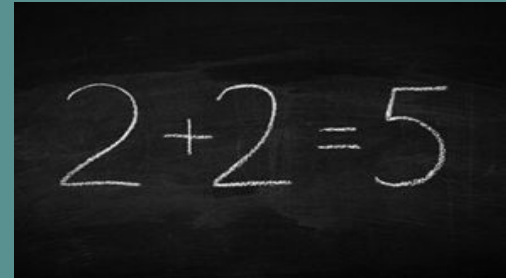


# ***Dihari* Jobs**

A web application built for the blue-collared workers to make it easier for them to find jobs.

# THE PROBLEM

- Blue-collared workers are typically classified as manual labourers who receive compensation on an hourly basis.
- There was a huge rise in unemployment due to the outbreak of covid-19 which affected various chunks of the society in which the daily wage workers were the most vulnerable.
- Now, as people have started adapting themselves to the new normal, these workers still find it difficult to find opportunities for themselves.
- The reasons for this are they lack skills and they are hired on an informal basis because of which they have to look for jobs everyday, which makes it difficult for them to get hold of the employers.



# THE IMPACT

- As a result of this situation, they find it difficult to find jobs and henceforth meet their daily needs.



- Scarce job opportunities limits the blue collared workers to work at very low rates and poor working conditions.

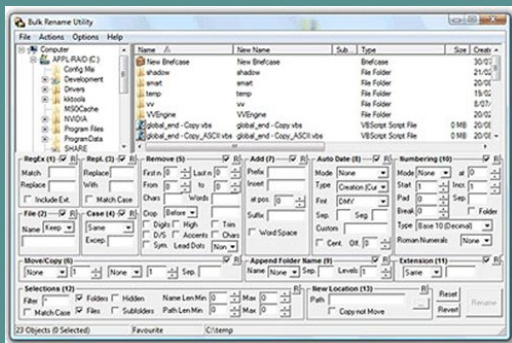


# Why a simple job search doesn't work

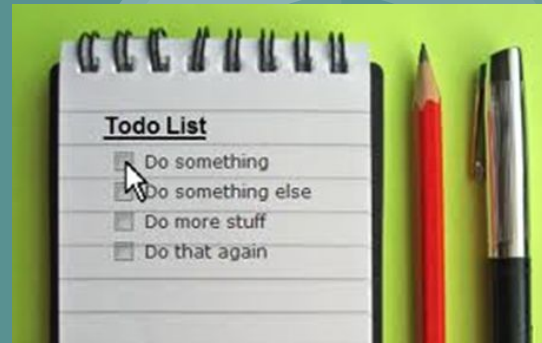
- No particular skill set and very few or limited opportunities.
- Illiteracy is very high for daily workers.
- Time and Efforts that goes in the job hunt is very huge.
- Authenticity of the employer and job security.
- Locality Issues : Exploring job opportunities within a nearby area is alien.
- High Commissions charged by the middlemen.



# Problem with current solutions/ approaches in market



**Complicated Approach  
/ Complex UI**



**Generic Approach**



**No short term commissions**



**No Follow Ups / Ghosting**

# Why are the existing solutions not enough?

## CASE STUDY 1 : LinkedIn

LinkedIn is pioneer since time immemorial for job searching but fails to deliver when it comes to daily wagers.

1) LinkedIn is connection-oriented. It requires seeker to harvest power of connections to achieve a better reach among employers.

2) Learning curve for using linkedin to its maximum potential is very high and out of the scope for daily wagers



# Why are the existing solutions not enough?

## CASE STUDY 2 : Quikr

The very famous blue collared job search app QUIKR still doesn't solve the problem of the daily wage workers. How?

1) They provide for contract based hiring so there are not much opportunities out there for the daily workers.

2) A major source of jobs for these daily wage workers also arise from small business groups, and from middlemen who hire workers informally (let's say for a construction site) for smaller periods of time which is not provided by the mentioned platform.



# Why are the existing solutions not enough?

## CASE STUDY 3 : UrbanClap

You might be thinking of Urban Clap, right? One of the apps gaining high popularity and providing ample opportunities for the daily skilled workers such as a mechanic or a carpenter, but not many opportunities for the unskilled section of the workers.

1) Urban Clap is customer-oriented. It maps the customer to the service they desire for, for which they keep some of the workers on a payroll.

2) It does not provide a way for the workers to be aware of the opportunities/openings near them and use it to their benefit.



**UrbanClap**

Your Service Expert



## USE CASE 1 :- Bidirectional discovery and contact sharing

- There are a large number of smaller business groups who require the services of daily wage workers in bulk, frequently.
- Truck drivers, van drivers, people for loading/unloading goods and merchandise , which gives rise to a huge source of employment opportunities for the workers, which they might not be aware of and hence be on the losing end.
- Also these business owners find it difficult to connect to the workers because they don't have their contact.
- This platform will allow both ends to be able to view the details and contacts of the nearby workers or Job Owners and get connected instantly.



## USE CASE 2 :- Opportunities arising for the workers from households

Let me give you a real life example here, how often do we face situations at home that we need the service of a carpenter, or a janitor, or a welder etc but we find it difficult to find them. What are the two possible reasons you can think of:-

- 1) The workers near us are not aware of the opportunity.
- 2) We don't have their contact or any means to connect to them

Wouldn't it be easier for the the workers if they open the app and get to see the requirements near them which can earn them their day's bread?

Wouldn't it be easier to just go on the app, post the service we need and be able to look at the people who are near me who provide this service?



### USE CASE 3 :- Requirements arising due to a construction project or a mining project (Awareness)

A construction site or a mining site rolls out opportunities for a large number of manual labourers.

However this information is not available to a common worker in vicinity.

Through this platform we can make the workers aware of the opportunities like these.



## USE CASES 4 :- Trust establishment and promotion of wagers

- Employers generally don't have a metric to evaluate the job done by a unskilled workers
- People have difficulties in establishing a trust in their relationship with a short term worker for the commissioned job
- Work done by a worker goes unnoticed among other people who may be a potential employer for the worker
- This solution exposes information about workers publically rather than “word of mouth” advertisements approach for a better trusted and well evaluated worker profiling resulting in quick commissioning and better wages for the commissioned job



## USE CASES 5 :- Same job multiple pays ( choice)

- This platform provides the workers with multiple options and lets them choose the one with the best wage for themselves.
- The app will gradually also provide the feature for the wage workers to bid a value for the services they provide.



## USE CASES 6 :- Ease of access and navigation

- The app will gradually also provide the feature of voice based job search and UI navigation to help not so tech savvy workers to easily navigate the UI and find the best suited job.
- Moreover this app will extend to support multi language capabilities so that worker can use this app in their native language



## Currently Implemented

- 1) Register Employers and Seekers.
- 2) Login for Employers and Seekers with JWT.
- 3) View the nearby candidates for each job.
- 4) View the jobs sorted by distance ,creation date, wages.
- 5) View the profile and contact of the candidate.
- 6) View the profile and contact of the job Poster
- 7) Create Jobs for Workers

## In Progress / Future feature

- 1) Integrating the voice interface with Multilingual support
- 2) Recommendations based on reviews and ratings
- 3) Apply / Approval Panel
- 4) SMS Notifications

# Chance to change life

