



سہ ماہی کے لیے دیکھو

سہ ماہی کے لیے دیکھو 8 سہ ماہی کے لیے دیکھو

دیکھو دیکھو 8 سہ ماہی کے لیے دیکھو

15 دیکھو 2021

سہ ماہی کے لیے دیکھو 8 سہ ماہی کے لیے دیکھو (19 سہ ماہی)

13:10 دیکھو

{ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ؛ ۽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ }

ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ. ڊسمبر 2021 وٽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ ۽ ڊسمبر 2021 وٽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ. ڊسمبر 2021 وٽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ ۽ ڊسمبر 2021 وٽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ. ڊسمبر 2021 وٽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ ۽ ڊسمبر 2021 وٽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ.

Welcome Mr. Manikanth Challa and Mr. Prasanna to the committee on Social Affairs of People’s Majlis. As this meeting is about finding ways to create more jobs for youth of our society, all members of parliament are invited. Firstly, I would like for you to give a brief introduction about your company and works. Then we will proceed with your presentation.

ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ ۽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ. ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ ۽ ڪوٺجڻ واري اجتماع تي شرڪت ڪري ڏيڻ.

Mr. Manikan Challa and Mr. Prasaana, please proceed with your presentation.

CEO of Workruit MR. Manikanth Challa Speaking:

Good afternoon everyone. I would like to introduce myself. My name is Manikanth, and I am CEO of workruit. A bit introduction about workruit is, workruit is an AI and machine learning driven job search platform. We connect job seekers and employers instantly through a mobile application and web application. The objective is to create ease and reduce the time it takes for an individual to find a job and for unemployer to find talent. So, one of our solutions that we have developed in the process is work root for governments, where we partner with state and national government across India and outside international. Where the objective is to help the governments digitized employment exchange and bridge the gap between employers and job seekers. But now I am gonna introduce our concept of digital employment exchange of Maldives. So,



ability to also send out different initiatives and policy announcements on a digitized platform, so, that all the information and announcements are received to users at their fingertips. These are few key differentiators of the platform. So, our journey so far at workrui is, we have more than, we have multiple platforms, where in one of our platform workrui which is span India. We have more than 5 lakh job seekers and 2500 companies. And we partnered with companies like EQUIFAX, and one of the founding members of Angry bird is also our partner, where we help job seekers provide them ability to understand where their profile is. What do they need to learn more and how can they learn more, and where do they need to go learn more in order to be employed. And with the ability of partnership with EQUIFAX, we also help employers do background verification of individuals incase of their hiring professionals within the region or outside the region. We work with, and we also currently working with multiple state governments across in India, where we have more than 1.3 million job seekers and 1.25 lakh plus M.S.M.E's and companies across all sectors, retail, transportation, hospitality, banking and also e-commers across a platform. And we have generated more than 4 lakh job vacancies in the private sectors so far. Few of our key clients are, Marriott Hyatt, hospitals like Apollo and Yashoda. Google, amazon, access banks. So, this kind of gives a variety of the clients that we have on our platform, and constantly hiring. So, what we offer is an entire exclusive employment exchange platform which is completely driven by A.I, where the engagement is real time and results are real time, and this kind of gives an ability to understand the analytics and statistics has to in which region individuals are coming in, what is a gender of each individuals, what is a kind of age gap, where people are employed and people are not employed. And what is a kind of age gap where they are looking to get skill. So, that would kind of help the government body to understand what kind of initiatives could be brought into the future in terms of whether it be skilling or whether it be more about carrier guidance and etc. As the government is completely as excess to all the individuals and all the educational institution as well as all the training programs that are available the training institutes, this kind of gives complete market access to bringing in all departments and all associations in organizations within the region and outside the region into one common platform. So, that it could be one stop market place from tracking an individuals sates about their profile, whether they are employed, whether they're not employed, what do they need to get employed and what are they looking to learn in order to get employed. And the all system this diagram can explain where job seeker tracking employ, job tracking complete user activity and behavior can



be monitored at a dashboard and executive dashboard level. For an employer it is a very easy process. They need to register on the platform through web or mobile. Entered basic details about their companies and then quickly get into posting job opportunities. We capture fields like what are the kind of jobs candidates are looking at, what is a kind of skills at. This kind of helps ease out and show relevant profiles to the companies. So, that they can instantly get in touch with them. And we also show the profile compatibility of each profile that where they can take a decision and also get into a quick communication through chat message or calling them. This kind of covers the basic criteria information that we capture about company, about the recruiter or the hiring manager of the company, and what is a basic information that goes into poster job opportunity. Coming to job seekers, there have a lot more features as there we are trying to help job seekers get more access to the information. It is a basic registration for them where we capture there demographic and geographic information along with there educational and professional information. And it is a platform where it creates us to unskilled, semi-skilled and skilled. The reason why I say this is, there has to be a platform that creates us to all work force and all audience. It cannot be just for skilled or semi-skilled. There are also a lot of unskilled professional job constantly looking at jobs that, you know might not really require a lot of skills, but that will help them get semi-skilled over the course of the process. So, after capturing the basic information about a job seeker, the way we show jobs as more of a uber for jobs kind of a concept where you know if there in a specific location, even if it is hundred meters or fifty meters, they can see all the active opportunities around them. And when they see all the active opportunities around them, they also get to see how much of there profile is matching with the job. And even if the employer is interested in the profile or they are interested in the job, it is a two-way communication where even the job seekers can reach out companies and introduce themselves and tell more about there profile. And another ability, is if there are any, for example the kind of broadcast and announcements about jobs and skilling initiatives that we send is, if there is a new resort coming, an alert could go five months or six months or whenever you know the government wants to address it saying that there is a new resort coming. This is a kind of skills that is required. These are the number of vacancies that are looking, know that the resort is looking at. That would give the first priority to the Maldivians to get skilled or who are looking to, you know, change their job or get employed to, you know, get that skill and be job ready. And also, it can always be prioritize where if the employs that are looking to get more talent outside after the first priority of Maldivians. This will



also allow the outside people, outside of you know, Maldives across the globe to looked opportunities that are actively available in the countries. So, that they can come and get employed. So, this is how we create this channel and make it more interactive by showing all job alerts and showing like an opinion polls if they are interested in terms of a specific course or a specific physical training program that they are interested in, they could always share that interest, and these kind of alerts could be automated and curated based on the kind of new initiatives and programs that the government is bringing in. So, this covers the basic information that we required from a job seeker. From their name, contact information, their gender, date of birth and their skill preference, job preference and qualification and domain interest, that would kind of capture and show them what kind of opportunities they could be relevant on. In order to digitize your employment exchange, of cause there are few attributes that are required in order to achieve it. We have to start collecting information of individuals in a standard formats, so that collectively across all different age gaps that the information that is captured could be properly segregated. That could kind of give us more real times statistics, and with the help of industries and trade and any other employers that are part of the department and all the companies that are part of the country who report to the industries department, could be mandated that any job opportunity that is coming in their requirement has to be published on this. So, that could kind of give us more clarity as to how many kind of opportunities in a month that are been generated or in quarter that have been generated. Because there are lot of contractual jobs also that come in in a year that they changed and people leave, and then new people after coming. And with the help of education employment and skilling departments, all the individuals could be mandated that this is an employment exchange platform where everybody has to registered and everybody's profile is updated. So that they could always looked job opportunities or skilling opportunities year around. It need not be something where, they just have to look today and once they get employed leave it. They could always stay on the platform to see more alerts about and more initiatives that come on the platform. The outcome year is to provide as much of relevancy between job seekers and employers. And then it also creates a direct communication channel between job seekers and employers where everything is monitored, everything is trad in terms of analytics. But at the same time, it is a decision between job seeker and employer to take about an opportunity and there is an employment exchange platform, that is been facilitated here about employment. We know about all the opportunities that are available. This could definitely create a positive impact where a



complete workforce is under one umbrella. All the employees are under one umbrella and it's a tax friendly approach that would help all individuals access any opportunities available right at their fingertips. And that kind of concludes my presentation and if you have any questions open to take them.

Member of Dhiggaru Constituency Ikram Hassan speaking:

First of all, let me thank ijthimaaee committee for arranging this. Thank you for the presentation. I have three questions. One is, what we expect to be the key take always from this for parliament members, as parliament members you know, what do you expect us to take away from this meeting? And why is this presentation been done for the parliament members? Second, how do you differentiate this from network such as LinkedIn? LinkedIn already you know there are plenty of profiles available. People are already, there companies are already there. So, what should be there? And you have been using terms like AI machine learning. So, what exactly, how does this machine learning play a role in this and what is the AI role in this system? And how does it integrate with other social media for learning? These are the three questions.

CEO of Workruit MR. Manikanth Challa Speaking:

Thank you for your feedback. So, I will start with the second question. So, when we are comparing the platforms like LinkedIn or Naukri or Likes of monster, what we are kind of looking at here is, this is an initiative coming from the government. When it is from the government the authenticity is at the top level where any employers are part of the platform. And any job seekers that are coming on the platform they would have assurance that this is a platform free of cost of them to explore opportunities. When you look at likes of LinkedIn, yes there are employers there. But as at not been employment exchange specific, so there are opportunities that are real opportunities that are not, so the authenticity is not as much as what could be the credibility when we look at from a employment exchange driven by the government, or the country point of view. So, that could be the key difference how we plays ourselves difference. Because we are providing the technology solution rather than giving it as a service to the outside audience. That is number two. Going back to AI, see there are different stages of how AI and ML kinds of works in such kind of a product. I will give you an example. So, if I am looking at a job for tele caller. And first ability of the machine is to understand what are the kind of job opportunities are not relevant to me. Yes, it kind of map certain information, it kind of gives what are trending. At the same time, there is also an aspect



where people similar like me are applying for other jobs, which might not be my profile criteria. But I should be also given that information that people who have profiles like me are applying for other jobs. So, that might also be an interest factor for me to see, okay, I might not have the skill set, but why is that certain kind of roles are being applied by people on my status. So, this is how on a different level we kind of curate show them suggestions and relevant opportunities. So, again, it's a process where we have to the more information we have on the platform you know it's a kind of gives us more results us to what to show. And the way that it is going to help skilling is, when we capture the initial information about what my skill preference or what domains I am looking to get skill in. So, there are a lot of you know courses that are free or of course available in the internet. There has to be a curating mechanism that comes and shows me all of the opportunities under one umbrella. So, that I get to decide which one could be the best fit for me to learn right now. So, this is how we also kind of connected with various other skilling platforms across the globe, or digital in order to show the more opportunities.

Mr. Prasanna from Workruit speaking:

If I am a Maldivian, I come to my parliament member saying that I don't have job, you get me a job. See, this is the platform for your members and all that. You can say, you have to come one step forward, I can also come for one step forward, you get trained with these things. That is how you can get a job. So, that way if the committee is convinced that this particular thing is required and all that for Maldivians. Yes, here we don't require any money from the government, not from the individual. The basic thing is a we required support of an employment department and economic ministry where in the entire data is collected, and it is stored. The fees will be collected from the employer. Not from the employment. Not a single Maldivian has to pay money. If suppose you have training centers and all that. They can be diverted to that training center where he gets trained, like what the CEO has said. When I am filling the form, I will say that I am interested in electrical, I am interested in construction, so, he will be skill in that pattern and all that. Thanks a lot.

Chairperson speaking:

Thank you for providing such a fruitful information. Surely we will consider the information in building empowering our youth and society.



وَأَمَّا فِي مَرْحَلَةِ التَّحْقِيقِ وَ 8 وَسَر كَاتَرْتَرْتَرْتَرْتَرْتَر
وَأَمَّا فِي مَرْحَلَةِ التَّحْقِيقِ وَ 8 وَسَر كَاتَرْتَرْتَرْتَرْتَرْتَر
وَأَمَّا فِي مَرْحَلَةِ التَّحْقِيقِ وَ 8 وَسَر كَاتَرْتَرْتَرْتَرْتَرْتَر

