

We regularly interact with a lot of people around us and notice problems they face on a day-to-day basis. As a product manager you have a keen eye for such hurdles and acknowledge the need to work on it.

Tell us about a real-world problem that you have observed around you which can be solved using a digital product.

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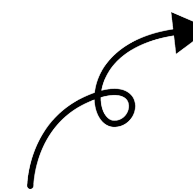
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PROBLEM OVERVIEW

Considering the covid-19-like scenario, the **Indian labour market** is very unorganized. It comes with **unemployment**, **exploitation**, and **uncertainty** on the worker's end. While the life of workers is difficult, consumers too face difficulty in finding workers to get their basic chores done.

The problem (Daily wage labours)

- No proper channel to access work opportunities.
- Time-consuming and mentally exhausting to search for work.
- No direct contact with the individual households.
- Lower wage rates and exploitation.

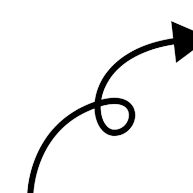


How do they find work?

- By going to labour hubs
- Visiting different construction sites to beg for work.
- Contacting their previous contractors.

The problem (Consumers)

- Households
 - The time-consuming task to find workers
 - Higher rates as commission come in between.
- Contractors/Factory owners
 - The time-consuming task is to find workers to join their factory or project.
 - Decreased productivity due to lack of workers.

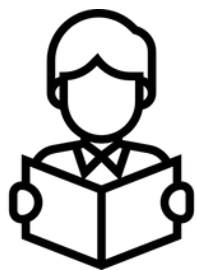


How do they find workers?

- Through reference
- Calling at relevant shops like nearby electric shops/hardware shops etc.
- Contacting different contractors

PAIN POINTS

Worker NEEDS



Raj, 24, Male

- Student, preparing for govt. exams
- Belongs to a very poor family
- Ready to do any kind of work ranging from cleaning to unskilled construction tasks
- Finding work is time-consuming.
- Needs a proper channel through which he could get any work to do.



Deepak, 37, Male

- Has a family of 4, lives in Jaipur
- 12 years in construction work.
- Available for a small independent.
- Avoids long term commitment
- Daily wages have decreased.
- Whenever not in a construction project, uncertainty in finding work.



Devki Nandan, 48, Male

- Experienced plumber, lives in Jaipur
- Gets work mostly through referral.
- Generally involved in long-term projects and searches for short-term jobs as a side income.
- Finding tasks daily when not with a contractor is uncertain.
- Does not have a medium through which he could find some work.

Consumer NEEDS



Meenal, 50, Female

- Housewife. Recently shifted to Jaipur
- Lives alone as husband is away for work
- Belongs to a lower-middle-class family
- She wants a plumber for her kitchen and a construction worker who could renovate a room at the house.
- Generally calls multiple people to get a contact but struggles to find one.
- Can't hire an architect because of the low budget.



Shubham, 37, Male

- Software developer lives in Delhi
- Parents live in a town in Rajasthan.
- Needs a driver for a day as his parents are visiting him.
- Uber rental is an expensive alternative for him.



Vishal, 42, Male

- He is a textile factory owner in Jaipur.
- Setting up a new factory.
- Generally finds workers through labor hubs or searches for them by himself.
- Huge demand for workers.
- Less productivity as workforce requirements is not met on time.
- Hiring workers through ads and physical visits is time-consuming and a bit expensive.

PROBLEM

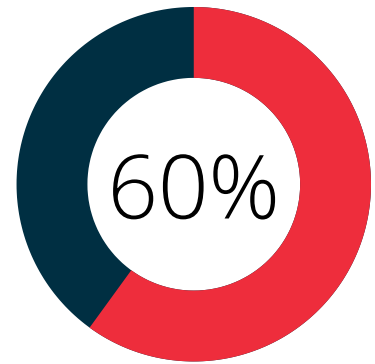
- Workers usually find it difficult to get work on a daily basis and needs a medium through which they can find work.
- Consumers find it time consuming to get workers for adhoc tasks.

Primary Objective: Make jobs available for workers and employ the unemployed.

Secondary Objective: Make it easier for the consumer to get their work done as fast as possible

Solution: Connecting the workers and the consumers through a platform that could act as a freelancing platform for the workers.

Workers first approach!



People face difficulty in finding workers for menial tasks which can be done by unskilled person.

IMPACT

MORE THAN

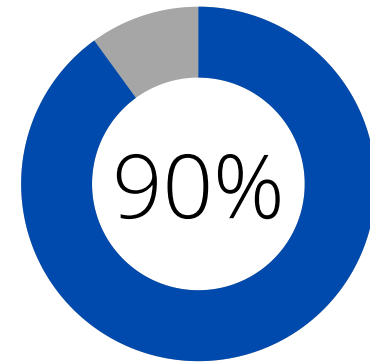
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DAILY WAGE LABOURERS

MORE THAN

12 days of the month

LABOURERS EARN NOTHING



Workers with Non smart phone

How is it different from Urban Company?

- Urban company is purely a **home services company** while we connect unskilled workers for home and other ad-hoc task requests by the consumer.
- It has skilled service providers on their platform while we are targeting a totally different segment of labours who are **unskilled and semi-skilled**

Capabilities

- A platform where labours can directly connect with the consumers (Households)
- A platform where contractor/factory owners can meet their bulk labour requirements
- Tapping the non-digital segment of workers digitally
- Relevant skill and job matching for workers
- Worker portfolio

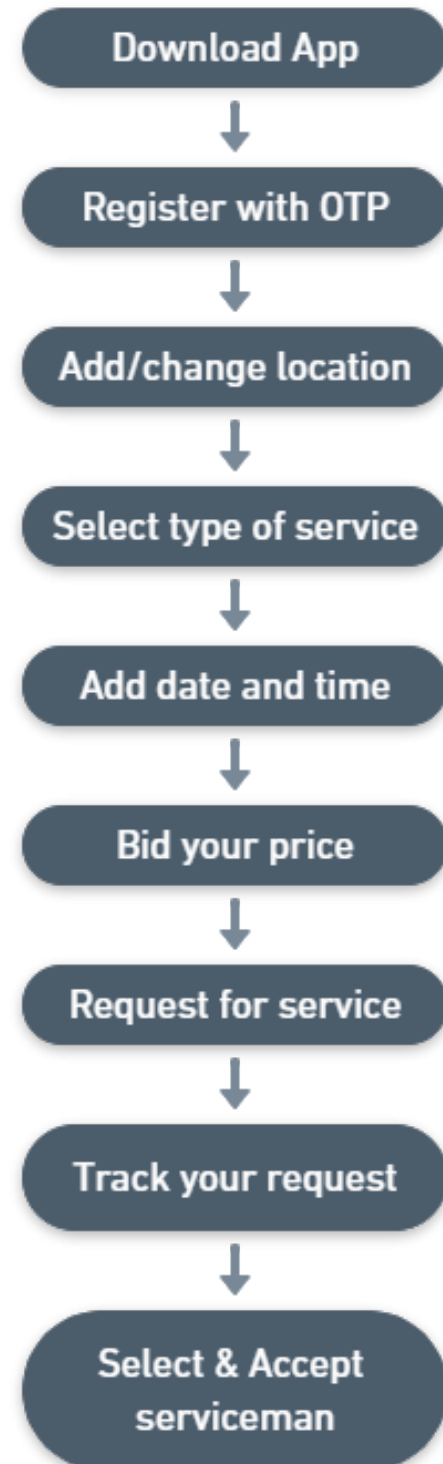
Technology

- Consumer-facing app
- Central CRM integration
- IVR (Semi-automated interactive voice response)
- Application of Clustering and classification algorithm to match skills and jobs

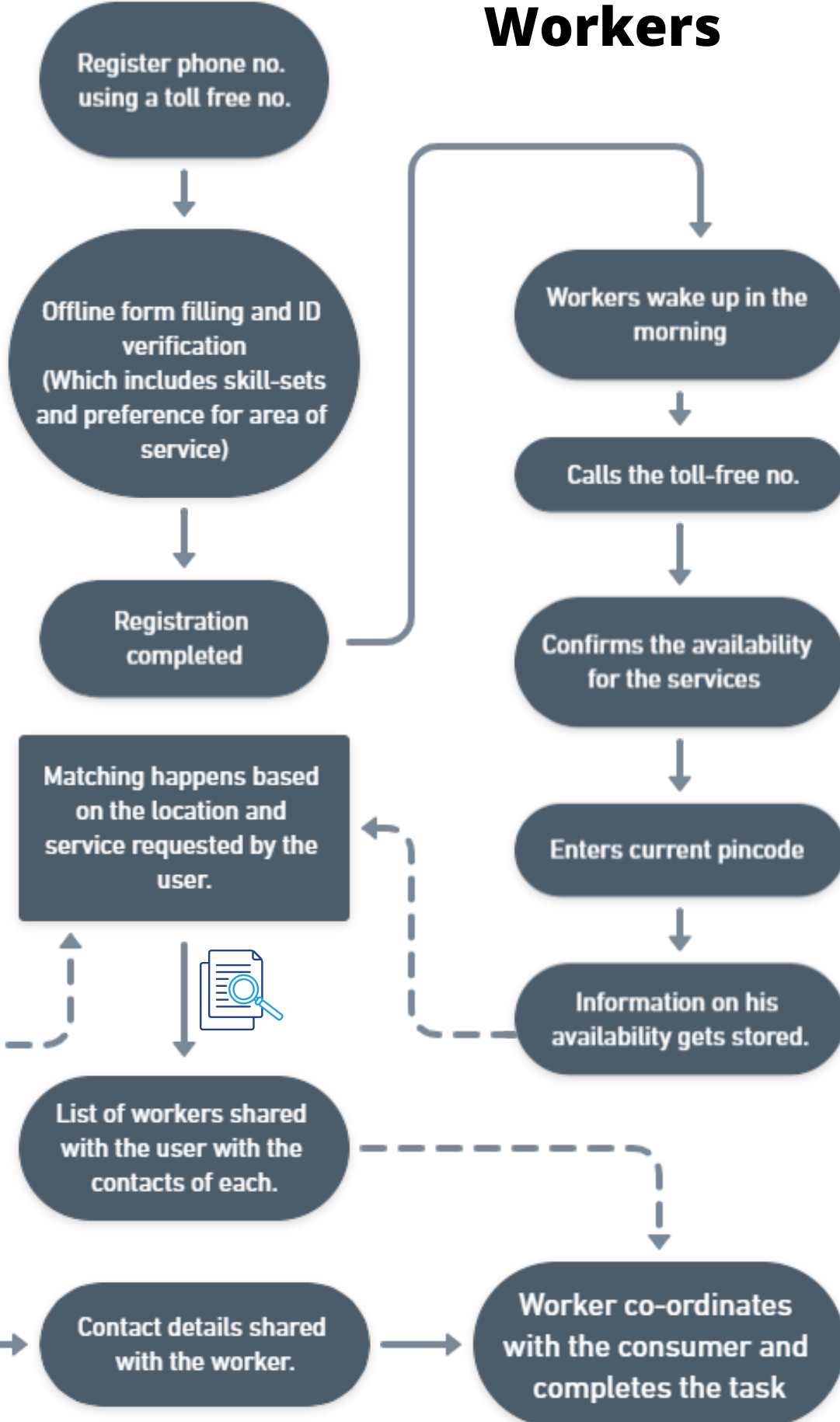


IMPLEMENTATION

Consumers



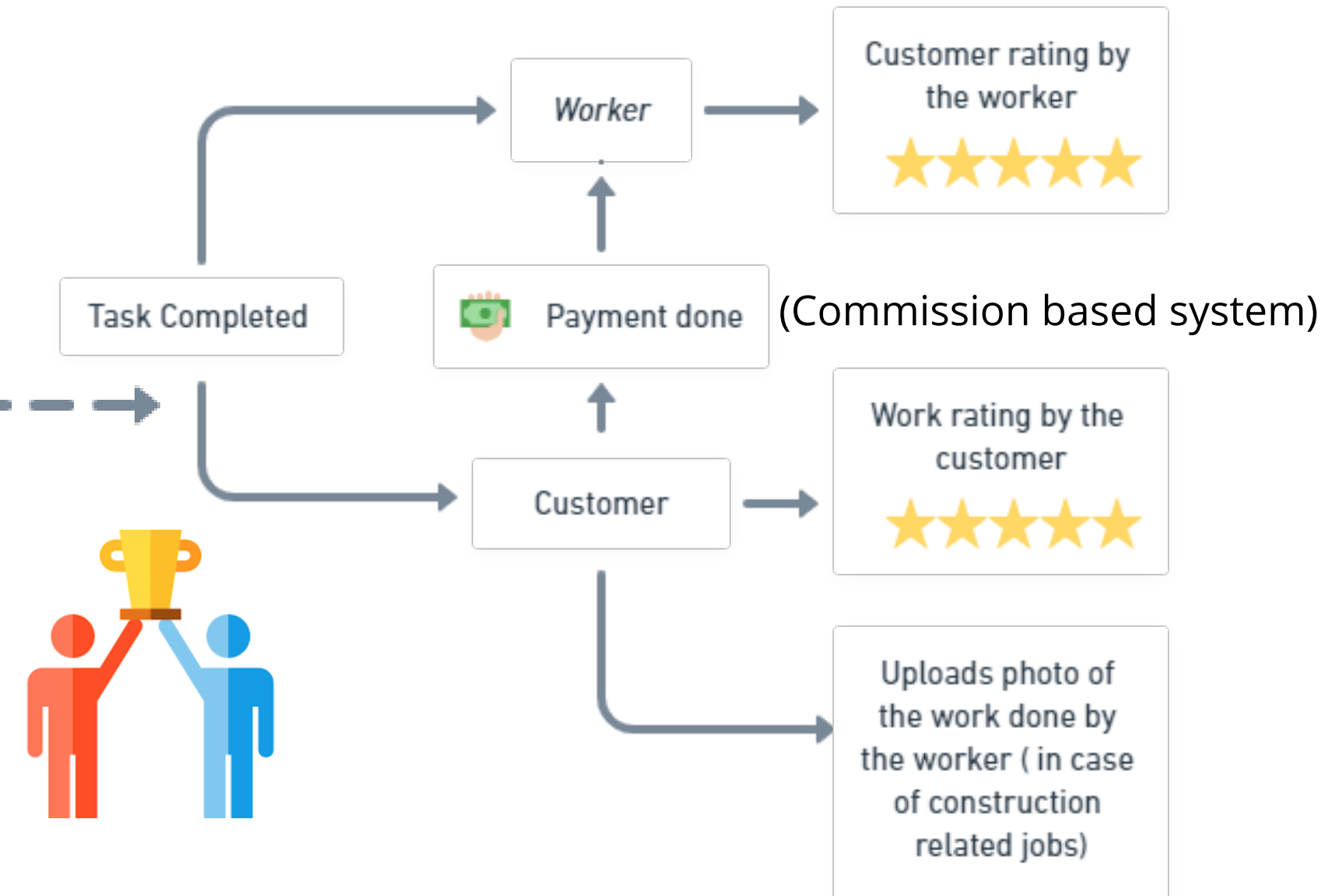
Workers



Final Steps

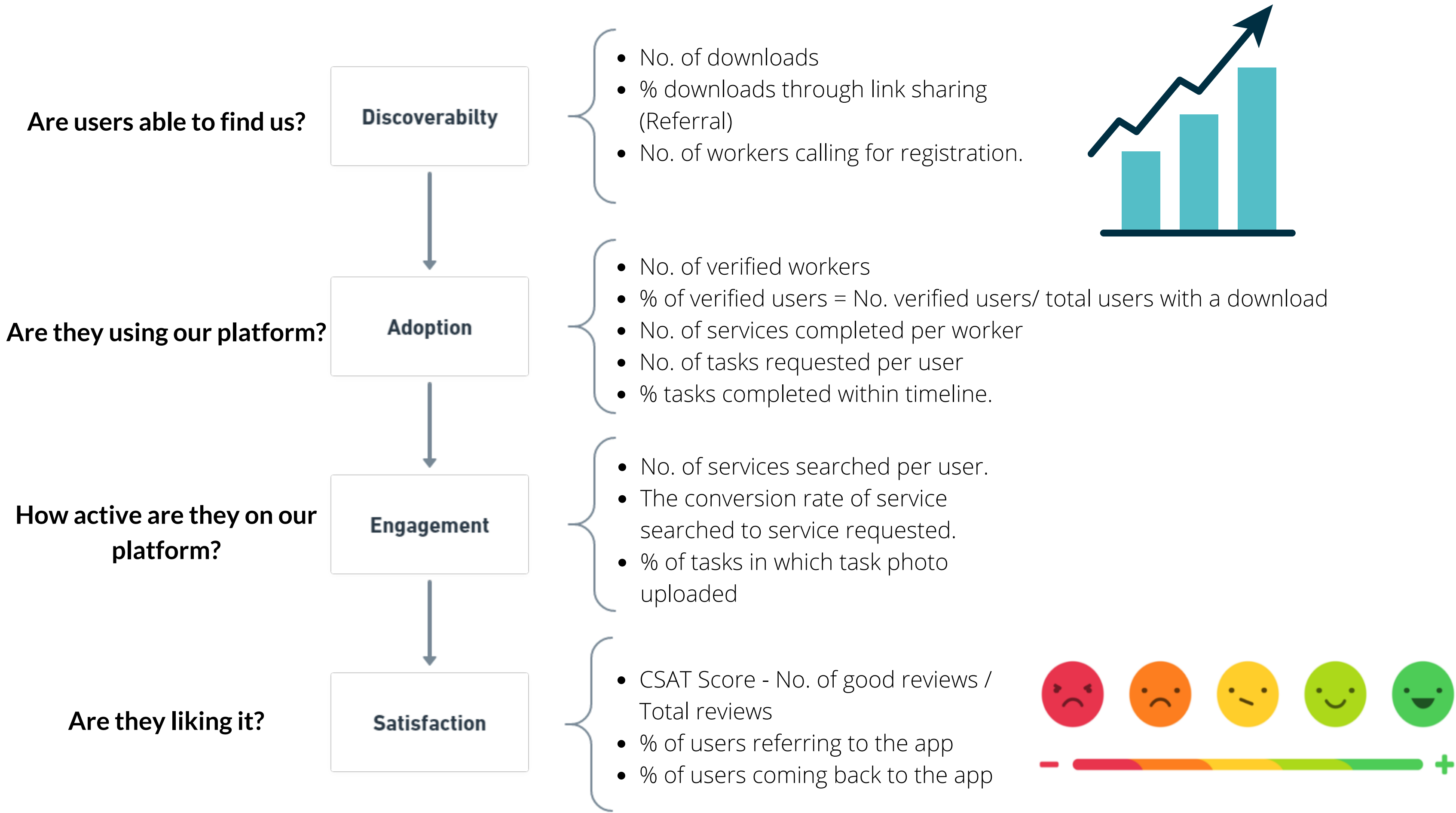
Building a connection that runs on trust and customer satisfaction.

- After every task completion, the user can upload a photograph of the task done by the worker.
- This will help in building the profile of the worker and will act as a portfolio to the worker for future references.



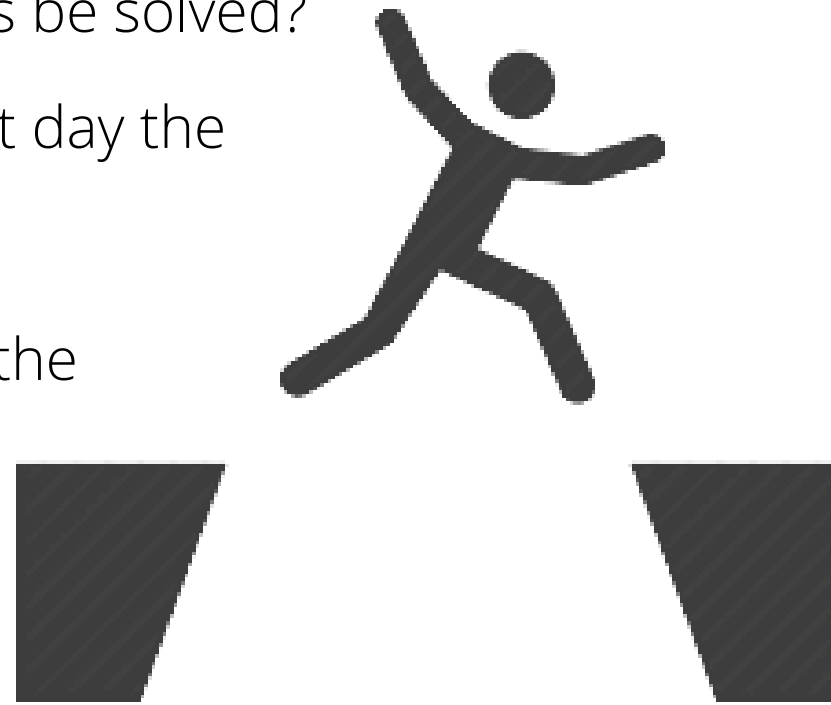
MEASURING SUCCESS

North Star: % of workers getting work through the platform



PITFALLS

- **Seasonal earnings for workers**(For eg . Construction work is zero during rainy season) How will this be solved?
- What happens if after fixing the problem, next day the problem still persists?
- Huge traffic on the workers side might affect the **scalability of the platform.**



HOW TO OVERCOME?

- This is the time when the platform will evolve as a freelancing platform when construction works will be less and still workers will find jobs.
- A cooldown period can be kept where the user can raise the same request again within that period so that the consumer get matched with the same worker again.

CHALLENGES

- **Trust** will be a major issue as currently these things are done all by referral which carries a factor of trust with it.
- As we are **solving for a non digital segment** - offline scaling will be a challenge which we will be looking at.
- From **operations** point of view - It will be heavy.
- **Retention of users** who had bad experience will be really difficult as then trust will be lost.