

# GEO-LOCATION BASED SKILL CENSUS AND JOB MATCHING PLATFORM FOR RURAL INDIA

Livelihood & Skilling

**Pilot District**  
Varanasi, Uttar Pradesh

**Geospatial Innovation Accelerator**  
FIRST, IIT Kanpur

## Technology Summary

GIS, NAVIC, SMS, React, Node.js, PostgreSQL (PostGIS)

Technology Readiness Level:

**3**

### Value Proposition

GeoInfy bridges the gap between skilled rural workers and employers through real-time geospatial job matching, enhancing employment efficiency within a 5–10 km radius. By connecting local talent with local demand, it ensures faster hiring, greater accessibility, and continuous upskilling across rural communities.

- Enables customers to find and book the nearest service providers
- Instantly matches jobs for daily wage workers, reducing idle time
- Expands access to nearby employment, minimizing travel barriers
- Promotes digital literacy and technology adoption in rural areas
- Maintains a dynamic, searchable rural skills database

### Market Potential / Deployment Plan

- Target Users: 450M+ daily wage workers; construction, agriculture, and small enterprises etc.
- Opportunity: 800M+ rural residents; rising digital penetration (45% growth in rural internet users)
- Access Model: App + SMS-based interface for low-connectivity regions
- Scalability: Pilot in Vizianagaram District of Andhra Pradesh; replicable across India and other developing nations
- Deployment Plan
- Pilot & Setup: Launch in districts with strong Common Service Centres (CSCs) network — a key component of India's Digital India initiative; on-boarding workers via NGOs and local communities
- Community Mobilization: Conduct digital literacy and training drives in vernacular languages
- Launch & Scale-Up: Market through radio, social media, and local events; integrate payments and notifications

- Expansion: Extend to additional states; strengthen data, support systems, and performance tracking

### Applications

- Rural employment
- Skill development
- Policy development support
- Environmental / Social Impact
- Understand the gaps for rural skill development
- Reduces rural-to-urban skill migration
- Supports data-driven policy and workforce planning
- High social impact with scalable technology

### Contribution to Sustainable Development Goals (SDGs)

**SDG 1, 8 & 10**

