

Transform celebrations into
sustainability milestones!

with...

Harmonia.

www.harmonia.com

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Track Chosen: Ideation Track



Problem Statement.

Despite growing awareness of environmental issues, many individuals and businesses still **struggle** to find meaningful ways to **contribute to sustainability efforts**.

While celebrations like birthdays, anniversaries, and business successes are typically marked with joy and sharing, they often **lack a tangible connection to environmental stewardship**.

Additionally...

- 01.** Rural communities face challenges in generating sustainable income and restoring barren lands to productive use.
- 02.** Existing initiatives often focus on charitable giving or simple token gestures, rather than addressing the pressing need for carbon sequestration and land rehabilitation. This results in missed opportunities to harness the power of celebrations to make a lasting impact on both social and environmental fronts.
- 03.** Industries face challenges in transitioning to net zero emissions due to high upfront costs of green technologies. Additionally, securing sufficient carbon credits to achieve net zero emissions poses a challenge due to limited availability and high demand in the carbon offset market.

Our Vision and Objectives.



Vision

At Harmonia, our vision is to transform celebrations into sustainability milestones by fostering a deep connection between people and the environment.

Moreover, our vision alligns with India's pledged to achieve net zero carbon emissions by 2070.



Objectives.

We encourage our customers to commemorate birthdays, anniversaries and business successes by planting trees through us.

We will partner with district and sub district level Authorities to secure barren lands and will employ rural communities for plantation and maintenance.

In the next phase of our proect, we will generate and register carbon credits from our capital, i.e. Trees. We will sell these carbon credits to industries and organizations, which will help them enhance their environmental reputation.

Services Offered

Tree planting service

Facilitating individuals and businesses to commemorate birthdays, anniversaries, and business successes by planting trees through Harmonia's platform.


And in return we'll certify their commitment and attainment of carbon neutrality.

Carbon Credit Sales

Generating and registering carbon credits from the trees planted through Harmonia's initiative and selling these credits to industries and organizations to support their environmental commitments.



Target Market.



**Individuals
and Families**

**Businesses and
Organisations**

**Event
planners**



**Nature
Lovers**

**Environmental
Organisations**

**Government
Agencies**

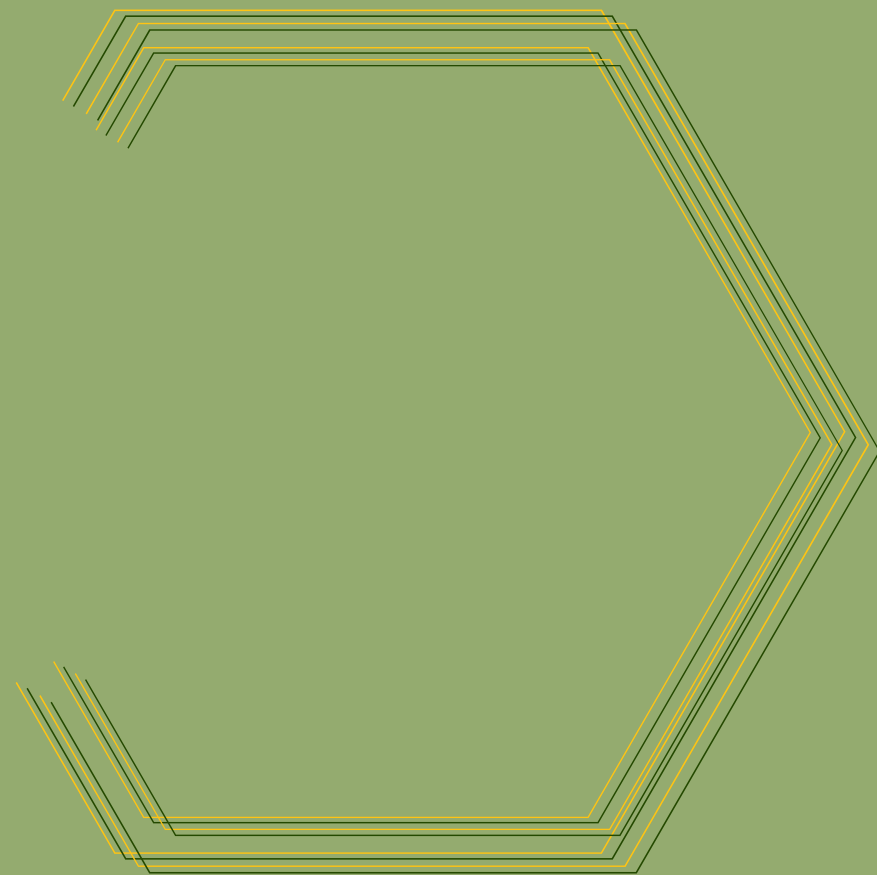


Revenue Streams



Sales of carbon credit.

Expansion across the country



Partnership and Collaboration

Customers willing to pay for planting trees for them.



Execution plans

We encourage our customers to commemorate birthdays, anniversaries and business successes by planting trees through us.


We will partner with district and sub district level Authorities to secure barren lands and will employ rural communities for plantation and maintenance.

As the number of trees grows over the years, so does the greenery and carbon sequestration. We will generate and register carbon credits from our capital, i.e. Trees. We will sell these carbon credits to industries and organizations, which will help them enhance their environmental reputation.





Our USP

- Certifying their commitment and attainment of carbon neutrality.
 - Enhanced by Gratification.
 - Encourage customers through discounts and gift vouchers.
 - Caters into a diverse customer base spanning all age groups.
 - creates Harmony between human and mother nature.
 - Helps organisations achieve carbon neutrality.
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Thank
you very
much!

