

## Assignment-1

Prince Kumar  
2021182  
[prince21182@iiitd.ac.in](mailto:prince21182@iiitd.ac.in)



Siddhant Bali  
2022496  
[siddhant22496@iiitd.ac.in](mailto:siddhant22496@iiitd.ac.in)

### BlessED - Empowering Through Learning and Creativity

BlessED is a platform designed to empower individuals with disabilities, by providing access to educational content, crafting tutorials, and crafting materials. The platform enables users to learn, create, and sell products. It offers diverse tutorials, ranging from English literature to hands-on crafting, painting, and to learn to create personalized gifting items, with a special focus on inclusivity and economic empowerment.

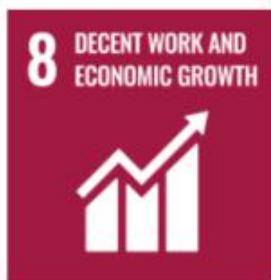
#### Social Problem It Solves:

Many individuals, especially those with disabilities, face barriers to education, skill development, and economic independence. Limited access to quality learning resources and opportunities to showcase their talents hinders their ability to become self-sufficient and economically empowered.

#### Current Coping Mechanisms:

- **Individuals with disabilities** often rely on government schemes, social welfare programs, or NGOs for support, but these are often insufficient in providing long-term solutions for economic independence.
- **General public** turns to platforms like YouTube, Etsy, and Udemy for free or paid content but lacks a fully integrated platform that combines learning with selling opportunities.

#### Self Development Goals:



#### 1. SDG 4: Quality Education

BlessED provides accessible and high-quality educational resources, promoting lifelong learning opportunities for all, including individuals with disabilities. The platform ensures that everyone, regardless of their background, has access to tutorials and educational content to build their skills and foster creativity.

## 2. **SDG 5: Gender Equality**

The platform ensures equal opportunities for all individuals, irrespective of their gender. By empowering women and marginalized gender groups with the tools to learn and create, BlessED promotes gender equality in education, entrepreneurship, and economic participation.

## 3. **SDG 8: Decent Work and Economic Growth**

BlessED creates economic empowerment by providing individuals with opportunities to generate income through the sale of their creations. By offering a seller panel and collaborating with professional sellers, the platform supports inclusive economic growth and decent work opportunities for all.

## 4. **SDG 10: Reduced Inequalities**

BlessED actively works to reduce inequalities by providing a platform that is inclusive of all individuals, regardless of their gender, ability, or socioeconomic background. It ensures that marginalized communities, particularly people with disabilities, have the same opportunities to learn, create, and participate in the economy, reducing disparities and fostering social inclusion.

### **Why This Idea Was Selected:**

I selected this idea because the gifting market is not only large but also growing rapidly, with an increasing demand for handcrafted and personalized items. However, beyond the business potential, I'm driven by a desire to support individuals with disabilities by helping them develop creative skills and offering them a platform to showcase and sell their creations. The inspiration for BlessED came during a visit to an NGO in Delhi that works with disabled students. When I spoke with them, many expressed a deep interest in learning creative skills, which motivated me to create a space where they could learn and grow.

### **Theory of Change:**

**Identifying Long-Term Goals:** The long-term goal of BlessED is to empower individuals, including those with disabilities, by providing equal access to learning opportunities, fostering economic independence, and reducing social inequalities. This aligns with promoting inclusive education, decent work, gender equality, and reduced inequalities on a global scale.

### **Long-Term Goals:**

- Economic empowerment through self-employment and entrepreneurial opportunities.
  - Social inclusion by providing a platform for marginalized communities.
  - Sustainable skill development through continuous learning.
  - Reduction of gender-based and ability-based disparities in education and employment.
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2. **Backwards Mapping and Connecting Outcomes:** To achieve these long-term goals, we map the required short- and medium-term outcomes backward. Here's the flow of outcomes leading to the goals:

**Short-Term Outcomes:**

- Users gain access to high-quality tutorials and skill-building resources.
- Individuals with disabilities or marginalized backgrounds participate in learning and product creation.
- Users begin showcasing and selling their products through the platform.

**Medium-Term Outcomes:**

- Users develop sustainable income through product sales.
- Increased engagement and creation of community-driven learning and selling.
- Broader societal awareness of the economic and creative potential of marginalized individuals.

**Long-Term Outcomes:**

- Inclusive economic participation and a reduction in unemployment for disadvantaged groups.
- Equal educational and entrepreneurial opportunities for all, regardless of gender or ability.
- BlessED becomes a model for inclusive platforms that combine learning and commerce.

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3. **Completing the Outcomes Framework:**

**Inputs:**

- Development of an accessible, user-friendly platform.
- Partnerships with reputable educational institutions and professional sellers.
- Tutorials covering creative skills of making products.

**Activities:**

- Offering free educational courses.
- Providing a seller panel for users to showcase and sell their creations.
- Collaborating with sellers to ensure diverse product offerings.
- Continuous engagement with users to improve platform accessibility and usability.





## Outputs:

- Creation of diverse educational content for creating gifting items or ornamental items.
- Increased user engagement with both learning and selling features.
- Financial earnings for users through product sales.
- Growth of a supportive, inclusive community.

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## 4. Identifying Assumptions: Several assumptions for the success:

Users, especially individuals with disabilities, can access the smart phone or computer, internet and have basic digital literacy.

The NGO will collaborate with us.

The educational content and tutorials provided will be relevant and engaging enough for users to learn and monetize their skills.

There will be sufficient demand for the products created by the users on the platform.

Partnerships with professional sellers and reputable institutions will add credibility and attract users.

People from marginalized communities are motivated to seek out such platforms for learning and economic opportunities.

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## 5. Developing Indicators:

To measure progress, we need to develop specific indicators for each outcome:

### Short-Term Indicators:

- Number of tutorials completed by users.
- Number of users signing up from marginalized communities.
- User satisfaction ratings for tutorials and platform usability.

### Medium-Term Indicators:

- Number of products listed and sold by users.
- Growth in user revenue from product sales.
- Increase in community participation (user engagement, feedback).

### Long-Term Indicators:

- **Percentage** of users achieving **sustainable income** through the platform.
  - **Reduction in unemployment rates** for individuals with disabilities and marginalized communities.
  - **Greater societal awareness** around marginalized groups participating in the economy.
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## 6. Identifying Interventions:

Based on the Theory of Change, we will focus on the following interventions:

### **Access to Learning:**

Provide a diverse range of tutorials focused on crafting, academic subjects, and entrepreneurship, ensuring **accessibility** through language and **user-friendly interfaces**.

### **Economic Empowerment:**

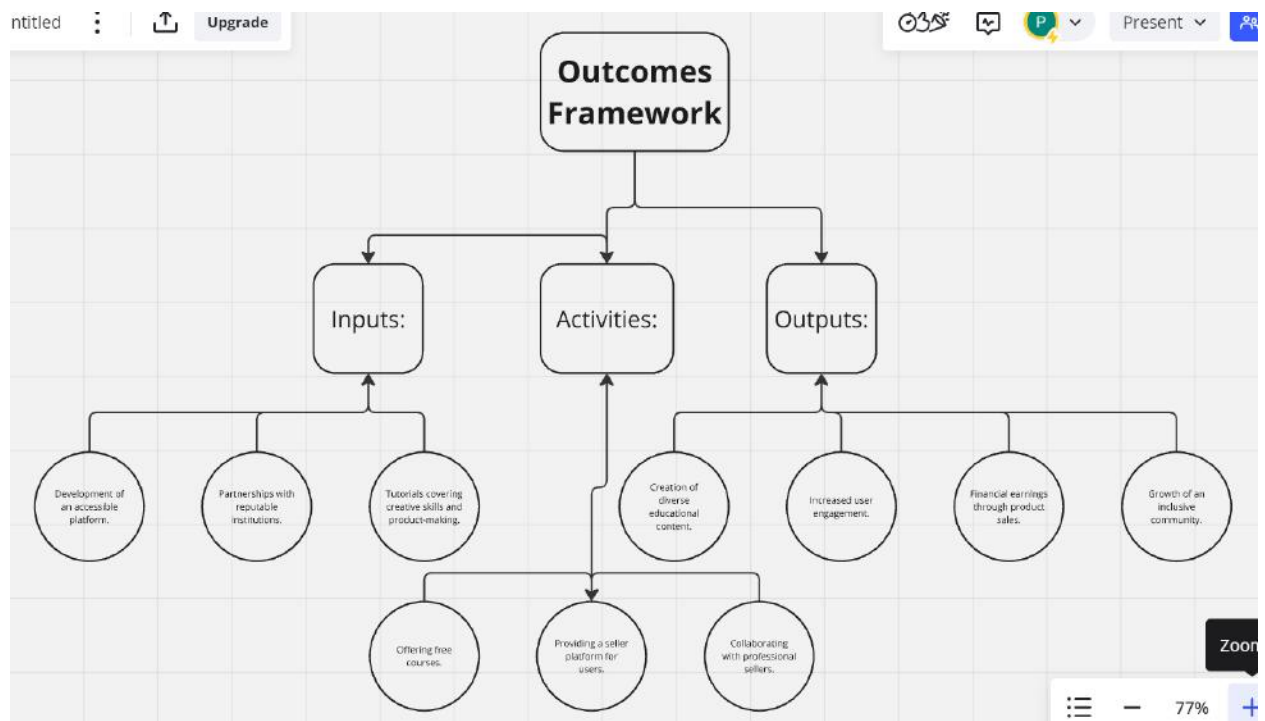
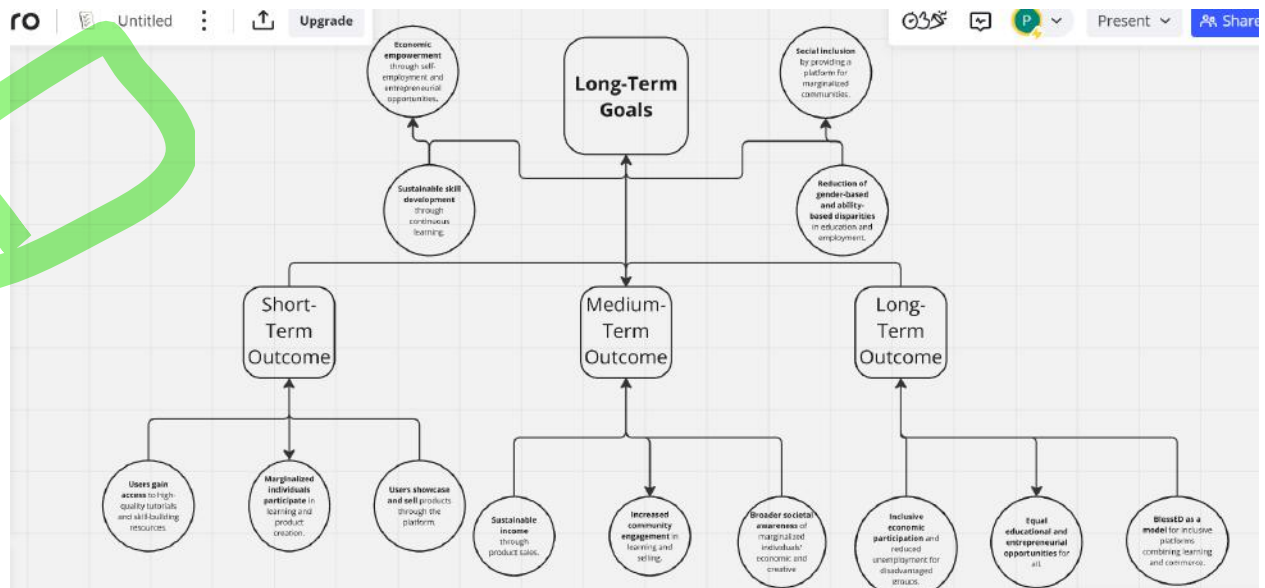
Facilitate user product sales through an integrated **seller panel**, collaborating with **professional sellers** to improve market reach and **create demand** for user-generated products.

### **Inclusivity and Support:**

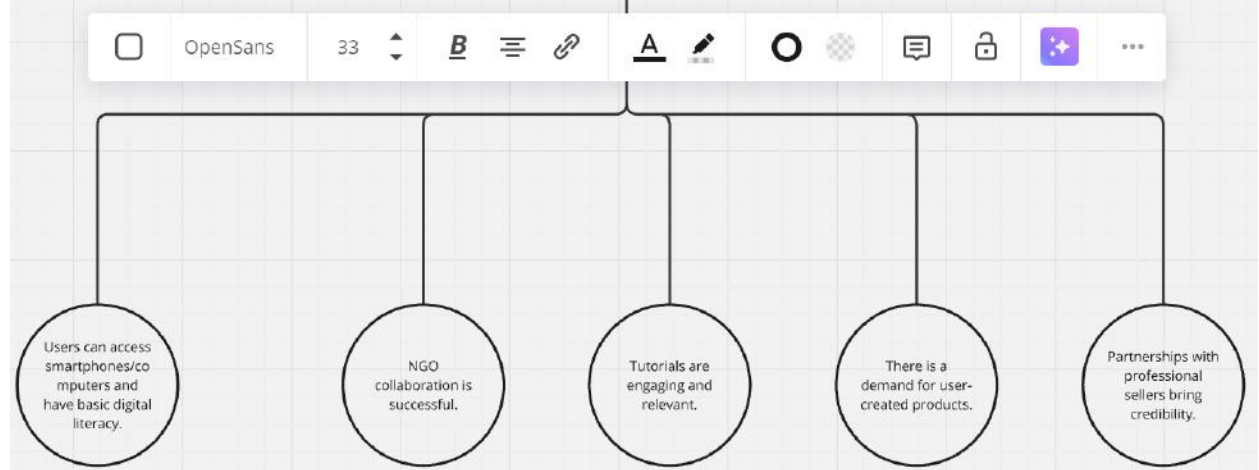
Actively engage marginalized groups by **offering specialized resources**, outreach, and **partnerships with disability-focused NGOs** to ensure their involvement and success on the platform.

### **Continuous Improvement:**

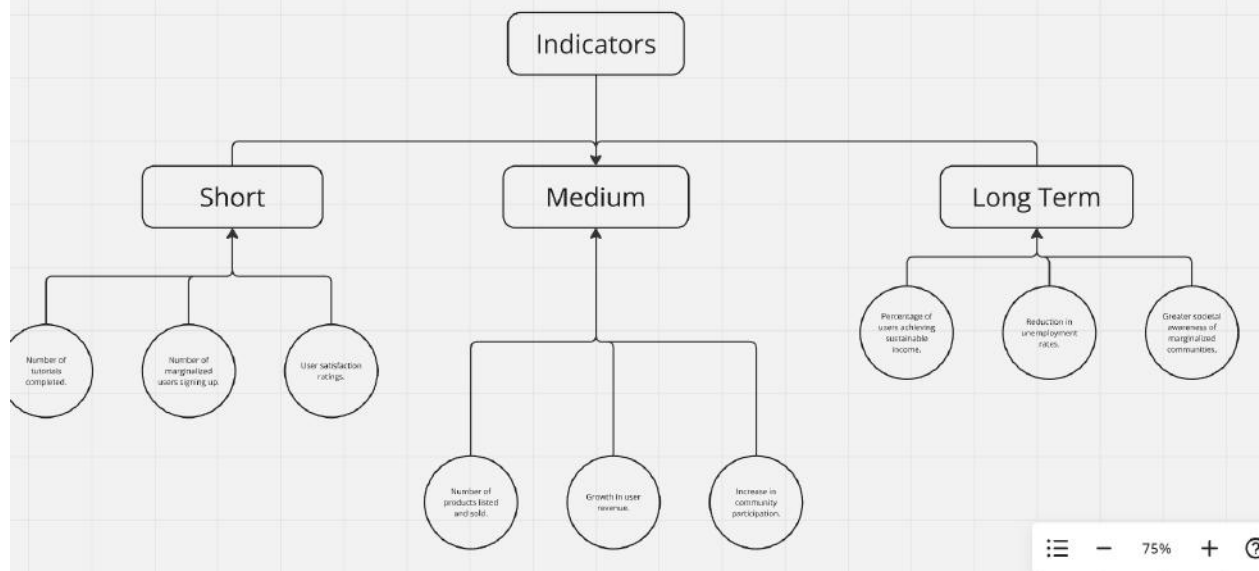
Regularly update the platform with **new features, tutorials, and collaborations**, while reinvesting revenue to enhance accessibility, inclusivity, and content quality.

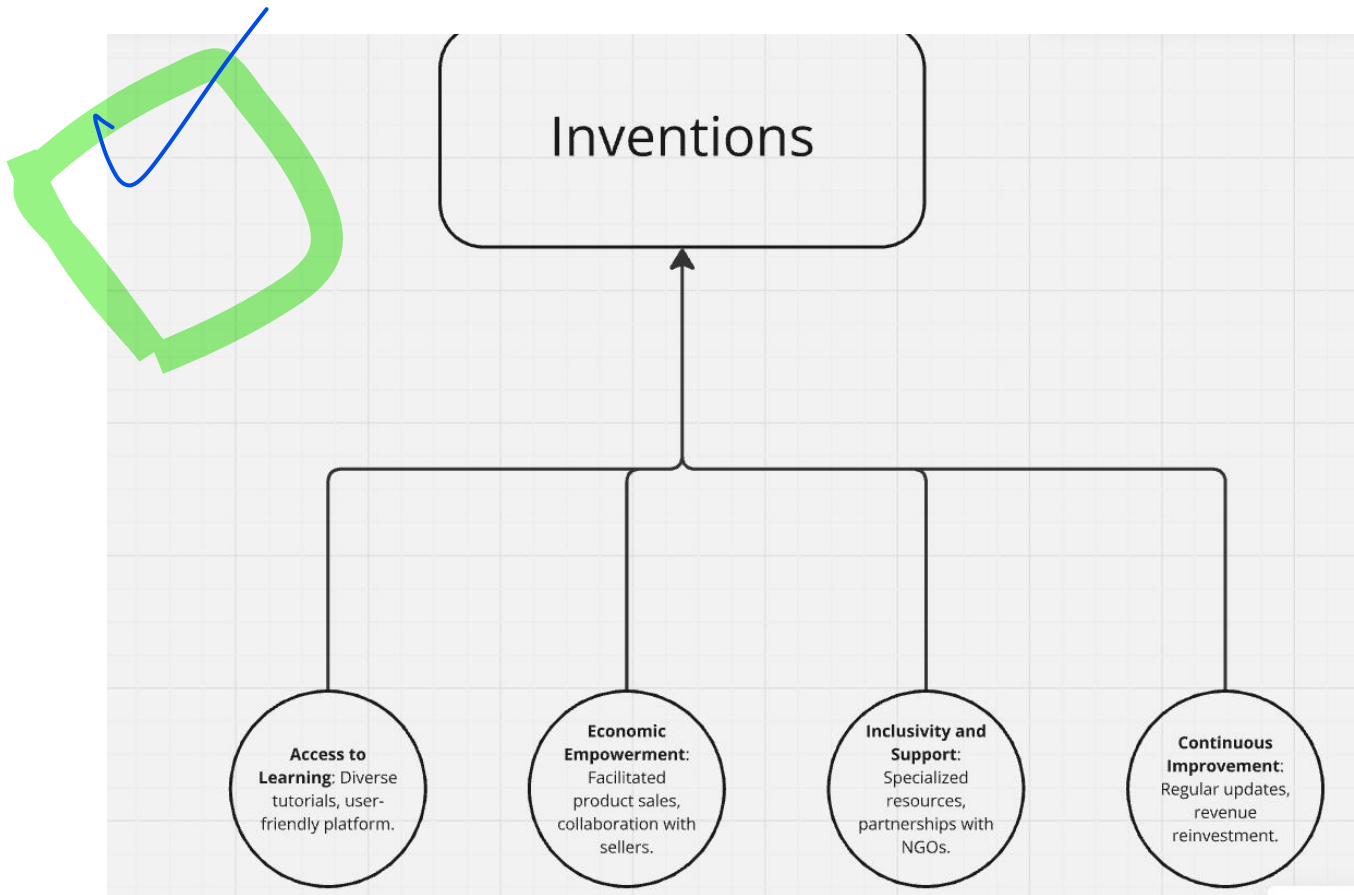


# Assumptions



## Indicators





[Link for Miro](#)

All the Best :)