



meraadhikar

one nation. one platform.

**MERA ADHIKAR KENDRA**

Provide details of more than 5000 government benefits scheme & earn high income.

# About Us

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Mera Adhikar is a Phygital platform which utilizes the latest Technology and final frontier Human touch to deliver the desire Impact.

It is a platform for Government Welfare Schemes Eligibility Discovery & Delivery, it helps Aam Aadmi discover the benefits of welfare schemes provided by our government in various sectors like Education, Healthcare, Livelihood, Pensions and many more.



Farmer Welfare

Widow Pension

Education



Krishi Loan

Free Cycles

Disabled



Fishermen  
Benefits

Women  
Empowerment

Self  
Employment

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# Vision & Mission

And The Possible Solution



Vision

To be the largest platform for the masses, to create awareness and fulfillment about the various Citizen Schemes with the help of technologic and social entrepreneurs and help them become AtmaNirbhar..



Mission

To on-board 1 million Margdarshaks facilitating benefits to at least 100 million Aam Aadmi by 2025

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# Current Scenario

A Path Towards Entitlement



There Are 5,000+ Government Welfare Schemes Across Different Categories For Which Our Government Have Budgeted ₹18 Lacs+ Crore For 2020-21

There Are Three Fundamental Issues

Knowledge Of Such Schemes Amongst The Aam Aadmi

Collective Information About The Schemes On A Unified Platform

Application Assistance With Complete Knowledge Of The Process



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# Phygital Platform

Platform at a Glance



**Mera Adhikar** Is an end-to-end Benefit Discovery and Delivery platform **0**

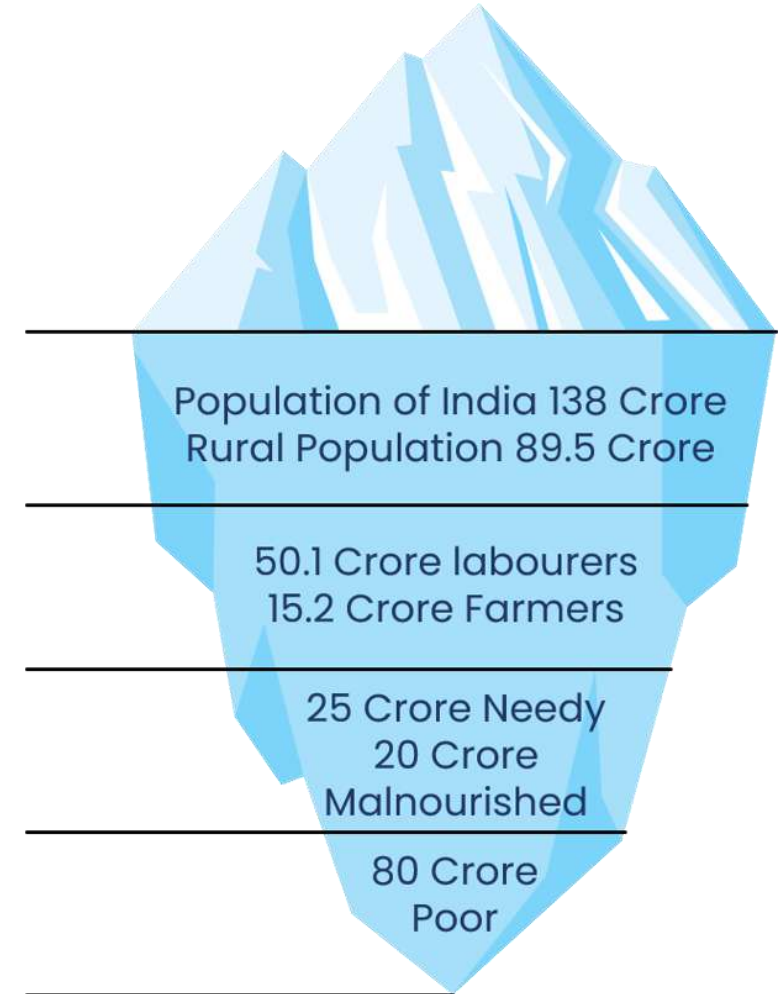
The Purpose of **Mera Adhikar** is to bridge the gap between the **Beneficiaries** and the **Organisations** who desire to deliver these benefits

**Discovery Engine** Customised **Rules** can be set to identify eligible beneficiaries **1**

**Delivery Engine** Customised **Benefits** can be delivered to eligible beneficiaries **2**

**Rich Data** Captures **25+ curtail** parameters of beneficiaries **3**

**Analytics & Insights** Indexed Data points for **Informed Decision** making and planning **4**






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# Key Problems

And The Possible Solution



 Problems	 Solution	 Impact
<p data-bbox="104 482 800 615"><b>Knowledge About Our Adhikar</b></p> <p data-bbox="78 729 825 1053">Our government is offering 5,000+ Government Welfare schemes across all age groups, class, creed, gender, etc. More importantly we hardly know about them.</p>	<p data-bbox="879 482 1651 672"><b>(Government to Citizen Services) G2C Scheme Platform</b></p> <p data-bbox="886 729 1643 915">A platform that can discover schemes as per persons profile and generate a report.</p> <p data-bbox="894 943 1635 1129">Assist them with help of Margdarshak to avail those schemes they are eligible</p>	<p data-bbox="1714 482 2446 625"><b>Economic Uplifting And Social Wellbeing</b></p> <p data-bbox="1702 729 2458 1058">This will help people to understand the rights which the government has already given them and at the same time help in the upbringing of individuals and societies at large</p>

# Our Offering 1

Govt. Welfare Scheme



## Discovery

Where schemes are discovered using a AI system and a report is generate having complete details

- The Scheme Name
- Scheme Description
- Documents Needed
- Application Process



## Application Assistance

Through this service, Aam Aadmi can apply for schemes they wish. For this, the Margdarshak and Moderators assist them and A ensure they get the respective benefits from the schemes.

# Our Offering 2

Financial Inclusion



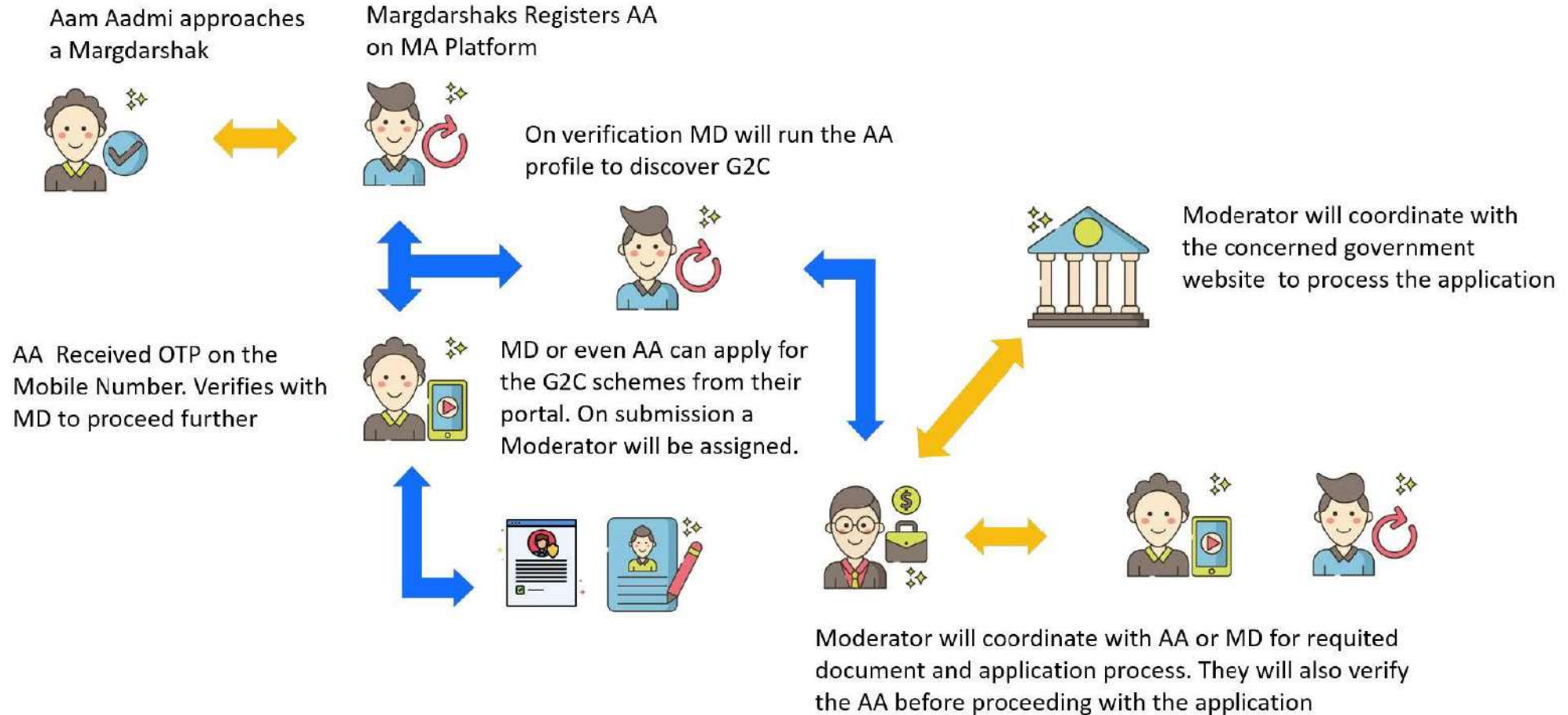
Micro Insurance

Micro Insurance is provided to Aam Aadmi which is in form of a Health Pass and Travel Pass. These Micro insurance are instant insurances taken for a short duration of time i.e. for a few months to few days. These are accidental insurance plans and protects Aam Aadmi against any medical emergencies arises due to an accident.

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# How it works



# On Become a MDP

## Extra Revenue

As a Margdarshak Pradhan, whether you are employed, business owner, shop owner, or even unemployed. Mera Adhikar can become a great platform to earn a credible amount of up to ₹10,000/- per month

## Credibility

Increase your self-value in society, village, town by helping and educating the Aam Aadmi about their adhikar given to them by the government.

## Empowerment

By helping an Aam Aadmi relies on and achieve their adhikar will invariably empower the society and the country largely. it's a great pride being a part of it.

## Leadership

It provides a great opportunity to test your Leadership or Social Entrepreneurships qualities by helping, guiding, mentoring Margdarshak's under you and create employment opportunities where they can Margdarshak can earn up to Rs. 50,000/- per month

# How will the Model work



Pitch & appoint  
MDP



The MDP & Sales people will  
Jointly onboard MD



Training for Sales  
Team



Training for  
MDP & MD



Assist Onboarding of  
MDP & MD

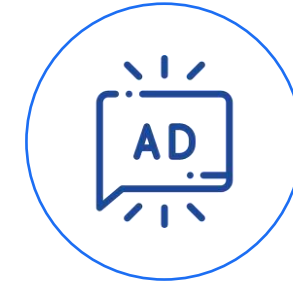
# Support from **meraadhikari**



Will carry out training sessions for the on boarded Margdarshak Pradhans and Margdarshaks



Will assist in recruiting MDP and MD



Will provide the content in form of One Pager, Presentations, Dossiers, Banners and other marketing content



Will solve sales queries raised by MDP or MD on regular basis



Will do monthly reviews to track the overall process and progress

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# Access for **meraadhikar**



Access		Mera Adhikar			
Normal	Gold	Services	MRP From Mera adhikar	Margadarshak Commission	Margadarshak Pradhan Commission
Yes	Yes	Generate welfare Scheme Reports	30 Rs	10Rs	3Rs
Yes	Yes	Generate welfare Scheme Reports	0 Rs	0 Rs	0 Rs
Yes	Yes	Helth Insurance	60Rs /120Rs /210Rs	15%	3%
Yes	Yes	Travel Insurance	2Rs /4RS/ 7Rs	15%	3%
NO	Yes	E-shram Card	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Atal Pension Yojana	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Pan Card Services	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Adhar Updates	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Voter Id	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Driving Licence	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Passport Application	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Unique Disability ID (UDID)	NA	Charge to Cust upto 250 RS .	NA
NO	Yes	Book COVID Vaccine	NA	Charge to Cust upto 250 RS .	NA

# ROI for meraadhikar



	1 Normal Margadarshak	1 Gold Margadarshak
Daily Avg Walking Cust In India	40	40
Daily Avg Welfare Report Generate	5	5
Commission On Report	10 Rs *5 : 50 Rs	50 Rs * 5 : 250 Rs
After Report Creation Assistance	2	2
Scheme Assistance Commssion	50 Rs * 2 : 100 Rs	50 Rs * 2 : 100 Rs
Avg Any Service User	3	3
Commission On Service	No Service	Avg 750 Rs
Insurance Customer	1	1
Avg Income on Insurance	10 Rs *5 : 50 Rs	10 Rs *5 : 50 Rs
Avg Daily Income	300-500 Rs	1100-1800 Rs
Avg Monthly Income	12000-15000 Rs	35000-60000 Rs.

# Report Snapshot



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### Government Welfare Scheme Discovery Report

Report ID	20221648115426
Name	Sameer
Mobile	8080 X XXXXX

**Dear Sameer,**

Welcome to Mera Adhikar

We are pleased to offer you information on various government related schemes and we hope that you will be immensely benefited from them.

Listed are the few schemes you are eligible for and we will be happy to assist you further. Mera Adhikar is a one stop platform to check your eligibility for 5,000+ Central and State Government Welfare Schemes available

Thanks & Regards  
Team - Mera Adhikar

Date: 24th March 2022 15:20  
Place: Mumbai

Education | 1

Healthcare | 10

Pension | 2

Livelihood | 10

Agriculture | 0

Housing | 1

Fisheries | 0

Investment | 1

Services | 2

Social Services | 5

Implemented By: MD

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You are eligible for 32 Schemes as per the search details provided by you, the details of which are mentioned below.

### INDEX

Category	Count	Sub Category
Category   Education	1	Sub Category
Skills training under National Urban Livelihoods Mission (NULM)		Training
Category   Healthcare	10	Sub Category
Accidental insurance cover under Pradhan Mantri Jan Dhan Yojana		Insurance
Pradhan Mantri Jan Arogya Yojana (Ayushman Bharat)		Insurance
Jan Aushadhi Yojana		Healthcare
Life cover under Pradhan Mantri Jan Dhan Yojana		Insurance
Mahatma Jyotiba Phule Jan Arogya Yojana		Insurance
National Family Benefit Scheme		Financial Assistance
PM Jeevan Jyoti Bima Yojana (PMJJBY)		Insurance
Pradhan Mantri Suraksha Bima Yojana		Insurance
National Teleconsultation Service - eSanjeevani OPD		Healthcare
Pradhan Mantri Suraksha Bima Yojana (PMSBY)		Insurance
Category   Pension	2	Sub Category
Atal Pension Yojana		Pension
National Pension Scheme for Traders and Self Employed Persons Yojana		Pension

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Category	Count	Sub Category
Category   Livelihood	10	Sub Category
Credit Guarantee Trust Scheme for Micro and Small Enterprises (CGTSE)		Loan
Direct Loan scheme for OBC		Loan
Increase in collateral free lending to Self Help Groups		Financial Assistance
Margin money scheme for OBC		Financial Assistance
Overdraft facility under Pradhan Mantri Jan Dhan Yojana		Financial Assistance
Pradhan Mantri Kaushal Vikas Yojana		Training
Swarajgar Credit Card (SCC) Scheme - NABARD		Loan
Term Loan scheme for OBC		Loan
General Loan under NBCFDC		Loan
Small Loan for individual under NBCFDC		Loan
Category   Housing	1	Sub Category
Pandit Deen Dayal Upadhyay Financial Assistance for Purchase of Land for Housing		Financial Assistance
Category   Investment	1	Sub Category
Kisan Vikas Patra (KVP)		Financial Assistance
Category   Services	2	Sub Category
Marriage Certificate		Services/Documentation
Health ID		Services/Documentation
Category   Social Services	5	Sub Category
Scheme for Good Samaritans		Financial Assistance
Manodhairy Scheme for Rape victims, Children who are victims of Sexual Offences and Acid Attack Victims (Women and Children)		Financial Assistance
Maraji Kanya Bhyashiksha Scheme		Financial Assistance
Pradhan Mantri Jeevan Jyoti Yojana (PMJJBY)		Financial Assistance
National Family Benefit Scheme (NFBS)		Financial Assistance

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### 1 Scheme for Good Samaritans (Social Services & Financial Assistance)

**Scheme Description**

The Ministry of Road Transport and Highways has taken a new initiative to reduce the number of deaths in road accidents. The Road Ministry has launched a scheme named 'Good Samaritans', under which a cash prize of Rs 5000 will be provided to those people who attempt to save the life of a road accident victim by reaching the hospital within critical hours of the accident. They will also be eligible for a cash prize of ₹1 lakh which will be given to 10 such Samaritans in a year.

**Required Documents**

Guideline will announce soon

**How To Apply**

Guideline will announce soon

NA  
NA

### 2 Manodhairy Scheme for Rape victims, Children who are victims of Sexual Offences and Acid Attack Victims (Women and Children) (Social Services & Financial Assistance)

**Scheme Description**

- It is of utmost importance to ensure the victims of Rape and Acid Attacks (Women and Children) are brought out from the psychological shock that they suffer. It is also equally important to provide them Shelter, Financial Assistance, Medical and Legal Aid and Counselling Services.
- As per the directions of the Hon. Bombay High Court, the State has now revised the Financial Norms and Revised Manodhairy Scheme has been launched
- Govt. of Maharashtra has been implementing Manodhairy Scheme for rehabilitation of victims of Rape and Acid Attacks (women and children) by providing them Financial Assistance
- With this in mind, the WCD Dept. is implementing Manodhairy Scheme in the State. Financial Assistance of Rs.1 Lakh and in special cases Rs. 10 Lakhs, is provided to the victims. Based on the requirement, rehabilitation of victims and their dependents by way of shelter, counselling, medical and legal support, Education and Vocational Education is carried out.
- Single Window System:** Complete process starting from accepting the forms to providing financial assistance have been handled over to District Level/ State Level Legal Services Authority
- Inclusion of minor Girls under ITFA Act. The revised Act also covers Minor Girls rescued under The Immoral Traffic (Prevention) Act, 1956

**Required Documents**

NA

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# Portal Snaps



## SERVICES







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**Badlega Desh. Badlegi Disha. Badlega Dashak**

अधिकार बताने निकला हूँ, सम्मान बढ़ाने निकला हूँ,  
हर अश्रु की बूँद को, अमृत बनाने निकला हूँ,  
हर गाँव, शहर और गलियारों की, पहचान बदलने निकला हूँ,  
पगढँडी से पगढँडी जोड़कर, महामार्ग बनाने निकला हूँ,  
अधिकार बताने निकला हूँ, मेरा अधिकार बताने निकला हूँ।