

WHO WE ARE

FROM GROUND REALITY TO PROVEN IMPACT

An impact innovation lab for India's streets, soils and systems: research, AI, new materials, field action and measurement, in one partner.

PotHoleRaja is the field brand people know, now working as an impact innovation lab.

40,000+

potholes fixed with citizens and companies

30+

cities, from Jammu to Kozhikode

50+

CSR programmes, including 5 global auto makers



Led by Dr Prathap B (PhD), who started PotHoleRaja and invented GridMats

FOUR IMPACT AREAS



IMPACT AREA 01

SAFER ROADS & MOBILITY

Road-safety research, design and AI, so streets are safe by design.



IMPACT AREA 02

CIRCULAR MATERIALS & CLIMATE

Plastic waste turned into roads and yards, and surfaces that cool hot streets.



IMPACT AREA 03

RURAL & AGRI RESILIENCE

All-weather farm access, post-harvest yards and a loop for farm plastic.



IMPACT AREA 04

YOUTH & STUDENTS

Students as researchers and road-safety ambassadors, not just volunteers.

FOUR WAYS TO WORK WITH US

Minimum ₹25 lakh per programme and ₹5 lakh for advice or a study.
No single potholes or stand-alone signboards.

ADVISE

4-12 weeks · ₹5 L+

CSR strategy, programme design and NGO capacity building.

For CSR heads, foundations and NGOs

CO-CREATE

3-6 months · ₹25 L+

An innovation sprint and pilot of a new solution in AI, materials or agri.

For a signature programme

IMPLEMENT

6-36 months · ₹25 L+

Turnkey delivery with PotHoleRaja crews, your employees and students.

For one city or many

MEASURE

6-12 weeks · ₹5 L+

Impact studies, SDG and BRSR-ready reporting, and life-cycle analysis.

For projects that need proof

SIX SIGNATURE PROGRAMMES

AI Safe Corridors

PILOT

Zero-Harm School Zones

LIVE

Plastic to Pavement

LIVE

Cool Streets

NEW

Farm-to-Market Roads

PILOT

Road Safety Fellowship

NEW

LIVE in use **PILOT** trialled **NEW** in development

Schedule VII (ii), (iv), (ix), (x) · SDGs 2, 3, 4, 8, 9, 11, 12, 13, 17 · confirm with your CSR advisor.

GIVE AS AN INDIVIDUAL

Volunteer, report a pothole or donate at www.potholeraja.com/supportus.

Or WhatsApp +91 814 POTHOLE.

✓ Donations eligible under Section 80G

WHAT WE ASK THIS MONTH

A 45-MINUTE CO-DESIGN SESSION WITH YOUR CSR AND SUSTAINABILITY TEAMS

REQUEST A CO-DESIGN SESSION →

We reply with two proposed dates

