What interventions can be done to alleviate unemployment during the pandemic

THE BOM.COM

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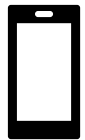
MENTOR: PREIA MOTHEERAM

Executive Summary

South Africa, still in its early developing stages, faces many socio-economic issues.

Unemployment is one of such issues, but COVID-19 has left many people without jobs.

The bom.com has devised a mobile app to connect skilled unemployed peopled in the community to basic short-term jobs.

Kasi connect aims to address unemployment in marginalized communities

Agenda

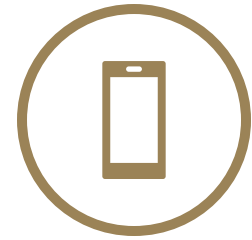|	
1	Problem Statement
2	Solution Devised
3	Software development stages
4	Deep Dive Into Recommended Intervention

Problem statement

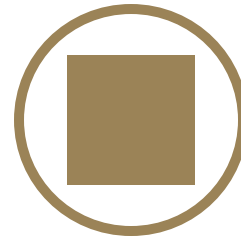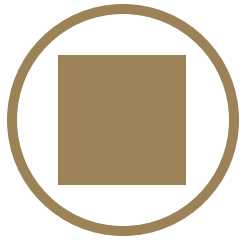# Unemployment in South Africa
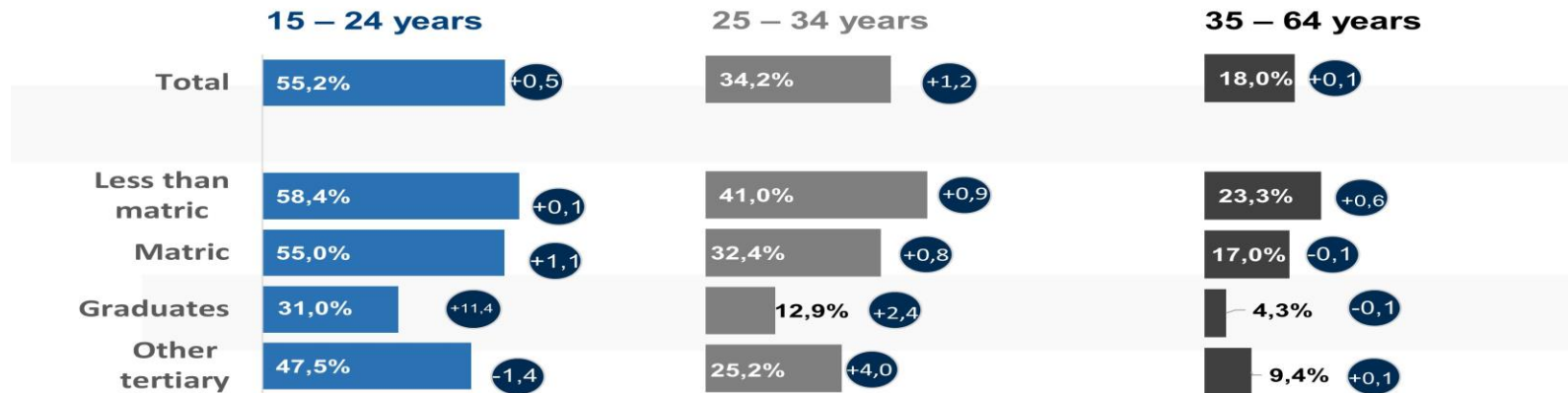
Marginalized communities at risk
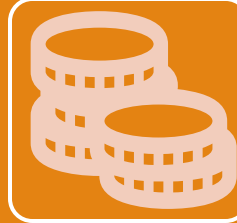
Solution devised

Mobile app: Kasi connect

VOCATIONAL MOBILE APP

Kasi connect

Smartphone ownership is expected to

exceed 25 million by 2022.[1] Three

interventions target this trend:

Cost
• R600 000 – R800 000 development cost.
• An initial ongoing cost of R20 000-R30 000 a month for advertising and promotion

Impact
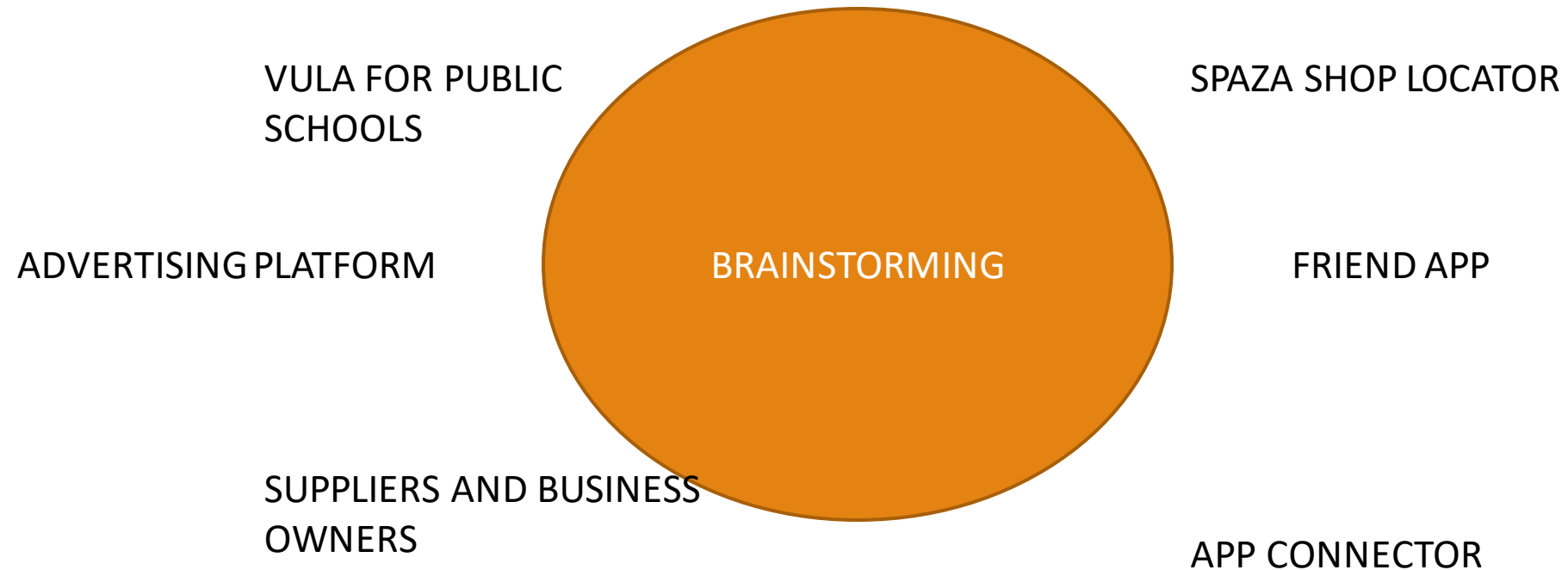Job creation

Implementation
1-year software development

Sustainability
• Low maintenance costs.
• Increasing smartphone penetration.

Development stages

Planning stage

VULA FOR PUBLIC
SCHOOLS

SPAZA SHOP LOCATOR

ADVERTISING PLATFORM

BRAINSTORMING

FRIEND APP

SUPPLIERS AND BUSINESS
OWNERS

APP CONNECTOR

Requirement stage

Requirement stage

Requirement stage

Wireframe and technical Design

Info/Help

Registration ☰

Name & Surname

Location Based

Line of work

Experience

Preferred Waiting hrs

Skills offered

Email Account

Password

Account Details

[Register]

Homepage for registered

☰   [?]

Simphiwe Nkosi   welder

*** *

• Experience   hr rate
                          Payment
• Expertise

Status

On Call / Job in
          Progress

Wireframe and technical Design

Deep Dive Into Recommended Intervention

Kasi connect

Design:

A mobile application that connects people in townships to their community for short projects.

Households can hire skilled peopled to work on short-term projects through the application and then rate each other on their work performance and provide reviews.

Impact:

Provides people without academic qualifications with employment opportunities

Provides a meaningful signal for full-time employment and unemployment

In future app can list internships on the app that TVET students can apply for

The project will be implemented over an initial one-year period

Industry Engagement

Seeking buy-in from the private sector

Recruit people

Register the first 50 household and workers

Evaluation

Assess program in its entirety. Repeat engagement with key stakeholders.

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Advertising, and promotion

Continued interaction between students and employers

Collect feedback from stakeholders

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