

HelperHub: A digital platform bridging informal workers, labours and employers

Title Page

HelperHub: Bridging Gaps, Empowering Lives

Submitted by: Tejas Kamble

Sahil Raut

Mansi Chauhan

Contact Information:

- Phone:
- Email:
- Website: HelperHub

Submitted to: Mrs. Sonali Bhoite

Submission Date: 20 January 2025

Proposal Overview: HelperHub aims to revolutionize the informal job sector by acting as a bridge between job seekers and employers. By leveraging technology and providing a reliable platform, HelperHub ensures fair pay, skill development, and efficient hiring processes. This document outlines how HelperHub addresses existing challenges and delivers impactful solutions for households, small businesses, and the informal workforce alike.

Through the use of cutting-edge features, HelperHub provides a seamless experience for both job seekers and employers. These features include secure payment options, verified profiles, real-time job matching, and skill development opportunities. At its core, HelperHub is committed to empowering the informal workforce while offering households and small businesses an efficient solution to their staffing needs.

On-Demand Worker Availability for Special Occasions and Emergency Tasks: A standout feature of HelperHub is its ability to cater to urgent or time-sensitive needs. Users can hire workers for short-term tasks such as one-day cleaning services when moving into a new house, or for specific occasions like festivals, weddings, or corporate events. This feature allows employers to access immediate assistance without the long-term commitment, providing flexibility during peak seasons or when extra help is needed unexpectedly. This on-demand nature sets HelperHub apart from other platforms by offering both pre-scheduled and emergency staffing solutions, ensuring that workers are always available to meet pressing needs.

Content:

Section	Content	Page no
1. Executive Summary	Overview of HelperHub	
2. Problem Statement	Challenges in the Informal Job Sector, Impact on Job Seekers and Employers	
3. HelperHub Solution	Platform Overview, Key Features (Secure Payment Options, Verified Profiles, Real-Time Job Matching, Skill Development Opportunities)	
4. Market Analysis	Target Audience, Competitive Landscape	
5. Business Model	Revenue Streams, Pricing Strategy	
6. Implementation Plan	Timeline, Milestones	
7. Conclusion	Summary of Key Points, Call to Action	
8. Appendices	Supporting Documents, Contact Information	

Executive Summary

HelperHub is a revolutionary platform that aims to connect job seekers in the informal sector with households and small businesses in need of their services. Designed to address the pressing challenges in hiring, such as lack of reliability, trust, and accessibility, HelperHub provides a comprehensive solution that benefits all stakeholders involved. With features like verified profiles, skill-building opportunities, and a secure payment system, the platform ensures fair wages for job seekers and a seamless hiring process for employers.

Through its easy-to-use app and website, HelperHub facilitates real-time, location-based matching, making it convenient for employers to find reliable workers nearby. Meanwhile, job seekers gain the ability to showcase their skills, receive fair compensation, and access training programs to enhance their professional opportunities.

HelperHub's mission is not just to connect workers and employers but to foster an environment of trust, inclusivity, and growth. By leveraging technology and strategic partnerships, the platform empowers the informal workforce while simplifying hiring for households and small businesses. This dual approach bridges the employment gap and addresses systemic inefficiencies, creating a win-win solution for all.

Problem Statement

Challenges in the Informal Job Sector

The informal job sector is plagued by several persistent challenges that affect both job seekers and employers. These challenges include:

1. **Unfair Pay:** Workers in the informal sector often receive inadequate compensation for their efforts, leading to financial instability and dissatisfaction.
2. **Lack of Skill Development:** There are limited opportunities for workers to enhance their skills and advance their careers, which hinders their long-term growth and employability.
3. **Inefficient Hiring Processes:** Employers struggle to find reliable and skilled workers in a timely manner, leading to inefficiencies and disruptions in their operations.
4. **Job Insecurity:** The absence of formal contracts and job security measures leaves workers vulnerable to exploitation and sudden job loss.
5. **Workplace Harassment:** A significant percentage of blue-collar workers face verbal or sexual abuse in the workplace. Studies have shown that around **71.4%** of workers have experienced at least one form of harassment, including verbal, sexual, and online abuse.

Impact on Job Seekers and Employers

The challenges faced by the informal job sector have significant consequences for both job seekers and employers:

- **Job Seekers:** They experience financial instability, limited career growth, and a lack of job security. This affects their overall quality of life and ability to plan for the future.
- **Employers:** They face difficulties in finding trustworthy and skilled workers, resulting in inefficiencies, increased costs, and potential disruptions to their businesses. Trust is a crucial factor for households when hiring employees, as it ensures the safety and reliability of the workforce.

By addressing these challenges, HelperHub aims to provide a reliable and efficient platform that benefits both job seekers and employers in the informal job sector.

Helper Hub Solution

Platform Overview

HelperHub is a revolutionary platform designed to bridge the gap between job seekers and employers in the informal job sector. By leveraging advanced technology and user-centric design, HelperHub provides a seamless experience for both parties.

Key Features

- **Secure Payment Options:** Ensures that all transactions are safe and reliable, providing peace of mind for both job seekers and employers.
- **Verified Profiles:** Builds trust by verifying the credentials and backgrounds of job seekers and employers, ensuring a reliable workforce.
- **Real-Time Job Matching:** Utilizes smart algorithms to match job seekers with suitable opportunities in real time, enhancing efficiency.
- **Skill Development Opportunities:** Offers training and upskilling programs to enhance the capabilities and employability of the informal workforce.

On-Demand Worker Availability for Special Occasions and Emergency Tasks

A standout feature of HelperHub is its ability to cater to urgent or time-sensitive needs. Users can hire workers for short-term tasks such as one-day cleaning services when moving into a new house, or for specific occasions like festivals, weddings, or corporate events. This feature allows employers to access immediate assistance without the long-term commitment, providing flexibility during peak seasons or when extra help is needed unexpectedly. This on-demand nature sets HelperHub apart from other platforms by offering both pre-scheduled and

emergency staffing solutions, ensuring that workers are always available to meet pressing needs.

Collaboration with NGOs

HelperHub also seeks to collaborate with Non-Governmental Organizations (NGOs) that focus on labor rights, skill development, and empowerment of the informal workforce. By partnering with these NGOs, HelperHub can:

- **Enhance Skill Development:** Provide comprehensive training programs and workshops to upskill workers.
- **Ensure Fair Treatment:** Promote fair labor practices and ensure that workers are treated with dignity and respect.
- **Expand Reach:** Leverage NGO networks to reach more job seekers and provide them with employment opportunities.

HelperHub's comprehensive solution addresses the core challenges of the informal job sector by providing fair pay, skill development opportunities, efficient hiring processes, and partnerships with NGOs, ultimately empowering both job seekers and employers.

Market Analysis

Target Audience

HelperHub targets two primary groups: job seekers in the informal sector and small businesses or households in need of temporary or on-demand labor. The informal sector is vast, with over **90% of India's workforce** engaged in informal employment. This includes a wide range of job roles, from domestic help to construction workers, making HelperHub's platform highly relevant.

Competitive Landscape

The market for informal job platforms is growing, with several players offering solutions to connect job seekers with employers. However, HelperHub stands out due to its unique features such as secure payment options, verified profiles, real-time job matching, skill development opportunities, and on-demand worker availability¹. Additionally, HelperHub's collaboration with NGOs to promote fair labor practices and skill development further differentiates it from competitors.

Market Opportunities

- **Increasing Demand for On-Demand Services:** There is a growing trend towards hiring workers for short-term tasks, driven by the need for flexibility and immediate assistance¹.

- **Skill Development Needs:** With a significant portion of the informal workforce lacking formal training, there is a substantial opportunity for platforms that offer skill development programs¹.
- **Trust and Security:** Households and small businesses prioritize trustworthy employees, creating a demand for platforms that verify worker credentials and ensure reliable service¹.

Market Challenges

- **Informal Sector Challenges:** The informal sector faces issues such as unfair pay, lack of job security, and workplace harassment¹. Addressing these challenges is crucial for the success of any platform targeting this sector.
- **Competition:** The market is becoming increasingly competitive, with new platforms emerging regularly. Differentiating HelperHub through unique features and partnerships will be key to gaining market share.

By addressing these market opportunities and challenges, HelperHub aims to provide a comprehensive solution that benefits both job seekers and employers in the informal job sector.

Business model

Revenue Streams

Revenue Streams	Details	Monthly Revenue (₹)
Subscription Fees	1,000 small hotels/restaurants subscribing to basic plans at ₹1,000/month	₹10,00,000
Transaction Fees	2,000 one-time users hiring at ₹50/service	₹1,00,000
Skill Development Programs	500 workers taking training/certification at ₹500/course	₹2,50,000
Advertising	Advertisements and featured listings	₹1,50,000
Total Monthly Revenue	Before taxes	₹15,00,000
GST (18%)		₹2,70,000
Net Revenue after GST		₹12,30,000
Corporate Tax (25%)		₹3,07,500

Revenue Streams	Details	Monthly Revenue (₹)
Net Revenue after GST and Corporate Tax		₹9,22,500
Government Funding	Monthly funding from government schemes	₹5,00,000
Total Monthly Revenue	Including government funding	₹14,22,500

Initial Investment

Initial Investment	Details	Amount (₹)
Platform Development	Developing the HelperHub platform (website and mobile app)	₹20,00,000
Marketing and Promotion	Initial marketing and promotional activities	₹10,00,000
Operational Costs	Salaries, office space, and other operational expenses (first 6 months)	₹15,00,000
Training Programs	Development and implementation of training programs	₹5,00,000
Total Initial Investment		₹50,00,000

Implementation Plan

The implementation plan for HelperHub outlines the steps required to develop, launch, and grow the platform successfully. This plan includes a detailed timeline, key milestones, and resource allocation to ensure smooth execution.

Timeline and Milestones

Phase	Activities	Timeline
Phase 1: Research & Planning	Market research, feasibility study, and planning	Months 1-2

Phase	Activities	Timeline
Phase 2: Platform Development	Website and mobile app development, testing	Months 3-6
Phase 3: Marketing & Promotion	Initial marketing campaign, partnership development	Months 5-6
Phase 4: Pilot Launch	Soft launch in selected regions, feedback collection	Months 7-8
Phase 5: Full Launch	Platform launch across multiple regions, continuous improvement	Months 9-12
Phase 6: Expansion & Growth	Expansion to new markets, feature enhancements	Months 13+