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01

The Jaya Alliance

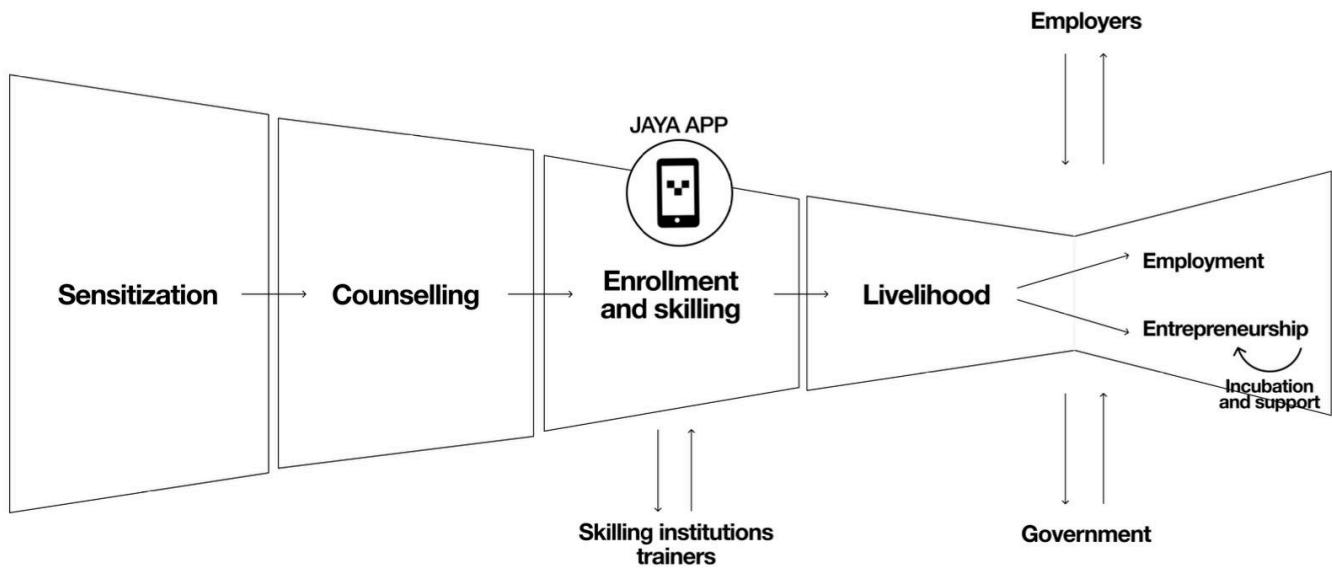
Design Research | Systems Design | Social Impact Design | Behavior-Driven Learning

Context

The Jaya Project is an LMS platform developed by Dharma Life to upskill rural Indian women through vocational courses — tailoring being the most popular. While completion rates were high, the transition from learning to earning was low. This project reimagined the system to support long-term goals like employment and entrepreneurship.

The above diagram shows the Jaya Approach, meant for the learners to ideally take.

Problem



Rural women completed courses. But didn't find jobs. The system stopped where it should've started.

This system map (shown above) was used to understand the macro journey from sensitization to livelihood. It helped identify where the Jaya LMS sat in the ecosystem, and what broke down after the skilling stage. Government bodies, trainers, and employers influenced outcomes, but the app lacked features to support transition phases like mentorship or entrepreneurship.

Insight

We uncovered multiple key insights through user research:

- Many learners dropped off after certification due to no clear next steps
- Peer networks existed but were hidden — mostly on WhatsApp, not in the LMS
- Trainers wanted to follow up but lacked tools and structure
- Learners had difficulty seeing their growth and future direction
- Many were interested in entrepreneurship, but had no incubation support
- Community bonding and role models were rare, but powerful when present

Process



"My mom taught me tailoring 20 years back, and I still love doing it"

AGE 32
JOB TITLE Homemaker and tailor
STATUS Married
LOCATION Chamoli district near Sangli

Hard working Social
Ambitious Positive

Suhani Devi

BIO

Suhani Devi is a homemaker with 3 young kids. She has been tailoring since 20 years now. She took the Jaya course in January, 2024 to improve herself and learn to sew dresses and blouses, too. Her husband works as a farmer in the district.

GOALS

- To start her own tailoring business with about 5-6 regular customers
- Balance her family life balance so she can take care of her kids while working
- Want to improve their skills and knowledge in tailoring and learn how to run a business

PAIN POINTS

- Struggles with understanding the videos on Jaya due to limited fluency in Hindi.
- Difficult to generate regular customers and gain their trust.
- Tailoring industry companies typically do not allow employees to work from home.
- Doesn't have her own sewing machine and has been using her mother's for a long time.

NEEDS

- To be able to work from home as she can't go out due to family restrictions
- Calm and quiet environment to do her tailoring well
- Financial independence and opportunities to teach her kids how to sew and run a business

PERSONALITY



"Working gives me a sense of respect and purpose"

AGE 47
JOB TITLE Homemaker and Shop owner
STATUS Married
LOCATION Bihar

Resilient Hustler
Ambivert Adaptable

Aarti Patil

BIO

Aarti Patil is a homemaker who lives with a big family of a husband, 2 kids and her in-laws. She works at the shop owned by her husband, whenever possible. She took the Jaya course in December, 2023 through Zoom. This helped her in doing basic sewing repair work in her home, itself.

GOALS

- To get a job or start a successful business which could be a regular source of her income
- To help the expenses of her children's school fees on her own
- Gain respect and recognition by earning on her own
- Want to learn how to sew and repair clothes and involve them in work too

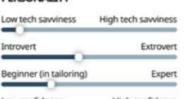
PAIN POINTS

- Limited access to money and resources to start a business
- Isn't particularly interested in tailoring, but would participate in any skill that could help her earn money
- Doesn't like sitting idle at home
- Finds it difficult to maintain a work-life balance while taking care of everyone at home

NEEDS

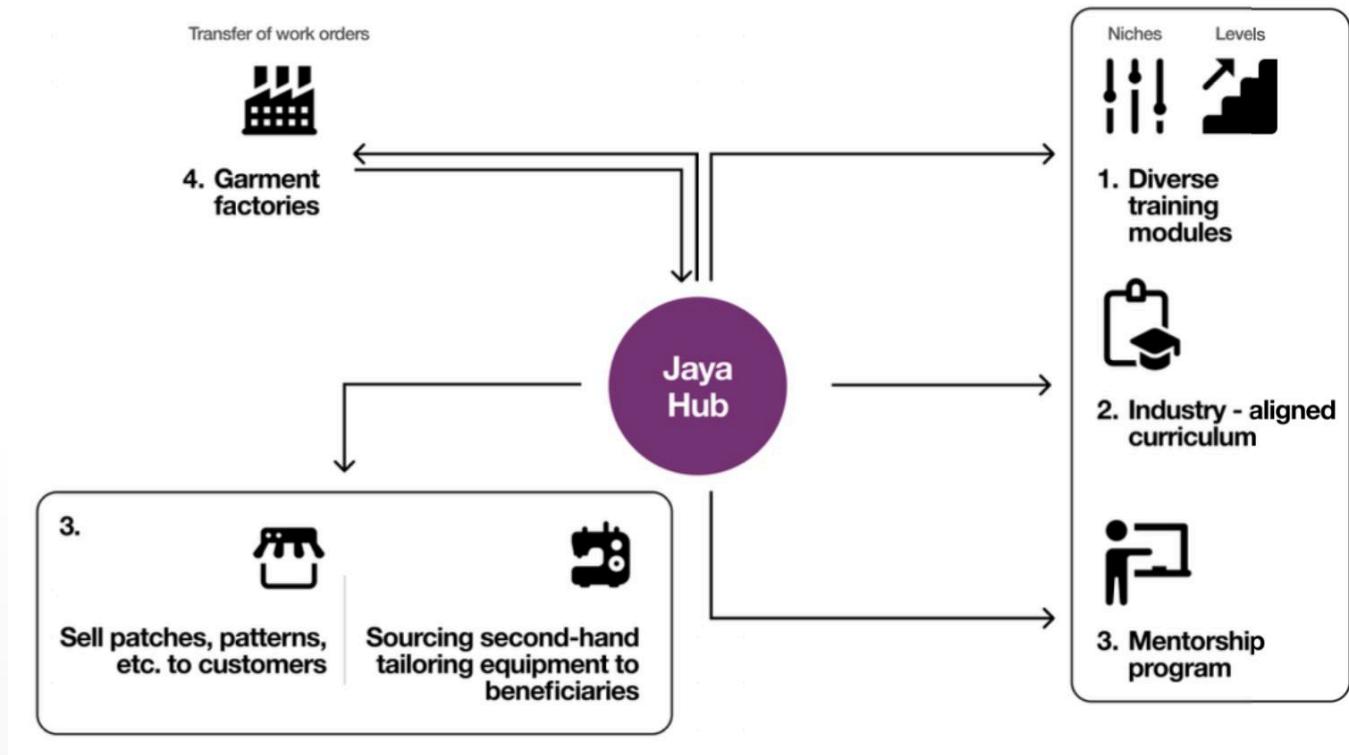
- Financial resources and information about how to access those resources
- Tools that she can perform but has to constantly buy
- Guidance and support from experts
- Detailed guidance by experienced people to offer advice

PERSONALITY



Partnering with Dharma Life, I spent 8 weeks embedded in their team. I conducted 20+ open-ended interviews across learners, trainers, and DLEs (village outreach heads). Using affinity mapping, I surfaced patterns around drop-offs, underused features, and motivation gaps. I created learner personas and mapped the experience across tech usage, learning goals, and post-course actions. Then I redesigned the experience around long-term value — not just course completion. I proposed new LMS modules that could be integrated with minimal disruption, all mapped to real needs.

Solution



A learning system with continuity:

- Tiered Learning – for every level
- Mentorship Loop – support after the course
- Progress Dashboard – visual tracking
- Community Threads – peer support and conversation

Impact

- Extended engagement after course end
- Increased peer-to-peer learning
- Stronger identity and ownership over career paths

Key Learning

This project taught me how to design for continuity — not just interaction. The work wasn't about screens; it was about structuring emotional momentum through system scaffolding.