

## **Delivery outsourcings:**

Zomato outsources its delivery partners from companies such as Runner or Grab, Swiggy outsources its delivery partners from Shadow Fax pvt.ltd. or opinio. Along with this Companies like blinkit, zepto, Dunzo and ubereats uses independent contractors for delivery purposes.

- **Swiggy** – swiggy delivery partner's estimated take home salary is around Rs.11, 702- Rs.12, 984 per month.  
They follow rate card it depends on order.
- **Zomato** – Zomato delivery partner's estimated take home salary is around Rs.10, 210- Rs.11, 309 per month.

### **Gigs on the basis of time slot-**

3pm – 7pm → (Rs. 80-115)

7pm- 8pm → (Rs. 90-125)

- **Blinkit** – Blinkit delivery partner's estimated take home salary is around Rs.14, 795- Rs.16, 344 per month.  
Per day the delivery partner gets around 25-30 orders and Rs.25-50 per order along with it they also get weekly targets:  
100 orders in a week = Rs.4000  
110 orders in a week = Rs.4600  
120 orders in a week = Rs.5000

*130 orders in a week = Rs.5600*

180 orders in a week = Rs.8000

They also get insurance.

- **Dunzo** – Dunzo delivery partner's estimated take home salary is around Rs.22, 123- Rs.23, 605 per month.

- **Zepto** - Zepto delivery partner's estimated take home salary is around Rs.22,123- Rs.23,605 per month.

Commission for delivery within 3.5km is Rs.25 and R.10 per additional kilometers.

Average earning = Rs.40-50 per delivery.

**They have weekly attendance bonus as well**

6days login (including Saturday and Sunday) = Rs.400

5days login (including Saturday and Sunday) = Rs.240

**Weekly performance bonus (orders per week)**

60 orders = Rs.600

85 orders = Rs.750

110 orders = Rs.900

135 orders = Rs.1100

170 orders = Rs.1400

200 orders = Rs.2200

**Also monthly attendance bonus (including all Saturdays and Sundays)**

24 days login = Rs.2000

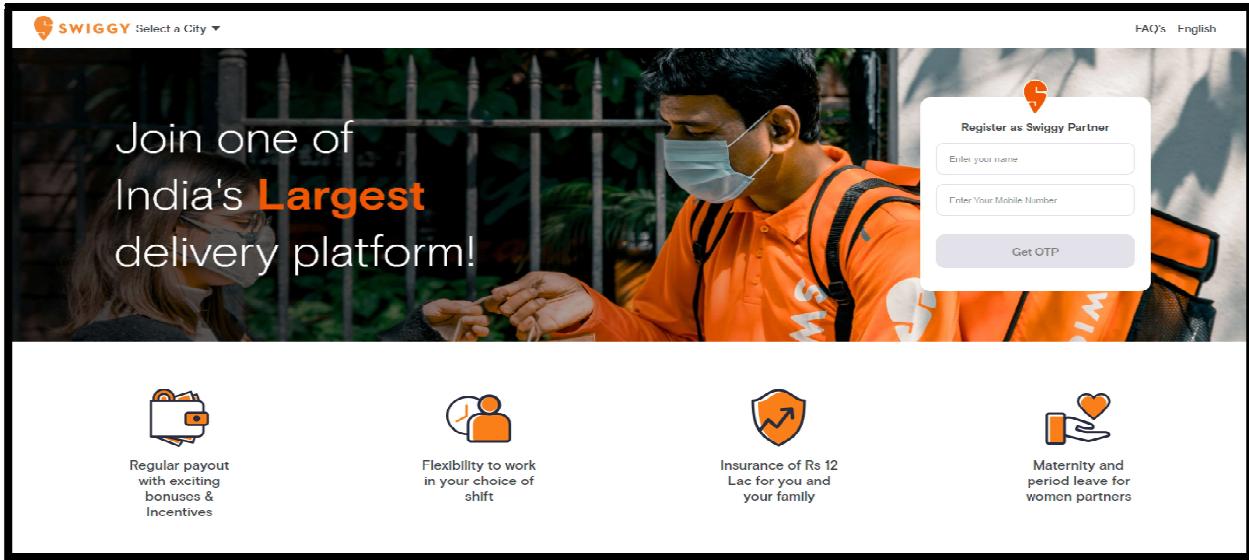
22 days login = Rs.1500

- **Uber eats** – Uber eat delivery partner's estimated take home salary is around Rs.13,431- Rs.14,862 per month.

Along with this company provides gigs on different time slots (like zomato gives 3pm - 7pm approx Rs.80-115 and for 7-8pm Rs.90-125), provide Ratecards like swiggy and different incentives for delivery.

# Dashboard of the companies

## Swiggy



The image shows the Swiggy recruitment landing page. At the top, there is a banner with the text "Join one of India's **Largest** delivery platform!" and a "Register as Swiggy Partner" form. Below the banner, there are four icons representing benefits: "Regular payout with exciting bonuses & incentives", "Flexibility to work in your choice of shift", "Insurance of Rs 12 Lac for you and your family", and "Maternity and period leave for women partners".

## Zomato

### Why join zomato?

At zomato, we respect your time and efforts. We know you deserve the best, so we strive to give you the best.



#### **Get Paid Weekly**

Get weekly payment directly in your bank account without any wait.

#### **Flexible Working Hours**

Choose your delivery work hours according to your convenience.

#### **Insurance Coverage**

Deliver safe with our accidental and medical insurance.

#### **Safety kit**

Get pepper spray and a torch for women rider safety

# Blink it

**blinkit**

Join India's most loved quick commerce platform

Become a delivery partner on your own schedule and get best in class pay, among other other benefits. We are looking for dedicated people who take pride in serving fellow Indians.



**Monthly earnings**  
Earn upto ₹50,000 with incentives and other benefits



**Weekly payout**  
Payment made every 7 days



**Flexible schedule**  
Be your own boss; choose your work hours (4, 8 or 10 hours)



**Insurance coverage**  
Deliver safe with our accidental and medical insurance

# Dunzo

**BECOME A DUNZO PARTNER**





**You're in charge**  
There is no one to report to, you are your own boss



**You pick the time**  
Log in and log out anytime you want. We are live 24x7



**Your ride, your city**  
All deliveries will be made within city limits



**Earn as you go**  
We offer one of the best compensations in the market

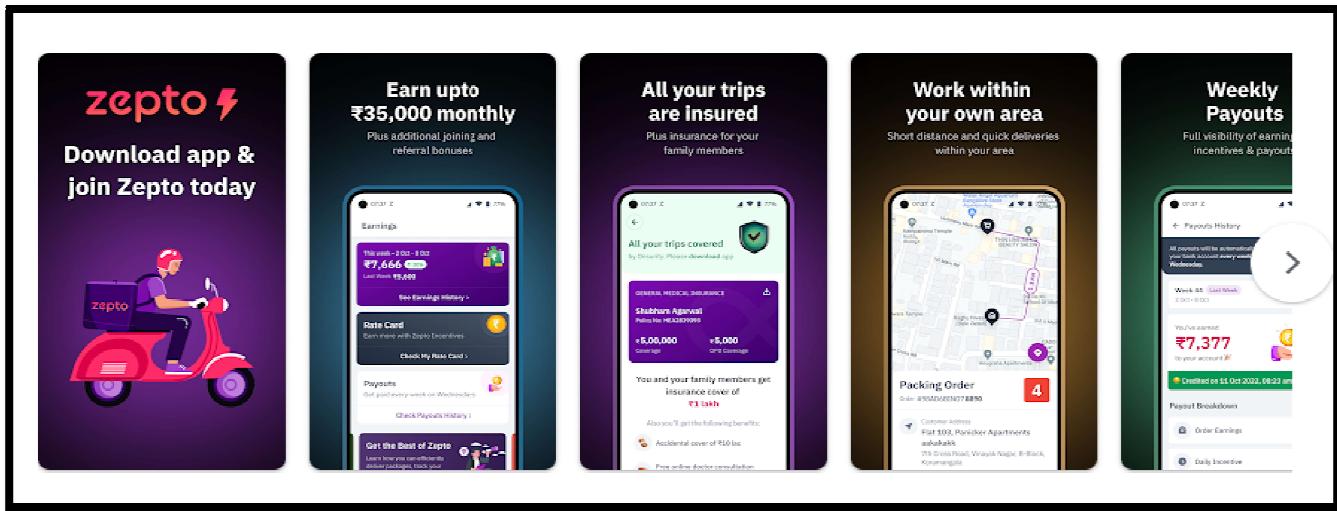


**You'll be far from bored**  
Run different orders ranging from deliveries to rides



**Join the movement**  
Be a part of the fastest growing delivery startup

# Zepto



# Uber Eats

Deliver      Overview      Earnings      Safety

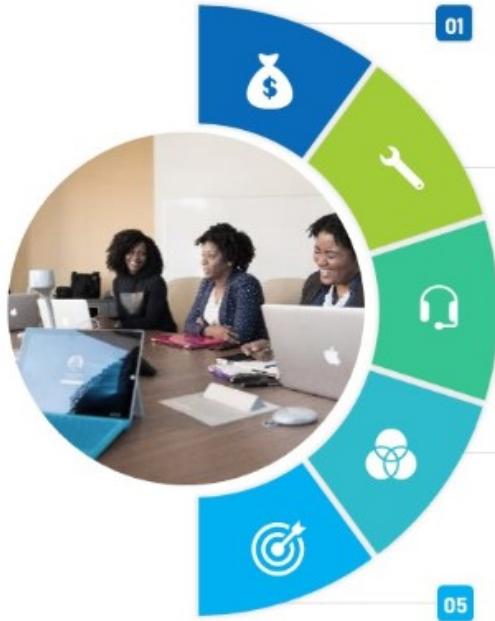
## Deliver with Uber Eats

No boss. Flexible schedule. Quick pay.  
Now you can make money by delivering food orders that people crave using the Uber Eats app—all while exploring your city.

[Sign up to deliver](#)    [Already have an account? Sign in](#)

## Suggestions:

- User friendly interface.
- We can highlight our motto/mission or our tagline to attract the customer attention.
- On first half of the page we can show the full animated process of delivery.
- Graphic presentation showcasing the key features or benefits we are going to provide with the help of different attractive clip arts.



Benefits that we can highlight on website -

**Rider's POV:**

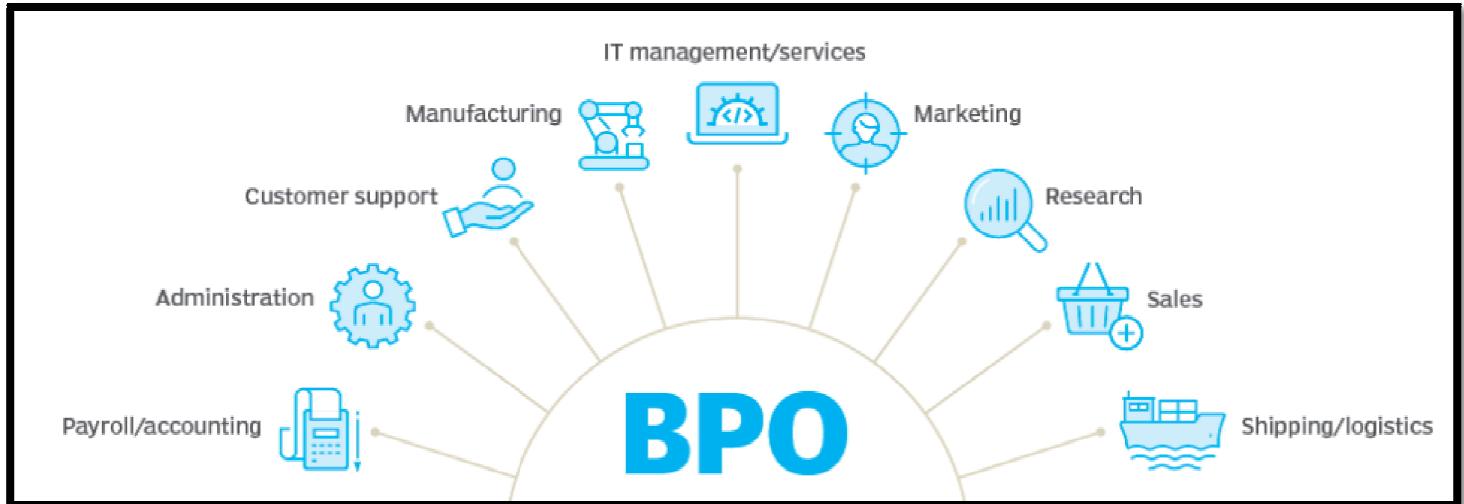
- Regular payout.
- Technical support.
- 24x7 helpline.
- Flexible work schedule.
- Earn as you go.
- Health insurance.
- Stock opportunities

**Company's POV:**

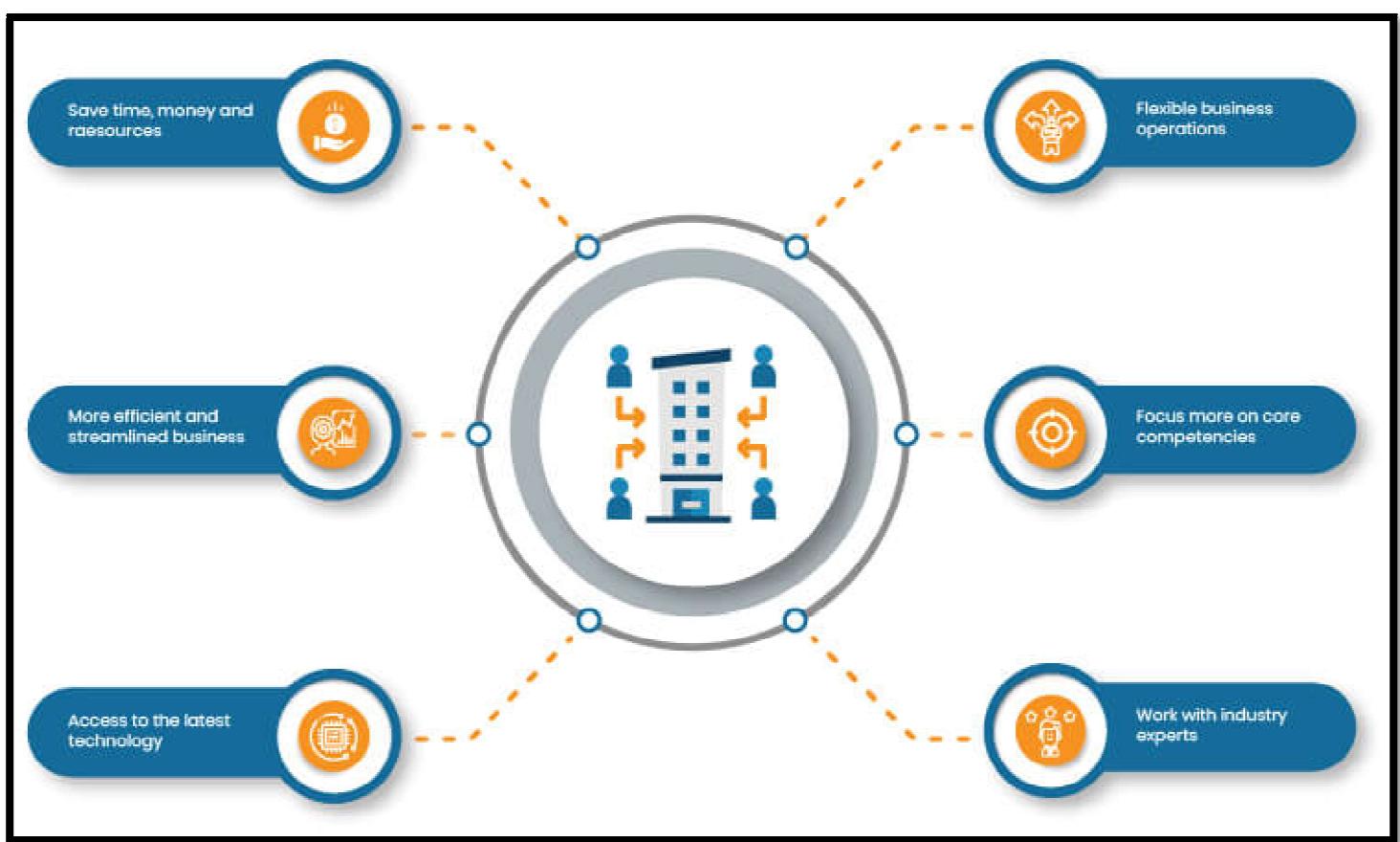
- 24x7 service provider
- Improved customer experience
- Mobility
- High efficiency
- Better management( Faster & Better)
- Efficient Workload distribution.
- Talent management (Talent acquisition)

At the bottom of the webpage we can highlight the customer testimonial, customer feedbacks and FAQs

- Give a 365-day open helpline for your app users.
- Aid the user with smooth navigations across all the features.
- A user-friendly design has a crucial part in ensuring that users can order/track, online effectively.
- The login and signup option must be carrying options for offering appropriate information to the user such as username, contact number, email id, and password. It is key for tracking and offering tailored service to that particular user.
- Regular Info about data linked to a restaurant such as location, timings, contact number, etc.(Slide show info on the basis of your respective work )
- Payment gateways must be safe and secure.
- Ratings and reviews are important for the success of any app. It should be given to the user to study the specific restaurant and its services.



### Business model



## Policies –

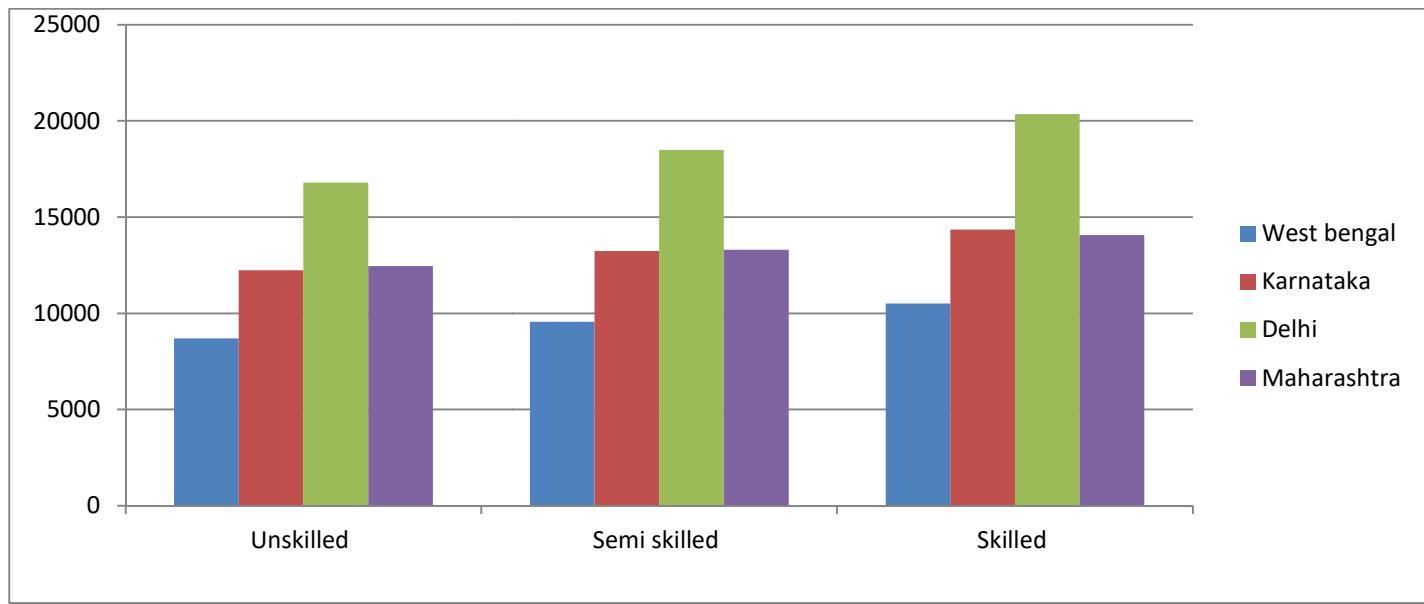
- Anti bribery and anti corruption
- Business partner code of conduct
- Code of conduct for board of director & senior management personnel
- Code of conduct for employees
- Code of conduct for prevention of insider trading
- Code of practices and procedures for disclosure of unpublished price sensitive information
- Conflict of interest policy
- Dividend distribution policy
- Environmental policy
- Equal opportunity, inclusion and diversity policy
- Health and safety policy
- Human rights policy
- Information security policy
- Policy for evaluation of the performance of the board of directors
- Policy for enquiry for suspected leak of UPSI
- Policy of CSR
- Policy of determination of materiality for disclosure of events or information
- Policy on determining materials subsidiaries
- Policy of materiality of related party transactions and dealing with related party transactions
- Policy on preservation and archival of documents
- Policy on succession planning for the board and senior management personnel
- Prevention of sexual harassment policy
- Risk management policy
- Stakeholder management policy
- Supplier code of conduct policy



## Minimum wages as per the govt. of major cities

Minimum Wages as per the West Bengal govt.	Minimum Wages as per the Karnataka govt.	Minimum Wages as per the Delhi govt.	Minimum Wages as per the Maharashtra govt.
<ul style="list-style-type: none"> <li>Unskilled – 8695 per month</li> <li>Semi Skilled – 9562 per month</li> <li>Skilled – 10519 per month</li> </ul>	<ul style="list-style-type: none"> <li>Unskilled – 12243-13821 per month</li> <li>Semi Skilled – 13244-14979 per month</li> <li>Skilled – 14345 -16254 per month</li> </ul>	<ul style="list-style-type: none"> <li>Unskilled – 16792 per month</li> <li>Semi Skilled – 18499 per month</li> <li>Skilled – 20357 per month</li> </ul>	<ul style="list-style-type: none"> <li>Unskilled – 12465 per month</li> <li>Semi Skilled – 13300 per month</li> <li>Skilled – 14076 per month</li> </ul>

[India's National level minimum wage is around INR 178/day, which works out to INR 5340/month]



Permanent work	Contractual (hired based) work
<ul style="list-style-type: none"> <li>Paid fixed annual salary</li> <li>Ongoing employment</li> <li>Mix of business as usual and project work</li> <li>Paid leaves entitlements</li> <li>Employer remits tax and other deductions</li> <li>Employer may offer training to supplement gaps in skills and experience.</li> </ul>	<ul style="list-style-type: none"> <li>Paid daily or hourly rate.</li> <li>Duration of employment varies (e.g. six weeks 12 months)</li> <li>Project based and time critical work for a fixed period</li> <li>Fixed deliverables</li> <li>Requires a professional with specialists skills</li> <li>Contractor manages own tax and other deductions or outsources a third party</li> <li>Great work life balance</li> </ul>

## Employee's POV

<b>Benefits for permanent job</b>	<b>Benefits for hiring (contractual job)</b>
<ul style="list-style-type: none"> <li>• Job security</li> <li>• Career progression opportunities</li> <li>• Employment Breaks</li> <li>• Broadens skills and experience</li> <li>• Paid leave entitlements</li> <li>• Access to company L and D opportunities and course</li> <li>• Access to company benefits and perks</li> </ul>	<ul style="list-style-type: none"> <li>• Freedom and flexibility</li> <li>• Choice of projects</li> <li>• Employment breaks</li> <li>• Deepens skills and experience</li> <li>• Higher pay</li> <li>• Less office politics or option to move on when assignment ends</li> </ul>

<b>Demerits of permanent Job</b>	<b>Demerits of contractual Job</b>
<ul style="list-style-type: none"> <li>• Salary may not keep pace with market rates overtime</li> <li>• Experience gained is limited to the scope of fewer organization</li> <li>• Stuck with manager or team weather you like them or not</li> <li>• More work related stress and politics</li> </ul>	<ul style="list-style-type: none"> <li>• Self – funded training or L &amp; D</li> <li>• Obtain relevant insurance (typically PI and PL)</li> <li>• Manage own pay, tax, and superannuation</li> <li>• Lack of job security</li> <li>• Lack of stable work environment</li> <li>• Lack of Safety cover</li> <li>• IR35</li> </ul>

## Company's POV

<b>Advantage of permanent employees</b>	<b>Advantage of contractual employees</b>
<ul style="list-style-type: none"> <li>• Accountability</li> <li>• Understand the vision, mission, culture and values of the organization and work towards achieving them.</li> <li>• They are loyal and committed towards the organization</li> <li>• Less likely to leave even during tough times.</li> </ul>	<ul style="list-style-type: none"> <li>• Abundance of work</li> <li>• No paid holidays</li> <li>• Insurance facilities are limited</li> <li>• Self responsibility</li> <li>• Cost effective</li> </ul>

<b>Disadvantage of permanent employees</b>	<b>Disadvantage of contractual employees</b>
<ul style="list-style-type: none"> <li>• Company have to provide saving schemes like, P.F</li> <li>• Medical insurance</li> <li>• Paid holidays</li> <li>• Recruitment process involves higher costs, time and effort too</li> <li>• Require extensive paper work and legal consideration for higher posts.</li> </ul>	<ul style="list-style-type: none"> <li>• They may delegate to a sub contractor</li> <li>• Hourly rates can be higher</li> <li>• Lack of continuity</li> <li>• May require training</li> <li>• Lack of commitment can sometimes hurt a team's performance</li> </ul>

## Laws:

**Payment of Wages Act, 1936:** This act governs the timely payment of wages to all employees, including contractual workers. It ensures that wages are paid within a specified period and that deductions are made only as per the provisions of the act.

**Contract Labour (Regulation and Abolition) Act, 1970:** This act regulates the employment of contract laborers and ensures certain rights and protections for them. It defines contract labor as work performed by a person in a contract of employment, which may be either oral or written.

**Minimum Wages Act, 1948:** The Minimum Wages Act sets a minimum wage rate that employers must adhere to. Contractual employees are also entitled to receive a minimum wage, which is determined by the respective state government.

**Employees' State Insurance (ESI) Act, 1948:** The ESI Act provides social security benefits to employees, including medical care and cash benefits, in case of sickness, maternity, disability, or death due to employment-related causes. Contractual employees may also be eligible for these benefits if they meet the criteria.

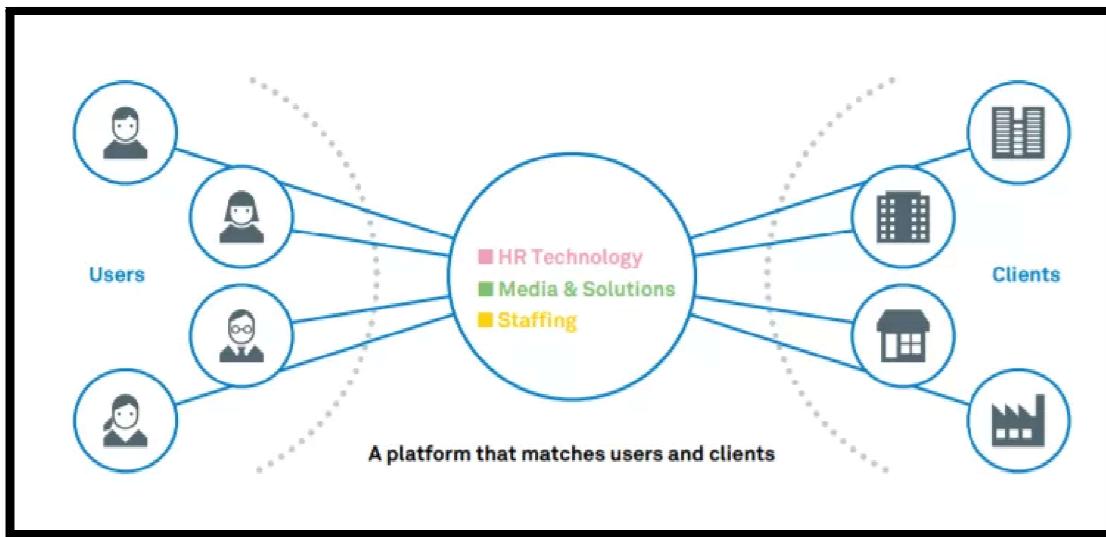
**Working hours and overtime:** Generally, the standard working hours are 8 hours per day and 48 hours per week. Employees working beyond these hours are entitled to overtime pay.

**Employees' Provident Funds and Miscellaneous Provisions Act, 1952:** This act establishes the Employees' Provident Fund Organization (EPFO), which manages a contributory provident fund, pension scheme, and an insurance scheme. Contractual employees may be entitled to the benefits of these schemes if their employer is covered under the act.

# BUSINESS MODEL CANVAS



## Employees Value proportion.



### Compensation

- Salary satisfaction
- Compensate system satisfaction
- Raises and promotion
- Timeliness
- Fairness
- Evaluation system

### Benefits

- Time off
- Holidays
- Insurance
- Satisfaction with the system
- Retirement
- Education
- Flexibility
- Family

### Career

- Ability and chance to progress and develop
- Stability
- Training and education at work
- Career development
- College education consultant
- Evaluation and feedback

### Work Environment

- Recognition
- Autonomy
- Personal achievements
- Work- life balance challenges.
- Understanding of one's role and responsibility.

### Culture

- Understanding of firm's goals and plans
- Colleagues, leaders and managers support
- Collaboration and team spirit
- Social responsibility and trust

## For company



### **B2C networking -**

Instead of looking at CVs and calling a lot of people, we are providing employee for your business.



**Lead generation** – Our Company helps to increase your business reach. Post your requirement our employee would connect you automatically.



### **Establishes workforce-**

Many people out there who are looking for a good job opportunity, our aim are to bring them under in one roof and provided them secure job.



### **Build trust issues –**

Aim is to become the best social network platform for developing the credibility of the business. Want to build the process smooth and uninterrupted by providing required workforce on time.

## Our offerings for employee -

**“A” job is better than no “job”.**

In current scenario it's difficult to get a job, and we are meeting the problem. We are providing job security. **Job security** is one of the biggest drawbacks to contract work, and we came up with the solution.



Get a **steady** income, scope for a better pay.

As an Independent Contractor, the individual files quarterly estimates based on last year's tax return or current year's estimated income. As an employee, all tax payments are withheld and filed by the employer.

Above 8k monthly get PF +ESI

Above 21,500 will get PF +Health care (Medical insurance, etc)

Perks and bonuses are based on performance

Minimum bonus of 8.33% of the wages of the employee with maximum of Rs1600 is payable to employee (The payment of Bonus Act 1965).



Financial and non financial incentives schemes are there to encourage the Employee.

Get impressive job title, career growth, personal achievements, praises, referrals, bonuses, raises, gifts etc based on performance.



Safety and health coverage are also provided.

## Strategies /promotional mix-

### For promotional activities -

Expert Articles and Guides	Guest Blogging	Product Updates	Share Exciting Data
Job Listings	Case studies and whitepapers	Industry and company news	Interviews and Surveys
Community-driven content	Customer Showcases	Updated Product pages	Influencers for Content

### Social media objectives –

- Improved customer service and retention
- Increase brand awareness
- Drive website traffic
- Gather quality leads
- Source job candidates
- Execute targeted recruitment advertising
- Re-engage past candidates

### Strong online presences

- Business listings
- Blog
- Website
- Customer reviews
- Social media

### Post ideas

- Share a tutorial or how to video related to your company or services.
- Share new developments that are relevant to your audience
- Share a sneak peek of new product or service you'll be launching soon
- Share a video or images that makes your followers laugh or feel good

## Suggestion Criteria for attendance-

- Employee must cover at least 7(any number) outlet or target.
- Employee must cover 45km (for riders)
- Employee should fulfill his target.