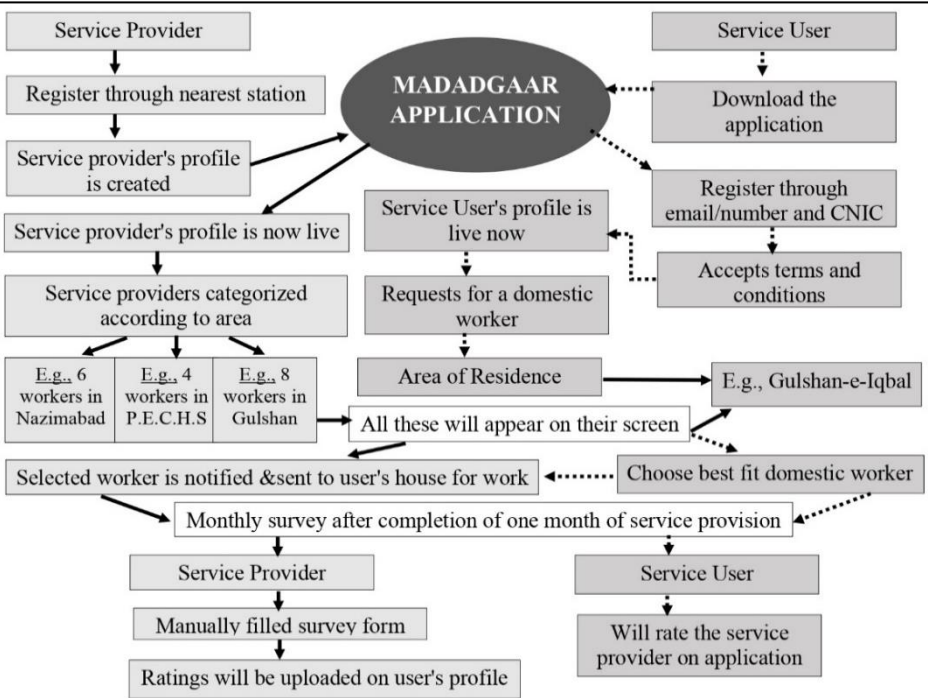
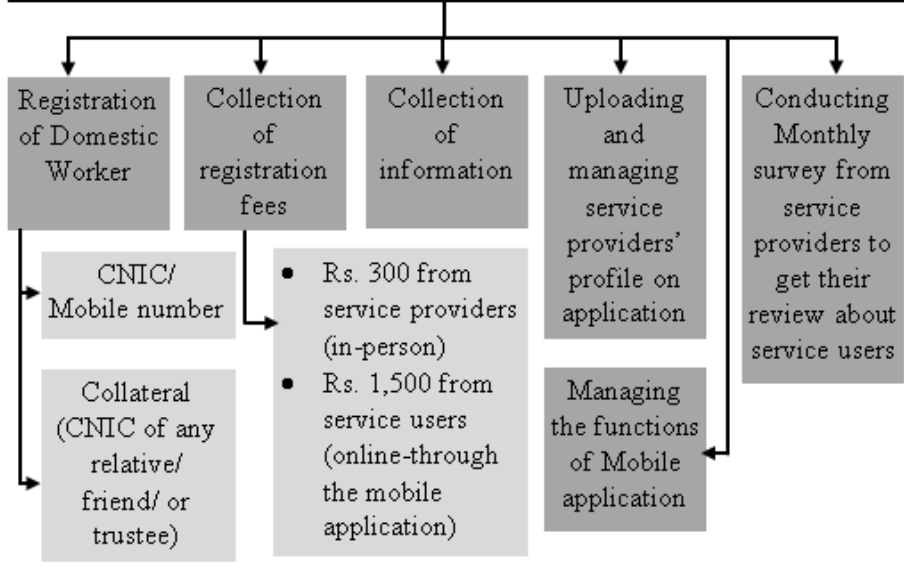




Final Year Project Showcase Batch-2018 Year 2022

Department: Architecture and Planning Programme: Development Studies		
1	Project Idea	'Madadgaar' Mobile Application
2	Process	<p>The project is to develop a mobile application with its stations in the low-income areas identified from the research to directly reach the domestic workers. The stations in each area will register the domestic workers on the basis of their CNIC or mobile number. If the domestic worker does not have mobile or CNIC, the number or CNIC of any relative will be taken as a collateral for the registration. At the time of registration, the domestic worker has to submit a registration fee of Rs. 300. After registration, the details of the domestic worker will be taken through a form. These details include their name, age, area they live in, skills (what work or task they can perform), their working hours and availability (part-time, full-time, live-in), if they have any health issues, areas they will prefer to work in, on what basis will they take charges (timings, service etc.) and how much money will they charge and if they have any their demands. In this way, a complete profile of the domestic worker with their demands will be created. This profile will be uploaded on the application under the head of the areas they prefer to work in.</p> <p>Now, the service users aiming to hire a domestic worker to open the application to find a domestic worker. They will sign up and will make their profile to use the application. Before proceeding the service user has to undertake and accept all the legal regulations on which the enterprise is working to increase the credibility of the profession. The service user will see the profiles of domestic workers available to work in their areas and choose the best suitable for them. After hiring the domestic worker through the application, service user will be given one week trial period. After one week they have to pay Rs. 1,500 as the charges for availing service, in case if they choose not to hire the domestic worker.</p> <p>A rating scale will be available on the app for the service users and service providers to rate each other. A monthly survey will be conducted from the service providers where they will rate the service users about their attitude towards the worker, about the working environment etc. Their reviews will be uploaded on the profile of service user. So, if in case they request any other domestic worker through the application, the domestic worker before starting the work will see their rating about how good they are with domestic work. And, in case of any violation from the service user the enterprise will be able to take legal actions against them as they will have their complete record.</p> <p>Similar is the case with service provider who will be given rating on several factors and from 5 stars by the service user so, any other service user before choosing them will see their ratings. Several incentives will be set for the service providers on the basis of their ratings. These incentives will be; health expenses on 3 stars, children' scholarships on 4 stars and training for different skills on 5 stars.</p> <p>All the updates regarding the information of service providers, their occupied slots of work and their ratings for service users after conducting monthly survey will be uploaded on the application through the nearest station working for them.</p>

Functions of Madadgaar Stations



3 stars	★ ★ ★ ☆ ☆	Health Expenses
4 stars	★ ★ ★ ★ ☆	Scholarships
5 stars	★ ★ ★ ★ ★	Trainings (hard skills)

3	Outcome	<ul style="list-style-type: none"> ▪ Proper networking ▪ Job security ▪ Increased credibility ▪ Service Validation ▪ Capacity Building ▪ Reaching staff directly ▪ Better lifestyle ▪ Increased dedication
4	Evidence (Theoretical Basis)	<p><u>INTRODUCTION</u></p> <p>Pakistan has the history of colonialism, where the colonial entities enjoy or exploit their power by ruling on the weak ones. The concept of slavery is as old as Monarchy, when the emperors used to have slaves as their helping hand. The current Pakistani society is divided into three income groups i.e., upper income group, middle income group and low-income group. a trend of having a domestic help already exist in upper income group as they consider domestic help as a part of maintaining their status. Low-income group of the present societies is involved in providing the domestic services in different formal or informal sectors of the country. Middle-income group is the one in which the concept or trend of dependency over domestic help is increasing with the passage of time. Neoliberalism economic policy has created a pressure on middle-income group due to which they find the way out for their survival in order to maintain their living standards and status. Neoliberalism has provided job opportunities regardless of the gender therefore, women participation in the mainstream economy has increased. Furthermore, a change in family structure from joint family system to nuclear family system took place in which the helping hand has been decreased as a result of which the traditional role of the women has been changed now. The role of women according to the society was consider to do the house chores however, it has been replaced by the domestic worker. In this regard research on “increasing dependency on domestic help” was conducted to understand the existing position of this profession, its causes and effects in Karachi.</p> <p><u>PILOT TESTING</u></p> <p>To get the initial insight of this topic, a pilot testing before starting the research was conducted in order to specify the scope of the research regarding the leading gender involve in domestic help and regarding the type of work according to time. The pilot testing showed that female domestic workers are more into this profession and they prefer to do part-time domestic work as they have other responsibilities too. To categorize this widespread research topic, the categorization of various aspects under domestic help was done with respect to service users and service providers to get the better understanding of the topic at the initial stage so that no aspect will be missed out while conducting the research.</p> <p><u>LITERATURE REVIEW</u></p> <p>To find out more about the research topic, the available literature was studied which helped in providing the more details about the observed and available knowledge of the research topic. As per literature review, research from ILO showed that in 2013 the total domestic workers working in Pakistan were 8.5 million in which majority of them were females and children which indicates that a huge amount of economy has been generated through this informal sector. Research conducted from dawn categorize the domestic workers according to the time; part time, live-in and live-out. A job market has been created in which a great role has been played by a middleman, as they generate a bridge between this supply and demand chains.</p>

Due to this, a major rural to urban migration is taking place. As this profession is informal due to which domestic worker faces issues like; child labor, harassment, blame game and more. Moreover, The Pakistan's law system doesn't recognize the domestic worker as the labors. Whereas, only Punjab has passed an act for domestic workers while other provinces still lack in it. There are some gaps identified from the literature review which was filled by primary research. Primary data collection was based on in-depth interviews with service users and service providers and with placement agencies. In order to find the scale of availing domestic help in Karachi, a Google form was circulated which showed that, out of 501 responses (60.7%) of them avails domestic help while the rest doesn't do so.

PRIMARY RESEARCH

The primary research showed that most of the domestic workers prefer to work in their nearby areas so that the expense of commutation will be safe and the reason is that, they can reach their home as early as possible as they have to look after their family. This creates the sense of interdependence among formal and informal areas of Karachi. The profession of domestic help is led by the Saraiki ethnicity. In a result of green revolution, rural to urban migration took place, therefore the market of domestic help is being filled up by them. Their spouse either don't work or they work on daily wages. They use to live in informal settlements of Karachi. In order to meet their daily expenses and in order to payback their loans, they tend to work in this profession. Those domestic workers who know other skills like, stitching or did beauty parlor courses still opt this profession due to the fix amount of monthly salary and incentives they get either in the form of monetary support or in the form of non-monetary incentives. They charge in between of Rs.1500-4000 according to the size of house, per work in each district of Karachi, however this varies due to negotiation power of service users.

ISSUES IDENTIFIED FROM RESEARCH

A major issue faced by them is the gap in the network while finding the work as they migrate to Karachi. To find the perspective of service users and do the in-depth study of two districts of Karachi, district East and District central was selected as district East has the category of middle-income areas according to the high low and moderate density and a categorization of upper, middle and lower middle areas. Whereas, district central was selected as the major number of responses were from the same district. For service users, as per the observation of increase in women participation in mainstream economy is one of the leading reasons under increase in independency over domestic help, there were more other reasons then that, which include a helping hand (as they live in nuclear family system), health issues, trend/ fashion or more. Service users finds difficult to hire those domestic workers who are unknown to them. They face this issue when their domestic worker visits her village at the time of crop cutting and replace them with their relatives. Service users while addressing issues mentioned the security issue as they faced robbery.

While understanding the neighborhood perspective, service users mentioned that almost each house avails domestic help which means a great amount of economy has been generating. The working women addressed that, they face difficulty while hiring the domestic helpers due to the mismatch of their timings moreover, if they get the domestic help luckily then the fear of security is always there and they had faced it if they go out for their work and their domestic help come in their absence for doing house chores. Placement agencies who work as middle-

		<p>man to work as bridge between service users and service providers are more tilt towards service users as they find profit from them. However, the concerns of service provider are still a question mark under their existence.</p> <p><u>ROOT CAUSE AND PROJECT PROPOSALS</u></p> <p>The root cause of all the causes and effects due to domestic help is; informality. As state doesn't declare their rights and this profession runs informally therefore, it doesn't have any check and balance system. To solve this issue from the end of both; service users and service providers, a Sindh domestic act has been designed which will declare the rights of domestic worker insure by the state and a mobile based application has been designed which will work as a bridge to connect the service users and service providers.</p>
5	<p>Competitive Advantage or Unique Selling Proposition</p>	<p>In Karachi city the attainment of a good job is not an easy task and even gets more difficult for a person coming from income group where they donot have education and skills. But, they need to do some work for their survival. That is why majority of the females from low income group are involved in the profession of domestic help.</p> <p>Since this profession is networking on informal basis, there are few agencies that are working as the market intermediary to connect the target population (service providers) to the market (service users).</p> <p>What makes this, Madadgaar application different from those few agencies is that, all of the few agencies currently working are all service users oriented and are facing short of supply of domestic workers. Madadgaar application will set up its stations in the low income areas that are identified from the research (where domestic workers live) so that the workers can approach us easily. Being uneducated, they might face issues while using the application so all of their information will be uploaded by station's staff on the application and all the further assistance will also be provided by stations staff. Also, the terms and conditions that don't let workers work with agencies are so strict while we at Madadgaar have set the terms and conditions flexible enough keeping in mind the circumstances of female of low income group and to make them earn maximum amount of money.</p> <p>Being an application based project, along with the fees from the service users and service providers the source of income will be the money we will get by the more and more installation of application by service users.</p> <p>It is one of its kind as, there is not much competition in market and this project is already working on a different model than those already present in the market. So, it will be a successful project.</p>
a	<p>Attainment of any SDG (e.g. How it is achieved and why it is necessary for the region)</p>	<p>SDG 08: “DECENT WORK AND ECONOMIC GROWTH”</p> <p><u>Objective:</u> “Promote inclusive and sustainable economic growth, employment and decent work for all.”</p> <p>SDG 08 is to provide decent work opportunities to all the individuals which can be achieved through this project as it is providing jobs to the individuals who are illiterate and is also eliminating the humiliation from this profession by increasing the credibility, rating initiative and legal framework.</p> <p>SDG 10: “REDUCED INEQUALITIES”</p> <p><u>Objective:</u> “Reducing inequalities and ensuring no one is left behind are integral to achieving the sustainable Development Goals.”</p> <p>The target of reduced inequality is to eliminate all forms of discrimination present in a society while equality in all forms should be promoted. This target of SDG</p>

		is achievable through this project as it is providing job opportunities to the domestic workers, reducing humiliation and giving confidence to the suppressed class (low-income group) the right to rate their employer creating equality and boosting their self-confidence.																														
b	Any Environmental Aspect	Since this project has no environmental degradation involved, hence it is environmentally sustainable.																														
c	Cost Reduction of Existing Product	The cost of the project is already set to thr minimum prices after conducting survey with different people and the ones providing the minimum rates wer added in the budgeting.																														
		<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 70%;">Required Equipment</th> <th style="width: 25%;">Estimated Cost</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Application making</td> <td>Rs. 70,000</td> </tr> <tr> <td>2</td> <td>Land Renting</td> <td>Rs. 15,000-20,000</td> </tr> <tr> <td colspan="3" style="text-align: center;">Establishment of stations</td> </tr> <tr> <td>3</td> <td>Placement of Utilities (electricity, water supply, sewerage system etc.)</td> <td>Rs. 60,000</td> </tr> <tr> <td>4</td> <td>Furniture</td> <td>Rs. 20,000</td> </tr> <tr> <td>5</td> <td>Stationary (pen, registers, etc.)</td> <td>Rs. 3,000</td> </tr> <tr> <td>6</td> <td>Salaries of staff</td> <td>Rs. 50,000</td> </tr> <tr> <td>7</td> <td>Installment of computers in the stations</td> <td>Rs. 80,000</td> </tr> <tr> <td>8</td> <td>Banners and other marketing equipment</td> <td>Rs. 30,000</td> </tr> </tbody> </table>		Required Equipment	Estimated Cost	1	Application making	Rs. 70,000	2	Land Renting	Rs. 15,000-20,000	Establishment of stations			3	Placement of Utilities (electricity, water supply, sewerage system etc.)	Rs. 60,000	4	Furniture	Rs. 20,000	5	Stationary (pen, registers, etc.)	Rs. 3,000	6	Salaries of staff	Rs. 50,000	7	Installment of computers in the stations	Rs. 80,000	8	Banners and other marketing equipment	Rs. 30,000
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d	Process Improvement which Leads to Superior Product or Cost Reduction, Efficiency Improvement of the Whole Process	There is not much competition in the market rightnow as the entire economy of domestic help is working on informal basis.																														
e	Expanding of Market share (e.g. how it expand and what is the problem with the current market)	Since it's working on informal basis, it has a lot of security, accountability and other issues involved in it. When there will be a body which takes the responsibility the conomy will become more safe to work and people will prefer to use this channel (Madadgaar Application) for hiring domestic helper. as, it will minimize the issues by functioning on proper legal basis.																														
f	Capture New Market (e.g. Niche market or unaddressed segment)	It is one of its kind as, there is not much competition in market and this project is already working on a different model than those already present in the market. So, it will be a successful project.																														
6	Target Market	Service users (people of different income groups who will hire the domestic helper). These include;working women, students (living alone), single parents, elderly people etc.																														
7	Team Members (Names along with email address)	<ul style="list-style-type: none"> ▪ Syeda Areeba Zehra Jaffri syedaareebajaffri03@gmail.com ▪ Aqsa Raja aqsa.a.raja99@gmail.com ▪ Ramisha Ishtiaque rami.sha2017@gmail.com 																														
8	Supervisor Name (along with email address)	Dr. Saeed Uddin (Associate Professor) architectsaeed@yahoo.com																														