

WorkSetu Job Platform

Designed and developed by
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Worksetu (also referred to as the **Work-Near platform**) is a **location-based job platform** designed to bridge the connectivity gap between local workers and customers. The project aims to create a fast, reliable, and accessible ecosystem for nearby services, specifically empowering small-scale workers while simplifying the search for trusted help within a locality.

Problems Addressed

The project identifies several critical issues in the current labor market:

- **Inefficient Commuting:** Many workers spend **2 to 3 hours daily** traveling long distances, which leads to wasted time, high transport costs, and significant physical and mental strain.
- **Service Delays:** Customers often struggle to find reliable nearby workers, resulting in delayed services and general dissatisfaction.
- **Environmental & Economic Impact:** Lengthy commutes contribute to higher pollution levels and strain workers' finances due to travel expenses.

Core Platform Features

Worksetu offers several specialized features to enhance the user experience for both workers and customers:

- **Location-Based Matching:** The system automatically detects a worker's location to display the most relevant nearby job opportunities, ensuring minimal travel time.

- **Inclusive Design:** The platform includes **regional language support** and a **low-data mode** specifically designed for rural users with limited internet connectivity.
- **Trust and Verification:** To ensure quality, the platform implements **experience verification** for workers and a robust **rating and review system** for users to evaluate services.
- **Streamlined Process:** The app facilitates easy registration, job searching, and a direct application or booking process.

Target Users and Benefits

The platform serves two primary groups:

- **Job Seekers:** Including students, freshers, skilled workers, and daily laborers looking for opportunities that match their skills within their local area.
- **Customers:** Including households, shops, and small businesses in need of efficient, reliable services.

The primary benefits of the platform include **increased job satisfaction** for workers through reduced travel, **peace of mind** for customers through access to trusted help, and the promotion of **local economic growth** through community engagement.

Links

[Project presentation](#)

[Project video](#)

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