



# Neeti Varta

## Institute of Policy Research Pvt. Ltd.



Bilaspur City, Chhattisgarh



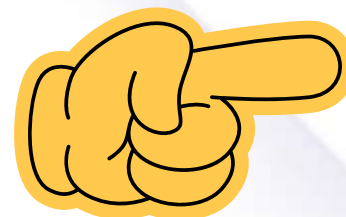
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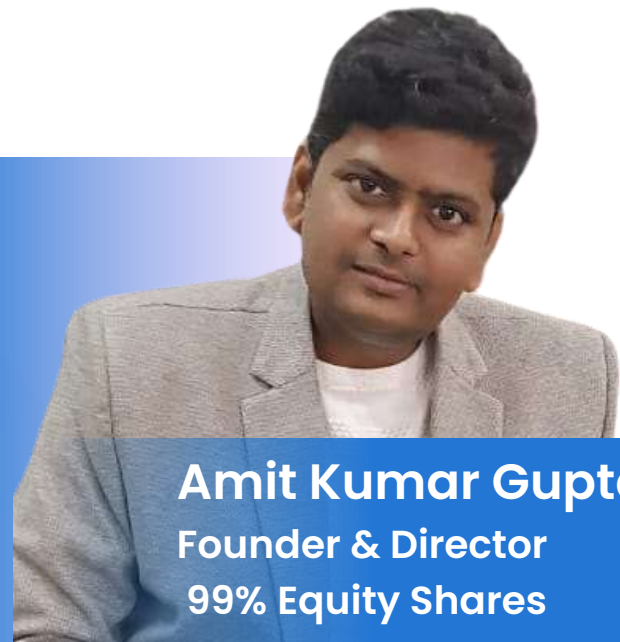


**Neeti Varta Institute of Policy Research is an innovative social enterprise startup revolutionizing policy education and action in India. It empowers young scholars with essential skills through interactive classroom sessions, flexible online training and workshops, immersive learning, and real-world internships.**



NEETI VARTA INSTITUTE OF POLICY RESEARCH

# Our Team



**Amit Kumar Gupta**  
Founder & Director  
99% Equity Shares



**Prapti Gupta**  
Director;  
01% Equity Share



**Dr. Wafa Singh**  
Programme Coordinator,  
Community Engagement



**Dr. Sikha Kori**  
Programme Coordinator,  
Policy Education



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## Our Advisors



**Prof. Anupama Saxena**  
Prof. Dept. of Political  
Science, GGU



**Mr. Rajeev Tripathi**  
Vice President Legal/ Head Legal &  
CPIO with Goods and Services Tax  
Network (GSTN)



**Miss Himani Verma**  
Former bureaucrat, Rajasthan  
Public Service Commission



**Prof. Ajit Mani**  
Policy Evaluation Expert, Senior  
Visiting Fellow, Centre of Public Policy  
Research



**Shgyam S. Ra**  
Legal Professional, Advisory, Litigation  
& Compliance, Indian Institute of  
Management Calcutta (IIM-C)

## Visiting Fellows



**Dr. Anjali Kumari**  
Lecturer, Planning and  
Research, Bihar



**Mr. Vivek Kumar**  
Assistant Professor, Dept. of Political  
Science, Tilka Manjhi State  
University, Bihar



**Dr. Anindya Sundar Polley**  
Assistant Professor, Department of  
English, Munger State University,  
Bihar



**Dr. Sajjan Kumar Singh**  
Roaming researcher. Political Analyst.  
Doctorate from Jawaharlal Nehru  
University.



**Miss Pritha**  
State Coordinator, Sri Aurobindo  
Society



## Key Problems

### 1. Lack of Policy Awareness:

- **Issue:** Many individuals in these regions lack a fundamental understanding of public policy and its impact on their lives.
- **Consequence:** Limited public engagement and oversight, leading to policies that do not reflect the needs and priorities of the community.

### 2. Inefficient Policy Communication:

- **Issue:** Traditional methods of policy education are often outdated and fail to engage the modern audience in smaller cities
- **Consequence:** Misunderstanding and misinterpretation of policies, leading to poor implementation and lack of support for beneficial policies.

### 3. Limited Access to Policy Resources and Skill Training:

- **Issue:** There is a gap in accessibility to reliable and comprehensive policy resources and skill-based learning programs, especially for marginalized communities.
- **Consequence:** Inequitable policy knowledge and capacity building, leaving marginalized communities uninformed and unable to influence policy decisions.

### 4. Lack of Youth Engagement:

- **Issue:** Despite being the most affected by policy decisions, young people in Tier II and Tier III cities lack adequate opportunities to engage in the policymaking process and contribute their fresh perspectives.
- **Consequence:** Policies that fail to address future challenges, lack of innovation in policy-making, and disinterest among youth in governance processes.

India, with its rapidly growing population and evolving economic landscape, faces numerous complex policy challenges, particularly in Tier II and Tier III cities. Traditional methods of policy education and development have several critical limitations, leading to ineffective policy implementation and a lack of informed public engagement. Neeti Varta Institute of Policy Research aims to address these issues through innovative solutions and a unique approach to policy research and education.

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## Solution Offered

- **1. Hybrid Model Education:** Classroom learning, online training, immersive learning, and workshops.
- 2. Work-Based Learning Opportunities:** Practical training in policy research, mentorship, skill development, and networking.
- 3. Tech-Driven Solutions:** AI integration (future plan), survey report building.
- 4. Policy Consultancy and Research:** Expert guidance and support.

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# Business Model

## How We Make Money

Neeti Varta Institute of Policy Research Pvt. Ltd. provides innovative and comprehensive solutions for policy education, research, and engagement, particularly focusing on Tier II and Tier III cities in India. Our hybrid model combines online learning with in-person training, emphasizing practical experience and leveraging technology to enhance policy development processes. We aim to bridge the gap between academic research and real-world impact, fostering an informed and engaged citizenry.



### Online courses and workshops:

- Fees from Participants

### Consulting Services:

- Revenue from Tailored Consulting Services

### Survey Services:

- Income from Designing and Implementing Surveys

### Subscription-Based Model:

- Subscription Fees for Premium Content and Services

### Sponsorships:

- Financial Support from Corporate Sponsors



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# Market Opportunity

## Target Market

Graduates and Postgraduates, Citizens, Emerging Scholars, Professionals, and Policy Makers.

## Market Size Estimate

India's education and skills market is set to double this decade, growing from \$180 billion in 2020 to an estimated \$313 billion by 2030. This growth is expected to create 5 million new jobs and impact 429 million learners.

## Growth Potential

Driven by increasing demand for skilled policymakers, tech integration, government initiatives, and corporate partnerships.



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# USP S



## Unique Selling Propositions (USPs)

- 1. Hybrid Model Education:** Classroom learning, online training, immersive learning, and workshops.
- 2. Work-Based Learning Opportunities:** Practical training in policy research, mentorship, skill development, and networking.
- 3. Tech-Driven Solutions:** AI integration, survey report building.
- 4. Policy Consultancy and Research:** Expert guidance and support.
- 5. Immersive Learning Modules:** Creating interactive modules that simulate real-world policy scenarios, allowing participants to experience the complexities of policymaking and stakeholder engagement



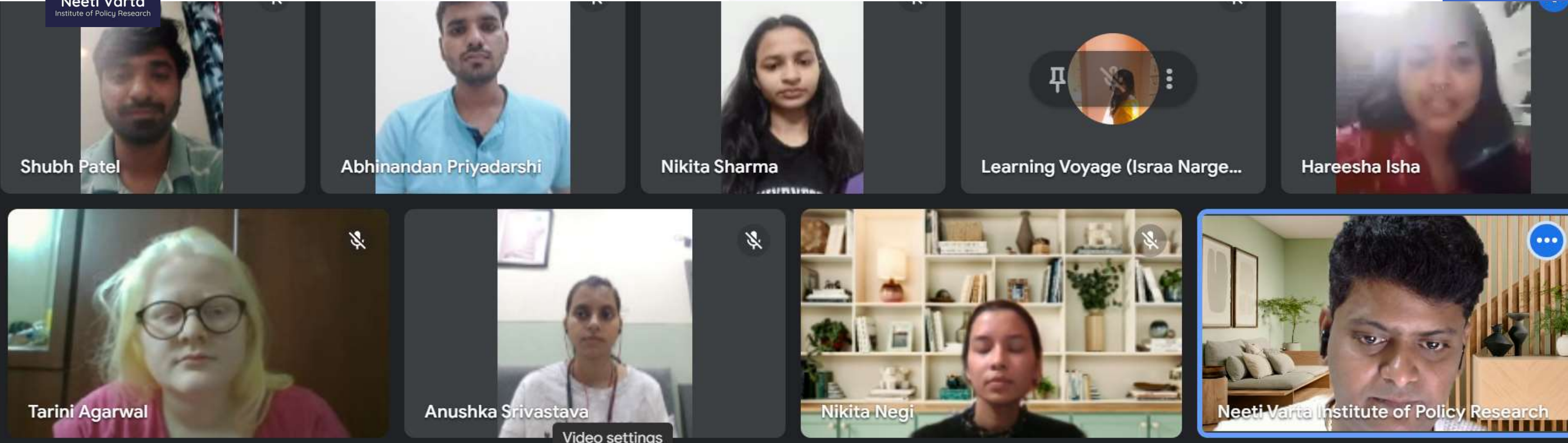




## Benefits of Our Approach

- 1. **Enhanced Learning:** Rich, engaging educational experiences.
- 2. **Practical Skills:** Work-based learning to bridge theory and practice.
- 3. **Flexibility:** Adaptable learning options for various schedules.
- 4. **Collaboration:** Fostering connections among stakeholders.





- Established in April 2023 and formally incorporated under the Ministry of Corporate Affairs, Government of India in May 2024.
- Recognized as a Startup by DPIIT in November 2024.
  - **Industry:** Education
  - **Sector:** Skill Development
- Some Interns' Experiences at Neeti Varta Institute of Policy Research**

## Training cum Internship Programme:

- **Current Enrollment:** 20 participants from diverse backgrounds are enrolled for the October Batch, against 50 plus applications received.
- **Past Internships: Successfully conducted three internship programmes:**
  - **June Batch:** 4 participants, against 23 applications received.
  - **July Batch:** 4 participants, against 29 applications received.
  - **August Batch:** 7 participants, against 41 applications received.

Development of the Learning Management System (LMS)

Interns' Experience Video 1: [WATCH NOW](#)

Interns' Experience Video 2: [WATCH NOW](#)



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# — Financial Plan

A detailed plan outlining our funding needs and financial projections.

## Components:

**Initial Seed Funding:** INR 20,00,000 for setup and first-year operations.

## Use of funds:

- **Setup Costs:** Office space, technology infrastructure, furniture, legal & administrative costs.
- **Operational Costs (First Year):** Salaries, marketing, platform development, research, miscellaneous expenses.
- **Future AI Integration Development:** AI tools and software development, training, and implementation.

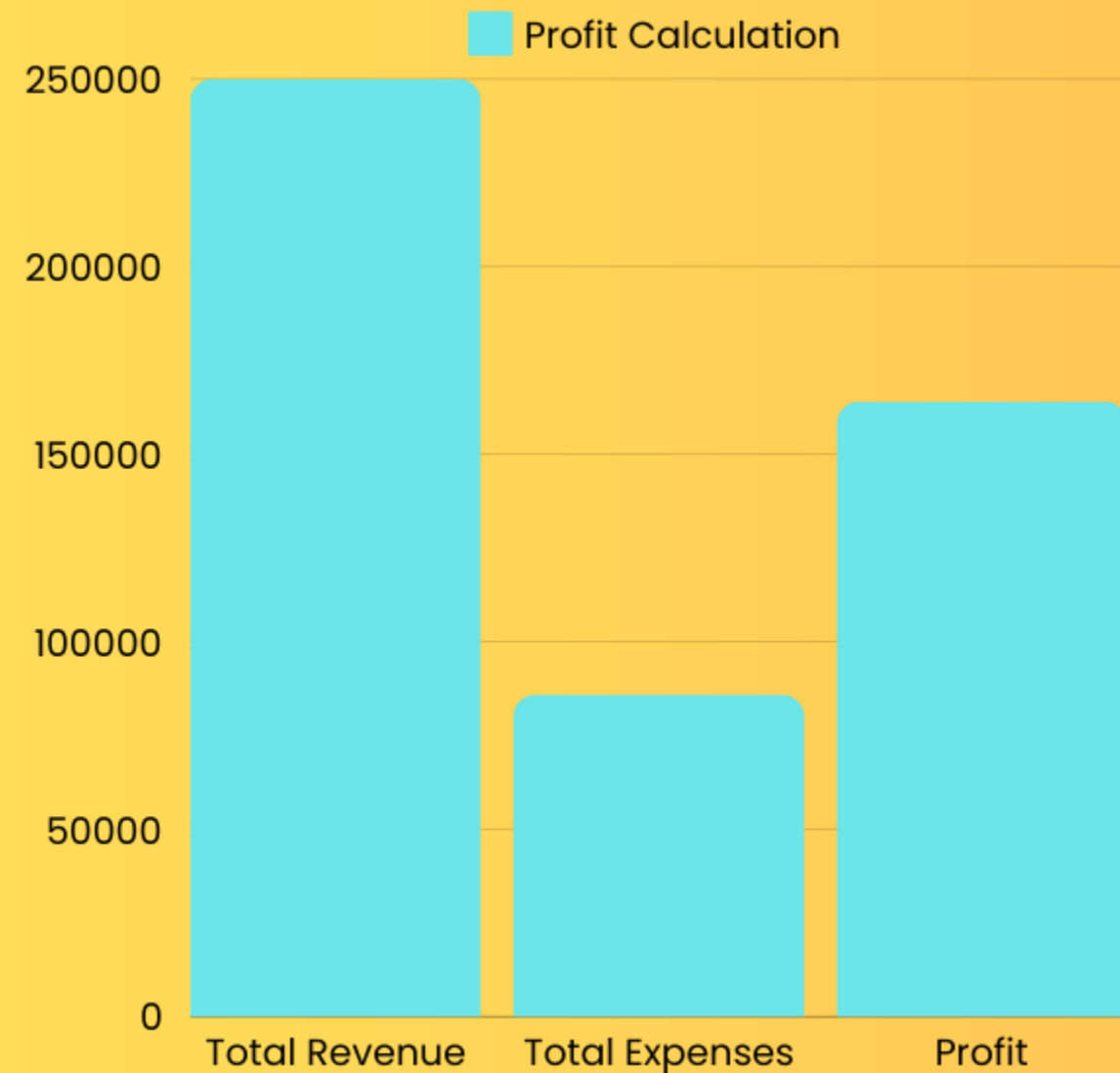


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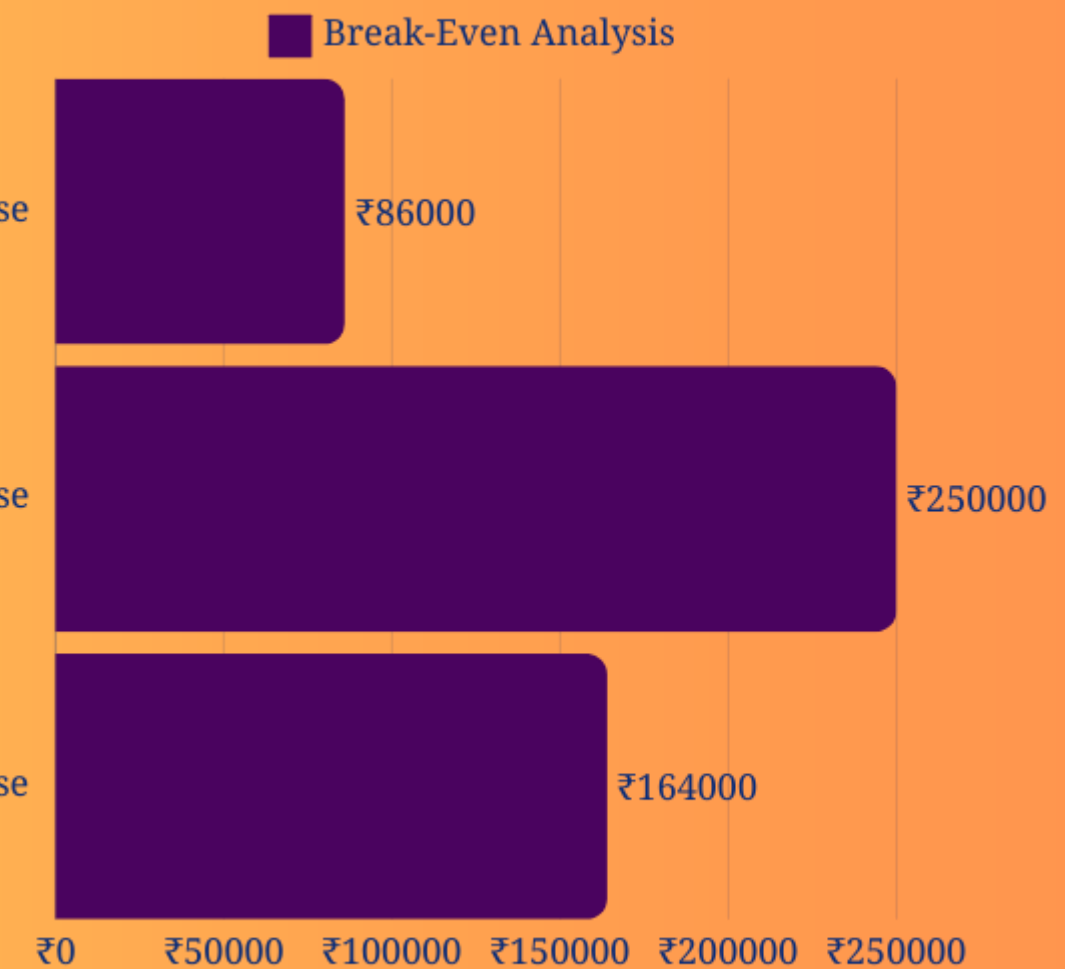


# Profit Calculation & Break-Even Analysis

Seed Funding Requirement: ₹20,00,000



Profit Percentage: Approximately 65.6%

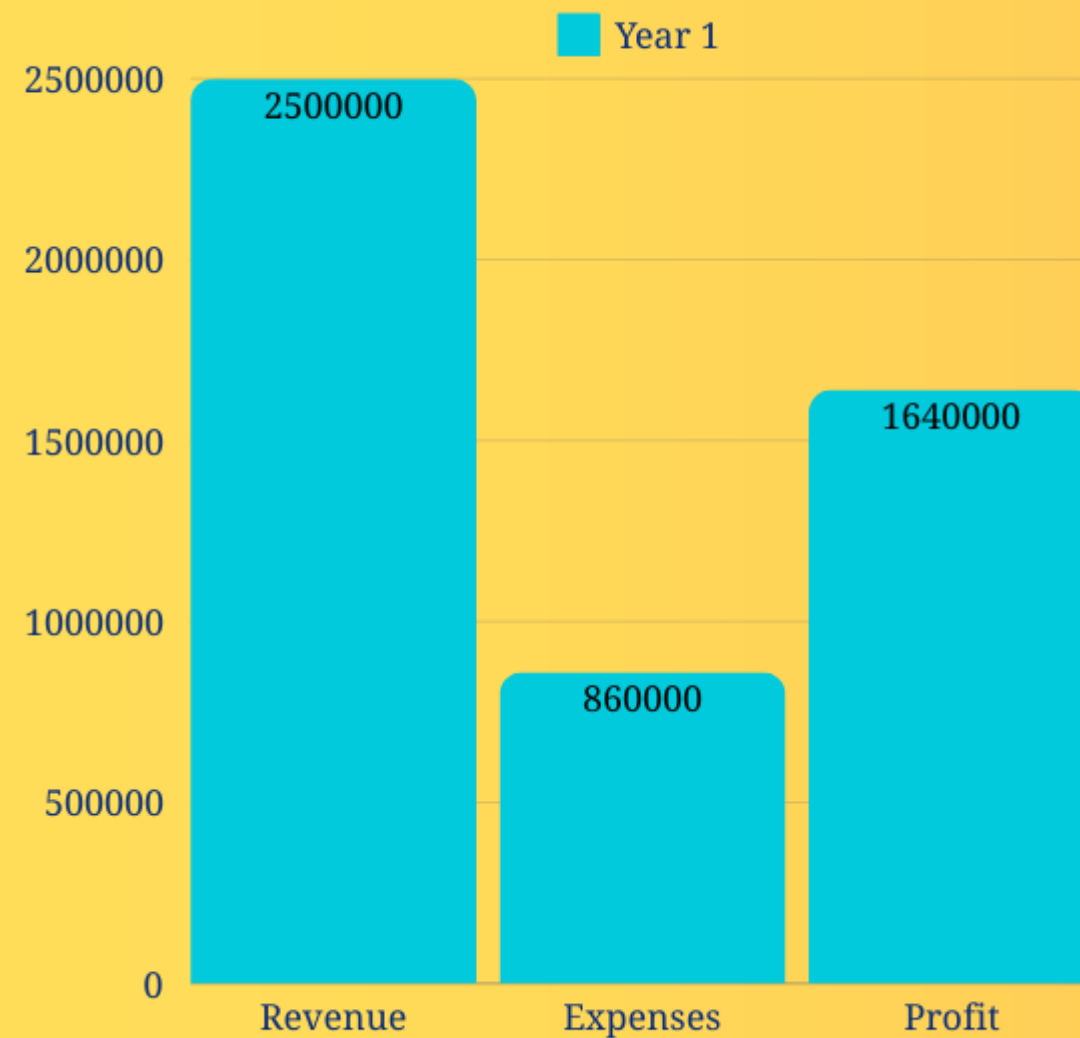


Break-Even Point: 12.2 courses (achievable within approximately 18 months)

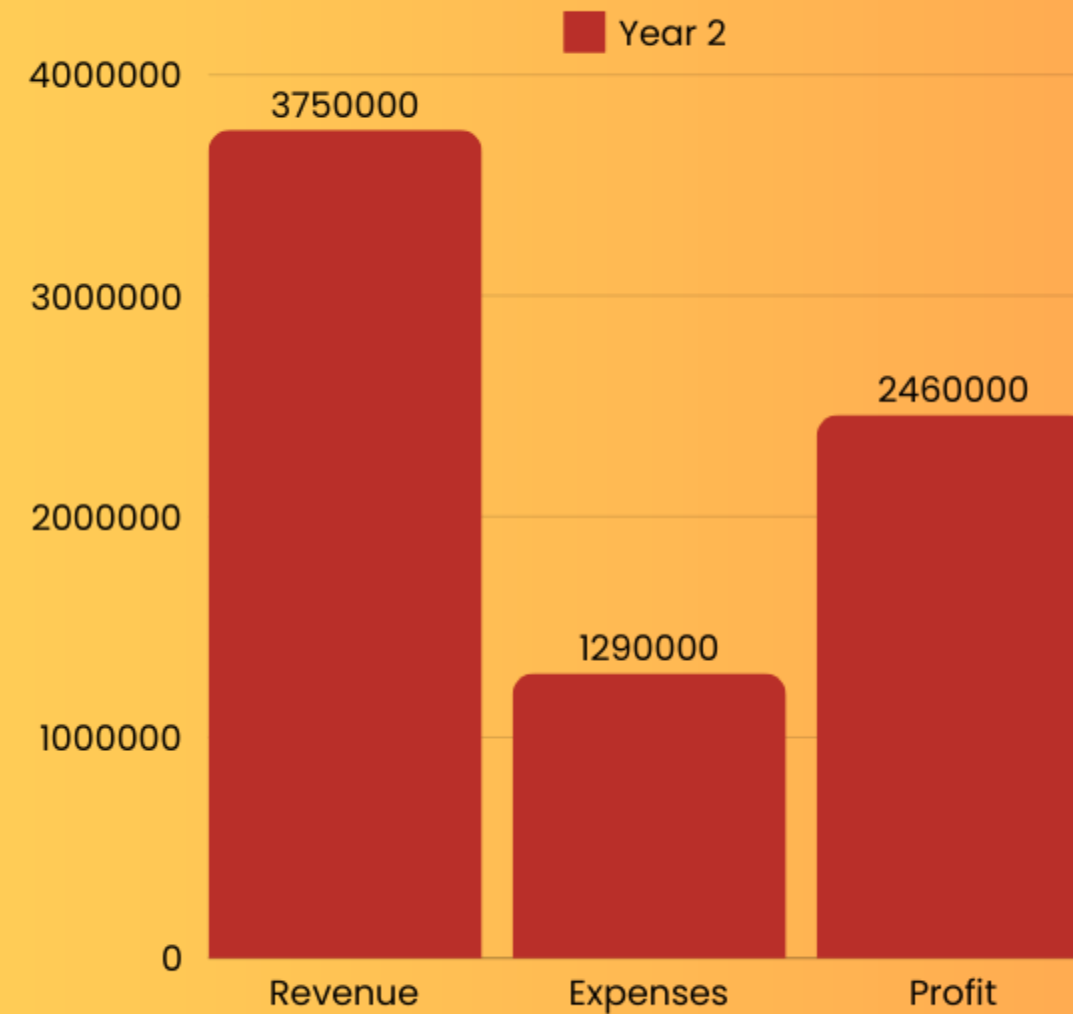


# Revenue Projections

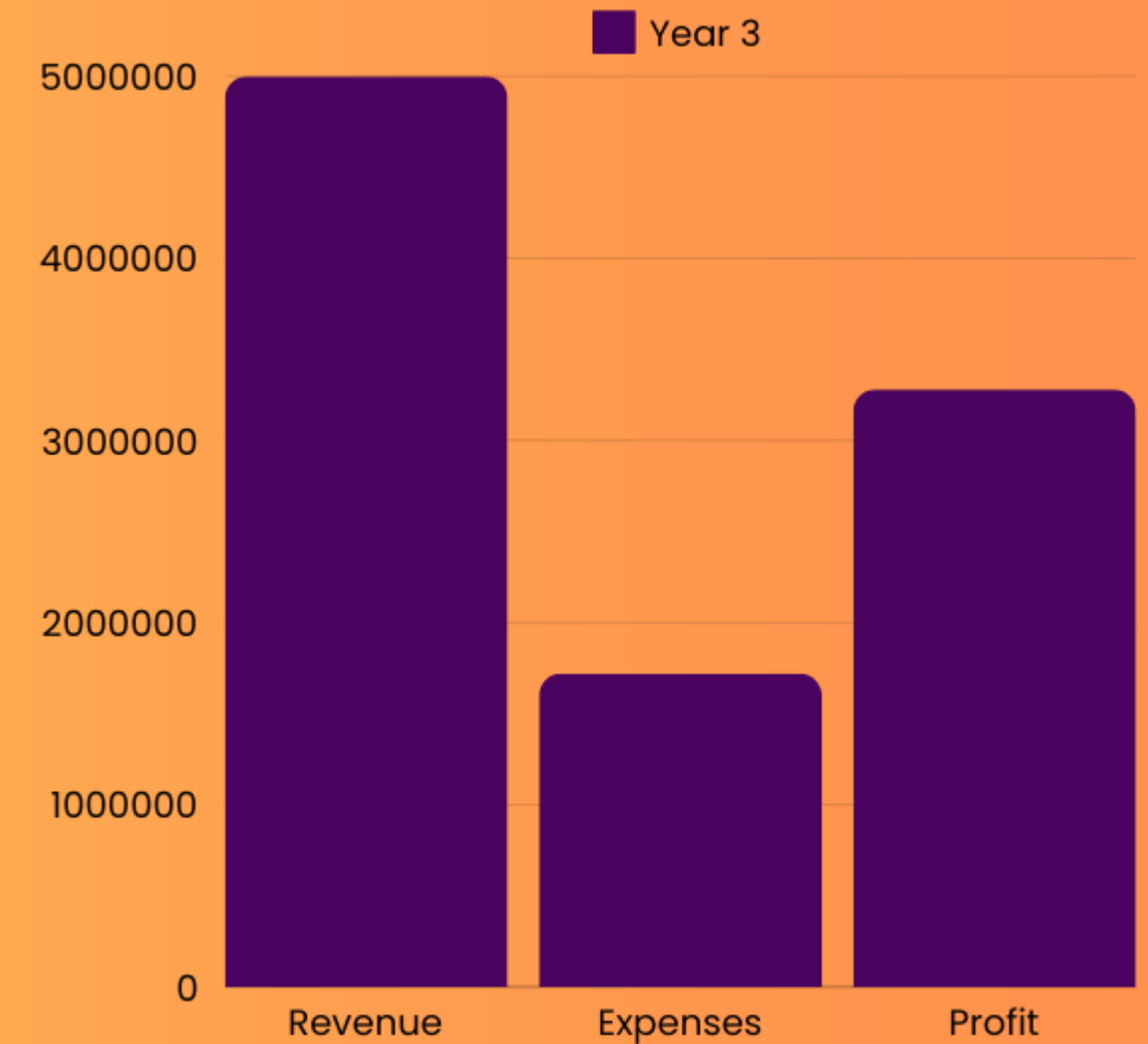
## Revenue Projections for the Next 3 Years:



No. of Courses: 10

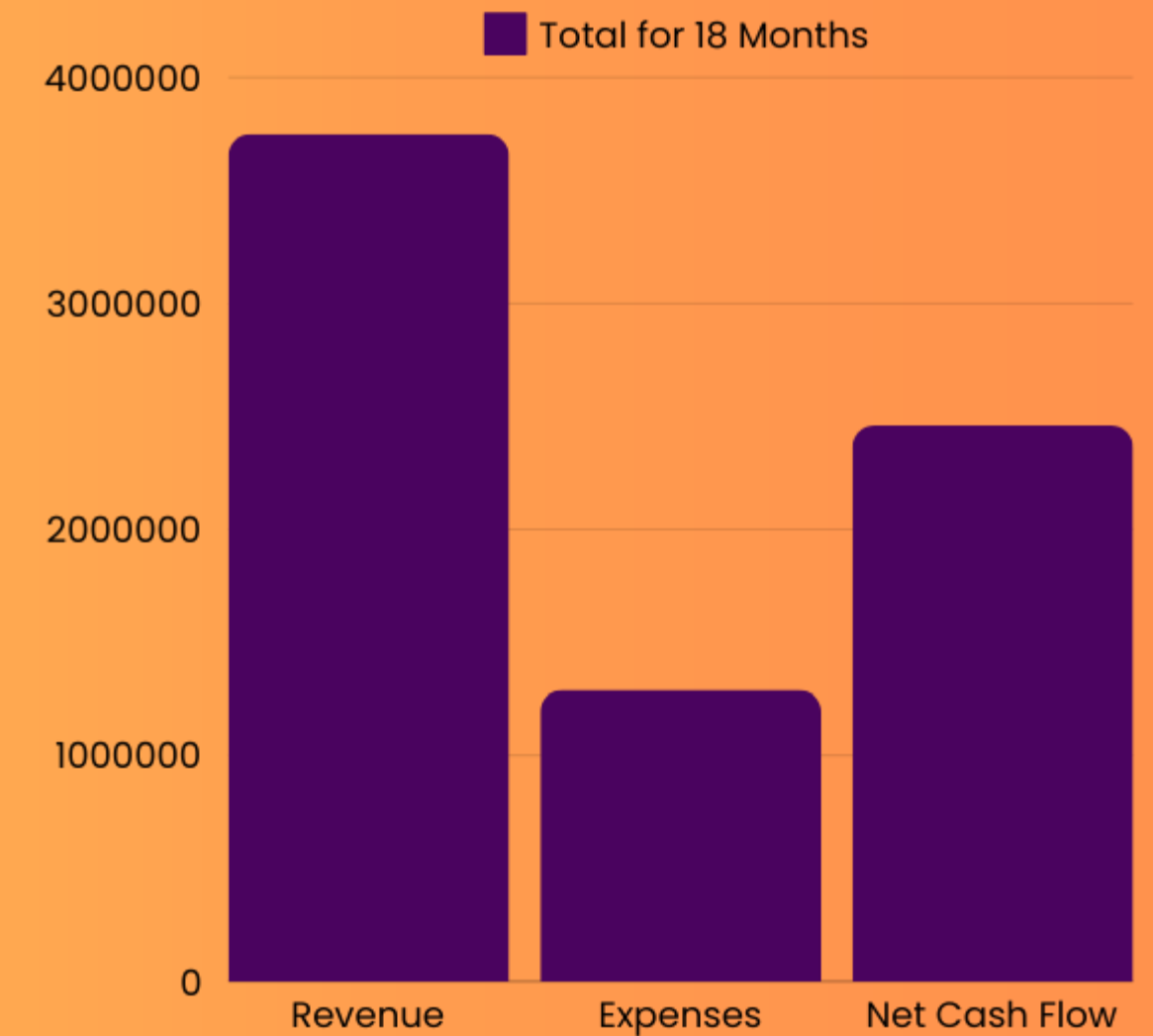
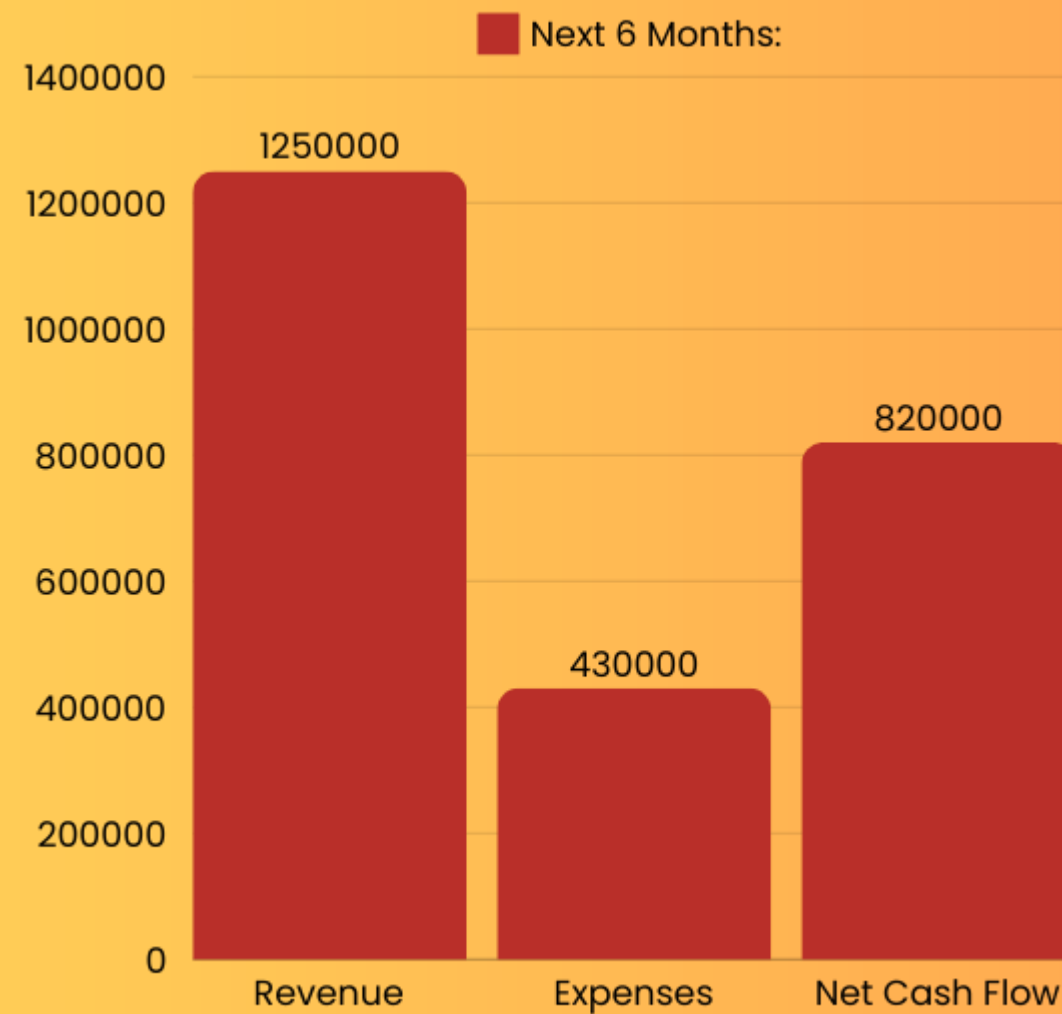
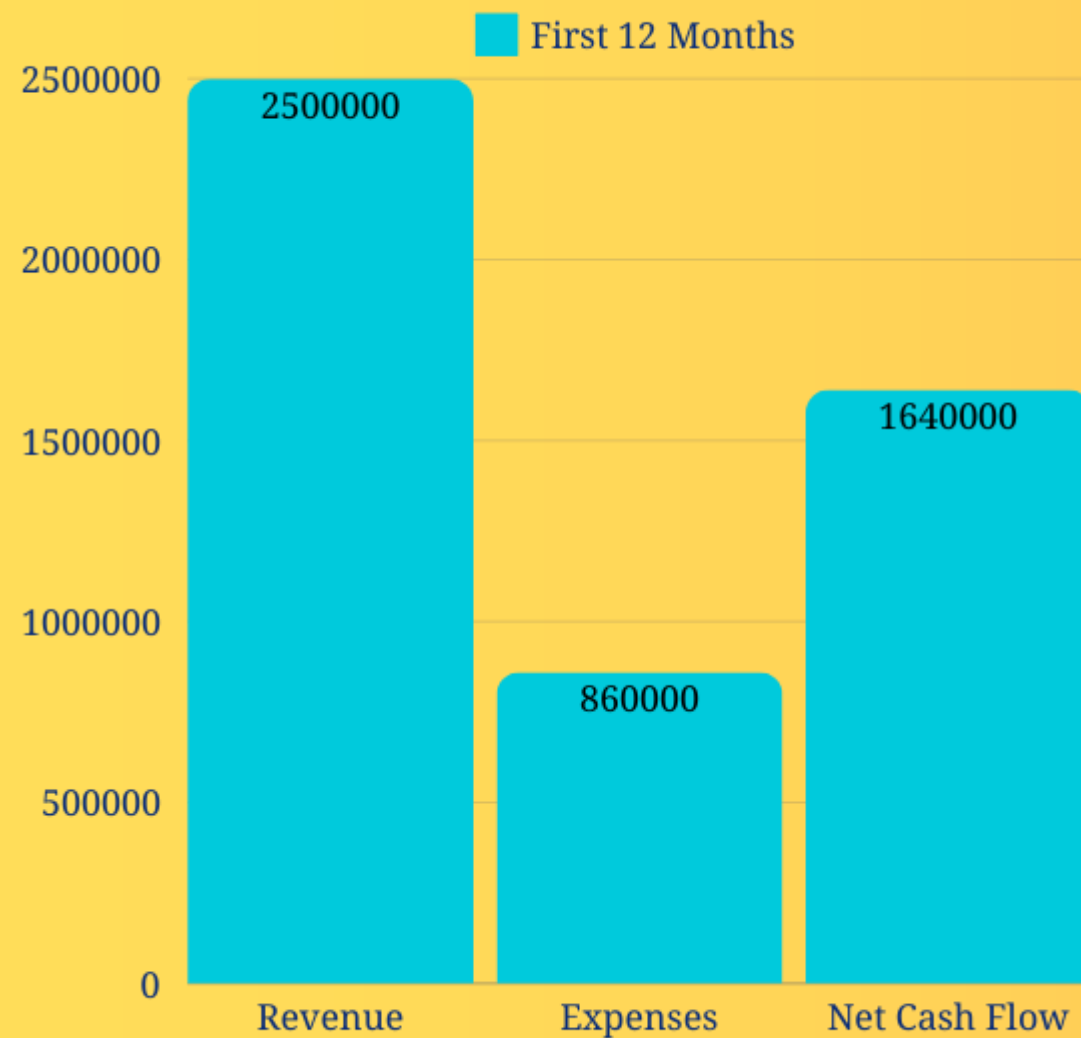


No. of Courses: 15



No. of Courses: 20

# Cash Flow Projection for 18 Months

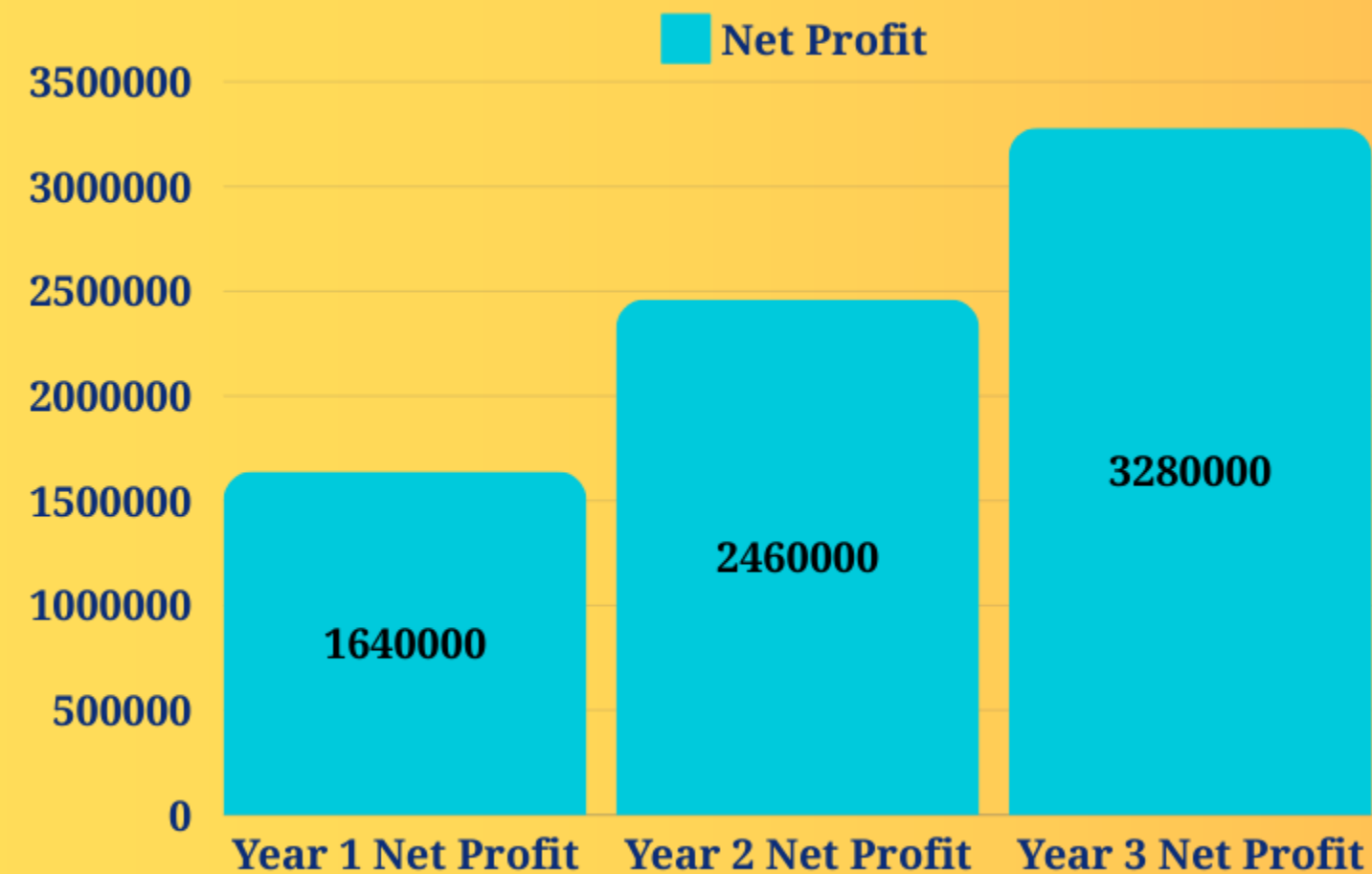




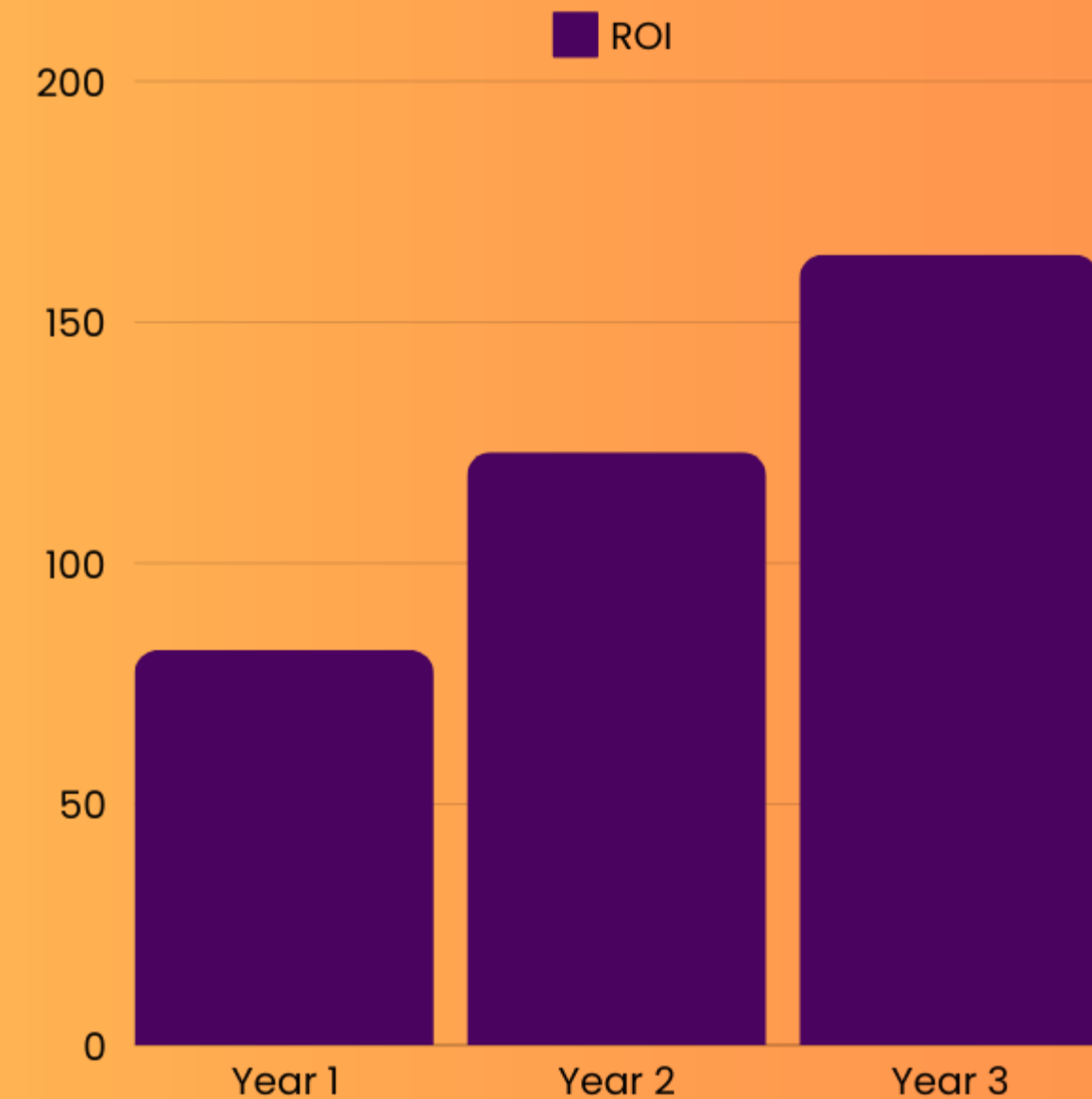
# Key Metrics and ROI

## Key Financial Metrics:

- Gross Profit Margin: Approximately 65.6%
- Break-Even Point: Achievable within 18 months



## Return on Investment (ROI)





# — Exit Options

## Initial Public Offering (IPO)

- **Public Market Listing:** Listing Neeti Varta on a stock exchange provides liquidity and capital, making it an appealing exit strategy.
- **Valuation Growth:** Strong financial performance and scalability increase our valuation, offering significant returns for investors.



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NEETI VARTA INSTITUTE OF POLICY RESEARCH

# Thank You.

Neeti Varta Institute of Policy Research is revolutionizing policy education with tech-driven solutions. We're closing the gap between theory and practice through online learning and hands-on experiences. Join us in empowering change-makers and shaping a brighter future with informed policies. Let's make an impact together!



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