



KARMYOG
VATIKA NETWORK

INVESTMENT DECK

Strategic Partnership

Assagao Vatika *LLP*

A KARMYOG INITIATIVE

*Celebrating Biophilia — so that Nature and
Community may prosper together.*

ASSAGAO, NORTH GOA · APRIL 2026

PRIVATE & CONFIDENTIAL



North Goa's conscious-travel audience *already walks past the door.*

9 million+ annual tourists to Goa, increasingly conscious and design-aware

3,500 hotels, villas, and resorts — yet almost none anchored in biophilic practice

An established expat, remote-work, and long-stay audience hungry for rooted experience

A visible supply gap: retreat and retail formats that are place-rooted rather than imported



Not a resort.
Not a spa.
A different category altogether.

01

Biophilic Design Showcase

A living demonstration of biophilic practice — and the launchpad for design projects across Goa.

02

Curated Retail Experience

Bengal craft, globally sourced biophilic goods, plants, the plant library.

03

Twelve Retreats a Year

Four led by KarmYog. Eight by guest experts in design, sustainability, and conscious living.

03 · CONCEPT

A biophilic destination in *North Goa.*



Living pavilion · Curated retail · Retreat infrastructure · Under one roof

Laterite. Living walls. Bamboo structure. *Tropical integration.*



Bamboo Cove — roundhouse pavilion, woven dusk



Terraced hill pavilion — paddy, bamboo, ocean



Walkway detail — flagstone, lanterns, flower beds



Compound aerial — beachside, red-roof tents, pool

Four elements on *one site*.

A single integrated campus in Assagao, North Goa — architecture, garden, retail, and retreat working as one.

01

Showcase Structure

A biophilic pavilion built in laterite, bamboo, and reclaimed wood. Doubles as a living demonstration of sustainable design — and the showroom for our Goa design pipeline.

02

Biophilic Garden

A curated plant library of native Goan species, rare tropicals, and the full KarmYog plant palette. Visitors walk through the garden, not past it.

03

Retail Experience

Bengal craft, globally sourced biophilic goods, plants, and the plant library. A destination of objects, not a shop.

04

Retreat Infrastructure

Accommodation, commons, and kitchen to host twelve intimate retreats a year — four led by KarmYog, eight by guest experts.

€50,000 for 49% of a €100,000 project.

A registered Limited Liability Partnership set up specifically for the Goa operations. Accommodates Indian and international partners, limits liability, keeps profit sharing clean.



€70,000 builds it. €30,000 runs it.

PROTOTYPE VATIKA BUILD	€70,000	BUSINESS OPERATIONS	€30,000
Site preparation & land securing	€5,000	Business setup, legal, registrations	€5,000
Material acquisition	€15,000	Operations & site management (6 mo)	€5,000
Pavilion construction	€25,000	Opening inventory	€10,000
Biophilic garden & landscaping	€8,000	Marketing & launch (WED + digital)	€7,000
Retail fit-out & retreat infra	€12,000	Working capital reserve	€3,000
Contingency	€5,000		

€100,000 total project. KarmYog has invested significantly to date and continues to support the build and operations. Partner contributes €50,000 for a 49% stake.

Three streams. Different rhythms. *One address.*

Each stream has its own cadence, unit economics, and sales motion — but all anchor to the same physical Vatika and the same brand.

BIOPHILIC PROJECTS	RETAIL EXPERIENCE	RETREATS & RESIDENCIES
RHYTHM High-value, episodic · multi-week installations	RHYTHM Daily walk-in · 8-month season (Nov–Jun)	RHYTHM Twelve retreats/year · 7-day format
UNIT ECONOMICS €10,000–12,000 avg project · ~35% margin	UNIT ECONOMICS 8–12 visitors/day · €6–12 avg spend · 50%+ margin	UNIT ECONOMICS 20–22 participants · €300/person · ~60% margin
PIPELINE 3 projects confirmed/warm · hospitality + residential	PIPELINE Tourists, expats, designers, hotel buyers	PIPELINE KarmYog alumni · Goa expat · guest experts
Y2 TARGET €50,000	Y2 TARGET €18,000	Y2 TARGET €54,000

Y2 revenue: €122,000. Net margin: 37%.

Conservative projections on a €100,000 total project. Year 1 is a build-and-launch year. Year 2 is the first full operating year. Year 3 is scale.

REVENUE STREAM	YEAR 1	YEAR 2	YEAR 3	
Biophilic Projects	€25,000	€50,000	€150,000	35% margin
Retail Experience	€5,000	€18,000	€24,000	50% margin
Retreats & Residencies	€12,000	€54,000	€72,000	60% margin
Total Revenue	€42,000	€122,000	€246,000	
Total Costs	€33,600	€77,100	€184,000	
Net Profit	€8,450	€44,900	€62,000	
Net Margin	20%	37%	25%	

Partner's €50,000 recovers in 30–36 months from 50% profit share. 3-year cumulative net profit: €115,350. Partner's 50% share: ~€57,600. Year 3 absorbs scale-investment costs ahead of network expansion.

The partner's €50,000 recovers in

30–36 months

- 3-year cumulative net profit: €115,000+ (Y1 €8,450 · Y2 €44,900 · Y3 €62,000)
- Partner's 50% share of profits: ~€57,600 on €50,000 contribution
- Cash-flow positive from Year 2 onwards

From partnership signing to operational Vatika — *seven months.*

Driven by the monsoon deadline and the World Environment Day proof-of-concept retreat.



The June 5 retreat happens *before* the build — *de-risking the entire partnership.*

June 5, 2026. World Environment Day. *The first KarmYog retreat in Goa.*

22 participants on the Assagao land — before a single stone is laid

€300 per person · ~€6,000 gross for a seven-day retreat

Validates the demand thesis ahead of the build

Shri MahAcharya leads in person; KarmYog team on the ground

The partner is invited.



Twelve retreats a year. *~60% net margin per event.*

A proven programming rhythm with institutional-grade economics — disciplined capacity, tight cost base, and high repeat intent.

Participants per retreat	20–22
Price per person	€300
Gross per retreat	€6,000–€6,600
Net per retreat	€3,900–€4,500
Annual gross (12 retreats)	€72,000–€79,200
Annual net (12 retreats)	€46,800–€54,000

*Four led by KarmYog. Eight by guest experts in design, sustainability, and conscious living.
Full 7-day programme detail in the playbook.*

Thirty years of practice behind a *Goa-based operator*.

A multi-generational team rooted in three decades of KarmYog practice. Institutional backbone in Kolkata. A Programme Manager who grew up in the philosophy.

MAHACHARYA · FOUNDER & RETREAT LEAD

Shri MahAcharya Sourabh J. Sarkar

IIT Kharagpur and Syracuse University. Founder of the KY21C Foundation, Newtown, Kolkata. Three decades building communities of practice rooted in Karma Yoga. Recipient of the NSDC Best Learning Methodology Award and a \$1M Tata Trusts grant.

PROGRAM MANAGER, GOA

Sohona Sarkar

Graduate in Community Design from O.P. Jindal University. Artiste and designer. Schooled in the KarmYog philosophy — grew up in the practice. Based in Goa, actively building the biophilic project pipeline and on-ground operations.

GUNAMATA · DIRECTOR, SYSTEMS & GOVERNANCE

Smt. Reena J. Sarkar

Co-founder of KY21C. Two decades in organisational systems, team culture, and governance. Prior experience at IBM and PricewaterhouseCoopers. Ensures the service structure is clean, auditable, and partner-accountable.

GURUDASA · CO-FOUNDER, AI & STRATEGY

Shri Ram Badrinathan

Heads KY21C's AI for Bharat initiative. Background in digital strategy, analytics, and enterprise transformation. Brings the systems-thinking lens — financial model, pitch, operational plan — to any partner conversation.

The partner is a *co-founder*, not a passive investor.

O1

Expertise

Architectural, design, or sustainability input — brought directly into how the Vatika is built and how the programme is shaped.

O2

Strategic Direction

A seat at every major design and business decision — not a quarterly update, an active voice in the room.

O3

Network

Connections across architecture, sustainability, and conscious wellness — the audience and the collaborators the Vatika will need.

Three streams. Three operating rhythms. *One Programme Manager.*

Sohona Sarkar runs the ground in Goa, with the KarmYog institutional team supporting from Kolkata. Every stream has a clear lead channel, conversion, and execution loop.

	PROJECTS	RETREATS	RETAIL
LEAD CHANNEL	Architect referrals, designer network, Vatika visits	KarmYog network, guest-expert audiences, alumni word-of-mouth	Walk-in traffic, tourist season, Instagram discovery
CONVERSION	Site visit → scope → quote → signed engagement	Landing page → deposit → full payment 30 days out	In-store consult → curated selection → immediate purchase or order
EXECUTION	Sohona + design partner, 2–3 projects live at a time	Sohona + retreat lead, one at a time, 12/yr cadence	Sohona + retail associate, daily open Oct–May

Programme Manager, Goa: Sohona Sarkar — single accountable owner for the ground, reporting into the LLP board monthly.

The exit is the *upside*.

A strategic acquirer — a hospitality group, a wellness brand, or a family office building a Goa portfolio — buys the 49% at a significant premium to entry.

The LLP agreement protects capital with a structured fallback after year three.

But that's the floor — not the plan.

The plan is to build something a serious buyer wants.

The three questions partners *ask first*.

Q · 01

How does the fund transfer actually work?

A standard international SWIFT wire from the partner's bank into the Assagao Vatika LLP operating account, held under escrow instructions. Drawdowns are phased against agreed build milestones, signed off by both parties. Documented in the LLP deed and the subscription agreement.

Q · 02

What happens during monsoon?

Retail is closed from June to mid-September, retreats pause, and the team uses the window for project work — architectural design, planning, and build supervision. Monsoon is a construction and content season, not a dormant one.

Q · 03

What is the partner's role beyond capital?

Co-founder — not passive investor. Architectural and design input, strategic direction on major decisions, and network access into architecture, sustainability, and conscious-living communities. Active by design.

€70,000 — benchmarked, line by line.

LINE	CATEGORY	AMOUNT (EUR)
A	Land, Site & Civil Work for Site Preparation	€9,000
B	Vernacular / Biophilic Material	€12,000
C	Masonry, Plumbing & Electrical	€8,000
D	Craftspersons & Artists	€26,000
E	Logistics, Handling & Transportation	€8,000
F	Design, Supervision & Project Management	€7,000
Total Build Cost		€70,000



Rates benchmarked to Goa contractors, Q2 2026. Craftspersons & artists form the largest line — reflecting the labour-intensive, vernacular build philosophy.



“North Goa already has the audience, the culture, and the appetite for place-rooted experience. What is missing is the supply.”

KarmYog Vatika is not a wellness resort and does not compete with one. It is a different category altogether — knowledge, craft, and community in a biophilic setting.”

SHRI MAHACHARYA SOURABH J. SARKAR
FOUNDER, KARMYOG FOR THE 21ST CENTURY

€50,000. 49%. And a seat at the design table.

€50,000

PARTNERSHIP CONTRIBUTION

49%

STAKE IN ASSAGAO VATIKA LLP

30–36

MONTHS · PAYBACK WINDOW

WHAT THE PARTNER GETS

- Co-founder equity — 49% of Assagao Vatika LLP
- KarmYog Vatika Network — access to the national portfolio
- Pipeline exposure — biophilic projects across Goa
- June 5 retreat invitation — the proof of concept, in person



21 • NEXT STEP

Come to the *retreat.*

World Environment Day Retreat — *June 5–12, 2026 · Assagao, North Goa · The proof of concept, before the build · Partner is welcome as a guest.*

Sohona Sarkar — Program Manager, Goa · +91 99035 70218

Assagao Vatika LLP — A KarmYog Initiative

KY21C Foundation — Newtown, Kolkata

FULL PLAYBOOK WITH DETAILED BOQ, TEAM BIOS, AND OPERATIONAL PLAN:

goa-vatika-playbook-eur.vercel.app

