



IVILLAGE

BRAND STORY

transforming the fabric of India



STRENGTHENING RURAL COMMUNITIES

Aryah Vaibhhav Mahajan

DELHI, INDIA



IVILLAGE BRAND STORY

transforming the fabric of India





OUR WHY?

IVillage is a socially responsible brand that specializes in making **sustainable utility base products** for the millennials.

create a roadmap for more sustainable and equitable future for all.

in line with the



An aim to create a successful and self-sustaining rural economy with its women at the center

THE PROBLEM

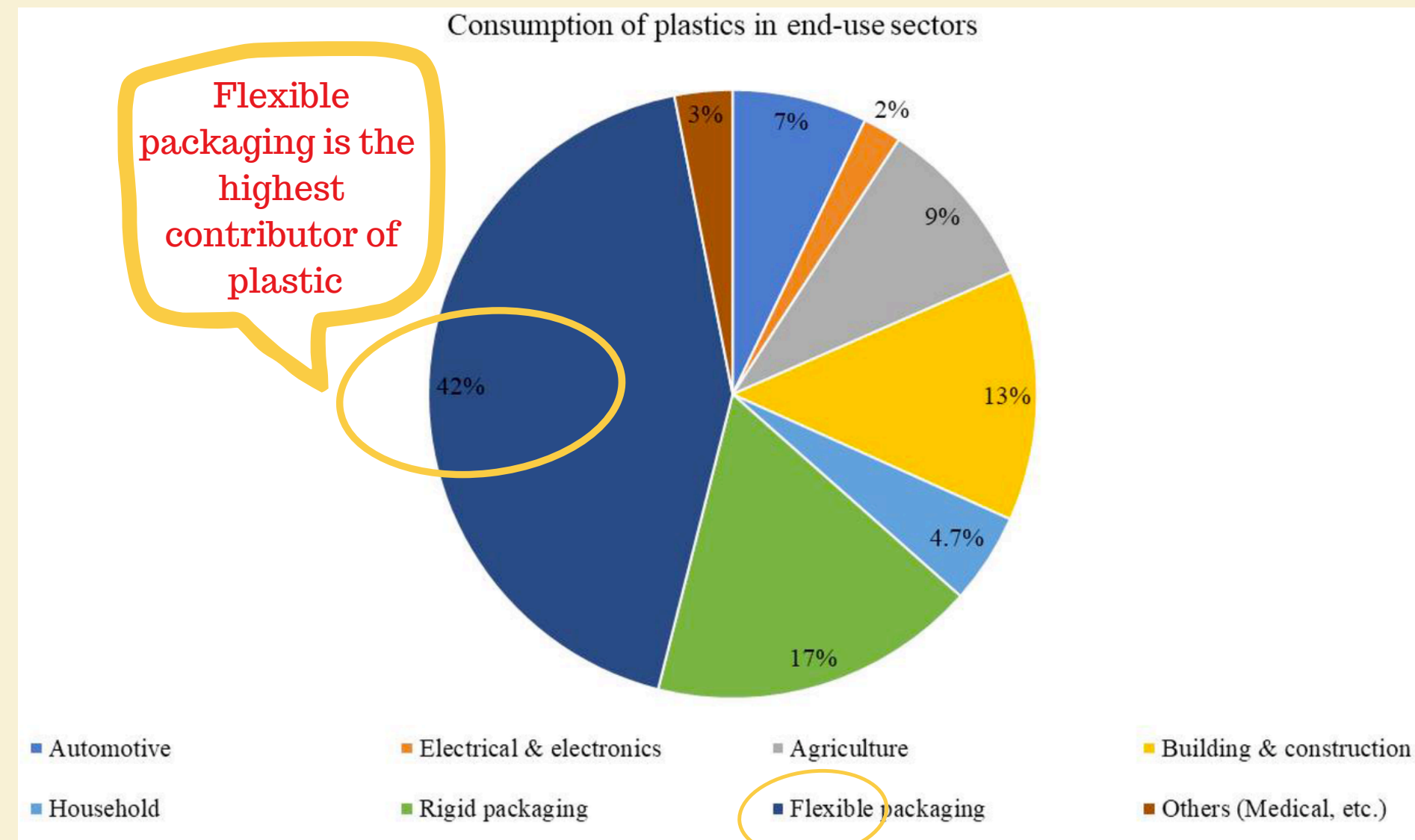
OVERUSE OF PLASTIC

India produces **9.46 million tonnes of plastic waste** every year*, with **the gifting and packaging industry being a major contributor**.

Only 30% of it is recycled.

AFFORDABILITY OF ALTERNATIVES

While **sustainable alternatives** to basic utility items **are scarce** and slowly coming up, more often than not they are on the **higher end of expensive**.



WHERE WE ARE



WHERE WE NEED TO BE

*Central Pollution Control Board (CPCB) of India, the country generates around 26,000 tonnes of plastic waste every day, and plastic carry bags contribute to a significant portion of this waste. Studies suggest that India generates around 9.46 million tonnes of plastic waste every year, and plastic carry bags account for a significant portion of this waste.

THE PROBLEM

270,000,000

Indians are poor

=



1 in 5 Indians is poor

India's Poverty Profile

THE 7 LOW-INCOME STATES HOUSE

62%

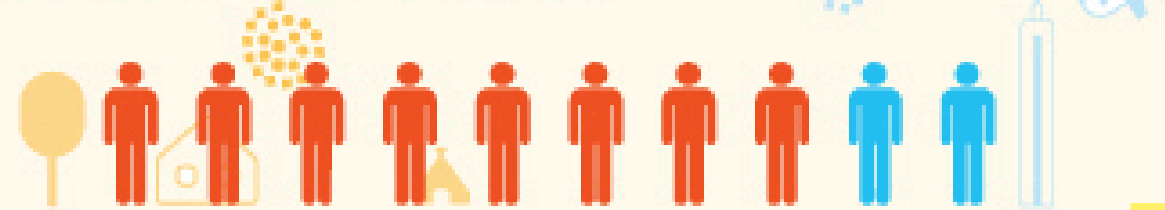
OF INDIA'S POOR

THE LOW-INCOME STATES ARE HOME TO

45%

OF INDIA'S POPULATION

80% of India's poor live in rural areas



Increasing Women participation by 10% could add \$700 billion to India's GDP and to \$2.9 trillion if raised at par with men by 2025*

60

UTTAR PRADESH

24

MADHYA PRADESH

10

RAJASTHAN

10

CHHATTISGARH

36

BIHAR

13

JHARKHAND

14

ODISHA

Number of poor in low-income states (Millions)

Data: World Bank

RISING POVERTY LEVELS

WORSENING INEQUALITIES

Migration to urban areas in search of work, poor living conditions within harsh patriarchal climate, low participation of women in labor force

THE SOLUTION



Sustainable options

made from natural fibres suitable for contemporary lifestyle of millennials.



Cost effective production

Production units in villages to reduce costs and enhance affordability

using crafts as a medium to attain sustainability at every level of the value chain



Women empowerment

Train rural women in manufacturing high quality utility products, making them financially independent.



Eliminate poverty

generating employment opportunities in their native village



DEPLOYMENT OF THE SOLUTION

Intervening into the problem at the grassroots and bringing a paradigm shift at the origin :

GROCERY STORES,

SHOE-MANUFACTURERS,

LIFESTYLE BRANDS

where the **plastic bags** are sold the maximum.



shifting to the use of sustainable utility bags with a cause



replacing grocery
single use plastic
bags with cloth
bag



replacing plastic &
paper shoe covers with
cotton shoe covers



replacing
lifestyle paper *
plastic
shopping bags
with
sustainable
cotton bags



Who is the beneficiary?

Millennials who choose a sustainable way of living



How are you solving the problem?

sustainable future - by replacing plastic bags that contribute 42% of the total plastic used in India with sustainable alternatives.
Equitable future - reducing poverty and gender equality by providing decent work and economic growth in less developed areas.



What are you offering?

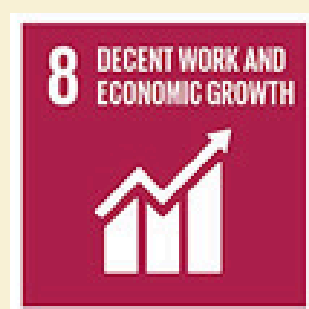
We provide utility based products made of sustainable material that are made by women in the villages of India

Value Proposition



Why should they buy from you?

We promise of a better environment friendly useful product sourced ethically and responsibly.



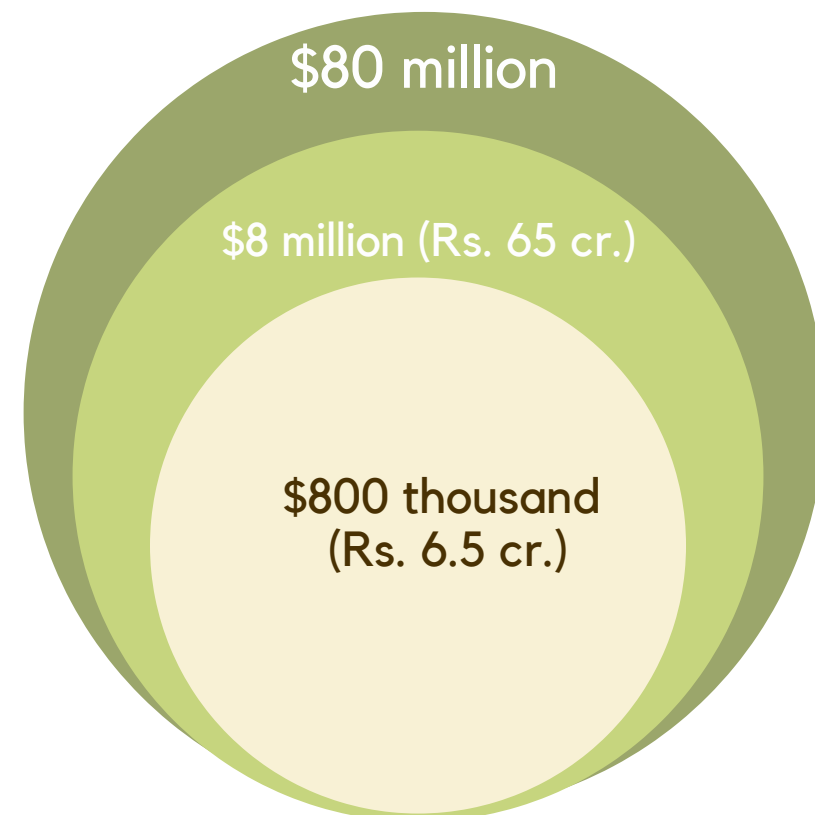
WHERE ARE WE GOING?

Bring a change in the mindset of manufacturers for adopting sustainability for their packaging solutions

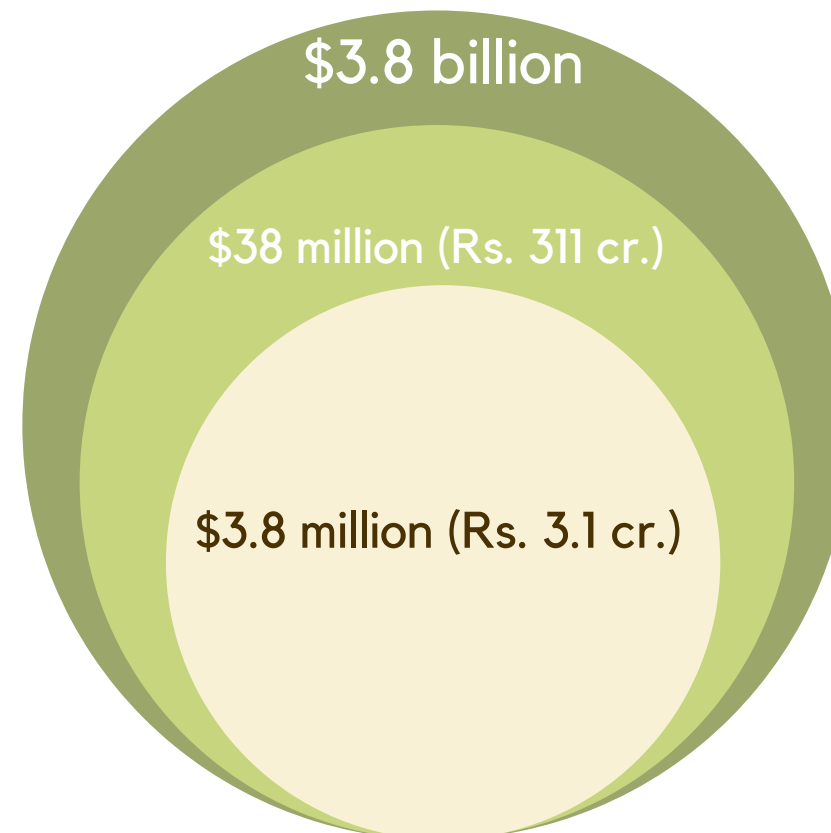
ROAD AHEAD

- Skill based employment to 500 women by 2025
- 1 IVillage production centre in every state

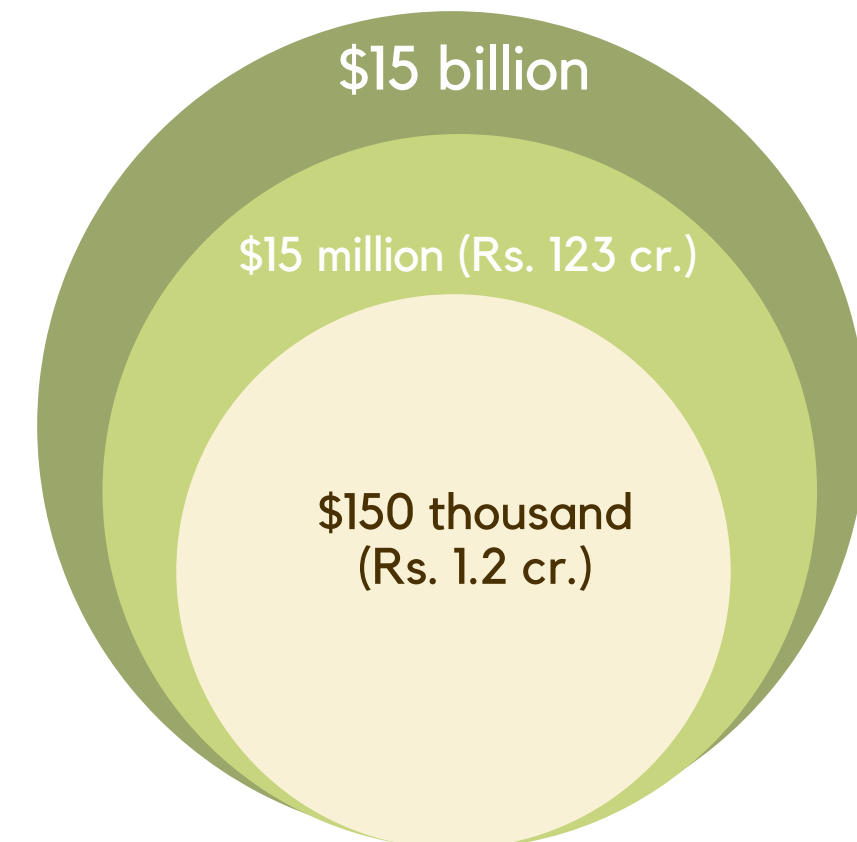
COTTON SHOE COVERS



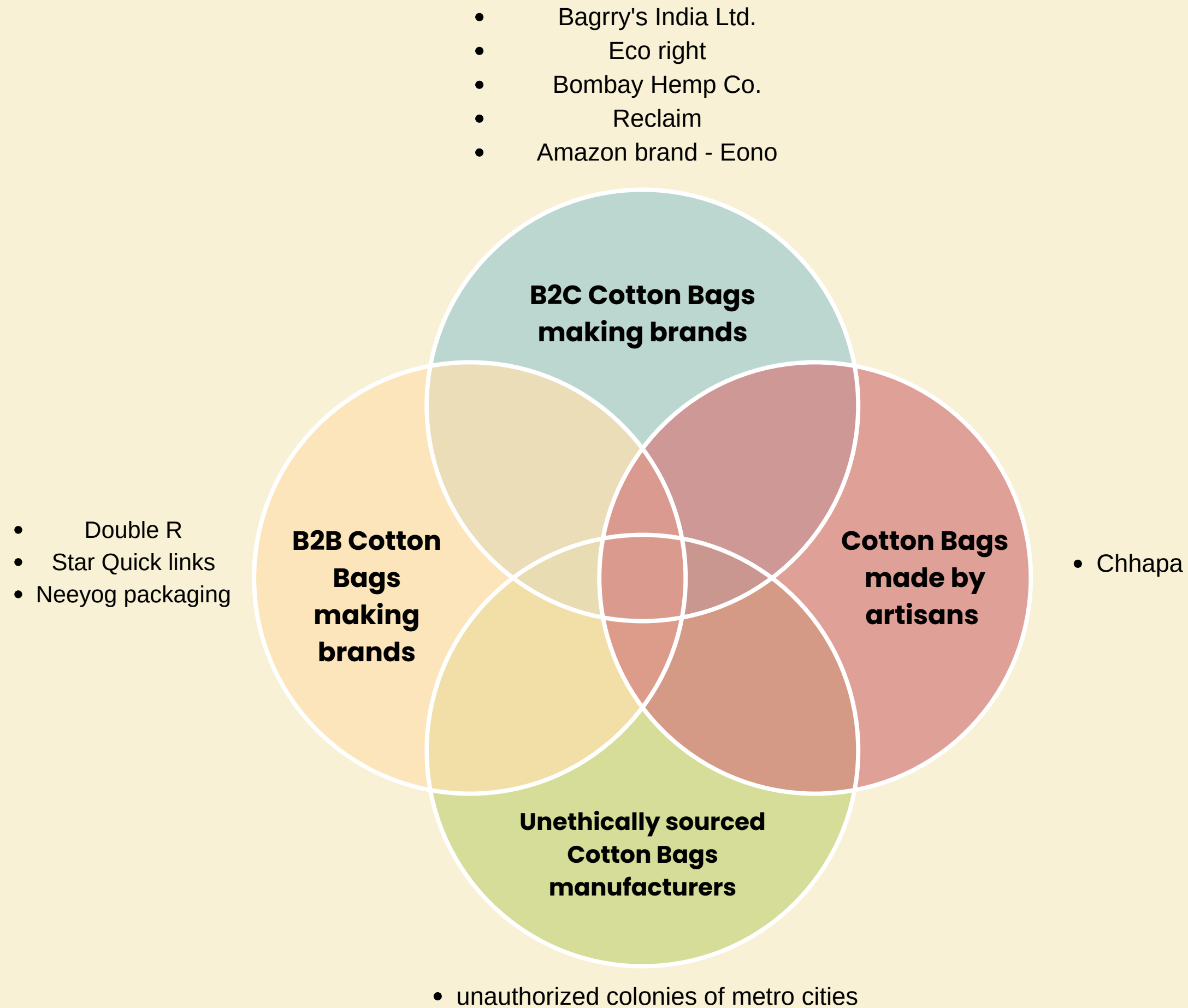
BAGS



SUSTAINABLE GIFTING



KNOW YOUR COMPETITION



COMPETITIVE ADVANTAGE

cost advantage by setting up production center in village and transferring that as **price affordability to buyer**

BETTER PRICE

BEST PRICE



employment generation, reducing poverty and promoting gender equality by skilling women and making them a part of the work force




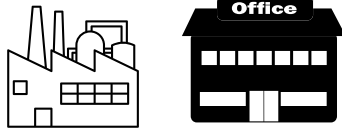
keeping families together by creating **employment in the native villages** and promoting happiness quotient

to create bags like ours is easy but setting up the manufacturing unit in villages is tough to replicate.

TRACTION

2016



- Size crosses 115+, 
- Shift to new production centre - 3000 sq ft 

2020



- Re-adjusted to the post pandemic market, 
- Team size grew to 250 



Production initiated with 22 rural women in one room

2018



- Exports grew by 3x
- New Marketing and Sales office at MG Road, Delhi Team



2022

OUR PATRONS

bracing the change by adopting sustainability as a habit.

- 68 corporates
- 26 MICE companies
- 6 travel companies
- ~1.5K + individual buyers

Impact so far

WOMEN IMPACTED

- ~770 women impacted directly and indirectly
- ~490 families supported
- employment generated ever year for ~600 people

MISSION BUDGET

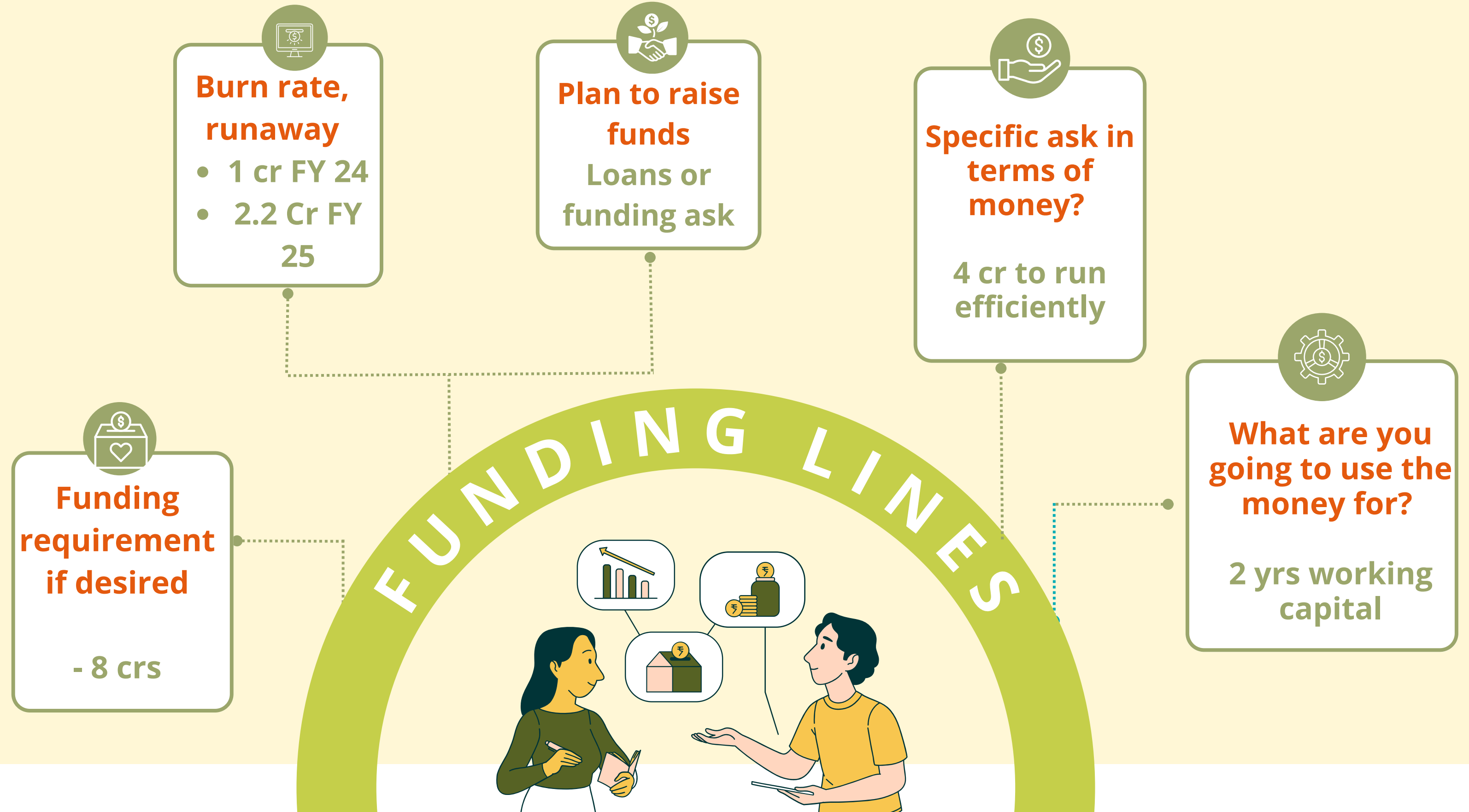
PARTICULARS	Apr 23 - Feb 23	FY24	FY25
Total Income	104.10	329.26	983.56
COGS	60.97	182.92	548.76
Gross Profit	43.12	146.34	434.80
	41%	44%	44%
Expenses	Year to date		
Direct:			
Personnel (Production centre, UP)	23.18	34.77	104.31
Diesel charges	1.42	1.42	2.14
Other Direct expenses	1.63	2.44	3.66
Logistics	4.94	7.41	11.12
	31.17	46.05	121.23
Indirect			
Personnel (Sales office, Delhi)	36.29	54.43	81.65
Administration	7.52	7.52	11.28
Marketing	9.89	14.84	22.26
Finance cost	3.04	3.04	4.55
Miscellaneous Expense	0.73	1.09	3.28
Total Indirect Expenses	57.46	80.92	123.02
Net profit / Loss	(45.52)	19.38	190.55

Source of funds
We are a self funded startup

What will success look like?
bottom line to be profitable

Need 4 crs for next two years till the time we
become profitable in FY 25

OUR ASK



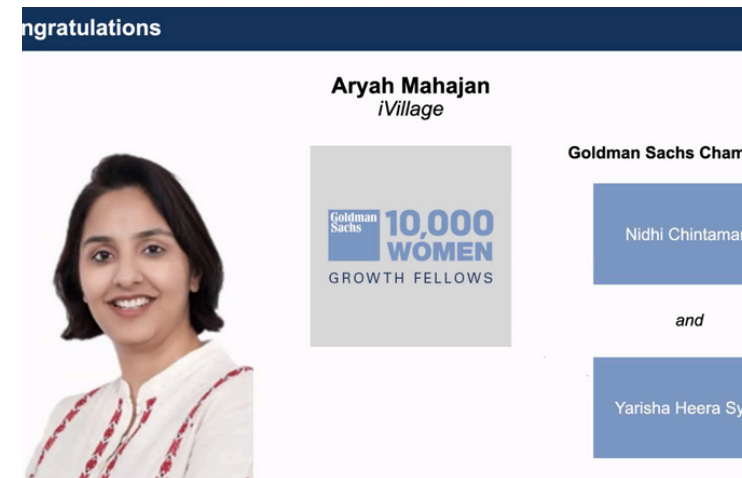
RECOGNITIONS

Merit based courses towards entrepreneurship



**Rural
Entrepreneur
Incubation**
NSRCEL, IIMB

**Goldman Sachs
Global Growth
Fellow**
Sept 2022



UN Women WEP
2022 Runners up
award won for
Gender Inclusive
Workplace
category.



**UN Women Industry
Disruptor graduate**
2022 Cohort 1 & 2


**GS 10,000 Women
Graduate**
Mar 2021



Participated in Amazon Sambhav,
work appreciated by Jeff Bezos .

CLIENTS TESTIMONIALS





Harsha Kumari • 2nd

MarCom Executive at Sopra Steria

4mo • Edited •

+ Follow

The environment is depleting at an alarming rate, and we need to conserve it at every step possible.

One of the wonderful things about Sopra Steria India is its focus on sustainability. These Cotton laptop jute bag & plantable pens are sustainable and we, at Sopra Steria, strongly believe in protecting our Mother Earth for our upcoming generation to see the beauty of it.

Such little initiatives truly resonate with our tagline 'The World Is How We Shape It'.

Visit our website to know more about us: Home | [Sopra Steria](#)

[Alexandre Correia](#)
[#sustainable](#) [#sustainability](#) [#SopraSteria](#) [#ssi](#)




GOSWAMI & NIGAM LLP
ADVOCATES AND CONSULTANTS

From:

Himanshu Goswami
Corporate Lawyer







To:

Arya Singh
Hand Stitched Products



iVillage
from village to the world
The Economic Empowerment Wing of Parulika Foundation

Testimonial

I, Himanshu Goswami, Founder of the law firm of Goswami & Nigam, LLP would like to give a testimonial for Arya Singh I had planned on an expedition to Ladakh with some friends in August, and as part of our planning we wanted some masks for the entire expedition members, with the group logo. Given that we would be travelling to very high altitudes, it was imperative that we get masks that do not hinder breathing too much, while still being effective and comfortable to use.


I reached out to Arya, and she promptly shared all requisite details. My request to her was to deliver on time as the logistics of such a large expedition are very challenging. She and her team stepped right up and delivered exactly what we wanted and needed. The cherry on the cake was a wonderful packaging, which was really appreciated by my co-travellers. I have now been using these masks for a couple of months now and am super impressed by their comfort and durability. Arya and team really surpassed my expectations. Kudos.

★★★★★ 4 months ago

Amazing products!!! Pocket friendly and handmade.

Best for gifting


Reply Like

 **Deecro Marketing**
2 reviews

★★★★★ 5 months ago

Amazing products. eco friendly and handmade.

Reply Like

 **Gurdeep Singh Dhillon**
Local Guide · 61 reviews · 6 photos

★★★★★ 6 months ago

If you are looking for hand stitched solutions or cotton bags, then this is the space for you



Surinder Chawla · 1st

Managing Director at Career Point World School, Bilaspur

September 9, 2019, Surinder was Aryah Vaibhhav's client

All LinkedIn members

On

I strongly recommend the work being done at I Village.

I bought customised gifts for Teachers' Day and they were fabulous. Arya personally took interest and right from suggesting me gifts to making sure they're ready in time, getting them packed and delivered to me in time, she was there for me all through.

I am truly impressed with the stuff and the team behind the show.

Kudos Arya and Team I Village.



CONNECTING DOTS
your journey to transformation

From:

GEETIKA GOYAL
Transformation Coach







To:

ARYA
Hand-stitched Products



iVillage
from village to the world

Testimonial

I, Geetika Goyal (ACC-ICF), represent my Life Coaching venture Connecting Dots, under the aegis of Magic Creations Studios (OPC) Pvt. Ltd. I have an experience of 20 years in mentoring & coaching and work with business leaders & corporate teams as a certified Transformational Coach.

I would like to present this testimonial to **Ms. ARYA** from **iVillage**. This testimonial is actually from my daughter Saumya. She had stopped going out after pandemic last year as she found wearing masks very uncomfortable. She used to simply refuse to wear a mask, saying that she feels suffocated and can't handle it for more than a few minutes. When Arya launched her range of antiviral masks, I picked it for my entire family, maid, cook and driver. Saumya also picked couple of them for herself and tried using the same. We noticed that she had started to use these regularly, started meeting friends, started joining us for occasional family get togethers. Last month, before she went back to college, she said- "ma, these masks are really comfortable. I can wear it for the whole day long." Phew... sigh of relief for a mom that her daughter would be protected from virus while enjoying the campus life.

All of us are using antiviral, washable cotton masks from iVillage, including my parents and in-laws. And I recommend these to all my connects with confidence.

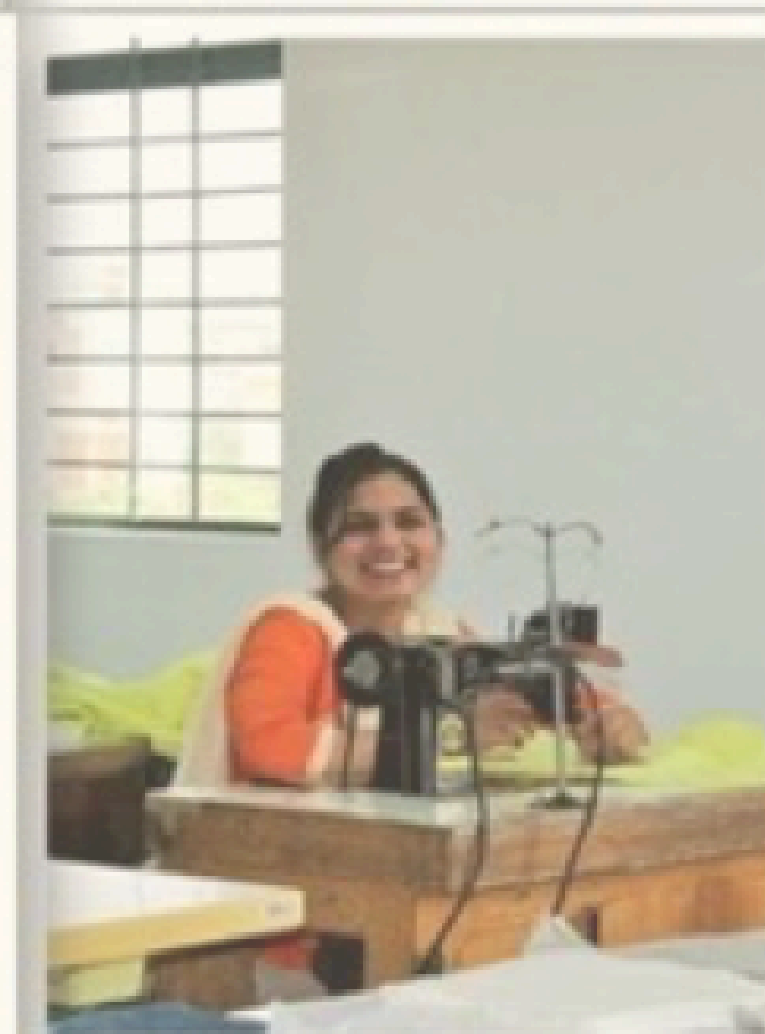

8 October 2021

★★★★★ 2 years ago

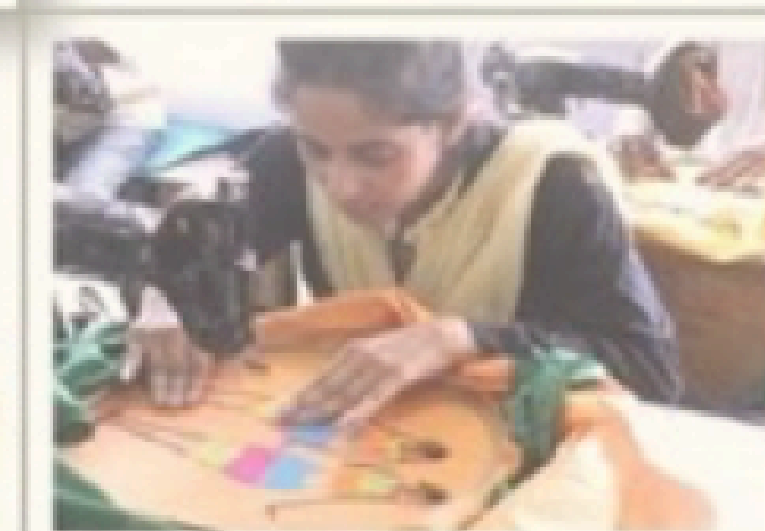
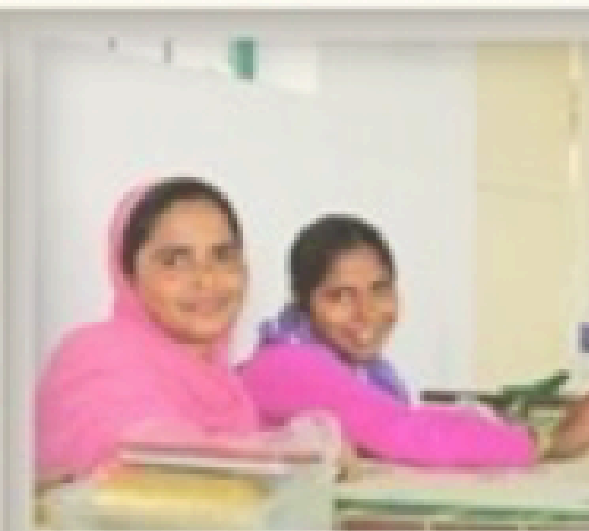
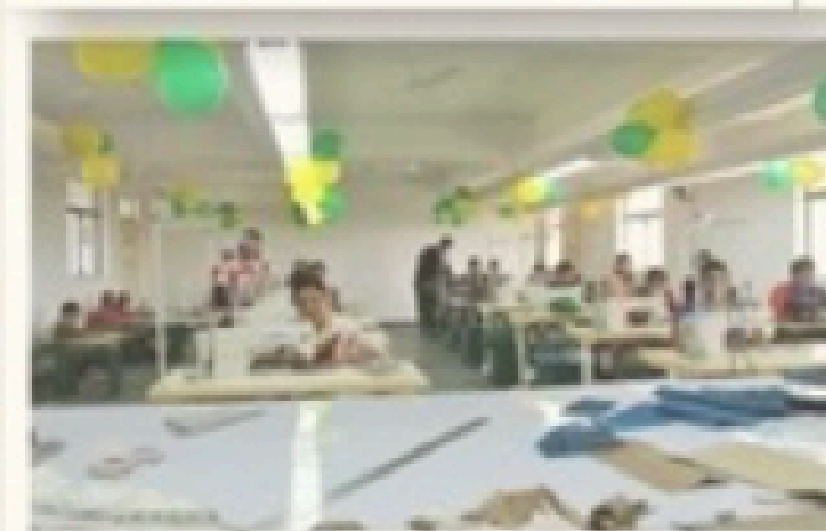
I have bought products from iVillage and it has always been a great experience. Very satisfied with the quality and service that they provide. Their handmade and sustainable products are something that i really appreciate and love about them. Highly recommended.



THANK
YOU



*for your
time*



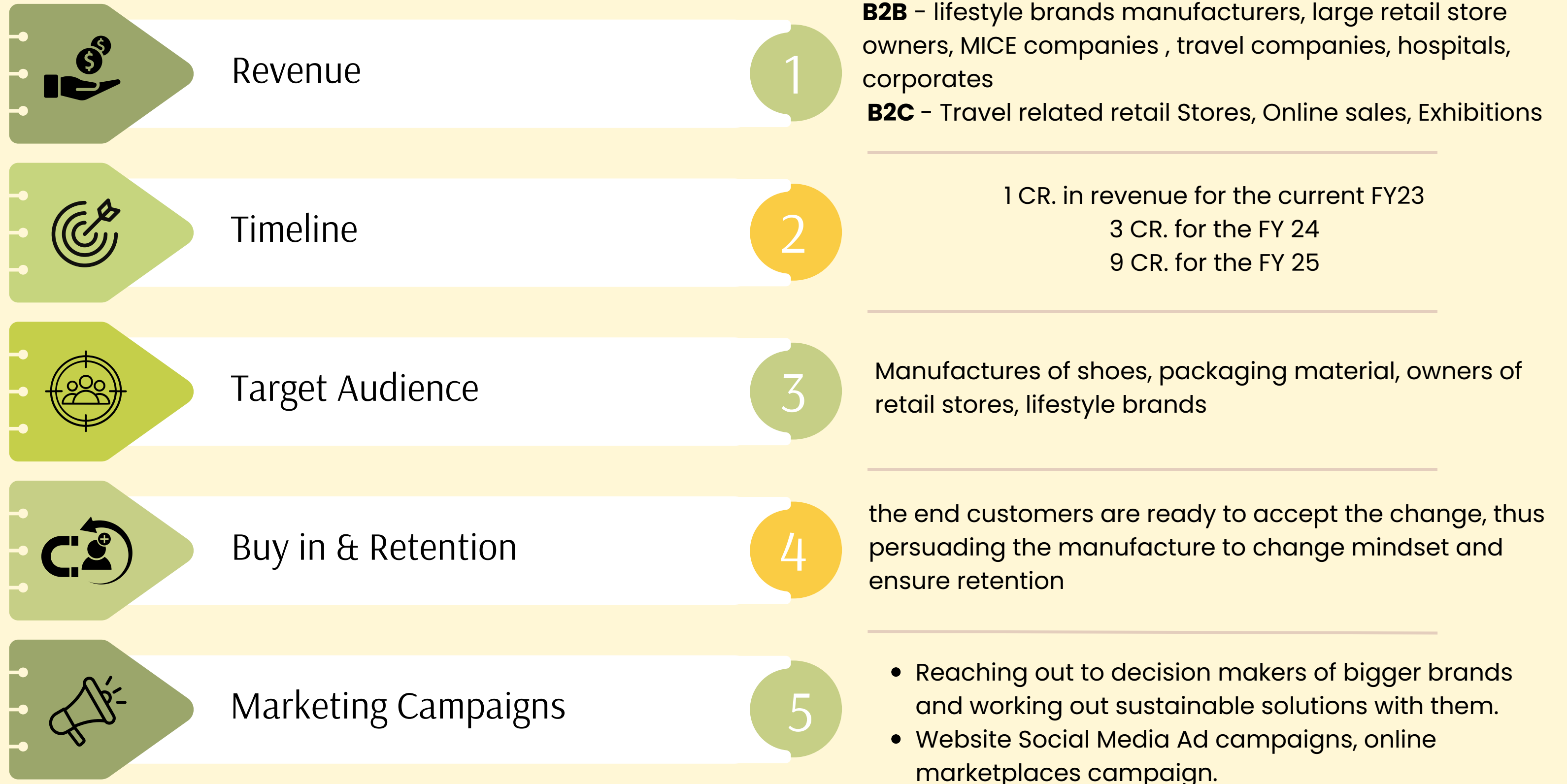
EXISTING CLIENTS

TOP 5

S. No.	Customers	Amount	
1	WINNUTS	19,34,411	
2	PPES	1635328	
3	Mohan Clothing	1259193	
4	BOOKSTOP	1025575	
5	SOPRA	736169	
6	Archyia Enterprises	453619	
7	DUMYE	360976	
8	BRA	228164	
9	Manjeet Yadav	219520	
10	Distinct Destination	158743	
	Total	8011699	5 Customer
	Revenue from Top 10 Clients	74%	61%
	Total IVillage Sales	10777555	10777555

Revenue generated from top 5 clients: Rs. 65,90,676/-

SCALING UP



MENTORING SUPPORT

Mentors provide us with their valuable guidance, support and insights and help us build a strong organizational culture.



Sunil Handa

Mentor, IIMA &
IIMB



Tarun Singhal

Director Marketing,
Sopra Steria



Kewal Kishan

Automation
coach



Rajesh Bheda

Consultancy
Industry knowledge partner

SUCCESS STORIES



Guddi

"My mother-in-law was recently diagnosed with cancer. Most of my husband's income goes towards household expenses. Because of my income, we are able to afford medicines for her which need to be bought everyday."



Priyanka

"My parents spend their income on my brother's education, which is why I haven't been able to go to college. So I decided to earn and save up for my own college fees"



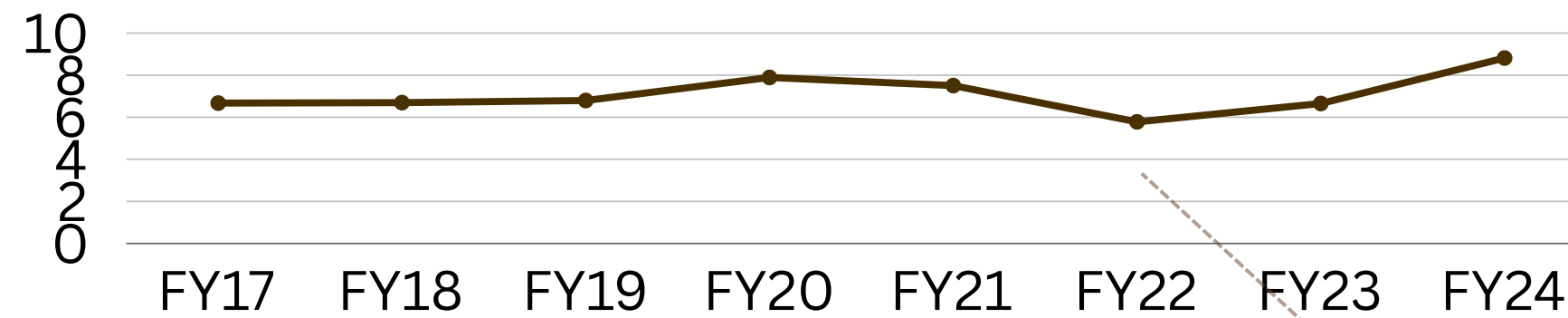
Vandana

"I have a deal with my husband, he pays for the education of our elder son, while I pay for our younger one. This is the first time I have shared financial responsibility at home."

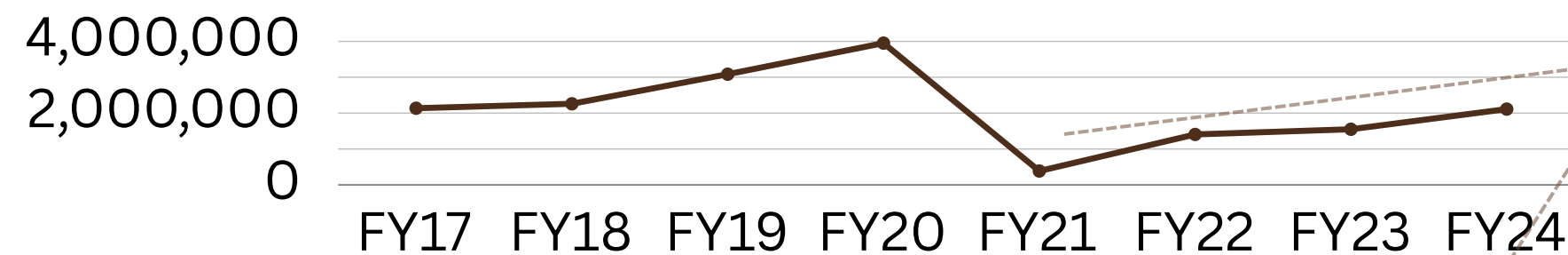
MEASURABLE SUCCESS



Year on year growth in take home salary

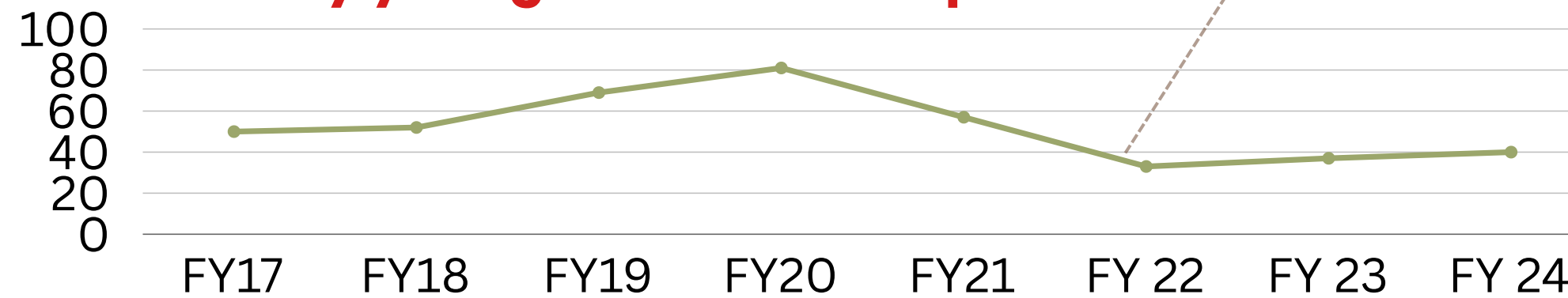


Annual Salary disbursed



The dip seen in FY21 & FY22 is because of the COVID which restricted efficient working.

Year by year growth - No of operators



- Your Name
- Company / Brand Logo
- Visual of those you want to benefit (beneficiaries)

Your narrative on this slide: Your Why : creating a roadmap for a more sustainable and equitable future.

Village is a socially responsible brand that specializes in making **sustainable and eco-friendly bags and organisers** for the millennials and corporates, established with the clear aim of taking the agenda of sustainability forward while also uplifting the rural women in and around Uttar Pradesh. All our products align with our belief, *from village to the world*.

creating a sustainable environment, protect the planet, curb environmental degradation and poverty, cutting down use of plastic and replacing it with sustainable alternatives. gender inequality, sustainable cities and communities,

providing decent work and economic growth, reduced inequalities, sustainable communities, responsible consumption and production.

Why : creating a roadmap for a more sustainable and equitable future.

How ? sustainable future – by replacing plastic bags with sustainable alternatives.

Equitable future – reducing poverty and gender equality by providing decent work and economic growth in less developed areas.

What ? we provide suitable utility based products made by rural women.

- Funding requirements, if desired – 8 crs
- Burn rate, runaway (Burn: The gap between what you are spending and what you are earning each month. This gap needs to be bridged through funding. Runway: Your funding gives you a runway, and before you come to the end of that runway you need to get more money. Which either means that you need to become profitable, or you need more funding. How do you figure out your runway? The amount of funding you're raising and the cumulative burn) 1 cr FY 24 and 2.2 Cr FY 25
- How do you propose to raise funds to achieve your growth plans? – ask for funding or take a loan
- Is there a gap? yes
- What is your specific ask in terms of money? 4 cr to run efficiently
- What are you going to use the money for? 2 yrs working capital
- Knowledge and other inputs
- Specific mentoring or knowledge inputs – you can share the mentoring slide here
- Contacts

- A brief history of your organization (use a timeline infographic)

Production initiated

New Marketing and Sales office at
MG Road, Delhi Team Size crosses
115+

New product additions, exports
grew by 5x

Re-adjusted to the post pandemic
market

- What has been your impact so far, if you are already live? Just some overall impact numbers 70 corporates, 30 event mgmt, 5 travel cos, 1k + individual buyers bracing the change by adopting sustainability as a habit. (for women, pointers from womens day graphics).
- You can show a video clip (not more than 30 seconds), if you have a good one
- Media coverage, incubations, awards: Rural Entrepreneur Incubation
- UN Women Industry Disruptor graduate
- Goldman Sachs Global Growth Fellow
- GS 10,000 Women Graduate
- UN Women WEP 2022 Runners up award won for Gender Inclusive Workplace category.

- What are the challenges faced by the beneficiaries?: not enough sustainable options available for people to bring a mindset change. there is dire need to add more touch points.

Migration, poor living conditions, low participation of women in labor force

- Any relevant data or reports or press clippings available to support this assumption. Please mention the source: World Bank data
- How would you therefore define a solution to their problem: Increasing Women participation by 10% could add \$700 billion to India's GDP and to \$2.9 trillion if raised at par with men by 2025* and could significantly improve their standard of living
- Don't mention your solution yet.

Your solution (a brief description): Came up with unique customized sustainable options suitable to contemporary lifestyle of millennials and large Corporates. Train rural women in manufacturing **hand and machine made high quality simple and basic utility products**, make them **financially independent**.

- Process or Framework that you follow, make it an infographic/ visual representation: shared at the side
- Deployment of your solution to reach your beneficiaries: responding to the problem at the grassroots (grocery stores, shoe-manufactures, lifestyle brands)
- Use of Technology, if any
- Partners that you work with, if any
- Any buy-in and support you may require

- How you are better than competition (other social organizations working in the same/ similar space) – focus on the benefits offered by each: **could not understand the division of benefits and the basis**
- **anyone can create bags like ours but setting up the manufacturing setup is not easy. setting it up in the village, that helps in bringing down the cost.**

- cost advantage
- price affordability for the buyer
- employment generation, cutting down poverty, promoting gender equality by skilling women and connecting them to the workforce
- keeping families together by creating employment in the native villages and promoting happiness quotient

–not everyones forte to set up a production unit in the rural interiors.

- Brief success stories, if any, with photographs
- Testimonials with pictures of people, duly captioned with their name and a description. A short quote in apostrophes. – **you can use reviews from amazon and from google my business and some testimonials shared on my linkedin page and website**
- Please get their written permission if you are using the pictures or logos of any organizations.

- Size of the addressable market. Use the chart in the next page, but define your markets carefully: Charts used. **how to define markets**
- What is your vision for the future?
- **Bring a change in the mindset of manufacturers for adopting sustainability for their packaging solutions**
- **Provide skill based employment to 500 women in and around Anupshahr, UP by 2025.**
- Where do you want to take your organization? **please define one ivillage production centre in every state.**
- Make this as specific as possible in terms of growth numbers and geographical reach

- How do you propose to achieve your objectives – expansion, collaborations, technology, in order to make it self-sustaining, scalable and sustainable
- Revenue sources: – B2B – lifestyle brands manufacturers, large retail store owners, events mgmt companies (MICE), travel cos, hospitals, corporates
- **Retail Stores (B2C) –Online sales (B2C) –Exhibitions (B2C)**
- Time lines
- Who are our beneficiaries? – **The rural women of anupshahr working with us.**
- How do we reach them?– **through conducting training camps in villages and recruiting and training women before inducting them**
- Where are they?– **Anupshahr, up**
- **How do we ensure their buy in and retention?** the customers are ready to accept the change, thus persuading the manufacture to change mindset and ensure retention
- **What is our Communication strategy?** provide sustainable packaging
- What Marketing campaigns do we need to run? – **Website Social Media Ad campaigns, online marketplaces campaign, reaching out to decision makers of bigger brands and working out sustainable solutions with them.**
- **What is the cost of these campaigns and the cost of acquisition?**
- **How are we going to price our service, if at all?**
- **Who is the payor?**

- Financial Projections for the next 3 years, including the current one, based on your vision and POA in the previous slides: **please provide relevant data for the following parameters**

Sl. No.	Account Heads	From year of inception	Year 1	Year 2	Year 3
1	Mission Costs				
2	Salaries	Actual and Estimated			
3	Marketing Costs	Actual and Estimated			
4	Administrative Expenses	Actual and Estimated			
5	Technology Costs	Actual and Estimated			
6	Total Mission Budget	Sum of rows 2 to 5			
7	Funds available	Actual and Estimated			
8	Gap, if any (funds required)	Difference between rows 6 and 7			
9	No. of beneficiaries impacted	Actual and Estimated			

- Source of funds – self funded start up
- Mission Achievement Factors (what will success look like?) – bottom line to be profitable.