The Shri Ram School Aravali

TGELF JA LEAD INDIA COMPANY
AAVRITI

In Giving There is Receiving

Problem Statement

1. The issue of inadequate **waste management** and excess and excessive consumerism is rampant and becomes increasingly concerning every day, especially in a country such as India.

2. In India, finding a trustworthy NGO is difficult, barring the select few large NGOs that tend to get all the attention. In fact, according to The Delhi High court in 2013, 99% of all **NGOs in India are scams.** Due to this, most donations are either lost to fraudulent organisations or only the select few mainstream NGOs, leaving the smaller, non-fraudulent NGOs out of the spotlight and low on donations/support.

(According to The Hindustan Times (2013)- "The Delhi High Court has called for toughening of licensing norms for NGOs observing that 99% of them are 'fraud' and 'merely money-making devices'.")

3. High rates of **unemployment** have always been an issue in our country, especially now in the times of COVID-19, when thousands of people have lost their jobs. When talking about NGOs and unemployment, there are many NGOs that sell products. Usually, these products don't get enough attention and are handmade (such as embroidered clothing, Madhubani art, handmade Diyas, candles, tie and dye clothing, etc.) by local craftsmen. Also, according to the World Economic Forum, automation will replace about 85 million jobs (like craftsmen) by the end of 2025.

Solution

1. By promoting the donation of excess books, furniture, clothing, etc., our app attempts to the issue of inadequate waste management, excess and excessive consumerism.

2. It battles with the copious amount of NGO scams for which NGOs will be required to submit their financial sheets of the past years, tax exemption certificates and government ID numbers, making it extremely trustworthy.

3. Our app provides a means for ethical consumerism/purchasing (supporting small businesses+ handmade goods- no animal testing, no harm to the environment, etc.), which is something that, now, with the increasing awareness due to the rise of social media, is becoming steadily popular. By supporting the craftsmen that usually work with NGOs to sell their products, we aim to prevent the unemployment rate from dropping further by making sure more jobs in the handicraft sector are not lost to machinery.

Description of Service

How to Use Our App

To donate:
- Open the donation tab on the app
- Take a picture of the goods you wish to donate
- Enter your GPS location.
- The app will list a number of NGOs that require said donation within the location range.

To buy:
- Open the marketplace tab on the app
- Scroll through goods being sold by different NGOs (like handicrafts, Diyas, clothing, etc.)
- Select the goods you wish to buy, add them to your cart make the purchase.

Donation

enter location

Enter the item you want to donate

enter description

Submit

Marketplace

liked   cart

enter your search

Shop now!

Madhubani painting for ₹450

Tie and dye dupattas for ₹250

Pack of 10 candles for ₹100

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Business Model

Definition of Service:

- Our app, Aavriti, takes on a two-pronged approach:

It has two tabs, the donation tab, wherein we connect NGOs with prospective donors and the marketplace tab which is essentially a marketplace where NGOs can sell their goods that don't get enough attention.

- Both the tabs can be operated with ease as follows:

For the donation tab, the customer needs to upload a picture of the item they wish to donate, along with their GPS location. Our app will generate a list of NGOs that require their donation within the location range of the donor, and then the donation can proceed.

For the marketplace tab, the consumer simply needs to open the tab, scroll through the abundance of products displayed, select the ones they wish to buy, add them to their cart and then proceed with the purchase.

Market Analysis

Market Statistics

Industry Name:

- Service Industry (Medium for donation)
- E-Commerce Industry (Online Marketplace)

Annual Industry Sales (expected):

- Service Industry - Gross Value Added (GVA) at current prices for the services sector is estimated at 96.54 lakh crore INR in 2021. The services sector accounts for 53.89% of total India's GVA of 179.15 lakh crore Indian rupees.
- E-Commerce Industry - This sector is estimated at 6.29 lakh crore INR in 2021.

Target Market Size

Total population (Delhi NCR)

Target Market Population (Upper, Upper- Middle, Middle Class)
16,349,831

Market Size
52.43% of Delhi's population

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Market Analysis

Demographics

Income tax slab (Middle, Upper-Middle and Upper Class):
Rs.7.5 lakh - Rs.10 lakh
Rs.10 lakh - Rs.12.5 lakh
Rs.12.5 lakh - Rs.15 lakh
Above Rs.15 lakh

Age Group: 18+

All-inclusive for any religion, gender, occupation, cultural background, and family status.

Psychographics

For consumers: Individuals interested in philanthropic work, those having awareness about the importance of supporting small businesses and ethical consumerism.
Our consumers can also include those who have values of empathy and altruism, along with heightened social awareness.

For NGOs: Those which require tangible donations (not monetary donations since fundraising is prohibited on the app) and/or those which sell products.

Geographics

1. Urban Delhi NCR (for consumers)

2. Delhi NCR (for NGOs)

Buying Patterns

According to the survey (small-scale, 100 respondents) conducted in the urban areas of Delhi, the following is deduced -

- Consumers tend to donate more at the beginning or end of the year.
- They tend to give to charity/donate/buy more affordable handmade goods during the festive seasons.

We believe that this trend shall be applicable for a large-scale urban population as well.

Sales Plan & Market Opportunity

Market Opportunity :

- Our market comprises working-class people (with an annual salary of >₹ 7,50,000) in India.
- NGOs that want donations and want to sell their goods on our website

Sales Plan:

Aim:
- Increasing the reach of our app by 20% monthly in the first 6 months.
- Increasing number of downloads.
- Increasing number of NGO's that sign up.

Strategy :
- Using proactive Search Engine Optimization
- Paid advertisements (Google Play, Facebook, Instagram)
- Making promotion videos
- Partnering with willing sponsors
- Introducing regular updates and new features periodically to enhance our app and make it more appealing to the users

Competition

	Competitor	Our advantage
Competitor 1:	Donation drives that NGOs conduct themselves	The advantage that we have over these drives is the fact that we are sorted and that only relevant donations are procured by the NGO.
Competitor 2: Competitor 3:	Etsy Craftsvilla	Craftsvilla and Etsy are solely artisan goods selling marketplaces. We at Aavriti are a two in one donation and marketplace platform where goods for a cause are sold

Qualifications

Tanya Agarwal:

- 11th-grade Economics and Computer Science student.
- A budding entrepreneur and was also given the top 500 global future entrepreneurs by the Harvard Young Tycoons Business Challenge with her team for her Idea "Aavriti" (prior name: Benefact).
- She was selected by her school to attend the IVY early entrepreneurship workshop in 2020 where she designed the prototype for a sports app rogue fit under the mentorship of CEOs of companies such as Thunkable and Brainly.
- Won the Doon School Young Entrepreneurship Conference for her idea "Aashray" which provides homes to the poor and is aligned with the Pradhan Mantri Awas Yojana.
- Is currently a part of the TiE Young Entrepreneurs academy batch of 2021.
- Along with that, she was selected to participate in the World Youth Meeting (powered by the Japanese Government) where they devised a policy correlating the ESG fund and corporate disposal of Electronic waste.

Arushi Kishore:

- 11th-grade Economics and psychology student. She is interested in behavioural economics, social entrepreneurship, industrial psychology, sales and marketing.
- A budding entrepreneur and was also given the top 500 global future entrepreneurs by the Harvard Young Tycoons Business Challenge with her team for her Idea "Aavriti" (prior name: Benefact).
- She is the secretary of her school's Dance Society.
- She has also been appointed as the Deputy Head of the Round Square Committee (an international organization of like-minded schools that focuses on developing global competence and character in students, preparing them to become leaders of the future).
- She has also participated in an Inter-school Shark Tank. She headed an internationally recognised Economics Symposium, focusing on the ethics of economics.
- After a rigorous application process, she has been selected as a copy editor for her school's Editorial Board.
- Along with that, she started a non-profit initiative in 2018 called "Taal Mein Saksham" to teach Odissi to young girls at the NGO.
- Previously, she has helped in the marketing and management of the social media page for a startup.

Qualifications

Rabia Bassi:

- 11th-grade Commerce and Political Science student.
- A budding entrepreneur and was also given the top 500 global future entrepreneurs by the Harvard Young Tycoons Business Challenge with her team for her Idea "Aavriti" (prior name: Benefact).
- After a rigorous application process, she has been appointed as a copy editor for her school's Editorial Board.
- She was selected by her school to take part in the Ritsumeikan High School (Japan) Dream School Project.
- Took part in the Heritage Commerce League Debate competition and won the first round.
- Took part in the TSRS Economics Symposium Round Square which included discussions about the ethics of economics and the stock market.
- Along with that, she is the secretary of her school's Culinary Society, where she mentors younger students about the culinary world and its business side.

Muskaan Saund:

- 11th-grade Art student.
- Secretary of her school's Art society, where she regularly mentors younger students interested in art.
- After a rigorous application process, she has been selected as an art editor for her school's Editorial Board.
- Is the highest-scoring student in art application and design.
- As a personal initiative, she has designed COVID safety posters for TSRS Aravali, which have been put up all over the campus.
- Previously, she has done freelance Art designing for Project I Am Enough, a project which has gained a lot of traction recently.
- Alongside conventional art, she is also extremely proficient in digital art and design thinking and has mastered the use of Procreate and Adobe apps which are currently in high demand.

Sales Projections
(1st year)

A	B	C	D	E	F	G	H	I	J	K	L	M	N
				Months									
	0	1	2	3	4	5	6	7	8	9	10	11	12
Application Devlopr	2	2	2	2	2	2	2	2	2	1	1	1	1
Marketing	0	0	0	0	1	1	1	1	2	2	2	2	2
Resource Cost (tear	3	3	3	3	3	5	5	5	5	5	5	5	5
Outgoing Cashflows	$5	$5	$5	$5	$6	$8	$8	$8	$9	$8	$8	$8	$8
Marketplace Commission										12	12	12	12
Incoming Cashflows	$0	$0	$0	$0	$0	$0	$0	$0	$0	$12	$12	$12	$12
Net Casflows	$5	$5	$5	$5	$6	$8	$8	$8	$9	$4	$4	$4	$4
NPV Cashflows	$5	$5	$5	$5	$6	$8	$8	$8	$8	$4	$4	$4	$4
Cumulative NPV	$5	$10	$15	$20	$26	$33	$41	$48	$57	$53	$49	$46	$42

Start-Up Funds

Our main Funders will be Angel Investors and the NSTEBD fund

The National Science & Technology Entrepreneurship Development Board (NSTEDB), established in 1982 by the Government of India under the aegis of Department of Science & Technology, is an institutional mechanism to help promote knowledge driven and technology intensive enterprises. The Board, having representations from socio-economic and scientific Ministries/Departments, aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions.

Future Plans

We, as a team, have a few things in mind when it comes to our future plans-

- Since we are just 11th-grade students as of now, we plan to take seminars on marketing and entrepreneurship in order to enhance the operations of our app and help us gain a better understanding of business affairs in general.

- After our app is up and running smoothly in New Delhi, we plan to slowly expand our horizon by beginning operations in the NCR region as well.

- Once we start turning in profits, we plan to expand our services as well. We have put two plans in place for this: first is the creation of another tab wherein we plan to make monetary donations possible, and second is the creation of a tab wherein individuals can look for volunteer work with NGOs in need of it.

Mission & Social Impact

Mission Statement:

'Aavriti' envisions to grow as an idea across regions, economies and countries using modern technology as a tool to connect prospective donors and NGOs and enhance the dignity of the underprivileged people of the world. We aim to provide a platform for ethical consumerism, wherein we give people the opportunity to buy products while also supporting small craftsmen and cruelty-free craftsmanship. Our basic principle encompasses the ideal 'In giving there is receiving'.

Social Impact:

As a company that is centred around social service, our main ideal while running our business is to give back to the society that has raised us. In fact, our entire app is built around socially responsible practices such as promoting the donation of excess, supporting the underprivileged, buying from small businesses, indulging in ethical buying (with cruelty-free, handmade products), supporting NGOs, etc.

The Shri Ram School Aravali

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INDIA COMPANY
AAVRITI

In Giving There is Receiving

Aavriti

In Giving There is Receiving Company report

2021 - Company Report

Company Profile - Executive Summary

"In Giving There is Recieving"

Aavriti is a service that takes on a two-pronged approach. It entails an app that connects Non-Governmental Organisations (NGO's) to prospective donors and acts as a marketplace for NGOs to sell their goods, which usually don't get attention. There is a donation tab and a marketplace tab. When people want to donate, be it books, clothes, etc., our app acts as a highly relevant one-stop donating forum. The ease of donating and obtaining customers makes our app highly useful to both the donor and the NGO.

Both the tabs can be operated with ease as follows:

For the **donation tab**, the customer needs to upload a picture of the item they wish to donate, along with their GPS location. Our app will generate a list of NGOs that require their donation within the location range of the donor, and then the donation can proceed.

For the **marketplace tab**, the consumer simply has to open the tab and scroll through the abundance of products, select the ones they wish to buy, add them to their cart and then proceed with the purchase.

Problems that we solve

1. The issue of inadequate waste management and excess and excessive consumerism is rampant and becomes increasingly concerning every day, especially in a country such as India.

2. In India, finding a trustworthy NGO is difficult, barring the select few large NGOs that tend to get all the attention. In fact, according to The Delhi High court in 2013, 99% of all NGOs in India are scams. Due to this, most donations are either lost to fraudulent organisations or only the select few mainstream NGOs, leaving the smaller, non-fraudulent NGOs out of the spotlight and low on donations/support.

3. High rates of unemployment have always been an issue in our country, especially now in the times of COVID-19, when thousands of people have lost their jobs. When talking about NGOs and unemployment, there are many NGOs that sell products. Usually, these products don't get enough attention and are handmade (such as embroidered clothing, Madhubani art, handmade Diyas, candles, tie and dye clothing, etc.) by local craftsmen. Also, according to the World Economic Forum, automation will replace about 85 million jobs (like craftsmen) by the end of 2025.
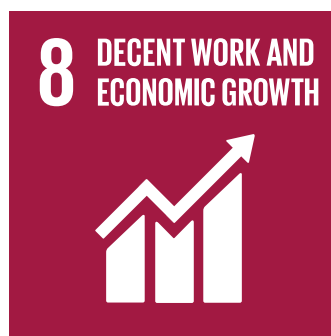
LOCATIONS

OUR SDGS

Aavriti's main motive isn't its profit infact its helping others

1 NO POVERTY	**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE	**16** PEACE, JUSTICE AND STRONG INSTITUTIONS
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	**8** DECENT WORK AND ECONOMIC GROWTH	**10** REDUCED INEQUALITIES

Values

INTEGRITY   ACCOUNTABILITY   EXCELLENCE

TEAMWORK   CUSTOMER FOCUS   SPEED

OUR MISSION

'Aavriti' envisions to grow as an idea across regions, economies and countries using modern technology as a tool to connect prospective donors and NGOs and enhance the dignity of the underprivileged people of the world. We aim to provide a platform for ethical consumerism, wherein we give people the opportunity to buy products while also supporting small craftsmen and cruelty-free craftsmanship. Our basic principle encompasses the ideal 'In giving there is receiving'.


Donation

enter location

Enter the item you want to donate

enter description

Submit

Finances

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK
Months																																				
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
pplication Devlopr	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
arketing	0	0	0	0	1	1	1	1	2	2	2	2	2	2	2	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
esource Cost (tear	3	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
utgoing Cashflows	$5	$5	$5	$5	$6	$8	$8	$8	$9	$8	$8	$8	$8	$8	$8	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9	$9
arketplace Commission										12	12	12	12	15	15	15	24	24	40	60	60	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80
coming Cashflows	$0	$0	$0	$0	$0	$0	$0	$0	$0	$12	$12	$12	$12	$15	$15	$15	$24	$24	$40	$60	$60	$80	$80	$80	$80	$80	$80	$80	$80	$80	$80	$80	$80	$80	$80	$80
et Casflows	$5	$5	$5	$5	$6	$8	$8	$8	$9	$4	$4	$4	$4	$7	$7	$7	$16	$16	$32	$52	$52	$72	$72	$72	$72	$72	$72	$72	$72	$72	$72	$72	$72	$72	$72	$72
PV Cashflows	$5	$5	$5	$5	$6	$8	$8	$8	$8	$4	$4	$4	$4	$6	$6	$6	$14	$13	$27	$44	$44	$60	$60	$59	$59	$58	$58	$57	$57	$56	$56	$55	$55	$54	$54	$53
umulative NPV	$5	$10	$15	$20	$26	$33	$41	$48	$57	$53	$49	$46	$42	$36	$30	$24	$0	$13	$41	$85	$128	$188	$248	$307	$365	$424	$481	$538	$595	$651	$707	$762	$817	$871	$925	$0

Cumulative NPV (monthly)

INVESTEMENT

- APP DEVELOPMENT
- MARKETING
- RESOURCE COST
- SERVER
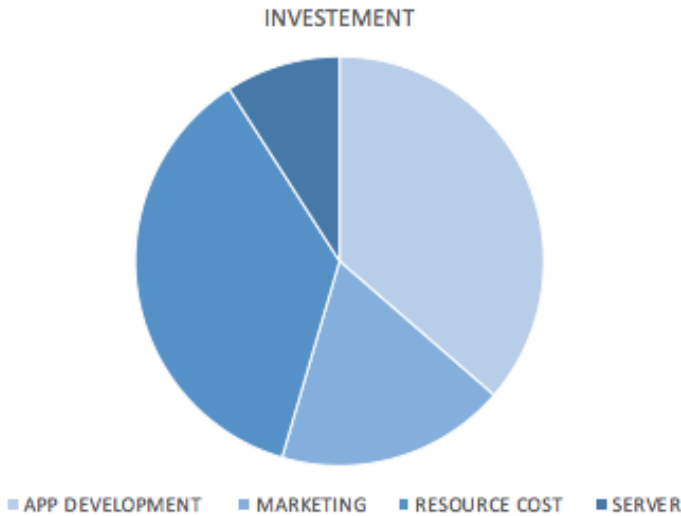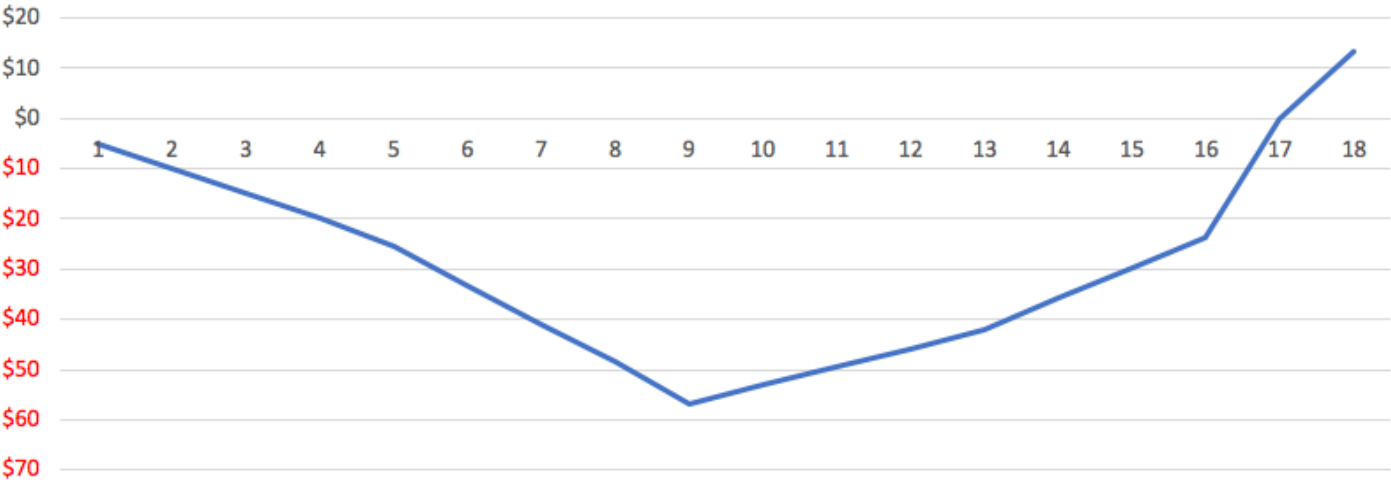
Initial investement will be made in steps. Since most of our operations are tech based are main cost is that of Web development and that of marketing as we heavily depend of marketplace sales for profits

According to this data we will roughly Breakeven by the 17th month of our operations considering all the infaltion and deflation of the indian rupee

As a social venture our idea is highly profitable and helps establish the idea of swadeshi and donations

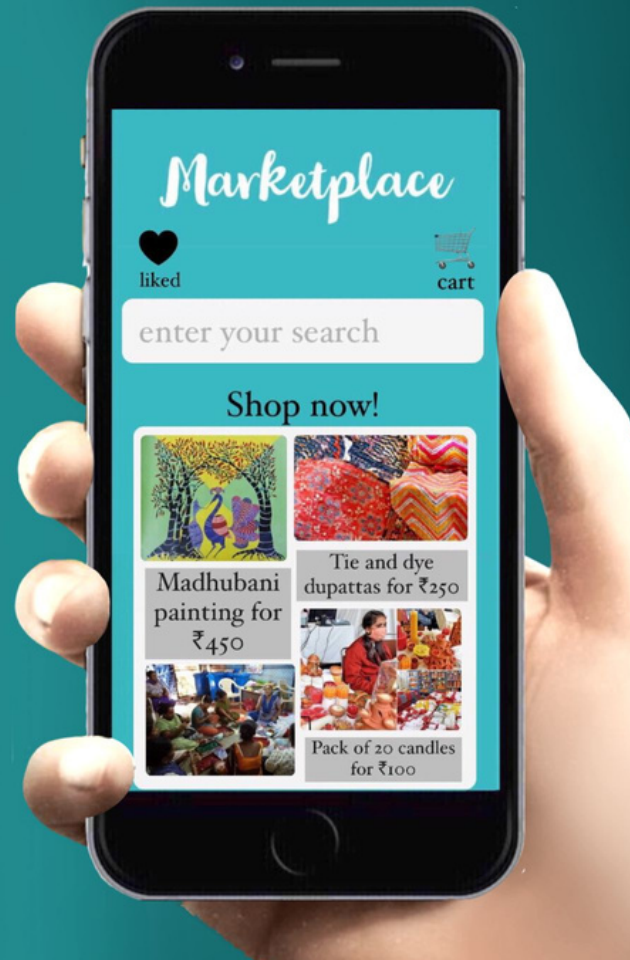CHALLENGES

UNFORESEEN EXPENSES
EMERGENCY EXPENDITURE

Revenue

Revenue Sources:

-We will charge a 5% commission on sales through our marketplace

-Sponsors and advertisements

Funding:

- Angel Investors: Noorjahan Saund, Bhavna Khosla, Dhivya Garg,
Monica Khanna

- NSTEDB government scheme

Aims & Strategy

Aim:
Increasing the reach of our app by 20% monthly in the first 6 months.
Increasing number of downloads.
Increasing number of NGO's that sign up.

Strategy :

Using proactive Search Engine Optimisation
Paid advertisements (Google Play, Facebook, Instagram)
Making promotion videos
Partnering with willing sponsors
Introducing regular updates and new features periodically to enhance our app and make it more appealing to the users

Company's Achievements

Rated as the top 500 global future startups by the Young Tycoons Business Challenge

Powered by Harvard Student Agencies and OP jindal Global University, Bennet University and the Global Leadership Foundation

Key Highlights

1. Connecting willing students (who filled a form circulated by us) from our school to NGOs that were in need of volunteers during the initial stages of COVID-19. We also launched the Seekhobhisikhaobhi campaign where school students who are proficient can volunteer to teach a particular 21st century skill or performing arts to underprivileged schools. We Tied up with saksham NGO and through vigorous interview process selected students to be mentors. They were then given letters of recommendation and certificates from the owner of the NGO

   2. With the permission of our school, we conducted a school-wide assembly spreading awareness about ethical consumerism and its importance in the 21st century, and subsequently pointed people towards our marketplace for the same.
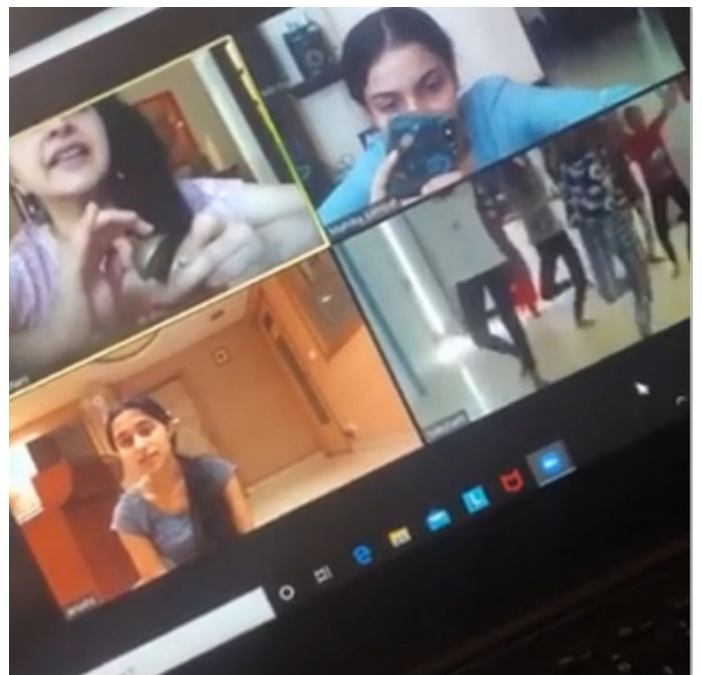
Members' Development

Before setting out on this journey to form a service that aims at enriching society, Rabia, Arushi, Tanya and Muskaan, as students of The Shri Ram School, Aravali, constantly looked towards imbibing the four core values of the school- integrity, sensitivity, pride in one's own heritage, and pursuit of excellence. The four of them have always been keen to give back to society and are always looking to donate to NGOs. But, whenever the group visited NGOs, they repeatedly noticed how insufficient many of the amenities were. Talking to the people in-charge made the team realise how hard the pandemic had hit many NGOs and that it was very difficult to set up exhibitions to sell their products, leading to a drastic loss in profits for them as well. While discussing this issue, all they wanted to do was help and whenever they talked to their peers about it, this sentiment was shared but it seemed that no one knew how to help. They set out to find a solution to help NGOs receive adequate donations and sell their undervalued products, and after numerous nights of brainstorming, this idea was born.

From there onwards, the team has put their all into continuously improving and altering their idea. This process has helped them grow, both as individuals and as a team. For each of them, educating themselves about this issue has made them grateful for their privilege in society. It has made them more empathetic, caring and sensitive individuals. As a team, working together for hours on end has taught them teamwork, cooperation, patience and has strengthened their bond as a team. They are grateful for all that they have learned and will continue to learn through this process since they will be able to apply this knowledge to every aspect of their lives and futures.

END OF REPORT