PROBLEM STATEMENTS FOR THE HACKATHON

1. Zero-Barrier Job Applications for Low-Tech Workers

Problem: Millions of blue/gray collar workers-such as sales staff, admin staff, factory staff, drivers and/or delivery agents and domestic workers - are excluded from online job platforms because:

- They cannot navigate complex English-language forms
- They lack a resume or formal documents
- They use basic feature phones or low-end smartphones with poor internet
- They have limited digital literacy

As a result, they miss time-sensitive work opportunities, forcing them to rely on slow word-of-mouth and middlemen.

Challenge: How might we design an instant, zero-training-required job application process where a worker can:

- Discover relevant, verified local jobs in a nearby location in their own language
- Apply within 2 minutes using trusted basic info, missed call, SMS, or WhatsApp voice
- Get instant confirmation or next steps without needing an app, email, or resume

2. Phygital Job ATM for Blue/Gray Collar Workers

Problem: Blue/gray collar workers such as sales staff, admin staff, factory staff, drivers and/or delivery agents and domestic workers, are familiar with using ATMs for cash withdrawal but struggle to discover job opportunities-they often rely on unreliable word-of-mouth or physical posters. This leads to missed employment chances, repeated travel, and inefficient local hiring.

Challenge: How might we reimagine a "Job ATM"-a physical and/or digital kiosk or a phygital poster (poster with QR code) where blue/gray collar job seekers can, within 5 minutes:
- *Easily* register their profiles using basic information, biometrics, or Aadhaar
- *Discover* verified, nearby job openings (within 5–10 km) matching their skills and schedule
- *Apply* for jobs instantly, using their local language and dialect, with zero paperwork
- Receive instant feedback, application confirmation, or interview instructions-without needing a smartphone or advanced digital literacy

3. Alumni Job Connect for Colleges with Low Tech Capacity

Problem: Government and small private colleges want to stay connected with recent alumni (0–2 years out) to support them in finding jobs, but lack:
- Discover & enable easy onboarding of alumni
- Digital tools or platforms for alumni/job matching
- Systems for verifying alumni skills, background, or employment readiness
- Staff/time to manage ongoing alumni engagement

As a result, thousands of graduates miss local job opportunities and colleges lose visibility into alumni success.

Challenge: How might we design an easy-to-adopt Alumni Job Connect solution that enables any college, even with minimal tech staff, to:
- Instantly discover & register recent verified alumni (via app, web, or WhatsApp-from anywhere)
- Facilitate job matching between alumni and local employers/college partners, with automatic skill and credential checks

- Promote alumni referring other alumni in existing companies
- Manage alumni communication and job tracking with zero manual effort

4. Jobs for Persons with Disabilities

Problem Statement:
Persons with Disabilities (PwD) often face a non-standard and fragmented pathway to recruitment. While many large companies and MSMEs may have inclusion policies or incentives, there remains a significant gap between *awareness*, *discovery*, and *actual hiring demand*. Job discovery platforms, recruitment processes, and even post-hire support are often not accessible—whether due to lack of assistive features, non-inclusive screening, or limited integration with government benefits and incentives. As a result, capable candidates remain invisible in the system, and employers miss opportunities to hire and retain diverse talent.

Challenge:
How might we make job discovery, application, and onboarding *accessible by default* for Persons with Disabilities, while strengthening their "Blue Dot" profiles to carry trustable, verified credentials? This includes ensuring:

- Discovery platforms and recruitment workflows are fully usable through assistive technologies and voice-enabled interactions.
- Accessibility is embedded from screening to onboarding, with flexibility for different types of disabilities.
- Employers, especially MSMEs, have easy pathways to adopt inclusive hiring practices and leverage government incentives.

5. Byte-Sized Interview Prep for Blue/Gray Collar Job Seekers

Problem: Many students and entry-level blue/gray collar job seekers fail interviews - not because they lack skills or knowledge, but because they:
- Struggle with communication and confidence
- Aren't aware of current industry practices or employer expectations, as their training is outdated
- Have no structured, accessible resource to prepare themselves before an interview

This leads to missed opportunities for otherwise qualified candidates, and higher interview drop-off rates for employers.

Challenge: How might we deliver quick, practical interview preparation - in bite-sized, local-language lessons - directly on platforms job seekers already use, like WhatsApp, so they can improve confidence, communication, and current knowledge in just a few minutes a day?

- Modules must be micro-learning (2–3 min each), consumable on low bandwidth
- Support regional languages, voice notes, and video snippets for low literacy users
- Cover soft skills + trade-specific updates (e.g., tailoring trends, electrical safety, sales pitch basics, receptionist etiquette)
- Can also include bytes about a particular job/industry they are interested in
- Interactive, WhatsApp-first flow (quizzes, audio Q&A, role-play simulations)

6. Efficient Utilization of Qualified Candidates Beyond the Selected Hire

Problem: When companies post a single job opening, they often receive many applications—sometimes around 100—but only one candidate is hired. Among the applicants, several highly qualified and verified candidates remain unutilized, causing the effort in shortlisting to be wasted and missed opportunities for both candidates and employers.

Challenge: How might we create a simple, practical solution that effectively maps these high-potential, qualified candidates to other suitable job opportunities? The solution should:

- Identify and showcase qualified candidates beyond the one selected hire
- Enable seamless connections between these candidates and relevant employers
- Be easy to use for HR teams of all sizes and technical skill levels
- Ensure privacy and secure handling of candidate data throughout the process

7. Local Support Systems for Blue/Grey Collar Workers in Migrant-Dense Areas

Problem: In Tier 2 and 3 cities as well as regions with significant migrant worker populations, blue- and grey-collar workers often face multiple interconnected challenges related to safe, reliable transport and essential support services like childcare. The absence of affordable, accessible commuting options leads to lost work hours, high costs, and attendance issues. Simultaneously, many working parents—especially women—struggle with finding safe, affordable childcare, causing workforce dropouts. Migrant workers face additional hurdles in settling smoothly and accessing these critical local services, impacting their well-being, productivity, and retention.

Challenge: How might we design an integrated, hyperlocal ecosystem that leverages real-time or existing data on employee-dense localities to provide:

- Affordable, safe, and flexible transport solutions that match worker shifts and routes without requiring dedicated apps
- Trustworthy, accessible childcare networks near workplaces or transit hubs, meeting verified safety and quality standards
- Tailored support systems to help migrant workers with better "soft landing," including access to transport, childcare, and community resources
- Solutions that operate through low-tech, widely used channels like SMS, missed calls, or WhatsApp, supporting flexible payment methods and community or employer funding models

Our goal is to reduce friction for workers in daily commute and caregiving, increase workforce retention, and create a connected local environment supportive of all worker needs.