**Daksh Model for Madhya Pradesh - "Call Kaarigar"**

## Objectives

1. Employment Generation for skilled workers in MP.
2. Provide market access to certified service professionals.
3. Offer residents reliable, on demand home services.
4. Inclusive growth especially for disadvantaged and underemployed communities.

## Key Stakeholders

| Service Providers | Service Seekers | Government & ULBs |
|---|---|---|
| Trained professionals (ITI graduates, etc.) | Urban/Rurban residents, institutions, and businesses | For facilitation, regulation, and skilling support |

## Indicative Service Categories

| | | | | | |
|---|---|---|---|---|---|
| Appliance repair | plumbing | electrician | driver services | AC/refrigeration | beauty & wellness |
| tutoring | housekeeping | paramedics | physiotherapists | Other gig services | |

## Proposed Solution

Development of an AI algorithms based mobile first digital platform “Call Kaarigar” to connect certified skilled service providers with urban/rurban customers seeking quality home and personal services.

## Platform Features

1. AI based Mobile first, multilingual app (Android/iOS) with lightweight interface.
2. Service provider registration via mobile or through ULBs, ITIs, etc.
3. Verification via skill certification, ULB registration, and police checks.
4. Customer interface with OTP login, booking, payments, and ratings.
5. Skill verification & upskilling through periodic assessments and training.
6. Data privacy & cybersecurity with AES-256 encryption, SSL, masked contacts, in app encrypted chat, and biometric/OTP-based authentication.
7. Grievance redressal and feedback mechanisms.
8. Incentives for both users and providers (e.g., reward points, kits, bonuses).
9. An **SOS radio button** both for Customer & Worker in app.

**Daksh Components**

Daksh will mainly run on five key mechanisms:

1. **Discovery** mechanism – Matches customer needs with services.
2. **Matching** mechanism – Assigns the right worker.
3. **Scheduling** mechanism – Manages time slots and worker availability.
4. **Payment** mechanism – Handles payments and commissions.
5. **Feedback** mechanism – Maintains quality through customer ratings.

**Operational Workflow**

**Step 1: Customer Journey**

Customer opens App ➔ Enter command for desired service (Text/Voice) ➔Finds services available in location ➔ selects service ➔ chooses time slot ➔ confirms booking ➔ pays online or cash.

***(Divyang/special need customers can choose voice over interaction with app also)***

**Step 2: Worker Assignment:**

Work will be assigned on **worker match score formula (WMS)**

$$WMS=(a\times Skill\ Score)+(b\times Rating\ Score)+(c\times Proximity\ Score)+(d\times Availability\ Score)$$

Where:

**a,b,c,d** = Weightages (based on importance) $(0 < a,b,c,d < 1)$ **&** $(a>b>c>d)$

**Skill Score** based on Skill certification.
**Rating Score** based on previous customer ratings.
**Proximity Score** based on location proximity given by GPS.
**Availability Score** based on time availability of worker

***(Other relevant Score parameters could be included)***

**"Top worker assigned; backup worker available if first declines"**

**Step 3: Service Fulfilment**

Worker checks in at customer location (GPS verified) → Completes the task using standard checklists → Customer rates service.

**Step 4: Payment**

Instant commission deduction by system (Govt earns sustainable revenue) & worker receives remainder in bank account.

**Step 5: Monitoring**

BSCDCL monitors live dashboards (jobs booked, ratings, grievance flags, earnings) & intervene if local issues arise.

**Application Algorithm**

**1. Customer Service Discovery**

**Customer opens the app and share location access**

↓

**Voice/written command is given in local language**

**(Divyang/Special need friendly)**

↓

**Platform shows available services based on area**

**(Popular, high-rated, and trending services shown first)**

↓

**Customer filters by pricing, ratings, timing, or type**

**2. Service Booking**

**Customer selects service and preferred time slot**

↓

**System checks for slot avalibility**

↓

**If available, the slot is temporarily locked for the customer (for a few minutes)**

↓

**Customer proceeds to confirm booking and selects add-ons if needed**

### 3. Worker (Partner) Matching

The system searches for available workers within a nearby radius (typically 5–7 km).

Workers are filtered based on WMS ,which is based on skills,rating,proximity & availability.

1. Skill match (trained for the specific service)
2. Past customer ratings (preferably above 4 stars)
3. Worker's live availability status

**"The best-fit worker is auto-assigned, or top workers are suggested to the customer"**

### 4. Worker Response to Booking

**Worker receives a job notification (must accept/reject in 2–3 minutes) → If rejected, system offers to next eligible worker**

### 5. Service Delivery

- Before visiting, the worker checks customer details and instructions in their app.
- Worker checks in at the customer's location through GPS tagging.
- Worker follows a checklist for service standards during the job.
- After completion, worker checks out with GPS tagging.

### 6. Payment Process

- For prepaid service, the customer pays while booking online.
- For postpaid, the customer pays after the job via app link or cash.
- Daksh automatically deducts its service fee (commission) before releasing the worker's payment.

### 7. Rating and Feedback

After service, the customer is asked to rate the worker (1 to 5 stars) and optionally leave a review.

- Ratings below a certain threshold (for example, 3 stars) trigger internal quality checks.
- High ratings improve a worker's chances of getting future jobs faster.

### 8. Incentives and Penalties for Workers

Workers with consistently high ratings or many completed jobs get bonuses or higher visibility on the platform while workers who reject too many jobs or get poor ratings may face penalties like reduced visibility or temporary suspension.

### 9. Grievance Management

If a customer or worker has a complaint, they can raise a support ticket within the app.
Tickets are categorized automatically (like late arrival, rude behaviour, payment issues).
Daksh's support team resolves most complaints within a set timeline (24–48 hours).

### 10. Other Optimization Features

Daksh also uses internal systems for:

- **Dynamic Pricing**: Prices may increase during high-demand periods.
- **Worker Prioritization**: Best-rated and fastest workers are shown more often.
- **Customer Promotions**: Personalized coupons based on how valuable a customer is to the platform.

All of these work **in real-time** to ensure the customer experiences **fast, easy, and trustworthy services**.