

# PROPOSED ENHANCEMENTS WITH BHARATHBRANDS INTEGRATED EMPLOYMENT MANAGEMENT SYSTEM

Bharathbrands

## Integrated Employment Management System

Bharathbrands offers a comprehensive **Integrated Employment Management System** that not only builds upon the current NEAIMS functionality but enhances it with structured feedback channels, real-time communication, and advanced job-matching options. This upgrade aims to keep free services as they are, while introducing premium options and better communication mechanisms for employers and job seekers.



### Key Features of the Proposed Upgrade:

#### 1] Free Basic Services with Premium Enhancements

**Free Basic Services:** The free services currently available (job listings, CV uploads, and basic search functions) will remain unchanged and accessible to all users.

**Additional Aggressive Options:** More advanced features will be introduced, which could either be free or available on a premium basis for those who wish to take advantage of deeper insights and AI-enabled tools. This provides flexibility for all users, ensuring inclusivity and accessibility.

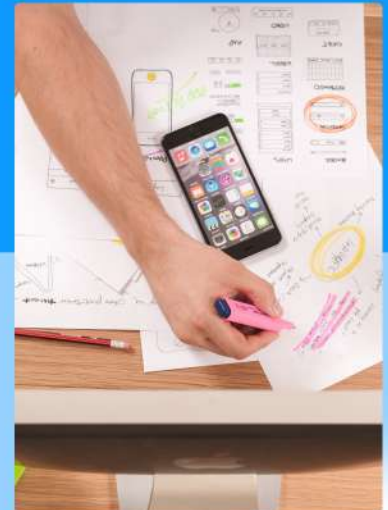
#### 2] Structured Feedback and Real-Time Communication Channels

**Employer and Job Seeker Support:** A real-time communication channel will be implemented to provide timely support for employers and job seekers. This will fast-track recruitment processes and ensure that any queries or issues are addressed quickly.



**Feedback-Based System:** Employers will be able to provide structured feedback on candidates, including whitelisting or silver-listing them for future opportunities, which helps to improve the platform's job-matching accuracy over time.

**Timely Notifications for Candidates :** Candidates will receive timely communication about job postings and employer feedback, keeping them engaged and informed throughout the job search process.



### 3] Database Integration and API Gateway

**Data Collection:** Through Bharathbrands' API Gateway, the platform will gather candidate data (CVs, qualifications, work history) from universities, private employment agencies, and government bodies.

**Verified Information:** The system will integrate with KYC databases to ensure that all candidate information is verified, building trust in the job market.

### 4] Premium Employer Services

**CV Browsing and Contacting:** Employers, including SMEs, MSMEs, corporates, and international agencies, will be able to subscribe to a premium service that allows them to browse verified CVs and contact candidates directly.

**Employment History Verification:** Employer can verify a candidate's employment history and qualifications as an additional service, making the hiring process more reliable.

### 5] Revenue Generation Opportunities

#### • Premium Employer Subscriptions:

Employers can opt into premium features like advanced candidate browsing, verification services, and access to analytics reports, while free basic options remain available for general use.

#### • CV and Certificate Verification:

The platform will offer verification services as a revenue-generating feature, allowing employers to confirm the authenticity of a candidate's qualifications.



## 6] Government Revenue and Employment Upliftment



### 1 Self-Sustaining Platform:

The introduction of advanced features allows the platform to generate revenue without removing free services, ensuring that it remains self-sustaining while providing additional value.

### 2 Engagement Across Sectors:

The platform will cater to a wide range of employers, including SMEs, MSMEs, and large corporates, creating a broader engagement ecosystem for job placement.

### 3 Youth Empowerment:

The platform will focus on creating targeted opportunities for unemployed youth, enabling them to access verified job postings and receive feedback on their applications.



## 7] Analytics and Workforce Planning

**Data-Driven Insights:** The system will provide analytics on job market trends, skill gaps, and employment opportunities. These insights can be used by the Employment Authority to plan labor market strategies and policies..

**Customized Reports:** Premium subscribers can access detailed reports and workforce analytics, adding another potential revenue stream for the platform.

## BENEFITS OF THE PROPOSED ENHANCEMENT

### For the Employment Authority of Kenya

#### Revenue Without Disrupting Free Services:

Free services remain available to all, while additional premium features provide revenue opportunities.

#### Real-Time Communication and Feedback:

Improved support and feedback systems will streamline processes for both employers and job seekers, leading to higher satisfaction rates.

#### Better Data for Policy Planning:

The data gathered can be used for employment policy planning and addressing skill gaps in the labor market

## FOR EMPLOYERS :

### Improved Candidate Matching:

AI-enabled tools and verified information provide better job-matching, improving hiring accuracy and speed.

### Affordable Premium Services::

Employers can opt into premium services, but are still able to access free basic services.

### Fast-Track Support:

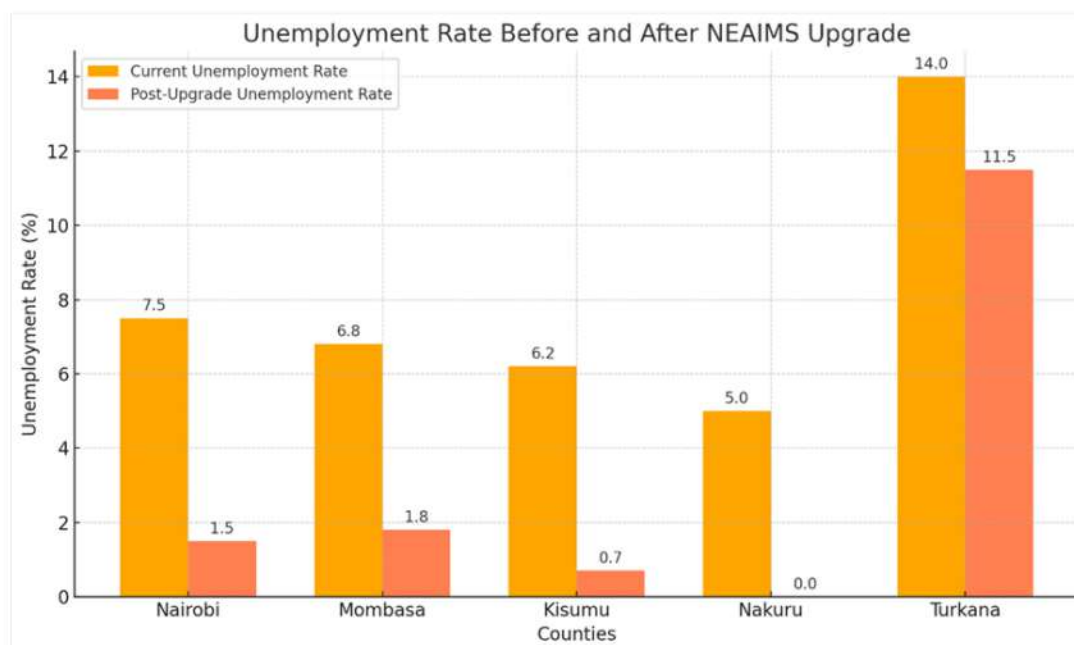
Real-time support channels enable faster communication with candidates, reducing the hiring timeline..



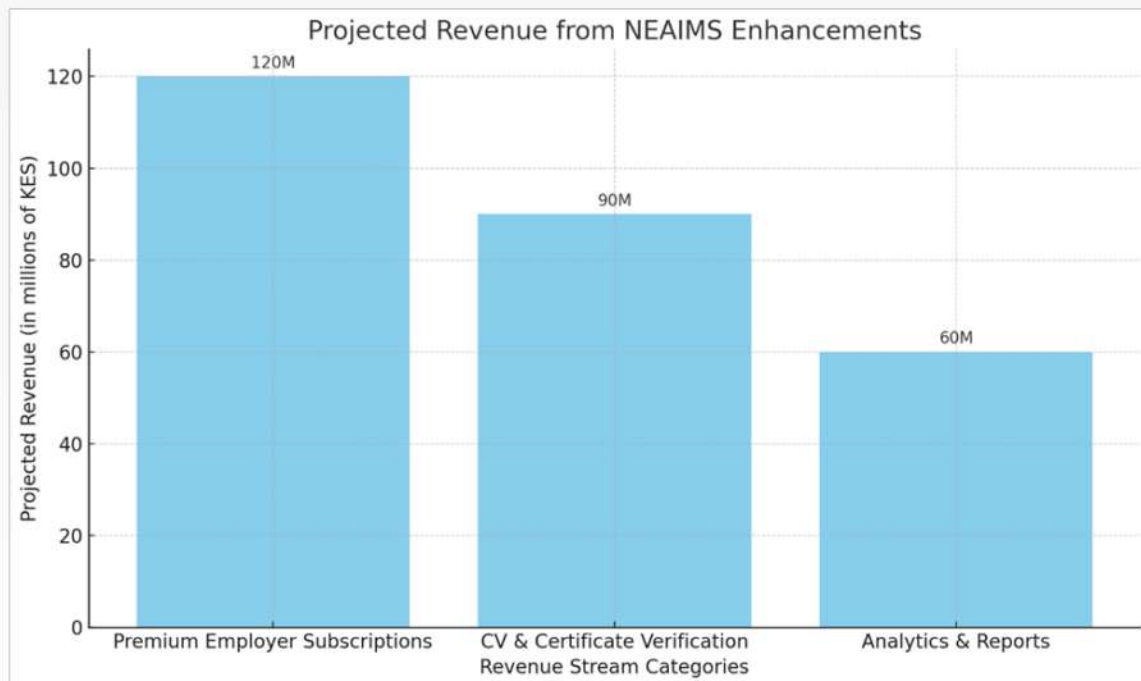
## FOR JOB SEEKERS

- **Free and Premium Options:** Job seekers can continue using free services or opt into premium features for better opportunities and more personalized job matching.
- **Increased Engagement:** Real-time communication ensures candidates are informed and engaged throughout their job search.
- **Improved Job Placement Success:** Verified qualifications and employer feedback improve job placement chances.

## DATA ANALYSIS

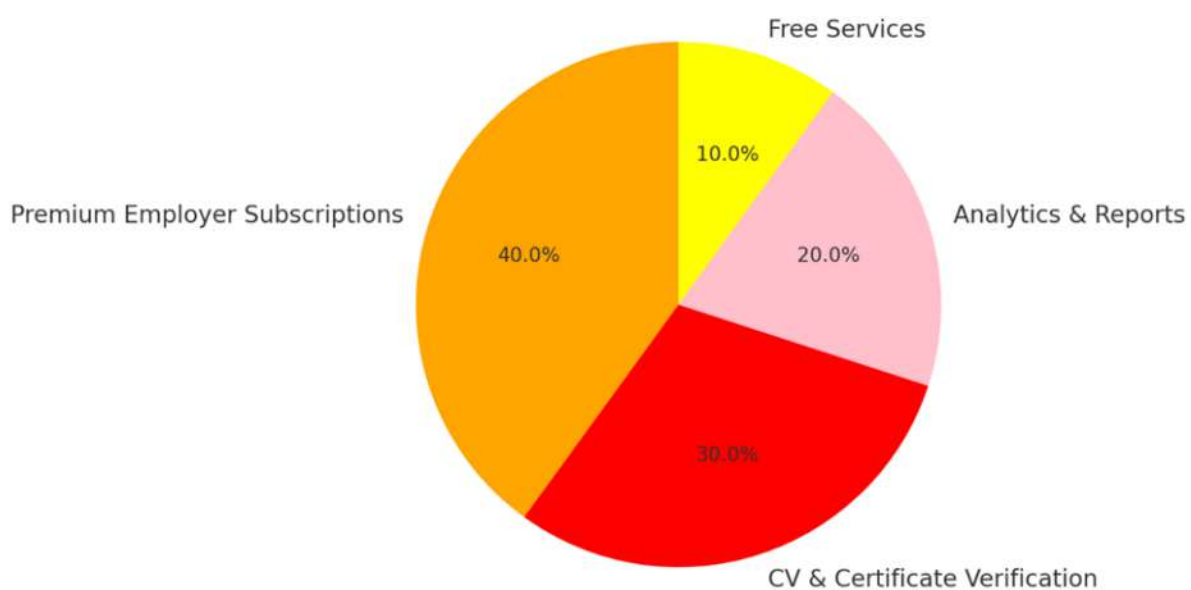


## PROJECTED REVENUE FROM NEAIMS ENHANCEMENTS



## REVENUE STREAMS FOR EMPLOYMENT AUTHORITY OF KENYA

### Revenue Streams for Employment Authority of Kenya





## CONCLUSION

By supporting the NEAIMS portal as a first priority and upgrading it with Bharathbrands' Integrated Employment Management System, the Employment Authority of Kenya will:

- Improve the platform's reliability by addressing current errors.
- Keep free services intact while introducing premium features to generate revenue.
- Create a more efficient employment matching system that benefits both job seekers and employers.

This proposal will transform NEAIMS into a fully functioning, revenue-generating platform that enhances job placement success, empowers youth, and engages a wide range of employers.