Mini Project Report

ON

"YODDHA ONLINE PLATFORM"

Submitted in partial fulfillment of the award of the degree of

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

Conducted by

Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

Under the guidance of	**Submitted By**
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2023-2025

INSTITUTE OF CO-OPERTIVE CORPORATE MANAGEMENT RESEARCH AND TRAINING 467
SECTOR 25, RING ROAD,
INDIRA NAGAR, LUCKNOW

<u>CERTIFICATE</u>

This is to certify that **Janvhi Yadav**, a student of Master of business administration (MBA) Program (Batch 2022-2024) at this institute has conducted a mini project titled **"YODDHA ONLINE PLATFORM"** under my guidance during 1st semester. The mini project has been prepared towards partial fulfillment for the award of MBA degree from **Dr. APJ ABDUL KALAM TECHNICAL UNIVERSITY.** The mini project report is the original contribution of the student.

The mini project report is hereby recommended and forwarded for evaluation.

Dr. Reshma Jalal,

Associate Professor

ACKNOWLEDGEMENT

To accomplish a task, facts, situations, and persons integrate to form a background. **"Greatness lies in being grateful and not in being great."** This Mini Project Report is a result of contribution of distinct personalities whose guidance here made my effort a producing one, as **"no task is a single man's effort".**

The experience which is gained by me during this project is essential for me at this turning point of my career. I am thankful to my faculty guides **(Faculty Guide)** for kind support and supervision under whose kind & constant guidance I had the opportunity to expand my horizons and view the various problems from different perspective. I am also thanking him for sparing his valuable time to listen my problems and difficulties faced by me during the completion of this project report.

Janvhi Yadav

MBA 1st Semester

<u>DECLARATION</u>

I hereby declare that the field work entitled of **"YODDHA APPLICATION"** submitted to the,

Lucknow is a record of an original work done by me under the guidance of **(Faculty Guide)**

(INSTITUTE OF CO-OPERTIVE CORPORATE MANAGEMENT RESEARCH AND TRAINING) and this

field study report is submitted in the partial fulfillment of Master of Business Administration.

Date: **Janvhi Yadav**

Place: **MBA 1st Semester**

PREFACE

MINI PROJECT REPORT is an important part of the Management studies. It bears immense important in the field of Business Management. It offers the student to explore the valuable treasure of experience and an exposure to real work culture followed by the industries and thereby helping the students to bridge gap between the theories explained in the book and their practical implementations.

Research plays an important role in future building of an individual so that we can understand the real world in which he has to work in future. The theories greatly enhance our knowledge and provide opportunities to blend theoretical with the practical knowledge where researcher gets familiar with certain aspect of research. I feel proud to get myself to do research at topic **"YODDHA".**

COMPANY INFORMATION

COMPANY NAME: **YODDHA**

BUSINESS FORM: **Online Application**

BUSINESS NAME: **YODDHA**

ADDRESS: **PAN INDIA**

DAYS OPEN: **24X7**

TIMINGS: **7:00 A.M. – 9:00 P.M.**

COMPANY'S LOGO:-

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INTRODUCTION

In India over 94 percent of India's working population is part of the unorganized sector. In local terms, organized sector or formal sector in India refers to licensed organizations, that is, those who are registered_ and pay GST. These include the publicly traded companies, incorporated or formally registered entities, corporations, factories, shopping malls, hotels, and large businesses. Unorganized sector, also known as own account enterprises, refers to all unlicensed, self-employed, or unregistered economic activity such as owner managed general stores, handicrafts and handloom workers, rural traders, farmers, etc.

The unorganized sector has low productivity and offers lower wages. Even though it accounted for over 94 percent of workers, India's unorganized sector created just 57 percent of India's national domestic product in 2006, or about nine-fold less per worker than the organized sector. According to Bhalla, the productivity gap sharply worsens when rural unorganized sector is compared to urban unorganized sector, with gross value-added productivity gap spiking an additional two to four-fold depending on occupation. Some of lowest income jobs are in

the rural unorganized sectors. Poverty rates are reported to be significantly higher in families where all working age members have only worked the unorganized sector throughout their lives.

About 30 million workers are migrant workers, most in agriculture, and local stable employment is unavailable for them.

India's National Sample Survey Office in its 67th report found that unorganized manufacturing, unorganized trading/retail and unorganized services employed about 10 percent each of all workers nationwide, as of 2010. It also reported that India had about 58 million unincorporated non-Agriculture enterprises in 2010.

Labour in India refers to employment in the economy of India. In 2020, there were around 476.67 million workers in India, the second largest after China. Out of which, agriculture industry

consists of 41.19%, industry sector consists of 26.18% and service sector consist 32.33% of total labour force.

The table showing trend of organized Labour Force-

Year	Public Sector (in millions)	Private Sector (in millions)	Live (Unemployment) Register (in millions)
1975	13.63	6.79	9.78
1980	15.48	7.40	17.84
1985	17.68	7.37	30.13
1990	19.06	7.68	36.30
1995	19.43	8.51	37.43
2000	19.14	8.65	42.00
2005	18.19	8.77	41.47

Year	Public Sector (in millions)	Private Sector (in millions)	Live (Unemployment) Register (in millions)
2010	17.55	11.45	40.17

MIGRANT LABOUR'S

India has two broad groups of migrant labourer's - one that migrates to temporarily work overseas, and another that migrates domestically on a seasonal and work available basis.

There has been a substantial flow of people from Bangladesh and Nepal to India over recent decades in search of better work. Researchers at the overseas development institute found that these migrant workers are often subject to harassment, violence, and discrimination during their journeys at their destinations and when they return home.

Domestic migrant workers have been estimated to be about 4.2 million - (Domestic workers, not domestic migrant workers). These workers range from full-time to part-time workers, temporary or permanent workers. They are typically employed for remuneration in cash or kind, in any household through any agency or directly, to do the household work, but

do not include any member of the family of an employer. Some of these works exclusively for a single employer, while others work for more than one employer. Some are live-in workers, while some are seasonal. The employment of these migrant workers is typically at the will of the employer and the worker, and compensation varies.

Migrant Labour's in Kerala

Migrant Labour's in Kerala, India 's southernmost state, are a significant economic force in the state; there were around 2.5 million internal migrants in Kerla according to a 2013 study by the Gulati Institute of Finance and Taxation. Every year, the migrant worker population in Kerala increases by 2.35 lakh (235,000) people. The study, based on long-distance trains terminating in Kerala, does not cover migrants from the neighboring states who use other modes of transport. Assuming that the estimation is rigorous and extrapolating it, considering the net annual addition, possible growth in migration rate, as well as accounting for the migration from the neighboring states, Kerala is likely to have 3.5 to 4 million inter-state migrant workers in 2017. Despite their importance and despite many of them praising the state for its welfare schemes and environment, they are often ignored in comparison and suffer from comparatively poor living conditions.

Migrant workers in the Middle East

About 4 million Indian-origin labourers are migrant workers in the Middle East alone. They are credited to have been the majority of workers who

built many of Dubai, Bahrain, Qatar and Persian Gulf modern architecture, including the Burj Khalifa, the tallest building in world's history which opened in January 2010. These migrant workers are attracted by better salaries (typically US$2 to 5 per hour), possibility of earning overtime pay, and opportunity to remit funds to support their families in India. The Middle East-based migrant workers from India remitted about US$20 billion in 2009. Once the projects are over, they are required to return at their own expenses, with no unemployment or social security benefits. In some cases, labour abuses such as unpaid salaries, unsafe work conditions and poor living conditions have been claimed

Indian migrant workers during the COVID-19 pandemic

Indian migrant workers during the COVID-19 pandemic have faced multiple hardships. With factories and workplaces shut down due to the lockdown imposed in the country, millions of migrant workers had to deal with the loss of income, food shortages and uncertainty about their future. Following this, many of them and their families went hungry. Thousands of them then began walking back home, with no means of transport due to the lockdown. Due to the lockdown, more than three hundred deaths were reported till 5 May, with reasons ranging from starvation, suicides, exhaustion, road and rail accidents, police brutality and denial of timely medical care. Among the reported deaths, most were among the marginalized migrants and Laboure's. Eighty died while travelling back home on the Shramik Special trains, in the one month since their launch. In response, the Central and State Governments took various measures to help them, and later arranged transport for them.

International comparison of Indian labour laws international

The table below contrasts the labour laws of India to those of China and United States,

Relative regulations and rigidity in labor laws			
Practice required by law	🇮🇳 India	🇨🇳 China	🇺🇸 United States
Minimum wage (US$/month)	45 (INR 2500/month)	182.5	1242.6
Standard work day	9 hours	8 hours	8 hours
Minimum rest while at work	30 minutes per 5-hour	None	None
Maximum overtime limit	200 hours per year	432 hours per year	None
Premium pay for overtime	100%	50%	50%

Practice required by law	🇮🇳 India	🇨🇳 China	🇺🇸 United States
Dismissal due to redundancy allowed?	Yes, if approved by government	Yes, without approval of government	Yes, without approval of government
Government approval required for 1 person dismissal	Yes	No	No
Government approval required for 9 person dismissal	Yes	No	No
Government approval for redundancy dismissal granted	Rarely	Not applicable	Not applicable
Dismissal priority rules regulated	Yes	Yes	No
Severance pay for redundancy dismissal of employee with 1-year tenure	2.1-week salary	4.3-week salary	None

Relative regulations and rigidity in labor laws

Relative regulations and rigidity in labor laws			
Practice required by law	India	China	United States
Severance pay for redundancy dismissal of employee with 5-year tenure	10.7-week salary	21.7-week salary	None

Labour's law in India

The labour laws of India originated and express the socio-political views of leaders such as Nehru from pre-1947 independence movement struggle. These laws were expanded in part after debates in Constituent Assemblies and in part from international conventions and recommendations such as of International Labour Organization. The current mosaic of Indian laws on employment are thus a combination of India's history during its colonial heritage, India's experiments with socialism, important human rights and the conventions and standards that have emerged from the United Nations. The laws cover the right to work of one's choice, right against discrimination, prohibition of child labour, fair and humane conditions of work, social security, protection of wages, redress of grievances, right to organize and form trade unions, collective bargaining, and participation in management.

India has numerous <u>labour laws</u> such as those prohibiting <u>discrimination</u> and <u>Child labour</u>, those that aim to guarantee fair and human conditions of work, those that provide <u>social security</u>, <u>minimum wage</u>, right to organize, form trade unions and enforce collective bargaining. India also has numerous rigid regulations such as maximum number of employees per company in certain sectors of economy, and limitations on employers on retrenchment and <u>layoffs</u>, requirement of paperwork, bureaucratic process and government approval for change in labour in companies even if these are because of economic conditions.

Workmen's compensation act of 1923

The Workmen's Compensation Act compensates a worker for any injury suffered during the course of his employment or to his dependents in the case of his death. The Act provides for the rate at which compensation shall be paid to an employee. This is one of many social security laws in India.

Trade Unions Act of 1926

This Act enacted the rules and protections granted to Trade Unions in India. This law was amended in 2001.

Minimum Wages Act of 1948

The Minimum Wages Act prescribes minimum wages in all enterprises, and in some cases, those working at home per the schedule of the Act. Central and State Governments can and do revise minimum wages at their discretion. The minimum wage is further classified by nature of work, location, and numerous other factors at the discretion of the government. The minimum wage ranges between ₹ 143 to ₹ 1120 per day for work in the so-called central sphere. State governments have their own minimum wage schedules.

METHODOLOGY

In our country several laws are made for employee and labour workforce to protect them from exploitation such as—

. Employees Provident Fund and Miscellaneous Provisions Act of 1952

. Maternity Benefit Act of 1961

. Payment of Bonus Act of 1965

. Minimum Wages Act of 1948

. Industrial Employment (Standing orders) Act of 1946

. Payment of Wages Act of 1936

. Industrial Disputes Act of 1947

. Payment of Gratuity Act of 1972

. Industries (Regulation and Development) Act of 1951

These laws are only applicable when you are a skilled worker, or you are working in a MNC or   public sector. If you unskilled worker Barely you can avail the benefits made by the governments or acts.

 If a labour is working on daily wages on a construction site & accidently, he gets injured then Barely he gets any medical assistance by the contractor or just the primary medical help after that they are kicked off & replaced by another one.

Worker who is working on site of a construction company or maintenance, if he is dead on

site he is offered very minimum or no compensation because of dominance of the contractors.

As well as unawareness of the illiterate poor unskilled labours.

PROBLEM

The biggest problem which has been identified by us is the violation of the governments.

Norms & unprofessional behavior with the unskilled daily wage workers, some has been identified by us are ----

. Low wages

. No safety equipment on site neither safety gears for workers

. No medical facilities

. medical insurance is also not provided.

. Over time work without any additional benefits.

Low wages

Government has made laws so that no workers is under paid in terms of his work & it has been.

Implemented all over the India by the state governments as shown in data below.

Andhra Pradesh Effective date:1st Oct, 2023	Arunachal Pradesh Effective date:1st Apr, 2016
Bihar Effective date:1st Oct, 2023	Chandigarh Effective date:1st Oct, 2022
Goa Effective date:1st Oct, 2023	Gujarat Effective date:1st Oct, 2023

Karnataka Effective date:1st Apr, 2023	Kerala Effective date:1st Nov, 2023
Madhya Pradesh Effective date:1st Oct, 2023	Maharashtra Effective date:1st Jul, 2023
Meghalaya Effective date:1st Oct, 2022	Mizoram Effective date:1st Apr, 2023

Odisha Effective date:1st Oct, 2023	Puducherry Effective date:1st Jan, 2020
Rajasthan Effective date:1st Jul, 2021	Sikkim Effective date:11th Jul, 2022
Telangana Effective date:1st Oct, 2023	Tripura Effective date:1st Oct, 2023
Uttarakhand Effective date:1st Oct, 2023	West Bengal Effective date:1st Jan, 2024

Law has been made & implemented but only few area or metro cities where peoples are Aware of their basics right are only getting these advantages. As we all know only 30 percent of India is considered as urban & rest 70 percent comes under rural area weather the literacy rate is low

SOLUTION || IDEA

As per over our analysis & market research this one of the India's biggest & unorganized sectors

estimated worth in Billions.

So basically, our idea is to launch an application where we will provide all the registered labour.

Free medical insurance as well as all safety equipment's & onsite medical assistance & many more benefits as mentioned below—

1. we will provide at least 10-20 days employment every month depending on market conditions

2. All skilled & unskilled worker can avail this benefit through the application while registering & providing all the basic, genuine documents

3.If the worker gets heavy medical injury the treatment costs worth 10 lakhs will be paid by our organization.

4. On site death compensation will be up to 1 crore

5. Fixed working hours (8 hours) in a single day & if any over time will be paid as per industry norms.

SO, to tackle all these problems & organize the biggest sector of India we are launching a app—

YODDHA

Yoddha is an application where all the skilled & unskilled daily wage worker can register & get work assurance 10-20 days in a month as well as all the safety equipment's & medical insurance by our origination.

Our business model is just like OLA & UBER.

COST OF STARTING BUSINESS

Starting Skill Sphere Hub with a budget of under ₹10 lakh requires careful planning and prioritization of expenses. Here's a revised breakdown of potential costs to fit within this budget:

Platform Development Costs: **₹3,00,000** to ₹5,00,000

Focus on building a basic yet functional website or app with essential features. Consider using cost-effective development tools and platforms to keep expenses low.

Content Creation Expenses: ₹1,00,000 to ₹2,00,000

Prioritize creating a limited number of high-quality courses initially to minimize content creation costs. Leverage free or low-cost tools for video production and content creation.

Marketing and Advertising Budget: ₹1,00,000 to ₹2,00,000

Allocate funds for targeted digital marketing campaigns, social media advertising, and influencer partnerships. Focus on cost-effective strategies such as content marketing and organic social media growth.

Instructor Acquisition and Compensation: ₹50,000 to ₹1,00,000

Start by recruiting a small number of skilled instructors on a revenue-sharing basis to minimize upfront costs. Offer incentives such as course development stipends or performance bonuses.

Operational Costs: ₹50,000 to ₹1,00,000

Keep operational expenses low by working from a home office or co-working space, utilizing free or low-cost software tools, and outsourcing non-core tasks as needed.

Legal and Regulatory Expenses: ₹20,000 to ₹50,000

Seek affordable legal services for entity registration, drafting basic contracts, and ensuring compliance with relevant laws and regulations.

Technology Infrastructure and Tools: ₹50,000 to ₹1,00,000

Invest in essential technology infrastructure, such as web hosting, domain registration, and basic software tools. Consider using open-source or freemium solutions where possible to minimize costs.

Training and Support: ₹20,000 to ₹50,000

Provide basic training for staff, instructors, and customer support teams using online resources and tutorials. Utilize free or low-cost customer support tools to manage user inquiries efficiently.

FUNDING OF THIS BUSINESS

Bootstrapping:

Will consider financing the business through personal savings, contributions from co-founders or family members, or income from a side job or freelance work. Bootstrapping allows you to maintain full control over the business and minimize debt or equity dilution.

Government schemes:

The Pradhan Mantri Mudra Yojana (PMMY) is a flagship scheme launched by the Government of India to provide financial support to micro and small enterprises (MSEs) in the country. Under this scheme, eligible individuals, including entrepreneurs and small business owners, can avail of loans ranging from ₹50,000 to ₹10,00,000 to start, expand, or upgrade their businesses.

Angel Investors:

Angel investors are affluent individuals who provide capital to startups in exchange for equity ownership. Research and identify angel investor networks, attend pitch events, or leverage online platforms such as AngelList to connect with potential investors. Prepare a comprehensive

business plan, financial projections, and investor pitch deck to present a compelling case for investment in Skill Mastery Hub. Be prepared to negotiate terms and establish clear expectations regarding ownership, involvement, and exit strategies.

Personal Investments:

If you have personal savings or investments, consider allocating a portion of these funds towards launching Skill Mastery Hub. This can provide an initial injection of capital to cover essential expenses such as

platform development, marketing, and content creation. However, it's essential to assess the risk and ensure that personal finances are adequately protected.

OPERATIONAL PLAN

we prioritize the seamless operation of our platform to ensure a positive user experience and facilitate the delivery of high-quality learning content. Our operational plan focuses on three key areas-

Platform Development:

Creating an intuitive and user-friendly website or app is essential to providing a smooth and engaging learning experience for our users. Here's how we approach platform development:

User-Centric Design: We place a strong emphasis on user-centric design principles to create an interface that is intuitive, visually appealing, and easy to navigate. Our goal is to make it effortless for users to discover, enroll in, and engage with courses.

Mobile Optimization: Recognizing the importance of mobile accessibility, we prioritize the optimization of our platform for mobile devices. This ensures that users can access our content anytime, anywhere, across a variety of devices, including smartphones and tablets.

Continuous Improvement: We adopt an iterative approach to platform development, continuously gathering user feedback and analyzing user behavior to identify areas for improvement. By staying responsive to user needs and preferences, we can iteratively enhance the platform to deliver an exceptional learning experience.

Instructor Onboarding:

Recruiting skilled professionals through a rigorous selection process is crucial to maintaining the quality and credibility of our course offerings. Here's how we onboard instructors:

Expert Selection Criteria: We establish strict criteria for selecting instructors, considering factors such as subject matter expertise, teaching experience, and communication skills. Our goal is to ensure that instructors are highly knowledgeable and capable of effectively conveying complex concepts to learners.

Thorough Vetting Process: Prospective instructors undergo a thorough vetting process, which may include interviews, portfolio reviews, and demonstration of teaching proficiency. We prioritize

instructors who are passionate about education and committed to delivering engaging and impactful learning experiences.

Ongoing Support and Training: Once onboarded, instructors receive ongoing support and training to help them excel in their roles. This may include resources on effective teaching techniques, technology training for using our platform, and access to a network of fellow instructors for collaboration and knowledge sharing.

User Support:

Offering responsive customer service is essential to addressing user inquiries, resolving issues, and ensuring a positive experience for our

users. Here's how we provide user support:

Multiple Support Channels: We offer multiple channels for users to reach out for support, including email, live chat, and a dedicated help center. This ensures that users can easily access assistance whenever they need it.

Prompt Response Times: We prioritize prompt response times to user inquiries, striving to address issues and provide solutions in a timely manner. Our customer support team is trained to prioritize user satisfaction and goes above and beyond to assist users with their needs.

Continuous Feedback Loop: We actively solicit user feedback to

identify pain points, areas for improvement, and opportunities to enhance the user experience. By listening to user input and acting on the suggestions, we demonstrate our commitment to meeting user needs and delivering exceptional service.

Financial Projections:

At Skill Mastery Hub, we carefully project our financials to ensure sustainable growth and success. Our financial projections encompass startup costs, projected income, break-even analysis, and risk analysis.

Startup Costs:

Platform Development: We allocate funds for the development of an intuitive and user-friendly website or app. This includes expenses for web development, design, and testing to create a seamless learning experience for our users.

Marketing and Initial Instructor Acquisition: We budget for marketing initiatives to promote our platform and attract users, as well as expenses associated with recruiting skilled instructors. This may include advertising costs, recruitment fees, and incentives to onboard high-quality instructors.

Risk Analysis:

Identifying Potential Risks: We conduct a thorough risk analysis to identify potential challenges and uncertainties that may impact our business operations. This includes risks such as changing market

trends, competition, and technological challenges.

Mitigation Strategies: Once risks are identified, we develop mitigation strategies to address and minimize their impact on our business. This may involve diversifying our course offerings to adapt to changing market trends, differentiating ourselves from competitors through unique features and offerings, and staying abreast of technological advancements to maintain a competitive edge.

By carefully managing our finances, monitoring our income and expenses, and implementing effective risk mitigation strategies, Skill Sphere Hub aims to achieve financial stability and long-term success in the online learning industry.

OPPORTUNITY:

International Expansion: Expanding into new markets and regions presents a significant growth opportunity yoddha. By localizing content, adapting to cultural preferences, and targeting underserved or emerging markets, we can tap into new user segments and diversify our revenue streams.

Partnerships and Collaborations: Forming strategic partnerships with educational institutions, businesses, and industry associations can enhance Yoddha's reach, credibility, and offerings. Collaborations with complementary businesses or influencers can also facilitate user acquisition and brand exposure, opening new opportunities for growth and innovation.

Emerging Technologies: Embracing emerging technologies such as

artificial intelligence, virtual reality, and interactive learning tools can enhance the learning experience and differentiate yoddha from competitors. By staying abreast of technological advancements and integrating innovative features into our platform, we can attract tech-savvy users and stay ahead of the curve in the online learning industry.

Expansion into Emerging Markets: yoddha can expand its presence into emerging markets where there is a growing demand for online education. By identifying and targeting regions with increasing internet penetration, rising disposable incomes, and a burgeoning interest in skill development, we can capitalize on untapped market potential and establish ourselves as a leading provider of online learning solutions in these regions.

Vertical Integration and Diversification: yoddha can explore opportunities for vertical integration and diversification to broaden its offerings and appeal to a wider audience. This may involve expanding into related verticals such as career coaching, certification programs, or corporate training solutions. By diversifying our product portfolio and catering to diverse learning needs and preferences, we can enhance user engagement, retention, and revenue generation.

THREAT

Changing Market Dynamics: The online learning landscape is constantly evolving, with shifting market trends, consumer preferences, and technological advancements. Yoddha must adapt quickly to changing market dynamics to remain competitive and relevant in the industry.

Intense Competition: Yoddha faces competition from established players in the online learning space, as well as emerging startups and niche platforms targeting specific segments or industries. Intense competition can lead to pricing pressures, user churn, and challenges in gaining market share.

Regulatory and Legal Challenges: Compliance with regulatory requirements, data privacy laws, and intellectual property rights poses potential threats to Yoddha operations. Legal disputes, regulatory changes, or non-compliance issues could disrupt business operations and damage the brand's reputation.

Cybersecurity Risks: The increasing prevalence of cybersecurity threats, such as data breaches, hacking attempts, and malware attacks, poses a significant risk to Yoddha platform and user data. A security breach could compromise user trust, lead to legal liabilities, and result in financial losses. Skill Mastery Hub must invest in robust cybersecurity measures, encryption technologies, and regular security audits to mitigate these risks and safeguard user information.

Economic Instability: Economic downturns, recessions, or global economic instability can impact discretionary spending habits and consumer behavior, affecting demand for online learning services. During periods of economic uncertainty, individuals may prioritize essential expenses over discretionary purchases such as online courses, leading to decreased enrollment and revenue for Skill Mastery Hub. To mitigate this threat, Yoddha should diversify its revenue streams, offer flexible pricing options, and provide value-added services to attract and retain customers during challenging economic conditions.
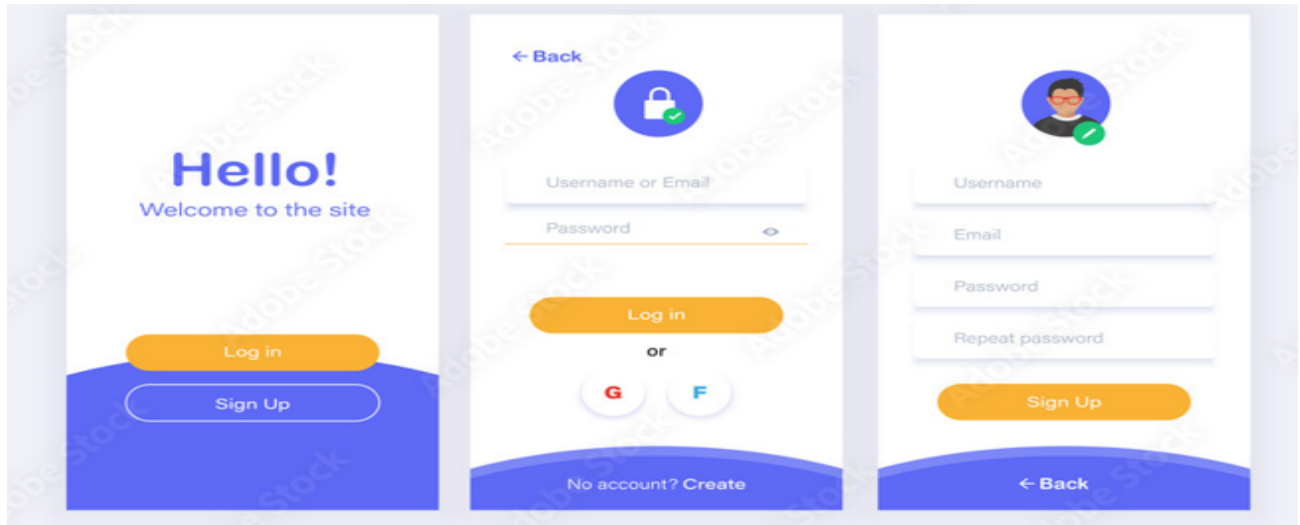
User-interface

It includes –

 sign-in page

 homepage, featuring daily progress and featured tasks, and a classic native mobile app.

 task tracking page, including a list of tasks

 profile page

Revenue Model

1. The first aim of YODDHA is to solve the problem of the society if the problem is solved money will be automatically generated.

2. We will charge money from the customers who need the labour depending on the work, it can vary from 5%-12%.

3. 2% will be charged from the worker to whom we are providing the employment as we as all basic need such as medical insurance & medical help, assured work

4. Advertisement will be one of the biggest revenue generators such as ---

. Construction equipment

. Materials

. Plots

. Housing societies

. Flats

. paints

. Interiors designing

. Security equipment's

. Furniture

. Electronics

. Marbles & tiles

5. Sponsored events for reputed builders to promote others business

BUSINESS MODEL

It is divided into two group-

1. B2B (business to business)
2. D2C (direct to customers)

Business To Business

It is form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business-

to-business refers to business that is conducted between companies, rather than between a company and individual consumer. Business-to-business stands in contrast to business-to-consumer (B2C).

Business-to-business transactions and large corporate accounts are commonplace for firms in manufacturing. Example construction builders such DLF, gaur housing society.

Supply of workers to the gulf country

The principal difference between B2B and B2C is that the first one refers to commerce transaction between manufacturer and retailer, and the second one it is the retailer supplying goods to the consumer. In B2B there are business people on both sides, whereas in B2C there is normally one business person and one consumer. In the first case, the decision is pursued by need (because the other business needs it), and in the second case, they are expectations rather than needs. B2B has many sellers and different stores, whereas B2C, is usually just one supplier. B2B concentrates on raw data for another company, but B2C focuses on producing something for consumers. A B2B transaction entails direct-sourcing contract management, which involves negotiating terms that establish prices and various other factors such as volume-based pricing, carrier, and logistics preferences, etc. B2C transaction is clearer, it has spot sourcing contract management that offers a flat retail rate for each item sold. Time is also different as B2B has a slower process than B2C which is concluded in shorter periods (that could be minutes or days).

Business-to-business generally requires an upfront investment whereas business-to-consumers do not need a business to spend money on infrastructure. The last difference mentioned here is that in B2B, lagging in the digital transformation, must deal with back-office connectivity and invoicing a number of different partners and suppliers, while B2C results in more seamless transactions as options, such as cyber-cash, allows the

business to accept a wider variety of payment options. B2B typically only allows payment via credit card or invoice, making the purchasing process longer and more expensive than with B2C. B2B, as there are normally bigger amounts involved over longer periods of time, usually have higher costs than B2C, which consists of quick, daily transactions. Businesses typically want to buy on net terms, meaning that B2B merchants must wait weeks, if not months to get paid for their goods or services. As a result, smaller businesses with less capital often struggle to stay afloat. In B2B, brand reputations greatly depend on the personal relationship between businesses. On the other hand, in B2C, the business's reputation is often fueled by publicity through the media.

In many cases, the overall volume of B2B (business-to-business) transactions is much higher than the volume of B2C transactions. The primary reason for this is that in a typical supply chain there will be many B2B transactions involving subcomponents or raw materials, and only one B2C transaction, specifically the sale of the finished product to the end customer. For example, an automobile manufacturer makes several B2B transactions such as buying tires, glass for windows, and rubber hoses for its vehicles. The final transaction, a finished vehicle sold to the consumer, is a single (B2C) transaction

Vertical B2B model

Vertical B2B is generally oriented to manufacturing or business. It can be divided into two directions: upstream and downstream. Producers or commercial retailers can have a supply relationship with upstream suppliers, including manufacturers, and form a sales relationship. As an example, Dell works with upstream suppliers of integrated circuit microchips and computer printed circuit boards (PCBs).

A vertical B2B website can be like the enterprise's online store. Through the website, the company can promote its products vigorously, more efficiently and more comprehensively which enriches transactions as they help their customers understand their products well. Or, the website can be created for business, where the seller advertises their products to promote and expand transactions.

Horizontal B2B model

Horizontal B2B is the transaction pattern for the intermediate trading market. It concentrates similar transactions of various industries into one place, as it provides a trading opportunity for the purchaser and supplier, typically involving companies that do not own the products and do not sell the products. It is merely a platform to bring sellers and purchasers together online. The better platforms help buyers easily find information

about the sellers and the relevant information about the products via the website.

Direct to Customers

It is the business model of selling products directly to customers and thereby bypassing any third-party retailers, wholesalers, or middlemen. Direct-to-consumer sales are usually transacted online, but direct-to-consumer brands may also operate physical retail spaces as a complement to their main e-commerce platform

This business model originated before modern transportation and electricity when people consumed locally due to geographical distance and business competition was more limited.

Direct-to-consumer became immensely popular during the dot-com bubble of the late 1990s when it was mainly used to refer to online retailers who sold products and services to consumers through the Internet.

This business model originated before modern transportation and electricity when people consumed locally due to geographical distance and business competition was more limited.

As new modes of transport kept emerging (steamboat, train, automobile, airplane), consumers gained access to a wider variety of goods and service providers, increasing business competition.

The emergence of the Internet further increased access to many different types of goods and services, and increased competition meant that businesses had to put additional effort to win and keep customers.

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The main risks in the online Direct-to-consumer are expanding liability risk, cyber risk and more supply chain demands. DTC exposes a business to tasks that would otherwise be taken up by wholesalers and retailers, such as shipping, labelling, and cybersecurity. Data privacy and cybersecurity are especially important in online businesses. Accepting online payments can make DTC businesses a target for hackers and cyber criminals, exposing them to the risks of fraudulent payments and false chargebacks. The direct-to-consumer business model puts the entire burden of the supply chain onto the firm itself; rather than selling to only a few distributors, the products must be delivered to many individual customers.

CONCLUSION

The main purpose of this thesis report was to investigate and define how to write a proper business plan of a startup company and then implement obtained knowledge to create an actual business plan for Skill learning and community build-up platform.

The aims of the project such as justification of the importance of business planning process, analysis of necessary market research and study of essential parts of a business plan have been met.

Everyone who is planning to write a business plan should be prepared for long and challenging work but at the same time very exciting one.

Implementation of the business idea primarily depends on the proper writing of the business plan. The seriousness of the approach, development of all points, stages, and sections, as well as the level of personal interest guarantee quality and success of a new project.

The Yoddha app will penetrate the commuter and captive consumer markets by deploying Drive-thru facilities and app in the most logical and accessible locations. The Drive-thrus are designed to handle two-sided traffic and dispense customer-designed, specially ordered cups of specialty beverages in less time than required for a visit to the locally owned cafe or one of the national chains. The company has identified its market as busy, mobile people whose time is already at a premium, but desire a refreshing, high quality beverage or baked item while commuting to or from work or school. In addition to providing a quality product and an extensive menu of delicious items, to ensure customer awareness and loyalty, as well as positive public and media support, Hard Rock could be donating up to 7.5% of revenue from each cup sold in individual Drive-thrus to the charities of the customers' choice.

SCHEDULING AND MILESTONE

The Milestone table reflects critical dates for occupying headquarters, launching the first Drive-thru and subsequent Drive-thus, as well as deployment of the application. The company also defines our break-even month, our website launch and subsequent visitor interaction function, and other key markers that will help us measure our success in time and accomplishment.