

Haqdarshak Empowerment Solutions Private Limited

Concept Note, June 2021

About Haqdarshak Empowerment Solutions Pvt. Ltd.

Haqdarshak is a social enterprise working to make welfare schemes more accessible to citizens by creating a multi-state, multi-lingual, cloud-based, mobile technology platform that helps citizens discover, apply for, and benefit from, various government and private schemes that they qualify for.

The Current Problem



There are many government schemes floated to benefit specific problems in society, especially for people at the bottom of the economic pyramid. In the financial year 2016-17, Rs 9 lakh crore was allocated by the Central Government for over 1,000 poverty alleviation schemes. The unfortunate part is that a large portion of this money remains unused as the schemes are **poorly publicized, complex to understand, difficult to apply** for, and as a result, **often unused**.

Funds appropriated for these schemes lie unutilized at the end of the budget year and are re-appropriated or lapse. The same is the case with respect to local government. Schemes exist for local communities but local governments (Panchayats, Municipalities, etc.) are not aware of them, or how to tap into them. As a result, people miss the opportunity to pull themselves out of poverty and the resources meant remain inaccessible to a large mass of people.

The Haqdarshak Solution

Our solution is to use the power of technology along with a network of trained field cadres to solve the problem:



A comprehensive database of all government and private schemes available for a citizen and local governments. Eligibility criteria are parameterized.



A mobile/tablet/web-based application that collects relevant information from a citizen (or local government) and matches it to eligibility criteria. It then informs them of schemes they are eligible for along with complete details about the process, benefit, documents required in a simplified manner.



A Haqdarshak, or trained local worker is someone who captures the information in the application listed above, and then guides the beneficiary through the process of applying for and getting the benefit of, schemes the beneficiary is eligible for. The citizen also has the option to apply for the services himself/herself based on complete information provided free of cost through the platform.



A back-end fulfillment engine that generates the application packages for the Haqdarshak to give to the beneficiary. The back office also keeps track of new schemes, and updates changes in rules and eligibility for existing schemes.

Rs.519 crore

Total benefits delivered

1,302,954

Total number of citizens reached

860,562

Total number of applications submitted

654,155

Successful conversion of applications to benefits

Rs.50 lakh+

The value of employment generated for over 3,500 Haqdarshaks

Rs.3,000-5,000

Income generated by Haqdarshaks

7,200+

Schemes digitized

Training and Livelihood Model

To reach citizens in rural areas, HESPL works through a community-entrepreneur model. We train village-level field workers to use our app and earn income in the process. These entrepreneurs become the face of Haqdarshak in rural India. The HESPL team monitors the Haqdarshaks and provides them with the support needed to keep them active. HESPL charges the partner for the training and handholding support provided to the Haqdarshaks.

Main features of this model are as follows:

01



Train village-level entrepreneurs as Haqdarshaks

05



HESPL provides tech and helpline support through the state and central teams. This is primarily around:

- a. Tech troubleshooting
- b. Monitoring and evaluation
- c. Quality checks
- d. Customer support

02



These Haqdarshaks will go door-to-door, screen citizens and help them apply for schemes

03

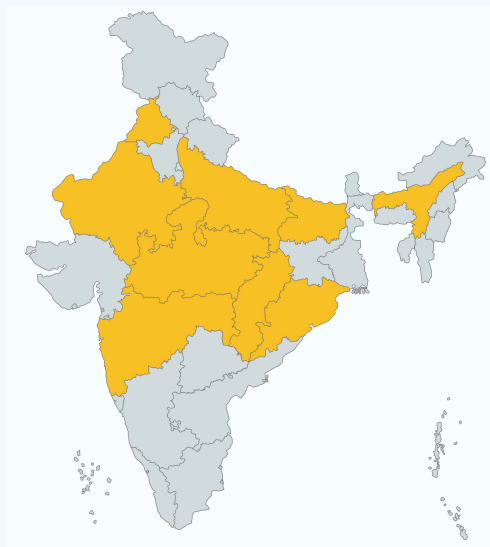


The Haqdarshaks will charge a screening fee (Rs0-Rs40) and an application fee, as per the scheme token cost—prescribed by the app—to the citizens. This becomes their revenue

04



On an average a Haqdarshak earns Rs. 3300 for 70-75 hours of work per month



States where we are implementing this model

Direct Implementation Model

This model aims to support workers and citizens access the current and new government relief schemes and ensure they receive benefits. We will also prepare these workers for future relief measures by ensuring documentation is in place—the government is readying further relief packages as the economic impact of the pandemic is huge and will linger. We will provide doorstep application support for schemes which could support these workers in a recessionary economy.

01



Geography is selected according to the preference of the partner organization.

02



Haqdarshaks — trained agents from the community — ensure that the citizens are provided handholding support to apply for schemes. A stipend will be paid to the agents.

03



Haqdarshaks will charge the government fee directly to the citizens, if any.

04

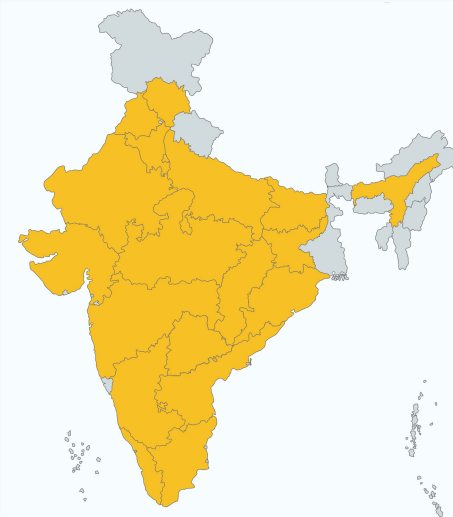


Haqdarshaks will follow up to check if and when the benefit is received. Grievance redressal with authorities is taken up by Haqdarshak.

05



The partner is charged a cost per citizen which covers HESPL's outgoing costs.



States where we are implementing this model

Measurable outcomes

*sample = 5000 citizens

An average benefit worth of Rs.2000 per citizen can be unlocked via schemes

For 5000 citizens, return on investment = 4X when the impact is measured

- Increased income and social security for workers.
- Access to affordable and quality education.
- Access to affordable medicines and quality healthcare.
- Creation of livelihoods

B2C Mobile App

The Haqdarshak mobile app available on the Google Play Store will enable anyone to screen himself/herself and learn about schemes in their local language. Further, they can request a service for applications support at a fee. Our direct to citizen offering will ensure scale across the country.

The app was launched on July 02, 2020 on the [Play Store](#)
Below are the main features of the model:



- Features like speech to text in the product roadmap
- Chatbot to be introduced
- Direct to consumer revenue model
- Opportunity to include private services related to welfare as we scale



MSME Focused Platform

A platform which will enable micro, small and medium enterprises discover eligible government schemes and request for application support services. India has over 63 million MSMEs — registered as well as unregistered.

Click here to access : <https://msme.haqdarshak.com/>



Below are the main features of the model:

Scheme Knowledge

Types and Names of Schemes

Details of scheme benefits

Scheme Eligibility

Details of Eligibility

Details of Support Document for Application

Application Support for a service fee

Customized services for application to schemes

Support in private support as well

Benefit from Scheme

Follow up for benefit with relevant department

Grievance redressal

HESPL has previously worked with the Government in varying capacities so the citizens receive the benefits that they are eligible for. Some of our projects with governments include:

E-Mitra Project for Government of Rajasthan

We have integrated the Haqdarshak platform with the 45,000 E-Mitra centres operated by the Department of Information Technology, Government of Rajasthan. These kiosks will now offer the Haqdarshak services to citizens who visit them.

Animal Husbandry

We have tied up with the AHVD, Govt of Assam, to onboard the Department's active schemes on our portal and create awareness amongst citizens in Morigaon district in Assam by training our Haqdarshaks on the same. We are also sharing with the Department a list of citizens eligible and interested for these schemes in order to promote scheme uptake.

Projects with District Administrations in Haryana

In Haryana, we have done projects with the district administrations of Rohtak and Panchkula wherein Haqdarshak services were implemented through village-level entrepreneurs (VLEs) identified by the district administration. We conducted research on schemes of the Government and digitized total of 150 schemes (across 19 departments) on the Haqdarshak platform. Thereafter, the services were implemented through the identified VLEs to whom we provided training and regular ground support.

Bruhat Bengaluru Mahanagara Palike (BBMP)

Haqdarshak has tied up with Bruhat Bengaluru Mahanagara Palike (BBMP), Municipal Corporation of Bengaluru, to help registered Street Vendors under the PM-SVANidhi Scheme. HESPL has submitted more than 1000 online applications for street vendors identified by BBMP team in wards of Bengaluru.

Training SRLM cadre with Chhattisgarh, Madhya Pradesh and Bihar Government

In Chhattisgarh we are on our way to train 5000 SHG women as Haqdarshaks and in MP, we have trained a total of 150 women as Haqdarshaks. In Bihar we are working with JEEVIKA to train 55 SHG women as Haqdarshaks in Sheohar district. The end goal is to ensure that they earn a sustainable livelihood through using our product.

HESPL works with corporations in different capacities. This is either to service citizens near their plant areas or to assist blue-collar workers to get access to schemes. Some of our work with partners are as follows:

Tata Power & WREL

We have been able to enable 25,000+ citizens across 8 states/UTs in India to discover and access social welfare schemes through our project with Tata Power & WREL. We continue to strengthen this partnership by targeting more citizens in other Indian geographies.

Godrej Properties

We are working at construction sites of Godrej Properties to sensitise construction workers, increase the awareness about documents and schemes and provide on-site support for application for various schemes. We have done 4000+ applications in the first phase and are on our way to service 8000 workers in the second phase.

JSW Foundation

We have till now serviced close to 70,000 + families across various states in India to discover and access social welfare schemes. In this process, we have trained close to 200 Haqdarshaks who continue to help citizens in their community with screening and application support.

Uber

Gig economy workers play an important role in India's growing economy. We are on our way to service 1,00,000 uber drivers to support them and their family members with key schemes/documents.

Nespresso

We have partnered with Nespresso to provide screening and application support to 500 of their coffee plantation workers in Coorg and Chikmagalur districts in Karnataka.

Training and Livelihood Model



Direct Implementation Model



MSME Collaborations

