nipuno
The Identity of Skilled India

2026



THE COMPLETE GUIDE

NIPUNO, explained.

Everything about NIPUNO in one place: what it is, why it exists, how it works, and every option and safety feature for customers, professionals, employers, job seekers, advertisers and partners.

0%	7	112	6
commission	languages	cities set up	kinds of users

CONTENTS

Inside this guide

01 NIPUNO in one page 3

02 What is NIPUNO? A conversation 4

03 Why we started 7

04 Before and with NIPUNO 8

05 How NIPUNO works 10

06 Customers 13

07 Professionals 15

08 Employers 18

09 Job seekers 20

10 Advertisers 21

11 Partners 22

12 Safety for everyone 24

13 The future 25

14 Questions and help 26

Every screen in this guide is from the real NIPUNO app, shown with test accounts such as “Test Provider One”. Prices are the live prices of November 2026.

01 · NIPUNO IN ONE PAGE

One idea. Six kinds of people.

THE IDEA

Give every skilled person in India a **verified identity**, so that anyone can **find them nearby**, **trust them**, and build a **good name that lasts**.

Customers
book a verified professional nearby. Free.

Professionals
get a verified identity and customers. 0% commission.

Employers
post jobs and hire people from their area.

Job seekers
find work near home and apply with an OTP. Free.

Advertisers
show their business to the right people nearby.

Partners
bring skilled people in and earn commission.

0%	ID	5 km	90	7
commission on any job	checked for every professional	nearest first, nobody pays to rank	days free to start	languages incl. Telugu

Remember Customers and job seekers use NIPUNO free. Professionals keep every rupee the customer pays.

02 · WHAT IS NIPUNO?

Explained in a conversation

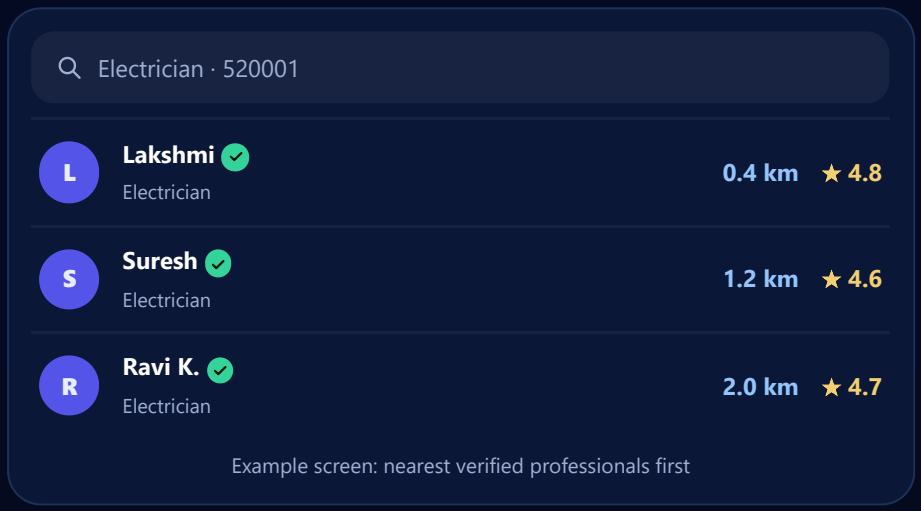
Ravi has just moved to Vijayawada. His friend Anitha explains NIPUNO.

RAVI

The fan in my new house stopped working. I do not know anyone here. Whom do I call?

ANITHA

Open **NIPUNO**. Type "electrician" and your pincode. You will see verified electricians, **nearest first**.



Example screen: nearest verified professionals first

RAVI

But they are strangers. How do I know they are genuine?

ANITHA

Every professional's ID is **checked by the NIPUNO team** before the profile goes live. Many also have a police badge. And reviews come only from real customers.

- **ID checked by a person**
- **Police verified badge**
- **Skill ID anyone can scan**
- **Reviews only from real jobs**

RAVI
Do I have to pay NIPUNO for this?

ANITHA
No. It is **free for customers**. You pay the electrician directly, cash or UPI. NIPUNO does not take any cut from him either.

Customer → ₹ 100% · cash or UPI → **Professional**

NIPUNO takes no cut

RAVI
Will he get my phone number? I do not want calls from everyone.

ANITHA
Only the one who **accepts your request** sees your number. Then you can follow him on the map when he is on the way.

Request with OTP → **Accepted** number shared → **On the way** live map → **Done** you rate

RAVI
And if the same problem comes back?

ANITHA
Many professionals offer a **7-day re-work promise**: within 7 days they come back **free for labour**. Look for it on their profile.

RAVI

My cousin Padma is a very good tailor. Can she join?

ANITHA

Yes! On her own phone, in about 10 minutes. **Free for 90 days**, then from ₹299 a month. And **0% commission**: what customers pay is all hers.

Skill
choose

Details
name, area

ID + selfie
checked

Live
requests come

RAVI

So how does NIPUNO earn money?

ANITHA

From simple plans and clearly marked local ads. Never from a cut of anyone's work.

Professional plans
after 90 days free

Hiring plans
for employers

Local ads
always marked Sponsored

Partners earn
commission on plans

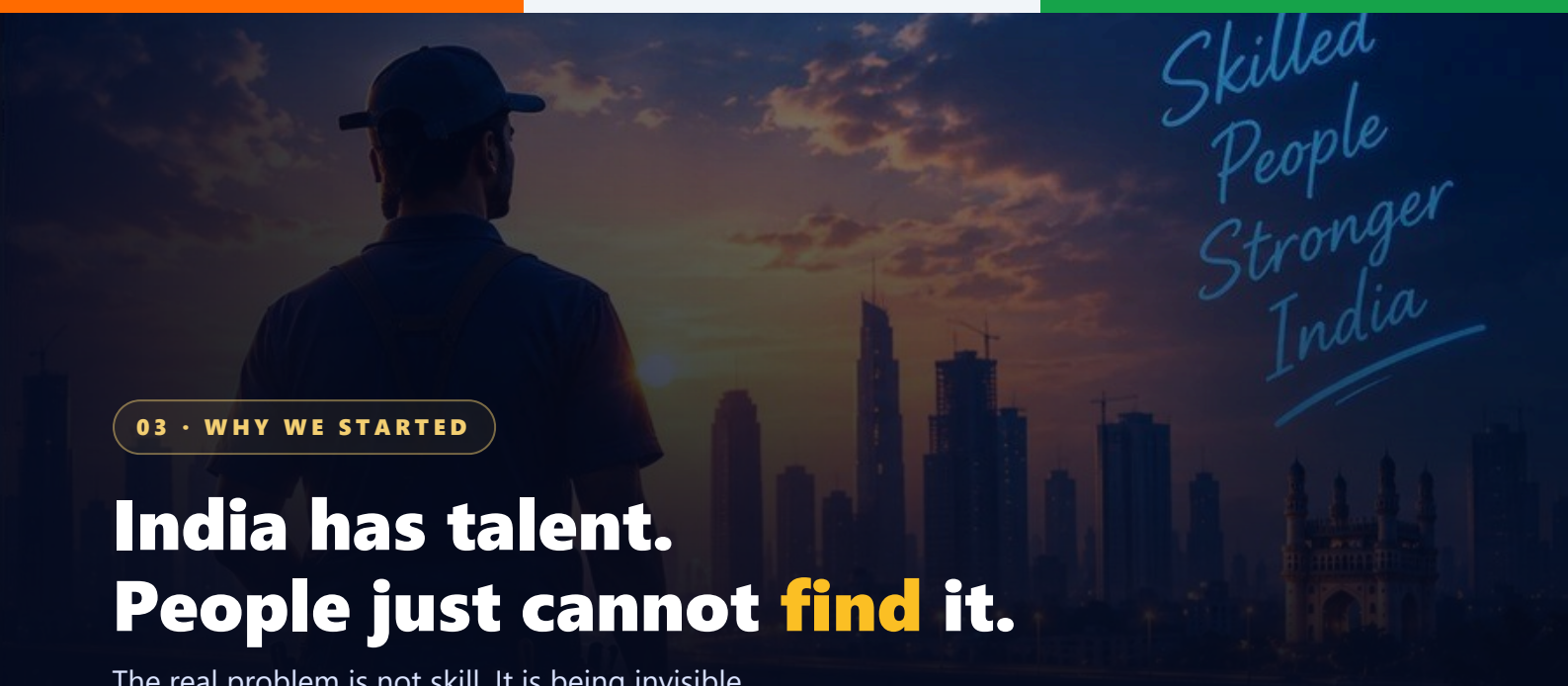
RAVI

So in one line, what is NIPUNO?

ANITHA

The identity of skilled India. A trusted way to find good people nearby, and for good people to be found.

Remember NIPUNO is free for customers, takes 0% commission, and checks every professional's ID.



03 · WHY WE STARTED

India has talent. People just cannot find it.

The real problem is not skill. It is being invisible.

An electrician has wired homes for twenty years. Only the five houses near him know him. Two streets away, a family waits two hours for a fan repair, with no idea whom to call. He is only **200 metres away**.



Skilled, but unseen

- The electrician known to 5 houses
- The homemaker who sews beautifully at home
- The tailor whose skill retires with him

In need, but no one to ask

- Parents whose children live far away
- A family new to the city
- A mother looking for a good tutor

Remember The trust is there. It just is not visible. NIPUNO makes it visible.

04 · BEFORE AND WITH NIPUNO

The same need. Two very different journeys.

A fan stops working. Here is what happens, then and now.

⚠ Without NIPUNO

1. **Ask neighbours** — hope someone knows someone — ~1 hr
2. **Call a stranger** — no ID, no reviews — ?
3. **Argue the price** — nothing written — ?
4. **Wait without news** — no idea when he comes — ?
5. **Problem comes back** — no one to ask — ×

VS

✓ With NIPUNO

1. **Search skill + pincode** — nearest verified first — 1 min
2. **Check the profile** — ID checked, ratings, price — ✓
3. **Send a request** — time slot, photo, price shown — ✓
4. **Track on the map** — accepted, on the way — ✓
5. **7-day re-work, if offered** — and you rate the work — ✓

Hours
of asking and waiting

Minutes
to a verified, tracked visit

☆ **Remember** NIPUNO turns luck into a clear, safe process.

04 · BEFORE AND WITH NIPUNO

Old way vs NIPUNO way

	The old way	The NIPUNO way
Finding someone	⚠ Ask around and hope	✓ Search skill + pincode, nearest first
Trust	⚠ A stranger's word	✓ ID checked, police badge, Skill ID
Reviews	⚠ None, or fake ones	✓ Only from finished jobs
Your phone number	⚠ Shared with everyone	✓ Only to the one who accepts
For the worker	⚠ Middlemen take a cut	✓ 0% commission, paid directly
If it goes wrong	⚠ No one to ask	✓ Re-work promise, report, support
Good name	⚠ Lost when you move	✓ Stays with your Skill ID for life
Language	⚠ English-only apps	✓ 7 Indian languages

NIPUNO in five words

- Verified
- Nearby
- Fair
- Private
- Protected

Remember Verified, nearby, fair and private: that is the difference.

05 · HOW NIPUNO WORKS

One platform, every side of the street

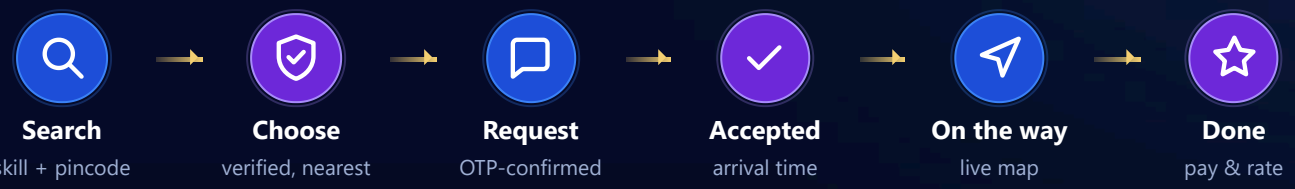


Example: a partner in Guntur helps an electrician register. A family in Guntur books him. A shop nearby hires his helper through NIPUNO Jobs, and advertises its sale to customers in the same pincode.

Remember Everyone on NIPUNO helps someone else grow.

05 · HOW NIPUNO WORKS

From a search to a finished job



How money moves



NIPUNO earns only from simple plans for professionals and employers, and from local ads that are always marked "Sponsored". It never takes a share of a job.

Who pays what

Who	Pays NIPUNO	Gets
Customer	Nothing	verified pros nearby, tracking, safety
Professional	Plan after 90 free days	all requests, verified identity, 100% of job pay
Employer	Hiring plan after 90 free days	job posts, phone-verified applicants
Job seeker	Nothing	local jobs, quick apply, alerts
Advertiser	Price agreed before going live	the right audience, private results
Partner	Nothing, ever	commission on plans of pros they brought

Remember NIPUNO never takes a share of anyone's work.

05 · HOW NIPUNO WORKS

Fair search: nearest first

Nobody can pay to move up. The same rules for every professional, on every plan.



Search looks within 5 km first. If fewer than 3 are found, it widens to 15 km, then 50 km.

Who appears

- ✓ ID verified by our team
- ✓ Free trial or a plan active
- ✓ Offers the service searched
- ✓ Available, not on a day off
- ✓ Account in good standing

The order

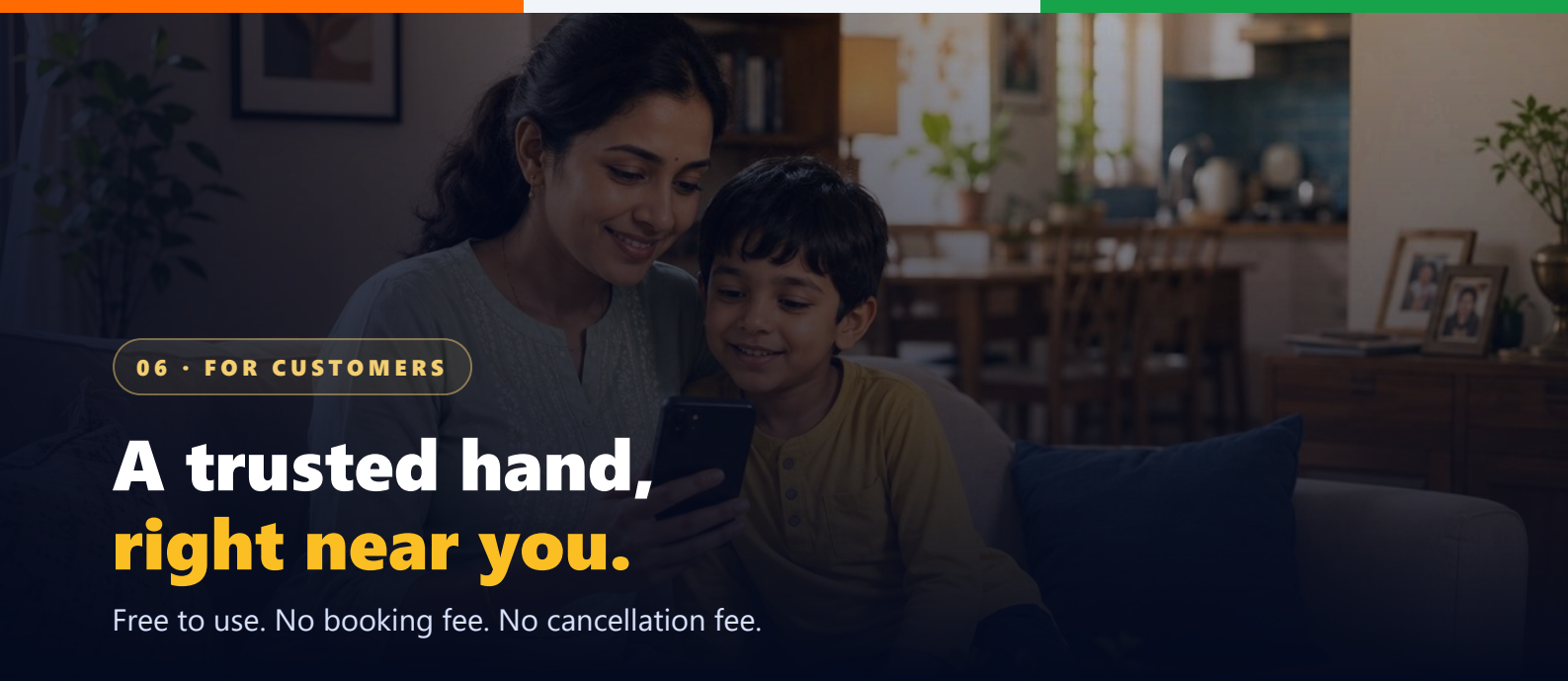
1. **Distance**: closer first
2. **Complete profile**: only between equal distances

An example

Professional	Distance	Profile	Shown
Lakshmi (monthly plan)	2 km	complete, with photos	**1st**
Suresh (free trial)	2 km	half done	**2nd**
Ravi (yearly plan)	6 km	complete	**3rd: farther, even on the biggest plan**

Never used to rank ✕ plan · ✕ money paid · ✕ ads · ✕ years on NIPUNO · ✕ saying no

☆ **Remember** To be seen more: complete your profile, add photos, answer requests.



06 · FOR CUSTOMERS

A trusted hand, right near you.

Free to use. No booking fee. No cancellation fee.

Everything you can do

Search or speak
Type or say the service; nearest verified first.

Request one pro
Describe the work, add a photo; chat like WhatsApp.

Quick Request
Top-rated pros nearby send quotes; you choose.

Emergency request
Alerts up to 5 nearby pros available for emergencies.

Exact time slots
Book the hour that suits you.

Track live
Accepted, on the way, done; live map; a printable bill at the end.

7-day re-work
Pros who offer it re-visit free for labour.

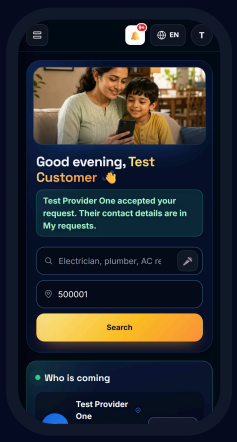
Repeat bookings
Weekly cleaning or tuition, set once.

Service reminders
AC service before summer, and more.

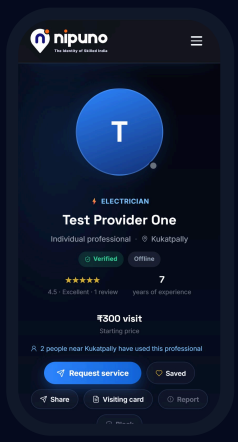
Favourites & block
Save who you like, block who you do not.

Societies
Join your apartment's trusted list.

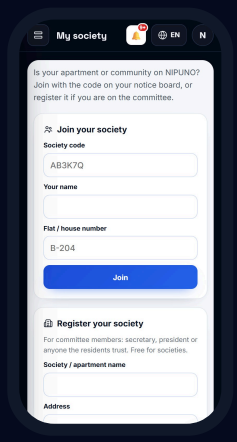
Loyalty certificates
Silver, Gold, Diamond for regular customers.



Your home screen



A verified profile

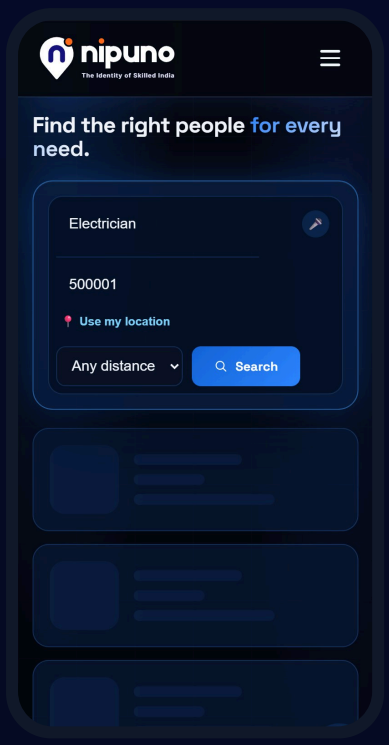


Your society

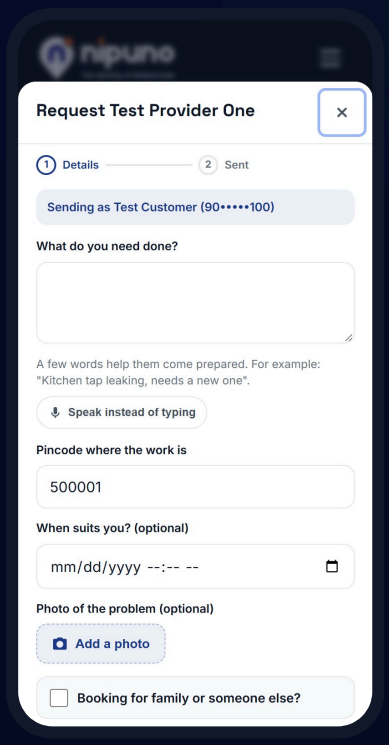
Remember No password needed: your mobile number and an OTP are enough.

06 · FOR CUSTOMERS

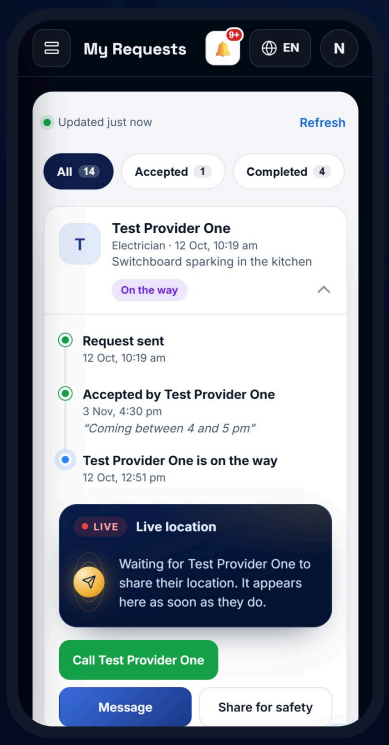
Book in minutes. See every step.



Nearest verified first



Your request



Every step tracked

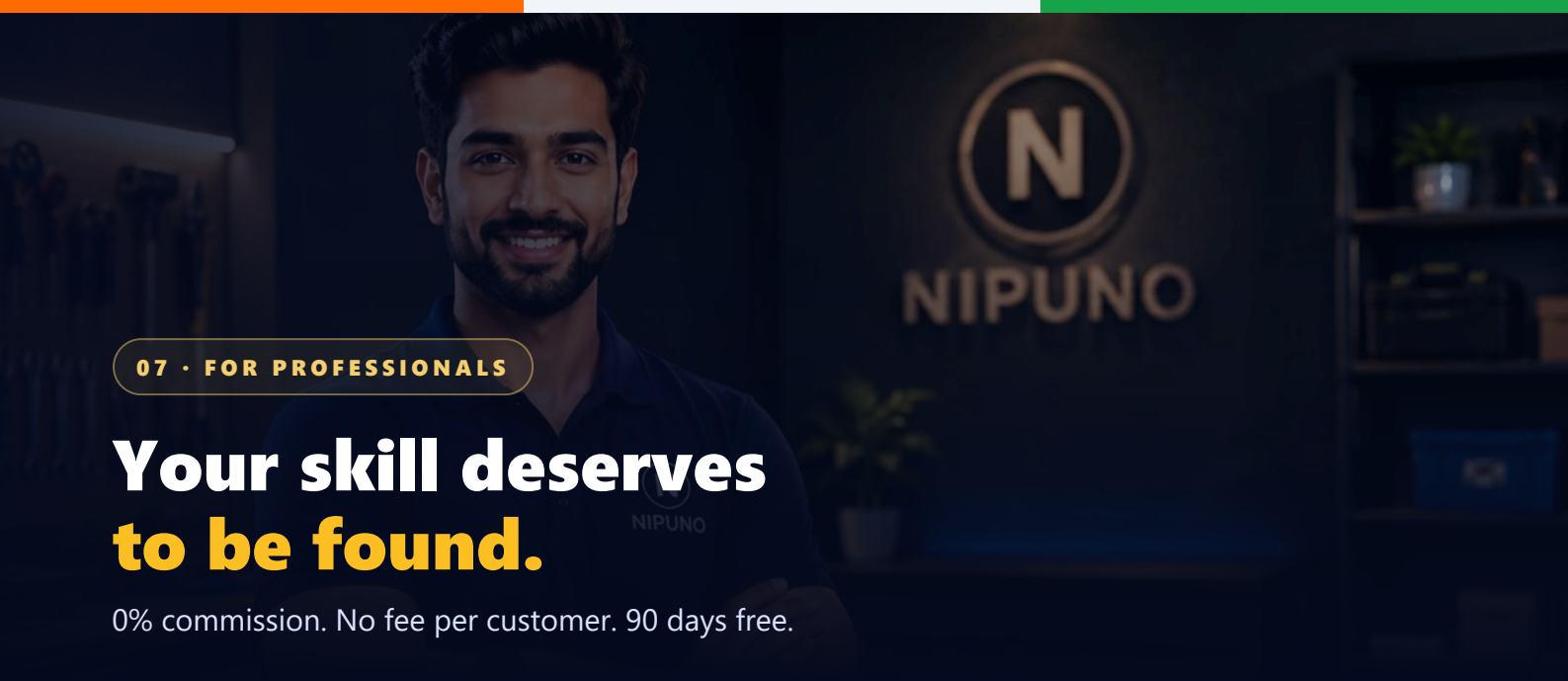
Your account in 1 minute

1. Open nipuno.in and tap Sign up
2. Enter your mobile, type the OTP
3. Add your name and allow your location. Done.

Your safety as a customer

- **Verified only:** every pro's ID checked.
- **Private number:** only to the one who accepts.
- **Pay directly:** NIPUNO never holds your money.
- **Report & block:** our team reviews reports.
- **In danger?** Call 112 first.

Remember Track any request with your number at nipuno.in/track.



07 · FOR PROFESSIONALS

Your skill deserves to be found.

0% commission. No fee per customer. 90 days free.

Everything you get

Verified profile
ID checked; shown first in the pincodes you serve (up to 50).

Skill ID + QR
A lifelong ID anyone can verify.

Customer requests
Phone alerts; accept or decline.

Services & prices
List each service with its price.

Days, hours, slots
Working days, days off, time slots.

Photos & video
Show your finished work.

On-the-way tracking
One tap shares your live location.

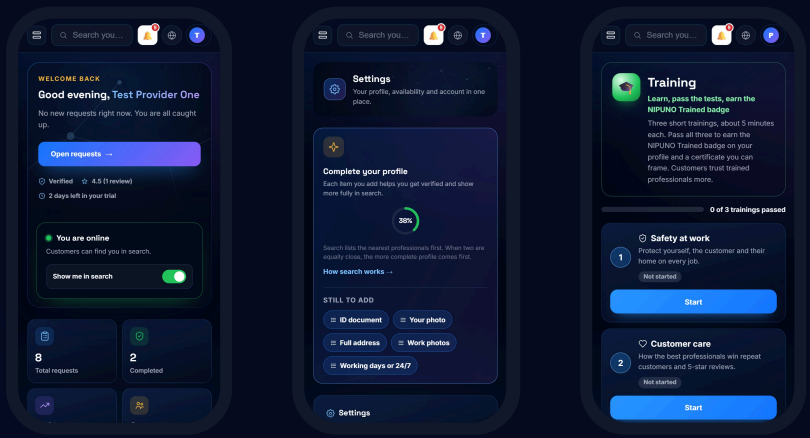
Chat & job summary
WhatsApp-style chat; call from phone or laptop; record the work.

Police verified badge
Upload a police certificate.

Training & certificate
3 short trainings; NIPUNO Trained.

Visiting card
Real 3.5 × 2 inch card to print.

Referral credit
₹20 for every friend approved, anywhere in India, no limit; for your plan, within a year.



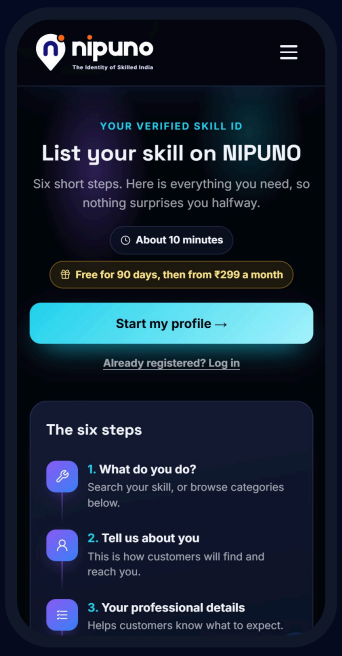
Remember Declining a request never pushes you down in search.

07 · FOR PROFESSIONALS

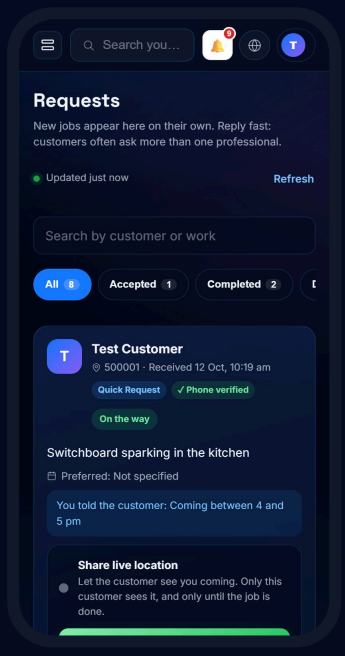
Register in 6 easy steps

About 10 minutes on your own phone. No office visit.

1. **Skill** — choose
2. **You** — name, mobile, mandal
3. **Work** — price, service pincodes
4. **ID** — ID + selfie
5. **Photos** — optional
6. **Submit** — we approve



nipuno.in/register



Your requests

Keep ready

- ✓ Your mobile phone
- ✓ Your mandal and pincode: type to search; not listed? add it
- ✓ Aadhaar or driving licence (front and back)
- ✓ A clear selfie
- ✓ Work photos (optional)

Scan to register
nipuno.in/register

Remember Register yourself, with your own OTP. It is free. Never pay anyone to register you.

07 · FOR PROFESSIONALS

How you earn, and how you are protected

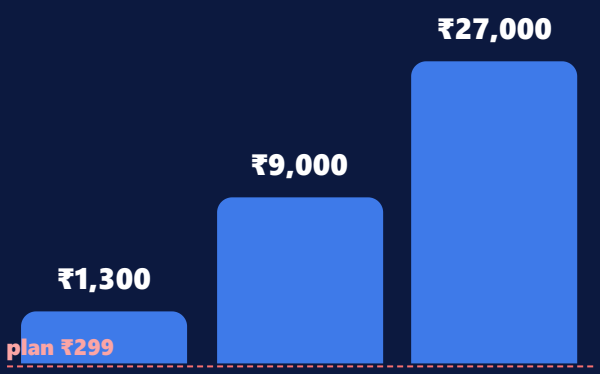
FREE TRIAL
₹0
90 days

MONTHLY
₹299
about ₹10 a day

6 MONTHS
₹1,599
save 11%

YEARLY · BEST
₹2,999
save 16%

Monthly earnings at ₹300 a job

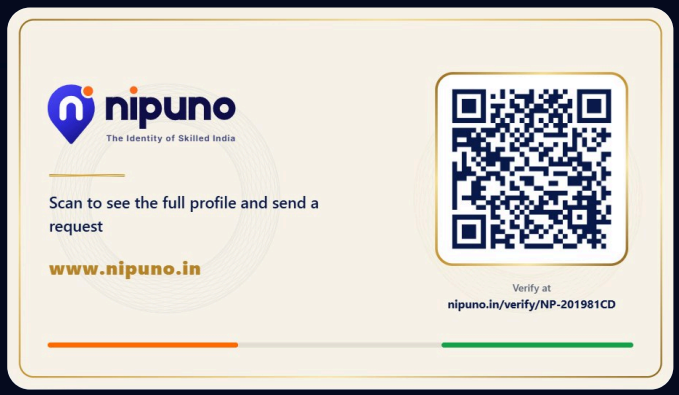


An illustration, not a promise. One job a week already pays for the plan.

Your safety as a professional

- **Real customers:** every one OTP-verified.
- **Your number is private:** shared only after you accept.
- **Free to say no:** pick a reason, no penalty.
- **Rate and report customers:** after every job.
- **Your documents stay private:** never shown publicly.
- **Paid directly:** NIPUNO never holds your money.





Remember Nothing renews by itself. Paying early never loses days.



08 · FOR EMPLOYERS

Hire skilled people from your own area.

Shops, clinics, schools, factories, offices. 90 days free.

Everything you can do

Verified business
Upload a licence, GST or registration.

Post jobs in 5 steps
Choose where it shows: pincodes, mandal, district, state or all India.

Applicants
Phone-verified; shortlist, interview, hire.

Talent search
Find people who are open to work.

Messages
Chat with candidates in the app.

Analytics & export
See results; download applicants.

Safety for employers

- **Real applicants:** every one phone-verified.
- **Fake jobs kept out:** every post reviewed by our team.
- **Verified badge:** job seekers trust your business.

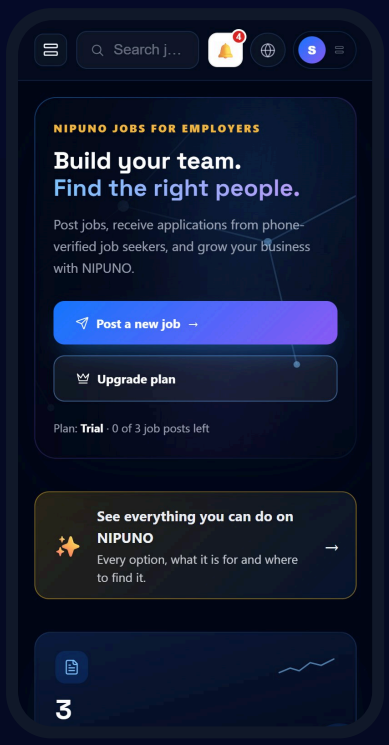
Job life

Live 30 days	+5 days to download	Archived

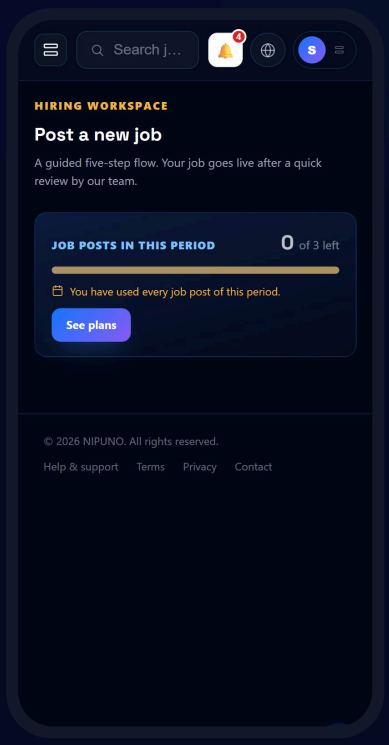
Remember Download your applicants within 5 days after a job closes.

08 · FOR EMPLOYERS

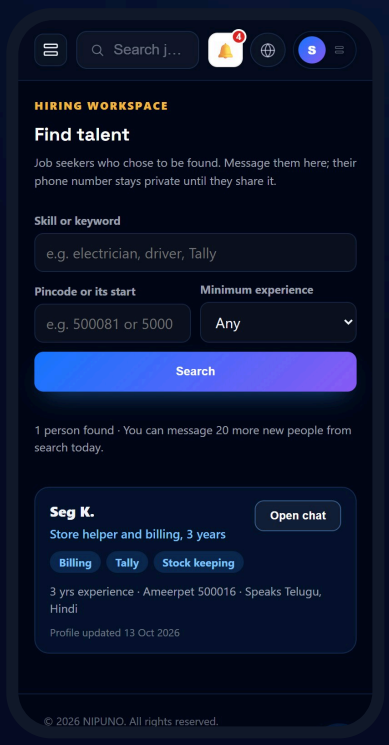
Post a job. Meet the right people.



Hiring workspace



Post a job



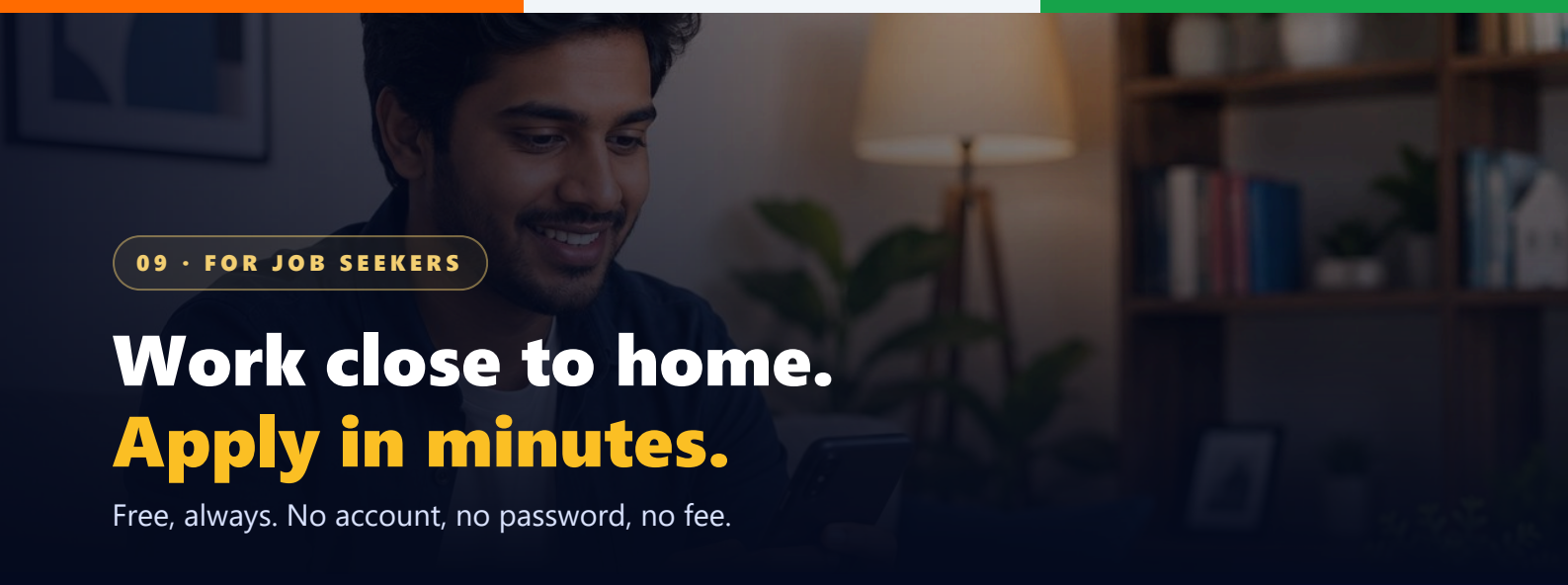
Talent search

Hiring plans

Plan	Free trial	Monthly	3 months	6 months	Yearly
Price	₹0 · 90 days	₹999	₹2,799	₹5,399	₹9,999
Job posts	3 every 30 days	5	20	50	120

Every plan includes phone-verified applicants and full candidate access. Unused posts end with the plan period.

Remember Every job is reviewed by our team before it goes live.



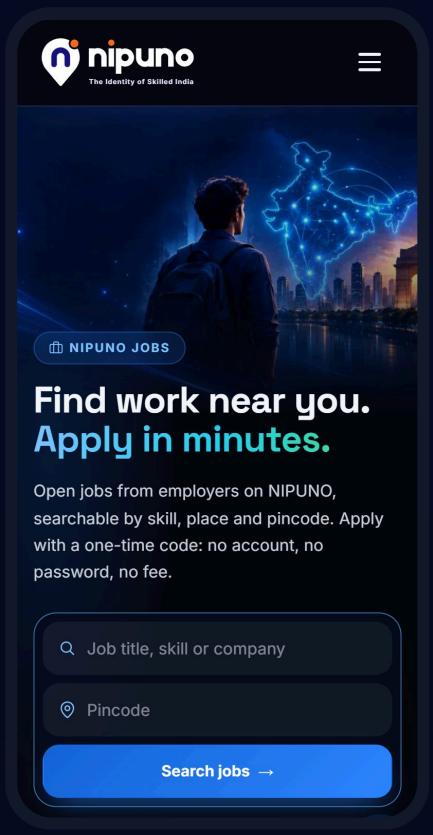
09 · FOR JOB SEEKERS

Work close to home. Apply in minutes.

Free, always. No account, no password, no fee.

Everything you can do

- **Search jobs** — By skill, place, pincode; filters.
- **Apply with OTP** — A short form; no account.
- **Track & chat** — All applications in one place.
- **Talent profile** — Let verified employers find you.
- **Job alerts** — Told when a match opens near you.
- **Saved jobs** — Keep jobs to apply later.



nipuno.in/jobs

Your safety as a job seeker

- **Never pay for a job:** NIPUNO and real employers never ask.
- **Jobs checked:** every post reviewed before it goes live.
- **Phone hidden:** never shown on your talent profile.
- **You decide:** hide or delete your profile any time.

Remember If anyone asks you for money for a job, do not pay. Report it.



10 · FOR ADVERTISERS

Show your business to the people near you.

Shops, services, jobs and events, in the exact area you choose.

Your options

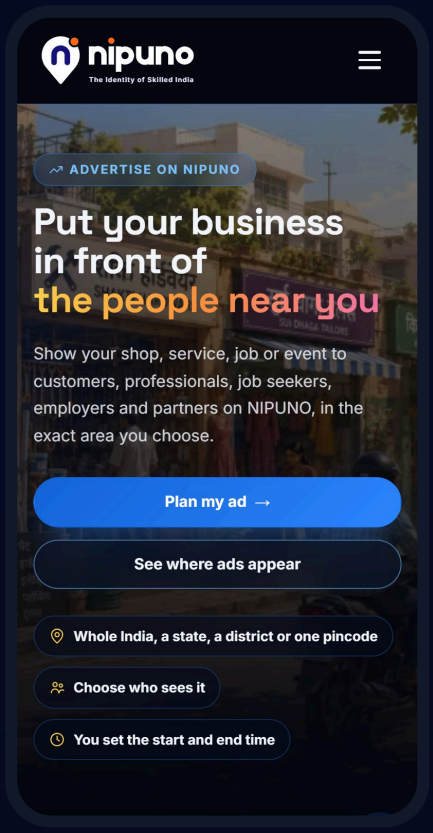
Where
All India, a state, a district or one pincode.

Who
Customers, pros, job seekers, employers, partners.

When they search
Show with related services.

When
Exact start and end; stops on its own.

Results
A private link: views and taps, day by day.



nipuno.in/advertise

Tell us your ad → **We plan** price first → **Live** to your audience

Fair and safe ads

- **Always marked "Sponsored"**
- **One ad at a time,** never a crowd.
- **Every ad reviewed;** misleading ads declined.
- **Results never show** who the people were.

Remember Ads never change the order of search results.



11 · FOR PARTNERS

Grow skilled India in your area.

No joining fee. No stock. No investment.

Mandal partner

Works one mandal; earns on its professionals and on all who join with their code.

District partner

Leads the Mandal partners of a district and gives them targets.

State partner

Grows NIPUNO across a state; gives District partners their targets.

Your toolkit

Code & share link
WhatsApp message ready in 7 languages.

Help someone register
On their phone, with their own OTP.

Printable poster
A4 poster with your own QR code.

Prospect list
Track people you talk to.

Targets
Day, week and month targets down the chain, counted live.

Monthly statement
Every rupee, every stage.

Who can join

Students · Homemakers · Shop owners · Community leaders · Training centres · NGOs · Self-help groups · Trade associations

A good first week: list 20 skilled people you know, meet five a day, help them register on their own phone with your link, and remind them to add photos of their work.

Remember Joining as a partner is free. There is no deposit and nothing to buy.

How commission works and reaches you

Months 1–3	Months 4–6	Months 7–12	After 12
no commission yet	first rate per payment	second rate per payment	window closes

Months count from the day the professional joined. Current rates are shown live on nipuno.in/partners and in your dashboard.

Who earns on each payment

Mandal share
The Mandal partner of the professional's mandal.

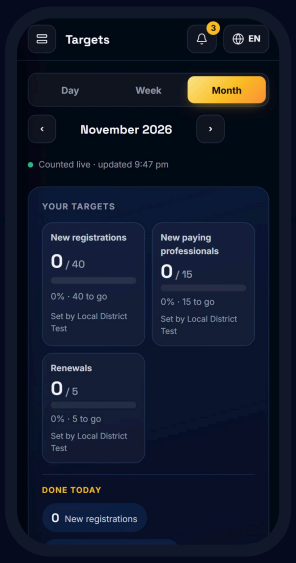
District share
The District partner of that district.

State share
The State partner of that state.

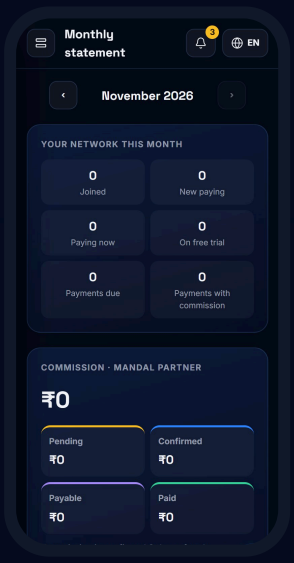
An empty place below the partner whose code was used goes to that partner; an empty place above goes to NIPUNO. Working outside your own area: 50/50 with the partner there, or all of it if there is none.

From payment to your bank

Pending — payment received → **Confirmed** — after 3 days → **Payable** — after 7 days → **Paid** — to your KYC bank



Targets, live



Monthly statement

Partner rules that protect everyone

- **Never take money** from anyone to register them.
- **Never keep photos** of anyone's ID.
- **Their own number and OTP,** always.
- **Never promise** work, earnings or approval.
- **Transparent money:** every rupee in your statement.

Remember Monthly incentive: each range's amount applies until the next range starts.

12 · SAFETY FOR EVERYONE

Safety, built into every role

What protects each kind of user on NIPUNO, at a glance.

	Customer	Professional	Employer	Job seeker	Advertiser	Partner
OTP sign-in, no passwords	✓	✓	✓	✓	·	✓
Identity or business checked by our team	·	✓	✓	·	·	✓
Phone number kept private	✓	✓	·	✓	·	·
Content reviewed before it goes live	·	✓	✓	·	✓	·
Pay directly, NIPUNO never holds job money	✓	✓	·	·	·	·
Scam warnings: never pay to get work	✓	✓	·	✓	·	✓
Report, block and team review	✓	✓	✓	✓	·	·
Transparent statement of every rupee	·	✓	✓	·	✓	✓
Close your account and erase data	✓	✓	✓	✓	·	✓

⚠ **In danger? Call 112 first.**

NIPUNO staff never ask for your OTP, password or money sent to a person. Report anyone who does: support@nipuno.in

☆ **Remember** Never share your OTP with anyone, even someone who says they are from NIPUNO.

13 · THE FUTURE

A country where trust is not luck.

An India where a skilled person's good name travels beyond their pincode and stays with them for life, and where anyone, anywhere, can find someone trustworthy nearby.

TODAY

Verified local services

Six kinds of users, 7 languages, 0% commission.

NEXT

City by city

112 cities set up. First: Vijayawada, Guntur, Tirupati. Then the Play Store app.

VISION

India's skill identity

A verified, lifelong work identity for every skilled Indian.

You do not need to become famous. You just need the right person to find you. **That is what NIPUNO is building.**

14 · QUESTIONS AND HELP

Quick answers

Is NIPUNO free?
Always free for customers and job seekers. Professionals and employers get 90 days free.

Does NIPUNO take a cut?
No. 0% commission. Customers pay professionals directly.

Do I pay per customer?
No. One plan covers every request.

Who sees my phone number?
Only the person whose request you accept, or who accepts yours.

Can ads buy a higher rank?
No. Ads are marked Sponsored and never change results.

Does my plan renew itself?
No. You pay each time yourself.

Which languages?
English, Telugu, Hindi, Tamil, Kannada, Malayalam, Marathi.

Is there an app?
Add nipuno.in to your home screen. The Play Store app is coming.

nipuno.in
Find a service

Register
Professionals

Post a job
Employers

Partners
Apply

nipuno
The Identity of Skilled India

Help: support@nipuno.in · Chat with Nipu on any page · www.nipuno.in/contact
Karthikeya HR Services Private Limited · Head office: Vijayawada, Andhra Pradesh