

Rozghar: App Outline

India's greatest strength is the young who are willing to learn skills and work to improve their economic condition. Lack of employment opportunities for the skilled is its biggest challenge.

The PMO App can be the resource to guide and help people to be more economically productive locally within their communities where their living costs, hardships of displacement and commuting is least.

The way it can work is anyone can become a member by filling in details about education, skills and interest. There after the app provides a feed of local job requirements and also self employment opportunities for skill sets. Unlike a jobs bulletin the emphasis here will also be on guidance, education counseling and group interaction for skill development. Like facebook it's a "skillsbook" or "jobsbook" which prepares people much better for locally available jobs, makes them aware of government and industries initiatives and can over time bring more jobs to localities through agents and intermediaries.

The driving force behind this online skill enhancement system are local teachers who hold paid classes at "cyber cafes" or 'small class rooms with online access". They are qualified domain experts certified through online tests.

A hours introductory class may cost about Rs. 30-50 for each student for a class of 5 or 6. It can provide huge exposure, guidance and idea of next steps and set target to students . The students will find much wider exposure from expert prepared orientation courses with personal guidance given by local teachers.

The students can follow this up with step by step" 5-10 class" courses which help them improve basic skills and may even have practical lessons elsewhere. A "café" can have many freelance teachers and serve a very wide range of job education purpose. Unlike a study from home free online course which nobody seems to have the discipline to complete a real class with exams and certificates will be much more effective. It also not necessary to have computers or smartphone at home.

Rather than a job for life education system this will open avenues for emerging unconventional opportunities for large business who would like to reach deep into semi urban and rural communities to sell their goods, services or produce or buy cheaper.

Opportunities can be develop for handicrafts for rural women, sales for online stores for students, commodity trading for farmers, ngo and social services for graduates, shop floor skills for school passouts, agencies of business or it could be self employment in manufacturing components or trade skills for others.

The PMO app can be the government's direct access to people for micro managing development and people avenue to learn and equip themselves for macro development trends and opportunities. A place to improve skills and earn more.