

# Services for construction workers

A high-impact program for construction workers to link them to welfare schemes and provide a social and financial safety net to live and work in cities.

**July 2021**

# The problem

- ~ **60 million construction workers** in India with dedicated welfare funds
- But, there are **massive gaps in information and access**
- Further, **very few have a social security cover**

## GAPS

**Unawareness** about relief measures and welfare programs designed for them

**Lack of handholding support** in applying for these benefits

Unawareness about **eligibility criteria** and the **application/registration process**

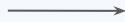
**Unstable employment** and hazardous working conditions

# Haqdarshak has been solving for these challenges at scale

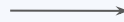
A for-profit social enterprise provide citizens with **last mile support** to avail benefits of government **welfare schemes** through our **technology platform** and a **network of frontline workers**.



Tech platform which has welfare schemes mapped in local languages



Citizen profiling determines a customised list of eligible schemes for the citizen



End-to-end support in scheme / document linkages



Ensuring scheme benefits are unlocked

**\$115 million+** benefits unlocked across **22** states

**1.3 million** citizens reached and made aware of entitlements; **891K** applications facilitated

**10,000+** Haqdarshaks trained

**7000+** welfare schemes digitised

**50+ NGO/CSO** cadres trained

**65+** partnerships with corporates, government departments, philanthropies

# Our impact with construction workers

97000+ workers impacted

100,000 + applications submitted

72,000+ benefits received

12,000+ BOCW cards facilitated

17,000+ BOCW scheme applications

I applied for the Saving Bank Account and received a Bank passbook which has helped me to keep my money safe. Now I can use my ATM card to easily withdraw money. Haqdarshak's coordinator made it easy to apply for the schemes.

**Ajay Kumar**  
Construction Worker

The BOCW scheme is immensely helpful for me and my family, I can apply for loans and avail of other government facilities. I was able to access my scheme benefits without paying any extra money.

**Mukesh Kumar**  
Construction Worker

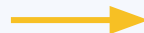
HESPL's support in scheme applications has helped us a lot building good relationships with labourers. Many of them have applied for schemes and received benefits as well. This was especially helpful during the lockdown

**Vasudev,**  
Contractor  
Delhi NCR



# Our approach with construction workers

Minimum 2 interactions are required per worker to provide end-to-end application support to the workers.



- Haqdarshak teams set up **kiosks at various construction sites** to provide **end-to-end application support** to the workers
- All **support is provided on site** so the worker does not have to step out
- Strong **M&E processes** to ensure **quality and evidence of impact**

To facilitate applications, HESPL works with:

- Department of Labour
- Post offices/Banking institutions
- District Civil Supply Office
- CSC Centres, Anganwadis, National Skill Development corporation, etc.



- Research and program teams of Haqdarshak **collaborate with authorities**
- **Scheme content is regularly updated** to add new schemes

**Areas for support include basic awareness about welfare services and last-mile support**

Social security

DBT Relief Schemes

Insurance & claims

BOCW card and claims

Schemes for family welfare

# Why partner with us?

**3X-4X ROI** for companies; an average benefit value of **Rs. 2000** can be unlocked

Enhanced **worker wellbeing**

**Strengthened relationships** with workers

Improved **brand visibility**

**BOCW Card** is a **critical document** for purchasing essential commodities at subsidized rates and receiving entitlements announced by government from time to time for construction workers. **Benefits** of the **BOCW registration** include welfare benefits like **medical assistance, accident cover, pension, maternity benefits, educational benefits** for children.

## Key partnerships



# Budget

Services	Basic	Advance	Pro
Needs assessment and linkage to 2 govt services	Y	Y	Y
Impact study [5-10% of total beneficiaries]	N	Y	Y
Calling support [2 years] + SMS support	N	N	Y
Branding collaterals (Editable files for field activities for banners, flyers)	Y	Y	Y
Add-ons			
Customised data reports as a service	Additional Cost	Additional Cost	Included in Cost
Branding collaterals Printing	Additional Cost	Additional Cost	Additional Cost
Marketing campaigns, videos and webinars	Additional Cost	Additional Cost	Additional Cost

Pricing Chart 2 Services/linkages per beneficiary				
Number of beneficiaries	upto 5000	5000-30000	30000-75000	75000+
Timeline for implementation	6 months	10 months	12 months	Custom
Basic	₹575.00	₹450.00	₹375.00	₹225.00
Advance	₹632.50	₹495.00	₹412.50	₹247.50
Pro	₹695.75	₹544.50	₹453.75	₹272.25

\*This pricing chart is exclusive of GST.  
GST @18% will apply

\*\*The prices here are indicative - for 2 linkages per beneficiary.  
They are subject to change based on factors like location of the intervention, no. of services per beneficiary, etc.