



# PROSOC

Designing Innovative Products for Society

[www.prosoc.co.in](http://www.prosoc.co.in)



# ABOUT US

PROSOC Innovators Pvt. Ltd.



## PROSOC

PROSOC means  
**PRO**ducts for **SOCI**ety.



## VISION

To **empower people** to live better lives  
by **design and development** of  
products of **social importance**.



## ENTERPRISE

PROSOC is a **for-profit**  
social enterprise.



## CONTACT

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E-208, VH Extension [SIDBI Extension],  
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**India**

# PROBLEM DEFINITION

Total rural households: **100 million**  
**13.25%** of India's rural households live in Kachcha House

Average children = **1.8** per household  
**40 million** Students in the age group of 6-14



|   |                  |
|---|------------------|
|  | BACKACHE         |
|  | POOR EYE SIGHT   |
|  | BAD HAND WRITING |
|  | BAD POSTURE      |

# SALIENT FEATURES



**deskit**  
*Sit Right, Set Write*

Design Registration  
Number: **287945**

Trade Mark  
Registration Number:  
**3429525**

Video



Water Proof



Aesthetically appealing product with high end bag and study table



Next Version will have LED lamp for studying at night



Available in different Colors



Strong and light in weight



Comfortable to wear



Bottle holder & utility space



Detachable bag & table



Adjustable Table Height Table can be set at 2 different heights



Durable for 1-2 years

# ADVANTAGES OF USING DESKIT

**deskit**

*Sit Right, Set Write*

- Bad sitting posture
- Sitting with hunched back for more than 6 hours in a day
- Results in back pain and neck pain
- Entire body weight is exerted on hands

- Better and comfortable sitting posture
- Spine is kept straight
- Read and write comfortably
- Easy to carry and helpful in both school and home



# OUR VISION FOR DESKIT



## OUR AIM

To take DESKIT to underprivileged children throughout the world and help them study comfortably by sitting in a proper posture.

1

### PRICE OF ONE DESKIT:

**USD 7 Only/-**

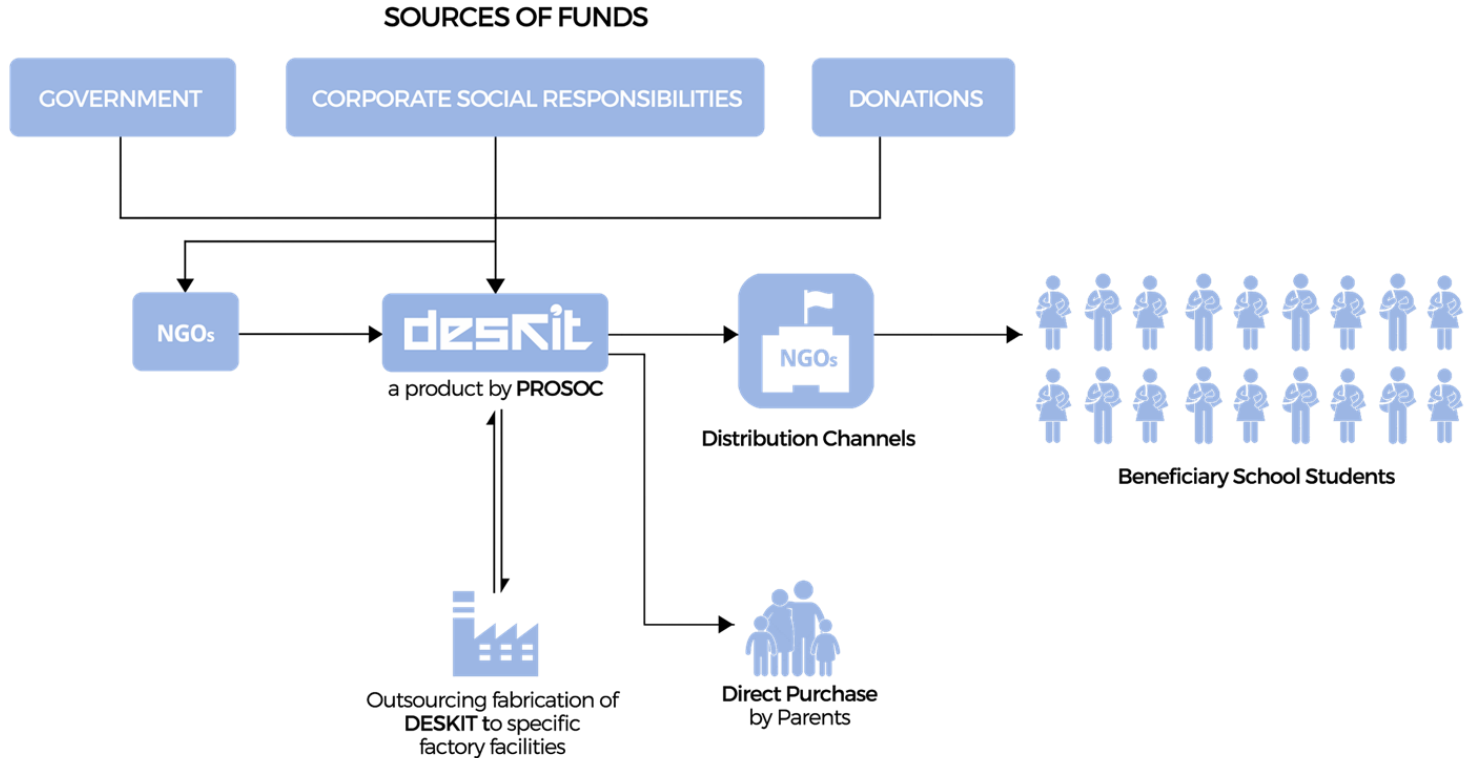
2

### THE PROBLEM

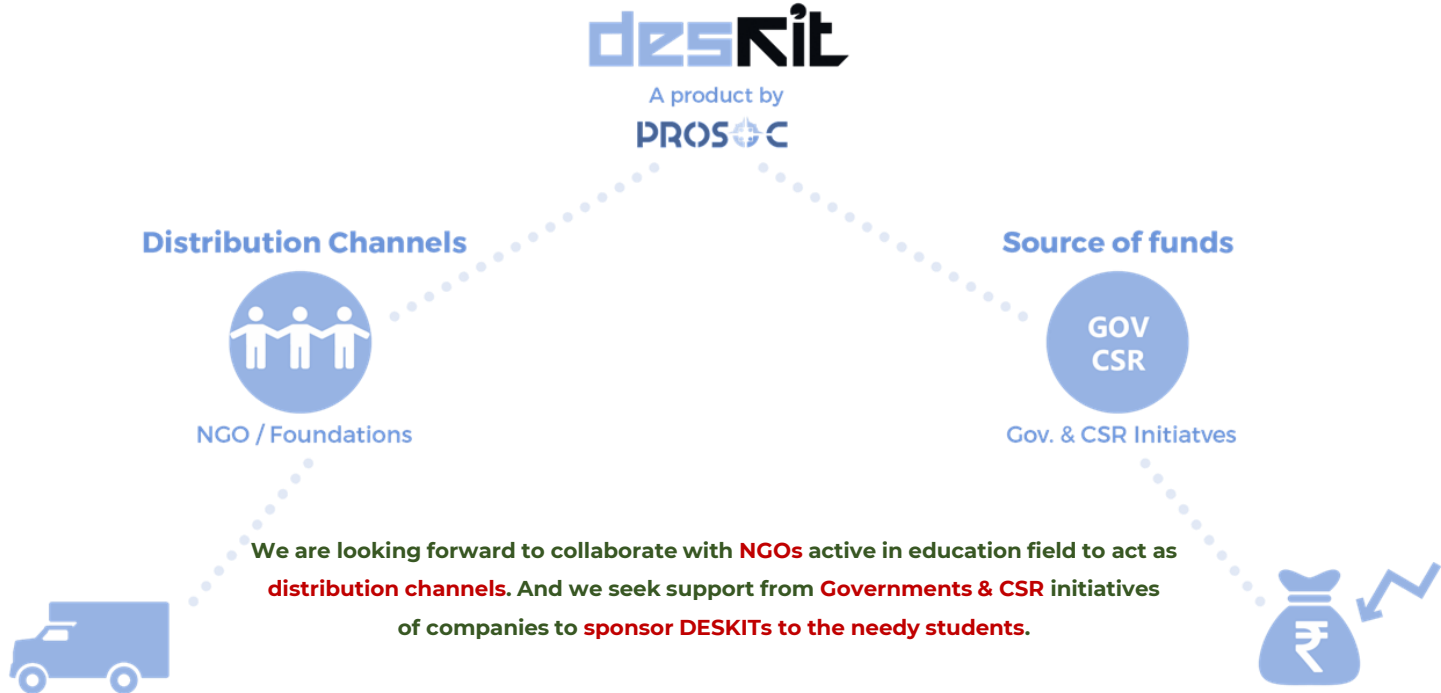
**Affordability**



# BUSINESS MODEL



# IMPLEMENTATION STRATEGY



# PARTNERS

**deskIt**  
Sit Right, Set Write



**CSR/FUNDING PARTNERS**



**NGO PARTNERS**



**GOVERNMENT PARTNERS**

**CROWDFUNDING PARTNERS**

# DESKIT IN USE

**deskit**  
*Sit Right, Set Write*

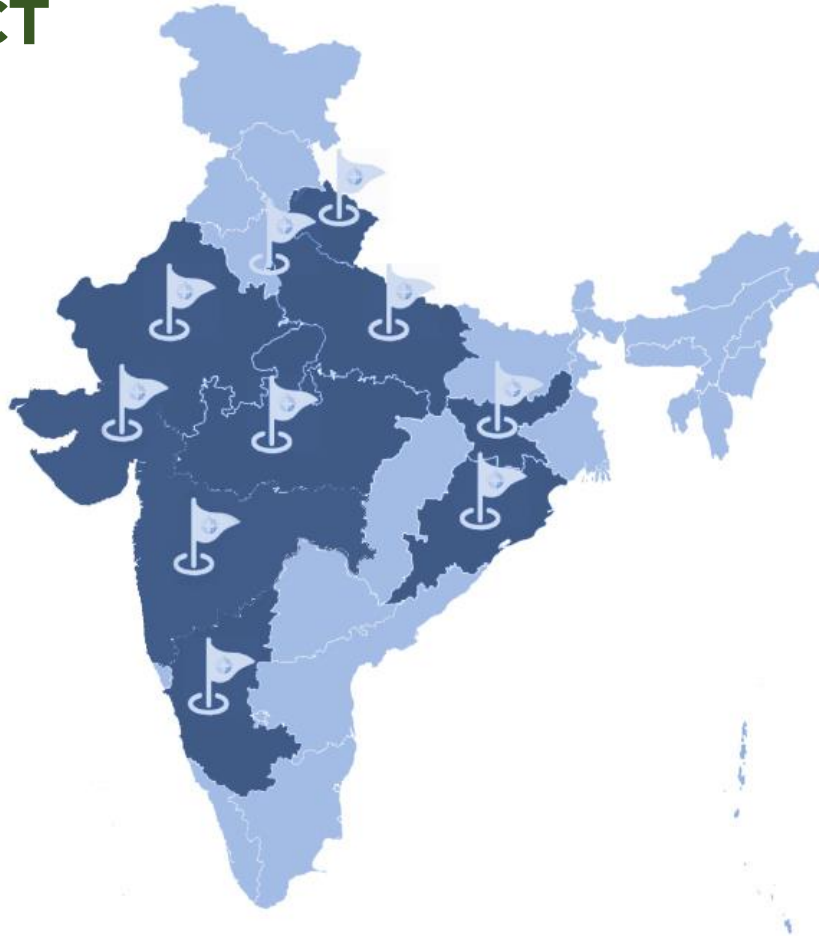


Students in the Classroom **before DESKIT**



Students in the Classroom **with DESKIT**

# IMPACT



*Sit Right, Set Write*

PROSOC has taken DESKIT to **more than 25,000 students across 12 different states in India** 🇮🇳

**The feedback from students, teachers and parents has been overwhelming!**

With sustained efforts PROSOC aims to take DESKIT to **more than 30 million students across India!**

IMPACT THROUGH DESKIT



# HAPPY USERS



**deskit**  
*Sit Right, Set Write*



# HAPPY USERS



**deskit**  
*Sit Right, Set Write*



# EMPOWERING WOMEN THROUGH EMPLOYMENT



**desRit**  
*Sit Right, Set Write*



# INCUBATION & ACCELERATION PARTNERS

Access to a very experienced mentor network from



SIDBI Innovation and Incubation  
Centre IIT Kanpur



Delhi  
अनलिमिटेड दिल्ली



Deshpande  
Foundation



EO  
Entrepreneurs'  
Organization

INVENT Social Incubation Program

In association with



सत्यमेव जयते

Technology  
Development Board



Pre – Incubation Social Cohort 2018



तेजस्वि नावधीतमस्तु



Idea to Implementation

# THANK YOU



CONTACT US



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