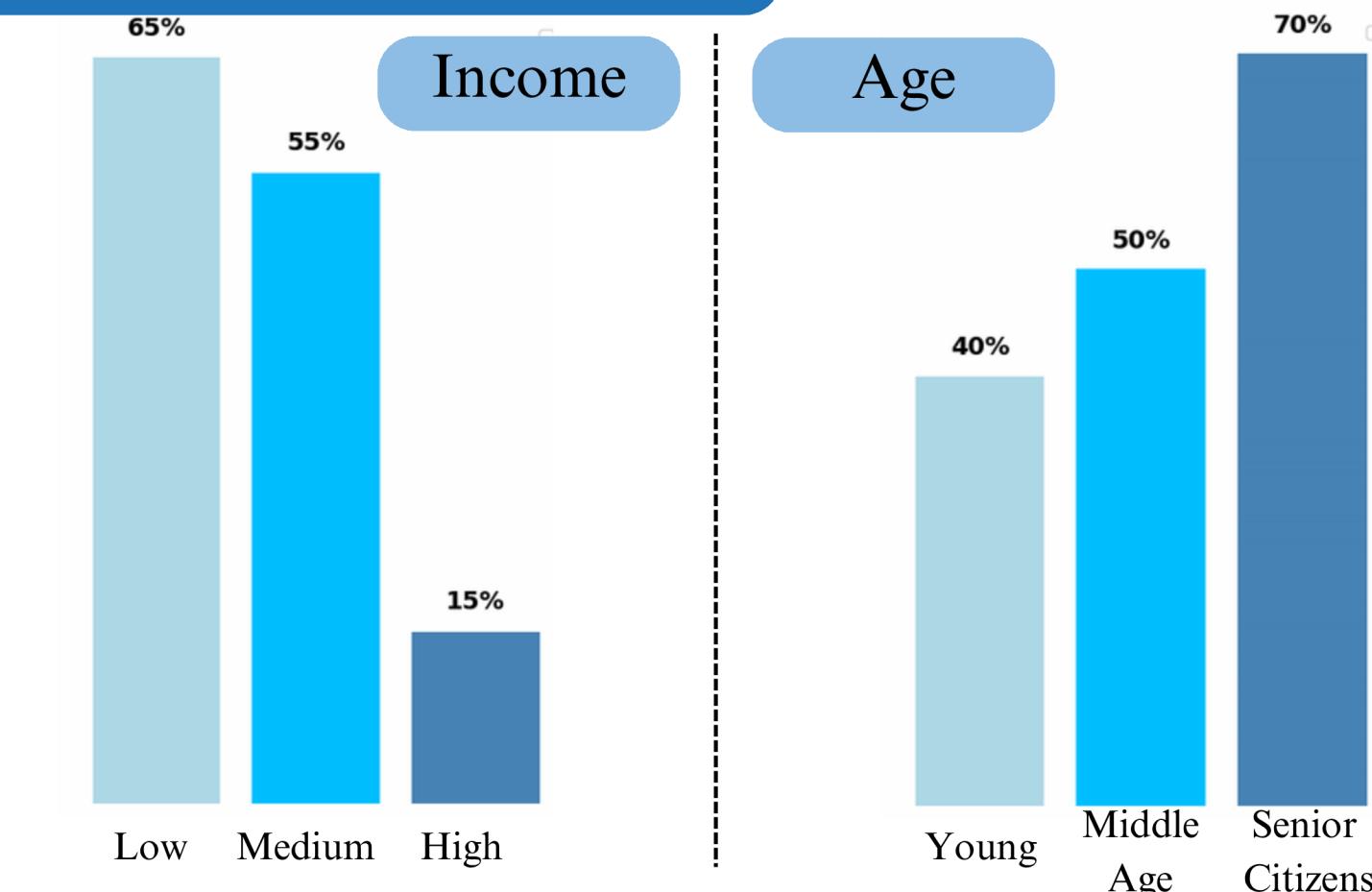
### Total Addressable Market

The Total Addressable Market (TAM) for addressing the poor penetration of government welfare schemes in India's rural population, which constitutes approximately **910 million people** (65% of the total population), is significant. Among this, around **455 million individuals** (50% of the rural population) are unaware of these schemes, with a majority (70%) of this unaware group falling within the 15-64 age range, translating to about 318.5 million potential beneficiaries. Targeting this unaware demographic presents a substantial opportunity to improve the accessibility and impact of government welfare initiatives.

### Impact on Market

By increasing awareness and accessibility of these programs among the **455 million individuals** who are currently we can significantly uplift the living standards of millions. Improved access to welfare schemes can enhance economic stability, and boost local economies as individuals gain financial security and resources. This not only empowers individuals but also contributes to greater social equity, reducing income disparities and improving overall quality of life in rural areas.

### Unawareness Ratio



# Problem

# Market

# User Personas



## Demographics

Name : Ramesh  
Age : 40 Years  
Education : Primary  
Income Group : Med.

## Pain Points

- Unaware of the availability of schemes to him
- Do not know the process of application

## Needs

- Genuine Information about the Government schemes
- Guidance regarding the complete application process



## Demographics

Name : Rani  
Age : 30 Years  
Education : Illiterate  
Income Group : Low

## Pain Points

- Do not have enough documents for the application process
- Have very little access to information and information sources

## Needs

- Help in procuring required documents and proofs
- Personalized help assistant for guidance



## Demographics

Name : Ramesh  
Age : 40 Years  
Education : Primary  
Income Group : Med.

## Pain Points

- Cannot complete the lengthy process himself to avail of schemes due to old age
- Lives alone with no supporter or caretaker

## Needs

- Assistance in completing the process by a helper
- Provide regular updates about the benefits of the schemes