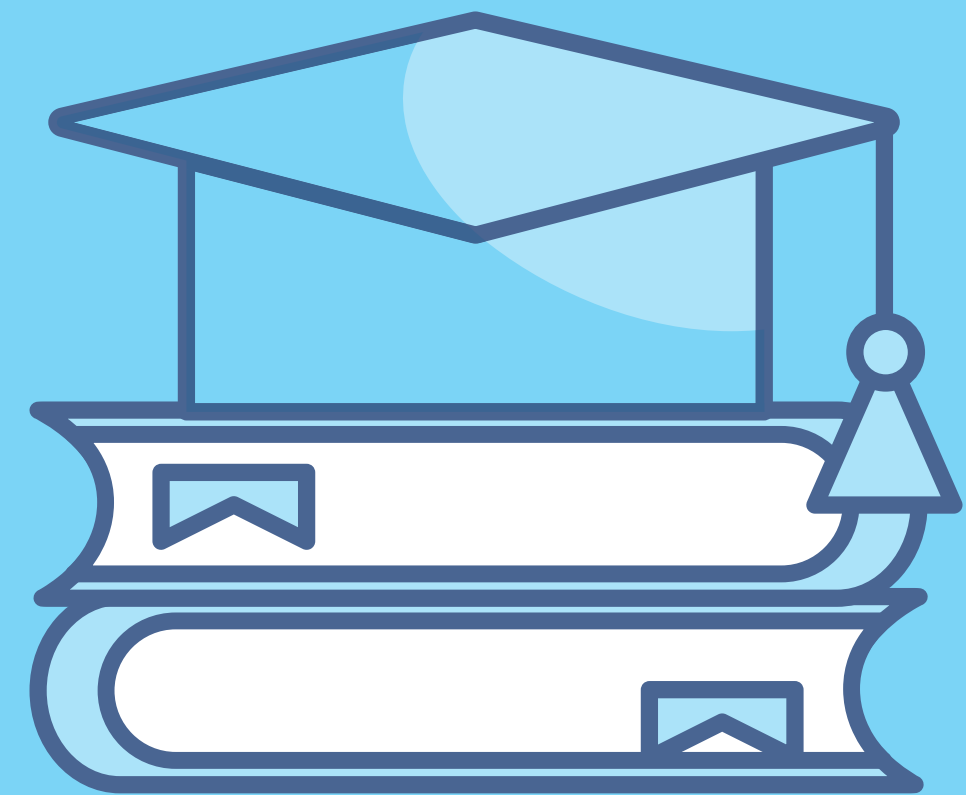


# NEKWAN CHARITABLE TRUST



**PITCH DECK →**

# ABOUT US

We are a charitable trust focused on transforming the rural community through education, healthcare, and overall village development. Our mission is to provide quality, affordable education and healthcare while addressing the needs of the local population through vocational training and sustainable infrastructure. Our trust envisions creating a self-sustaining ecosystem that not only improves the lives of individuals but also strengthens the fabric of the surrounding community. With a university, a general hospital, an elderly care home, and essential services, we aim to foster social equality, empower local youth, and provide access to healthcare for all. Through vocational institutes and a range of welfare services, we are committed to uplifting the village and its people. The revenue generated from our services will be reinvested into community development, ensuring a brighter, more sustainable future for all.



# VISION & MISSION

## VISION

To empower rural communities through education, healthcare, and vocational training, fostering sustainable growth.



## MISSION

To provide quality education and healthcare, uplift underprivileged communities, and promote skill development for a self-sustaining future.

# PROBLEMS

## Limited Access to Quality Education:

Rural areas lack affordable and comprehensive educational institutions.

## Inadequate Healthcare Facilities:

Local communities struggle with limited access to quality medical care.

## High Unemployment and Skill Gap:

Lack of vocational training limits livelihood opportunities for villagers.

## Insufficient Community Infrastructure:

Poor access to basic needs like food, water, housing, and elderly care.



# OUR SOLUTIONS

## Affordable Education

Establishing a university offering accessible, quality education for rural students.

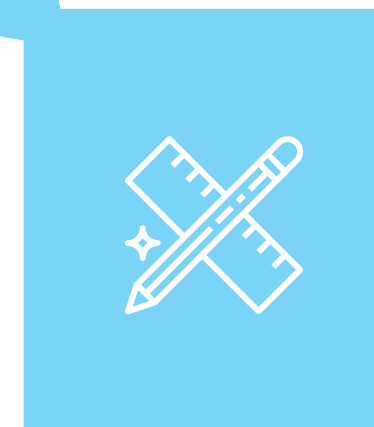


## Comprehensive Healthcare

Providing affordable, high-quality medical services through a general hospital.

## Community Development

Reinvesting profits into essential services like food, water, housing, and elderly care.



## Vocational Training

Offering skill development programs to bridge the employment gap and empower individuals.

# OUR OFFERINGS



**1**

**University Education**

Diverse academic programs aimed at providing quality education to rural students.



**2**

**Healthcare Services**

Affordable medical care through a fully-equipped general hospital.



**3**

**Vocational Training**

Skill-building courses in stitching, cooking, driving, and small-scale businesses.



**4**

**Elderly Care**

A dedicated home for senior citizens with essential services.



**5**

**Community Welfare Programs**

Providing food, water, and housing for underprivileged members of the community.

# UNIQUE SELLING PROPOSITIONS



## Integrated Ecosystem

Combines education, healthcare, and vocational training in one holistic development model.



## Affordability

Offers free education for underprivileged children and affordable healthcare for all.



## Sustainable Community Impact

Reinvests profits into village development, focusing on essential services and infrastructure.



## Empowerment through Skills

Provides vocational training to uplift individuals and create local employment opportunities.



# TARGET MARKET

## LOCAL STUDENTS

Rural children seeking affordable and quality education opportunities.

## RURAL FAMILIES

Families in need of accessible healthcare services at affordable rates.

## UNEMPLOYED YOUTH

Individuals seeking vocational training for skill development and employment.

## ELDERLY POPULATION

Senior citizens requiring quality care and a supportive living environment.

# MARKET STRATEGY

## **Community Engagement:**

Actively involve local leaders and residents to raise awareness about available services.

## **Brand Advocacy:**

Leverage word-of-mouth and local testimonials to build trust and attract new students and patients.



## **Affordable Pricing:**

Offer competitive pricing for education and healthcare to ensure accessibility for all income levels.

## **Partnerships:**

Collaborate with local businesses, NGOs, and government bodies to enhance service delivery and funding.



# AIM TO SCALE UP



## Expand Infrastructure

Increase the capacity of the university, hospital, and vocational institutes to serve a larger population.



## Broaden Service Offerings

Develop full-time residential schools to ensure consistent access to quality education.



## Increase Outreach

Extend services to neighboring villages and districts, creating a wider impact across rural areas.

# MARKET SIZE

## INDIAN MARKET SIZE



India's education and skill development market is expanding rapidly, with over ₹6 lakh crore allocated for education in the recent budget. However, more than 65% of the Indian population still resides in rural areas with limited access to quality education and employment. The vocational training market alone is expected to reach USD 8.6 billion by 2025.

## GLOBAL MARKET SIZE



The global education sector is valued at approximately USD 7 trillion, with a significant shift toward inclusive, skills-based learning in underserved regions. Non-profits and educational trusts like Sri Ramachadira Educational Trust are becoming essential change agents, enabling last-mile access to education, livelihood skills, and social awareness in line with the UN Sustainable Development Goals (SDGs).

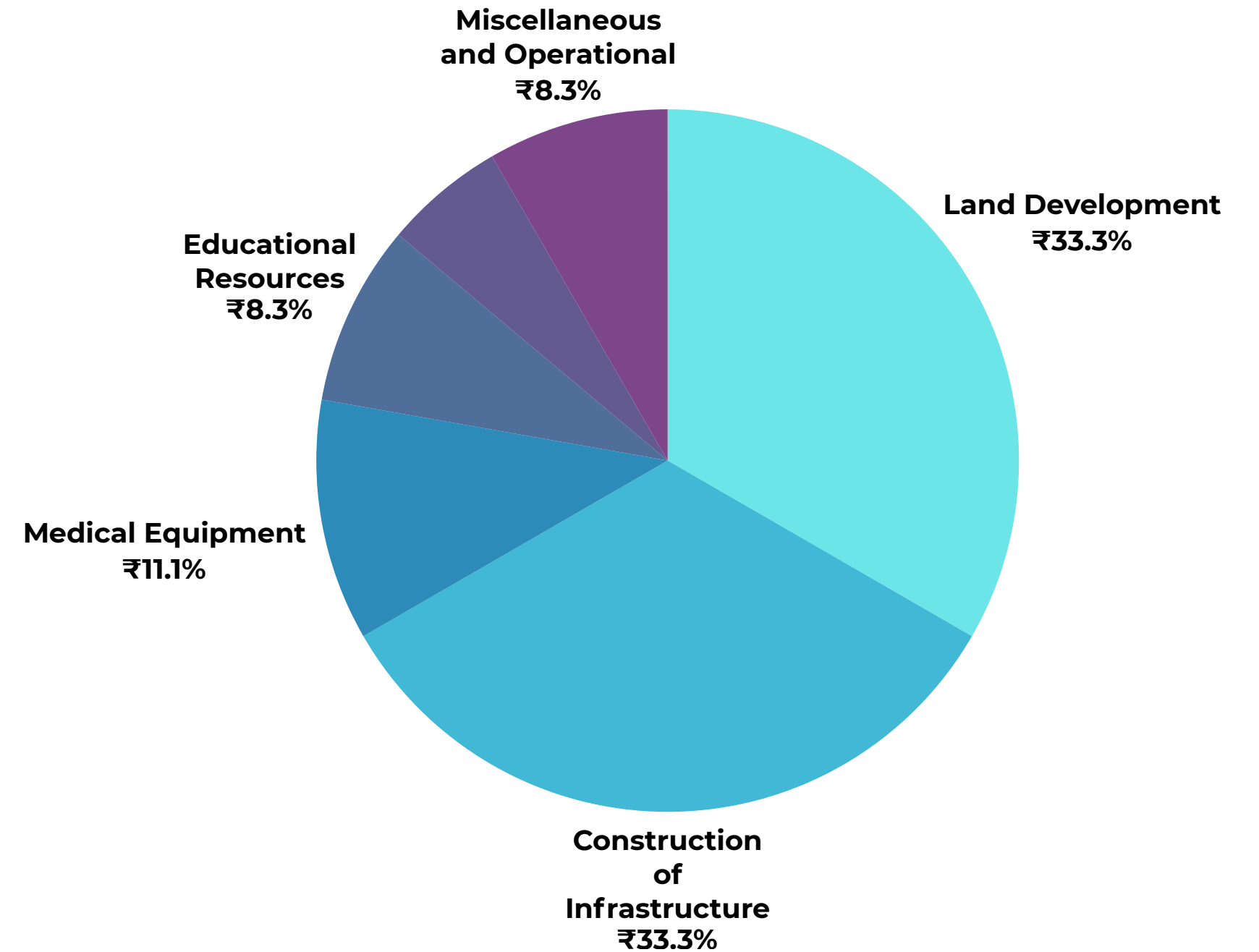


# COMPETITIVE ANALYSIS

Competitor	Strengths	Weaknesses	Opportunities
<b>Nekwan Charitable Trust</b>	<b>Integrated services; Affordable; Community reinvestment</b>	<b>Infrastructure and funding challenges</b>	<b>Regional expansion; Increased offerings</b>
Government Schools	Subsidized education; Wide reach	Limited facilities; Outdated curriculum	Training program collaboration
Private Hospitals	Advanced technology; Specialized care	High costs; Limited reach	Affordable care partnerships
Local Vocational Institutes	Community focus; Skill development	Limited resources; Small reach	Expand programs for job creation
NGO Education & Health	Low-cost services; Community-driven	Limited scalability; Reliant on donations	Broader collaboration for community impact

# FUND UTILIZATION

Category	Amount (INR)
Land Development	₹600000
Construction of Infrastructure	₹600000
Medical Equipment	₹200000
Educational Resources	₹150000
Vocational Training Setup	₹100000
Miscellaneous and Operational	₹150000
<b>Total</b>	<b>₹1800000</b>



# CONTACT US



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