



**CHITTU KURUVI HOUSE PVT. LIMITED**

**GREETINGS AND WELCOME**

**TO BEEN SEEN BY DPIIT - INNER CIRCLE - MENTORS**

**PITCH DECK ! INDEX**



**1. COVER**

**2. CONCEPT**

**3. PROBLEM**

**4. SOLUTION**

**5. MARKET SPACE**

**6. COMPETITION**

**6. COMPETITIVE ADVANTAGE**

**7. PRODUCT**

**7. CUSTOMERS**

**8. TRACTION**

**9. SCALLING**

**10. BUSINESS MODEL**

**11. CRITICAL PATH ANALYSIS**

**12. FINANCIALS**

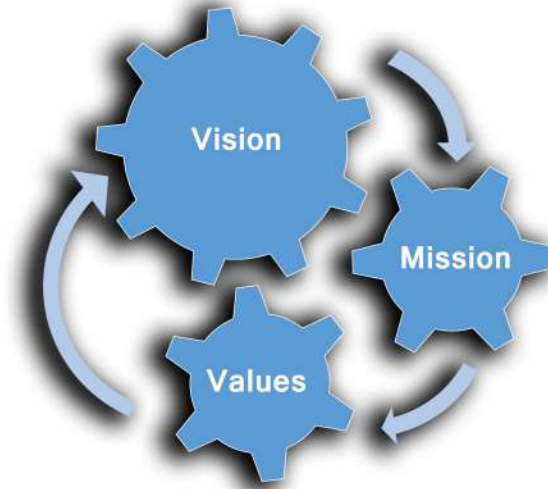
**13. ○ STARTUP INCUBATORS**

**14. OTHERS**





## VISION MISSION VALUES



Earth provides enough to satisfy every Man's NEEDS, but not every Man's GREED. You must be the CHANGE you wish to see in the world.

- Mahatma Gandhi



DREAM is not that which you see while SLEEPING it is something that does not LET YOU SLEEP. If you want to SHINE like a SUN first BURN like a SUN.

- Abdul Kalam



We should not expect the government to solve all problems. Whatever you do in life, be a builder. Be different, leave something worthy and always remember that you can not take it with you, you are going to pass it on. Don't shrink from risk. There will be times when your resolve to serve humanity, you will be tested, be prepared.

- Apple CEO Tim Cook





# CHITTU KURUVI HOUSE PVT. LIMITED

## CONCEPT



## WE ARE SELLING "SOCIAL AWARENESS"

Our team is inspired and influenced by great thinkers and achievers, we journeyed the process of visualizing, our team's commitment, and in deciding our service offerings for the betterment of the society based on universal values.



Resources to the benefit of the common good are known as wealthy. The United Nations definition of inclusive wealth is a monetary measure which includes the sum of natural, human, and physical assets. Natural capital includes land, forests, energy resources and minerals. Human capital is the population's education and skills. Physical or (manufactured) capital includes such things as machinery, buildings, and infrastructure.

The United Nations Department of Economic and Social Affairs (UN DESA) works closely with governments and stakeholders to help countries around the world meet their economic, social and environmental goals.

Our team has chosen some of the goals set by UN DESA. They are Good Health, Well-being, Quality Education, Gender Equality, Innovation and Infrastructure, Climate Action, Life on Land, and Partnerships to achieve the Goal.





# CHITTU KURUVI HOUSE PVT. LIMITED

## PROBLEM

Problems relates to Issues faced Globally



List of 17 Goals set by United Nations  
Department of Economic and Social Affairs. Social Impact.  
( UN DESA)

GOAL 1: No Poverty, GOAL 2: Zero Hunger, GOAL 3: Good Health and Well-being, GOAL 4: Quality Education.

GOAL 5: Gender Equality, GOAL 6: Clean Water and Sanitation, GOAL 7: Affordable and Clean Energy.

GOAL 8: Decent Work and Economic Growth, GOAL 9: Industry, Innovation and Infrastructure.

GOAL 10: Reduced Inequality, GOAL 11: Sustainable Cities and Communities.

GOAL 12: Responsible Consumption and Production, GOAL 13: Climate Action, GOAL 14: Life Below Water.

GOAL 15: Life on Land, GOAL 16: Peace and Justice Strong Institutions, GOAL 17: Partnerships to achieve the Goal.

**CHITTU KURUVI HOUSE** has adopted the following Goals



Good Health and Well-being



Quality Education



Industry, Innovation and Infrastructure



Climate Action



Life on Land



Partnerships to achieve the Goal





## SOLUTION



### Problem and Solution

A customer perceives his own value regarding the product he buys or services he avails. It depends on his perception as what is solution to him. There are some Universal value based product or services to which a customer is not AWARE. In such kind of situations it becomes the responsibility of the seller to educate the society and make them AWARE of the solution by availing the services we offer. Our services are of universal value to the society as a whole and also at individual level. They should recognize the beneficial aspect of our services to the betterment of Human capital, Natural resources and physical assets.

Our services can be classified as "Selling Social awareness" which itself motivate the society towards solution towards the Goal set by UN DESA. As mentioned earlier.

### Expanded Notes : on what we are solving

**Good health.-** Constructing Play ground complex for poor children in rural area. Poorer children with limited access to education, health services and day care, play grounds will support these goals of keeping children safe and out of trouble.

**Well being: -** Constructing Yoga center. It is well established that practice of yoga helps to keep one's health in good condition. The benefits have been recognized and International yoga day is observed on 21st June every year as symbol of Harmony and Peace.

**Quality Education: -** Constructing Student study center and resource center. Rigorous evaluation studies have shown that collaborative class room's program improve students' academic achievement, strengthen their pro-social inclinations and skills, and reduce their involvement in problem behaviors including drug and alcohol use. Centers initiate motivation and curiosity and engage 100% of students 100% of the time.

**Gender equality: -** Gender equality is when people of all genders have equal rights, responsibilities and opportunities. Societies that value women and men as equal are safer and healthier. . All our services and opportunities are equally available to all genders.

**Infrastructure: -** We are creating infrastructure for Play ground complex, building to house various CSR activities, developing Tree Park, Butterfly Park, and Bird Habitat.

**Climate Action:-**Developing Miyawaki forest. We can create rural forest with in a span of 16 to 30 years while natural forest grows in 200 to 500 years.

**Life on Land:-**Developing butterfly park to help pollination and to increase their population and Bird Park to create habitat for sparrow to nest so that their dwindling population can increase.

**Partnerships to achieve the Goal: -** The most important services: - we are inviting all the stake holders to participate as partners and also we are acting as Startup incubators in the chosen field so that the our services eventually scales up in our nearby local area, then nation, and finally Global.





# CHITTU KURUVI HOUSE PVT. LIMITED

## MARKET SPACE



India is the only country which has regulated and mandated CSR for some select categories of companies registered under the Companies Act

Addressable Space we are tackling now: Method - Business to customers Expressed in numbers: Addressable customers nearest to project site: Villages and Kancheepuram city in Kancheepuram district Tamil Nadu. Population size 50 Lacs and above. Kancheepuram is Lok Saba constituency. ( Period of this method is for three years)

Serviceable and available market: Method-Business to Business Expressed in Numbers / Amount. Details relating to corporate space

Total Number of companies 21,349, Total amount spent on CSR INR in Crs 21,231, States & UTs covered 36, Total number of CSR projects 30,978 and development sectors entered by 30.

CSR Compliance: Exactly as prescribed 1,119- More than prescribed 5,935- Less than prescribed 3,940-Zero spent 10,355

### CSR Spent Details

Top 10 Companies: INR 3094.13 Crs Government companies: INR 5,000 Crs Other than Government Companies: INR 15,000 Crs Number of listed companies is less than 2,000 Number of unlisted companies is above 19,000 Top 4 states Maharashtra, Andhra, Karnataka, and Tamil Nadu INR 800 to 2500 Crs

Sector wise: No poverty and safe water INR 4633 Cr, Sustainable cities and villages INR 1,376- Quality education INR 4,921-Gender equality and skill development INR 343 Cr- Climate action, Life on Land INR 971 Cr- Well being INR 140 Cr and Innovation (Startups) INR 37 Cr.

In the fourth year we will invite partnership from companies after establishing net work of beneficiaries We will act as Startup incubators and expand the service at State, National and global level. With in ten years we expect rapid growth in geometric progression. At this stage we will plan only staying power in the space covered. Global scaling can happen when more players enter this sector voluntarily. There is no limit to Space.

As per data source ([www.csr.gov.in](http://www.csr.gov.in)) F.Y 2019-2020





## COMPETITION AND COMPETITIVE ADVANTAGE

Our company's general approach: Compete with your self, there is no necessity to win or fear failures. Competition we perceive is how efficiently we sell "Social Awareness" to the society.

India is the only country which has regulated and mandated CSR for some select categories of companies registered under the Companies Act. Apart from enactment it must also come from 'with in'

Presence of others in the Field:

Many Corporate are investing in Social welfare schemes. Individual philanthropists, Trust, Charitable institutions Ngo's are also playing their part. Many times it is poorly spent and efforts are less when compared to the question of making people socially aware of the goals set by UN DESA which is of universal value both at micro and macro level.

What is Unique in our approach?

**Social awareness:** Business to customer approach: While we implement Social welfare projects, we will also be selling Social awareness at basic people's level.

**Funds:** Business to Business approach: External fund generation is also important for us to stay in the field. We are working towards being recognized as CSR entity so that mandatory CSR units can partner with us for efficient delivery of services due to our experience and expertise gained. We will also be acting as Startup incubators for others in the same sector.

**Exit strategy:** It is constant for the Fortune of any organization or individual to change during a period of time. They can exit any time after their project is completed by us. They don't have to continue CSR obligation.

**Staying power:** Our Company can generate income from its assets and infrastructure it creates. There is no dependency on external funds. We can fund our own projects through out the year.

Every one and any one can practice Social awareness happily. We have to encourage them and remove Hesitancy and shyness in them.





# CHITTU KURUVI HOUSE PVT. LIMITED

## PRODUCT



Good Health and Well-being



Quality Education



Industry, Innovation and Infrastructure



Climate Action



Life on Land



Partnerships to achieve the Goal

## BENEFICIARIES ARE OUR CUSTOMERS







# CHITTU KURUVI HOUSE PVT. LIMITED

## TRACTION



Early Traction refers to our first wave of users and beneficiaries  
It means that they see value in your product or services and a solution to the problem.

We have adopted some of the Goals set by United Nations Department of Economic and Social awareness. We have recognized Strategic Partnership as a best way to contribute to the welfare of the society. We are securing Early beneficiaries and Strategic Partners with Local Population, Individuals, Stake Holders, Government organizations, Multinationals etc to achieve the Goals under the banner of Corporate Social responsibility.

Since we are serving and working towards welfare of the society there is no need to think of market share and competition unlike a Product based company.

All the Goals set by United Nation Department of Economic and Social awareness are GLOBAL issues and are relevant even today and in future also. There is scope for any number Partners and Participants to achieve the Goals. In the 17th Goal they have encouraged Partnership to achieve Goals.

We visualize rapid growth of beneficiaries once the attention and awarness reaches the population.





# CHITTU KURUVI HOUSE PVT. LIMITED

## SCALING



**Before**



**After**



Scalability means that our business can be expanded, potentially without limit. In the world of Social Welfare, scalability refers to the ability of a company to sustain or better its performance in terms of its increased Scalability to the beneficiaries. Our company's is structured in such way it has the in built ability to grow without being hampered by its available resources when faced with increased Services and beneficiaries.

Our company is supported by group of leaders, directors, executives, investors, and advisors, who provide strategy and direction. The team has passion, resilience; perseverance and courage to make our Company workable to achieve the social objectives.

### Key Takeaways:-

Company is fully funded by Promoters, inner circle to build its infrastructure.

The Company is adopting effective model encouraging simplicity and flexibility during early growth phase. We are initiating a self sustaining process to proceed without external input.

Our Company does not have to worry about Risk, Failure or Losses. Our company is funded by promoters, inner circle and mentors basically in CSR activities.

The Company is developing a Business cum Social model to deliver services related to Social Impact under the banner of Corporate Social Responsibility. If the model is proved effective other Participants and Partners can adopt our model which will be self sustaining financially. Only they have to pool Startup Fund.

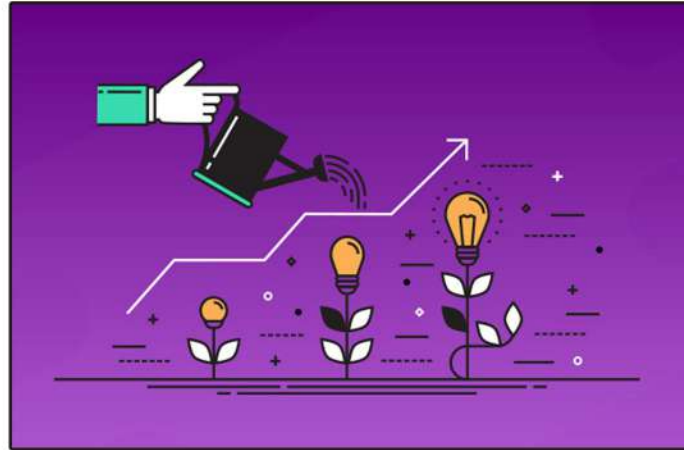
Our Successes will Initiate more Startup in this Social Impact Sector. Its is the question of Scalability at National Level. It will increase Scalability when more participants and partners are convinced of our model.





# CHITTU KURUVI HOUSE PVT. LIMITED

## BUSINESS MODEL BOOTSTRAPING



### Boots Strapped Funding

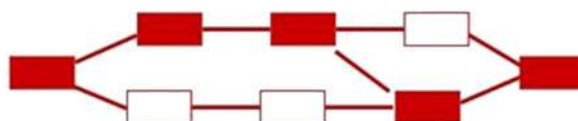
- (i) Promoters will be contributing and funding the required commercial plot and land to the company.
- (ii) The company will be constructing commercial building (Student Resource Center), Play Ground Complex, Developing Tree park, Butterfly park, and Sparrow Habitat. Fund for this is being sourced from promoter, promoters inner circle and CSR units under partnership
- (iii) The company will be generating income from the infrastructure and assets it acquires during the period of time while implementing CSR activities. The company will be self sustaining and need not depend on external input.
- (iv) The whole CSR Project is planned to be implemented at zero cost capital. Since the projects are related to CSR we have avoided debt.





# CHITTU KURUVI HOUSE PVT. LIMITED

## CRITICAL PATH ANALYSIS



### CRITICAL PATH ANALYSIS

Various Project Task :- Present status and Time required :- I= Independent Task, D= Dependent Task, O= Task over and T= Time required to complete the task (Period in months). and P= Pending Task as on Date.

- (i) Formation and registration of Private Limited company. (O)
- (ii) Website development. (O)
- (iii) ISO certification. (O)
- (iv) Startup DPIIT (India) Recognition. (I), (T=3months)
- (v) Registration of Commercial land :- Registration of 22,500 Square feet of Tamil Nadu DTCP approved Commercial plot in the name of the company. (I), (T= 6 months) and (P)
- (vi) Infrastructure :- The company will be constructing approximately 10,000 Square feet of building to house the various units of CSR. It is under the process of approval by the concerned authorities. (D on v), (T= 12 months) and (P)





# CHITTU KURUVI HOUSE PVT. LIMITED

## CRITICAL PATH ANALYSIS



(vii) Tree park development :- The process of planting various species of plant will take place shortly after covid issue is over. After planting the plants have to maintained for 30 months the young trees can sustain itself without any human intervention.(I), (T=30 months) and (p)

(viii) Butter fly park :-Process of growing flowering plants is only few months. We have to generate a cycle such that there are flowers through out the year so that Butter fly is attracted through out the year. Tree park which is adjacent will have also grown up. Usually Butter Fly lays egg on plant and Tree leaves and trunk to start the life cycle. (I),(p) and (T= 3 months)

(ix) Play Ground Complex :- We have to obtain local authorities approval, Select various types of sports suitable to both gender, Split the area in to many independent units and Invite various entities to partner with the company under CSR.(I),(P), and (T=24 months)

(x) CSR Entity :- Apply under section 8 of companies act 2014 and get recognized as CSR ENTITY so that various Company and other Agencies Government and NGO can fund the activities of the company. It usually takes 3 years for them to build trust in the companies performance.(I) and (T=12 months)

(xi) Our Last Moral and Social Obligation to the Society :- Hand over the management of the company to the younger generation and train in all the process involved in pushing the company forward and act as Startup Incubator in the chosen field.  
A journey of a thousand miles begins with a Single Step. ( T =no time limit. It is an evolving process)

(xii) On the whole we plan to complete and integrate all the activities with in 36 months.





# CHITTU KURUVI HOUSE PVT. LIMITED



## FINANCIALS

### COST OF CSR PROJECT

Particulars	Percentage	INR in Millions
	%	
Cost Of Land	53	33.75
Cost Of Infrastructure	47	30.20
	<b>Total</b>	<b>63.95</b>

### MEANS OF FINANCE

Particulars	%	INR in Millions
Promoters	53	33.75
Inner Circle	24	15.10
Mentors and CSR Partners	24	15.10
	<b>Total</b>	<b>63.95</b>

#### Notes:-

Rate of Return 20%

Pay back period in years 5

Rights of Carbon Credit earned to be transferred To CSR partners. They can be traded in concerned Stock exchange.

#### Exit Strategy :-

Equity shares to be listed after 3 years of our performance.





# CHITTU KURUVI HOUSE PVT. LIMITED

## STARTUP INCUBATORS



A Startup incubator is a collaborative program for startup companies - usually physically located in one central workspace - designed to help startups in their infancy succeed by providing workspace, seed funding, mentoring and training.

### Our Business Approach

**1<sup>st</sup> Stage. Business to Customer** :- Our Company will be Directly involved in CSR Activities for three years. During the period of three years we will be verifying and validating our Goals and Objects

**2<sup>nd</sup> Stage. Business to Business** :- From the third year we will be inviting all CSR Companies, Stake holders Individuals and others to partner with us in CSR Projects.

**3<sup>rd</sup> Stage. Customer to Customer** :- During the above process we will be supporting and seed funding Startups in our chosen line.

**4<sup>th</sup> Stage.** After few years we expect all the beneficiaries to educate social awareness to others. We expect all the beneficiaries to create a movement In the society. Social awareness must come from within and not by any enactment.





# CHITTU KURUVI HOUSE PVT. LIMITED



## OTHERS

Be Spiritual, Ego less and Courageous

Sky is the limit of Achievement. There is life in Movement and Death in Stagnation do not resist change. You must move and go forward.

Recognize the past, understand the present and Protect your Future for Prosperity and Growth

The real:- Competency

Compete with yourself there is no necessity to win or Fear failure.



The End

