AVASAR (Opportunity)

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Date and Place : May 23, 2020 USA/India

The New Normals

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Mentor

Lockdown Scenario

CAPTURE A SCENARIO

How might Raju, a 35-year-old Indian migrant laborer/worker find job in the lockdown allowing him to continue a life in the city & to earn daily wages to feed him and his family ?

We are using the term laborer and worker interchangeably.

Problem Identified

PROBLEM DESCRIPTION

How can non profit organizations help migrant laborers/workers to survive in big cities by providing them basic amenities like safety, food, sanitization while allowing them to find jobs to meet their daily needs and follow social distancing guidelines?
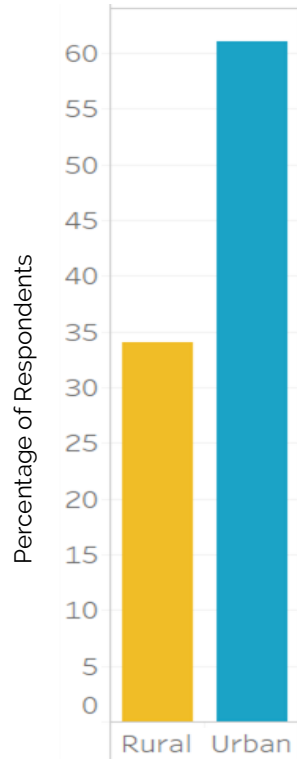
WHY IS IT AN URGENT PROBLEM?

Migrant workers make upto **80% of India's workforce**. Due to the strict lockdown imposed by the Indian government to safeguard against the COVID-19 pandemic, over **80 Million internal migrants were out of job** and had no means left to survive in big cities. With no facility to go back to their hometowns, many migrants have started a journey back home by walking or cycling for over 1000 miles at a stretch. This is the **biggest labor crisis** India has seen and if nothing is done for the safety of these laborers, the Indian economy will crumble.
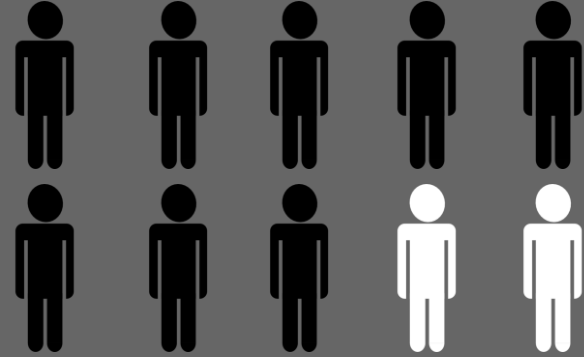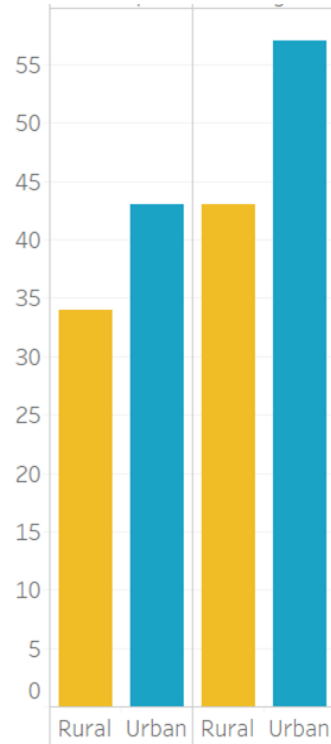
"About two-thirds, or 67 per cent, of workers lost employment - 8 in 10 workers in urban India and almost 6 in 10 workers in rural India."

Source :
https://www.theatlantic.com/ideas/archive/2020/04/the-pandemic-exposes-indias-two-worlds/609838/
https://indianexpress.com/article/business/economy/67-of-workers-lost-jobs-during-lockdown-survey-by-azim-premji-university-6477111/

Graph 1

Graph 2

"Nearly half of laborer households – both in rural and urban – reported that they did **not** have enough money to buy even **a week's** worth of **essential** items."
~ Graph 1

"Half of the laborers have taken a **loan** to cover personal expenses and more than half of them whose salaries were **reduced** or who did **NOT** receive their salaries during the lockdown."
~Graph 2

Source of data:
https://www.thehindu.com/data/data-80-of-urban-workers-lost-jobs-during-coronavirus-lockdown-survey/article31566172.ece

We fled our own to call these cities
our new homes -
then, why are we the first ones to
be disowned?
We grow food for you,
Build the houses you live in,
Mend your wires and fences.
Stuck in this lockdown, we search
for help around.
We have no roof above our heads,
the roads became our new beds.
We look up to those in power -
the government, the authorities, the
corporates
to bring our plights into the light.

As they wash their hands with
sanitizers and soap,
All we ask is to give us some relief
and hope.
We have children to feed -
and meet our daily basic needs.
We don't ask for any insurance,
just need your assurance.
Make everyday worth living for us,
as we fight something that is not
this virus.

Don't just call us manpower -
Give us the respect we deserve.
We will earn our wages
and stay socially distanced.
But don't leave us wretched,
We are a part of you,
We are your country's building
blocks -
Give us hope, a chance, an
opportunity
- just one "AVASAR".

Just one AVASAR

Target User Persona

PROFILE : RAJU

Job Title: Laborer
Gender: Male
Family Setting: Wife and a child.

DEMOGRAPHICS

Income:
Daily wage ranging between Indian rupees 200 - 600 (roughly $2-$8)

Education:
None

FEELINGS

Values & Goals: To feed his family two meals each day.
Worries: Cannot survive without a job in big city
Influences: Watching everyone else moving back to their hometown, he is also forced to walk back home with his wife and child with no money to spare.

THEIR NEEDS

1. Daily meals
2. Labor work to earn daily wage
3. Basic safety equipment to protect from the virus

Explorations

SOLUTIONS & IDEAS

We wanted to help migrant workers who are fleeing to their hometown by providing them transportation services back home.

But the jobs in cities helps them run their family and the entire country depends on the work done by these laborers, so them going home will not help them earn a living and will collapse the country's economy.

So we decided to work on keeping our heroes in urban areas where there are job opportunities and help them live their life with dignity in cities.

Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

Avasar, meaning opportunity, is an NGO dashboard tool to create and track camps for **migrant laborers** to provide them with <u>daily amenities, safety kits, and services</u> which include donations and daily wage job opportunities. This dashboard also allows volunteers as well as employers to sign-up to participate.

AVASAR

Home   Who we are   Support Us   Contact   Login

Everyone deserves a chance

Our migrant laborers have been impacted the most in these unprecedented times.

Help us to help them earn an equal opportunity to life.

Read More

See what we are doing

User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

We created a -

1. Dashboard for admins of Avasar to create and organize different activities.
2. Dashboard for volunteers that they can use to sign up workers and assign them jobs from employers partnered with Avasar.
3. Simple crowdfunding mechanism for people all over the globe to donate for the cause.
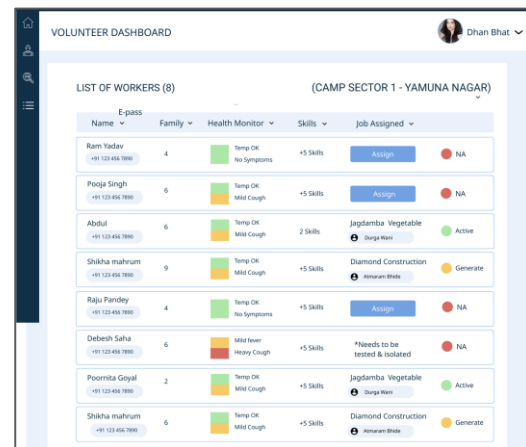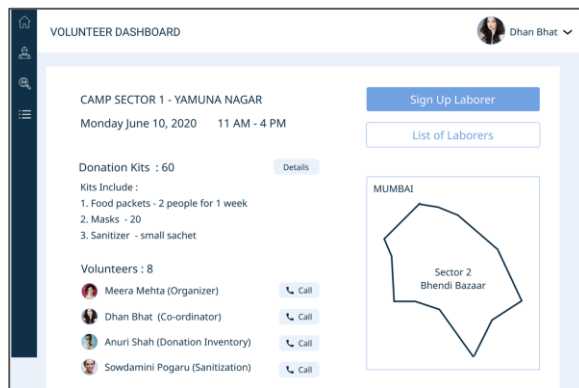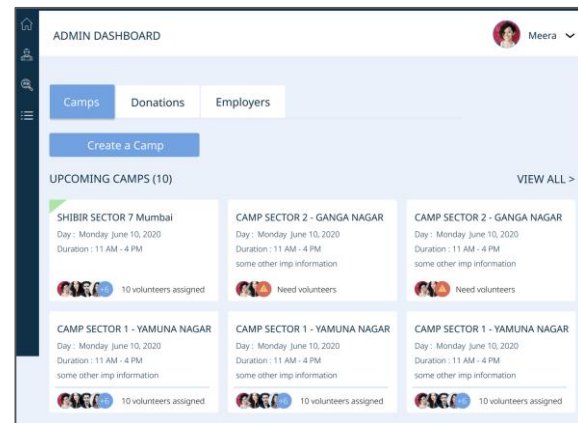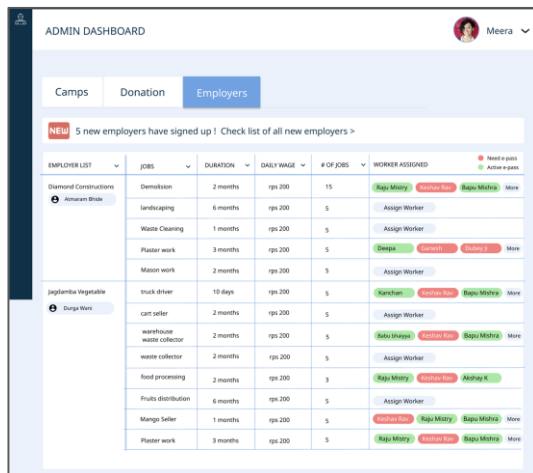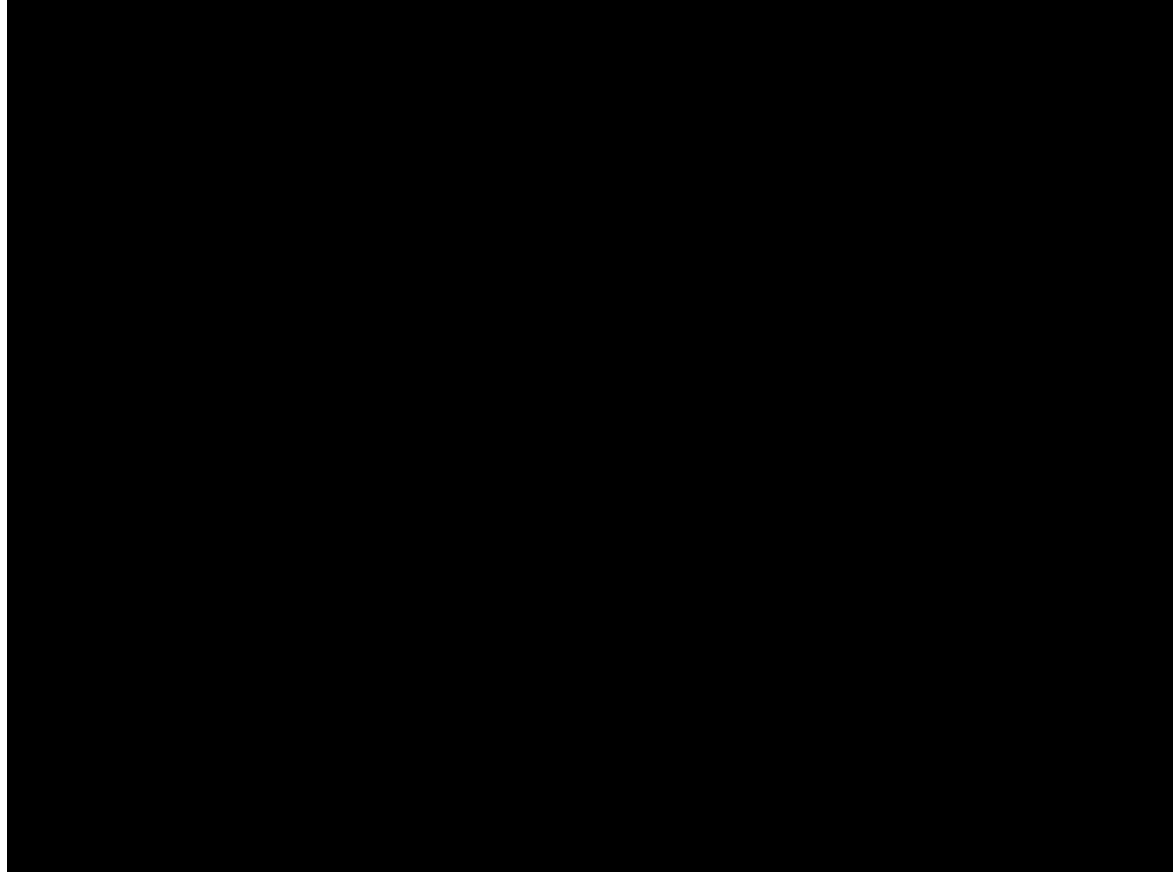
Admin User Experience

An admin of Avasar can -

1. Create and organize camps
2. Look at list of all employers posting jobs and take necessary actions
3. Work on the inventory and donation materials.

Video Link -

https://bit.ly/2TZBOkh

You can find the prototype link here -

https://bit.ly/2zEUn6r

Volunteer User Experience

A volunteer of Avasar -

1. Works on the camp conducted in different sectors.
2. Signs up laborers/workers
3. Assigns employers to the workers

Video Link -

https://bit.ly/301WHii

You can find the prototype link here -

https://bit.ly/2TUHCv6
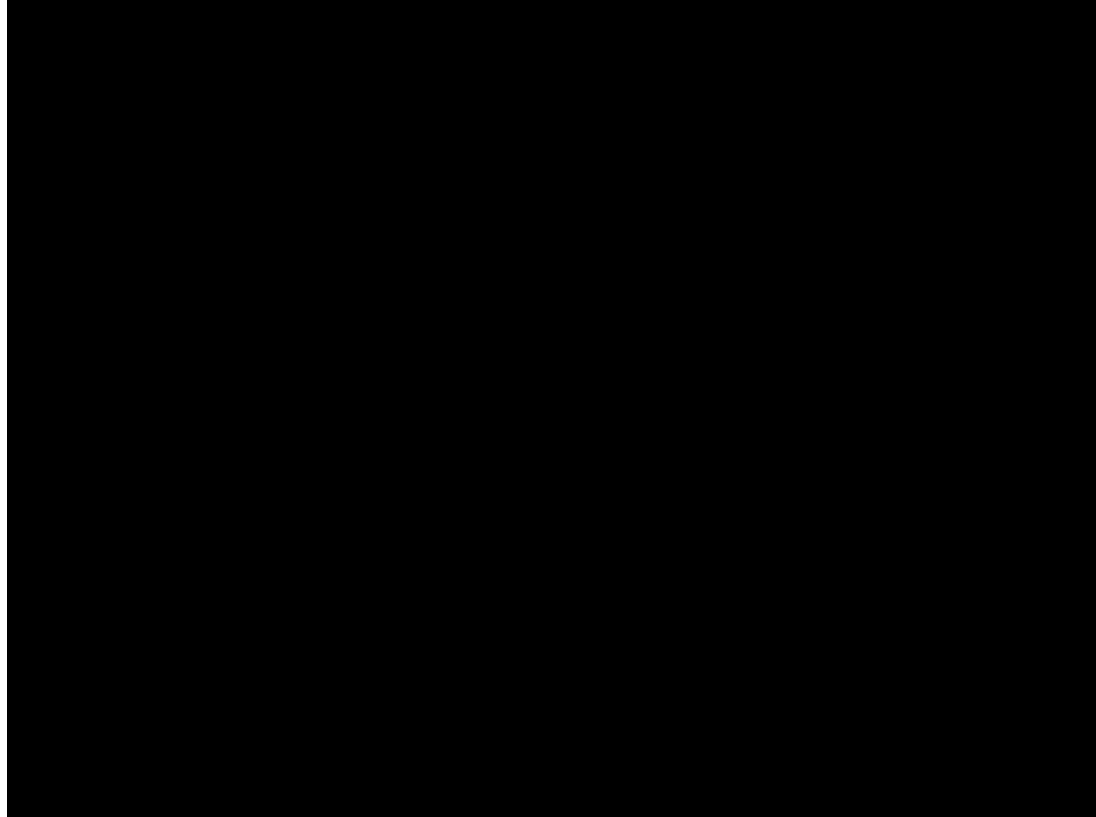
Donor User Experience

Avasar works on crowdfunding and crowdsourcing system. It is highly transparent system letting donors easily donate and get all the updates on how their donation is being used by Avasar.

Video Link -

https://bit.ly/3cnrmZY

You can find the prototype link here -

https://bit.ly/2MjGSvo
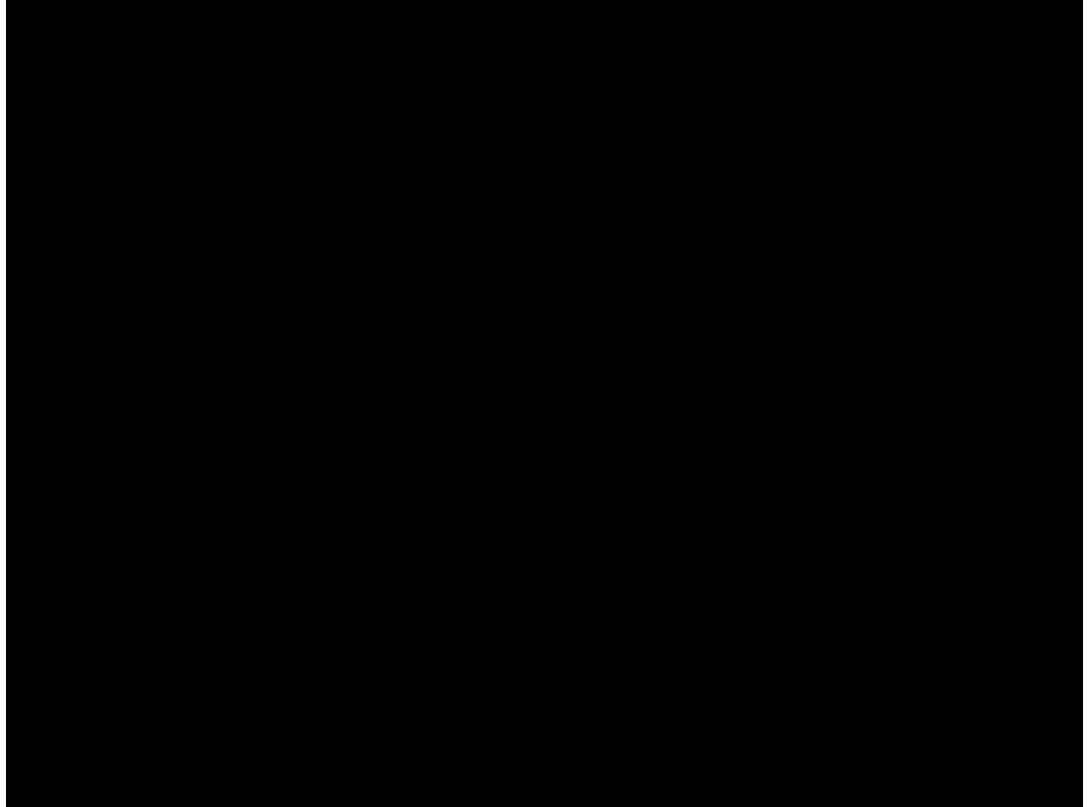
3 minute Explainer Video

https://www.powtoon.com/c/eLmSMNbhoiD/1/m

Vimeo Link - https://vimeo.com/425245907

Embed Code -

<iframe width="1280" height="720"
src="https://www.powtoon.com/embed/eLmSMNbhoiD/"
frameborder="0"></iframe>

Design Process

> Plight towards migrant workers
> Plight towards negligence of authorities

>Brainstormed and prioritized main issues
>unemployment for labor workers, no public health awareness, no sanitation, no food

>To Be Determined

> Steps
- understand impediments
-iterate on prototypes

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

> Pain Points, challenges, and personas were gathered through the numerous quotes and stories from valid resources

> Low fidelity wireframes and high-fidelity wireframes created through continued iteration

Impact

IMPACT OF YOUR SOLUTION

1. Our platform will create around **40 Million jobs** for the unemployed workers.
2. Thus, ensuring the meet their daily basic needs and lead to **less starvation** which will lead to less deaths.
3. Our platform will create **better awareness** among workers to stay safe, socially distanced, while at work.
4. The Indian economy will not plummet due to the huge rates of unemployment and it will steadily **keep moving**.

The government, law enforcement agencies, businesses and civil societies will all, through this platform, bring up the section of *"builders of India's booming economy"*.

AVASAR

Jobs created for ~40 Million out-of-job workers

Awareness created among the ~80 Million families

India's economy activity sustains the trigger of laborer crisis

Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

1. A lot of the dashboard tools that are used are already available
2. Our system works on crowdfunding and crowdsourcing where people can post the jobs for the laborers as well as volunteer and donate
3. We have a transparent community system where you can see where your donations and efforts are being put into
4. We require AI implementation
5. NGO working together with law enforcement & government system to reach max. number of target users

Food meal distribution

Lining up for job employment sign-up

Public health awareness, health checkup and distributing safety kits

Thank you!

- **The New Normals**

We are a group of 3 proud ladies of Indian origin passionate to solve problems for the community that has most suffered in these unprecedented pandemic.

We hope our solution can generate a lot of attention & will be readily implemented to safeguard Indian laborers.

We believe, they deserve all the basic human rights just like any citizen of India.

Reference & Credits

https://bit.ly/3eC39kb

STAGE 2

Submission | Final

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

IMPORTANT FINAL SUBMISSION INSTRUCTIONS:
Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
- **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria here
- **Submission form** - Complete a final submission form and embed a video link and the presentation link here