



# SAKSHAM CAMPAIGN



The Saksham Campaign aims to provide self-employment and entrepreneurship opportunities to the youth through setting up of eVAHAN SUVIDHA KENDRA'S.

This campaign is being launched as a pilot project. These centres will be allotted to applicants at petrol pumps of Indian Oil Corporation Limited (IOCL), Hindustan Petroleum Corporation (HPC) and Bharat Petroleum Corporation (BPC) and shops.





## INTRODUCTION

### A Nation in Transition

India stands at a historic turning point. With over 140 million jobs lost during the COVID-19 pandemic and unemployment peaking at alarming levels, the country faces one of its biggest challenges providing meaningful work opportunities to its vast population of youth.

Unemployment is more than just an economic issue, it is a social concern that affects families, disrupts communities, and stalls national progress. The government has recognized this, and multiple initiatives have been launched to generate livelihoods, skill development, and entrepreneurial opportunities.



Among these, the Saksham Campaign is one of the most ambitious, practical, and scalable projects. Designed to generate self-employment and employment in the automobile services sector, this campaign focuses on Pollution Under Control (PUC) Centres—a legally mandated, high-demand service that is essential for every vehicle on Indian roads.

Through strategic partnerships with Indian Oil Corporation Limited (IOCL), Bharat Petroleum Corporation Limited (BPCL), and Hindustan Petroleum Corporation Limited (HPCL), the Saksham Campaign is set to revolutionize the employment landscape by empowering thousands of youths with their own small-format business centres across India.

# WHY SAKSHAM CAMPAIGN?

## The Problem We're Solving

- India has 34 crore registered vehicles, with 2 crore new vehicles added annually.
- The Supreme Court and Ministry of Road Transport & Highways (MoRTH) have mandated strict vehicular pollution checks.
- Non-compliance leads to hefty fines and penalties for vehicle owners.

Yet, there is a shortage of properly managed, standardized, and compliant centres.



## The Opportunity

- Vehicle owners are legally bound to get PUC certificates every 3—6 months.
- Services like insurance renewal, FASTag, roadside assistance, and travel bookings are everyday necessities.
- With a captive audience at fuel stations, demand for such services is natural and recurring.

The Saksham Campaign leverages these realities to create a sustainable business ecosystem, offering low investment, high return ventures for aspiring entrepreneurs.

# THE VISION & MISSION

## Vision

- To create a self-reliant, skilled, and empowered youth workforce by offering business opportunities that solve real-world problems, enhance environmental sustainability, and contribute to India's economic growth.

## MISSION



- Establish 20,000+ Pollution Under Control (PUC) centres across India in partnership.
- Create employment/self-employment opportunities for over 50,000 youth.
- Promote green compliance by making PUC checks accessible and mandatory.
- Enable financial independence through government subsidies and loans.

## CAMPAIGN STRUCTURE

The Saksham Campaign will unfold in two structured phases:

### PHASE 1: Identification & Selection

- Awareness campaigns to inform potential candidates.
- Application process via e-Vahan portal.
- Screening and eligibility checks.



### PHASE 2: Setup & Support

- Facilitation of business loans and subsidies through MSME.
- Allocation of space at petrol pumps or shops.
- Training, branding and maintenance support.
- Continuous revenue opportunities with add-on services.

## WHO CAN APPLY?

### Eligibility Criteria

- Nationality: Indian citizen.
- Age: Minimum 18 years.
- Education: Minimum 10+2. Preference for diploma/degree holders in Mechanical/Automobile/Engineering.

### Financial Requirement:

- General Category: 10% contribution of project cost.
- Reserved Categories ( SC / ST / OBC / Minorities / Women / Ex - Servicemen/Physically Handicapped): 5% contribution of project cost.

# LOCATION



Preference for candidates with access to petrol pump space or suitable locations/shops.

# INVESTMENT MODEL & FINANCIAL SUPPORT

## Capital Requirement

The estimated setup cost for a fully equipped PUC Centre under Saksham is:

Categories of Beneficiaries	Cost Of The Setup	Beneficiary's Contribution (%Of The Project Cost)	Rate of Subsidy (of the Project Cost)		Net Investment	
			Urban	Rural		
Area (location of Project/unit)						
General Category	Actual Cost	10%	15%	Net Investment	25%	Net Investment
Investment with Kiosk	₹ 6,87,173	₹ 68,717	₹ 1,03,076	₹ 5,84,097	₹ 1,71,793	₹ 5,15,380
Investment without Kiosk	₹ 5,04,273	₹ 50,427	₹ 75,641	₹ 4,28,632	₹ 1,26,068	₹ 3,78,205
Special (Including SC/ST/OBC/Minorities/Women/ Ex-servicemen, Physically Handicapped, NER, Hill and Border Areas, etc.)		5%	25%	Net Investment	35%	Net Investment
Investment with Kiosk	₹ 6,87,173	₹ 34,359	₹ 1,71,793	₹ 5,15,380	₹ 2,40,511	₹ 4,46,662
Investment without Kiosk	₹ 5,04,273	₹ 25,214	₹ 1,26,068	₹ 3,78,205	₹ 1,76,496	₹ 3,27,777

(including GST, equipment, kiosk, branding, licence, and security deposit)

## Support via MSME Scheme

- Subsidy: 15—35% of project cost depending on category & rural/urban location.
- Loan: Up to 95% of cost available via partner banks.
- Entrepreneur's Contribution: Only 5—10%, making it one of the most affordable business setups today

## SERVICES AT EVAHAN SUVIDHA KENDRA (EVSK)

Each centre offers a bundle of high-demand services:



Vehicle Pollution Check



Vehicle Insurance Renewal



Roadside Assistance (RSA)



FASTag Sales & Recharge



Tour & Travel Bookings



Driver on Call Services

This diversification ensures that entrepreneurs earn from multiple revenue streams.

# ESTIMATED ROI & BUSINESS POTENTIAL



Head	Expenses	Business Unit PUCC
CAPEX	Machinery & Equipment	687173
	Subsidy @35%	240511
	<b>Total</b>	<b>446662</b>
Opex	Rent	5900
	EMI (@12% for 7 years)	8200
	Salary	12000
	Electricity	750
	Internet/Mobile	500
	Misc	1500
	<b>Total</b>	<b>28850</b>
REVENUE	PUC Certificates @15 ED/₹85/-	31875
	Vehicle Insurance @2ED/₹250/-	12500
	RSA & FASTag @1ED/₹130/-	3250
	Other Services @2ED/₹250/-	12500
	<b>Total Revenue (25 Working Days)</b>	<b>60125</b>
	<b>Net Profit Per Month</b>	<b>31275</b>
	<b>Net Profit Per Year</b>	<b>375300</b>
	<b>ROI (%)</b>	<b>84</b>

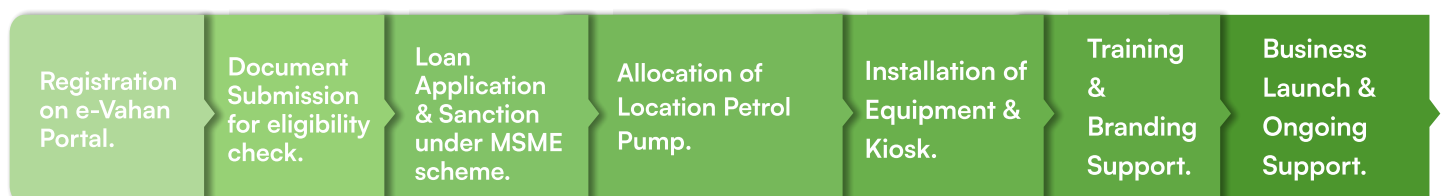
## WHY INVEST IN eVAHAN SUVIDHA KENDRA

- Legally Mandated Service — PUC checks are compulsory by law.
- Captive Market — Every vehicle owner needs these services.
- High ROI, Low Risk — 91% returns with government support.
- Government Backing — PMEGP subsidies and oil company tie-ups.
- Social Impact — Employment generation and environmental sustainability.
- Scalable & Future-Proof — With rising vehicle numbers, demand only increases.

## DOCUMENTS REQUIRED

- Aadhar Card
- Application Form
- Educational Certificates
- Rent Deed / Property Documents
- Location Photographs
- Google Map Pin Location
- Contact Details (Email & Phone)
- Special category certificate
- Rural Area Certificate

## CANDIDATE JOURNEY (STEP-BY-STEP PROCESS)



# WIDER BENEFITS OF THE CAMPAIGN



For Youth : Financial independence, dignity of work, entrepreneurial spirit.

For Society : Employment generation, reduction in air pollution.

For Government : Progress toward environmental commitments and skill development.

For Investors : Reliable, recurring income with low operational complexity

## TESTIMONIALS & CASE STUDIES



**Mikhil Kumar, Jalandhar:**

"I invested through Saksham Campaign and set up my PUC centre at an IOCL pump. Within 3 months, I was earning steady profits and repaid half my initial loan."



**Rajni Bala, Hoshiarpur:**

"As a woman entrepreneur, the subsidy benefit made it easy for me to start. The additional income from insurance and FASTag has made this business highly rewarding."

## FUTURE ROADMAP

- Expansion to 50,000+ centres across India.
- Integration with EV charging and green mobility solutions.
- Collaboration with digital platforms for online service bookings.
- Creation of a national network of youth entrepreneurs.

## CONCLUSION BE PART OF THE CHANGE

The Saksham Campaign is more than just a business opportunity—it's a movement toward building a self-reliant India (Atmanirbhar Bharat). By participating, you are not only securing your financial future but also contributing to employment generation, environmental sustainability, and nation-building.

Opportunities like these come once in a generation. With government support, oil company partnerships, and assured demand, this is the best time to invest.

Preferred Location - Retail Outlets of



Technology Partners



Service Partners

Machinery Partners




Registered with



Get in Touch for Business Queries

VKARE Retail Ventures Private Limited

 D141, Industrial Area, Phase 7,  
Sector 73, Sahibzada Ajit Singh Nagar,  
Punjab 160055

 [www.e-vahan.com](http://www.e-vahan.com)

 [contact@e-vahan.com](mailto:contact@e-vahan.com)

 0172 4625959

 +91 98559 55959