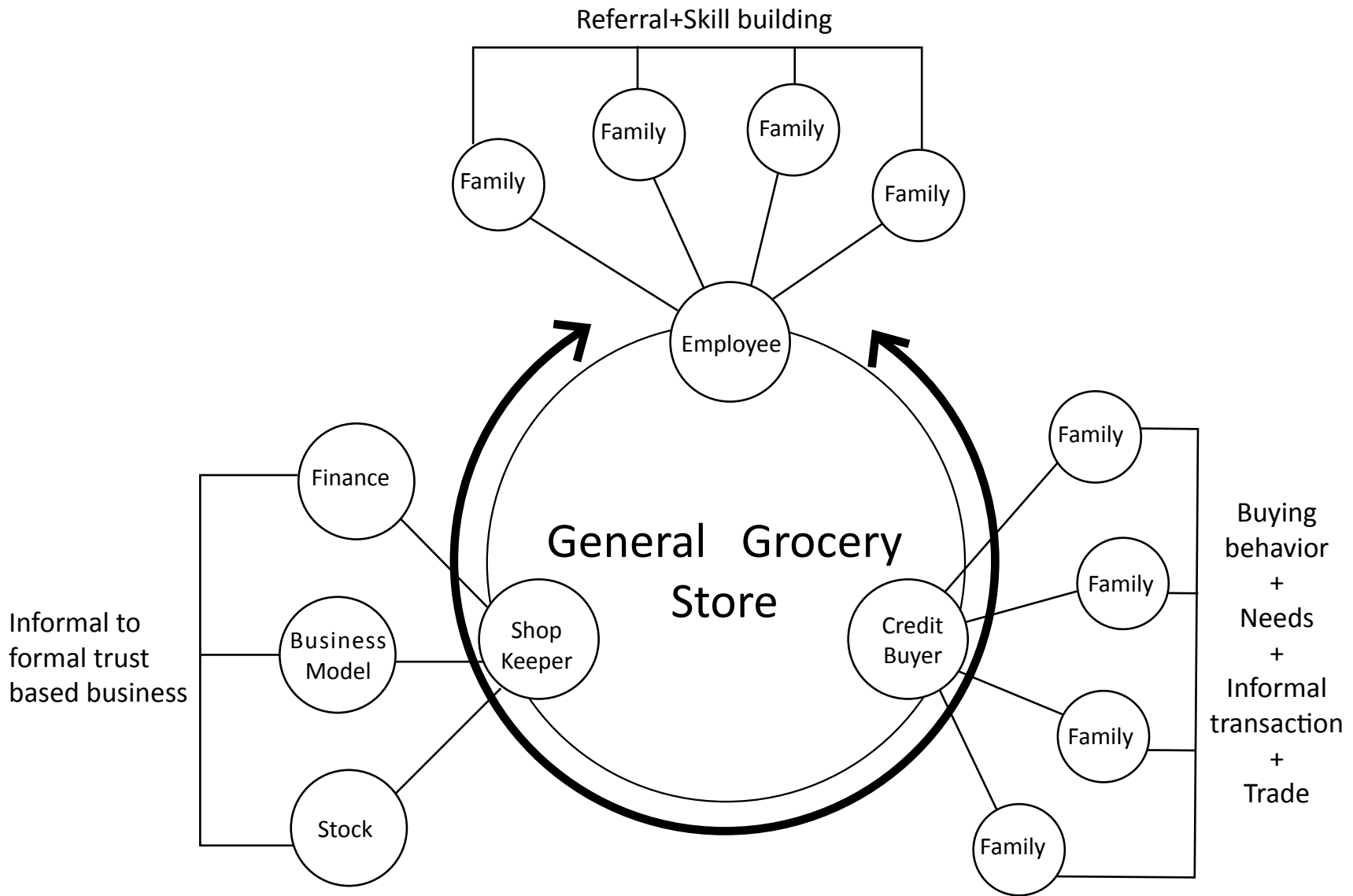




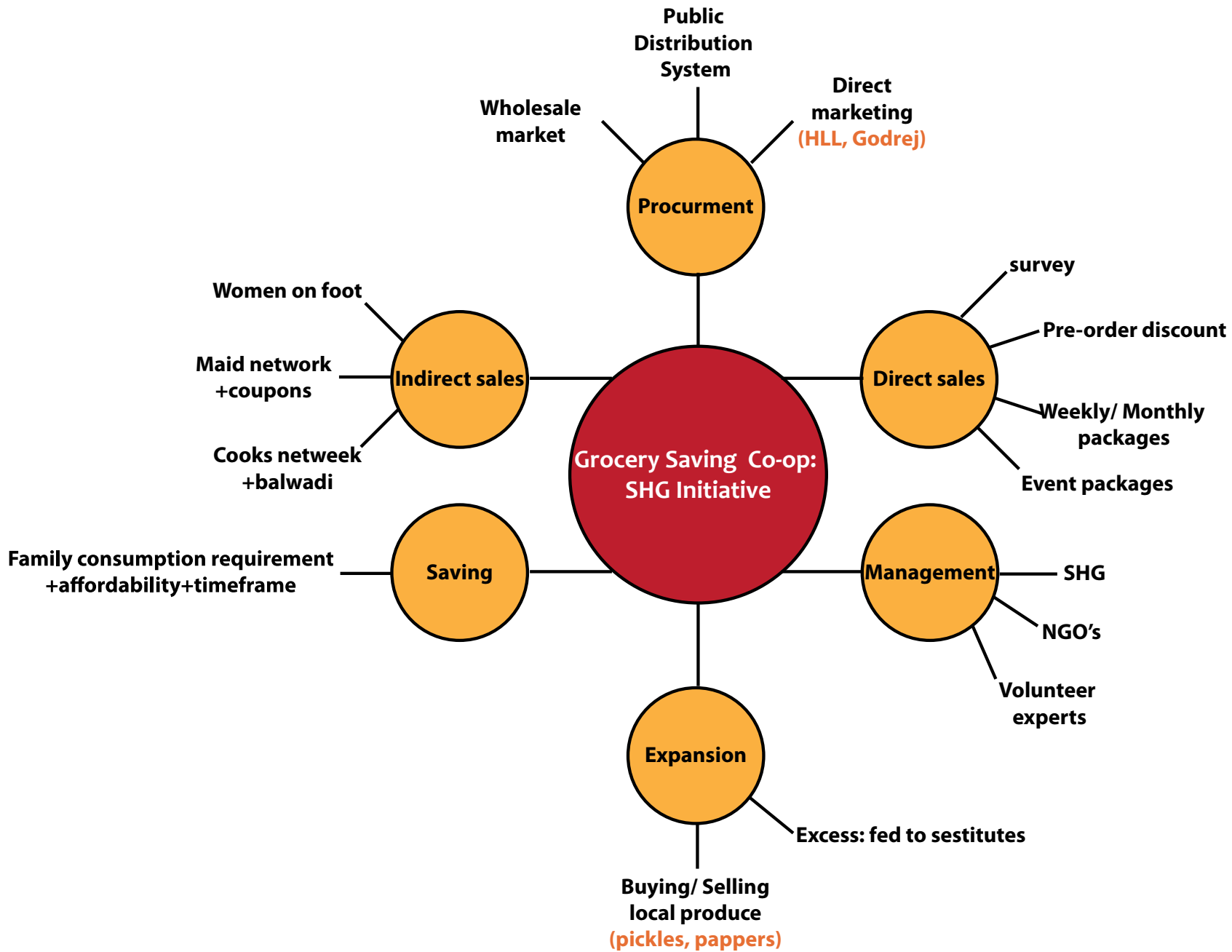
Leveraging social perception and networks (powai)



Protocol Area of Interest

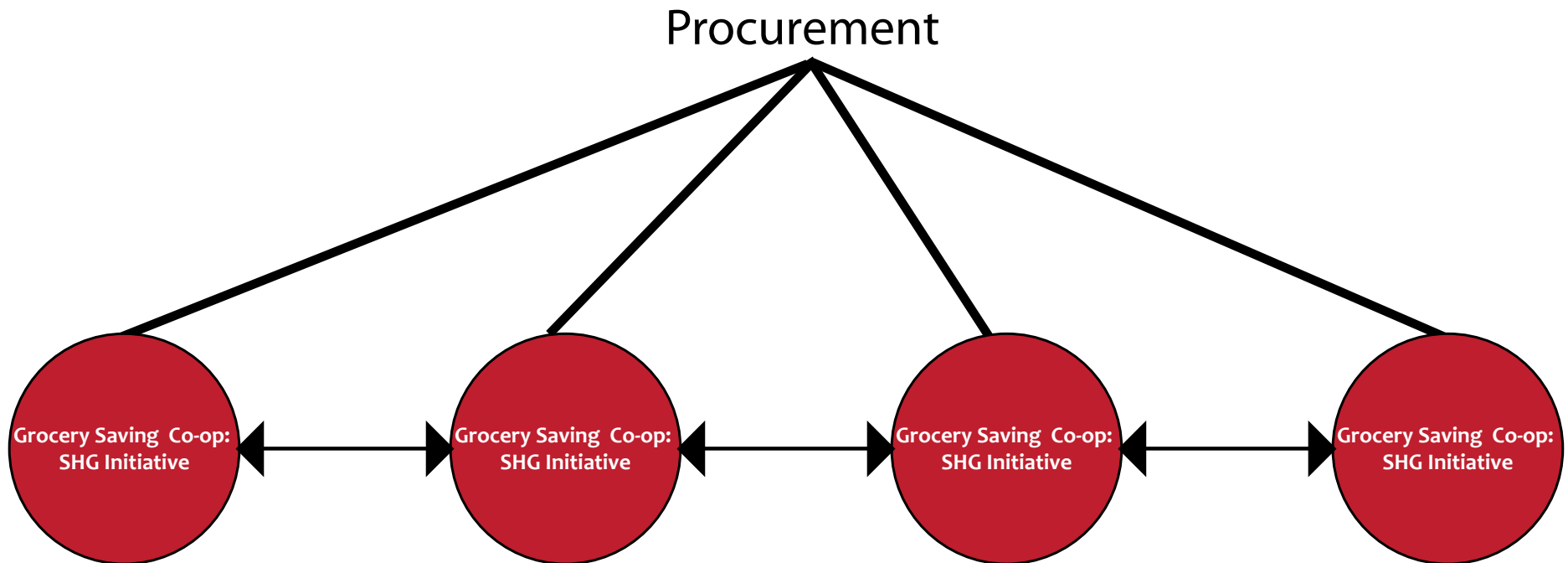
1. Low food security due to frequent unemployment/illness/alcoholism
2. Inadequate savings to meet family consumption expenditure
3. Expensive social customs like weddings, festivals and religious rituals
4. Inaccessibility to formal banks due to lack of credit worthiness
5. Borrowing on credit from informal exploitative sources with high lending rates

Analysis of Anecdotal information_Concept 1



System Map

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



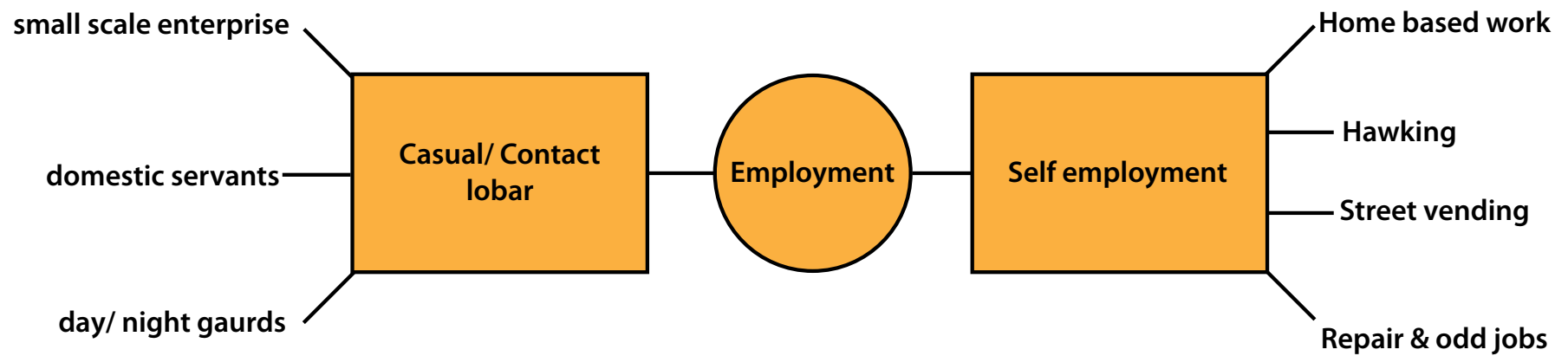
Funding & Feasibility

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

Analysis of Anecdotal information_Concept 2

1. Trust
2. Training cost
3. Retention
4. Wage payment and expectation
5. Regional and religious preferences
6. Origin of Referral

Employer Concerns _Analysis of Anecdotal information_ Concept 2



Informal sector accounts for 68% of total employment in Mumbai

Types of employment

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

Exploring Further

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

Communication Timeline



Thank you!