



Digitalizing blue-collar services in Pakistan

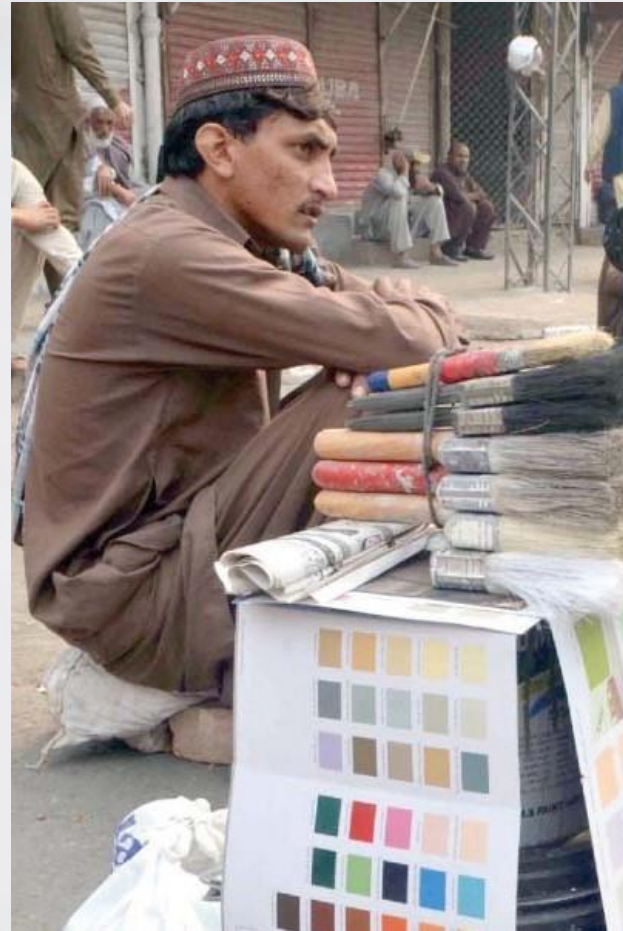
An initiative to be launched by Hasnain Tanweer Associates (HTA)



Communication on Progress (COP)

from March 2021 to March 2022

Kamay.pk





SYED HASNAIN MAZHER

CEO & Director, HTA
Founder of Kamay

✉ Hasnain@hasnain.biz

in /hasnainmazher



Statement of Continued Support

22 March, 2021

To our stakeholders:

I am pleased to confirm that **Hasnain Tanweer Associates Private Limited** reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations.

We also commit to sharing this information with our stakeholders using our primary channels of communication.

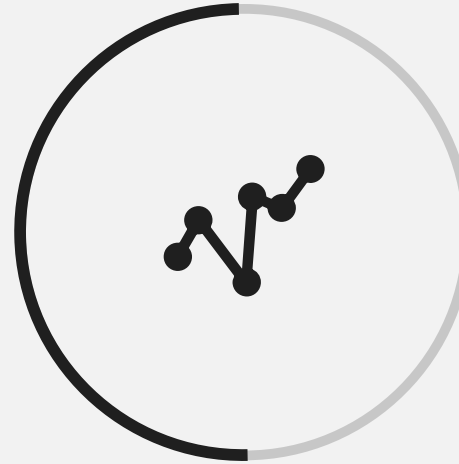
Sincerely yours,

Syed Hasnain Tanweer

Overview: Introduction to Kamay.pk



ABOUT KAMAY



IMPACT & COLLABORATION

KHI Office

34/J/3, Block-6, PECHS,
Karachi, Pakistan
Phone: +92 21 34301488-9

Contact us

Syed Hasnain Mazher
Founder, Kamay
Email: hasnain@hasnain.biz



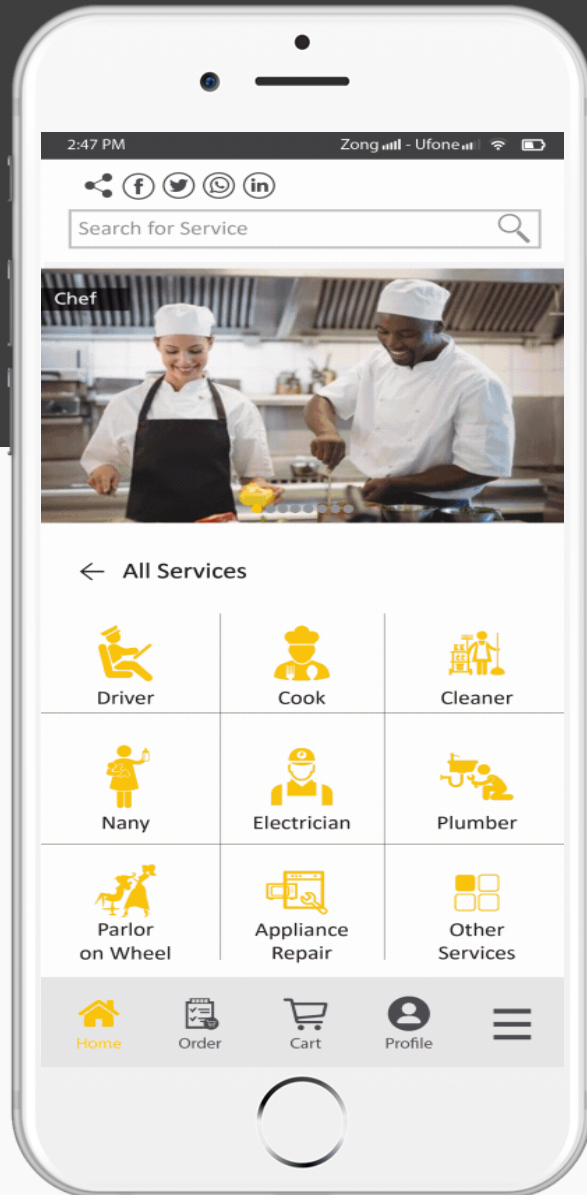
Kamay

What is Kamay

Kamay means *kaam kai log* or 'people of work'. Kamay is a social enterprise established to provide technological platform to blue-collar workers, daily wagers and the desperately poor of Pakistan. It will create job opportunities with safety, security along with flexible working hours under one roof through state of the art mobile app.

Kamay customers will have hassle-free solution to their day-to-day problems related to blue-collar services, provided by plumber, electrician, tailoring, salon and many more, in their home, office, factory, event and other similar spaces.

Kamay has also created a marketplace (Kamay Bazaar) connecting small to medium-sized shopkeepers, stores and traders all across Pakistan to facilitate customers with best price and genuine products along with convenience of rapid delivery of all the required material at their doorstep.



ABOUT KAMAY

Digitalizing blue-collar services in Pakistan



Kamay.pk intends to connect customers with thousands of pre-screened, certified blue-collar workers to do their jobs at homes, offices, factories or events.

Download
app

Book
Service

Track
Kamay

Job
Done

Pay &
Review

34M

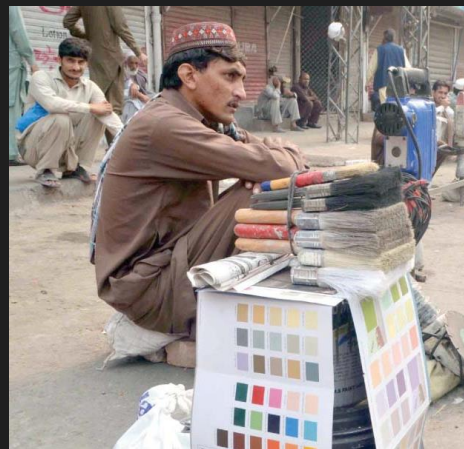
BLUE-COLLARS,
DAILY WAGERS
LABORS



Source: *World Bank 2019*

50M

DESPERATELY POOR



Source: Baluchistan Drought Needs
Assessment (BDNA) Report 2019

9TH LARGEST

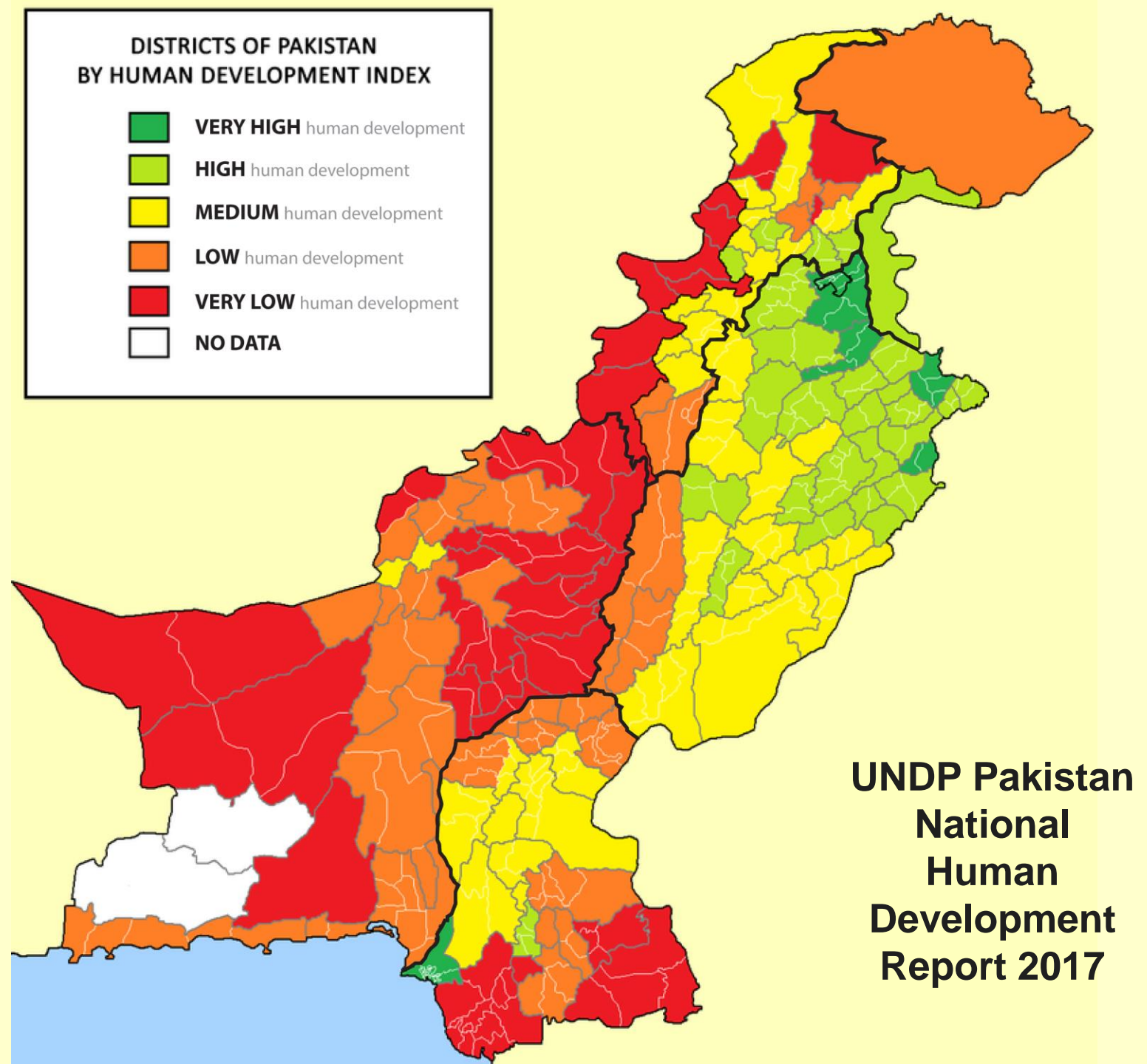
WORKFORCE IN THE WORLD
WITH 70% OF JOBS NOT
COVERED BY CONTRACTS



Source: *Labour Force Survey 2008-09*

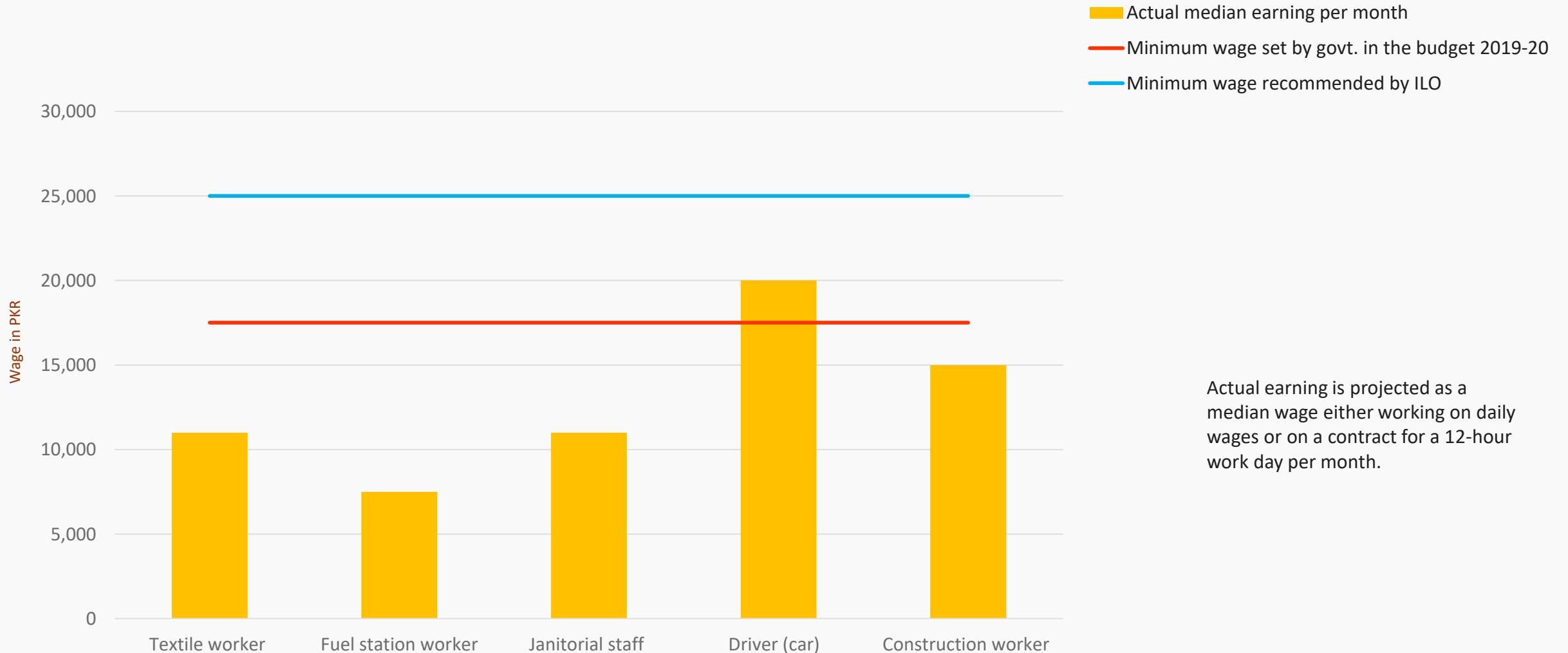
Difference in choices & opportunities for people across Pakistan

Human Development Index (HDI) at sub-national level clearly depicts wide difference in the state of choices and opportunities available for people across Pakistan.



Minimum wage set v/s actual earnings

In Pakistan, the minimum wage covers only a formal sector but unfortunately, it does not apply to the informal sector.



Source: *Setting the minimum wage*, Daily Times, June 2019

Kamay roadmap & goals



01 Beneficiary population

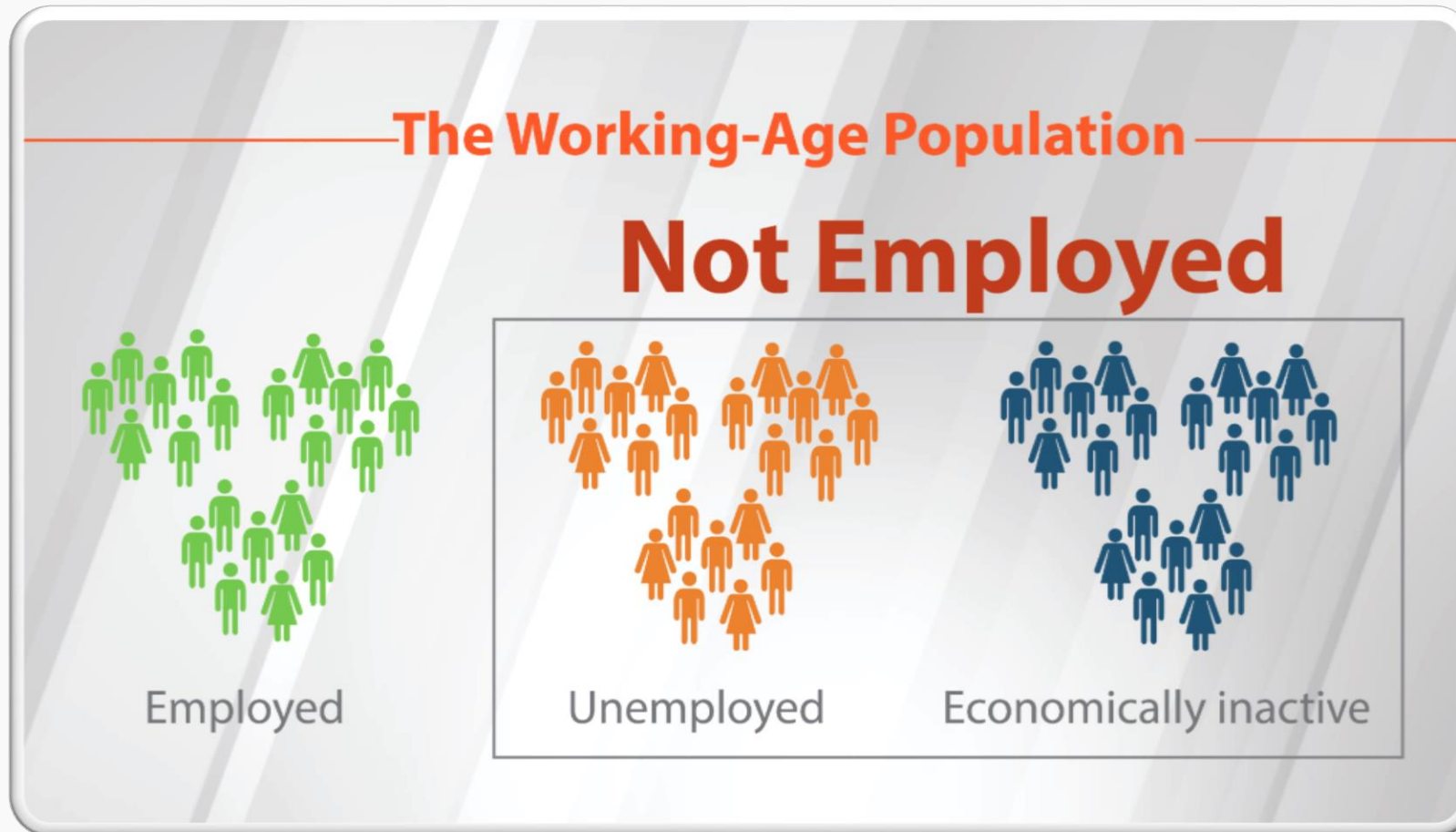
02 Challenges & related goals

03 5-year roadmap

04 Kamay app

Key target beneficiary population

The beneficiary population would be the working-age population in three regions of Pakistan: Karachi (Sindh), Lahore (Punjab) and Islamabad (Federal). The target audience could belong to both developed and under-developed areas of the selected regions. Efforts will also be made to engage the **NOT SKILLED & NOT EMPLOYED**.



Low socio-economic background

18-40+ years of age

Skilled, semi-skilled, unskilled

KHI-LHR-ISB

Kamay as a social enterprise
has its goals aligned with
United Nation SDG

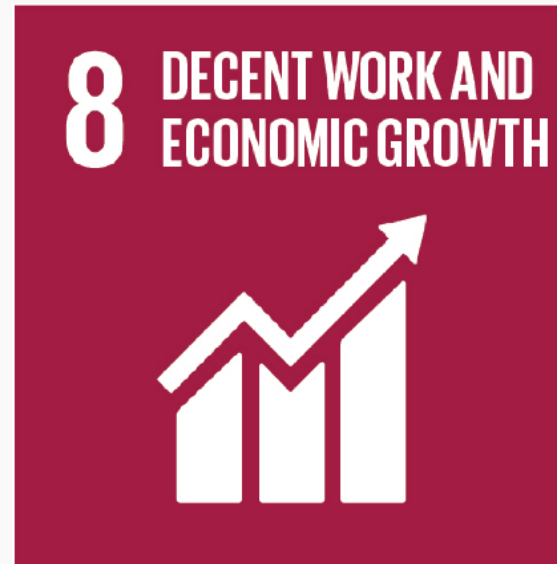


Our goals also include

Women Empowerment

Youth Development

Kamay.pk

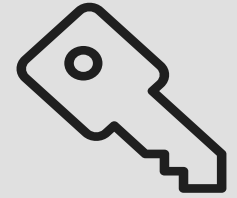




Challenges we want to tackle

- **Informality:** More than 70% of employment in jobs (outside agriculture) are not covered by formal labor market contracts
- **Low education:** Level of formal education among the blue collars is low with many being semi-skilled and unskilled
- **No minimum wage:** In Pakistan, the minimum wage covers only a formal sector but unfortunately, it does not apply to the informal sector.
- **0-hour contracts:** Zero-hour employer contracts often lead to under-usage of the workers' skills and don't guarantee minimum hours.
- **No prestige:** Society believes rewarding, prestigious career is a college degree in finance, law, marketing, engineering or teaching.
- **Lack of safety and hygiene consciousness**

Goals we want to achieve



- ✓ **Infrastructure & accountability:** Improve Monitoring & Evaluation (M&E) of the informal job sector with help of technology
- ✓ **Certification:** Create a trained and certified blue-collar workforce, especially in the households
- ✓ **Higher earning:** Grow earning potential by creating an additional revenue stream for blue-collar workers
- ✓ **Dignity:** Remove misconceptions and bring dignity of labour
- ✓ **Occupational safety:** Improve hygiene and safety measures for the blue collar workers
- ✓ **Flexibility:** Promote flexibility for the service providers (blue collars) and customers



Empowering poor
women with no skill &
no source of income

REMOVE BARRIERS TO EARN

Kamay intends to facilitate women who are unskilled and semi-skilled and come from low socio-economic background by removing barriers to earn.

1. Tap underdeveloped areas in the targeted city
2. Train women for employability skills (eg: salon services)
3. Give women tools for work
4. Provide them transport (eg: Salon on wheels)
5. Connect women with customers and jobs
6. Continuously build their skills



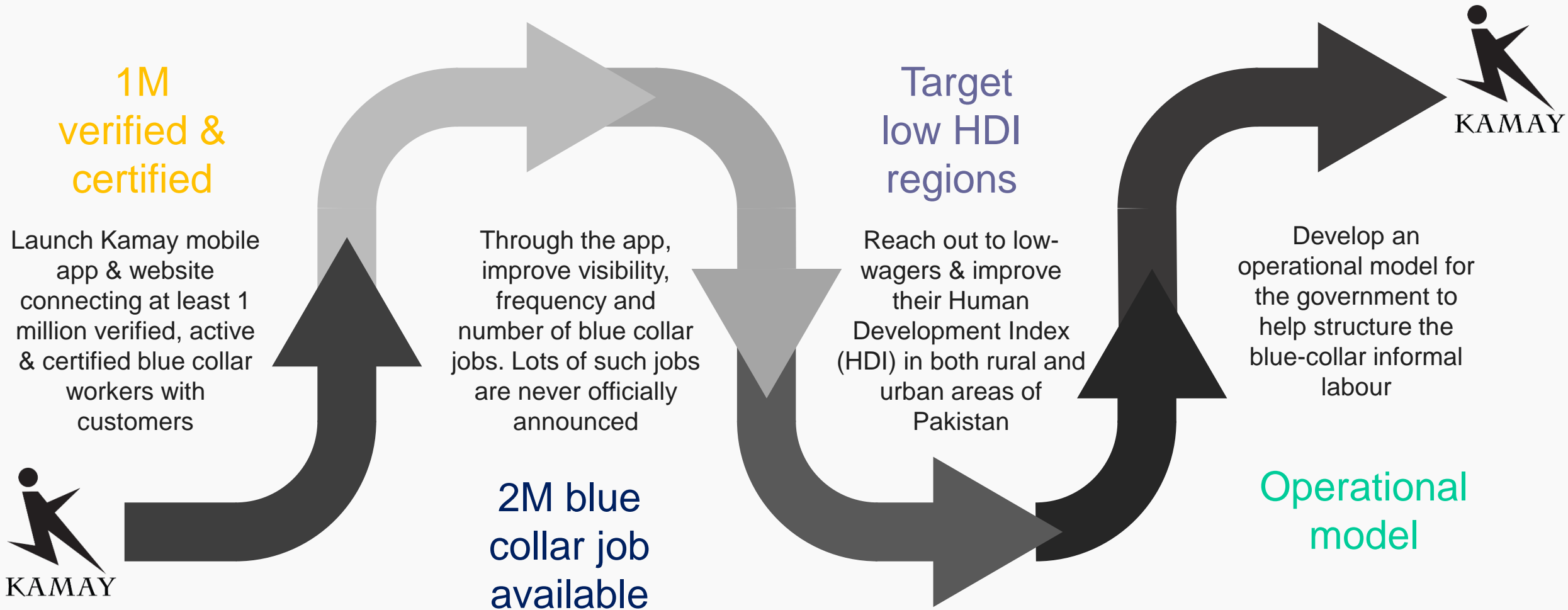
“64% of the total population of Pakistan is below the age of 30

Kamay intends to reach out to unemployed, vulnerable and economically inactive segment of youth (low socio-economic background) and engage, train and make part of a sustainable workforce to improve their lives and boost the country's economy.

- ✓ Train youth for employability in the blue-collar services (HVAC, plumbing, IT etc)
- ✓ Empower the youth with tools for work
- ✓ Connect them with customers & jobs



Impacting lives in 5 years



Sneak peek into Kamay technology platform



[Learn More](#)

Kamay.pk

Kamay.pk is a technology platform to bridge the gap between people who seek blue-collar services and those who provide them

Intuitive interface for

Customer

Kama (worker)

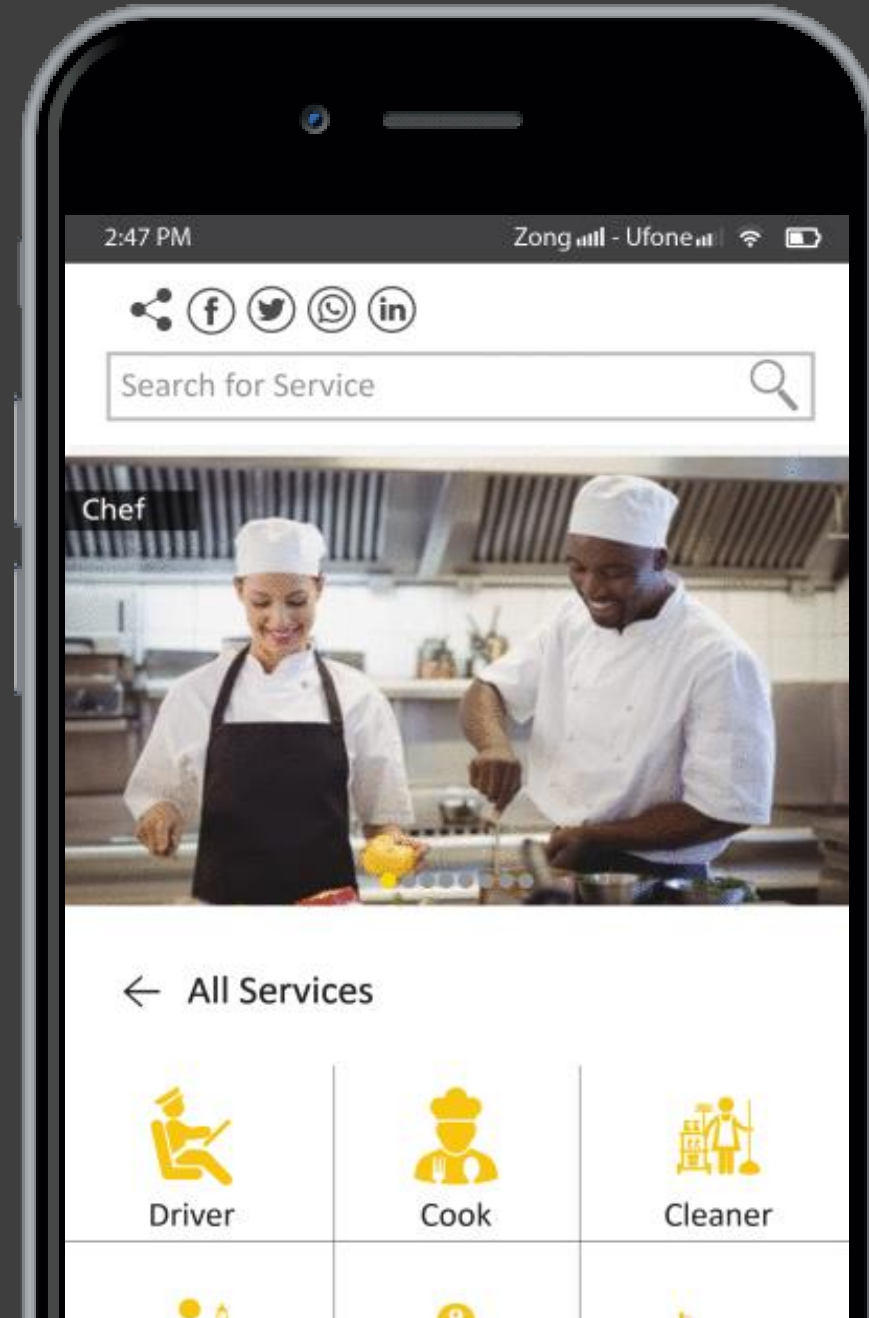
Kama supervisor

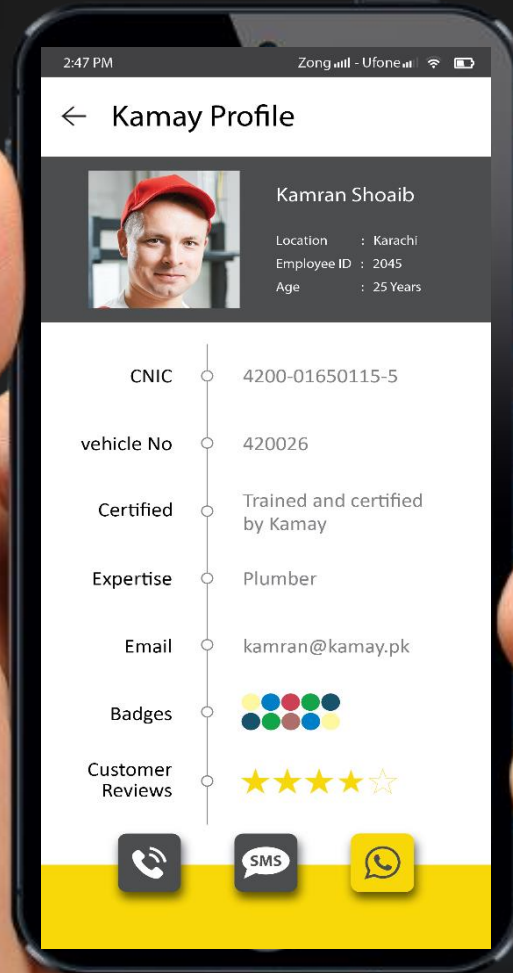
Kamay Bazaar (marketplace)



Why customers would use Kamay to avail services

- ✓ All service providers (workers) under one umbrella
- ✓ Hire freely without liability or hassle
- ✓ Multiple payment methods
- ✓ Cost-effective
- ✓ 24/7 service
- ✓ Security clearance and background check of Kamay (workers) and shopkeepers to ensure safety
- ✓ Certified and trained Kama (worker) who follows best practices for quality work, safety and health
- ✓ Tracking of Kamay (worker) digitally from start to finish
- ✓ Feedback/ rating
- ✓ Panic button
- ✓ And much more



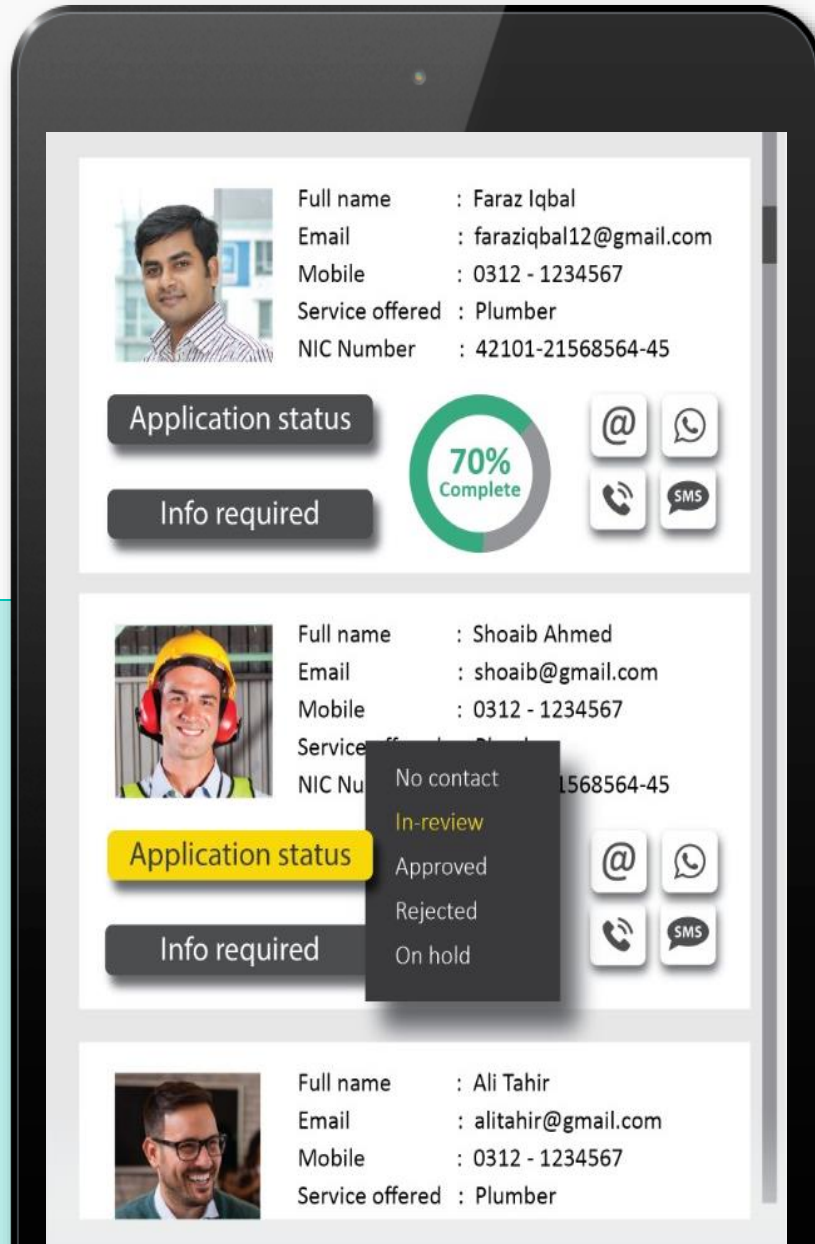


Why would workers prefer doing jobs through Kamay

- ✓ Millions of customers/ jobs available on one platform
- ✓ Providing skillset and professional training/ certifications to service providers (workers)
- ✓ Freedom from regular 'informal' employment
- ✓ Medical insurance and EOBI
- ✓ Supplementary income
- ✓ Kamay intends to skill train workers who do not meet minimum educational or certification criteria
- ✓ On-the-job safety and security
- ✓ Emphasizing on high hygienic standards
- ✓ Certification to be renewed every year by Kamay
- ✓ All workers to be provided with a Kamay uniform and ID card

Importance of 'Supervisors' in this app

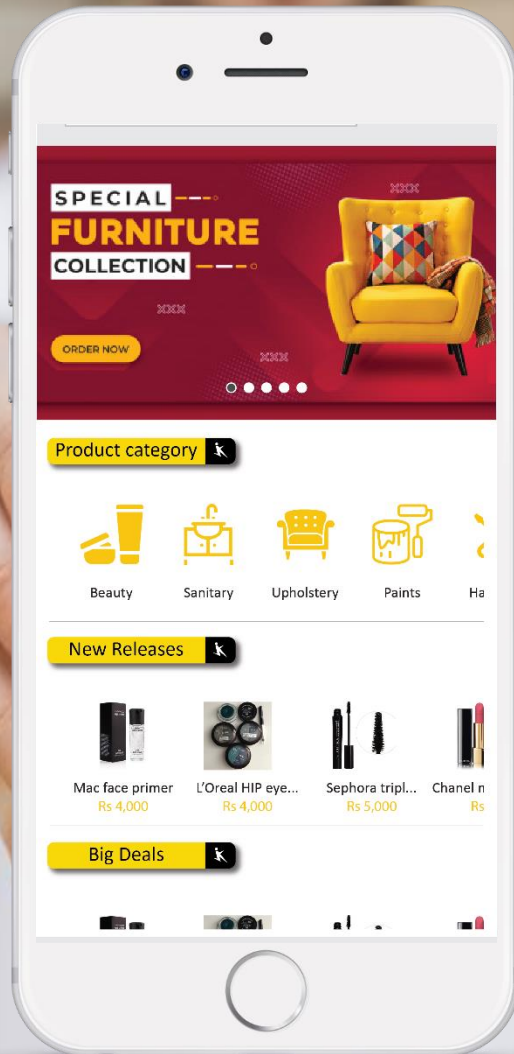
- ✓ Kamay Supervisors are the **on-site agents/influencers** who reside in underprivileged areas to be used as points-of-contact and entrusted with the responsibility of inducting workers with Kamay app
- ✓ Supervisors will **receive commission** for every of the worker they have registered with Kamay
- ✓ The role of 'Supervisor' is an important part of **monitoring and evaluating** the workers and acting as their counsellor/guide.





Kamay Bazaar

- ✓ **Marketplace** to connect the small to possibly large-sized stores/ sellers/ businesses with their customers
- ✓ Sellers can launch their own **online storefront** displaying their products and pricing.
- ✓ Customers can **compare pricing** of products, accessories and material required and at the same time **purchase**.





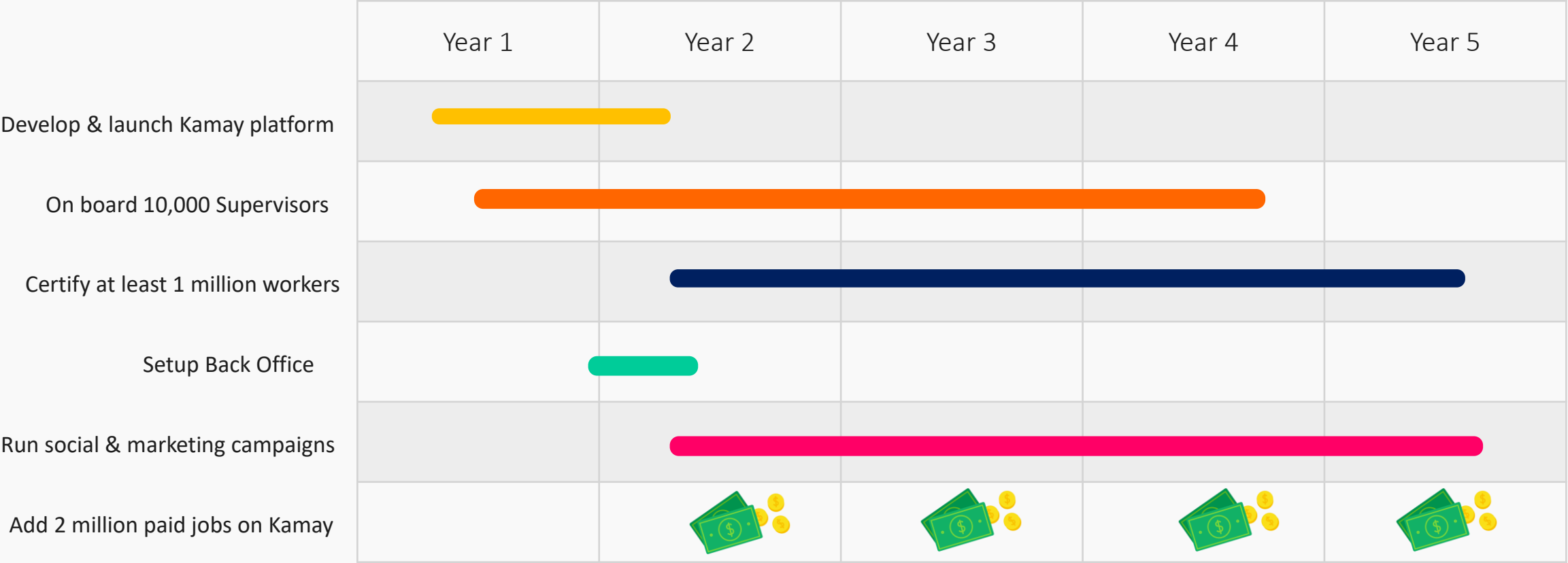
Kamay Backoffice

Kamay Backoffice (including call center) will play an integral part in facilitating customer service, trouble shooting and other parts of the business operations.

Kamay Milestones in first 5 years



We are here





Contact us

Syed Hasnain Mazher

Founder, Kamay
hasnain@hasnian.biz



www.kamay.pk



info@kamay.pk



+92 300 8526000