Leveraging social perception and networks (powai)

Team 4: Swapnil Jadhav, Nai - Hwa Chiang, Antonio Quinones-Albino, Preethi Lakshminarayanan
General Grocery Store

Referral+Skill building

Employee

Family

Finance
Business Model
Shop Keeper

Stock

Credit Buyer

Family

Buyer behavior + Needs + Informal transaction + Trade

Informal to formal trust based business

Protocol_Area of Interest
Analysis of Anecdotal information_Concept 1

1. Low food security due to frequent unemployment/illness/alcoholism

2. Inadequate savings to meet family consumption expenditure

3. Expensive social customs like weddings, festivals and religious rituals

4. Inaccessibility to formal banks due to lack of credit worthiness

5. Borrowing on credit from informal exploitative sources with high lending rates
System Map

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50% funding: External (CSR)
30% Loan: SHG
20% funding: Community

Funding & Feasibility

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1. Absence of functional employment referral linkages
2. Insufficient skill building opportunities
3. Lack of work regulations constrains informal sector from becoming formal
4. Absolute lack of social security
1. Trust
2. Training cost
3. Retention
4. Wage payment and expectation
5. Regional and religious preferences
6. Origin of Referral
Informal sector accounts for 68% of total employment in Mumbai.

Types of employment

- Casual/ Contact lobar
- Domestic servants
- Day/ night guards
- Small scale enterprise
- Employment
- Self employment
  - Home based work
  - Hawking
  - Street vending
  - Repair & odd jobs
1. Identification of ‘connectors’ (people/places/organizations) to employment opportunities in the informal sector

2. Job search activities of unskilled/semi-skilled slum dwellers

3. Establish services that can bridge connectors and activities of potential employee’s
Feb 7th  1st Contact and introduction initiated by us
Feb 11th  response to 1st ct
Feb 25th  Protocol sent by us
Feb 25th  Protocol acknowledged and 3 topics of interest received from Indian team
Mar 3rd   Little village research concerning topics of interest sent posted to igroups
also had phone conversation same evening with emphasis on communication setup
via skype
Mar 10th  After being prodded by preethi via chat get response that research is being
done
Mar 10th  Again invited to skype conversation (this time with offer to be online
indefinitely after 9:30 pm our time so that it is in the morning for the Indian team)
Mar 24th  No response from Indian side till date
Thank you!

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