

Project Design Phase-I - Solution Fit Template

Project Title: Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth.

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Policy makers & government officials Economists & research scholars Civil service aspirants (UPSC, State PSC) Academic institutions Financial analysts NGOs working in development & sustainability 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Limited access to simplified data Lack of time to analyse detailed budget reports Technical economic terminology Data interpretation, challenges Study impact of budget on inclusiv & green growth 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Government Budget documents (official PDFs) Economic Survey reports News articles & media analysis Research papers & think tank reports Parliamentary discussions Limitations: <ul style="list-style-type: none"> Technical language difficult for common readers Scattered data across multiple sources Limited comparative sustainability analysis 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Understand how Union Budget allocations have evolved Analyze sector-wise spending trends Evaluate sustainability focus in government spending Identify gaps between allocation and implementation Study impact of budget on inclusive and green growth 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Budget data is complex and highly technical Lack of simplified sustainability-focused analysis Fragmented information across sectors Limited public awareness of long-term fiscal impacts 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Read budget highlights from news portals Watch budget summary videos Refer to coaching materials (for competitive exams) Use government portals for raw data Attend policy discussions or webinars 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Rising concern about climate change Need for inclusive economic growth Increasing fiscal deficit discussions Public debates on budget priorities Demand for transparent public finance analysis 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Provide a structured, simplified analytical study of Union Budget evolution Compare historical and recent budget allocations Highlight sustainability focused sectors (renewable energy, health education, rural development) Present visual charts and trend analysis 	8. CHANNELS of BEHAVIOUR CH Online: <ul style="list-style-type: none"> Government websites (Union Budget portal) PIB releases Economic Survey publications News platforms host analysis channels Academic databases 	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <div> Before: <ul style="list-style-type: none"> Confusion about budget details Lack of clarity on fund allocation Concern about economic inequality </div> <div> After: <ul style="list-style-type: none"> Better understanding of budget (money) Confidence in analysing public policy Awareness of sustainable development priorities </div>	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Provide a structured, simplified analytical study of Union Budget evolution Compare historical and recent budget allocations Highlight sustainability focused sectors (renewable energy, health education, rural development) Present visual charts and trend analysis Offer policy recommendations for sustainable growth 	8. CHANNELS of BEHAVIOUR CH Online: <ul style="list-style-type: none"> Newspapers Policy seminars Civil services coaching Offline: <ul style="list-style-type: none"> Newspapers University lectures Civil services coaching centres 	