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Organization: Janardan Prasad Memorial Multipurpose Social Service Society

Mission

JPMMSS has been steadfast in its commitment to uplift society through the application of Science and Technology, focusing on skill development, livelihood, and entrepreneurial opportunities. From its inception, JPMMSS has pursued various initiatives across multiple domains, leaving a tangible impact on the communities it serve

Context

JPMMSS empowers the Rural Artisans by supporting and promoting their crafts. This organization works with women artisans who create a variety of handmade products including Banana Fiber Products, Terracotta Ornaments and Home Décor Items. By providing these talented individuals with platforms to sell their creations by listing them on Amazon or selling them at various exhibitions. The Society not only helps to preserve traditional crafts but also enables the artisans to achieve financial independence and improve their quality of life. Through these efforts, they foster the sustainable development and enhances the socio-economic conditions of rural communities.
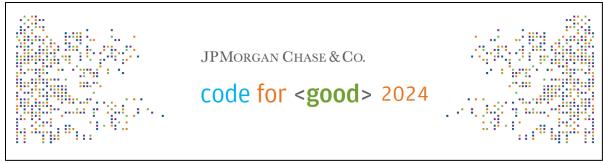
Challenge

1. Currently team is facing challenge to manage and track inventory of products being sold online and at exhibition. At present everything is managed on Excel.
2. They also need an application that can be shared with potential retail buyers/wholesalers that will list all the SKUs(Stock Keeping Unit) with filtering criteria. This application should have an intuitive backend system where these rural artisans can upload the images and details of the product to have it automatically catogorized.

Additional Considerations

Automated SKU(Stock Keeping Unit) identification and creation system that can identify the product based on the shape, design, and color.

Technology Baseline

JPMMSS is flexible with the technology selection as long as the application is easy to use with least maintenance.

Organization: Margshala
Website: https://margshala.com/en/about-margshala/ https://margshala.com/en/homepage/

Mission

To promote local livelihood within rural areas by providing career path / entrepreneurship guidance to the youth and help them connect with successful audience for mentorship programs in the domain of interest.

Context

Margshala Foundation was incubated back in 2019 operating from Uttarakhand with a simple motive of being able to provide job opportunities in the rural-most communities of the nation and promote local livelihood. The spark came in when they witnessed most of the young crowd moving to urban cities to hunt for jobs only to realize that they land up in low paying retail and hospitality sector or remain jobless.
Unemployment stats in India speak about 83% of them are Youth. The NGO aims to provide relevant career path guidance to such young minds for them to be able to make a livelihood in their respective geographic origin without having to migrate to bigger cities.

Margshala runs two flagship programs –
Khojshala : For people who are not aware of local opportunities and career possibilities in the local area and need guidance from step 1 *(example – want to start a agriculture business, want to get along a job, want to become a renowned electrician in the local geography)*
Swarozgar Fellowship: For people who know their career path and direction and are looking for mentorship, funding to grow their business
(example – has a diary product business and want to grow)

Margshala's target audience comprises of – **75%** of Millennials and GenZ – average age = **24** | **74%** of their total audience is from rural regions | **60%** are below poverty line and **42%** of them are women and gets organic footfall by word of mouth via several sarpanchs and government officials.

Challenge

The organization is looking for a platform that is scalable and easily navigable for their target audience to get started where the system should suggest based on the information inputted if they should look for a Khojshala program or Swarozgar Fellowship.

Based on the decision, the system should curate in-house available content for them on how to excel in respective direction based on the state they live in.

Khojshala new starters should be able to course through a self-based learning model where the system makes their journey interactive with periodic check points and should then suggest and map out possible career path ways and opportunities in the vicinity. (*Sample courses could be – **how to make a pitch for your product** or **how to negotiate while closing a deal**).*

Swarozgar Fellowship audience are required to submit an application based on which they are connected with role models and successful people from their domain. The application should provide a simplistic view of where these role models / champions are based off for a Swarozgar Fellowship member to contact and connect with them. The members of this program can also mention their needs of funding requirements to run and excel in their business.

Additional Considerations

The system should cater to regional audience with multi-lingual content and availability of functionalities without the internet. The system should look to integrate self-based learning model elements required.

Technology Baseline

The current system is not able to handle the scale of the audience Margshala is catering to

The content created for end users is in house and comprises of role model videos, stories, documents, links, and classification of opportunities (Example zoo opportunity in 20km radius from users' location)

Sample content types which will be hosted on the platform
  a. Local Livelihoods Library content: Dairy | Nature Guide | Pine needles | Homestays
  b. Role Model video: Devender
  c. Role Model story: Tulsi
  d. Case study (Fellow progress - then and now)
  e. Workbook for Swarozgar Fellowship

Organization: Eklavya Foundation
Website: https://eklavyaindia.org/

Mission

Eklavya is a non-profit organization that aims at providing higher education to first generation learners from marginalized communities. They facilitate their successful career transitions via tailored workshops, personalized mentoring, expert coaching, etc.

Context

Since 2017, Eklavya India Foundation has conducted over 700+ workshops reached a quarter million first-generation students. Their residential program guided 1,200+ students to secure admissions to 80+ leading national and international universities, alongside securing fellowships. Many of the mentors are returning alumni of the program itself. They also have dedicated resources for conducting their classes and the currently taught curriculum is all generated in-house.

Challenge

With the increasing number of students, teachers, mentors and other volunteers, the growing user base is becoming difficult to manage. They are looking for a solution that helps them with student data management and tracking. Additionally this solution can be used to manage the staff (volunteers, teachers, mentors, managers) data as well. They want this solution to be capable of tracking student progress from enrollment to admission – it should be clearly indicate which admission stage they are currently in I.e. looking for opportunities, applied or offer received. The platform should clearly indicate the available courses for the particular student along with the available and suitable university and fellowship options. This will help aid in connecting them to the relevant mentors. They also want this platform to support conducting course tests and viewing results. The platform should allow analysis of student data on various pointers such as test scores, number of classes attended, number of students applying to a particular university, etc.

Additional Considerations

There should be hierarchy based login (students, mentors, admins, etc) with different user groups having different set of functionalities and data access.

Technology Baseline

1. The NGO has a website (https://eklavyaindia.org/) which is only informational in nature
2. The current data collection and management is done via WhatsApp, Google Forms and Excel based solutions
3. The content shared by NGO in their classrooms and live classes is all created in-house and is shared via classes on Zoom and videos on YouTube

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