

Analysing Domestic Workers Market

भारत

Opportunity



Domestic Workers In India

The domestic workers segment in India is substantial, comprising a significant part of the informal sector workforce. It represent the **third-largest category** of workers after agriculture and construction.

As per **National Domestic Workers' Movement (NDWM)**, the total number of domestic workers in India range from official estimates of **4.2 million** to unofficial estimates of more than **50 million**.

Who are Domestic Workers ?

Housemaids



Cooks

Nannies



Elderly Care

Drivers



Who am I focusing on ?

Housemaids



| | |
|-----------------------|---------------------|
| Name | Amina Bibi |
| Age | 27 |
| Location | Gurugram |
| Occupation | Housemaid |
| Income | ₹ 20,000/month |
| Marital Status | Married |
| Kids | 1 Daughter (5y old) |

| | |
|--------------------------|---|
| Summary | <ul style="list-style-type: none">• She has been migrated from West Bengal to Gurugram 5 years back.• She works in different residential societies of Gurugram and her duties includes cleaning, dusting, washing and cooking. |
| Needs & Goals | <ul style="list-style-type: none">• She wants to get more employers in her evening free time.• She wants to get an increase in salary from the employer after a year to support her home and daughter's education.• She wants to visit her village once in 6 months without losing her job• She wants to have fix number of leaves in a month |
| Pain Points | <ul style="list-style-type: none">• Finding consistent additional work during her free time in the evenings is challenging.• Fear of losing current jobs if she needs to take leave, especially for her bi-annual visits to her hometown.• Managing multiple households daily is physically demanding, leading to fatigue and health issues like back pain.• Miscommunication due to language barriers with employers leading to dispute |

Jobs to be Done for Amina Bibi

Job - 1

| | |
|---------------|---|
| When I | finish my work in the afternoon and have free time in the evenings. |
|---------------|---|

| | |
|------------|--|
| But | I struggle to find more employers who need my services during these hours. |
|------------|--|

| | |
|----------------|---|
| Help me | connect with more households or employers who require evening services. |
|----------------|---|

| | |
|----------------|--|
| So that | I can increase my income and better support my family's needs. |
|----------------|--|

Job - 2

| | |
|---------------|---|
| When I | plan to take day leave for urgent work or bi-annual leave to visit my village |
|---------------|---|

| | |
|------------|--|
| But | I fear losing my job or upsetting my employers |
|------------|--|

| | |
|----------------|--|
| Help me | arrange my work schedule and communicate effectively with my employers |
|----------------|--|

| | |
|----------------|--|
| So that | I can visit my family without risking my job security. |
|----------------|--|

Job - 3

| | |
|---------------|---|
| When I | complete a year of dedicated service with my employers. |
|---------------|---|

| | |
|------------|---|
| But | I am unsure how to negotiate a salary increase confidently. |
|------------|---|

| | |
|----------------|------------------------------------|
| Help me | with negotiation with my employers |
|----------------|------------------------------------|

| | |
|----------------|---|
| So that | I can get a salary increase to better support my home and daughter's education. |
|----------------|---|

Key Players

Industry: Consumer Internet



An online platform that connects domestic helpers, such as maids, cooks, babysitters, and drivers, with employers. They offer a subscription model for employers to access the database of helpers.



Specializes in providing housemaids, babysitters, nannies, and elderly care staff. They offer options for full-time, part-time, and live-in maids.



A broader service listing platform that includes a section for hiring domestic help like maids, cooks, and babysitters. Users can browse through various service providers.



Part of the Quikr classifieds platform, QuikrServices provides listings for domestic help including housemaids, cooks, and drivers. Employers can browse and contact service providers.

Value Proposition of Players

Industry: Consumer Internet



Background Verification

Many of these platforms offer background checks and verification services to ensure the safety and reliability of the domestic workers

Some platforms provide training to domestic workers to enhance their skills and ensure high-quality service.

Training Programs



Customer Support

Dedicated customer support to address any issues or concerns from both employers and domestic workers.



Some platforms offer insurance for domestic workers and employers to cover potential accidents or damages.

Insurance and Protection



Recent Trends

Market: Consumer Internet for housemaids



Increased Digital Adoption

There is a significant increase in the use of digital platforms to find domestic help. Online platforms are becoming popular for hiring domestic workers, driven by increased internet and smartphone penetration.

The demand for housemaids has seen an uptick, particularly in urban areas, due to the growing middle class and dual-income households. This has led to a surge in online platforms that connect domestic workers with employers.

Rising Demands



Improved Working Conditions

There is a growing emphasis on improving the working conditions for domestic workers, including fair wages, regular work hours, and social security benefits



Platforms are focusing on safety features, including background checks and verifications, to ensure trust and security for both employers and domestic workers.

Safety and Verifications



Future Change in Market

Market: Consumer Internet for housemaids



Increased Digital Access

The growing internet and smartphone penetration enables more households and domestic workers to use sophisticated mobile apps and online portals for hiring and finding jobs.

There is likely to be more regulatory oversight aimed at protecting the rights of domestic workers, including fair wages, social security, and better working conditions.

Regulatory Changes



Standardization of Services

As the market grows, there will be more emphasis on standardizing the services provided by domestic workers to ensure consistent quality.



STANDARD

By providing better job opportunities and working conditions, these platforms can contribute to the social upliftment of domestic workers.

Social Upliftment



Differentiation Factors for New Players

Market: Consumer Internet for housemaids



Reviews and Ratings

Today word of mouth is a very strong channel to hire domestic workers. Implementing a reliable review and rating system which build credibility and trust

Guaranteeing high-quality domestic workers through vetting and training programs.

Quality of Service



Safe Working Conditions

Ensuring safe working environments for workers and adherence to health and safety standards.



WORKPLACE SAFETY

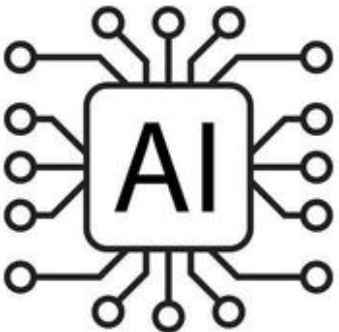
Fostering a supportive community among workers, possibly through forums, events, or networking opportunities.

Supportive Community



Focus Areas of New Product

Market: Consumer Internet for housemaids



Comprehensive Job Matching

Utilize AI to match housemaids with employers based on preferences, skills, location, and availability.

Incorporate a robust review and rating system to maintain high standards and accountability.

Trust



Training and Certification

Offer training programs and certifications to help housemaids improve their skills and increase their employability.

Uphold ethical labor practices, fair wages, and respectful treatment of housemaids, emphasizing dignity and respect in all interactions.

Ethical Standards and Fair Treatment



WORKPLACE SAFETY