PRASHANT PAL
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BRIEF PROFILE

Prashant Pal is the Founder & CEO of **PURE India Trust** and a seasoned professional with over **25 years of experience** in both the corporate and social development sectors. He has worked with top multinational companies including **IBM, Accenture, Essar, TATA, Airtel, Idea**, and **Fareportal** across India and abroad. His journey into the social sector began as a **volunteer in 2006**, but it was during the **India Against Corruption Movement (2009–10)** that he decided to leave the corporate world and dedicate himself fully to social impact.

In **2012**, Prashant returned to India and established PURE India Trust in **2013** with his own savings. He transitioned full-time into the development sector in **2017–18**, and under his leadership, the Trust received its first CSR grant of ₹3.17 lakh in **2019–20**. Today, the organization operates in **17 states with more than 10 Crore of Annual Grant**, directly and indirectly impacted over **1.5 lakh lives**.

His work has empowered **5,600+ deprived women through Entrepreneurship Development** who are now collectively earning over **₹45 crore annually**. He has also guided **50,000+ students** through career workshops and written two practical books:

- **"100 Career Options"**
- **"Bano Udyami – 51 Business Ideas"**

Prashant is widely recognized as a **social change leader, author, motivational speaker, career coach, startup mentor**, and **Lean Six Sigma Master Black Belt**. A strong advocate of grassroots capacity-building, he has trained **3,000+ NGOs** across India on fundraising, NGO growth, and CSR partnerships through offline workshops, online courses, and his YouTube channel **(PURE India Trust)**, which has over **50,000 subscribers**.

He is also the **Convenor of the National PURE Social Impact Awards**, a national initiative to honor changemakers driving measurable social impact. With a strong online presence of over **26,000 LinkedIn connections** and **5,000 Facebook followers**, Prashant Pal continues to inspire a movement of entrepreneurship, empowerment, and ethical development across India.

Personal Details

♦ Date of Birth	:	06-Dec-1978
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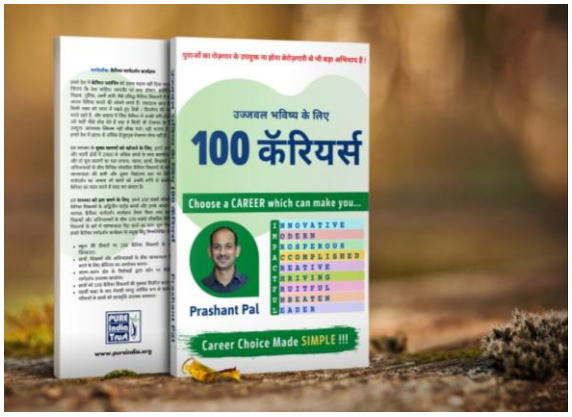

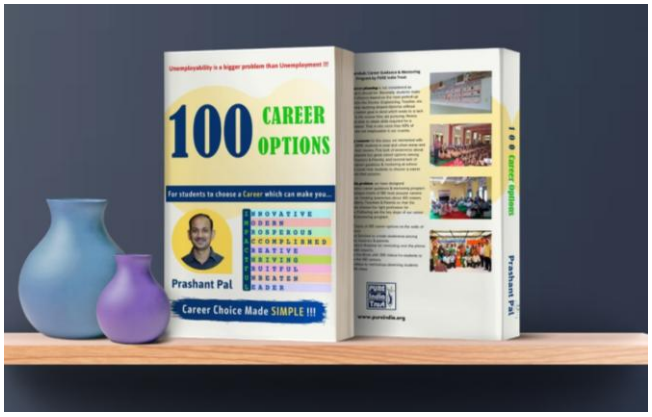

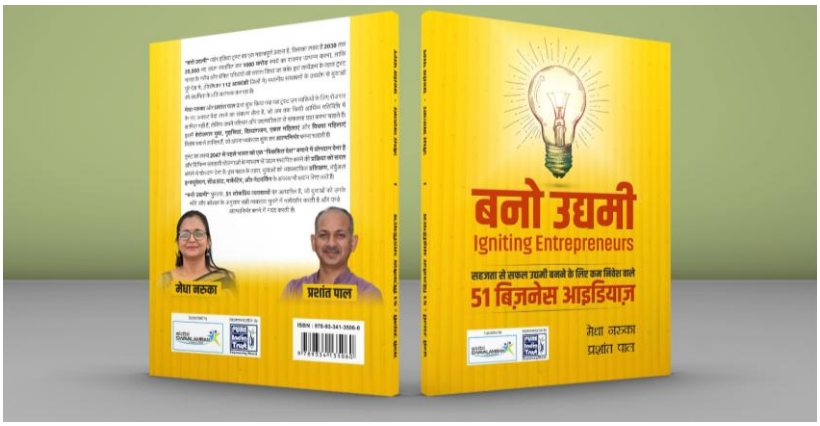

FROM CORPORATE SUCCESS TO SOCIAL IMPACT: PRASHANT PAL'S JOURNEY OF HOPE AND AMBITION

TDG NETWORK

In the small village of Manoharpura in Karauli, Rajasthan, few could have predicted that a local boy would one day transform the lives of thousands. Prashant Pal's journey from a rural upbringing to becoming a catalyst for women's empowerment is a testament to the power of vision and determination.

Prashant's early life was marked by a strong sense of social responsibility. Even as he pursued his MBA and climbed the corporate ladder, a nagging feeling persisted. "I always felt a calling towards social work," Prashant reflects. "Even when I was working as an Assistant Vice President at an MNC in the Philippines, I knew I had a greater purpose to fulfill."

THE TURNING POINT: CHOOSING PURPOSE OVER PROFIT

In 2012, inspired by Anna Hazare's movement, Prashant made a decision that would alter the course of his life. He left behind a lucrative career abroad and returned to India, driven by an unwavering desire to make a difference in the lives of the poor and helpless.

"It wasn't an easy decision," Prashant admits. "But I couldn't ignore the voice inside me that kept asking, 'What's the point of living for oneself?'" This pivotal moment marked the beginning of Prashant's journey as a social entrepreneur.

BIRTH OF PURE INDIA TRUST: A VISION TAKES SHAPE

In 2013, Prashant, along with his wife Medha Naruka, established Pure India Trust. The early days were challenging, with Prashant balancing a job in Delhi to fund his social initiatives. "Every weekend, I would visit slum areas in Delhi," he recalls. "I spent days among those people, understanding their problems, and identifying their needs."

This hands-on approach led to the opening of their first center in Delhi in 2015. Here, they began providing education to children from slum areas and training women in skills like sewing, embroidery, and weaving.

EXPANDING HORIZONS: FROM DELHI TO JAIPUR

The move to Jaipur in 2017 marked a new chapter for Pure India Trust. Prashant quickly realised that fulfilling the needs of the people required significant funding. Drawing on his corporate experience and network, he approached large companies for Corporate Social Responsibility (CSR) funding.

"I presented my vision to the companies," Prashant explains. "Many renowned firms appreciated our projects and recognised the potential in our vision." This effort bore fruit in 2018 when Pure India Trust received its first CSR funding, enabling them to open a sewing center and expand their training programs.

"My Village—My Business": A Campaign for True Empowerment

Prashant and Medha soon realised that true empowerment could only come through employment and entrepreneurship. This insight led to the launch of the "My Village—My Business" campaign, focusing on connecting people, especially women, to entrepreneurship opportunities.

The COVID-19 pandemic, rather than hindering their efforts, became a catalyst for innovation. "During the lockdown, we initiated a program for women to sell products like groceries and masks from home," Prashant shares. This initiative not only provided income during a difficult time but also laid the foundation for a broader entrepreneurship program.

EMPOWERING 4,500 WOMEN: A DREAM REALIZED

Today, Pure India Trust stands as a beacon of hope for aspiring women entrepreneurs. The NGO has successfully connected 4,500 women to self-employment opportunities, with a collective annual turnover of 30 crore rupees.

"Our goal is not just to help women start businesses," Prashant emphasizes. "We track all the jobs created every month through our NGO. It's about creating a sustainable ecosystem of empowerment." Technology Meets Social Impact: The Pure India Trust App

Always looking for innovative solutions, Prashant developed an app under the name of his NGO. This technology-driven approach streamlines the process of connecting women to financial assistance and business opportunities.

"Through this app, women can register, and a profile is generated for them," Prashant explains. "It includes complete information about who the woman is, what business she wants to pursue, and how much financial assistance she requires." This digital solution has expanded their reach beyond Rajasthan and Delhi, with women from other states now seeking assistance from Pure India Trust.

Beyond Women's Empowerment: A Holistic Approach to Social Change

While women's empowerment remains at the core of Pure India Trust's mission, Prashant's vision extends to other areas of social development. The NGO provides auto rickshaws to men in need of livelihood support, offers scholarships to students, and contributes to school development projects.

"We believe in a holistic approach to social change," Prashant states. "By addressing multiple aspects of community development, we can create a more significant and lasting impact."

LOOKING AHEAD: AMBITIOUS GOALS FOR 2030

Prashant's vision for the future is both ambitious and inspiring. "Our aim is to empower 25,000 women by 2030," he declares. "We're targeting a combined turnover of 1,000 crore rupees for all these women entrepreneurs."

This goal isn't just about numbers for Prashant. It represents a fundamental shift in the economic landscape, empowering women to become drivers of change in their communities.

RECOGNITION AND THE ROAD AHEAD

Prashant's tireless efforts have not gone unnoticed. He was recently honored at the state-level Bhamashah award ceremony in Udaipur for his contributions to social development. However, for Prashant, the real reward lies in the lives he has touched. "Every time I see a woman who has started her own business, supporting her family and inspiring others in her community, I know we're on the right path," he says with a smile.

A LEGACY OF EMPOWERMENT

As our conversation with Prashant Pal draws to a close, one can't help but be inspired by his journey. From a successful corporate career to becoming a champion for women's empowerment, Prashant's story is a powerful reminder of the impact one individual can have when driven by purpose and compassion.

Through Pure India Trust, Prashant has not only created opportunities for thousands of women but has also sown the seeds of a social revolution. His work stands as a testament to the transformative power of social entrepreneurship and the enduring spirit of service.

As Prashant looks to the future, his message is clear: "Empowerment is not just about providing opportunities; it's about nurturing dreams and building confidence. When we empower one woman, we empower an entire community."

In Prashant Pal, we see a visionary who has answered the question he once asked himself - "What's the point of living for oneself?" - with a life dedicated to uplifting others. His journey continues to inspire and challenge us all to consider how we, too, can make a difference in the world around us.

PURE India Trust

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Prashant Pal is the CEO and Founder of PURE India Trust (NGO). Prashant worked in lead ...more

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