

A photograph of two men in white shirts. The man on the left is seated in a wheelchair, and the man on the right is standing next to him, leaning in. Both are smiling. They are holding Indian national flags. The background is a teal wall.

PEARL CHARITABLE TRUST

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Introduction: About Us, Mission and Vision

Pearl Charitable Trust is a compassionate NGO dedicated to improving the lives of individuals with various disabilities. We provide essential services, including healthcare, rehabilitation, mobility aids, and vocational training, to empower people with disabilities and help them lead independent and fulfilling lives in society.



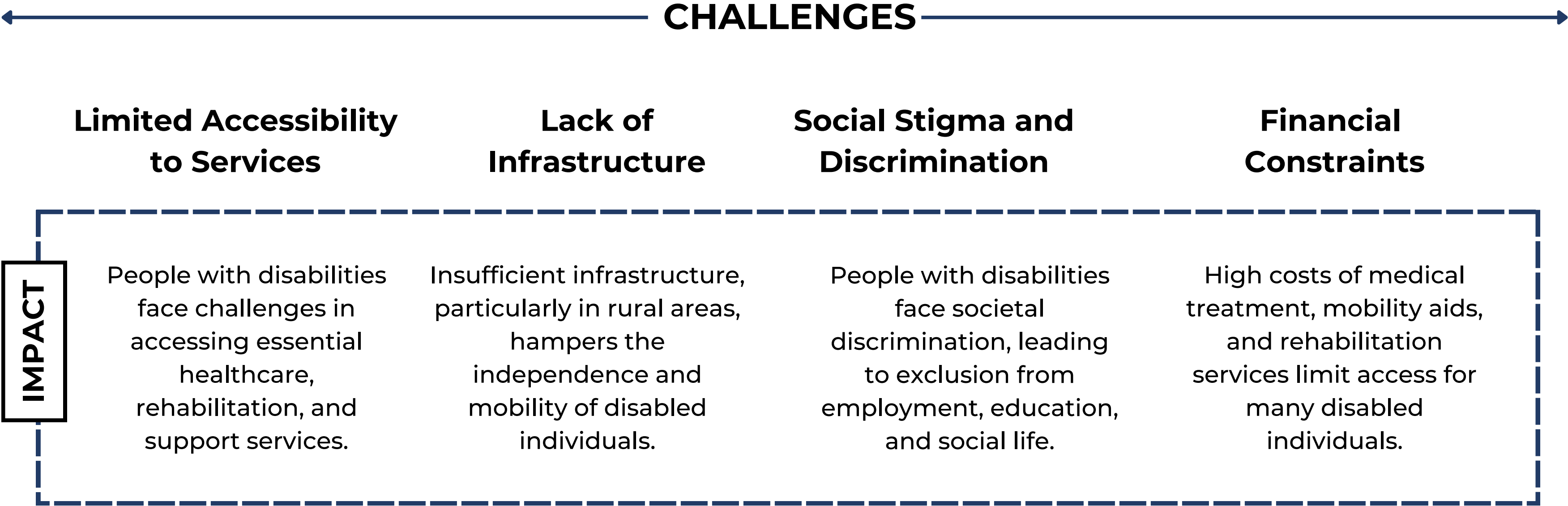
MISSION

To provide holistic care, education, and empowerment to people with disabilities, ensuring equal opportunities, social integration, and improved quality of life for all.

VISION

To create an inclusive society where individuals with disabilities lead independent and fulfilling lives.

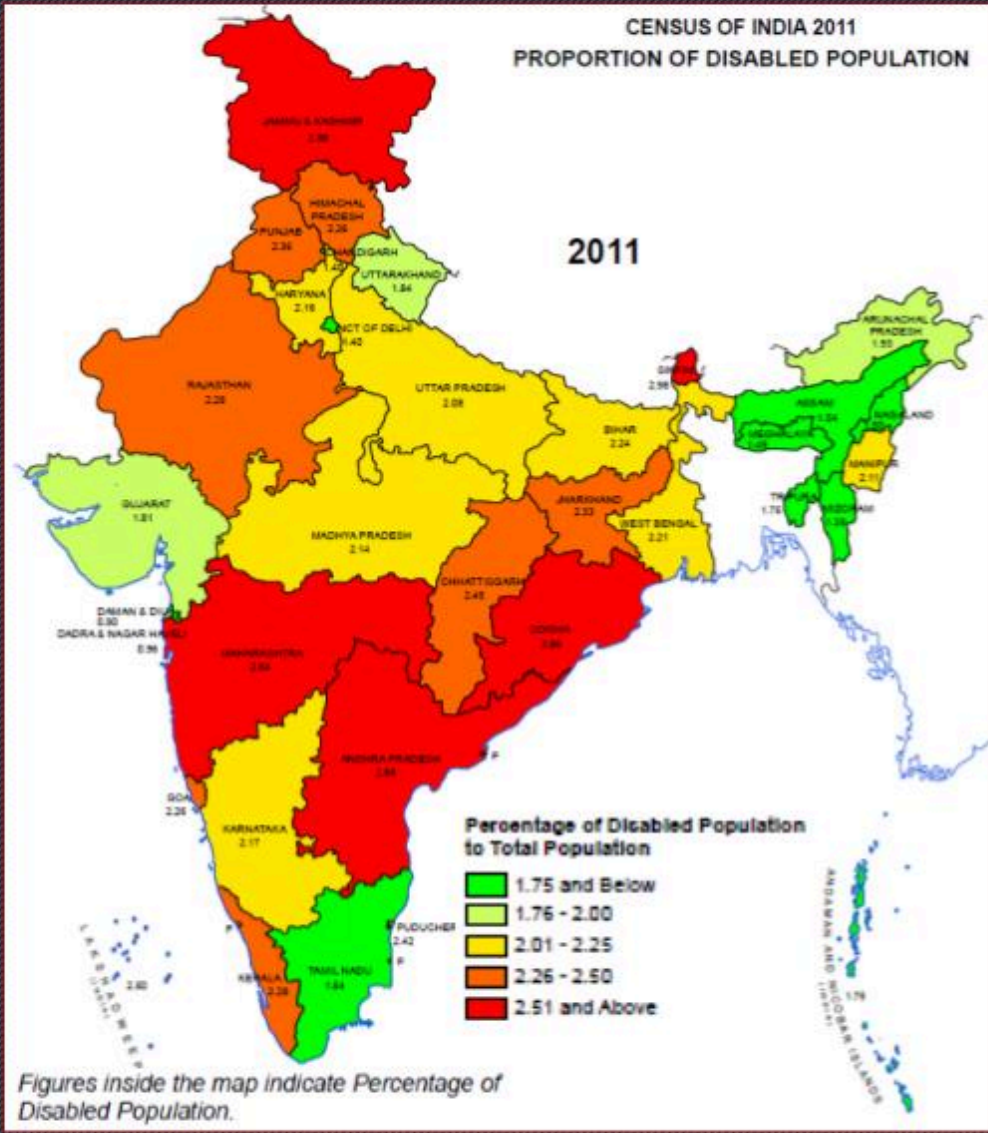
Navigating Challenges



- According to the 2011 Census, **India has 2.68 crore disabled individuals**, many of whom struggle with inadequate infrastructure and social exclusion.

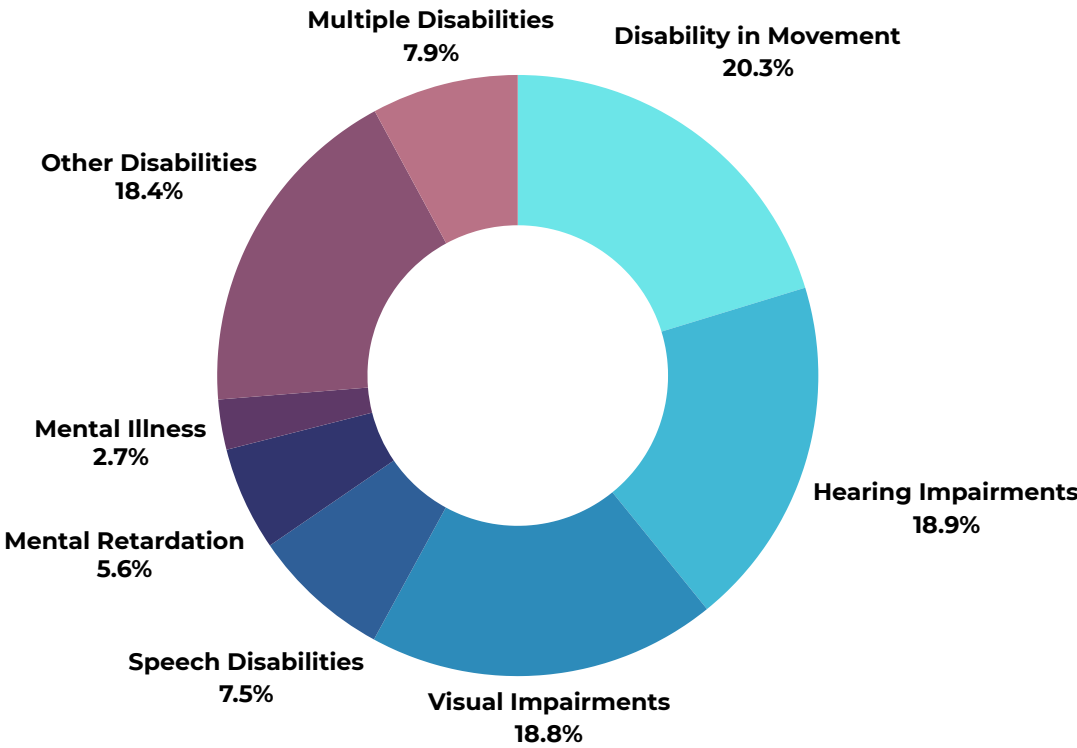
Overview of Disabled Population in India

Proportion of Disabled Population India and States/UTs : 2011



Source: C-Series, Table C-20, Census of India 2001 and 2011

The distribution of disabilities
by type was as follows:



Our Solutions

Comprehensive Service Access

- *Provide healthcare, rehabilitation, and vocational training services at affordable rates, ensuring accessibility for all.*

Financial Support

- *Offer subsidized services, medical aids, and mobility devices to ensure disabled individuals receive necessary care regardless of financial status.*

Infrastructure Expansion

- *Establish service centers in rural and underserved areas and deploy mobile units for on-the-ground support.*

Awareness and Advocacy

- *Conduct awareness campaigns to reduce stigma and encourage social integration, promoting inclusive employment and education opportunities.*



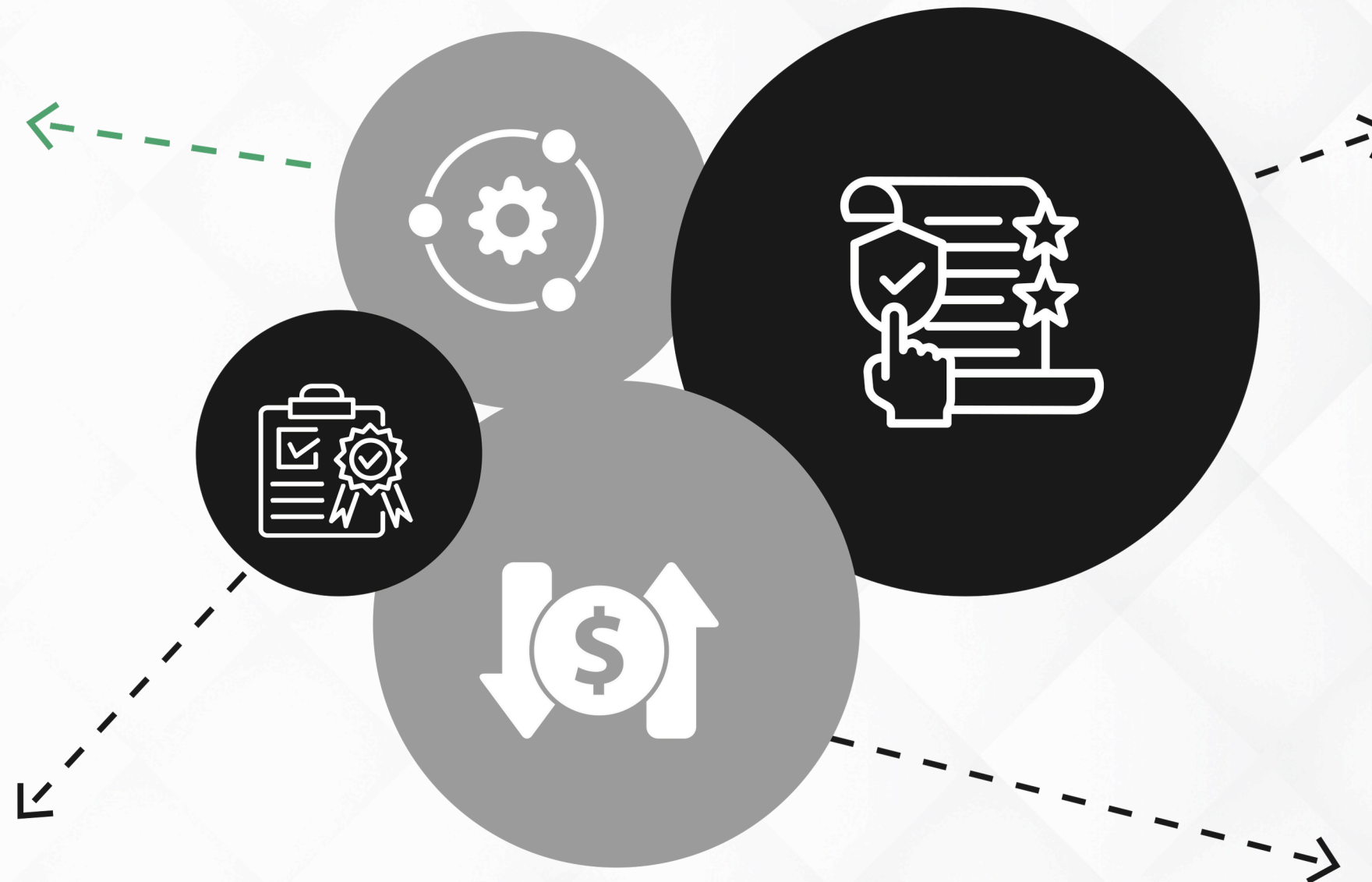
USP: Our Uniqueness

Community-Driven Initiatives

We actively involve local communities in awareness programs and support, ensuring inclusive environments for people with disabilities without any cost.

Empowering Disabled Individuals

By offering free mobility aids, education, and support, we help disabled individuals gain independence and integrate fully into society.



Rural Outreach Focus

Our free services reach underserved rural and semi-urban areas, ensuring no disabled individual is left behind due to location.

Comprehensive, Free Services

We offer a full range of services, including healthcare, rehabilitation, and vocational training, completely free of charge.

Market Size

India's vulnerable populations

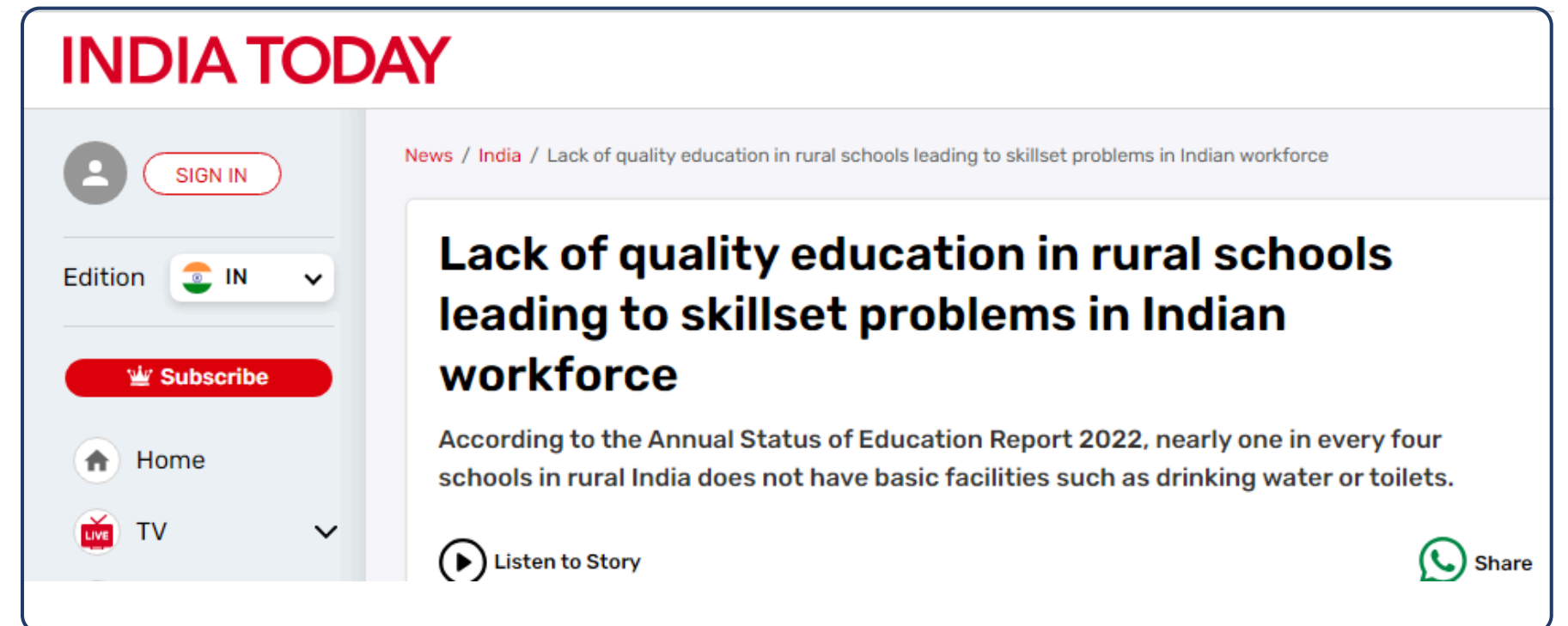
include approximately 26.8 million individuals with disabilities, constituting 2.21% of the total population, and around 30 million orphans, representing nearly 4% of the youth demographic.

Source: The Hindu Center

Regarding disabilities,

National Family Health Survey (NFHS-5) 2019-21 reported a prevalence rate of 4.52%, equating to about 63.28 million people.

Source: Wikipedia



Targeting Success - Our Strategic STP Approach

Segmentation

- **Demographic:** Orphans, elderly, and differently-abled individuals.
- **Geographic:** Focus on rural and semi-urban areas, particularly those with limited access to disability support services.
- **Behavioral:** Disabled individuals and their families seeking affordable or free healthcare, rehabilitation, and vocational services.

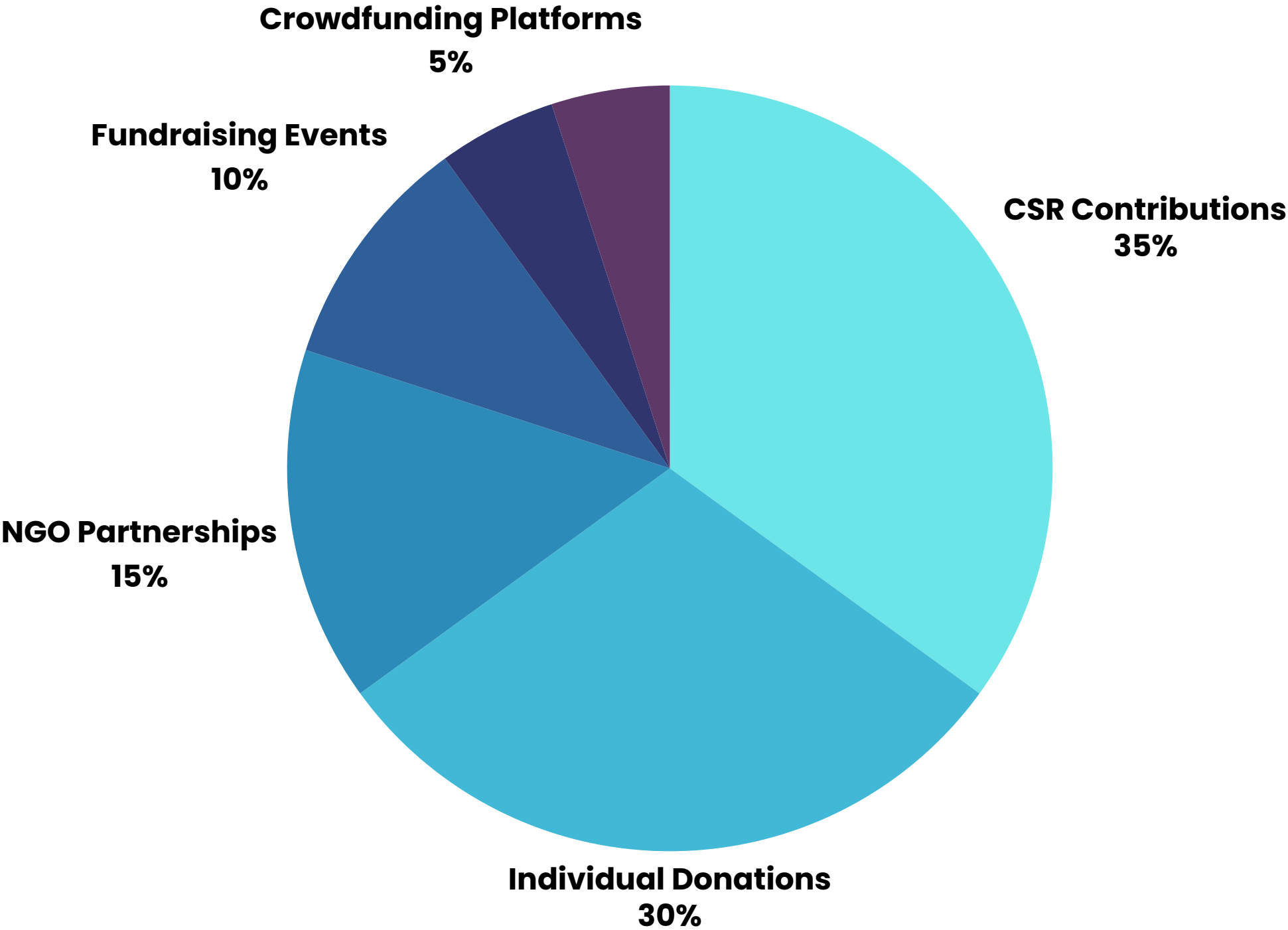
Targeting

- **Primary Target:** People with disabilities (physical, cognitive, and mental) who lack access to necessary healthcare, mobility aids, and support.
- **Secondary Target:** Families of disabled individuals who require assistance, as well as communities in rural and semi-urban regions in need of inclusive programs.

Positioning

Pearl Charitable Trust is positioned as a holistic, free service provider committed to empowering disabled individuals through healthcare, education, rehabilitation, and community support, particularly in underserved regions. We aim to create an inclusive, stigma-free society where people with disabilities can thrive independently and with dignity.

Source of Finance



Penetrating Markets - Our Go-to-Market Strategies



Aim to Scale Up

Geographical Expansion

Expand services to rural, semi-urban, and nationwide areas, ensuring broader access to support.



Build Strategic Partnerships

Collaborate with government bodies, NGOs, and corporates for funding, resources, and wider outreach.



Community Engagement and Advocacy

Strengthen awareness campaigns, reduce stigma, and promote inclusive community-based support for disabilities.



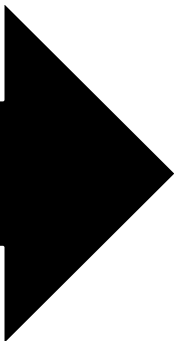
Phase 1

Phase 2

Phase 3

Phase 4

Phase 5



Increase Service Offerings

Add job placement, mental health support, and specialized rehabilitation to further empower individuals.



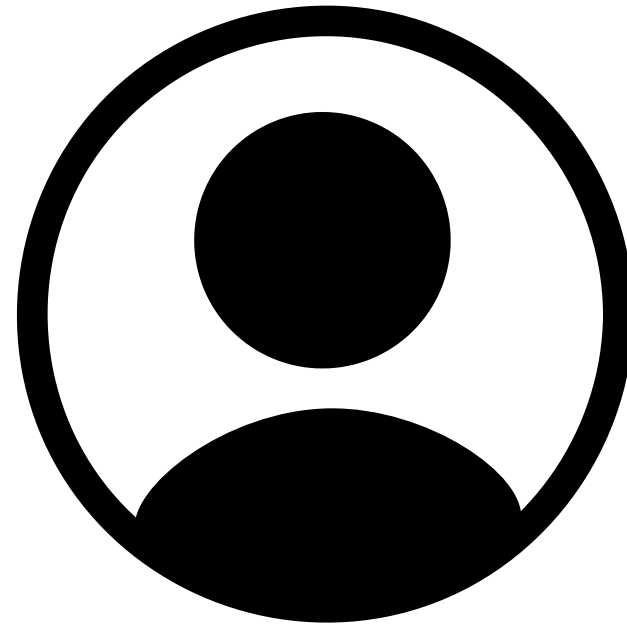
Technology Integration

Implement digital platforms for remote consultations, online training, and resource access for families.

Fund Utilization

Category	Amount (INR)	Description
Infrastructure Development	20,00,000	Building and upgrading facilities, including service centers and mobile units.
Healthcare and Rehabilitation Services	15,00,000	Providing free medical treatment, rehabilitation, and mobility aids.
Staff and Professional Training	10,00,000	Training healthcare staff and professionals to improve service delivery.
Awareness Campaigns	12,00,000	Conducting programs to raise awareness about disability and inclusivity.
Operational Expenses	23,00,000	Covering general operational costs, such as utilities, supplies, and logistics.
Total	80,00,000	

Our Founder



Rocily M C

Founder and owner of our NGO, has been passionately leading the organization. With many years of dedicated service, he has worked tirelessly to uplift the lives of differently-abled individuals, orphans, and the elderly, creating a significant impact in the region.