

Anti Corruption and Crime Control Awareness Trust (ACCCAI) Pitch Deck

Organization Name & Tagline

Bharat Thakur Lovely

(Founder & Trustee)

Visionary social leader with extensive experience in anti-corruption awareness, legal literacy, and grassroots community engagement across multiple districts.

Ginni Thakur Lovely

(Trustee)

Actively involved in organizational governance and program oversight, supporting women empowerment, social welfare initiatives, and community outreach activities.

Vinita Devi

(Trustee)

Experienced in community coordination and beneficiary engagement, contributing to program implementation and monitoring at the grassroots level.

Advisors & Volunteers

Supported by legal, social, and field professionals ensuring ethical operations, compliance, and effective execution of programs.

Anti Corruption and Crime Control Awareness Trust (ACCCAI) is a registered non-government organization committed to building a transparent, just, and aware society. Our tagline, "Awareness. Accountability. Action.", reflects our mission to combat corruption, crime, and social injustice through education, advocacy, and community engagement. Founded with strong ethical values, ACCCAI works across multiple districts to empower citizens, strengthen governance awareness, and support vulnerable communities through structured programs, partnerships, and measurable social impact.

Problem

Corruption, lack of legal awareness, and unchecked crime continue to harm social trust and development, particularly in rural and semi-urban areas. Many citizens are unaware of their legal rights, government schemes, and grievance mechanisms, leaving them vulnerable to exploitation and injustice. Existing systems are often complex, inaccessible, or intimidating for common people. This gap results in underreporting of crime, weak civic participation, and continued victimization of marginalized groups, especially women, elderly, and economically weaker sections. This situation creates a cycle where injustice persists unchecked and communities lose confidence in institutions meant to protect them. Fear, misinformation, and lack of guidance discourage individuals from speaking up or seeking redress. Over time, this weakens social cohesion and slows development. Addressing these root causes requires consistent awareness, accessible support systems, and trusted local intervention. Without focused efforts, vulnerable populations remain excluded from justice, opportunity, and meaningful participation in society.



Credibility

Anti Corruption and Crime Control Awareness Trust operates with full regulatory compliance and strong institutional credibility. The Trust is duly registered under the **Indian Trust Act** and is recognized on the **NGO Darpan portal**. It holds valid **12A and 80G certifications**, enabling tax-exempt operations and donor benefits. The organization is also registered for CSR activities and complies with statutory audit and reporting requirements. These certifications reflect our commitment to transparency, accountability, and responsible governance.

Market

India's social development market demands credible NGOs addressing corruption, legal awareness, women empowerment, and rights protection, driven by CSR mandates, government programs, and increasing demand for transparent grassroots interventions.

Industry

The NGO and social impact industry is shifting toward accountability, compliance, and measurable outcomes, favoring organizations that combine awareness, advocacy, legal literacy, and structured execution at community and institutional levels.

Market Opportunity

Provide an explanation of the general profile of the services we have. Arrange information about our products services in a systematic and fact-based manner.

Also express our pride in the service that we have done well. **Anti Corruption and Crime Control**

Awareness Trust bridges policy and grassroots action, converting funding into measurable impact through accountability, compliance, partnerships, and sustainable, scalable community-driven trust built on years of consistent grassroots engagement and responsible governance. Our services span anti-corruption awareness, legal literacy, women empowerment, health and social welfare outreach, skill development, and victim support. Each program is designed with clear objectives, structured execution, and measurable outcomes. We take pride in our ability to translate intent into action, ensuring transparency, ethical conduct, and real benefits for communities served.



Program Execution

Our programs follow a structured execution model. We begin with community assessment and issue identification, followed by awareness sessions, workshops, and outreach campaigns. Trained volunteers and coordinators support beneficiaries with guidance, documentation, and referrals where required. Activities are monitored, documented, and evaluated for outcomes and learnings. This step-by-step approach ensures accountability, consistency, and adaptability across districts while maintaining compliance with legal and ethical standards.

Total Available Market (TAM)

All citizens needing corruption awareness, legal literacy, protection.

Serviceable Available Market (SAM)

Communities reachable through structured awareness and support programs.

Serviceable Obtainable Market (SOM)

District-level beneficiaries actively engaged through ongoing ACCCAI initiatives.

Sustainability Model

ACCCAI follows a diversified sustainability model to ensure continuity and independence. Our funding sources include donations, CSR partnerships, grants, membership contributions, and program-based support. We maintain strict financial discipline, transparent accounting, and audited reporting. Operational costs are optimized by leveraging volunteers, partnerships, and shared infrastructure. This model enables us to sustain activities, scale responsibly, and reinvest resources into expanding outreach and strengthening program effectiveness.



Company Traction

Since inception, **ACCCAI** has conducted multiple awareness drives addressing corruption, legal rights, women empowerment, health, and social welfare. Our programs have directly benefited thousands of individuals across districts in Bihar. We have established operational credibility through registrations, compliance certifications, and partnerships. Consistent community participation, repeat engagement, and recognition from institutions demonstrate trust and relevance. This growing traction validates our mission and readiness for structured scale-up.

Impact Perspective

ACCCAI has delivered consistent grassroots impact through awareness, empowerment, and legal literacy programs, directly improving social outcomes across multiple underserved districts.

Credibility & Compliance Perspective

Strong registrations, statutory compliance, audits, and partnerships establish ACCCAI as a trustworthy, governance-ready NGO capable of handling institutional and CSR funding.

Scalability & Growth Perspective

Growing participation, repeat engagement, and institutional recognition validate ACCCAI's model and demonstrate readiness for structured expansion and multi-district scale-up.

Financial Overview

Our financial operations prioritize transparency, efficiency, and compliance. Funds are allocated primarily toward program execution, beneficiary support, and outreach activities, with controlled administrative expenses. Regular audits and statutory filings ensure accountability. Historical financial data shows balanced income and expenditure, reflecting prudent management. With increased funding, we expect improved scale efficiency, stronger reporting systems, and enhanced program depth without compromising financial discipline or mission integrity. This disciplined approach allows us to responsibly manage growth while maintaining donor confidence and regulatory trust. As operations expand, economies of scale will further optimize costs and maximize impact per rupee invested. Enhanced financial systems will support real-time monitoring, timely reporting, and informed decision-making, ensuring that every contribution directly strengthens programs, amplifies outcomes, and reinforces long-term organizational sustainability and credibility.



Competitive Advantage

While many NGOs operate in social welfare, few focus deeply on corruption awareness combined with legal education and community action. **ACCCAI's** strength lies in its focused mission, strong grassroots presence, and compliance-ready structure. We combine awareness with actionable guidance, rather than one-time events. Our transparent governance, certified registrations, and experienced leadership differentiate us from informal or short-term initiatives, positioning **ACCCAI** as a credible and scalable social organization capable of delivering sustained, long-term impact. By integrating education, advocacy, and on-ground support, **ACCCAI** moves beyond awareness into meaningful action. This approach builds trust within communities, encourages civic participation, and strengthens accountability mechanisms. As programs mature and partnerships grow, the organization is well positioned to replicate successful models across regions, influence positive behavioral change, and contribute to a more transparent, informed, and resilient society over time.

The Ask – Funding & Support Required

ACCCAI seeks strategic funding and partnerships to expand its impact across more regions. Funds will be utilized for awareness programs, legal aid initiatives, volunteer training, digital infrastructure, and working capital. Support will also strengthen monitoring, reporting, and compliance systems. This investment will enable us to reach more vulnerable communities, amplify our anti-corruption mission, and build a stronger, more resilient organization delivering measurable social change that creates long-term value for beneficiaries, partners, and society at large. With your support, ACCCAI can scale responsibly, deepen community trust, strengthen institutional collaboration, and transform awareness into sustained action, ensuring transparency, justice, and accountability become lived realities rather than distant ideals.

Thank You

We look toward the future with hope, determination, and a strong commitment to creating a more transparent, just, and empowered society. Our vision is to expand our reach, deepen community impact, and strengthen systems that protect citizens' rights and dignity. We sincerely thank you for the opportunity to present our work and mission. Your support, trust, and partnership can help transform awareness into action and intent into measurable social change. Together, we can build lasting impact and a stronger, more accountable future.