



B U S I N E S S P L A N · I N D I A

Skilling and Livelihood NGO

Vocational and employment programmes

NONPROFIT

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Skilling & Livelihood NGO** in India — a mission-driven, not-for-profit organisation delivering **vocational skilling, employability training & livelihood programmes** to youth & disadvantaged communities, with a strong focus on **placement/livelihood outcomes**. It is funded by **grants, CSR & government skilling schemes** (PMKVY/NSDC-linked, DDU-GKY etc.), often on a **pay-for-outcome / placement-linked** basis. This is **not-for-profit**: success is measured in **beneficiaries trained & placed / livelihoods created**, not profit; funds are mission-deployed, framed here honestly as a funding/budget/sustainability model.

India's demographic dividend & the skills gap create a large need for employability skilling & livelihoods, backed by government schemes (PMKVY, NSDC, DDU-GKY, state missions), CSR & philanthropy — increasingly on **outcome/placement-linked funding** (paid on training + placement, not just enrolment). A skilling/livelihood NGO is a **programme-delivery & outcomes organisation**: it raises grant/CSR/scheme funding, trains beneficiaries (job-relevant skills), & drives **placement/livelihood outcomes** — its funding & credibility hinge on real, verified placements/livelihoods. "Revenue" is **funding sources**; success rests on training quality, placement/livelihood outcomes, employer/scheme linkages, funder trust & compliance — it is need-, outcome-, funding- & impact-driven, not profit.

This is a not-for-profit organisation — funded by grants, CSR & government skilling schemes (no owner-profit; outcome-linked). This plan models a skilling NGO with an annual programme budget scaling from **₹2 crore** (Year 1) to **₹6 crore** (Year 3), training & placing beneficiaries, sustained by outcome-linked funding & reserves. *(Skilling/livelihood NGO; grant/CSR/scheme-funded, placement-outcome/impact-driven — figures illustrative; NOT profit; funds mission-deployed.)*

2. Organisation Description, Mission & Legal Form

Concept: A skilling & livelihood NGO delivering vocational/employability training & livelihood programmes to youth/disadvantaged communities, driving placement/livelihood outcomes, funded by grants/CSR/schemes.

Vision: Empowered youth & communities with skills, jobs & sustainable livelihoods.

Mission: Train for real jobs & livelihoods - quality skilling, strong placements & measurable outcomes.

Legal form options

- **Trust / Society / Section-8 company** — registered non-profit; scheme empanelment (NSDC/state) as applicable.
- **Not-for-profit** — outcome-linked funding, no profit distribution.

Regulatory/governance anchor: a skilling NGO registers (Trust/Society/Sec-8), obtains 12A/80G/CSR-1/(FCRA), & (for government schemes) empanelment/affiliation (NSDC/PMKVY/state skill missions, sector-skill-council alignment, NSQF/assessment/certification). Training quality, placement/livelihood outcomes, employer/scheme linkages, funder trust & compliance determine success — outcome- & impact-driven, not profit. Outcome-linked funding pays on verified training + placement.

3. Founders, Board & Governance

Led by founders/board with skilling, livelihoods, development or industry expertise. The team includes trainers/programme delivery, placement/employer-linkage, mobilisation/counselling, M&E/outcomes & finance/compliance. Training quality, placement outcomes, employer linkages & impact are the differentiators. Governance & board are editable inputs; not-for-profit & scheme-compliance apply.

4. Need Analysis — India (Beneficiaries & Skills Gap)

India's large youth population & skills-employability gap create massive need for job-relevant skilling & livelihoods, backed by government missions, CSR & philanthropy — with a shift to outcome/placement-linked funding. This frames the **beneficiary need, skills gap & the placement/livelihood outcome** the NGO delivers. Success rests on training that leads to real jobs/livelihoods; it is need-, outcome-, funding- & employer-sensitive, met with quality training, placements & linkages.

Need/impact drivers

- **Demographic dividend & skills gap.**
- **Government skilling missions** (PMKVY/NSDC/DDU-GKY/state).
- **CSR & philanthropy** for skilling.
- **Employer demand** for skilled workers.
- **Outcome/placement-linked** funding shift.

Scope (illustrative)

Layer	Definition	Indicative
Need	Youth needing skilling	Very large
Trained (Yr 1–3)	Beneficiaries trained	Scaling
Placed	Beneficiaries placed/livelihoods	Outcome-focused

Beneficiaries & funders

- Beneficiaries: youth/disadvantaged/women.
- Funders: government schemes, CSR, foundations.
- Employers: placement partners.

5. Positioning & Differentiation

Landscape: other skilling NGOs/training partners, private training providers, ITIs & government centres. The NGO differentiates on training quality, **placement/livelihood outcomes** (the real differentiator), employer linkages, sector focus, cost-per-outcome & funder trust.

The NGO's edge

- **Placement/livelihood outcomes (verified).**
- **Training quality & job-relevance.**
- **Employer linkages & sector focus.**
- **Mobilisation, counselling & retention.**
- **Cost-per-outcome & funder trust.**

6. Programmes & Funding Model

Funding source	Model	Basis
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Government skilling schemes	Outcome/placement-linked payment	Core (outcome)
CSR funding	Project grants	Core
Foundation/philanthropic grants	Programme grants	Core
Employer/industry partnerships	Co-funding/placement	Linkage
Nominal fees (some programmes)	Cost-recovery	Sustainability

"Revenue" is **funding** — government schemes (outcome/placement-linked, paid on verified training + placement), CSR, foundation grants, employer co-funding & nominal fees. These fund **skilling programmes** (the impact). There is **no profit**; surplus builds reserves. Because much funding is **outcome-linked**, placement/livelihood delivery is existential to cash & credibility. Training quality, placement outcomes, linkages, funder trust & compliance drive it — the decisive skilling-NGO levers.

7. Fundraising, Employer & Scheme Strategy

- **Government scheme empanelment** (PMKVY/NSDC/state — outcome funding).
- **CSR & foundation** grants.
- **Employer partnerships** (placement + co-funding).
- **Placement track record** (funder trust).
- **Diversified funding** (schemes + CSR + grants).

Approach

Empanel for schemes & win CSR/grants → mobilise & train beneficiaries (job-relevant) → place them (employer linkages) → verify & report outcomes → get paid (outcome-linked) & build track record → diversify funding & scale. Training quality, placements, linkages & funder trust sustain the NGO; outcome delivery is the make-or-break for outcome-linked funding.

8. Programme Delivery & Operations Plan

- **Mobilisation & counselling:** beneficiary outreach, selection, counselling (retention).
- **Training:** job-relevant curriculum (NSQF/sector-skill-council), trainers, centres, assessment/certification.
- **Placement & livelihoods:** employer linkages, placement, self-employment/livelihood support, tracking.
- **M&E & outcomes:** training/placement verification, outcome reporting (funder/scheme).
- **Compliance:** scheme norms, 12A/80G/CSR/FCRA, audit, governance.

Programme workflow

Stage	Activity	Metric
Mobilise	Outreach/select	Enrolment
Train	Skilling/certify	Completion/certification
Place	Employer/livelihood	Placement rate (key)
Track	Retention/verify	Outcome/retention
Report	Outcome/compliance	Funding/trust

9. Regulatory, Registration & Compliance (India)

- **Registration:** Trust/Society/Section-8; 12A/80G/CSR-1/(FCRA).
- **Skilling:** NSDC/PMKVY/state empanelment; NSQF/sector-skill-council; assessment/certification.
- **Outcome funding:** placement verification; scheme reporting/audit.
- **Governance:** audit; transparency; beneficiary data.

10. Organisation & Team Plan

Role	Yr 1	Yr 2	Yr 3
Leadership & programme heads	2	3	5
Trainers & centre staff	16	32	55
Placement & employer linkage	4	8	14
Mobilisation, M&E & counselling	4	8	13
Finance, compliance & admin	2	4	6
Total	28	55	93

11. Programme Roadmap & Milestones

Phase	Timeline	Milestone
Setup	Month 0-4	Registration, empanelment, centres, curriculum, first cohorts
Deliver	Month 4-12	Training + placements, outcomes, ₹2cr budget
Grow	Year 2	More centres/cohorts/employers, ₹4cr
Scale	Year 3	₹6cr budget; scaled placements & impact

12. Financial Plan (Illustrative — funding, budget & sustainability, NOT profit)

All figures are illustrative model assumptions for an Indian context, shown so the organisation can replace them with live figures. They are not projections of guaranteed results. NON-PROFIT: funding mix + budget + sustainability; much funding is OUTCOME/PLACEMENT-LINKED (paid on verified training + placement); surplus builds reserves; NOT profit.

12.1 Funding sources & budget (Year 1)

Source	₹
Government skilling schemes (outcome-linked)	90,00,000
CSR funding	70,00,000
Foundation/philanthropic grants	30,00,000
Employer co-funding / nominal fees	10,00,000

Total funds raised (Yr 1)	2,00,00,000
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12.2 Budget & fund deployment (3 years)

Particulars	Year 1	Year 2	Year 3
Total funds raised	2,00,00,000	4,00,00,000	6,00,00,000
Training delivery (trainers/centres/material)	1,20,00,000	2,40,00,000	3,60,00,000
Placement, mobilisation & livelihood support	40,00,000	80,00,000	1,20,00,000
M&E & programme management	18,00,000	40,00,000	60,00,000
Admin, governance & compliance	18,00,000	36,00,000	55,00,000
Total expenditure	1,96,00,000	3,96,00,000	5,95,00,000
Surplus → reserves	4,00,000	4,00,000	5,00,000
Cost per beneficiary trained/placed	Monitored	Improving	Optimised

Note: cost-per-outcome (trained & placed) is the key efficiency metric; outcome-linked funding means placement delivery drives both impact & cash — a shortfall in placements hits funding directly.

12.3 Sustainability & key ratios (not profit)

- **Outcome-linked funding & cash:** government/scheme funding often pays on verified training + placement — so placement delivery is existential; reserves & diversified (CSR/grants) funding bridge outcome-payment lags.
- **Cost-per-outcome & placement rate:** the true efficiency & impact metrics; strong placement rates & cost-per-placed build funder trust & more funding.
- **Impact (the metric):** beneficiaries trained, placed & livelihoods created/sustained — the real "return".

12.4 Fund-flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	8,00,000	7,00,000	7,50,000	8,00,000
Funds received (schemes/CSR/grants)	45,00,000	50,00,000	52,00,000	53,00,000
Programme & operating spend	46,00,000	49,50,000	51,50,000	52,00,000
Closing balance (reserves)	7,00,000	7,50,000	8,00,000	9,00,000

Outcome-linked funding lags delivery (paid after training + verified placement) while training costs run upfront — so working-capital & reserves bridge the gap. Placement delivery, diversified funding, reserves & scheme-payment follow-through manage cash; the key risks are placement/outcome shortfall (hits funding), scheme-payment delays, funding concentration & compliance — met with placement focus, employer linkages, diversified funding & reserves. No profit; impact is the goal.

12.5 Key metrics to Monitor (impact & outcomes)

- **Outcomes:** trained; placed; placement rate; livelihoods; retention (3/6-month).
- **Efficiency:** cost-per-trained; cost-per-placed.

- **Funding:** scheme/CSR/grant mix; outcome-payment realisation; reserves.
- **Quality:** certification pass; employer satisfaction; compliance.

13. Funding Requirement & Sustainability

This NGO is **grant/CSR/scheme-funded** (much outcome-linked) — no owner profit; setup (registration, empanelment, centres, first cohorts) from founder contribution & seed grants (~₹25-35 lakh). It sustains via scheme + CSR + grant funding, with **reserves & diversified funding** bridging outcome-payment lags. Its "bankability" is **funder trust** — built on verified placements/outcomes, quality & compliance. Training quality, placement outcomes, employer linkages & funder trust underpin the organisation. (*Non-profit; funds are for the mission; success = beneficiaries trained & placed.*)

13.1 Fund utilisation (Year 1 budget ₹2 crore)

Use of funds	₹	% of budget
Training delivery (trainers/centres/material)	1,20,00,000	60%
Placement, mobilisation & livelihood support	40,00,000	20%
M&E & programme management	20,00,000	10%
Admin, governance & compliance	20,00,000	10%
Total	2,00,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Placement/outcome shortfall (hits funding)	Employer linkages, job-relevant training, placement focus, tracking
Scheme-payment delays / outcome-lag	Reserves, diversified funding, WC bridge, follow-through
Funding concentration	Diversify schemes/CSR/grants/employers
Training quality / certification	NSQF/curriculum, trainers, assessment, employer feedback
Compliance (scheme/12A/80G/FCRA)	Governance, audit, reporting, empanelment norms

15. SWOT Analysis

Strengths Huge skills need; government/CSR/philanthropy funding; outcome-focus credibility; employer linkages; impact.	Weaknesses Outcome-linked funding risk; placement-dependent; scheme-payment lags; funding concentration; quality-critical.
Opportunities Skilling missions (PMKVY/DDU-GKY); CSR skilling; sector focus; livelihoods/self-employment; pay-for-outcome.	Threats Scheme/policy changes; placement/employer cycles; funding cuts; competition; payment delays.

16. Recommended AiSevak Tools for This Organisation

This skilling NGO would use AiSevak's Nonprofit vertical tools in delivery:

- **Programme & outcomes:** mobilisation/training & placement/employer-linkage, M&E/outcome-verification & cost-per-outcome tools.
- **Funding & compliance:** scheme-empanelment/outcome-funding & CSR/grant, 12A/80G/CSR/FCRA & audit tools (with HRtech, Edtech & Finance verticals).
- **Practice:** Organisation Plan, budget/outcome-funding & sustainability tools to plan & steward the NGO.

17. Key Assumptions & Notes

- NON-PROFIT skilling/livelihood NGO: grant/CSR/government-scheme-funded (much OUTCOME/PLACEMENT-LINKED); success = beneficiaries trained & placed / livelihoods, NOT profit.
- "Revenue model" = funding sources; "financial plan" = funding mix + budget + sustainability; placement outcomes are existential to outcome-linked funding & credibility.
- Trust/Society/Sec-8 + 12A/80G/CSR-1/FCRA + NSDC/PMKVY/state empanelment (NSQF/certification); reserves bridge outcome-payment lags.
- Training quality, placement outcomes, linkages, funder trust & compliance drive sustainability; figures illustrative; funds are for the mission.

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