



# Heera



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# Uplifting the lower working class economically

- **What is the problem ?** The lower working class have been affected the most financially, as many have lost current jobs, and need assistance finding new jobs and getting back on their feet.
- **Why is this a problem?** It is a problem as each tier of the society are interdependent , and if one suffers, so do the rest.
- **Whom is this a problem for?** The lower working class such as maids, painters, electricians etc..
- **Statistics:**

<https://www.thehindu.com/data/data-80-of-urban-workers-lost-jobs-during-coronavirus-lockdown-survey/article31569572.ece>

# Kaamdey: A decentralised, c to c hiring service

A simple WhatsApp bot & also a web based application which provide a free online platform to represent the lower working class, in search for jobs.

**Current solution** - Word of mouth, broker services

- **How is it different?** - Decentralised, transparent, high accessibility
- **USP** - Decentralised, Sponsorship based, High and quick accessibility
- **Solution Design/Principle** - Integrate the service directly into the hands of 300 million users instantly via a single number.



# Business Viability

- **Who is the *Customer*?** - Middle and Upper classes of the society
- **How big is the *potential market*?** - Millions of users
- **Economic value will this create?** - Restart growth, increase demand for essential products and domestic services



## VALUE PROPOSITION

1. NO MIDDLEMEN
2. NO HIDDEN COSTS
3. FINANCIALLY HELFUL  
FOR SERVICE PROVIDERS
4. HIGH ACCESSIBILITY
5. PERSONALISED SUGGESTIONS



## CHANNELS

1. WhatsApp
2. Application
3. Website



## REVENUE STREAMS

1. Relationship managar
2. Growth partners
3. Cross selling products
4. Advertisements



## KEY PARTNERS:

1. Vendors or Service providers
2. Sponsors

# Feasibility

- Link to video: <https://youtu.be/Yn965DAKQ8k>
- Kaamdey WhatsApp number: +1 415 523 8886
- WhatsApp Link: [wa.me/14155238886](https://wa.me/14155238886)
- Code: [https://github.com/ishwarc404/underprivileged\\_job\\_portal](https://github.com/ishwarc404/underprivileged_job_portal)

# Next Steps

- **What are your plans for taking this idea forward?** - Getting fellow developers on board to improve the backend bot logic to serve more needs.
- **What help do you need?** - Financial help to manage traffic and man force to improve the stack.