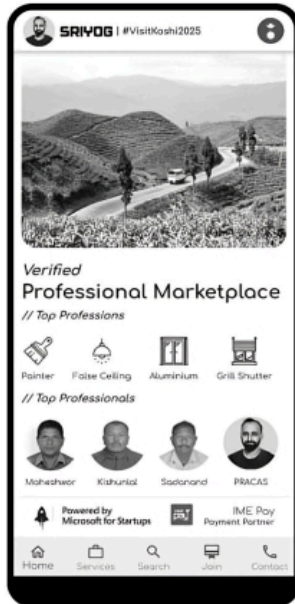




Concept Note

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Problem Statement:

In today's labor market, there exists a significant disconnect between skilled professionals seeking meaningful employment opportunities and service seekers in need of reliable and competent service providers. Traditional methods of job search and service hiring often involve intermediaries, resulting in inefficiencies, unfair pricing, and dissatisfaction on both ends of the transaction. Moreover, there is a pressing scarcity of adequately trained manpower, exacerbating unemployment rates and hindering economic growth.

Furthermore, women and marginalized groups face barriers to entry into the workforce, limiting their economic participation and opportunities for self-employment. The migration trend for employment abroad persists due to limited local job prospects, draining valuable skills and resources from the national economy.

These challenges highlight the urgent need for a digital platform like SRIYOG, which bridges the gap between skilled professionals and service seekers through direct connectivity. By eliminating intermediaries, SRIYOG aims to create a transparent, efficient, and inclusive marketplace that empowers individuals, promotes gender equality, enhances digital literacy, and supports local economic development.

Introduction:

In today's dynamic labor market, accessing reliable and skilled professionals for various services can be challenging. Conversely, skilled individuals often struggle to find suitable employment opportunities that match their expertise and expectations. SRIYOG addresses these challenges by providing a digital platform that connects service seekers directly with skilled service providers, eliminating intermediaries and ensuring fair transactions.

SRIYOG offers a diverse range of services across 18 categories and 150+ sub-categories, catering to over 28,839 registered users who specialize in various fields. This platform not only facilitates job searches and service hires but also promotes digital connectivity to enhance employment prospects and streamline service delivery.

Vision and Mission:

Our vision is to empower individuals with skills by providing them a platform to showcase their talents and earn a livelihood. SRIYOG aims to reduce unemployment rates and mitigate the trend of migration for employment by fostering a robust digital marketplace that benefits both service providers and seekers.

Goals and Objectives:

- Establish a database of over half a million skilled professionals by 2025.
- Enhance job opportunities locally, thereby reducing reliance on foreign employment.
- Evolve SRIYOG into a leading digital platform that continuously adapts to meet the needs of freelancers and service seekers alike.

Key Features and Benefits:

- **No Middleman Concept:** Direct connection between service providers and seekers ensures fair pricing and reliable services.
- **Digital Payment System:** Facilitates secure and efficient transactions, enhancing trust and convenience.
- **User Mapping and Geo-location:** Enables precise matching of services based on location, optimizing service delivery.
- **Partner Collaborations:** Partnerships with organizations and financial institutions expand service offerings and enhance user benefits.
- **Skill Development and Awareness:** Promotes digital literacy and empowers users to leverage their skills for sustainable income generation.

Target Market:

- **Job Seekers:** Skilled professionals seeking service sector opportunities.
- **Service Seekers:** Individuals and businesses seeking reliable professionals.

Unique Selling Proposition (USP):

SRIYOG distinguishes itself by democratizing access to job opportunities and service providers, fostering economic empowerment, particularly among underrepresented groups like returnee migrants and women. The platform not only connects users but also nurtures a community-driven approach to digital employment solutions.

Revenue Model:

SRIYOG operates on a sustainable revenue model designed to support its ongoing growth and service expansion. The platform employs the following revenue streams:

- **Subscription Fees:** Service providers pay a subscription fee to access premium features and enhance their visibility on the platform. Subscription tiers may include varying levels of profile customization, priority listing in search results, and access to analytics.
- **Advertising and Partnerships:** The platform offers advertising space to relevant businesses and organizations looking to target its user base. Additionally, strategic partnerships with financial institutions and other service providers provide opportunities for collaborative marketing initiatives and revenue-sharing arrangements.
- **Premium Services:** SRIYOG may introduce premium services such as training modules, certification programs, or premium support options for service providers willing to invest in further enhancing their skills and service delivery capabilities.
- **Data Insights and Analytics:** Utilizing anonymized user data, SRIYOG can offer insights and analytics services to businesses and organizations interested in market trends, consumer behavior patterns, and workforce dynamics.

Future Plans:

- Enhance SSL encryption, multi-language support, and user interface for accessibility.
- Expand partnerships with financial institutions for advanced payment solutions and micro-loans.

Partnership Opportunities:

SRIYOG seeks collaborations with financial institutions to integrate advanced payment solutions and support micro-loans based on users' earnings. This partnership benefits both parties by enhancing service delivery and fostering financial inclusion among professionals.

Impact:

SRIYOG aims to achieve several impactful outcomes:

- **Employment Opportunities:** The platform creates avenues for self-employment and helps individuals generate daily and monthly income through freelancing opportunities across various service sectors.
- **Women Empowerment:** SRIYOG promotes gender equality by facilitating women's active participation in the workforce, empowering them economically through access to job opportunities and skill utilization.
- **Digitization of Workforce:** By fostering digital literacy and encouraging the adoption of technology among service providers, SRIYOG enhances efficiency in service delivery and supports the digital transformation of the workforce.
- **Reduced Migration:** By providing viable local employment opportunities, SRIYOG aims to mitigate the need for individuals to seek employment abroad, thereby contributing to local economic growth and stability.
- **Improved Service Experience:** The platform ensures a reliable pool of skilled professionals, enhancing customer satisfaction by matching service seekers with competent providers efficiently and effectively.

Conclusion:

SRIYOG is poised to revolutionize the digital employment landscape by bridging the gap between skilled professionals and service seekers. With a commitment to innovation and inclusivity, SRIYOG aims to empower individuals to thrive in the digital economy while contributing to local economic growth.

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