

# value Chain Study

TEAM HACKOHOLICS

## Value Chain

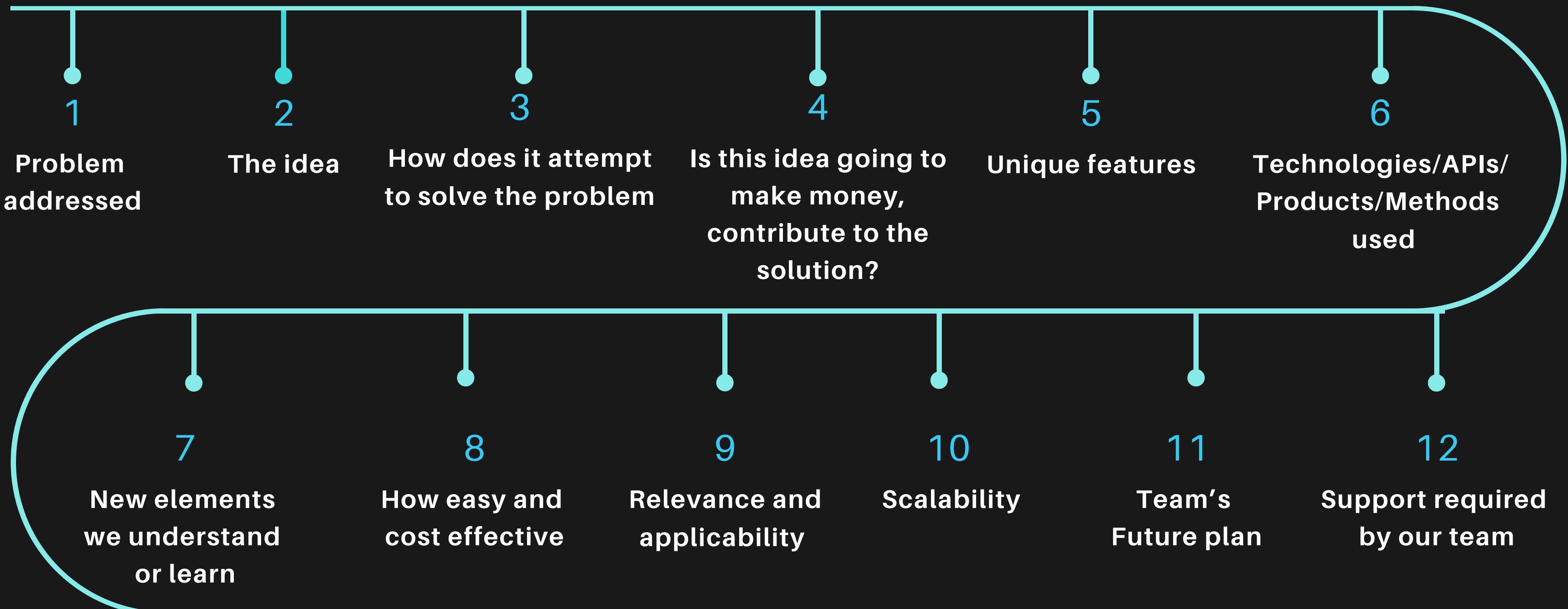
Training on understanding  
business value chain

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# VALUE CHAIN STUDY

## Value Chain

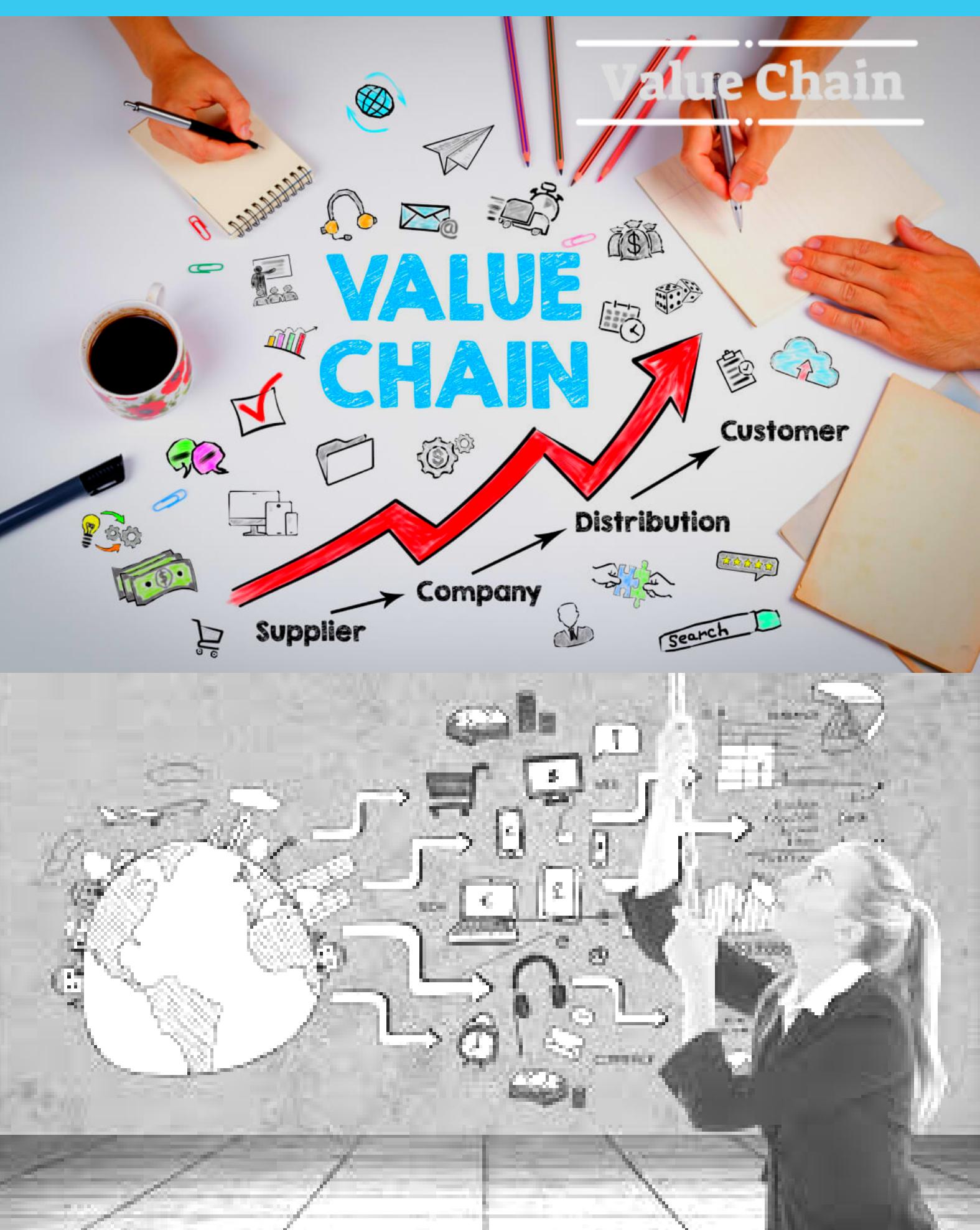
Training on understanding business value chain



# Problem Addressed

## Training on understanding business value chain

- How can we encourage women to understand business value chains and train them on topics which can help them run their enterprise efficiently.
- Design a solution which brings these modules in vernacular, non high bandwidth needing mode to RWEs.



# Idea

## Value Chain Study

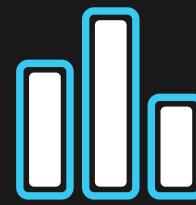
Value Chain Website provided all the resources needed to know about the business value chain, modularly using diagrams and easy-to-understand details with multi-lingual features.

It also has features like a discussion forum and bot to get help and clarify your doubts. We can also search for some event/person who has registered on the site and stay updated with the newsletter subscription.

- Training Modules ( 18 modules to learn about value chain )
- Sessions ( Digital / In-Person )
- Inspirations ( Featuring Women in Entreprenuerships )
- Discussion Forum ( To discuss doubts, queries related to modules and features )
- Stay in Touch ( To get mails/messages on new events/opportunities )
- Facilitator availability for rural women



# How does it attempt to solve the problem



## ENCOURAGE WOMEN

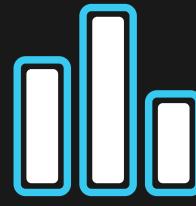
- | Facilitator
- | Opportunities Updates
- | Community



## TRAINING

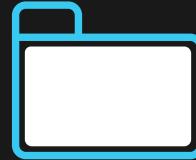
- | Curated and easy to understand content
- | Multilingual to make it more accessible
- | Discussion Forum
- | Sessions
- | Newsletter
- | Chat Bot

# Is this idea going to make money?



## PROVIDE INTERNSHIPS AND JOB OPPORTUNITIES TO WOMEN

- 1) Module development
- 2) Graphic designer
- 3) Language Translators
- 4) Facilitators



## EARNING OPPORTUNITIES

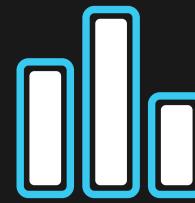
Can add paid sessions



## PROFIT

Relevant Sponsored ads

# Unique features



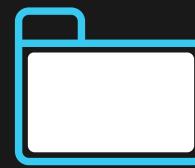
## SIMPLIFIED CONTENT

The modules in the website includes topics from basics of business to advanced tips to become an entrepreneur.



## REGIONAL LANGUAGE

To make it more easier for everyone to understand, the website will be available in local language.



## SESSIONS

To know more about real life experiences of various entrepreneurs, users can attend their webinars and workshops.



## NEWSLETTER

Users will be updated about the latest events and schemes.

## **Technologies/APIs/ Products/Methods used**

- 
- A vertical list of seven items, each numbered 1 through 7 in a teal circle, connected by a vertical line. The items are: 1. Porkbun, 2. CocroachDB, 3. Heroku, 4. REST API, Postman, 5. Node.js, Express.js, 6. SQL, and 7. HTML, CSS, JS.
- 1 Porkbun
  - 2 CocroachDB
  - 3 Heroku
  - 4 REST API, Postman
  - 5 Node.js, Express.js
  - 6 SQL
  - 7 HTML, CSS, JS

## New elements we understood or learned

### Value Chain Study



1

Built working chat bot and made website multilingual from scratch



2

working discussion forum and newsletter subscription



3

Added robust search features to find people and events along with option to register and login to your account



4

Research on the business aspects of our solution



5

found ways we can create new job opportunities or help rural small businesses grow

## How easy and cost effective



1

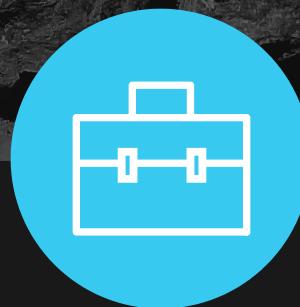
Most of the technical features are added by the team.  
Advancement to better technology would be handled by our team only.



2

Paid Features:  
1) Backend  
2) Domain  
3) API

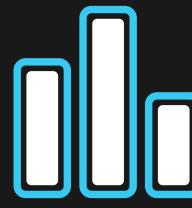
These features are low-cost features



3

Internships and Job generation for women:  
1) Module development  
2) Graphic designer  
3) Language Translators  
4) Facilitators

# Relevance and applicability



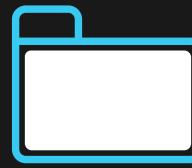
## EASY TO UNDERSTAND

Since the modules will be simplified, it will be easy for user to understand the basics.



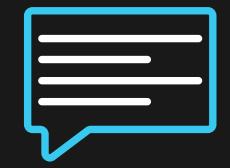
## MULTI-LINGUAL

To make it more accessable, contents will be available in local languages.



## LEARN FROM REAL LIFE EXPERIENCES

In sessions section, users can attend workshops and webinars of various entrepreneurs.



## STAY UPDATED!

The newsletter will provide the latest schemes and events.

# Scalability

Since the project is solely for rural women, it may not be easy for them to tackle with technology. So, we need facilitators to increase the reach to every rural corner.

1

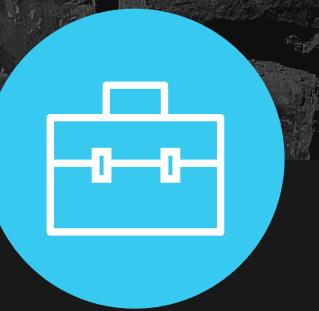
Since it's a digital project, we only have to upgrade the backend and server to be scalable nationwide.

2

To make it easily accessible to women, we can build a mobile app.

3

# Team's Future plan



1

To make the website  
more dynamic

2

To upgrade the  
backend of the project

3

Development of more  
advance modules

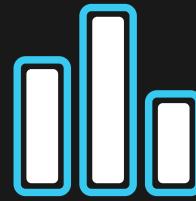
4

Add various  
local language

5

Making the content  
more simplified

# Support required by our team



CONTENT DEVELOPMENT



MENTORSHIP



LANGUAGE TRANSLATOR



GRAPHIC DESIGNER

# Thank You