

Project Design Phase-I - Solution Fit Template

Project Title: Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth.

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER CONSTRAINTS	CC	5. AVAILABLE SOLUTIONS	AS	Explore AS, differentiate
	<ul style="list-style-type: none"> Policy makers & government officials Economists & research scholars Civil service aspirants (UPSC, State PSC) Academic institutions Financial analysts NGOs working in development & sustainability 		<ul style="list-style-type: none"> Limited access to simplified data Lack of time to analyse detailed budget reports Technical economic terminology Data interpretation challenges Study impact of budget on inclusiv & green growth 		<ul style="list-style-type: none"> Government Budget documents (official PDFs) Economic Survey reports News articles & media analysis Research papers & think tank reports Parliamentary discussions <p>Limitations:</p> <ul style="list-style-type: none"> Technical language difficult for common readers Scattered data across multiple sources Limited comparative sustainability analysis 		
Focus on J&P, D&CC	2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	RC	7. BEHAVIOUR	BE	Focus on AS, differentiate
	<ul style="list-style-type: none"> Understand how Union Budget allocations have evolved Analyze sector-wise spending trends Evaluate sustainability focus in government spending Identify gaps between allocation and implementation Study impact of budget on inclusive and green growth 		<ul style="list-style-type: none"> Budget data is complex and highly technical Lack of simplified sustainability-focused analysis Fragmented information across sectors Limited public awareness of long-term fiscal impacts 		<ul style="list-style-type: none"> Read budget highlights from news portals Watch budget summary videos Refer to coaching materials (for competitive exams) Use government portals for raw data Attend policy discussions or webinars 		
Identify scenarios TR& EM	3. TRIGGERS	TR	10. YOUR SOLUTION	SL	8. CHANNELS of BEHAVIOUR	CH	Focus on AS, differentiate
	<ul style="list-style-type: none"> Rising concern about climate change Need for inclusive economic growth Increasing fiscal deficit discussions Public debates on budget priorities Demand for transparent public finance analysis 		<ul style="list-style-type: none"> Provide a structured, simplified analytical study of Union Budget evolution Compare historical and recent budget allocations Highlight sustainability focused sectors (renewable energy, health education, rural development) Present visual charts and trend analysis 		Online: <ul style="list-style-type: none"> Government websites (Union Budget portal) PIB releases Economic Survey publications News platforms/YouTube analysis channels Academic databases 		
Before: After:	4. EMOTIONS: BEFORE / AFTER	EM	10. YOUR SOLUTION	SL	8. CHANNELS of BEHAVIOUR	CH	Expand AS, differentiate
	<p>Before:</p> <ul style="list-style-type: none"> Confusion about budget jargon Lack of clarity on fund utilization Concern about economic inequality <p>After:</p> <ul style="list-style-type: none"> Better understanding of budgeting Confidence in analysing financials Awareness of sustainable development priorities 		<ul style="list-style-type: none"> Provide a structured, simplified analytical study of Union Budget evolution Compare historical and recent budget allocations Highlight sustainability focused sectors (renewable energy, health education, rural development) Present visual charts and trend analysis Offer policy recommendations for sustainable growth 		<p>Online:</p> <ul style="list-style-type: none"> Newspapers Policy seminars Civil service coaching <p>Offline:</p> <ul style="list-style-type: none"> Newspapers University lectures Civil service coaching centers 		

