**Project Documentation**

***Skill Development & Employment Portal for Rural Youth on Salesforce***

**Phase 1: Problem Understanding & Industry Analysis**

**Project Title:**

Skill Development & Employment Portal for Rural Youth on Salesforce

**Industry:**

Education & Employment (Social Impact)

**Project Type:**

B2C & B2B Salesforce CRM Implementation

**Target Users:**

* Rural Youth (job seekers & students)
* Training Institutes / NGOs
* Employers (Companies, SMEs)
* Government Agencies

**1.Problem Statement**

* Rural youth often lack access to skill development opportunities and structured pathways to employment.
* Traditional methods (offline job fairs, manual tracking) are slow, fragmented, and ineffective in connecting skilled youth with potential employers.

The company/NGO wants to implement a Salesforce CRM system that:

* Automates candidate registration and skill tracking
* Enables employers to post jobs and shortlist candidates
* Provides real-time dashboards for NGOs/Government monitoring
* Sends alerts (SMS/Email) for interviews, jobs, and training updates

**Proposed Solution:**

A "Skill Development & Employment Portal for Rural Youth" built on Salesforce CRM that:

* Connects rural youth with training programs and job opportunities.
* Provides real-time tracking of skill progress, certifications, and placements.
* Bridges the gap between training institutes, NGOs, industries, and job seekers.
* Uses Salesforce automation, analytics, and AI features to optimize the process.

**2. Requirement Gathering**

* Identify pain points of rural youth (lack of exposure, mentorship, placement channels).
* Identify needs of industries (skilled candidates, verified certifications, easy onboarding).
* Identify NGO/training providers' needs (student progress monitoring, fund reporting).
* Requirements from government bodies (impact reports, placement data).

**3. Stakeholder Analysis**

**Primary Stakeholders**: Rural Youth (job seekers), Employers (industries, companies).

**Secondary Stakeholders**: NGOs, Training Institutes, Skill Development Agencies.

**Tertiary Stakeholders:** Government agencies, Placement officers, Salesforce admins.

**Stakeholders =>**

* Rural Youth → Candidates
* Employers → Job Providers
* Training Institutes / NGOs → Trainers & Program Managers
* Government Agencies → Regulators/Funders
* System Admins & Developers → Technical Setup

**4. Business Process Mapping**

Current Scenario (Without Salesforce):

* Manual registration through physical forms.
* Limited or no digital skill progress tracking.
* Difficult placement coordination.

Proposed Future (With Salesforce):

* Online registration of candidates through Salesforce Community portals.
* Automated matching of skills with employer requirements.
* Real-time dashboards for tracking training completion and job placements.
* Automated email/SMS notifications for interviews, job fairs, and results.

**5. Industry-specific Use Case Analysis**

* Lead Management – Capture candidate details from portal/social media
* Skill Tracking – Manage training courses and certifications
* Employer Job Posting – Employers post job requirements
* Interview Scheduling – Schedule & notify candidates
* Placement Tracking – Update deal status once candidate is hired
* Reporting – Dashboards for job placements, skill program success

**6. AppExchange Exploration**

Potential Salesforce AppExchange solutions to leverage:

* Learning Management Apps (LMS) → To deliver training modules.
* Job Board / Recruitment Apps → For candidate-employer matching.
* Survey Apps → To collect feedback from candidates and employers.
* Analytics & Dashboards Apps → For visualizing employment outcomes.

**✅ Phase 1 Deliverable**

*By the end of Phase 1, we have:*

* A clear problem definition.
* Identified stakeholders and their needs.
* Business process mapping (current vs future).
* Industry-specific use cases.
* Possible AppExchange solutions to explore.
* This lays the foundation for moving to Phase 2: Solution Architecture & Salesforce Org Setup.