

Social Entrepreneurship During a Global Pandemic to Curb Unemployment- Aaysahay

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Abstract:

Social entrepreneurship, or entrepreneurial activity with an embedded social purpose, has been on the rise in recent decades. But also, unemployment has escalated manifold due to the recent global pandemic and the following economic downfall. This has resulted in loss of livelihood for many individuals. Hence, an attempt was made to start a social enterprise, "AAYSAHAY" which focuses on providing employment to those who need it and employees to employers of small businesses and new projects. The present work attempts to explore the basis and methodology of such a business model and how it will contribute to the social cause of providing employment solutions to the economically weaker sections of the society.

Keywords —Unemployment, poverty, covid-19 pandemic, social enterprise, economic downfall.

I. INTRODUCTION

Social entrepreneurship has emerged over the past several decades as a way to identify and bring about potentially transformative societal change. A hybrid of government intervention and pure business entrepreneurship, social ventures can address problems that are too narrow in scope to spark legislative activism or to attract private capital. [1]The term "social entrepreneurship" has emerged as a new label for describing the work of community, voluntary and public organizations, as well as private firms working for social rather than for-profit objectives.[3] The challenges of finding effective and sustainable solutions to many social problems are substantial, and solutions may require many of the ingredients associated with successful business innovation.[4] Demographic shifts, liberalization of national economies and attendant markets, institutional and state failures, and technological advances have combined to increase the calls for more social consciousness within businesses, providing the impetus for the formation of social ventures.[6] Due to the COVID-19

induced economic disruptions, up to 135 million jobs were lost and 120 million people were pushed back into poverty. All of which had a hit on consumer income, spending, savings and their living standards. The worst of COVID-19's impact have been felt by India's most vulnerable in terms of job loss, poverty increase and reduced per-capita income, which in turn resulted in a steep decline in the Gross Domestic Product (GDP). Especially informal/unorganised migrate labour force got severely affected, nearly 70 percent of the labour force lost their jobs. It is essentially to accelerate the recovery which includes strengthening the 'safety net' significantly for the most vulnerable, enabling the survival of small and medium businesses, restarting the rural economy and providing targeted assistance to at-risk sectors.[9]The economic loss incurred by enforcing a lockdown in the country has threatened its growth. According to the Centre for Monitoring of Indian Economy (CMIE), India has experienced a surge in unemployment by more than 23.5% from March to April 2020 [10]. Gaon Connection's recent survey reveals over two-third (71 per cent) respondents –

greatest rise in hardship during the lockdown. Even middle class and rich households bore the brunt and the majority witnessed a drop in income, but they weren't as adversely affected.

IV. OPERATIONS

A database of the people filling the questionnaire is created along with their responses. This helps us in filtering out people into different categories like people seeking jobs in skilled areas, unskilled areas or employers seeking employees. This helps us in matching people with their corresponding employers to provide them with employment. The medium of contact is usually through telephonic conversations to increase credibility. Employers are always verified first .

A. MARKETING STRATEGIES

A separate website, aaysahay.com is also used for the operations, and mostly for the increasing outreach and marketing. It is a free and efficient platform where the employers and employees in need of each other's services can interact freely. This is usually for the little well off population, who have access to computers and internet facilities.

Some features of the website are:

1. Variety of employment options to choose from
2. Job updates
3. Connected with Social Media accounts
4. Clear Navigation
5. Contact Information
6. Live Chat
7. Mobile ready version
8. Map to our Business
9. Direct connection with our Aaysahay YouTube channel
10. Easily accessible format

The feature of the YouTube channel is one of the important features for the marketing of the company, the channel will be uploading testimonials and real life stories of the people who were satisfied with the AAYSAHAY experience. It

will also update the viewers about new AAYSAHAY drives and actions.

We also designed a poster to be printed and circulated among the target population, so that this information can reach as many people as possible and benefit them.

V. RESULT AND DISCUSSION

A. ANALYSIS OF SURVEY

After collecting the surveys and analysing them we realised the various levels of hardships that people had to face due to the pandemic. Each and every one had a different story to tell. But in essence, many people were in an urgent requirement of employment that they had lost due to the pandemic or otherwise. There were also newly opened businesses that needed employees to set shop and start their businesses. Some employers needed employees to replace the ones that had left their positions due to the lockdown. We made sure to contact the employers for the recruitment of the potential employees and about how they would contact them. We also made sure to contact the employers for their feedback so that we can work on our operations and continue the harmonious relations with the small and medium employer groups for a long time.

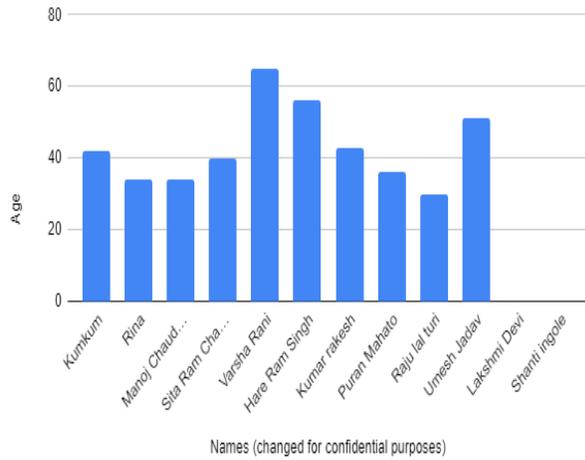
Also, important information about the skillsets possessed by the workers or their requirements were determined which enabled us to efficiently find an employer suitable to their needs.

Some of the challenges face by the unemployed people were not being able to work during lockdown, hence no source of income in the family, hence no money for rent or shelter, which is stopping the education of their children, leading to them becoming a burden and it goes on.

Also, it is more difficult for females to find employment in this environment than males.

Some of our recorded responses are for the employee form are:

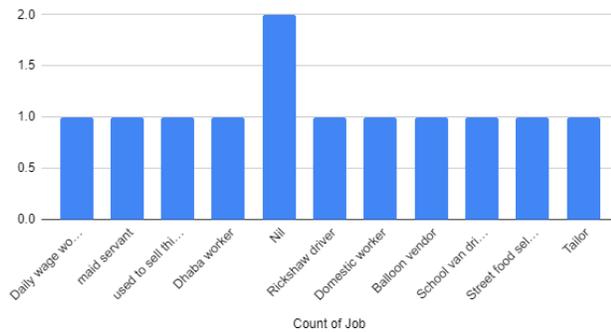
Variation of age among our unemployed local population



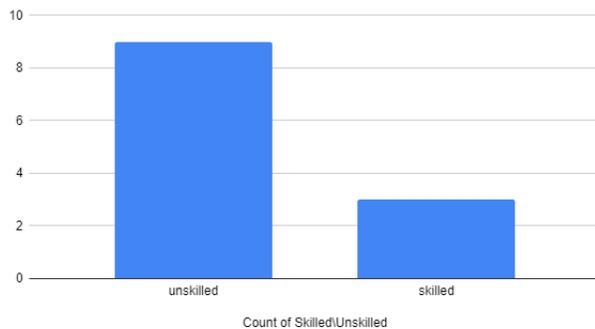
Vision Statement: “Employment should be provided to all those who deserve it. AAYSAHAY does that.”

Mission Statement: “Our mission is to reach every small employer group seeking employees and the other way around, and make them satisfied. No one should be denied employment.”

Count of Job



Count of Skilled\Unskilled



B. COMPANY NAME

Company name : AAYSAHAY

| BUSINESS MODEL CANVAS | | | | |
|---|---|---|--|--|
| To provide a free and efficient platform where the employers and employees in need of each other's service can come in contact. | | | | |
| 18BBT0127 LISHA DEB 18BBT0151 ANOUSHKA DAS | | | | |
| KEY PARTNERSHIPS • advertising agency • marketing agency • NGO | KEY ACTIVITIES • curbing the problems of both employers and employees • Finding potential employees for the employers • Very Detailed attention to the needs of our audience • Increasing accessibility of small group employers and unprivileged unemployed people. • Free website service • creation of a platform with niche specific employment options • customer service • marketing • social media advertisement | VALUE PROPOSITIONS • To provide a free and efficient platform where the employers and employees in need of each other's service can come in contact • To solve the problem of elevating unemployment that is the result of the global pandemic • Maintain the transparency of the system to provide satisfaction to both the employees and the employers • Act as a mediator between both the parties and provide the best service to them • Ensure direct communication between a potential employer and potential employee to reduce any misunderstandings. | CUSTOMER RELATIONSHIPS • Provide a first-hand experience wherein the customers can directly communicate with the company to resolve issues and provide solutions • Social media marketing to reach maximum people • Advertising and email marketing • Online feedback service CHANNELS • Satellite communication • Google AdSense • social media marketing • YouTube Channel | CUSTOMER SEGMENTS • Rural unemployed • Individual household • Single woman • People who have lost their jobs due to the pandemic. • Can be skilled/unskilled people seeking jobs • Or small to medium scale industry employers. |
| COST STRUCTURE Our initial investments will majorly be concerned in marketing solutions to increase our reach. Basically the capital required in the circulation of posters and the advertising agencies and Google AdSense. Also, some investments will be to create the website and hire our human resources to generate the required platform and data to launch the enterprise. | | | REVENUE STREAMS Our revenue will be generated so as to cut our expenses and generate some sustainable profits and expand our organization. Our main plan for the revenue generation is taking a fee from employees on our organization which will be a day's worth of their salary that they provide to their hired employees. Also, they have to employ them for at least 6 months. Some part of our revenue will also be generated by our YouTube channel. | |

Cost modelling

Budget: All figures have been taken for a batch of 40 hired employees per month

Expenditure

For

marketing:

Creation and maintenance of website:

7k INR

Making of posters,
advertising

2k INR

Total 9k INR

{initial costs}

Using

Google

AdSense

3k INR

Revenue

Avg revenue

according to

40 employee

per month

5k (Subject to change w.r.t type of employment and working conditions.)

Therefore, it may take around 2-3 months to cover our initial investment costs and henceforth we might generate some profit enough to run this organisation smoothly.

Feedback from employers:

We really appreciate our customers valuable feedback and hence we sent the employers who got employees through Aaysahay a feedback form to know their opinions about our service.

Feedback from employees:

We called up the employees who were hired and asked for their feedback through a telephonic interview. We recorded their responses in text and received valuable feedback that we will definitely try to work on in the future.

C. Executive summary

When we discovered that there is a sizeable population that is really fed up with the rampant unemployment due to the pandemic, we decided to conduct a survey. When the survey results were out, we realised that many people were in a desperate need of jobs and weren't sustaining enough to even support their families. These people were all around us and we decided to start small and start from our respective localities.

The motto of our venture was simple: Employment should be provided to all those who deserve it. The problem statement was addressed with this solution. We faced some problems through the course of ideation of the product and testings and it was a gradual process. By review 2, we had developed our website and credentials and started contacting people from our localities who were looking for employees/ employers. Using their reviews and criticisms we tried to improve upon our service and it has led to what it is today. When our service was good to go, it was time to decide upon the marketing strategies. We went with social media marketing at first. We did our cost modelling and made cuts in any unnecessary expenses. We came up with the business model canvas. Also, we came up with a name for our organisation—"AAYSAHAY" and its logo.

"Our mission is to reach every small employer group seeking employees and the other way around, and make them satisfied. No one should be denied employment."- AAYSAHAY.

VI. CONCLUSION:

Our enterprise acts as a solution to the problem statement, and tries to resolve the biggest problem of unemployment in our country. As our priority lies in making an impact in the society, we value our customer's feedback. Our testimonials indicate the success and satisfaction felt by our customers. AAYSAHAY's outcome is employment for the needy and assured satisfaction through employment. To reach our target customers, we use direct communication to maintain transparency in communication and give them a fair chance at employment. Our website is also highly transparent and only verified employers are updated in there to prevent any scams as we highly value the feedback of our customers.

AAYSAHAY can be considered as a small contribution at the communal level which ensures that the power and skills of mankind doesn't go to waste and people get to earn a sustainable living. This will also help to overcome the persistent poverty and employment but also has the potential to provide solution to social inequality, poor living conditions, and exhaustion of skills.

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