

# UNIVERSAL PLEDGE

#each1donate1

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## PROJECT DESCRIPTION

A unique way to consolidate the segregated web of philanthropy by giving on a common universal platform; A global campaign to kick start from India with love to rest of the world. A permanent remedy of poverty to ensure Education for all, Food for all , Medication for all, Employment for all , Home & Shelter for all with basic amenities like clean water , electricity and toilets.

## PROBLEM STATEMENT

Poverty is the root cause of all diseases such as Illiteracy, crime, hunger , unemployment. About 6 % population of India live under poverty which can be easily taken care by rest of the 94 % by donating just 1 rupee/ month and vice versa 9.2% can be taken care by 90.8 % worldwide.

The global impact investment market surpassed \$715 billion in assets under management

## PROPOSED SOLUTION

To design a campaign in a unique way , strategic alliance and partnerships with right people and platform, CSO for scalability, Evidence to Policy, PPP with governments, Media partnerships, road shows, Digital media, print , radio and electronic media alliances, donors and sponsors. The most important to have a UPI platform for digital fundraise.

### BENEFITS OF THE PROJECT

- Nations free of poverty
- Food & shelter for all
- Employment for all
- Medication for all
- Part of ESG & SDG

### BUSINESS AND COMMERCIALS

- Capex & Opex 1st 6 month
- after Launch revenue 1'st year Pan India \$200 MUSD , Globally After Launch \$ 7 B USD / Year

### CITY PILOT PROJECT INDIA -CDF- CITY DEVELOPMENT FUND

- City- Chandigarh
- Population - 12 Lakh
- Pledge @ Rs 5 / month
- INR 60,00,000/Month
- INR 7,20,00,000/year

## ACTION PLAN

To approach right people & platform CSO for strategic alliance & Partnership with the stake holders in philanthropy in education, skill development, poverty action labs, donors, VC's , celebrity endorsements , media partners ( Print , electronic , Radio & digital ) , Press conferences , debates , documentaries , street plays , A war room need to be created for brain storming sessions to launch a Pilot project based in a city keeping in mind mission and vision.

As a wise man said – collaborations & partnerships are essential for a strong foundation to scale up an idea which can bring the change, as the magnitude of issues are far beyond the reach of individual actors.