

Redefining the livelihood question by working on getting India to work

Jeevitam, "The Emerging Company of the Year 2021", has created a platform that seeks to solve the livelihood challenge by eliminating the barriers to for work seekers from the blue/white/grey collar to seek sustainable livelihoods.



for Emerging Company

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JEEVITAM

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Karnataka, Bengaluru, May 24, 2021 (IssueWire.com) - Jeevitam, India's livelihood platform, has been deeply invested in resolving the livelihood problem by finding answers to two key questions: where do the unorganized blue/white/grey collar workers go to find suitable work and how do they find suitable work without relying on untenable technology solutions?

Having started in 2019, Jeevitam has been endeavouring to leverage technology to enable people from different demographic segments that do not have free-flowing bandwidth or mobile device luxury, to find work that is consummate with his/her experience, background and industry. Given that India's workforce comprises a large proportion that is unorganized, with some reports stating that more than 90% of the workforce is unorganized, Jeevitam uses technology to deliver the value that a work seeker from say a Tier 2 or Tier 3 city or town is looking for. Using its smart audio technology that plays in more than 21 Indian languages, all a work seeker has to do is register on the platform by following the audio instructions in the language of one's choice. Once the work seeker is registered and his profile is in the database, the powerful AI-driven technology starts curating and matching the profiles to the Open Positions and within minutes, an employer has dozens of verified and validated profiles that are ready to be shortlisted and hired.

Acting as the bridge between the work provider and work seeker, Jeevitam has successfully helped provide a livelihood to thousands of people from diverse backgrounds and experience, since 2019. Its Virtual Work Fairs attract hundreds of thousands of people from diverse educational backgrounds; from potential insurance agents to data analysts, drivers to tutors, and more, Jeevitam has facilitated the answer to the livelihood question and transformed thousands of lives. Jeevitam has been working tirelessly with Govt. departments and CSR arms of businesses to bring blue/white/grey collar work opportunities right to the hands of a work seeker. With a rich database of more than 15 million profiles, employment providers from across industries, such as BFSI, startups, MSMEs, skilling and training organizations, and Foundations have all found value in hiring the Jeevitam way.

Today, Jeevitam has been recognized as "**The Emerging Company of the Year, 2021**" by the prestigious Indian Achievers Forum, and is poised to break new ground, with a plethora of service offering innovations that will redefine hiring for businesses, while at the same time bolster the confidence of the worker in urban, semi-urban or rural India. Jeevitam is definitely speaking 'kaam ki baat' and in a language of choice.

For more enquiries write to: renuka@jeevitam.com

Website: [Redefining Livelihood](#)



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Source : Jeevitam, India's livelihood platform

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