
INDIA'S FIRST WOMEN EMPOWERMENT COMPANY
A PRODUCT OF DRAVMO NUTRIMENTS VENTURES PRIVATE LIMITED

BUSINESS *proposal*



Company

DRAVMO NUTRIMENTS
VENTURES PRIVATE LIMITED



MAINLY FOCUSED

ON PROVIDING EMPLOYMENT TO WOMEN AND UNSKILLED
LABOURERS.

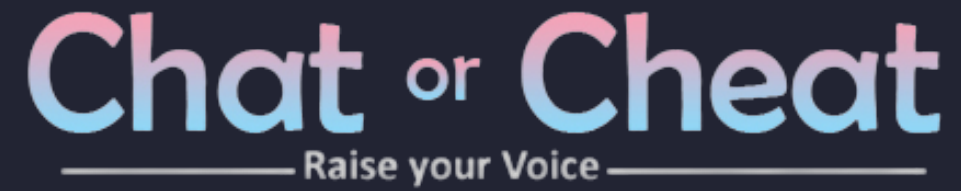
THIS COMPANY

THIS COMPANY CAME INTO EXISTENCE ONLY AFTER LOOKING
AT THE MAJOR CRISIS DURING THE LOCKDOWN.

SOLE PURPOSE

THIS COMPANY IS TO HELP PEOPLE
WHO WERE AFFECTED BY THIS PANDEMIC.





The idea

WHEN WE SPOKE TO MULTIPLE
PEOPLE AS PART OF AN
ONGOING SURVEY, DRAVMO
VENTURES CAME UP WITH
MULTIPLE PROJECTS TO HELP
THEM.

WE NOTICED

A HUGE SURGE IN THE CRIMES CAUSED ON WOMEN, HAVING
NO ONE TO VOICE IT OUT TO OR DUE TO LACK IN THE EXTERIOR
WORLDLY KNOWLEDGE THEY WERE AFRAID TO RAISE THEIR
VOICE.

WE CREATED

THIS PLATFORM AND TO EDUCATE THEM THAT THERE IS NO
PROBLEM UNSOLVED

TOGETHER WE CAN

SUPPORT AND WALK THE JOURNEY WITH THEM TO GET THEM
BACK ON FEET.



Chat or Cheat
— Raise your Voice —

Mobile App

The official Dravmo Women
Companion App



Chat or Cheat
— Raise your Voice —

Birth

THIS COMPANY CAME INTO EXISTENCE
ONLY AFTER LOOKING AT THE MAJOR
CRISIS DURING THE LOCKDOWN.

INCEPTION



**MARCH
2020**

IDEATION



**MAY
2020**

LAUNCH



**FEBRUARY
2021**



Founders



Strength

THE FOUNDERS OF DRAVMO

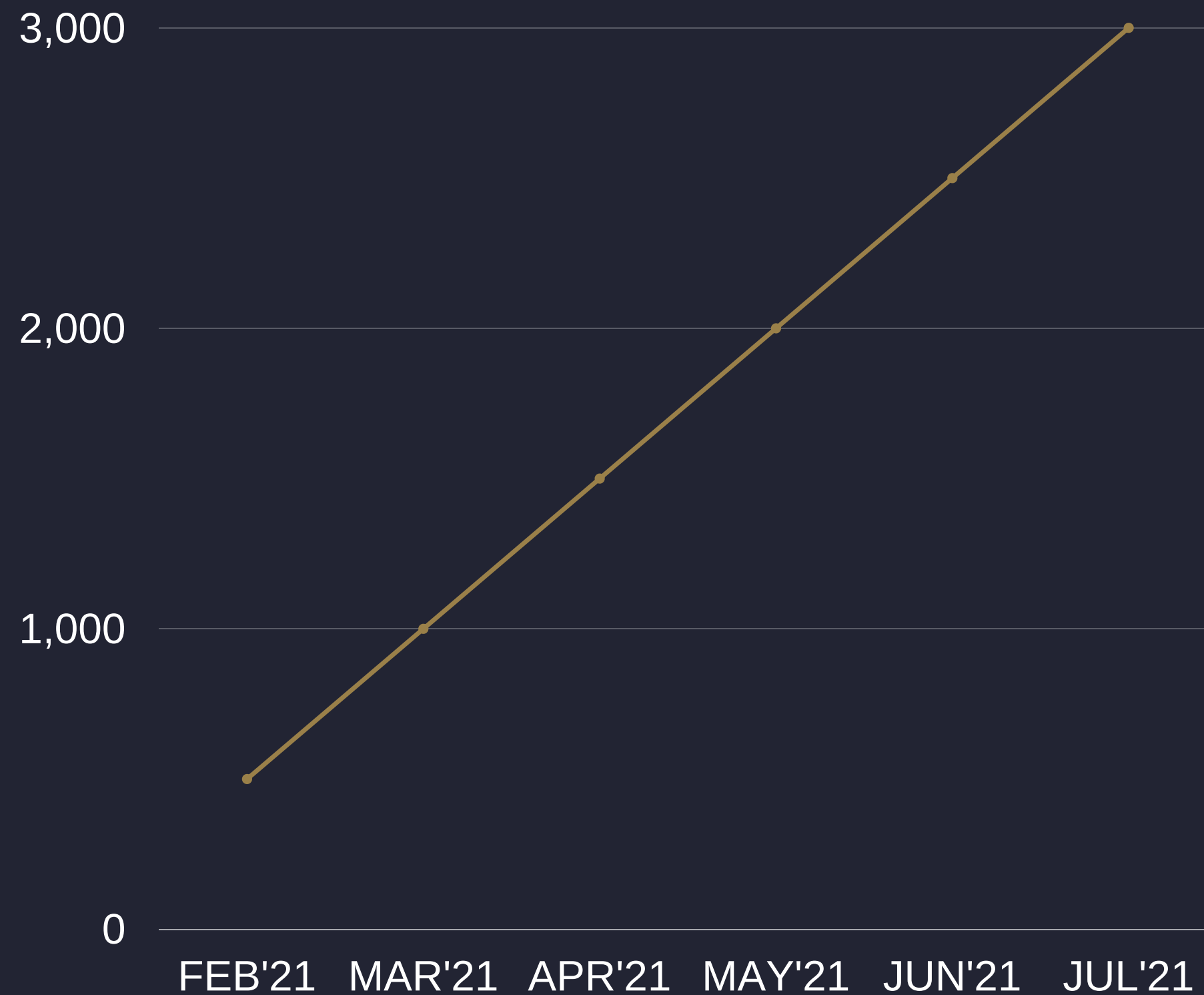
ALL RAISED BY ARMY PERSONNEL AND OFFICERS
INSTILLING A STRONG SENSE OF DISCIPLINE AND
BEING JUST TO EVERY INDIVIDUAL.

GOAL IS TO HELP

THEIR FATHERS AND FOREFATHERS FOUGHT FOR
THE NATION AND BELONGING TO THE CURRENT
GENERATION THEY WANT TO HELP EVERY WOMAN
AND UNSKILLED LABORERS.

Ultimate Goal

OUR FINAL ULTIMATE GOAL IS TO GENERATE AT LEAST 3000 JOB OPPORTUNITIES IN THE NEXT SIX MONTHS IN EVERY CITY TO WOMEN AND UNSKILLED LABORERS THAT HAS FACED THE HIGHEST AMOUNT OF CRISIS DURING THIS PANDEMIC.



Why Chat?

AN ENORMOUS ONLINE / OFFLINE PLATFORM
BUILT WHERE PEOPLE:



VOICE OUT CONCERNS

NARRATE REAL-LIFE STORIES,
ATROCITIES, INSPIRED STORIES



EVERY INDIVIDUAL

IS PROVIDED EXPERT GUIDANCE ON
OVERCOMING THE SITUATION SMARTLY



CREATING IMPACT

MAKING ORDINARY STORIES
EXTRAORDINARY THROUGH THE OTT /
SATELLITE / APP PLATFORM

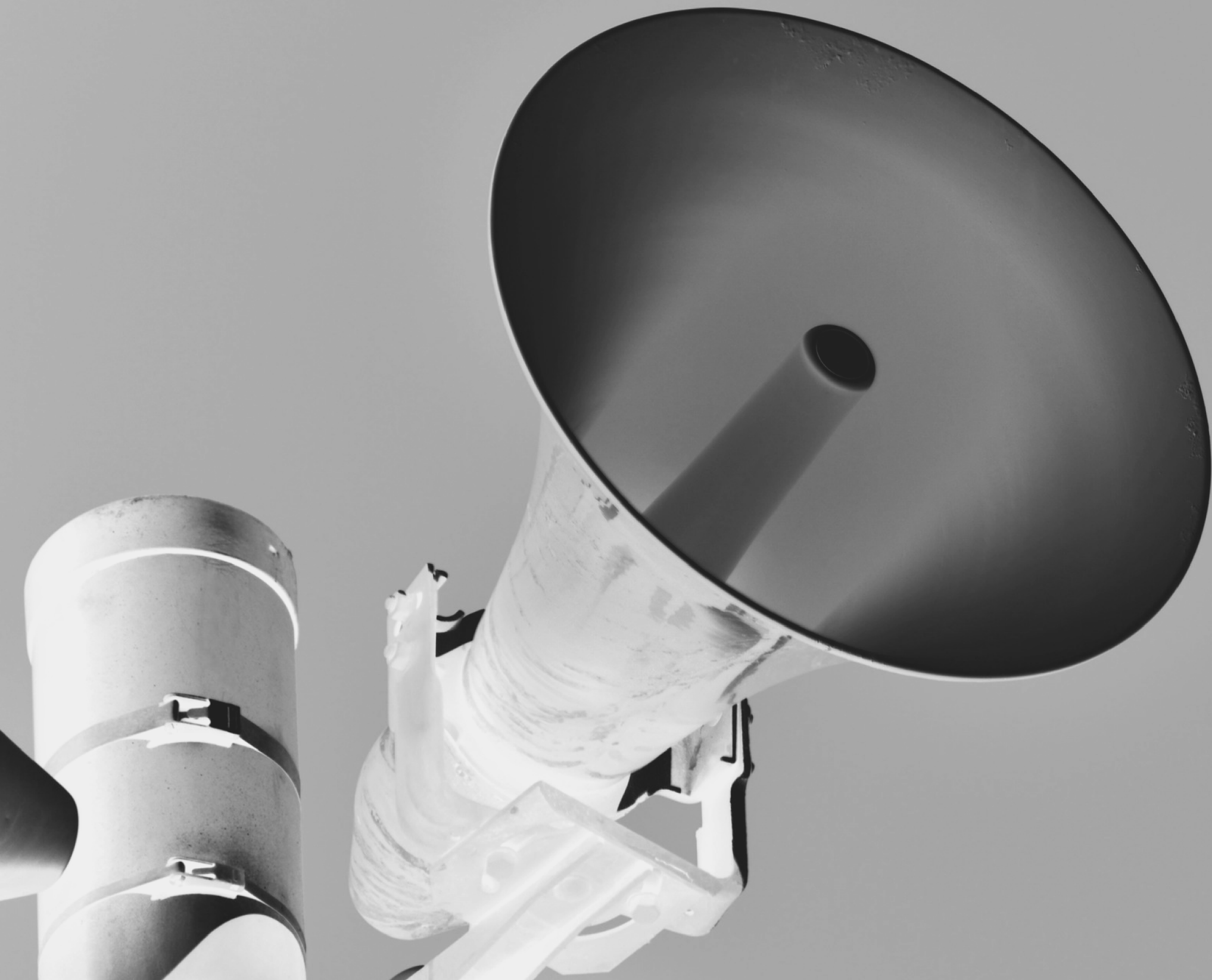


WE AS TEAM

THRIVE AT ACHIEVING OR MINIMISING
THE CRIME RATES THAT OCCUR ACROSS
THE COUNTRY



WE WANT TO
VOICE OUT
THE UNHEARD
AND THE
SUPPRESSED
VOICES



Why Cheat?

LIFE IS PRECIOUS. WE DO NOT WANT ANYONE:



TAKING EXTREME STEPS

AVOID ANY KIND OF DOMESTIC VIOLENCE, THREATENS, BLACKMAILING, SUICIDES



GETTING MANIPULATED

AVOID ANY TYPE OF IMPLICIT THREATS, PERSONAL ADVANTAGE OR CHEATING



MISGUIDED

AVOID WRONG ADVICES, INACCURATE AGREEMENTS, LITIGATION OF WORDS



WE AS TEAM

THRIVE AT ACHIEVING OR MINIMISING THE CRIME RATES THAT OCCUR ACROSS THE COUNTRY





We Want...

We Want

PEOPLE OF INDIA TO
SOCIALIZE WITH REGARDS
TO CHALLENGES FACED,
WHERE CURRENTLY SUCH
A PLATFORM IS NOT
AVAILABLE

We Want

EVERY INDIVIDUAL TO GIVE
A SECOND CHANCE TO
THEIR LIFE THROUGH OUR
PLATFORM AND MAKE
THINGS RIGHT

We Want

TO REACH OUT TO THE
VOICES FROM THE NOOK
AND CORNER OF THE
COUNTRY AND GUIDE THEM
TO SHINE AND BE PROUD
OF THEMSELVES

We Want

TO CREATE POSSIBILITIES
TO MINIMISE CRIME



Our Vision

OWING TO THE CURRENT CLAD COVID SITUATION, A LOT OF PEOPLE HAVE BEEN REFERRING TO THE NEWS, CHANNEL OR SOME SOURCE TO TRY AND SEE IF CERTAIN INCIDENTS ARE ONLY HAPPENING TO THEM AND THERE ARE OTHER PEOPLE GOING THROUGH THE DIFFERENT ISSUES.

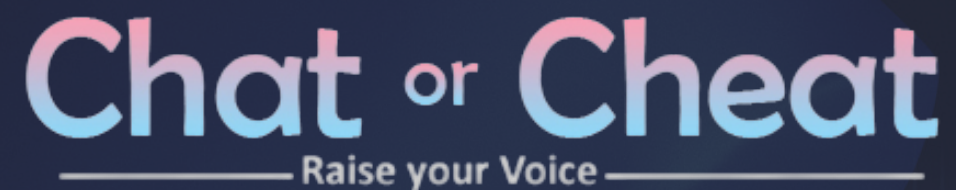
IT IS DIFFICULT FOR ANY HUMAN BEING TO VOICE IT OUT IN PUBLIC FOR FEAR OF A LOT OF THINGS, THE RESULT BEING THE SOLUTION IS NEVER SORTED OUT FOR THEM

ON THIS PLATFORM WE WOULD BRING ALL SUCH PEOPLE TOGETHER AND WORK WITH THEM, ALL WHILE THEIR IDENTITY IS NOT EXPOSED AND THEIR PRIVACY IS OUR TOPMOST PRIORITY

WE PLAN ON GROWING WITH THE PUBLIC AND CONTINUE TO HELP THEM AND CONNECT THEM TO THE RIGHT GOVERNMENT BODIES FOR SEVERE AND CRITICAL CASES

OUR GROUP FORUM WOULD HAVE THE PEOPLE INTERACT AMONGST THEMSELVES TO FIND AN INSTANT SOLUTION FOR SOMEONE THAT NEEDS AN IMMEDIATE RESOLUTION





*Raise Your
Voice*

Lineage

CHAT OR CHEAT IS A PRODUCT OF DRAVMO VENTURES

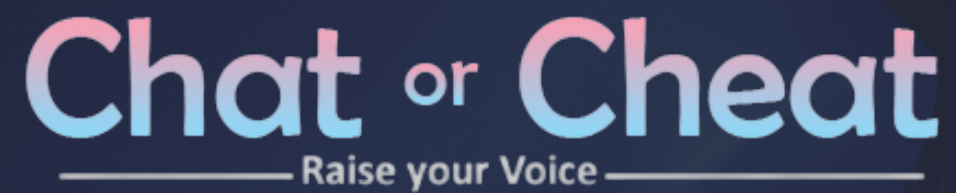
Goal

CHAT OR CHEAT HAS BEEN INTRODUCED TO HELP MEN / WOMEN RAISE THEIR CONCERN'S AND GRIEVANCES AGAINST ISSUES LIKE (RAPE, HARASSMENT, MOLESTATION, DOWRY, PHYSICAL ABUSE) & HELP THEM WITH SOLUTIONS TO THE ATROCITIES THEY HAVE FACED

Support & Service

EACH CASE REGISTERED WITH CHAT OR CHEAT WILL BE TREATED AS A SEPARATE PROFILE, SPECIFIC POLICE PERSONNEL & LAW ENFORCEMENT AGENCIES / GOVT. ENTITIES WILL BE ALIGNED TO TRACK AND CHASE THE PROGRESS ON EACH CASE





*Raise Your
Voice*

Next Course of Action

ALONG WITH HELPING THE VICTIM GET JUSTICE, WE ALSO HELP THEM FACE FINANCIAL CHALLENGES BETTER BY HELPING THEM WITH UPSKILLING THEMSELVES AND GETTING A JOB

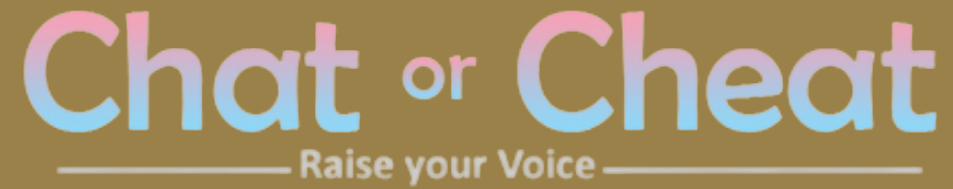
Drive

ALL OF THIS IS A NONPROFIT ACTIVITY ONLY BEEN DONE FOR THE WELFARE AND BENEFIT OF PEOPLE OF ALL AGE CAST, RELIGION & GEOGRAPHY

Service Coverage

ACROSS INDIA





Functionality

CHAT OR CHEAT VIDEO UPLOAD IS A PLATFORM FOR EVERYONE TO UPLOAD VIDEOS WHICH ARE INSPIRATIONAL IN NATURE / AN EXTREME SKILL POSSESSED BY THE USER PURPOSE OF CREATING THIS PLATFORM IS TO GET PEOPLE ACROSS THE GLOBE TOGETHER ON A SINGLE PLATFORM

THERE WILL BE CONTESTS AND PROMOTIONAL ACTIVITIES RUN TO KEEP USERS ENGAGED VIEWERS WILL BE ABLE TO LIKE, DISLIKE, COMMENT AND SHARE ALL VIDEOS WITH THE HIGHEST LIKES WOULD ALSO BE AWARDED THERE WILL ALSO BE A CHAT OPTION FOR USERS TO CONNECT WITH EACH OTHER GROUP CHAT WILL ENABLE A GROUP OF FRIENDS TO HAVE A CONVERSATION ON THE APP

FUNCTIONALITY:



DOWNLOAD THE APP



LOG INTO THE APP



CREATE YOUR PROFILE

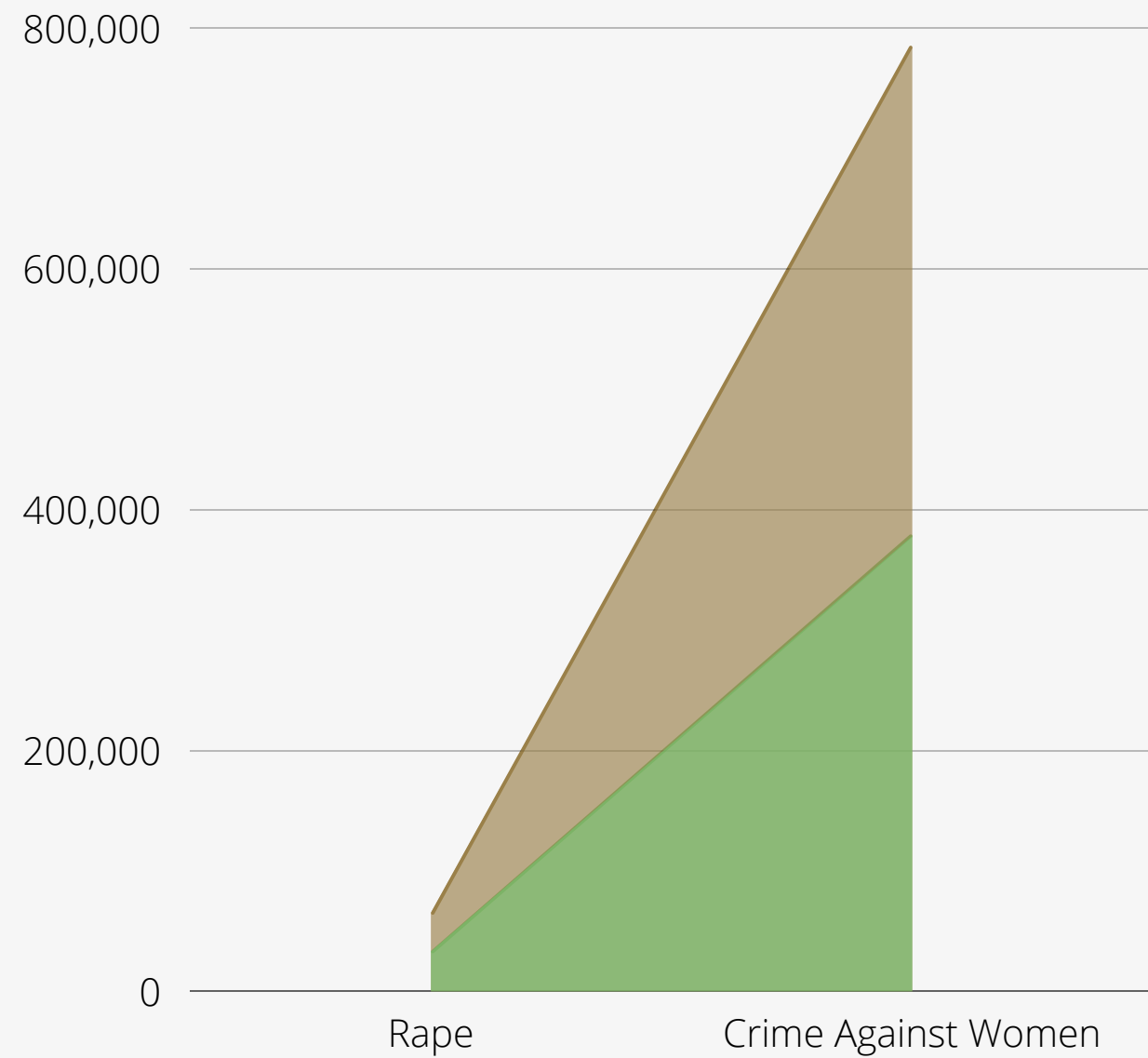


UPLOAD YOUR VIDEOS

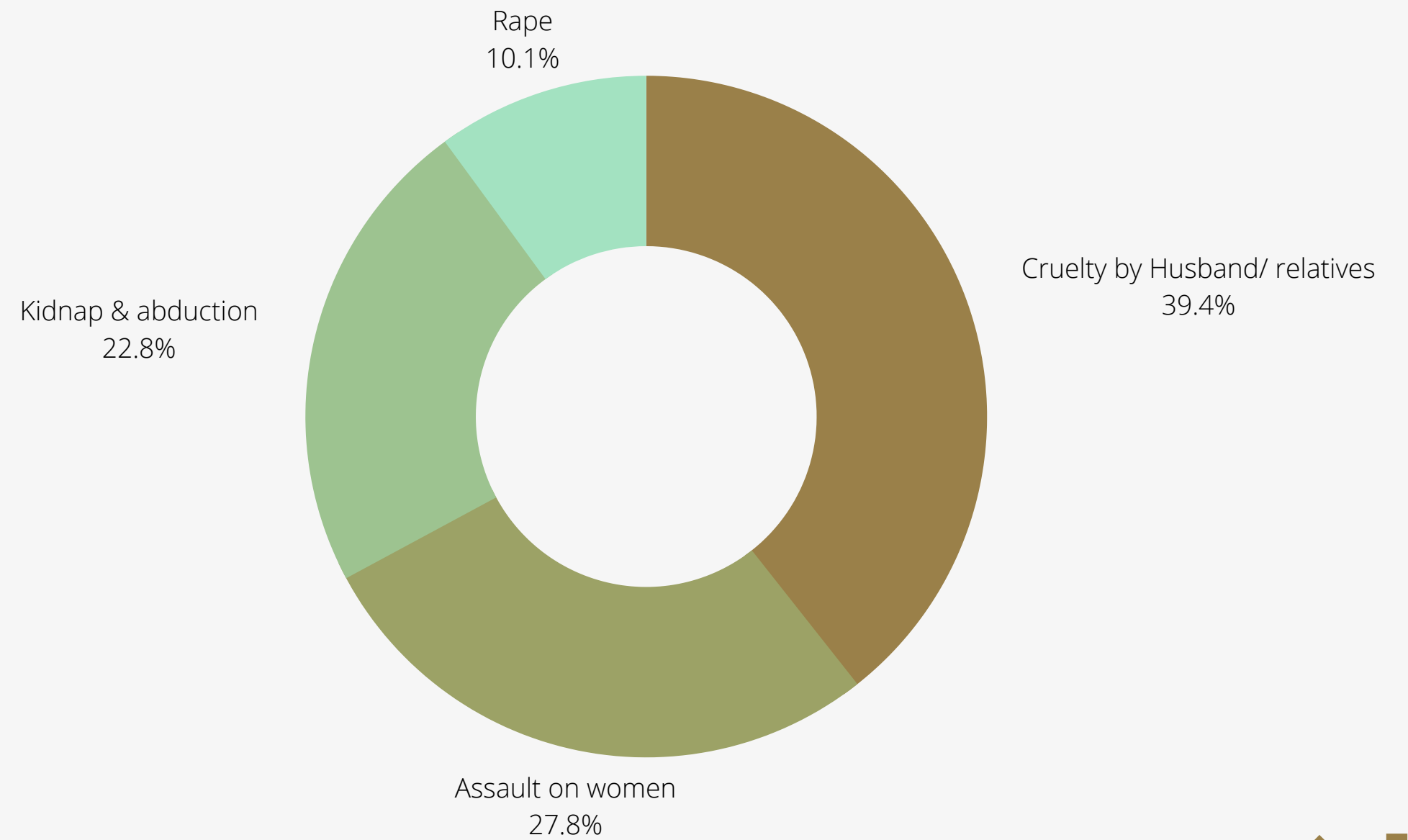


Market Research

TOTAL CRIME CASES PER YEAR 2018 & 2019

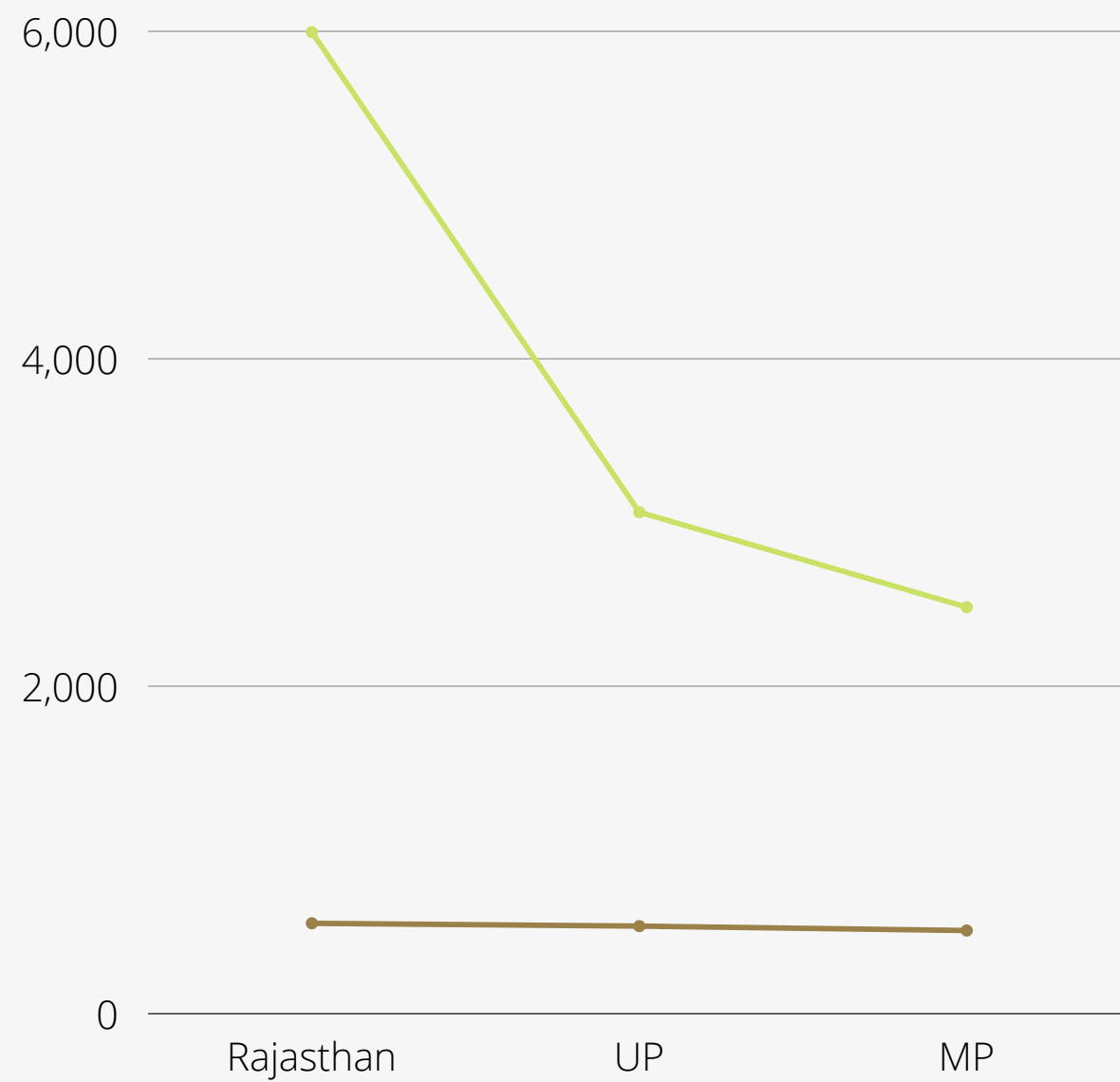


CRIME AGAINST WOMEN 2019

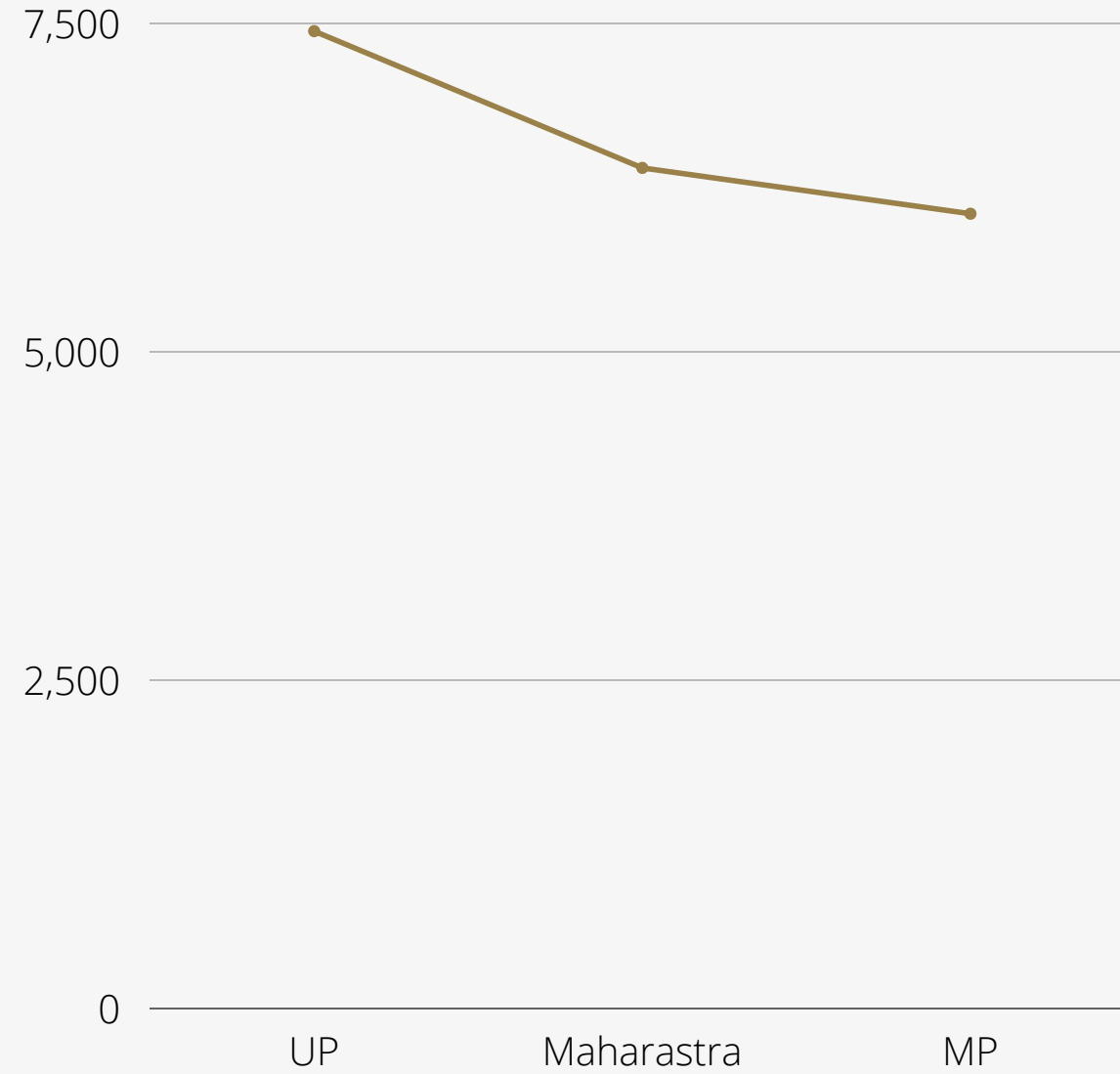


Market Research

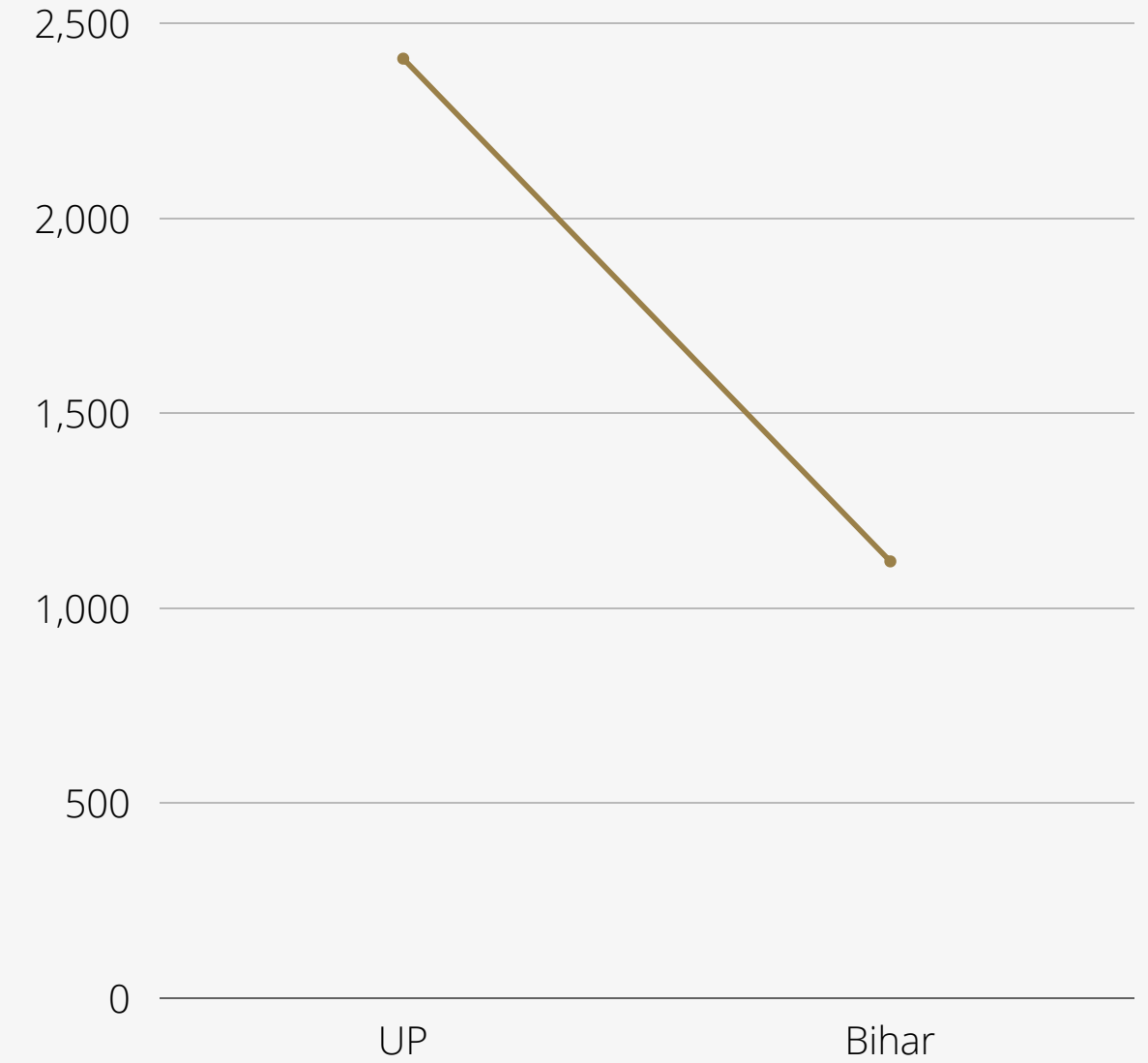
TOTAL RAPE CASES 2019 & DALITS



CRIME AGAINST GIRL CHILDREN (POSCO)



DOWRY IN 2019



LIVE CHAT

OUR EXPERTS WILL PROVIDE
YOU LIVE GUIDANCE ON
HOW TO HANDLE THIS
SITUATION



GROUP FORUM

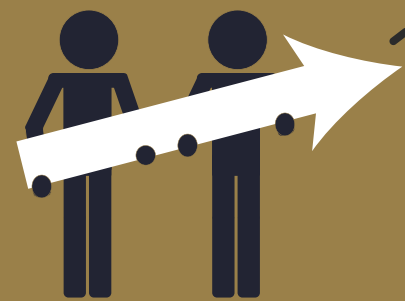
HERE THE PUBLIC WILL
PROVIDE SOLUTIONS
WITHIN THE GROUP
ANONYMOUSLY



Chat or Cheat

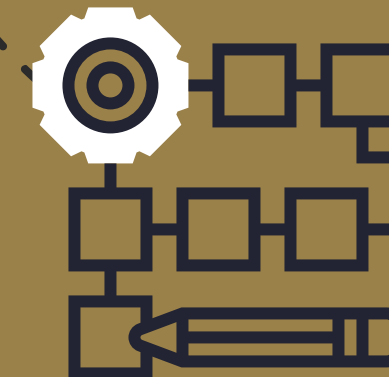
Raise your Voice

WOMEN EMPOWERMENT



GROWTH

UPSKILL THE PERSON POST
THE GUIDANCE & INVOLVING
THE GOVERNMENT BODIES FOR
BETTER JUDGEMENT



PROJECT STORY

GET TO READ THE ONGOING
ISSUES HAPPENING
EVERYWHERE & CREATE
AWARENESS



Chat or Cheat
— Raise your Voice —

Structure

LIVE CHAT



Approach 1

INFLUENCERS



Approach 2

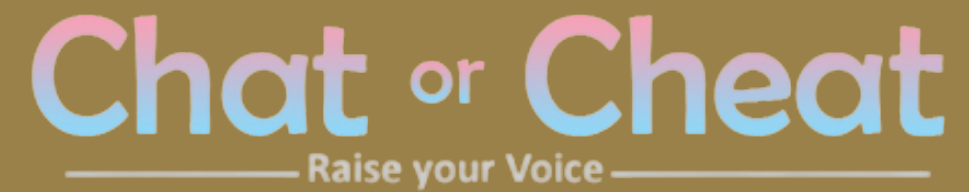
PSYCHIATRIST



Approach 3

LEGAL GUIDE





Structure

GROUP CHAT



PAN INDIA OPEN GROUP CHAT

ON THIS EVERY INDIVIDUAL CAN SHARE THEIR STORIES AND GIVE FEEDBACKS ON A DIFFERENT ON GOING STORY.



PAN INDIA OPEN GROUP CHAT

A FORUM FOR THE PUBLIC AND BY THE PUBLIC



GROUP FORUM

LIVE CHAT HAS A CERTAIN AMOUNT OF WAIT PERIOD BUT THE KEY ADVANTAGE OF THIS GROUP FORUM IS THAT IF SOMEONE IS STUCK SOMEWHERE AND NEEDS IMMEDIATE ASSISTANCE, OPTIONS HERE ARE NUMEROUS AND THEY WILL HAVE MULTIPLE SOLUTIONS TO THEIR PROBLEMS PROVIDED BY THE PUBLIC ON THE GROUP FORUM AND ALSO THE ONLINE EMERGENCY SUPPORT CHAT WILL ALWAYS BE THERE TO ASSIST THEM.

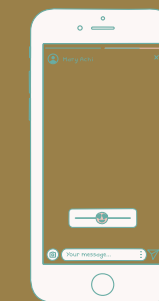


Chat or Cheat
— Raise your Voice —

Story of Success



HERE SUCCESS STORIES OF PEOPLE WHO WERE ONCE VICTIMS AND HAVE SUCCESSFULLY OVERCOME THE ISSUE THEMSELVES OR THE PAST VICTIMS SUPPORTED BY OUR TEAM FROM THE VERY BEGINNING UNTIL THEY HAVE FINALLY STARTED TO FEEL CONFIDENT AND COME OUT AS STRONG INDIVIDUALS



THIS PLATFORM WOULD HELP PEOPLE HAVING SIMILAR STORIES TO ABSTRACT IDEAS FROM LIVE EXAMPLES WITH PROBLEMS SIMILAR TO THEIRS.

Chat or Cheat
Raise your Voice

Marketing Plan



MEDIA		DURATION	PARTICULARS
Times of India / Hindustan Times		Pan India	• Print Ads • Times Digital (Seo & social Media) • Times Local • Times Media • Exclusive Media
RADIO		Pan India	• 25 Spots per day • 15 RJ Mentions per day • Contests
HOARDINGS	20 Days		• 20 hoardings across the city for 4weeks
PRINT AD	10 Print Ads		• 10 Exclusive TOI Ads
DIGITAL		(Pre event & Post event promotions)	• Exclusive content uploads • Mailers • Cross promotion of Tour through artist page • Digital and Social media advertising • UGC Contest and Content Uploads campaign • Artist content cross posting • Blogger and influencer campaign
Whats App & SMS BLAST	10 rounds (Pan India Data)		• 10 rounds of SMS blast to database
Kingfisher PROMOTIONS	Pan India		• Banners , emailers , PNs ,newsletters (Digital)
INFLUENCER & BLOGGERS	20 Days (across 4 weeks)		• 60 Influencer & Bloggers posts
Amazon Prime Netflix Hotstar		20 Days	• : 30 seconds 15 spots per day • Static branding • Digital Posters • Mute Promos
BUS BACKS	20 Days		• 100 across the city
CABS	20 Days		• 100 Cabs across city + 2 roadshows
PROMOTER PROMOTIONS	20 Days		• Promoter network promotions
OUTLET ACTIVATIONS	20 Days		• 30 primeoutlets across the city for 4 weeks
PRE Event to Lanuch App	2 SHOWS (Road to Launch)		• 1 Pre event and 1 Postevent
PR			• Dedicated pre event / during and post coverage All local media newspaper and magazines



MEDIA		DURATION	PARTICULARS
Niel patel Digital		Worls's 1 Digital Expert	• SEO • Youtube • Facebook • Google Ads • App Download
RADIO – Fever / Red FM		70 Station (India)	• 25 Spots per day • 15 RJ Mentions per day • Contests
Ganna/ Wink/Spotify	Pan India		• Digital Campaign
Phone Pe	Pan India		• Ads and Bannner in app
ICICI		Pan India	• All Branches Campaign • Websitie Banner • App Banner • Digital and Social media advertising • Mailer and notification to all account Holders • Whats app Blast • Corporate Tie ups
Google Pay	Pan India		• Ads and Banner in app
Truecaller Campaign	Pan India		• Banners , emailers , PNs ,newslettersetc
Starliv	Pan India		• promotions
NGO/ Famous People		Pan India	• Partnership and Awareness • Taking support from famous People
Local News	Pan India		• 100 across the city
Local Womnen Group	Pan India		• Awareded to all women groups
Top 5 Youtbubers	Pan India		• Promoter network promotions
Moj	Pan India		• Banners
Chingari	Pan India		• Banner Promotion
Insta Reels / Women College Campaign			• Dedicated pre event / during and post coverage - artist interviews, Profiling





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DRAVMO VENTURES

EST. 2020