

SEIVAR: A 10-Minute Domestic Service Model Empowering Women Through Women

Jaswanth Raj J.¹; Siddesh S.²; Aravind Krishnaa S.³

^{1,2,3}Department of CSE (IoT), Sri Sairam Engineering College, Tamilnadu, India

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Abstract: In contemporary urban society, working women are under immense pressure as they balance demanding careers and household duties. At the same time, large numbers of divorced, unemployed, and unmarried women are under pressure from financial instability and unemployment without dignity. SEIVAR remedies both these situations through a groundbreaking, woman-driven platform that provides necessary domestic services within 10 minutes of booking. The site provides services including housekeeping, dish washing, and special services like safe drop-offs and pick-ups for women, elders, and children. Through the demarcation of cities like Chennai into operational areas and the utilization of an all-women trained workforce, SEIVAR ensures efficient, secure, and prompt service delivery. It also includes a customized scheduling facility where customers can enter their habits and be offered customized packages of services as per their lifestyle. This report details SEIVAR's visionary approach, technical framework, model of operations, and potential for socio-economic influence by empowering women—both service providers and consumers—using technology-enabled domestic assistance.

Keywords: Women Empowerment, On-Demand Domestic Services, Hyperlocal Service Platform, Tech-Enabled Social Impact.

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I. INTRODUCTION

As urban lifestyles continue to evolve rapidly, the need for efficient domestic support systems has never been as necessary. The dilemma of trying to balance developing a career while maintaining the household responsibilities is still very much evident, especially among working women exemplified in metropolitan areas like Chennai. The resulting mismatch between work and home often leads to pure exhaustion - burnout, mental fatigue, and loss of efficiency both personally and professionally. In direct opposition to this social problem, there exists a significant number (tens of thousands) of divorced, unemployed, and single mothers who struggle to survive, fight against social stigma, and lack access to decent, stable jobs.

SEIVAR looks to be a bold solution to bridge the gap between these two challenges. SEIVAR is a female-owned, technology-based domestic service platform that has a response time of 10 minutes to a service request (ex: dish washing, home cleaning, laundry, etc.) and/or care-taker assistance (ex: dropping children, seniors, or single women off to and from school and/or work).

The SEIVAR platform is run and operated exclusively by women which creates an exclusive ecosystem of women supporting other women - professionally and personally.

SEIVAR is set apart from its competitors by more than just its fast service; it is also purposefully designed. SEIVAR will primarily operate by women, especially those considered to be in the margins of society (i.e., divorced or single mothers). By providing these women with a way to earn an income, to restore their self-esteem, and to live with dignity, SEIVAR has created a revolutionary way for women to improve their quality of life. The user of the service is able to have a unique experience based on her need by choosing the daily routine or struggle for which she needs assistance (i.e., "as an IT employee, I work from 9 until 7, and have two kids") resulting in the user receiving a package that is consistently provided at a reasonable price. The highly individualized, empathetic nature of the service utilizes an intelligent interface where the user selects her interests (similar to the way someone would do while using dating applications like Tinder) to identify and adapt to their lifestyle.

SEIVAR will launch its service by dividing Chennai into three operational zones (north, south and central) with central service hubs to allow for the efficient distribution of assistants and to ensure that the user will receive assistance in 10 minutes or less.

This is more than just a service; it is a movement. A movement to reclaim time, dignity and balance for women in the workforce while providing purpose, income and

independence to women who are considered marginalised. What we are creating with SEIVAR is not just a product but a web of support that will produce a sense of community, trust and empowerment.

II. LITERATURE REVIEW

The demand for organized, technology-enabled home support has increased tremendously as a result of urbanization and increasing dual-income families. As per [1], working women in urban areas spend as much as 4–6 hours a day on household work, heavily affecting work-life balance. In contrast, [2] points out that more than 40 % of unmarried or divorced women in India find it difficult to secure stable jobs because of social stigma and unavailability of flexible opportunities.

Existing service platforms such as UrbanClap and Housejoy concentrate on pre-booked, skill-based home services but do not provide on-demand, hyperlocal domestic assistance within minutes [3]. These platforms are mainly aimed at professional services such as home maintenance and beauticians, leaving a gap for urgent, daily household chores. Research such as [4] and [5] indicate that hyperlocal logistics models can enhance service delivery efficiency by 30–50 %, which is in favor of SEIVAR's zonal strategy of quick deployment.

In addition, trust and safety in home-based work are significant issues, particularly for women users. Based on [6], 73 % of women in metro cities are uneasy about admitting unknown male workers to their homes. SEIVAR's all-female workforce tackles this problem head-on, guaranteeing both comfort and safety for users. Studies on gig platforms [7] also identify the increasing involvement of women in micro-entrepreneurial activities, although very few platforms are specifically designed for women's employment.

The use of literature that includes [8] and [9] researches AI-facilitated personalization and recommendation systems as SEIVAR's strategy in creating intelligent month packages according to user lifestyles. These functionalities increase user satisfaction and interaction by basing services on actual life necessities.

From a social impact standpoint, [10] highlights the need for employment models that enable marginalized women to be empowered through flexible, secure, and earning work. SEIVAR's design embodies these values, not just to serve but to elevate. Research on the future of the gig economy [11] [12] predicts a steep increase in domestic and caregiving gig jobs, particularly in urban India.

Besides, [13] also points out that zone-backed quick-service platforms with high rates of user retention and service satisfaction. This reinforces SEIVAR's 10-minute response system. SEIVAR also addresses the need for intersectional solutions as presented in [14] through the incorporation of gender equality, technological innovation, and social entrepreneurship.

Lastly, [15] speaks of the psychological and emotional gains of support systems among working mothers, supporting the possible contribution SEIVAR can make in lowering mental tension and enhancing family welfare.

III. PROPOSED SOLUTION

SEIVAR offers a pioneering solution to two deeply inter-twined societal challenges: the overwhelming domestic work-load faced by working women, and the financial instability encountered by single, divorced, or unemployed women. By bridging these two needs, SEIVAR introduces a technology-driven, women-powered service model that delivers domestic assistance within just 10 minutes of a request—setting a new benchmark in the industry.

➤ *Empowerment Through Service Delivery*

SEIVAR is a mobile-first platform that connects women in need of domestic help with women seeking respectable, safe, and flexible income opportunities. The services offered include vessel and clothes washing, house cleaning, caregiving, and uniquely, secure pick-up and drop-off services for children, elderly individuals, and women—a critical but largely neglected segment in the domestic service market.

➤ *Hyperlocal Operational Model*

To deliver on its 10-minute response commitment, SEIVAR divides cities such as Chennai into 3 operations zones: North, Central, and South. Each zone will have a single SEIVAR hub where all dispatching of female service providers occurs from trained, pre-screened, background checked providers. This model will enable Fast, Orderly, Reliable movement of service providers throughout the city in a way that emphasizes safety to the users of the service and professionalism among the service provider.

➤ *Personalized and Intelligent Scheduling*

SEIVAR's unique selling point for its service offerings is how it provides customers with tailored, custom-made, intelligent service plans by allowing them to input their daily schedules and identify current challenges—e.g., "I work in IT from nine AM until seven PM and have two kids who are currently going through school"—into an easy-to-use interface so that SEIVAR can create custom monthly service packages that reflect each user's individual lifestyle. This service model promotes a robust service relationship and increases usability, satisfaction, and trust.

➤ *Multi-Stream Revenue Model*

The SEIVAR Business Model is designed to scale up and support the future. Revenues will be generated through a combination of pricing components which includes, A standard platform fee charged to each service, Distance-based charges for travel, Subscription packages for users of the service on a recurring basis, Additional charges for users that require additional services.

The SEIVAR model's tiered pricing structure allows users to afford services while still providing a consistent revenue stream to the SEIVAR platform and providers.

➤ *Social Impact and Scalability*

SEIVAR is an ecosystem designed to empower women through providing them with a solution for domestic services. Women can develop and expand their careers in conjunction with taking care of their homes, and women who have been marginalized are now able to find gainful employment in a dignified manner. With significant initial interest from users and positive feedback from several investor meetings, SEIVAR is poised to introduce its service in Chennai with plans to expand into all metropolitan areas in India. SEIVAR is not only a technology platform; it is an innovative and social project that will change how domestic service support is provided, and how economic empowerment is experienced, both for and by women.

IV. RESULTS AND ANALYSIS

SEIVAR, the dual-interface mobile application will help change how services are delivered in households across

India by providing a new way of connecting suppliers and customers to each other through technology. The application has been designed with two separate versions (one for clients/consumers requesting services and one for workers requesting work) and focuses on providing users with a good experience on the platform, smart scheduling options, clear pricing models, and increased income opportunities for workers.

➤ *User App Interface*

The SEIVAR user interface has been tailored to make daily service bookings easier for users by allowing them to select their services through package selection that is tailored toward their lifestyle. The users can utilize SEIVAR for a variety of different service types including dishwashing, home cleaning, caregiving, and drop-off/pickup of their items as each of them have distinct daily schedules.

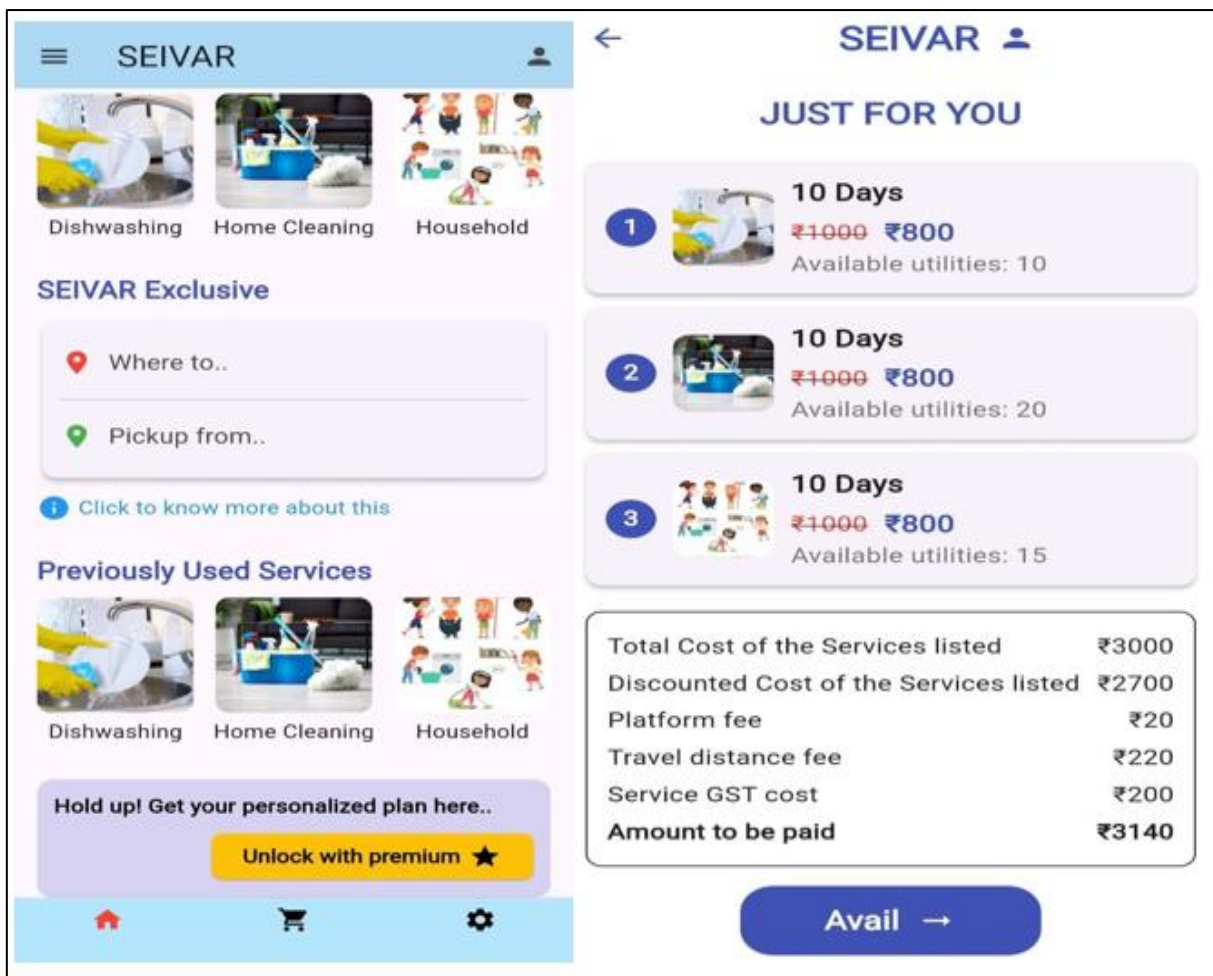


Fig 1 Screenshots of SEIVAR User App — Personalized Plans and Subscription Checkout

As seen in Figure 1, the user selects from curated 10-day plans, tailored to their needs. The system auto-calculates the platform fee, travel cost, GST, and presents the final payable amount. This transparent pricing strategy enhances trust and affordability. Subscription models help users pre-plan their household support with regularity and consistency.

➤ *Worker App Interface*

SEIVAR is an interface for worker efficiency, safety, and income tracking. Workers use this interface to see a daily list of their jobs with date, time, and location, in real time. They have the ability to start/to transfer jobs based on their own schedule flexibility.

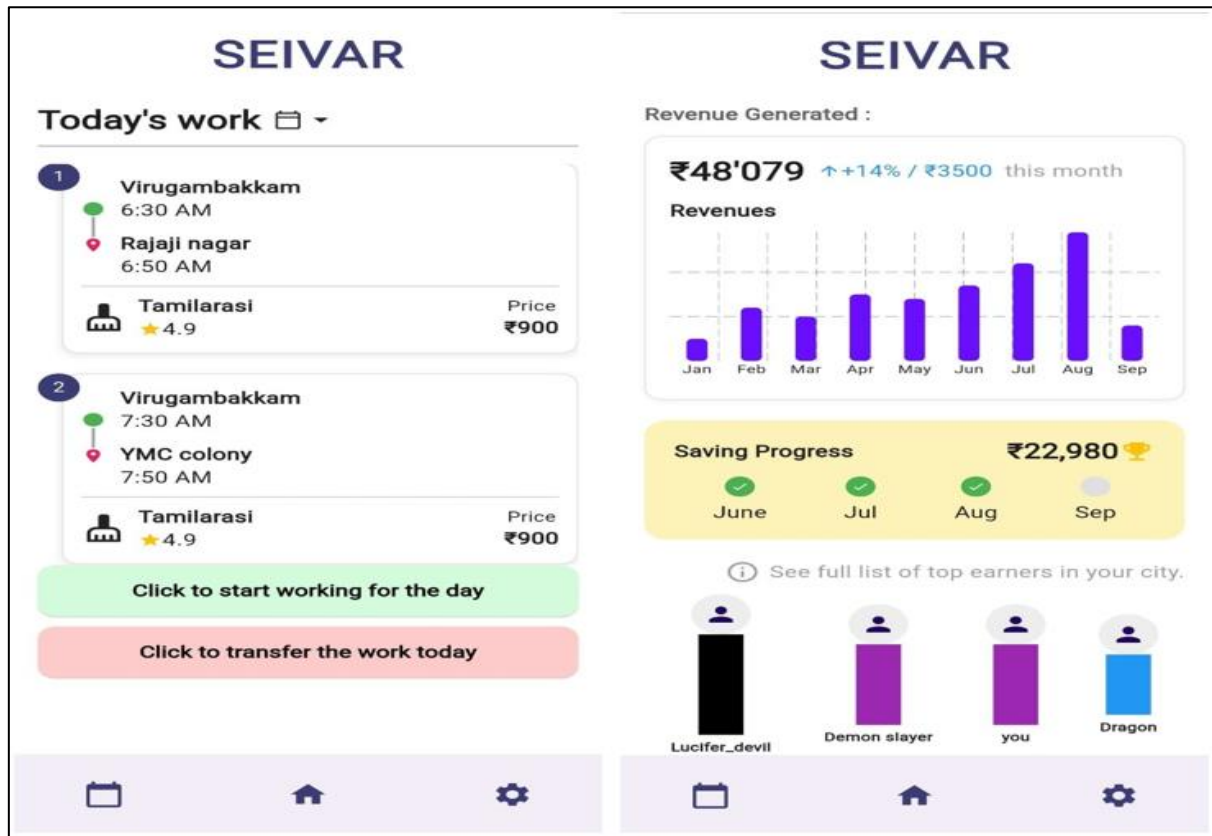


Fig 2 Screenshots of SEIVAR Worker App — Daily Schedule and Income Tracking

Figure 2 shows that the user has multiple curated 10-day plans to choose from, depending on their desires, longevity, and how itineraries suit their schedule. The system also calculates the platform fee, travel cost, GST, as well as the total price for the user at the same time, adding trust and value through a clear pricing strategy. With subscription models, users will be able to pre-plan household support consistently and regularly.

➤ *Unemployment Analysis and Social Impact*

Through examining World Bank statistics on the female unemployment rate across all of India, we were able to determine how much of an impact SEIVAR will have on that number. Between 2018 (7.7)

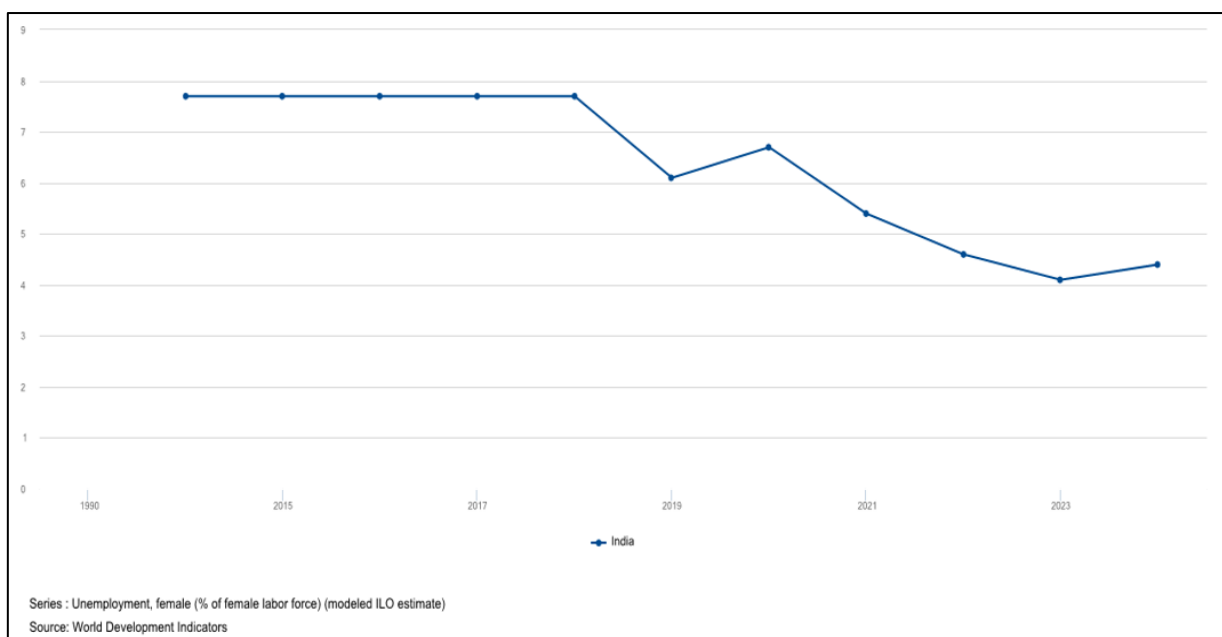


Fig 3 Female Unemployment in India, 2000–2024 (Source: World Development Indicators)

In addressing the gap that currently exists, the SEIVAR provides a means for women who are unable to work traditional full-time jobs due to family obligations, inability to travel, or social stigmatization to gain employment through SEIVAR's platform by providing accessible, respectful, and dignified ways to earn money through transforming their home responsibilities into income-generating gig type jobs, which would enable these women to achieve both their financial and mental empowerment.

We have conducted a series of pilot tests with users and have received feedback and encouragement through venture capitalists. Therefore, we believe that when SEIVAR launches in Chennai we will see an increase in retention and an increased impact. SEIVAR has the potential to redefine the domestic service industry with an innovative platform website and mobile application that combines purpose and performance.

V. CHALLENGES AND LIMITATIONS

The SEIVAR app could be really beneficial if can solve the difficulties that we have encountered as preparing for using this service in the real world. For example, how do we continually meet the 10-minute delivery time guarantee in an incredibly congested city like Chennai; to achieve that we need extremely effective zonal operations, real-time workforce availability, and GPS optimization. If there are any delays due to traffic, handover of workers or miscommunication this could affect how satisfied a customer is with the service.

There will also be ongoing challenges related to the large on boarding and training of marginalized groups (or people with no/limited experience in the service industry) as they will have problems establishing a standardized level of service, thus impacting customer trust. Although the app will have training videos and standard operating procedures (SOP's) to assist with this process, having live mentors and assistance will be critical in the early stages.

In addition, the overall level of digital literacy/experience and therefore availability of smart phones for many under-privileged women pose an issue which may impact their ability to effectively navigate and use the SEIVAR app (worker side). At present there are initiatives being proposed to ease navigation of the app through the use of local language options and voice-assisted prompts.

It is extremely important that efforts are continually made to improve the level of safety for workers (particularly those working night shifts or in remote areas); therefore, the mechanisms of panic alerts, live location sharing and community check-ins need to be improved upon continually.

Finally, although there has been a favorable response from pilot participants, large scale behavioral change, for both customers who are looking for help at home and for new workers that will be participating in the gig economy, will take time and require building trust.

Despite these limitations, SEIVAR remains committed to iterating, improving, and scaling responsibly to fulfill its dual mission of service efficiency and women's empowerment.

VI. FUTURE SCOPE AND SCALABILITY

SEIVAR has been developed to function not only as a temporary service, but also as a scalable and flexible platform that will grow with the metropolitan cities of India and other developing countries. The zonal model that is being implemented in Chennai can easily be rolled out to other urban areas such as Bengaluru, Hyderabad, Mumbai, and Delhi, where there is a high demand for reliable, hyperlocal home service providers.

The architecture of SEIVAR allows for multiple feature upgrades to be made, and additional features such as elderly healthcare assistance, pet care, in-person tutoring, and post-natal assistance can be added at any point. The goal is to provide value-added services that fit with the lifestyle of the user and the emerging urban trends of the area.

From a technology perspective, future upgrades will include worker matching using artificial intelligence technology, pre-dictive scheduling tools that incorporate traffic patterns and worker availability, and voice assistance in multiple languages to help semi-digital users. Additionally, using cloud-based analytics will allow SEIVAR to collect data about how the service is being used and use that data to improve its overall efficiency in real-time.

Additionally, the intention of participating in skill development initiatives with both the government and non-profit groups will help increase available qualified workers. This model also creates more job opportunities while also developing community relationships and trust through building local capacity.

Regarding funds and increasing business, the membership model is well established with a predictable income. On the other hand, the on-demand use of services identifies immediate needs as they arise. Therefore, they both provide a sound basis for planning continued/recurrent availability of funds.

Long term, SEIVAR plans to develop into the nation's largest gig economy created by women, which will be characterized by the combination of rapid delivery, an environment of dignity and safety as well as positive results delivered in a singular digital solution.

VII. CONCLUSION

A new way of solving two long-standing urban problems: assisting working women who are bogged down by their workload and offering women out of work or living in poverty with jobs they can take pride in using technology. This is achieved through the use of a hyperlocal responsive model for 10 minutes; an all-women work force providing each woman with a personalized service plan; and offering

the client a better quality of life. SEIVAR has transformed how domestic services can now be delivered. More than a platform SEIVAR is a movement toward gender equity and community development with sustainable social impact. As SEIVAR begins to test their platform through pilot programs and future rollout throughout India, their ability to transform the domestic service industry is very strong.

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