

Abhyas - अभ्यास

Unnecessary
Stress.

tardiness

FUN

Team

Duong

Celia

Ish

Priyanka

Empathy

Quick feedback or
Feed back or

Exploring

Listening

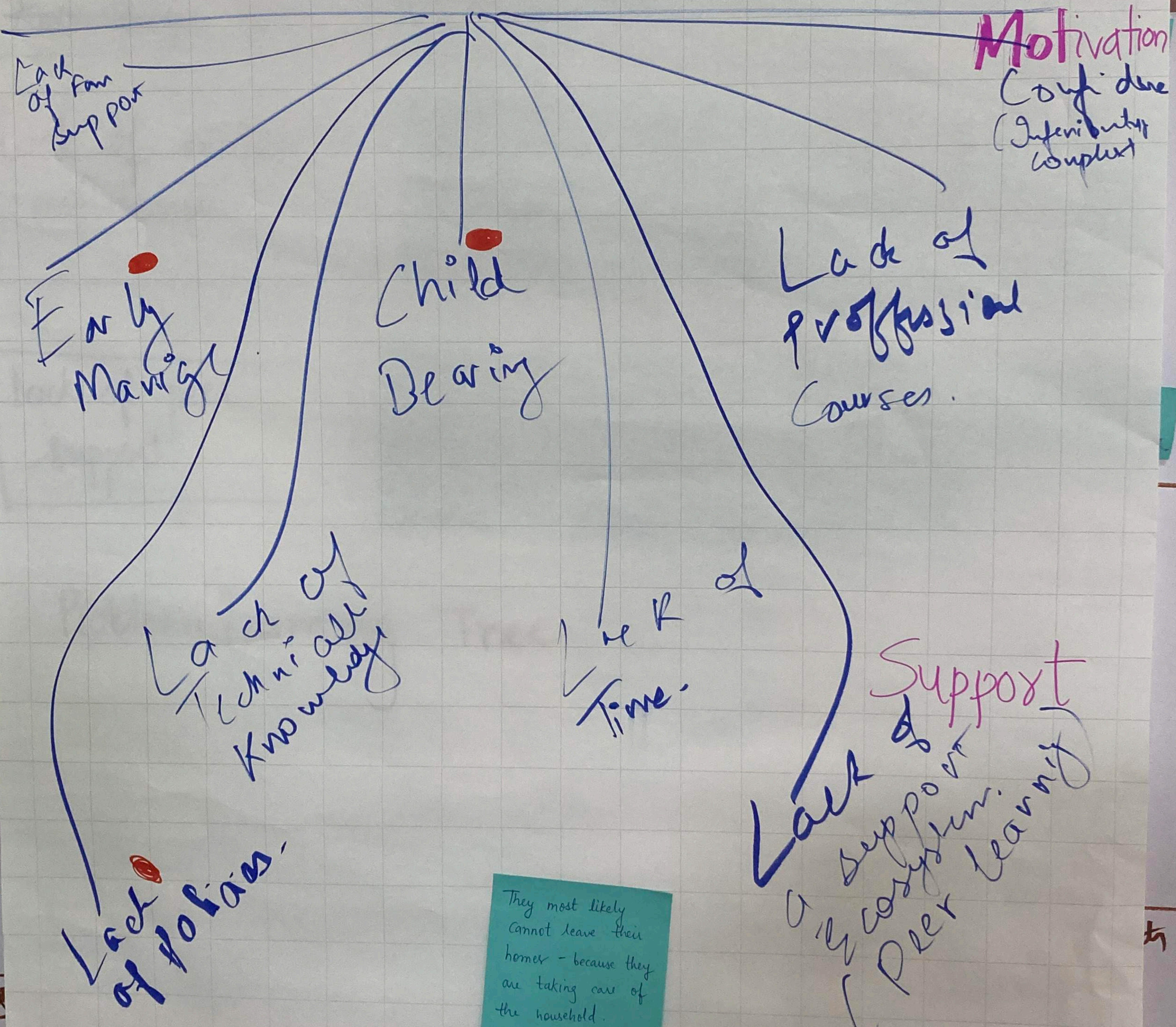
open learning
& sharing

Closed off

Narcissism

3/5 women in Mumbai (45+, middle class) said

that their biggest current struggle is the lack of professional growth opportunities.



Lack of family support

- ① TRADITIONAL values
- ② Lack of incentives
- ③ Societal Expectations

- 1. They need their mom/wif to do stuff at home.
- 2. Nobody in the family has ever worked before.
- 3. Not a supporting husband (patriarchal mindset)

- Traditional mindset, Patriarchy
- Family not aware of opportunities
- Children / later working away permanently or during the day.
- They don't feel she is capable.

Don't believe about their talent

Houseworking is better than working

wanna invest young generation instead of themselves

their journey is far from the center (rural areas, mountain, ...)

lack of the government attentions

generation's mindset?

Lack of professional courses/technical knowledge (relevant skills)

- Early marriage, Child bearing
- Early removal from edn. System
- Lack of awareness of available options

- 1. Got out of their education early on.
- 2. Mindset to marry in the family
- 3. Financial status not good
- 4. Had to leave education to support male/younger siblings.
- 5. Have skills but don't recognize them.

- No professional courses, faxting houses
- Left education/labour market quite early
- Rep. No. tech savviness for remote learning/unaware of existing platforms

Lack of motivation/confidence

- Lack of soft skills.
- English.
- No EX in Prof.
- Lack of role models/peers

- 1. Feel life is difficult for a woman out there.
- 2. Have inferiority complex.
- 3. Don't feel the need to step out of the house.
- 4. Want to stay home for the kids & older family members.
- 5. Feel that it's too late for them to learn anything new.

- Inferiority complex as household chores are considered inferior
- Education gap with husband / kids
- Has never been part of labour market or has left it long ago.
- Does not feel capable

Lack of peer support

- Lack of visibility
- Lack of a platform
- Stickiness/Jealousy.

- 1. Generally tend to work better in groups but no such environment exists.
- 2. "I wish I had someone to go to class/learn together with"
- 3. I am old. People will laugh.

- No existing platforms for housewives
- Societal stigma of working housewives. They might assume the men cannot provide
- Shame to share
- Don't go out of the house much / no social life

lack connection

Problem Framing Tree

USER : HOUSEWIVES

Say (Quotes or Memorable words)

I am 46 now, of my husband's house when I gave birth to my 3rd daughter. How was I supposed to survive without money?

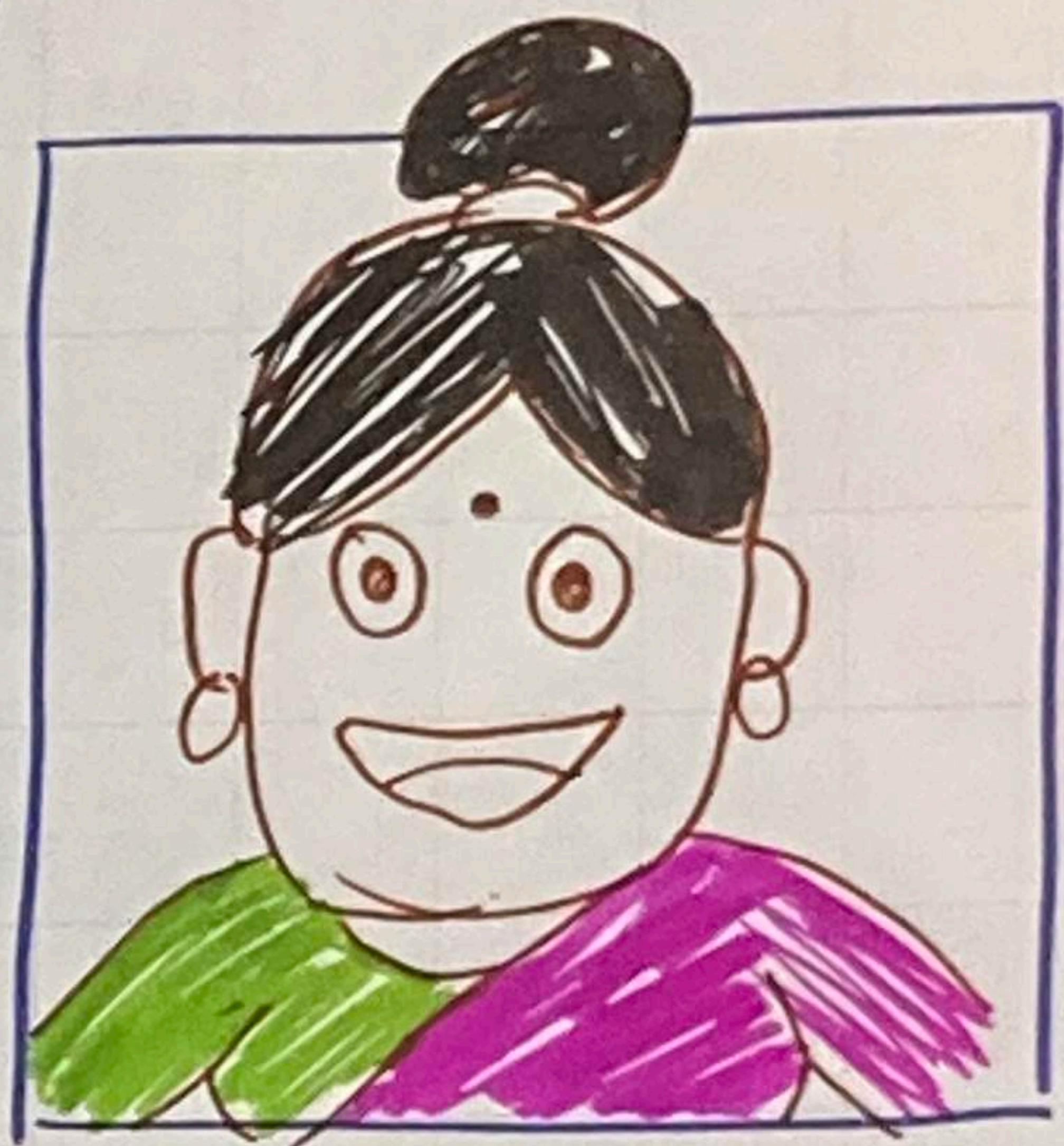
I still have a dream.
When I got pregnant I had to let go off my dream of being a teacher. When my kids grew up, I still felt the same about my dream, but didn't know where to start.

I loved to study but never got the chance.

Do (Behaviors or actions user did)

Empowered her daughters to fulfill their dreams.

I joined my 50-yr old mother in selling fish because I had no skills & could not get a job.



Think (What were they based on what they said/did?)

They don't believe in themselves/their abilities

They think they are not good enough.

They think it's too late for them.

LOST Without a PURPOSE

They Feel USELESS

Inadequate

SAD (if someone mentions about achieving their dreams) - affecting their mental health

ASHAMED, POWERLESS

NEEDS:

They want to be independent - something they can call their own.

Gain independence Equal respect in household & society

Achieve Mental Wellbeing
through work

WANTS:

P They want respect from their kids

Fill the void / use their fraction / more active from emptiness syndrome

Feel useful for the society

INSIGHTS:

IDEAS — POTENTIAL SOLUTIONS

Skill Development
Banner advertisement

Driving Lessons

Tutoring for digital literacy

Fellowship Prog (2 yrs)
Fitato for a purposeful life for

help women set up their businesses

Free education (booklets, training courses)

Coaching to start a business.
Artisan Training

booklets that teach women basic skills - how to operate WASH, pay the bill

Skill Development (gardening, cooking, etc)
Classes for English learning (soft skills)

Teach them financial online learning on their phone to help them pick up skills

with like-minded housewives

Teaching working abroad/ make up gardening host tourists/ Id go to Ja)

to get in touch with foreigners to learn other cultures & English

Tuition Teaching for government schools kids.

Peer networks

Peer to peer coaching Mentorship

Skill exchange platform

Tie up with companies for WFH opportunities (O2I/Churn)

Sports Clubs (Team) during the day

Collective training
Self fulfillment injury
Job market

Group discussion & market research

Mentor with a student. Cook for him/her teaches her something in exchange

Share progress with kids/ family

TV/Web Series Shows on OTT Platforms for learning

App to list adult learning classes

Gamified solution at a colony level to help women learn

Kittie groups for skill sharing

Apprenticeship in local businesses or NGOs. Skill of maturity (Gokarnaali)

TEACH Their Skills

platform where women learn what their children/ husband does

Teach for India for Noman.

Come back to university program

Sign up your mom for success platform for youth

Connect housewives to causes they can support

Help in after school activities universities schools

Use social media to inspire them

Attending university courses (no commitment)

Pay them but not in \$ but claps/ words

Incubator programs

Fr. Expansion Evening class in schools

Catch Systems

~ 4 hours each

User Behavior:

Multi-taskers
has a lot
of responsibilities

Limited time
window -
mostly
afternoons

Not the
decision
maker in
most cases

Love
appreciation
in any
form!

Don't like
going much
out of the
house

Will older
people be
able to
do it? W.
the wait

Men
all more curri-
g task are
for men

Inconsistency

High
Stickiness
due to break
from work

Dazzness &
addiction to
TV

Bring the
'me'
out of the
women
Focus on one's
needs, focus
on children/
husband

Will it
affect
family life.

Are taking
care of
their grandch/
dren

Think they
are too
busy with
the kids

on children/
husbands

care of
their grandchil-
dren
are no
busy with
the kids

SUCCESS CRITERIA (Housewives)

Start

I should
be able to
find something
that excites
me

- Enrol
- Enthusiasm
- Share the
feel lucky
special
- Someone like
me is joining
the process

- Doesn't cost me
money
- My family
agrees
- + I know what
I'm enrolling for
(awareness)

Middle

I can stop / terminate
the process easily.

It should
not affect
my family
life.

I should not
feel burnt
out.

It should
give me
flexibility
to work around
other commitments

I should
not feel
alone in
the program

End.

Happy &
Fulfilled

Respect
from kids,
family, peers

Tangible certificate
→ Higher employability
→ Become a role
model
→ Increase in
improvement in
mental well-being

Part of a
community
Sense of
Belonging

Trade to
fall back
on in
unforeseen
situations

DFV MATRIX

		Fellowship DNA (LMNCs)	Teach for India (Schools)	In what DV (Faster implementation)
		Desirability (Education is less!!)		
		Will housewives want this?	3 ✓ 2	1 ↙ 3
Fellowship with rof 1 → 9 handicapped inter is ential	Will it help housewives achieve 'I want too'	3 → 1	2	1 3
	Will it be easy to use?	1	3	2
Will the family be OK? (Hopelessness is a bigger problem)	1 - 1	3 - 2	2 - 3	
		Feasibility		
Do we have partners for this	Do we have the resources	3	2 - 1	1 - 2
	Does it have many dependents	3	2	1
How long for GM	2	# 1	3	
	1	2	1 - 3	
		Viability		
Can we fund	Can we develop	3	1	2
	Can we sustain	2	1	3
Does it deliver our outcomes	3 - 1	2	1 - 3	
	1	2	3	
Will it have competition?	3	2	1	

REQUIREMENTS / ASSUMPTIONS / QTS

She would not want to download/learn an additional app ①

Leverage apps she already knows / uses (WA, FB, Youtube) ①

She might not know how to use/download apps (less tech savvy) ②

Basic knowledge transfer/session on how to work with apps on her phone ②

She doesn't want to leave the house that often ③

Online sessions with in-person catchups - only bi-weekly ③

She is more comfortable with peers who can join her ④

Onboard women from a 5km radius / same colonies to facilitate this ④

She has less time on hand (1-5 pm) ⑤

Afternoon live sessions from 1-5 pm with recordings available if need be ⑤

She might have a smart phone but no/less data pack ⑥

Technical stipend to get a data pack ⑥

She wants to learn skills that will aid her business ⑦

She needs hand holding in communication & leadership skills ⑧

She wants appreciation from her family, make them proud ⑨

She needs money to start her business ⑩

She might not have the money to pay (if we charge a fee) ⑪

She might drop out mid program ⑫

Tailored program to help her run a sustainable business at the end of incubation ⑫

Sessions in leadership, communication employing design thinking ⑬

Family updated with her progress; claps system; physical chips to show her growth ⑭

Angel funding for equity; Govt. grants; less-interest loans ⑮

Pay in kind (help us build our inventory, teach skills to next cohort) ⑯

Rejoin option available (continue from where you left); Community support to help her in difficult times ⑰

SOLUTIONS/ DESIGN SPECIFICATIONS

Case-study based pedagogy, actually help her run the business for last 1 month of incubation ⑯

Sign your mom up for success; ⑭

Help her learn what her kids/husband does ⑯

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ional
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or
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with

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nal
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onal
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No of Instagram/
Social Media

No of products
P-H

USER

Demographics

45+
- 60

HOUSE
WIFE

MUMBAI
(URBAN)

Basic
Education

Imp User Behavior/Facts

Money
is
driver

Limited
time
window

Prefer
staying
at home

Not the
decision
maker in
most cases

Multitasker
has lot of
responsibilities

Has a
phone with
an internet
connection

Incubation

6:00 AM
Wakes
up.

10:00 AM
HOUSEHOLD
CHORES

1:00 PM
LUNCH PREP
8
SERVING

Watching
TV, OTT
Platforms,
Sleep

- Hang out with
ladies for
chit chat,
shopping, etc.

5:00 -
8:00
DINNER PREP
8
SERVING

USER JOURNEY - IDEA SKETCH

1:00

5:00

Skills - Learn
Feedback (Expert)
Meetups with
Community.

1. Financial Education
2. Marketing (Instagram)
3. Operations
4. Communication

Online / Live (Phone)
class every 2 days (recorded)
→ Weekly with
Women buddies
→ Every 2 Weeks

Medium - Phone
Where - Normally
from home +
weekly/biweekly
in person catch-
ups

After dinner
++ Additional
curated learning
content for
their personal
growth

Fellowship

1:00

5:00

Skills - Learn → Daily classes
Mentor checkin online.
(Training) → Weekly with
MnC Mentor (Women)
(1 month)

Actual Work
Meetings
Mentor checkin
(Fellowship)
phase (5 month)

Skills: (MnC
dependent)
- PMO
- HR
- Marketing

Medium - Laptop
that MnC provides
Where - Flexible
(Hybrid)

After dinner
++ Additional
Curated learning
content for
their personal
growth.

want to download/learn an additional app

Knows / uses (WA, FB, Youtube) ①

She might not know how to use/download apps (less tech savvy)

Basic knowledge transfer/session on how to work with apps on her phone ②

She doesn't

Online sessions

that will aid her business ⑦

run a sustainable business at the end of incubation ⑦

She needs hand holding in communication & leadership skills ⑧

Sessions in leadership, communication employing design thinking ⑧

Case-study based Pedagogy, actually help her run the business for last 1 month of incubation ⑨

PRE-FELLOWSHIP

DURING-FELLOWSHIP

FLEXIBLE

AFTER/POST FELLOWSHIP

Identification
→ Homemaker Exhibition
→ Internal networks
→ Society WA groups/networks

2-WEEKS IMMERSION PROGRAM

In Person (2hrs)
3 days/week

Training:
→ Tech skills to set her up for upcoming weeks
→ Charting her success path for the next 6 months

→ Intro to her peers, community building activities
→ Peer pairing(buddy)
→ Mentor matching
→ Communication skill based sessions

Onboarding
→ MoUs/Legal ToRs
→ Enrollments
→ Initial Assessment Survey
→ Track Selection (Skill based)
→ Technology Setup

Business Specific Skills
→ Cooking
→ Jewellery
→ Soap making
→ Decor
→ Clothes Services

MONTH 1

MONTH 2

MONTH 3

MONTH 4

LAST 6-WEEKS RUNNING THE BUSINESS

Alumni

→ Post Fellowship Survey
→ Continued mentorship for another 6 months
→ Opportunity to become a mentor themselves
→ Part of the Alumni Superstars / Events (Community)

ALUMNI Become Enablers for the next cohorts

Communication
→ English Speaking
→ Public Speaking
→ Presentation skills
→ Pitching
→ Email/Content

Logistics
→ Inventory management
→ Delivery setup

Finance Management
→ Orders
→ Cost of products
→ Profit/Loss statements
→ Invoice management

Well being
→ Mental Health
→ Meditation & Yoga
→ Wellness Training

Technology
→ Applications KT
→ Using our platform
→ Using CRMs
→ Using Google Workspace

Leadership
→ Team Management
→ Negotiations
→ Stakeholder Management
→ Time Management

Marketing
→ Social Media Marketing
→ Branding
→ Insta/FB/WA usage

→ Handhold them in actually running their businesses

→ Help them pitch their ideas to Angel investors
→ Connect them to apply to govt grants
→ Help her with licenses, other legal setup needed

→ If she doesn't want to start a business → mentor next cohort
• help in other women's startups

SUCCESS CRITERIA (FOR THE SOLUTION)

No. of sustainable business created

skill growth among homemakers

Monetary value created

Happiness Indicators:
Start & End of the program survey

No. of Businesses/ Initiatives launched

No of Instagram/
Social Media followers

No of products sold