



Women Employment

Hack with her 3.0

"If you want something said, ask a man; if you want something done, ask a woman!" Our solution will provide job opportunity to the semi-skilled worker especially women leading to women empowerment. As these workers are the pillars of the market. When work will be provided to the workers again market will be on track. The women empowerment also means when the society will also accept women working in every field. We shall encourage women from all the sections of society to be independent . The government and several NGOs are making efforts to empower women by creating awareness. The government is running a large no. of projects for education and skill development of women so that can get economic independence. Thinking of society is also changing slowly. More and more no. of women are getting a quality education. But the true meaning of women empowerment will be achieved when gender inequality will be eliminated. We need to give equal opportunities to women for equal pay, equal respect as equal to men. We look forward to such a nation and therefore we are providing a platform for all to the women to outshine their skills."

<u>Type of employment</u>	<u>Number of women employed</u>
<u>Domestic Servants</u>	<u>1,740,800</u>
<u>Teachers</u>	<u>124,000</u>
<u>Nurses</u>	<u>68,000</u>
<u>Doctors</u>	<u>212</u>
<u>Architects</u>	<u>2</u>

Opportunity Analysis

1. Opportunity identification

In today's busy and expensive world people do not have much time to go from shop to shop for different work and services also most people refrain to pay a huge amount of time for these

services and adding to that many people living in rural areas fail to get these services often. Adding to this in today's advanced service economies, employment is still a significant. Around the world, finding a job is much tougher for women than it is for men. When women are employed, they tend to work in low-quality jobs in vulnerable conditions, and there is little improvement forecast in the near future. There are many ways to know about the different barriers holding women back from decent work.

2. Solution proposed

Having a look at the current scenario we have come with an idea of providing the use.

- A digital experience through app and other relevant facilities
- We provide our worker, services across each state and small city also.
- Various services at your doorsteps like carpenter, electricians, babysitters , salon services etc.
- Appointment according to their suitable time schedule at fixed rate.
- We provide our services at economical rate according to city to city.
- We provide our services at remote areas.
- We provide best and skilled women workers.
- We provide training to improve their skills.
- We provide employment to women .

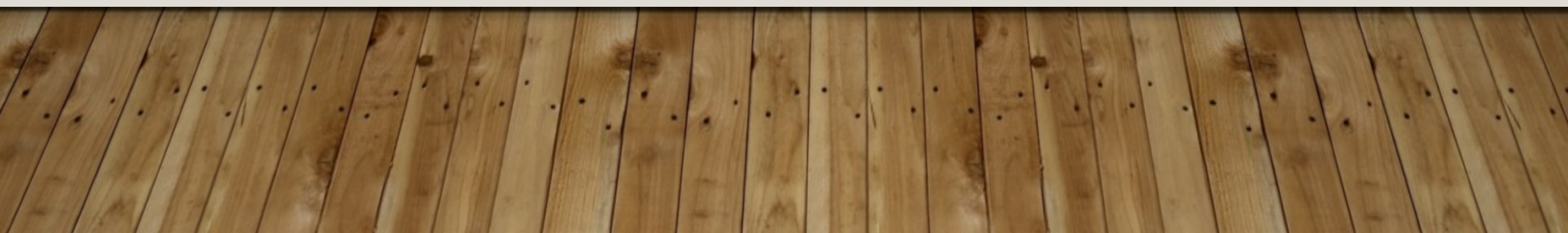


3. Uniqueness of the solution

We are providing our services as like as Urban clap provide, urban clap provides local services such as plumbing, electricians, cleaning, grooming in only tier 1 and 2 cities but we provide same services in rural areas and urban areas at very economical cost and in addition we provide employment to women. The services are available for all type of people. We are also generating feedback forms after each service through which other customers will know customer's views on workers.

4. What problem of the market segment is solved by your solution?

- In this covid pandemic it is too difficult to find workers so that, we are providing our services at your doors.
- Various services in one call/App
- We are also contributing to welfare of nation by providing employment to daily wage workers.
- Problem solved on relevant prices for the daily services.
- It also contributes to women empowerment.

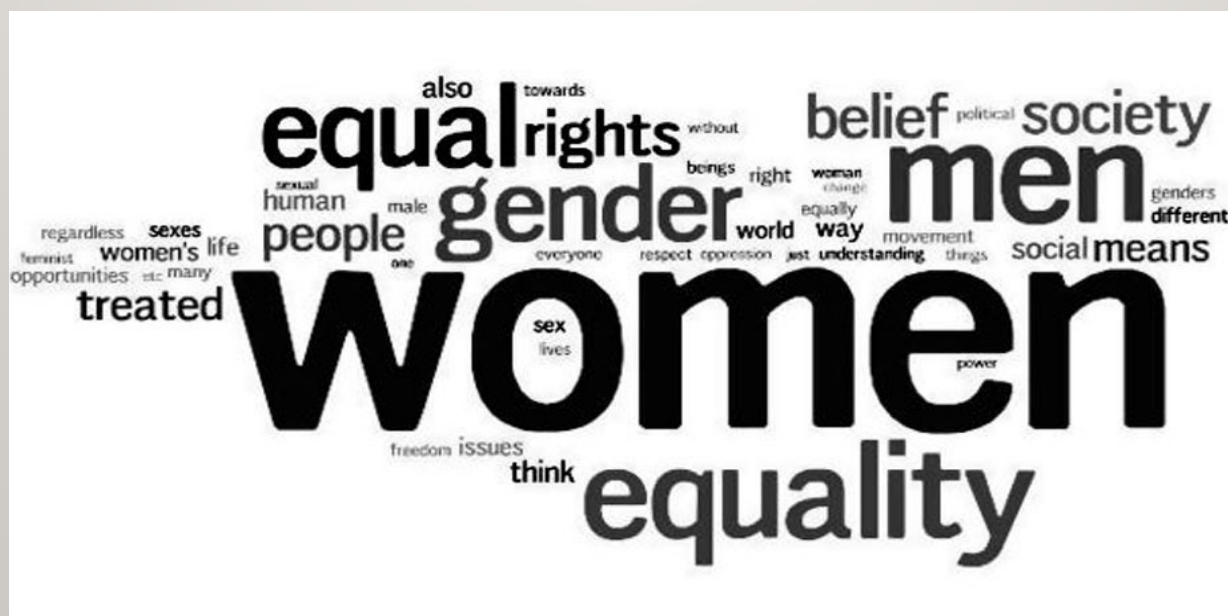


.5 IDENTIFICATION OF USER AND CUSTOMERS

- Basically, Our first preference and targeted customers will be from non urban areas or rural areas
- Customers who don't have applications such as urban clap in their cities.
- Employed people who have very hectic schedule and don't have to time to find a person for their household work .
- Users who are new in city /area, wants to figure out work and workers for day to day household chores .

6. How will the target users be benefited by the solution?

As Our targeted costumers are from local areas as companies like urban clap are only in metro cities, our application will provide effortless and easily accessible service that will beneficial for the users. Due to this pandemic it would be safer to have salon and other stuff within your residence only. User's time will be saved as no need to search for the worker and our app would provide worker with one click only.

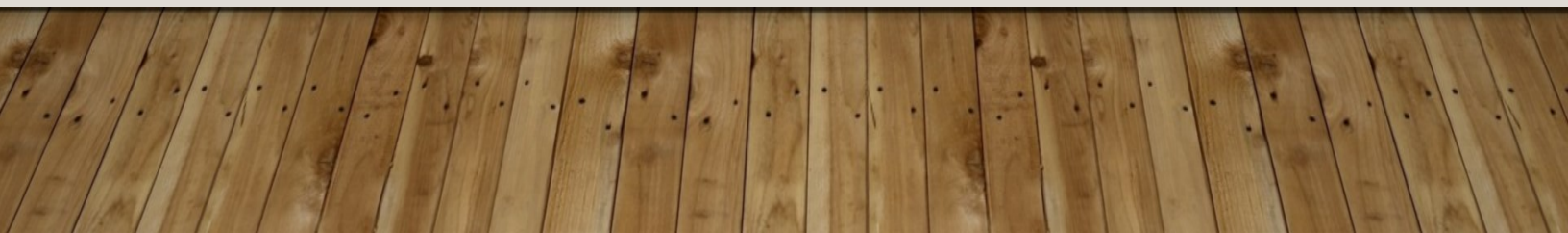


7. How will users discover and adopt their solution?

Our mobile website would be easily discoverable so users don't have to do research for it. People in need of work will discover it very easily. This application would be something new in their locality (targeted areas) and users would be more curious to use something new and test it, once they start liking easily accessible service, they will adopt to the idea very quickly.

8 How the market segment will get affected by their solution?

Due to pandemic many workers lost their jobs our solution will provide job opportunity to the semi-skilled worker. As these workers are the pillars of the market. When work will be provided to the workers again market will be on track.



1.9 Filled Opportunity Canvas

Opportunity Canvas

Title: Mi Gineo

Date:

Iteration:

Users & Customers

What types of users and customers have the challenges your solution addresses?

1. Challenges face by users can be a lack of digital knowledge.
2. safety issues can be faced by the customer.
3. Customer may dislike work of non-experience worker.
4. User and customer both may face issues while using mobile app for first time.

Problems

What problems do prospective users and customers have today that your solution addresses?

1. Unavailability of workers at a specific time.
2. Lack of proper advertisement.
3. Lack of confidence of customers towards some workers.
4. Pay related issues.

Solutions Today

How do users address their problems today?

List competitive products or work-around approaches your users have for meeting their needs.

- Our idea provides a workaround in the software of the app itself that can solve the tentative problems that the users might face while using it. Some of them are
- inclusion of safety feature in the app
- mention of the payment to be provided to the workers.

Solution ideas

List product, feature, or enhancement ideas that solve problems for your target audience.

1. GPS locator- as the costumers will be connected with us through an app, we will use their gps location and try to allot the nearest worker to them and if he is unavailable, we will allot the next best choice to them.
2. Extra benefits for a little extra pay- if the customer has an emergency, we will make sure that the worker reaches your destination within 15 minutes just for an extra pay of Rs 15.
3. Digitalize and socialize- we would use google ads services to promote our business, but everyone doesn't have access to it so we will also put up small posters into different colonies and talk to some shop owners who have contacts with workers
4. Security- as soon as the worker is allotted, his details will be sent to the consumer and if the consumer feels uncomfortable or finds the worker misbehaving, he would just have to tap an emergency button provided on the app which would alert us and the nearby police station will be sent a SMS with your location
5. we would have a pre decided general charge for different works, if there is any necessity of paying extra charge the customers would let us know and it would be clarified by us first.

Users value

If your target audience has your solution, what will they do differently as a consequence? And, how will that benefit them?

- Customers can use our inbuilt helpbox.
- They could contact us toll free if they did not get satisfactory solutions.

Adoption Strategy

- After proposing solutions for the tentative problems that the users might face, the next struggle would be to introduce the customers to the solutions. In order to achieve this, the following steps shall be taken:

1. A feature for safety related issues shall be introduced in the app itself so that anyone who comes across any difficulty, can contact the respective authorities directly.
2. We shall use google ads and other forms of advertisement so as to communicate the new idea to the masses.

User Metrics

What specific user behaviors can you measure that will indicate they try, adopt, use, and place value in your solution?

- Not only the rural area but people living in urban areas who cannot afford expensive services can use our service
- Using customer satisfaction form as a process to know what the customer expects
- Taking feedback before and after the service to make our business better

Business Problems

How do the customers' and users' and their challenges above impact your business? If you don't solve these problems for your customers and users, will it hurt your business? How?

1. The proposed solutions will not only prove helpful to the users and customers, but will also be beneficial for our business as it would largely decrease the number of complaints our users could have had with the app. Thus, the number of support calls will be very less.
2. Also, if a person dislikes the work of any semi-skilled worker, he/she could report the worker directly and thus, the app will not be accountable for that.

Budget

- Company's self investment would be less as our main source of income would be accumulating from downloading the app.
- the solution shall take a period of a month or so as the safety feature would be programmed and then added to the app. However, no manual labour would be required for this.
- An initial amount of 30- 40 k would be required for a proper setup

Business Metrics

What business performance metrics will be affected by the success of this solution? These usually change as a consequence of users actually buying and using your solution.

- People in need and with skills will be getting job Employment
- Benefits for people living in the urban area .A step in helping them.
- Through our services people get great service at cheap prices so that our customer gets increases.

