



Supported by



Department of Science  
and Technology,  
Government of India

# ShramGaurav

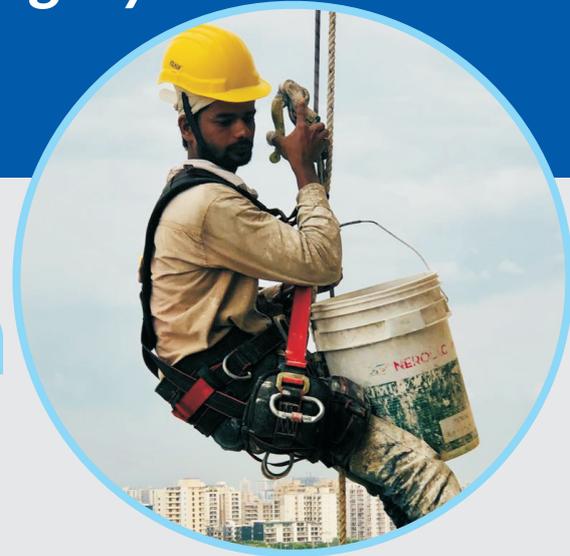
Dedicated to the Dignity of Migrant and other Labour Workforce



An Initiative of AdyaGaia Pvt Ltd. (AGPL)  
*Incubatee–Social Innovation Category*  
at Science and Technology Park,  
University of Pune

## Vision of the Company

To reduce the vulnerabilities of migrant labour workforce and make them precious part of the India's growth story by providing one stop solution service delivery to address their unique needs.



## Why to support Migrant Labour workforce?

There is no official data available of migrant workers in India, estimated workers are 100 crore who are directly contributing for 10% of the India's GDP. However, social protection and financial inclusion is still a dream for migrant and unorganised blue-collar workers in India. They live in riskier environments and lack credit history, assets collateral, formal wage job, access to health care and legal support. There are adequate evidences available that formal finance has not been able to infuse adequately across these segments of populations. Likewise, there are ample evidences in Indian health literature indicating migrant workers have limited access to health care during their migration period, they have minimal or no health insurance, and hence out of pocket expenses on health are very high.

## Our Target Audience

ShramGaurav reach out to blue and grey collar workers of two categories working in different sectors:

### 1. Internal Workers within India:

Domestic, construction, garment, gig, fishery sector workers, who migrate for employment within India, such as state to state or within their own state

### 2. Indian Workers going Abroad for Jobs:

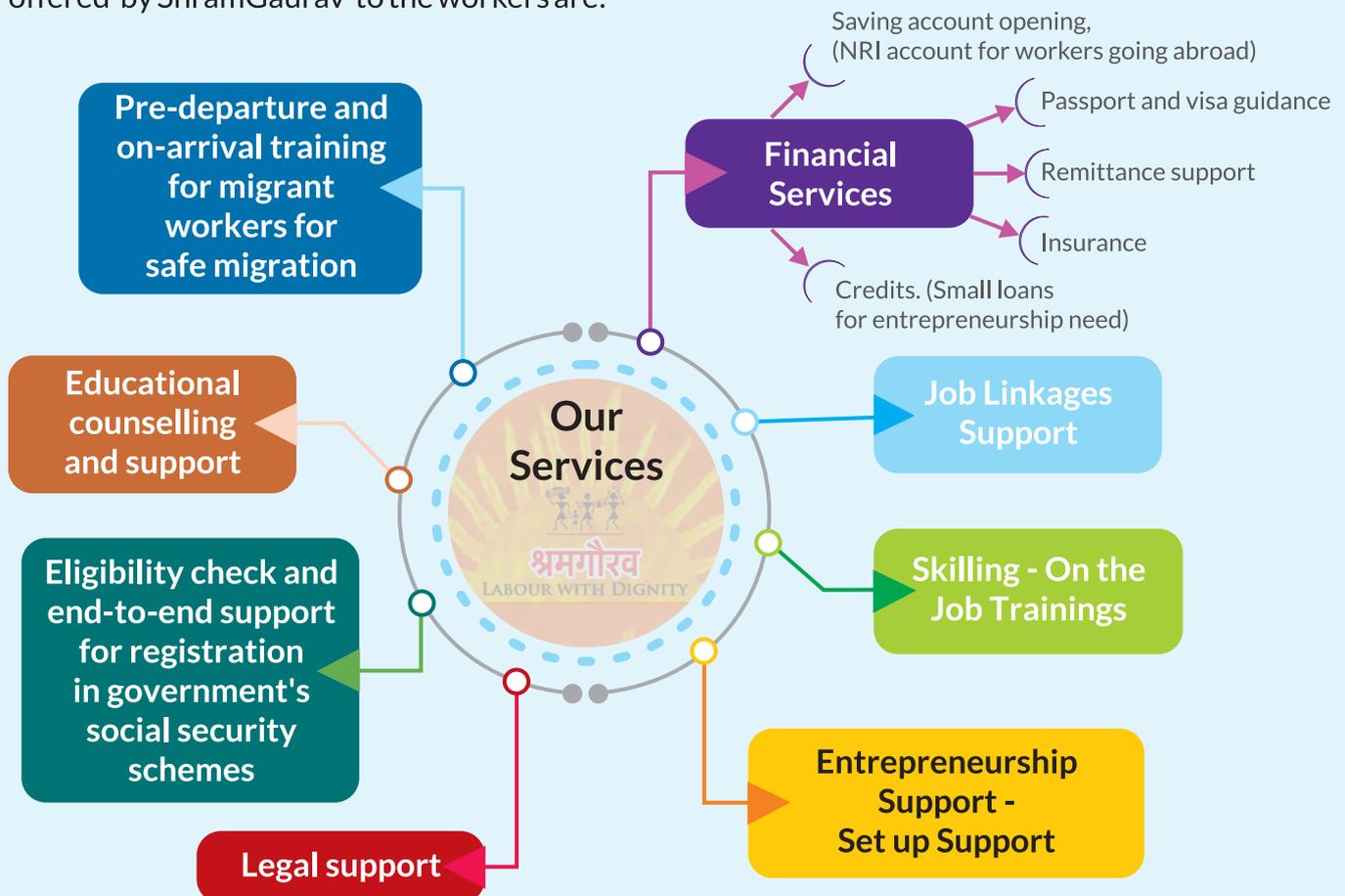
India's workers going in other countries such as but not limited to in Cooperation Council for the Arab States of the Gulf (GCC) countries – mainly Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates

## What ShramGaurav intend to do?

- ShramGaurav aims to foster inclusive financial and other services for migrant and unorganised worker's populations.
- Develop solutions to promote tailor-made comprehensive services for workers which are innovative, scalable, replicable and commercially sustainable.

## Our Services

Taking into account pressing needs of this most vulnerable sub group of population, major services offered by ShramGaurav to the workers are:

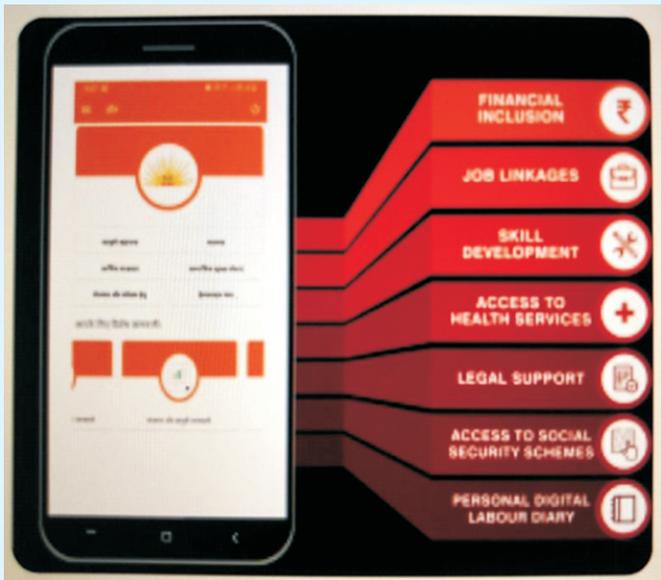


## Mobile App 'Shram Gaurav' and Telephonic Helpline: Digital Eco-system for workers

AGPL has created an Android mobile app called “Shram Gaurav” (meaning Dignity of Labour) and has designated one of its staff as “Shramik Mitra” (meaning Labourer's Friend) to handle phone calls incoming through the mobile app to create a digital ecosystem or digital Migration support centers to provide continuous support to migrants.

AGPL plans to provide migrants with unique solutions for their increased inclusion in the development story of India. This initiative of digital MSC is based on our partner- Disha Foundation's 20 years' work experience through physical or onground Migration Support Centers.

### Screenshots of the Shram Gaurav mobile app



### Snapshots of our mobile MSC in Delhi-NCR



## Business to Business (B2B) Approach:

We will reach our target audience through their recruiting agencies, employers, training agencies and other services providers. AG will compile data of workers available in these agencies

# Business Approach

## Business to Customer Approach:

AGPL provides services directly to the workers under one umbrella.

## Our Current Coverage

- A pilot is started in Gurgaon, Panjim, and Nasik city. It is proposed to reach out 2 lakh workers; and tap at least 50,000 of them in first year for various products.
- We plan to reach in all 1, 2 and 3 tier cities of India in next 5 years.



## Expected Social Impact of ShramGaurav Initiative

- Ensure active inclusion of migrants to address their multiple needs that will strengthen social and health status of migrants
- Increase participation of migrants in skill development and livelihood linkages will strengthen their economic situation
- Improve the outreach of government schemes, programs, entitlement benefits for this mobile segment of population
- Significantly support achievement of various Sustainable Development Goals (SDGs)



## Our Impact So Far



## Our Partners



Adyagia

2 Wild Orchid, Behind Ved Mandir, Tidke Colony, Trimbak Road, Nashik - 422002 Email: adyagia.pvtltd@gmail.com