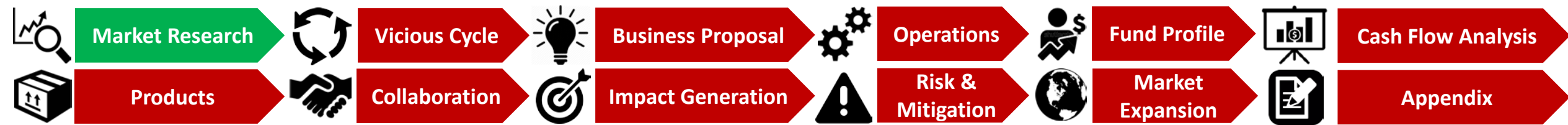




AKSHARA

The Undying Spirit

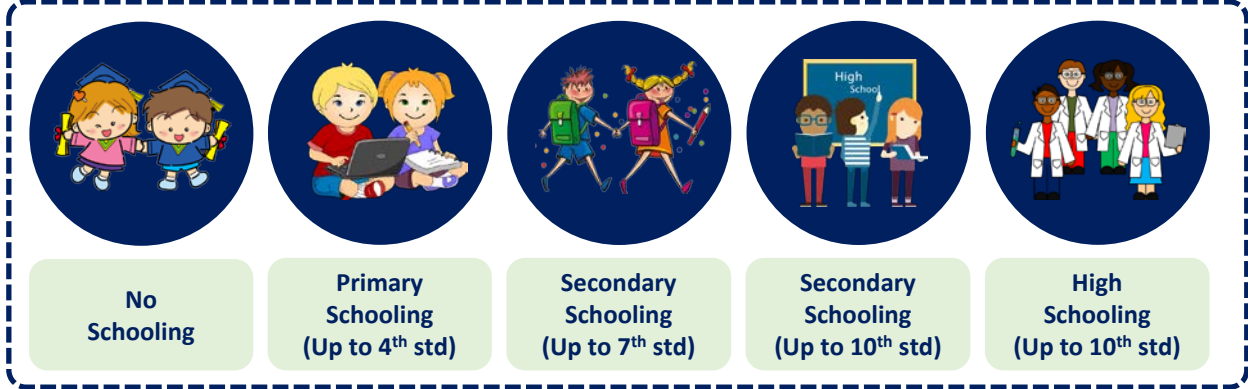
Financial inclusion and employment and entrepreneurial opportunity generation for sex workers by solving skill gap issues in India



Rural vs. Urban Household



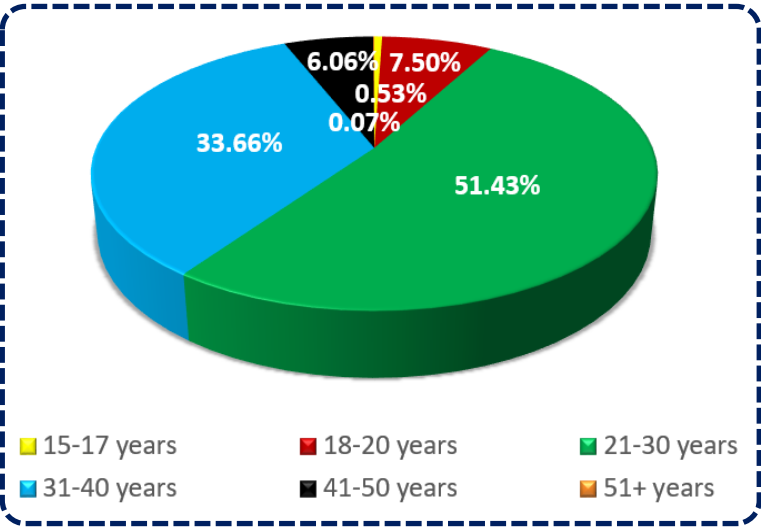
Educational Qualification



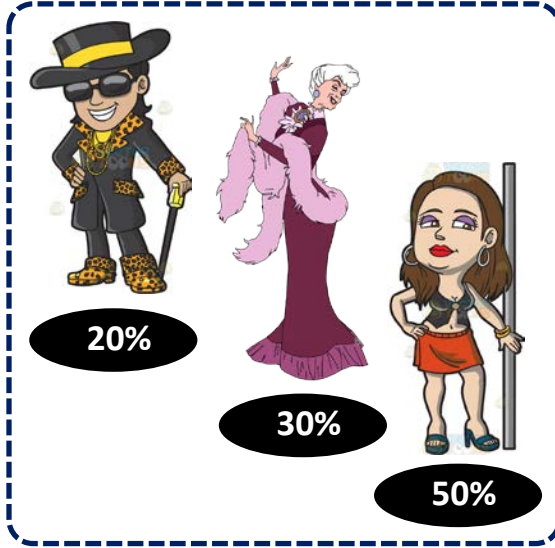
Money Lending



Age-wise Distribution



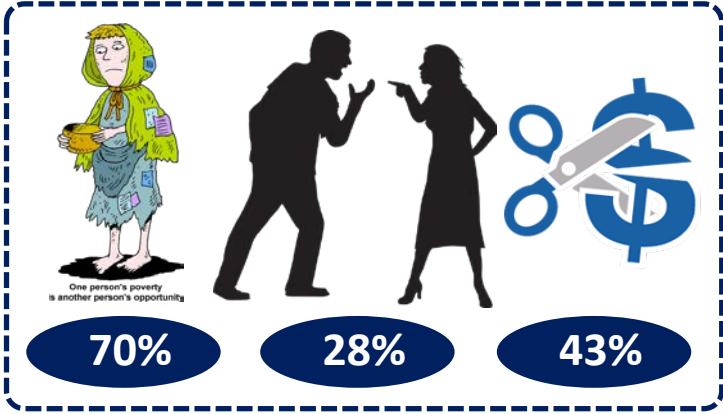
Hierarchical Money Flow



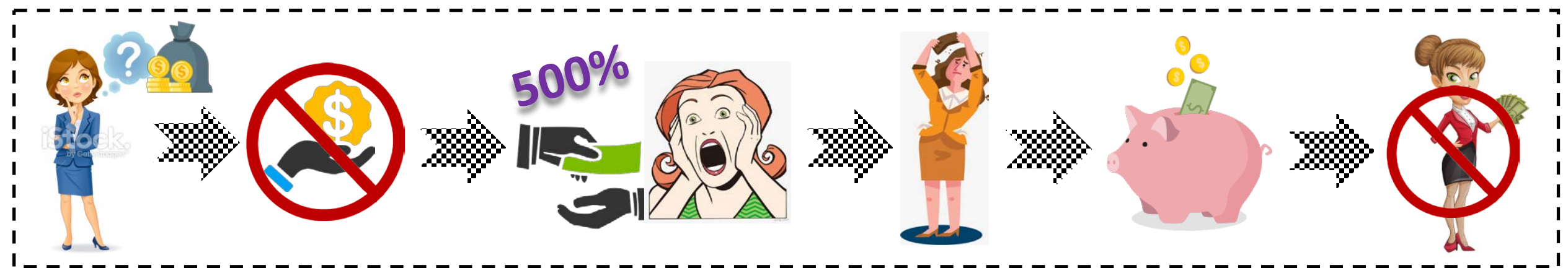
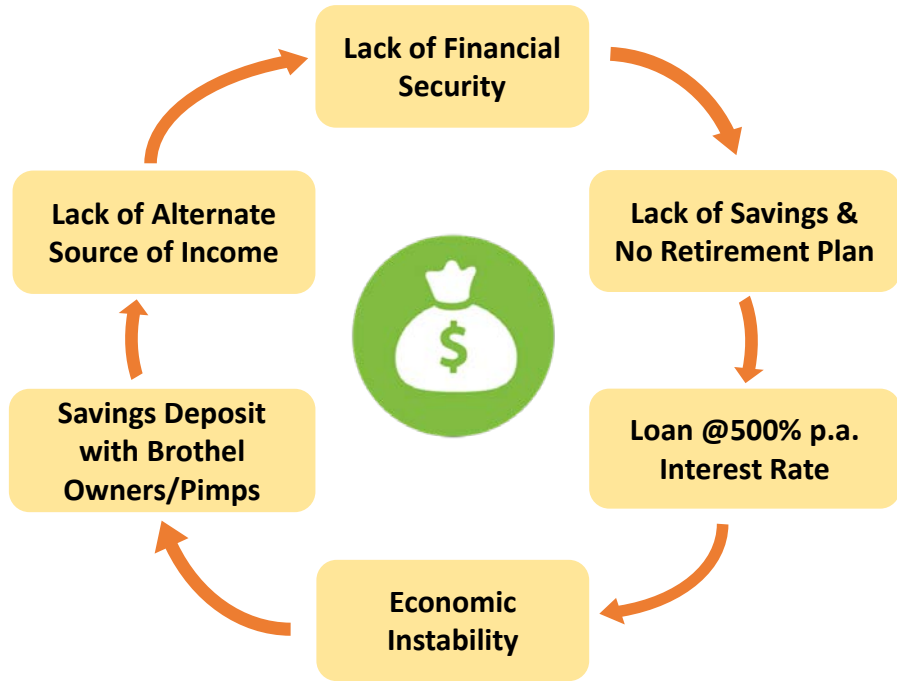
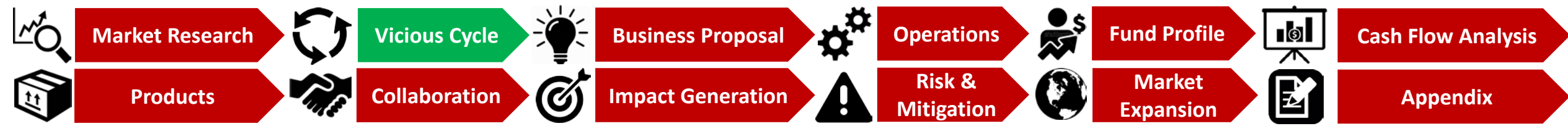
Daughter Entrance

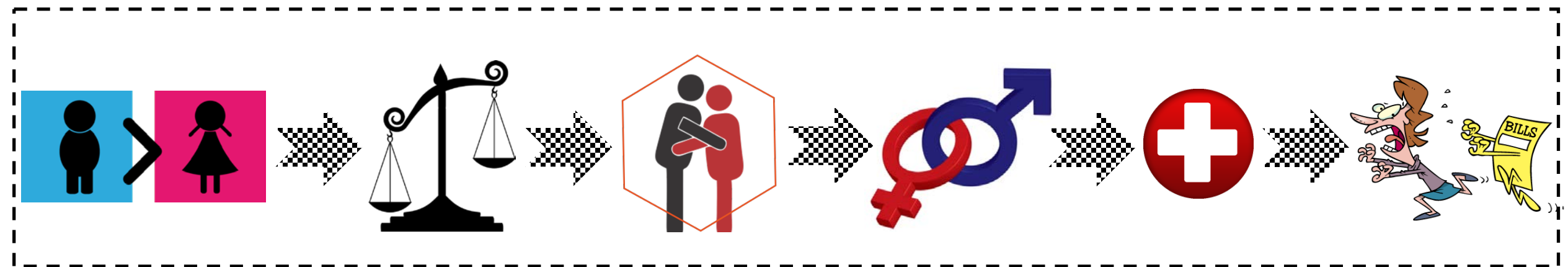
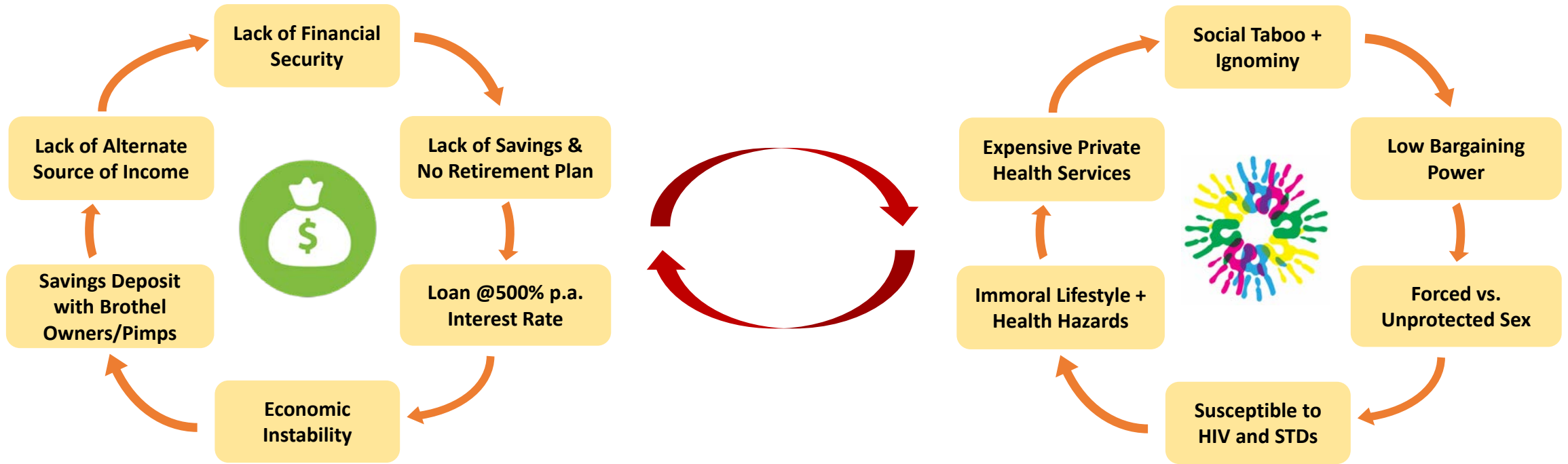
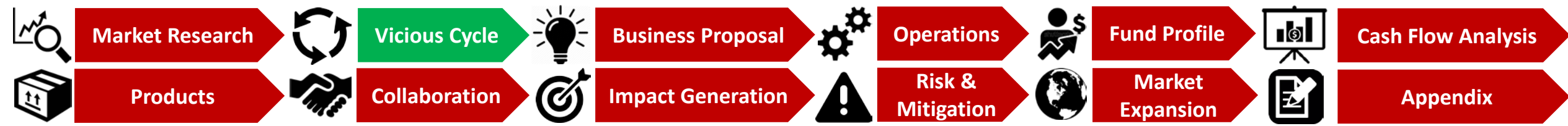


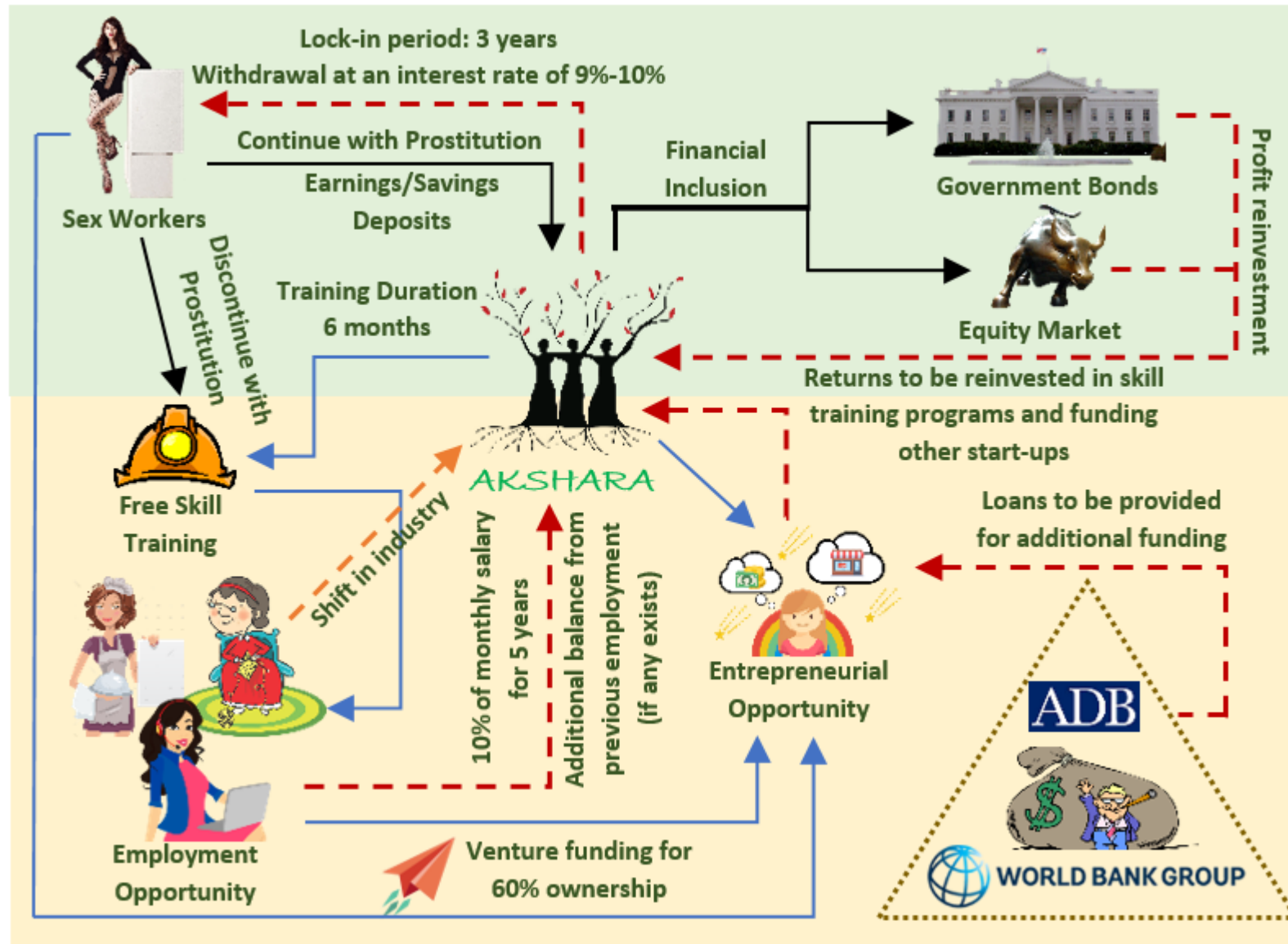
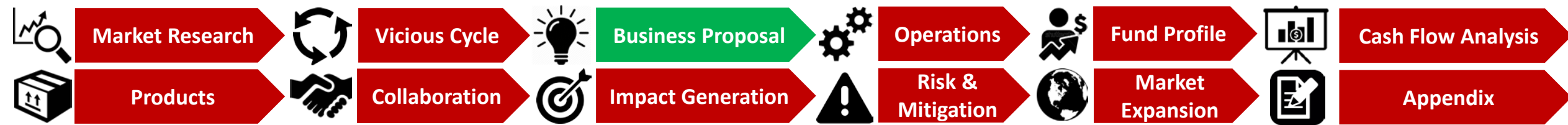
Industry Entrance Reasons

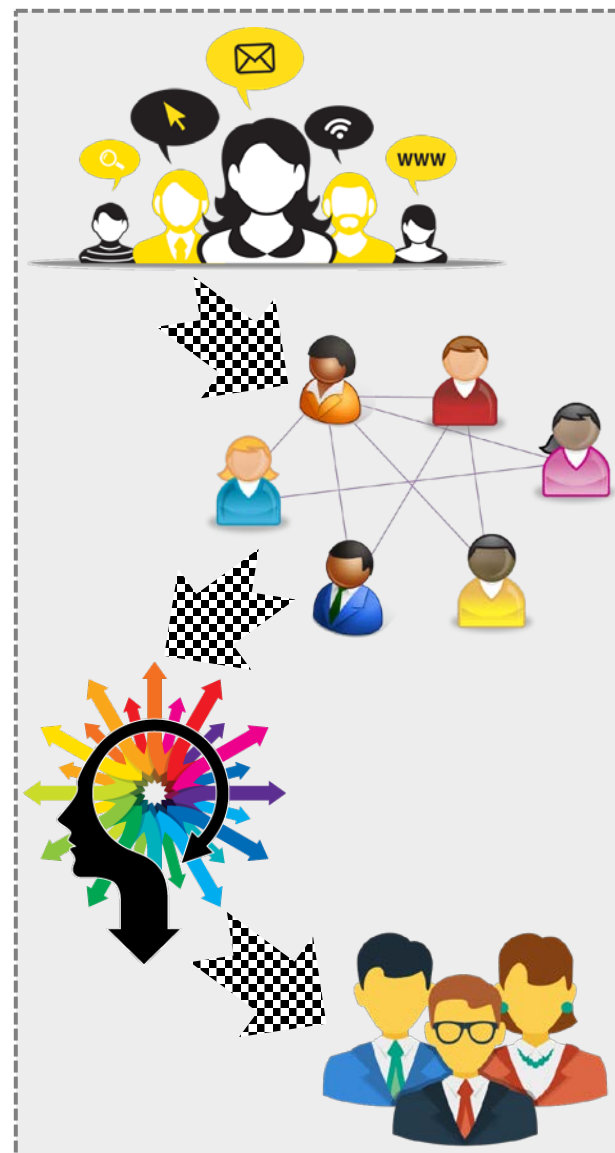
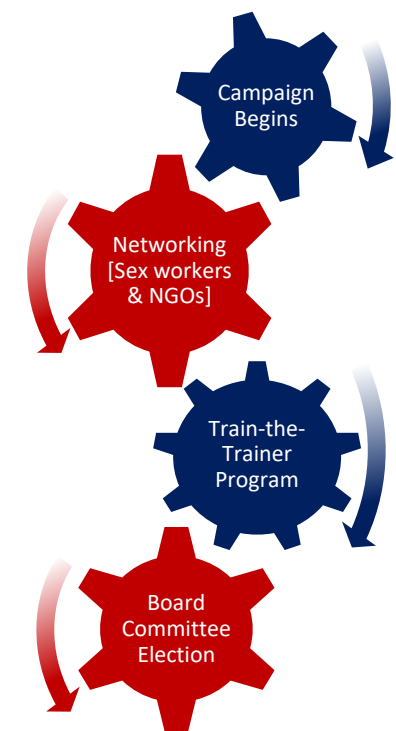
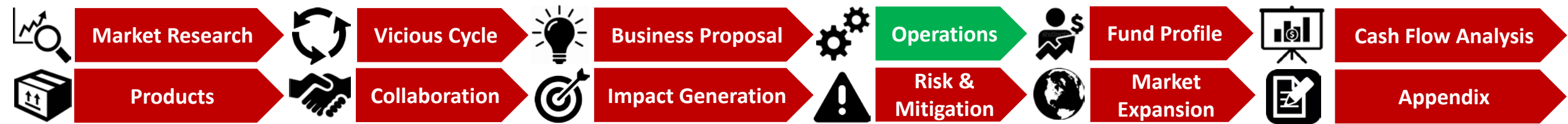


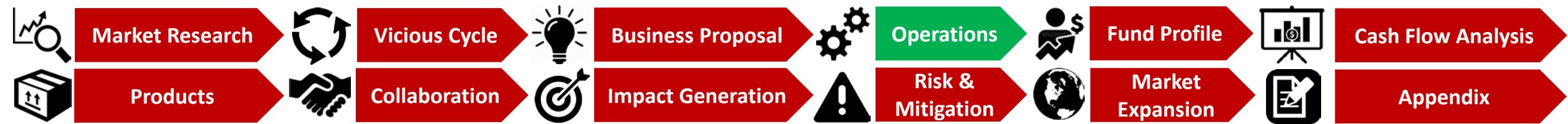
- ❑ Direct entry into sex industry : 43%
- ❑ Prior work in informal labour market before sex industry entry : 57%

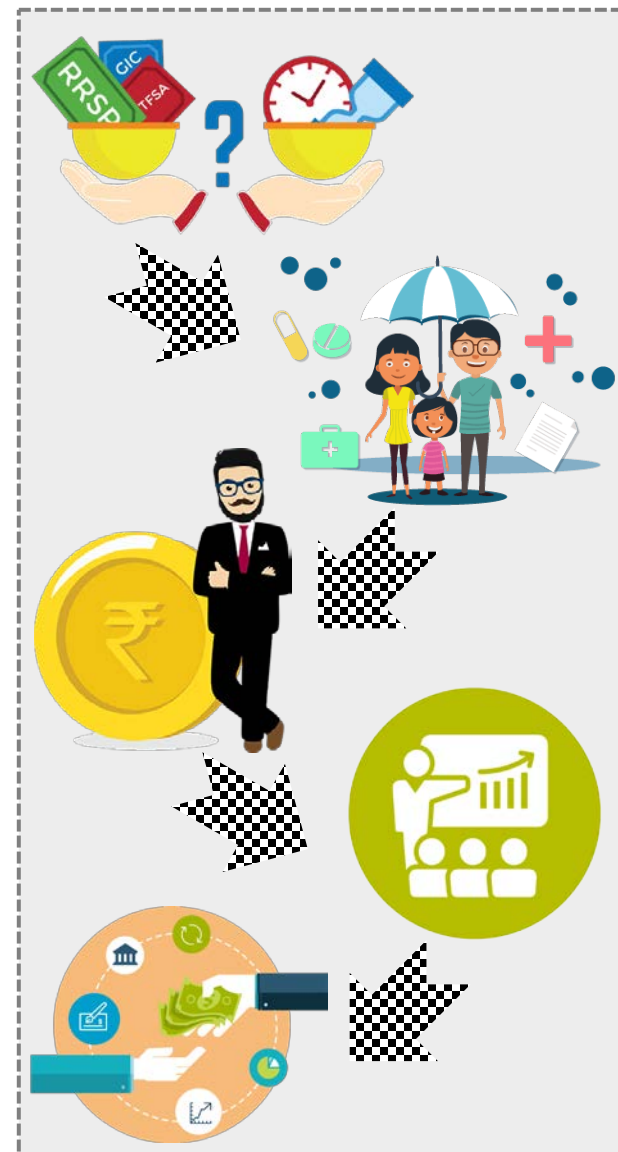
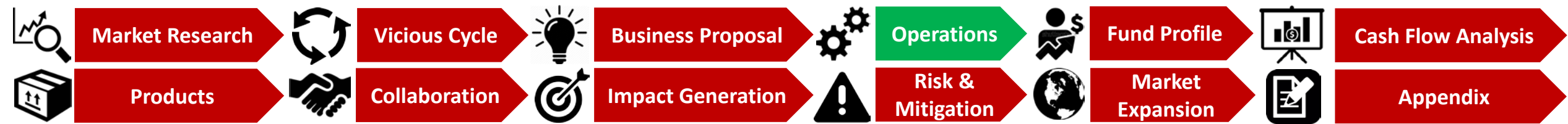


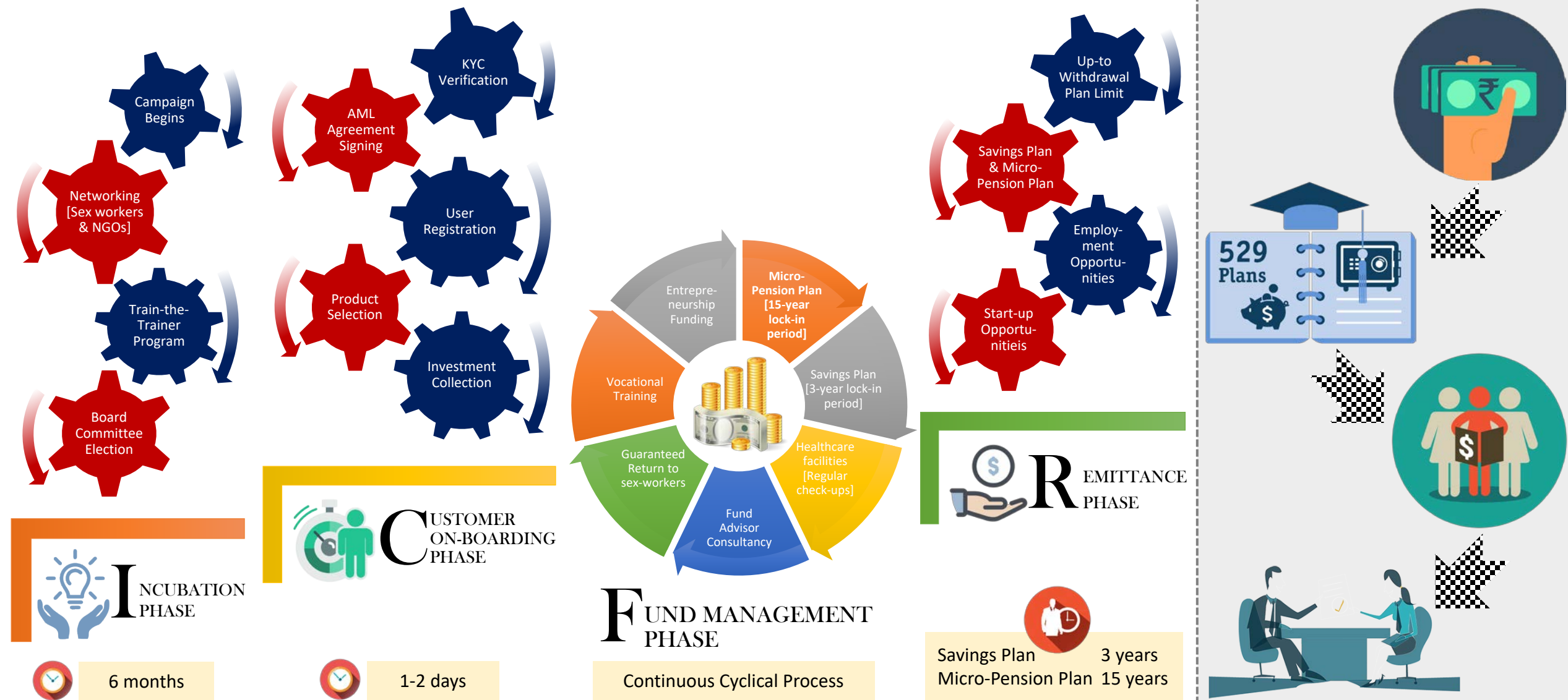
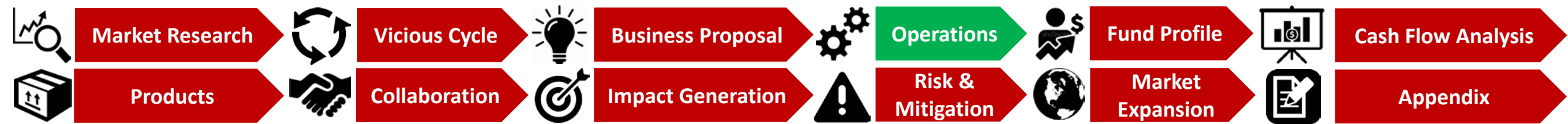


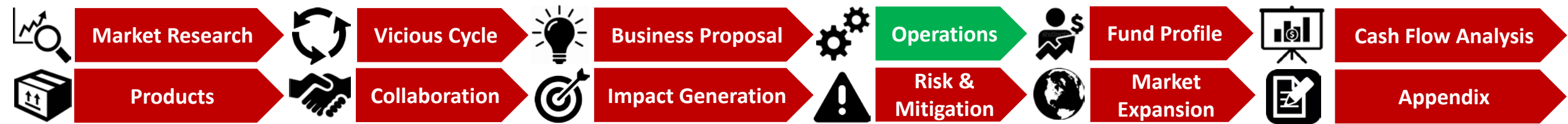


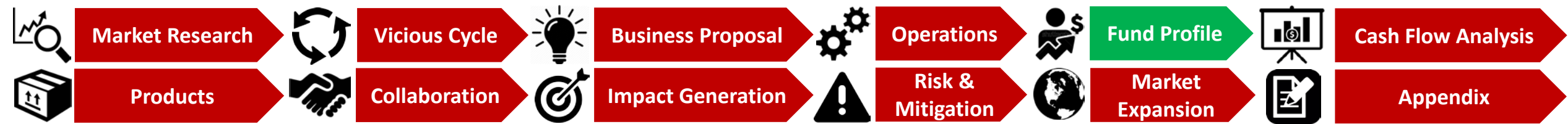
















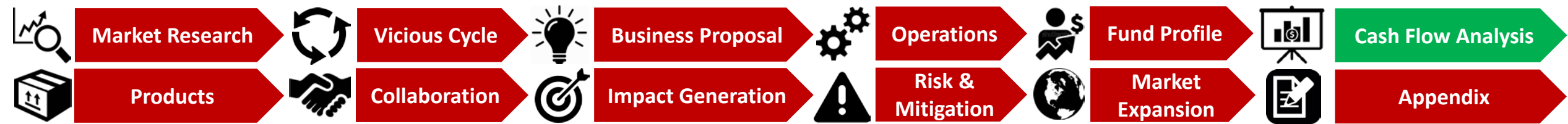


Fund Type	Fund Horizon	Investment Manager	Investment Size (Investors)	Investment Size (Sex Workers)	Asset Class
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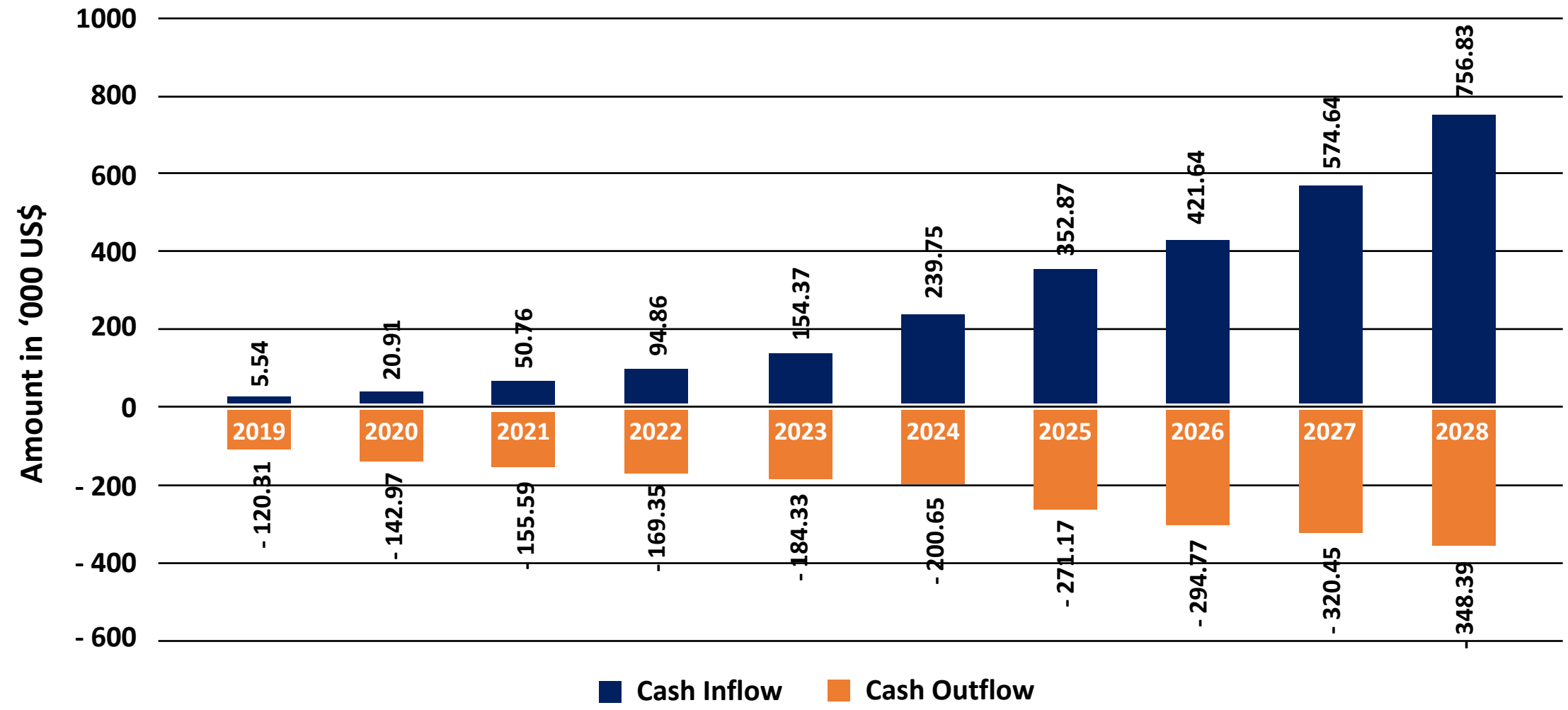
 Savings Account	 3-year lock-in period	 Akshara	 ₹ 50 million for 10 years + Seed funding from 11th year for market expansion	 ₹ 6000 - ₹ 9000 per year per sex-worker	 Government Bonds + Diversified Equity + Pension Funds
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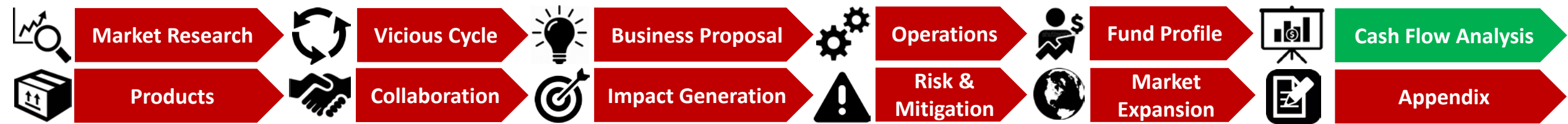
Fund Size	Guaranteed Return	Targeted IRR (Investors)	Targeted IRR (Sex Workers)	Potential Investors	Fee Structure
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 750 million for 10 years	 9% per annum (to each sex-worker)	 14% per annum for 15 years	 15% per annum	 World Bank, Asian Development Bank, Impact Investors, Government of India	 0.5% management fee + 10% carried (12% hurdle rate)
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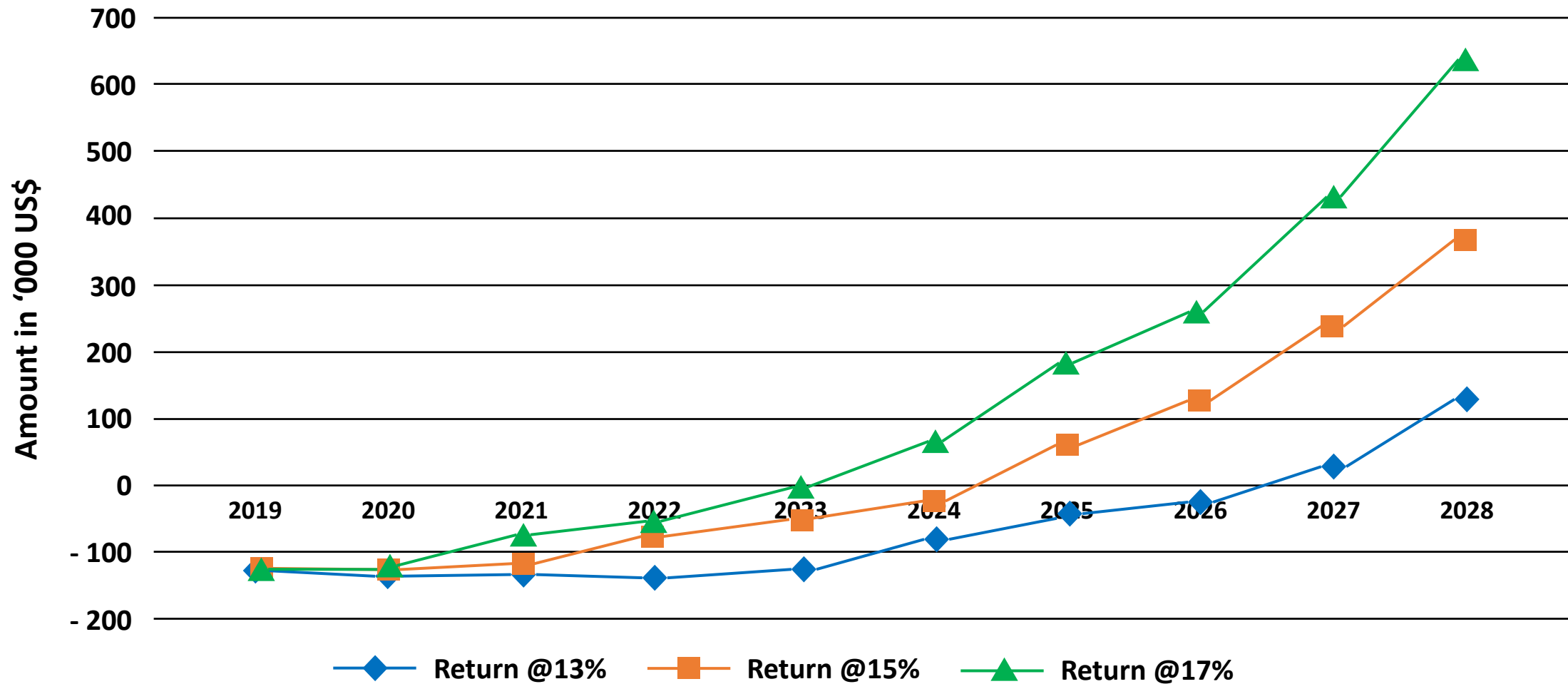


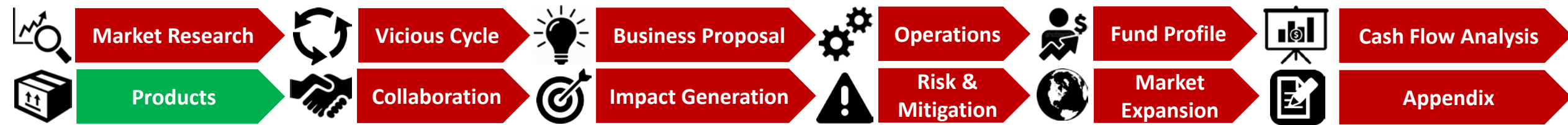
Cash Flow During Phase 1 [2019 – 2028]





Break-even and Sensitivity Analysis During Phase 1 [2019 – 2028]





तीक्ष्ण बचत योजना



सुवर्ण नीवृत्ति योजना



आश्रय स्वास्थ्य योजना

Age Classification	Savings Plan	Pension Plan	Health Plan
18 – 28 years	60%	25%	15%
28 – 35 years	62.5%	17.5%	20%
35+ years	65%	12.5%	22.5%

Savings Plan

- ☐ 3-year lock-in period with a interest return rate of 9% p.a.
- ☐ Flexibility to the investors to withdraw their money back but at a lower interest rate
 - ❖ < 12 months 6.75% p.a.
 - ❖ 12 – 24 months 7.50% p.a.
 - ❖ 24 – 36 months 8.25% p.a.



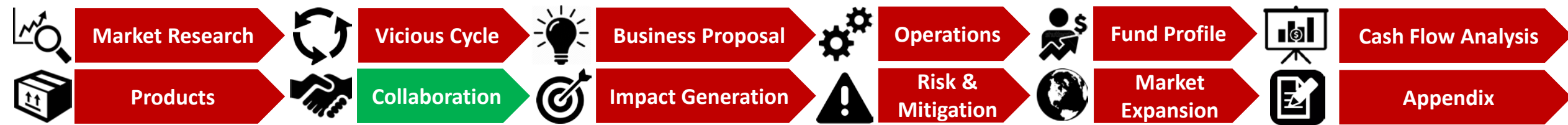
Pension Plan

- ☐ 15-year lock-in period with a interest return rate of 9% p.a.
- ☐ Provide financial security post retirement

Health Plan

- ☐ Recommended portion of invested amount to cover medical expenses





Government Schemes

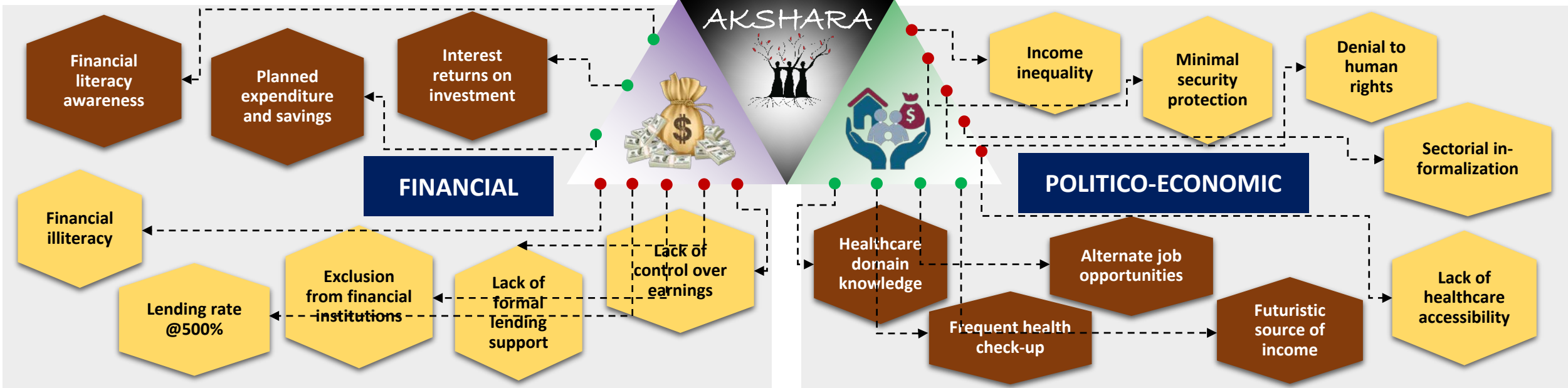
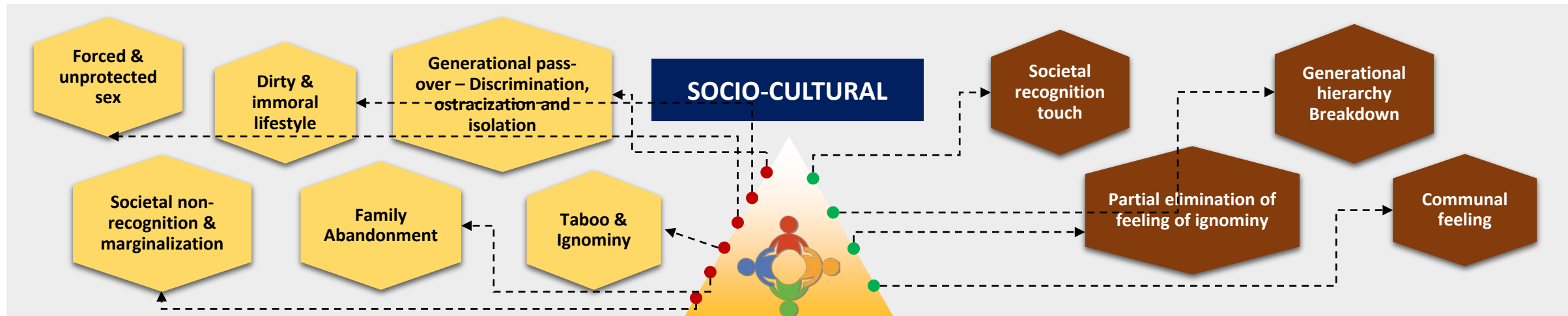
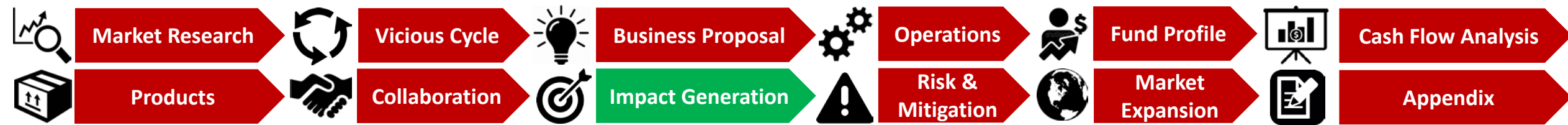


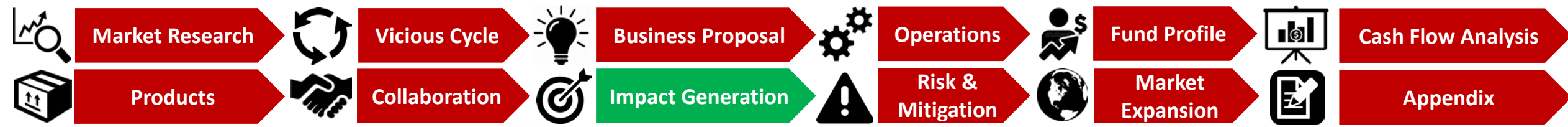
Non-Governmental Organizations



International Partners







ECONOMIC



200,000+ direct jobs created by 2023



GDP increment by ₹3+ billion by 2023



Financial inclusion of sex-workers



Improved healthcare and child education

SOCIAL

FINANCIAL



9% return p.a. (Sex-worker) > Fixed deposit return @6.25%



Target IRR 15% (Gross management fee & expenses)



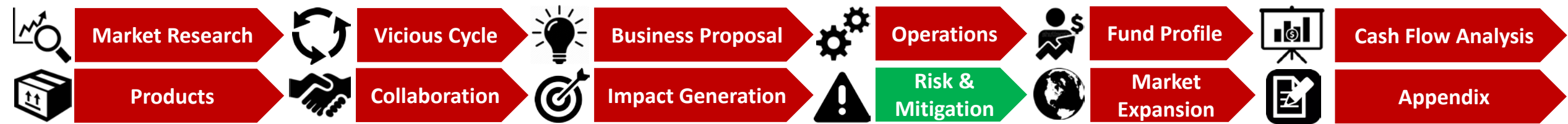
Provide loans to those with new creative and innovative ideas



Information provision, networking, mentoring/ counselling, training and partnership

ENTREPRENEURIAL





Trust and Loyalty

- ☐ Escape out of the current high-paying profession and shift towards a relatively low-paying profession
- ☐ Shift from restriction-to-dropout to willingness-to-dropout

Psychology



MITIGATION STRATEGY

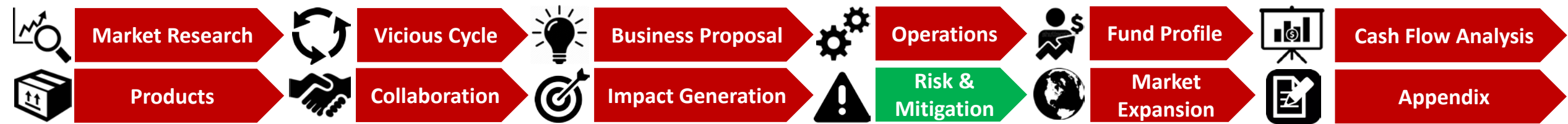


Word-of-mouth convincing strategy via collaboration with NGOs and local individual social activists



Incorporation of more sex-workers into the loop





Trust and Loyalty

Brothel Owners and Pimps Ownership

- ☐ Escape out of the current high-paying profession and shift towards a relatively low-paying profession
- ☐ Shift from restriction-to-dropout to willingness-to-dropout

- ☐ Reluctance towards allowing their “owned” sex-workers to invest their savings
- ☐ Non-allowance of involvement of their “owned” sex-workers into our business

Psychology

Business



MITIGATION STRATEGY

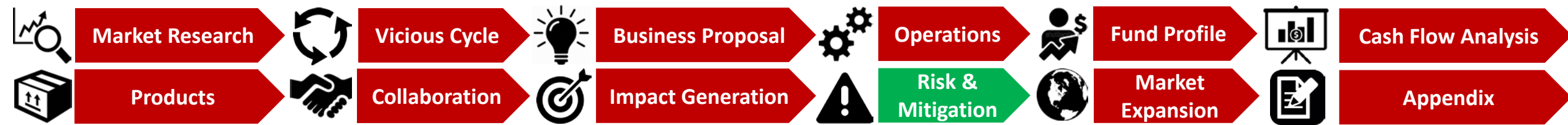


Business partners in getting us sex-workers in return for a promised commission



5% commission on returns to each associated sex-worker for a period of 12 months





Trust and Loyalty

Brothel Owners and Pimps Ownership

Lack of Awareness about Financial Inclusion

- ☐ Escape out of the current high-paying profession and shift towards a relatively low-paying profession
- ☐ Shift from restriction-to-dropout to willingness-to-dropout

- ☐ Reluctance towards allowing their “owned” sex-workers to invest their savings
- ☐ Non-allowance of involvement of their “owned” sex-workers into our business

- ☐ Non-awareness regarding the advantages of financial inclusion due to lack of education
- ☐ Propagation of message along with a right directive is an ultimate need

Psychology

Business



MITIGATION STRATEGY

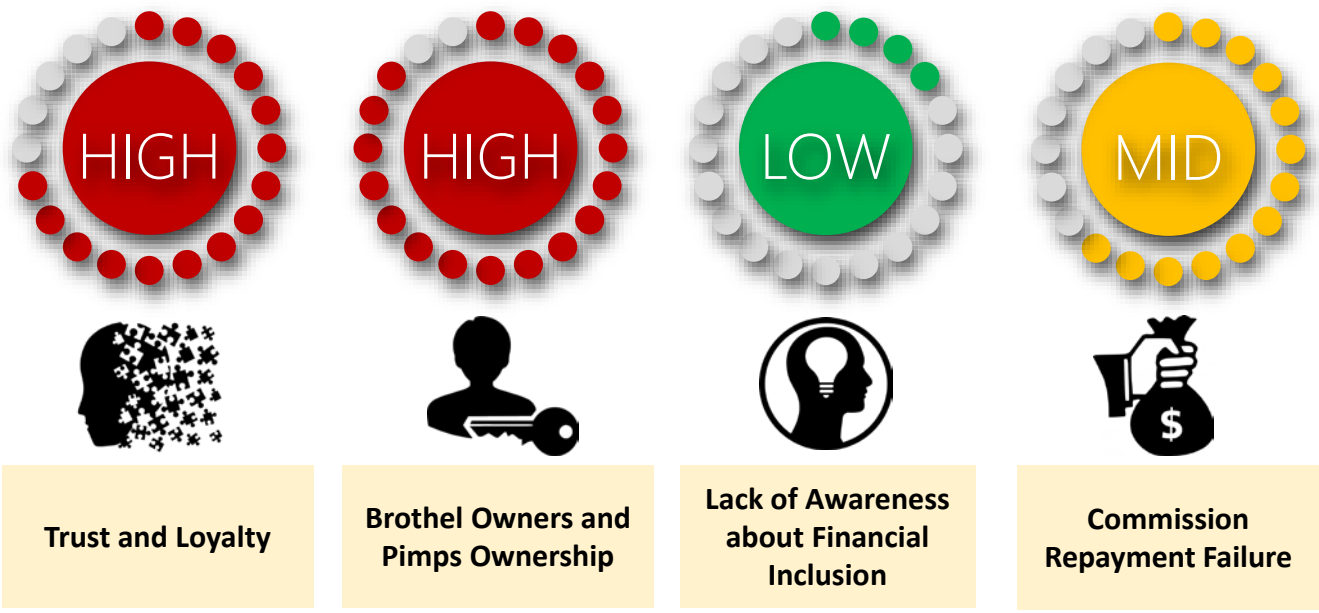
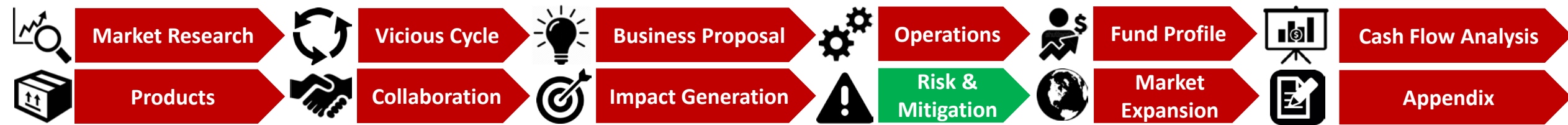


Awareness creation team to educate the potential customers about the beneficial advantages



Local social activists as decision influencers





- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Escape out of the current high-paying profession and shift towards a relatively low-paying profession <input type="checkbox"/> Shift from restriction-to-dropout to willingness-to-dropout | <ul style="list-style-type: none"> <input type="checkbox"/> Reluctance towards allowing their “owned” sex-workers to invest their savings <input type="checkbox"/> Non-allowance of involvement of their “owned” sex-workers into our business | <ul style="list-style-type: none"> <input type="checkbox"/> Non-awareness regarding the advantages of financial inclusion due to lack of education <input type="checkbox"/> Propagation of message along with a right directive is an ultimate need | <ul style="list-style-type: none"> <input type="checkbox"/> Default rate of 10% commission on monthly salary post starting with a job <input type="checkbox"/> Unable to pay the required amount due to various economic or social factors |
|--|--|---|--|

Psychology	Business
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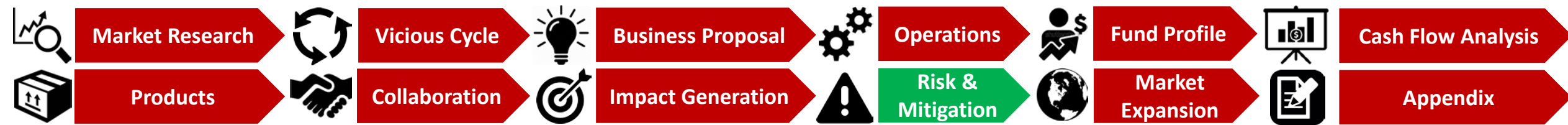
MITIGATION STRATEGY



Hire legal advisors to re-construct the payment agreement terms



Assurance of proper due diligence



MITIGATION STRATEGY



Business and legal advice to be provided by our close network of lawyers, entrepreneurs and VCs



Growth hacking strategies for survival



Trust and Loyalty



Brothel Owners and Pimps Ownership



Lack of Awareness about Financial Inclusion



Commission Repayment Failure



Entrepreneurial Deprived Growth

- ☐ Escape out of the current high-paying profession and shift towards a relatively low-paying profession
- ☐ Shift from restriction-to-dropout to willingness-to-dropout

- ☐ Reluctance towards allowing their "owned" sex-workers to invest their savings
- ☐ Non-allowance of involvement of their "owned" sex-workers into our business

- ☐ Non-awareness regarding the advantages of financial inclusion due to lack of education
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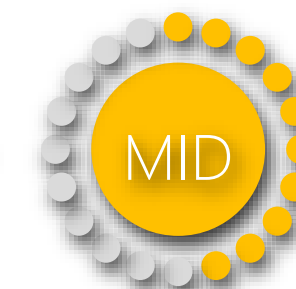
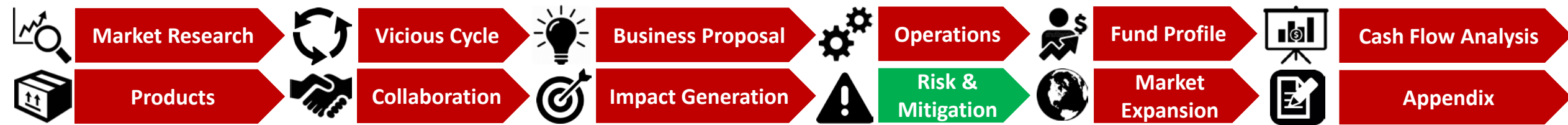
- ☐ Default rate of 10% commission on monthly salary post starting with a job
- ☐ Unable to pay the required amount due to various economic or social factors

- ☐ Low industrial growth, low economic moat and associated bankruptcy cost
- ☐ Cash shortage for reinvestment in training purposes due to non-profitable state

Psychology

Business





MITIGATION STRATEGY



Risk diversification by investment of large proportion of funds in government bonds and less in equity markets



Make sure ROI remains at around 10%

Trust and Loyalty

Brothel Owners and Pimps Ownership

Lack of Awareness about Financial Inclusion

Commission Repayment Failure

Entrepreneurial Deprived Growth

Market Riskiness

- ❑ Escape out of the current high-paying profession and shift towards a relatively low-paying profession
- ❑ Shift from restriction-to-dropout to willingness-to-dropout

- ❑ Reluctance towards allowing their "owned" sex-workers to invest their savings
- ❑ Non-allowance of involvement of their "owned" sex-workers into our business

- ❑ Non-awareness regarding the advantages of financial inclusion due to lack of education
- ❑ Propagation of message along with a right directive is an ultimate need

- ❑ Default rate of 10% commission on monthly salary post starting with a job
- ❑ Unable to pay the required amount due to various economic or social factors

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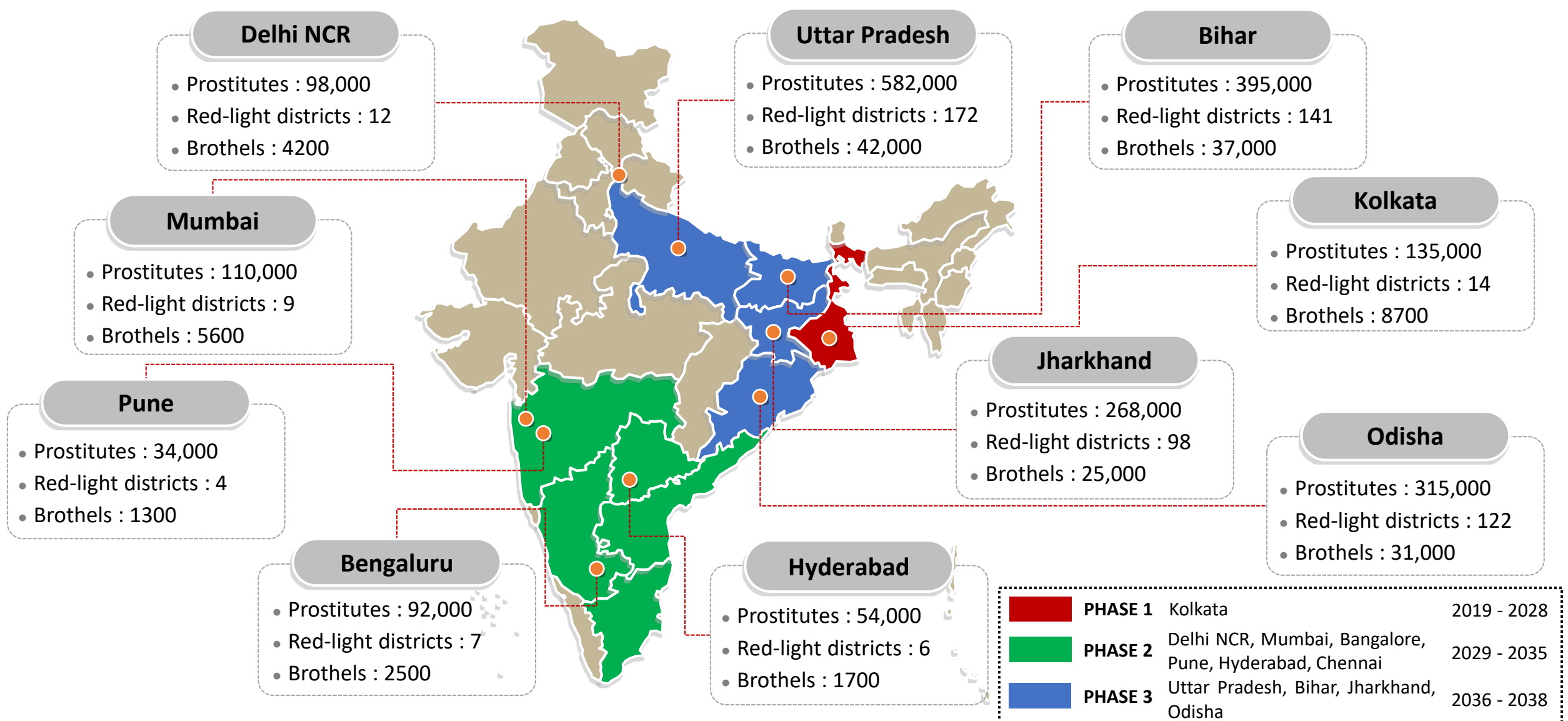
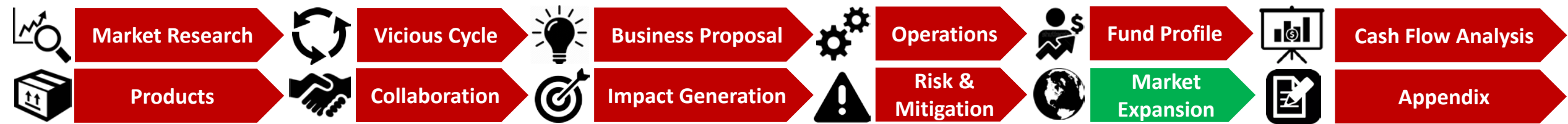
- ❑ Bearish market, country risk, market risk, interest rate risk & economic slowdown
- ❑ Investment in riskier assets in greed for higher business growth and increased returns

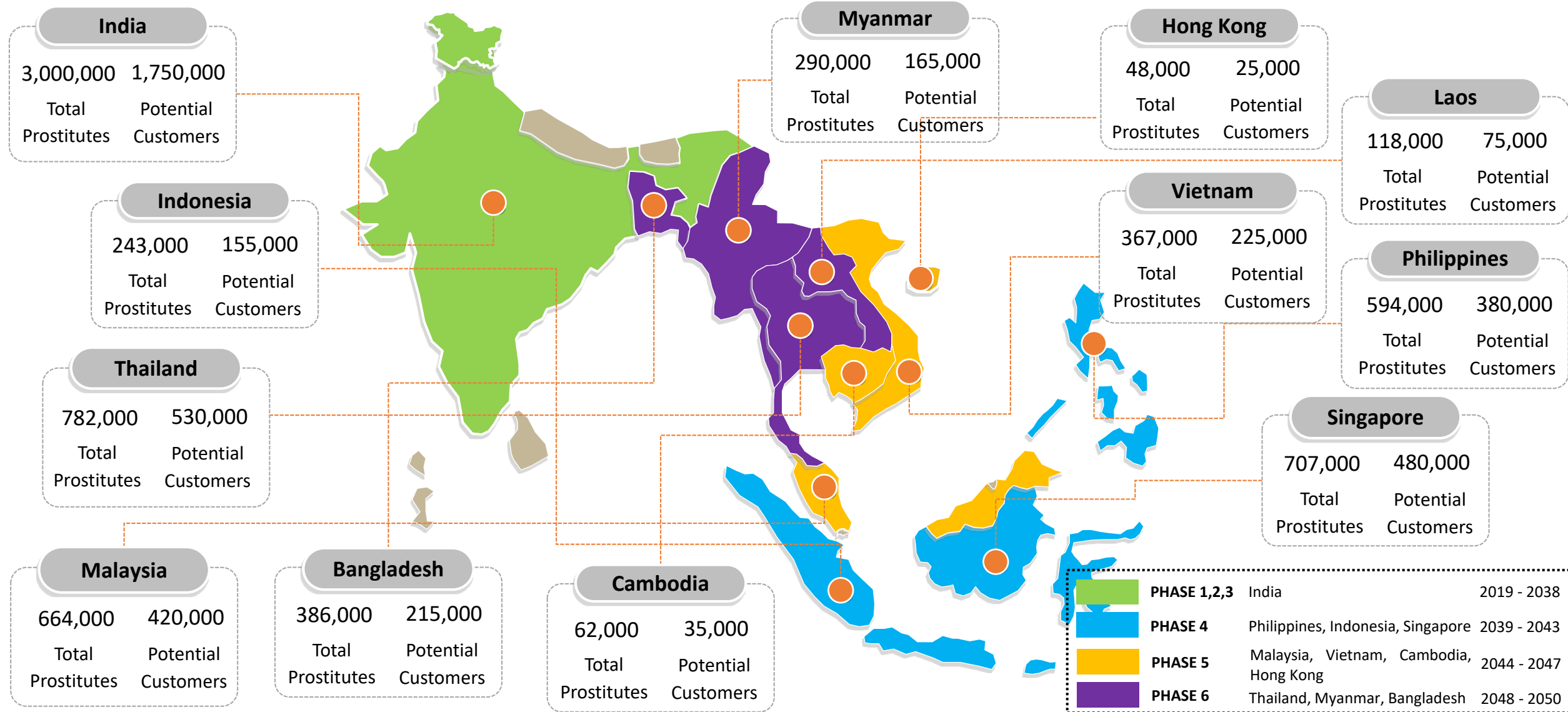
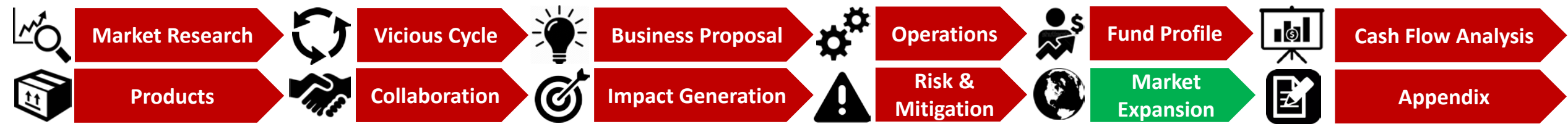
Psychology

Business

Investment



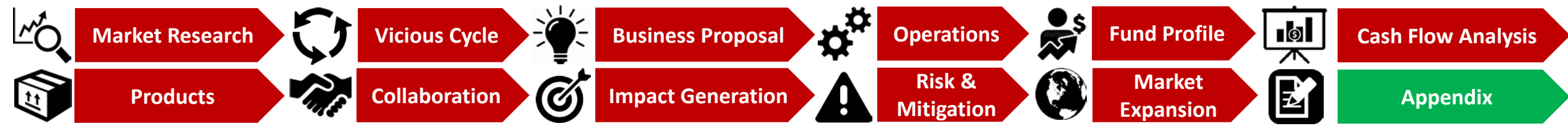






NAMASTE





Candidature Finalization

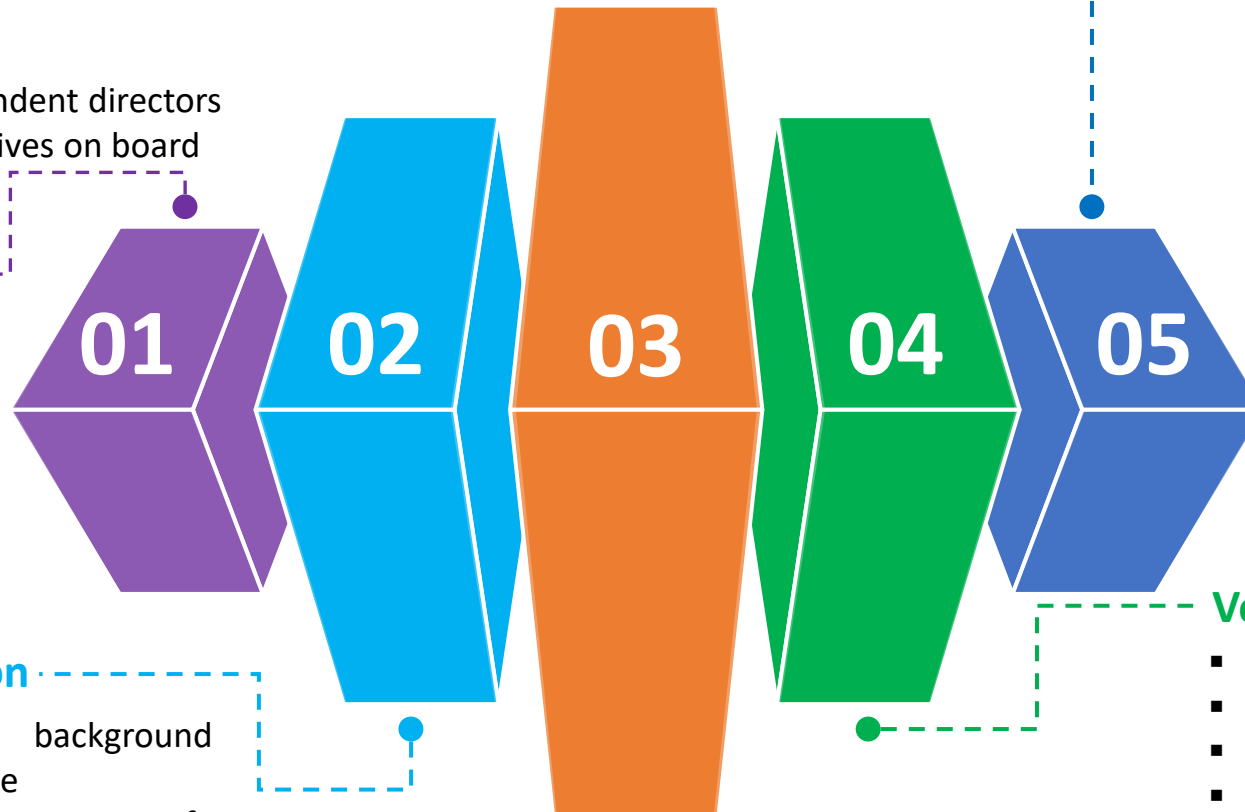
- Prior leadership experience or ex-board member
- Decision-making skills
- Industrial network
- Business expansion skills
- Minimum 33% should be independent directors
- 50% sex workers and 50% executives on board

Committee Formation

- Audit committee
- Public Relations committee
- Treasury committee
- CSR committee
- Risk Management committee
- Shareholder committee
- Ad hoc committees

Nomination Application

- Allowance of self nomination
- External nomination must be backed by at least 2 members in higher management at Akshara
- Candidate must be strong in tackling business decisions



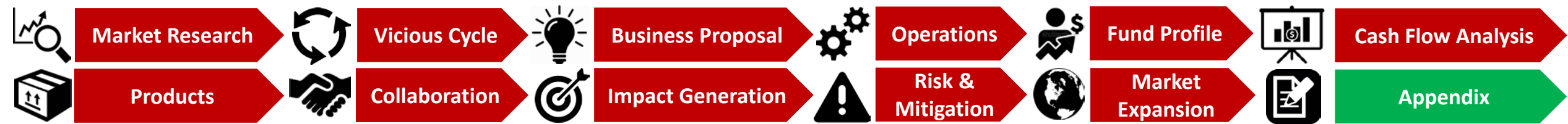
Candidature Verification

- Akshara staff to verify background information of the candidate
- Nomination committee to notify candidates & ask for their confirmation
- Non-eligible applicant to be rejected

Voting

- Electronic voting
- No multiple votes by a single person
- Each voter allowed at max 5 proxies
- Voters need to disclose their type of membership
- Disclosure of membership type by voters is mandatory

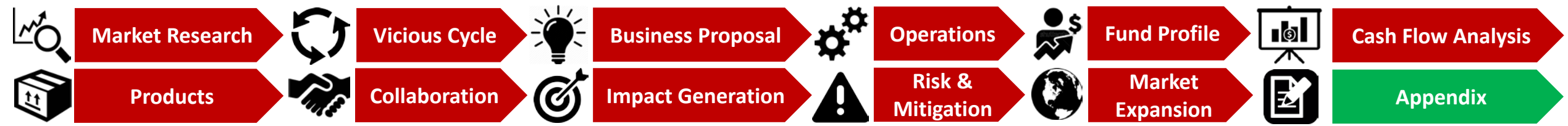




CLIENT ACQUISITION PROGRAM

Year	No. of Employees	Age Bracket			Net Clients Acquired
		18-28 years	29-35 years	35+ years	
2019	30	3,600	2,400	2,000	8,000
2020	35	9,000	6,000	5,000	20,000
2021	35	15,750	10,500	8,750	35,000
2022	40	22,500	15,000	12,500	50,000
2023	40	29,250	19,500	16,250	65,000
2024	45	40,500	27,000	22,500	90,000
2025	45	51,750	34,500	28,750	115,000
2026	45	60,750	40,500	33,750	135,000
2027	50	69,750	46,500	38,750	155,000
2028	50	81,000	54,000	45,000	180,000



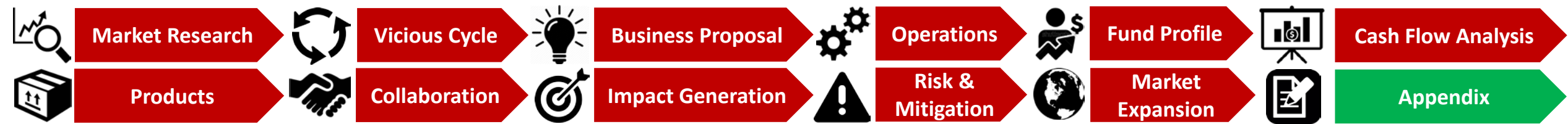


INVESTMENTS

Diversified Equity Fund House	3-yr. Annualized Returns
ICICI Prudent Value Fund - Sr 1-DP (D)	26.7%
SBI Small & Midcap Fund - Direct (G)	26.7%
SBI Small & Midcap Fund (G)	25.1%
DSP BR Natural Resources - Direct (G)	25%
Reliance Small Cap - Direct (G)	24.2%
DSP BR Natural Resources - Regular (G)	24.2%
HDFC Small Cap Fund - Direct (G)	22.4%
ABSL Small and Midcap Fund (G)	19.9%
DSP BR Small Cap Fund - Direct (G)	18.8%
Sahara Power & Natural - Direct (G)	17.8 %
Principal Emer-Bluechip - Direct (G)	16.9%
Sahara REAL Fund - (G)	15.9%
Edelweiss M&S CP (G)	14.6%
ABSL Equity Fund - Direct (G)	14.1%
BNP Paribas Mid Cap Fund -Dir (G)	13.9%

Pension Funds	Annualized Returns		
	1 yr.	3 yr.	5 yr.
HDFC	16.13%	12.94%	-
ICICI Prudential	14.98%	12.84%	12.89%
Kotak	16.30%	13.07%	12.84%
LIC	15.47%	12.48%	-
Reliance capital	14.98%	12.61%	12.49%
SBI	15.70%	12.72%	12.62%
UTI	16.13%	13.10%	12.76%





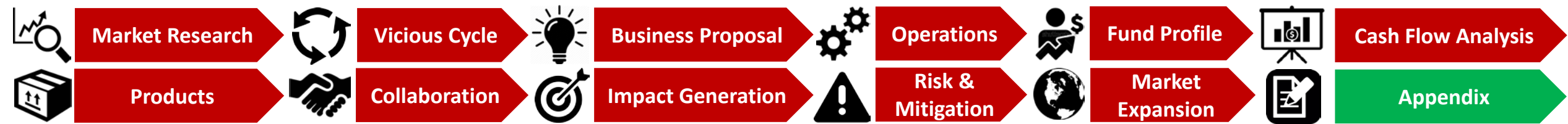
PROFIT & LOSS STATEMENT

Component	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Salary	\$ 66,461.54	\$ 83,741.54	\$ 90,440.86	\$ 111,629.86	\$ 120,560.25	\$ 146,480.71	\$ 158,199.16	\$ 170,855.10	\$ 205,026.12	\$ 221,428.20
Marketing and Operations	\$ 15,384.62	\$ 16,923.08	\$ 18,615.38	\$ 20,476.92	\$ 22,524.62	\$ 24,777.08	\$ 27,254.78	\$ 29,980.26	\$ 32,978.29	\$ 36,276.12
Fund Manager Salary	\$ 38,461.54	\$ 42,307.69	\$ 46,538.46	\$ 51,192.31	\$ 56,311.54	\$ 61,942.69	\$ 69,230.77	\$ 69,230.77	\$ 69,230.77	\$ 69,230.77
Management Fee	\$ 461.54	\$ 1,673.08	\$ 3,899.28	\$ 7,077.05	\$ 11,211.15	\$ 17,058.83	\$ 24,781.09	\$ 34,144.89	\$ 45,037.35	\$ 57,843.66
Total Expenditure	\$ 120,769.23	\$ 144,645.38	\$ 159,493.98	\$ 190,376.14	\$ 210,607.56	\$ 250,259.31	\$ 279,465.81	\$ 304,211.02	\$ 352,272.53	\$ 384,778.75
Return	\$ 5,538.46	\$ 20,907.69	\$ 50,758.27	\$ 94,857.41	\$ 154,369.94	\$ 239,749.61	\$ 352,871.08	\$ 421,644.83	\$ 574,644.17	\$ 756,827.00
Profit/Loss	-\$ 1,15,230.77	-\$ 1,23,737.69	-\$ 1,08,735.72	-\$ 95,518.73	-\$ 56,237.62	-\$ 10,509.70	\$ 73,405.28	\$ 117,433.81	\$ 222,371.64	\$ 372,048.25
Funding Required	\$ 1,15,230.77	\$ 1,23,737.69	\$ 1,08,735.72	\$ 95,518.73	\$ 56,237.62	\$ 10,509.70	---	---	---	---

Assumptions

- ❑ Initial salary of US\$ 85 has been taken into account which has been increased by 8% every year
- ❑ Marketing and operations expenses have been increased by 10 % every year
- ❑ Fund Manager Salary is increased up to certain years till its management fees is less than US\$ 15,385

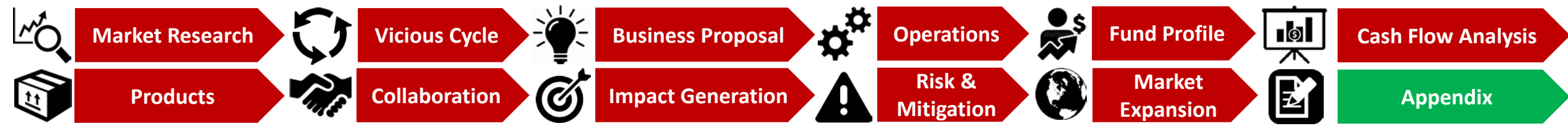




BREAK-EVEN ANALYSIS

Year	Fund Outflow	Fund Invested	Market Return					
			@13%		@15%		@17%	
			Return at 4%	P&L at 13%	Return at 6%	P&L at 15%	Return at 8%	P&L at 17%
2019	\$ 120,769.23	\$ 92,307.69	\$ 3,692.31	-\$ 1,17,076.92	\$ 5,538.46	-\$ 1,15,230.77	\$ 7,384.62	-\$ 1,13,384.62
2020	\$ 144,645.38	\$ 348,461.54	\$ 13,938.46	-\$ 1,30,706.92	\$ 20,907.69	-\$ 1,23,737.69	\$ 27,876.92	-\$ 1,16,768.46
2021	\$ 159,493.98	\$ 845,971.15	\$ 33,838.85	-\$ 1,25,655.14	\$ 50,758.27	-\$ 1,08,735.72	\$ 67,677.69	-\$ 91,816.29
2022	\$ 190,376.14	\$ 1,580,956.83	\$ 63,238.27	-\$ 1,27,137.87	\$ 94,857.41	-\$ 95,518.73	\$ 126,476.55	-\$ 63,899.59
2023	\$ 210,607.56	\$ 2,572,832.30	\$ 102,913.29	-\$ 1,07,694.27	\$ 154,369.94	-\$ 56,237.62	\$ 205,826.58	-\$ 4,780.98
2024	\$ 250,259.31	\$ 3,995,826.86	\$ 159,833.07	-\$ 90,426.23	\$ 239,749.61	-\$ 10,509.70	\$ 319,666.15	\$ 69,406.84
2025	\$ 279,465.81	\$ 5,881,184.74	\$ 235,247.39	-\$ 44,218.42	\$ 352,871.08	\$ 73,405.28	\$ 470,494.78	\$ 191,028.97
2026	\$ 304,211.02	\$ 7,027,413.89	\$ 281,096.56	-\$ 23,114.47	\$ 421,644.83	\$ 117,433.81	\$ 562,193.11	\$ 257,982.09
2027	\$ 352,272.53	\$ 9,577,402.75	\$ 383,096.11	\$ 30,823.58	\$ 574,644.17	\$ 222,371.64	\$ 766,192.22	\$ 413,919.69
2028	\$ 384,778.75	\$ 12,613,783.35	\$ 504,551.33	\$ 119,772.58	\$ 756,827.00	\$ 372,048.25	\$ 1,009,102.67	\$ 624,323.91

- Assumptions**
- ❑ 50% of investors reinvest their savings after 3 years of their lock-in period
 - ❑ Monthly savings per sex-worker : ₹ 750
 - ❑ Yearly savings per sex-worker : ₹ 9000
 - ❑ Earnings per year per sex worker : ₹ 90,000
 - ❑ Total no. of sex-workers : 3,000,000
 - ❑ Total revenue from sex-workers : ₹ 270,000,000,000



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