



**ACTION FOR INDIA:
A PLATFORM FOR SOCIAL
ENTREPRENEURSHIP IN INDIA**

A SESSION IN THE “ENTREPRENEURSHIP IN ASIAN
HIGH-TECH INDUSTRIES” SEMINAR SERIES

STANFORD UNIVERSITY

MAY 28, 2013

Outline



ABOUT AFI

NETWORK OF HUBS OF SOCIAL INNOVATION

SOCIAL ENTERPRISE IN INDIA

MAKING OUR WORK RELEVANT GLOBALLY

HOW YOU CAN GET INVOLVED

About AFI



Our Mission



...to help social innovators in India overcome barriers to scale and achieve greater impact at the Bottom of the Pyramid. AFI connects social innovators with mentors, technology, funders, government contacts and local partners.



Inspired by Sam Pitroda:

- Adviser to the Prime Minister of India
- Chairman of the National Innovation Council of India.
- Honorary Chairman, AFI

The Stanford Connection



Mark Granovetter, Chair, Department of Sociology



Prof. Hayagreeva "Huggy" Rao, Professor
Organizational Behavior, Stanford GSB



Srini Akkaraju, Stanford Alum, MD, PhD,
General Partner Sofinnova Ventures

GS Ramkumar, Stanford Alum, PhD Computer
Science, Co-Founder and CEO Concept.io



Context for Our Mission... Enterprises like Rashtriya Swasthya Bima Yojana (RSBY)



- **Purpose:** Provide health insurance coverage for Below Poverty Line families to provide protection from financial liabilities due to hospitalization.
- **Entrepreneur:** Anil Swarup, an IAS officer in Delhi
- **Innovation:** A public private partnership between the Ministry of Labour and Employment, Government of India and 12 private health insurance companies; a paper-less and cash-less initiative.

RSBY embodies :

- Social good at the BoP
- Rapid scale in a short span of time
- Used technology to achieve scale

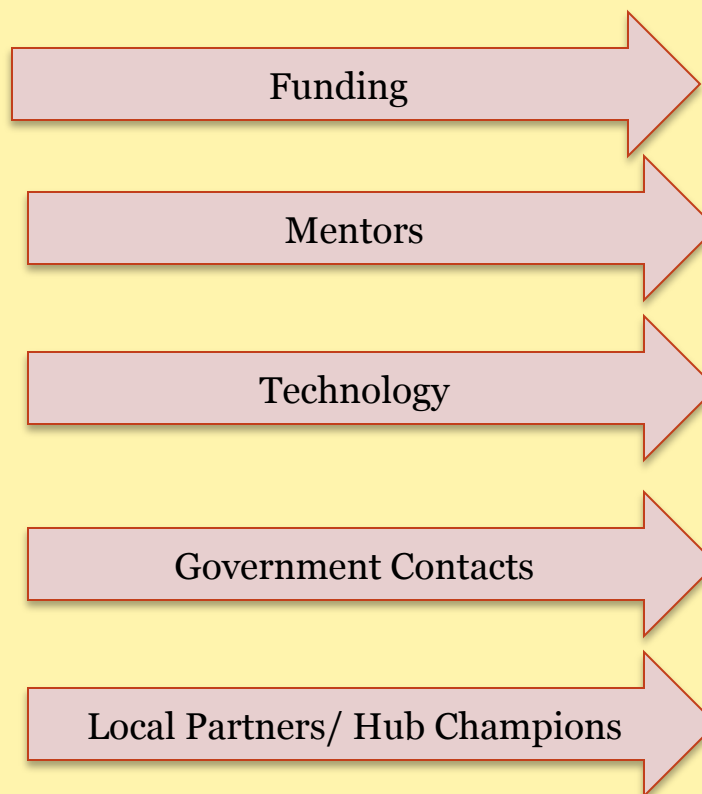
AFI's mission is to be a catalyst for initiatives like RSBY leading to faster socio-economic development nationwide.



The AFI Ecosystem



Action
For India



Social
Innovators

One Young Social Innovator: Jaldoot



Jaldoot - 'water messenger' - is a highly scalable and sustainable safe drinking water delivery model.

TECHNOLOGY

- Ultrafiltration plant mounted on vehicle runs off the vehicle's diesel engine.
- Vehicles use GPS to optimize the supply routes.

PEOPLE

- 70% or more women participation as entrepreneurs as well as employees
- Expansion focused on poorer section of the society.
- 3 month comprehensive residential training program for JALDOOT entrepreneurs.

SOCIAL IMPACT

- One Distribution Center employs around 30 people, covers an area of approximately 314 km² and serves approximately 20,000 people.
- 400 Distribution centers will employ around 12,000 rural people out of which 70% will be women. The area under the operational coverage will be 125,600 km²
- These Distribution Centers will potentially be able to serve 8,000,000 rural population.



More Social Innovators



Bhavani B
Ammachi Labs



Anu Sridharan
Next Drop



More Social Innovators

Sean Blagsvedt
babajob

babajob
Better Jobs for Everyone



Rikin Gandhi
Digital Green

digitalGREEN



Annual Forum in Delhi



- Offers critical contacts, support and inspiration for entrepreneurs
 - Second Forum held January 19-20, 2013 at Om Shanti Retreat Centre and IIT-Delhi
 - Invite only event connecting 100 YSIs to government leaders, successful entrepreneurs, and impact investors
 - Confirmed speakers Sam Pitroda and Desh Deshpande
 - Sponsored by the Deshpande Foundation, Khemka Foundation and Nokia
 - Growth Prize 2012 awards made to five YSIs



DESHPANDE
FOUNDATION



THE GLOBAL
EDUCATION & LEADERSHIP
FOUNDATION

NOKIA



Delhi - NCR
Social Entrepreneurship Special Interest Group



NASSCOM
FOUNDATION

ENNOVENT
innovations for sustainability

iit
ALUMNI



Participants in the YSI Pitch Session



Participants in the Healthcare Breakout Group



Desh shares about Hubli Sandbox and MoU with AFI



Keynote Panel with Arun Maira, Desh Deshpande and Shiv Khemka



Growth Prize winner Neil Patel accepts his award

Social Innovation “Growth Prize” Competition



- 2012 online competition hosted by Ashoka’s Changemakers
- 60+ participating social innovators competing for prizes
- Winners:

Neil Patel of [Awaaz.De](#)

Sameer Sawarkar of [Neurosynaptic Communications](#)

Gaurav Malik of [Nuru Energy](#)

Kaushlendra Kumar of [Kaushalya Foundation](#)

Rikin Gandhi of [Digital Green](#)



Other Projects



- **Mentorship Network**
 - Connecting mentors and social entrepreneurs 1-on-1
- **Debt Financing Advisory Service**
 - Connecting social entrepreneurs with debt financing and free mentoring for application process
- **Online Learning Community**
 - A portal where entrepreneurs can learn from each other, experts and mentors through webinars, networking and online resources.

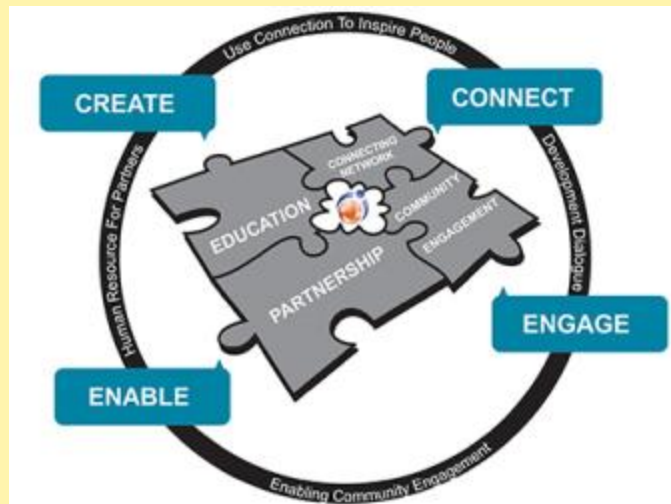
Hubs of Social Innovation



Replicating the Deshpande Sandbox Model



Vision... Create a learning network of several Hubs around the country so the best practices from one flow into another thereby accelerating the broader socioeconomic development of the country.



NGO Partners in Hubli

Agastya

Unlocking the creative potential of disadvantaged children and teachers across India through Mobile Science Labs, Science Centers and 500+ staff.

- A program of rural transformation
- World's largest hands-on science program
- Reached over 5 million children and more than 1,70,000 teachers



Akshaya Patra

Helping underprivileged children by providing them with a healthy, balanced mid-day meal.

- The meal is an incentive for them to continue their education.
- It helps reduce the dropout rate to an enormous extent and increases classroom attendance.



AFI Hubs for Social Innovation



A multi-year regional approach to catalyzing social entrepreneurship in the agriculture, education, energy, health and livelihoods sectors

- **Goal:** Channel financial and non-financial resources to the social entrepreneurs of the target region helping them scale their ventures
- **Vision:** Grounded in Deshpande Foundation Sandbox Model
- **Steps:**
 - Identify Hub Champion and reconnaissance
 - Attract existing or support the launch of SEs in the region
 - Create a local ecosystem for SEs
- **Pilot hub:** The Yamuna Hub (serving a target area of Haryana, National Capital Territory of Delhi, Uttar Pradesh and Uttarakhand)

Hub of Social Innovation Model


Resources - Financial

- Philanthropic
- Local Partners
- Corporate Houses with CSR funds
- GOI Innovation Funds

Resources - Non financial

- Hub Champion
- Deshpande Foundation
- Universities
- Local business partners
- District Innovation Council




Co-creates and drives the ecosystem:
Connects, Collaborates, Learns for Replication

Enlist

Encourage

Enable

Excel

Local social entrepreneurs receive:
Supportive ecosystem

Non-Hub social entrepreneurs:
Potential growth opportunity



Social economic development in Target Area

Last Update: May 14, 2013

Partner Landscape: Yamuna Hub



Local Champion and Funding Partner



Knowledge Partner



Local Government Partners



and

The Haryana Innovation Council

Local Entrepreneurship Resource Partners



Hub Locations in Development

The DLF
Foundation
Haryana
Uttar Pradesh



DLF
BUILDING INDIA

Sangita Reddy
Chittoor
Andhra Pradesh



Dilip Modi
Modipur
Uttar Pradesh



Srini Raju
Sri City
Andhra Pradesh



Raju Reddy
Nizamabad
Andhra Pradesh



AFI's 2013 Sponsors & Partners



Sponsors



Partners



Social Entrepreneurship Special Interest Group



Centre for Innovation Incubation and Entrepreneurship



Fundraising Overview



- The Silicon Valley Chapter, AFI's original chapter, facilitates angel impact investments from the Indian Diaspora in Silicon Valley to social innovators in India.
- Develop a \$ 2 Million USD endowment
- Enlisting Patrons, Trustees for major commitments
- Develop a network of Social Innovation Catalysts, Partners, Sponsors and Foundations for program and event specific funding

Social Enterprise in India



WHAT ARE THE MAJOR CHALLENGES FACING SOCIAL ENTREPRENEURS IN INDIA?

WHAT ARE THE KEY EMERGING TRENDS IN THIS SECTOR?

WHAT IS THE CURRENT SE LANDSCAPE IN INDIA?

The Need

- Social enterprises in India have their work cut out for them. A sampling of the needs they're tackling:
 - 33% of the world's poor live in India
 - 128 million people in India don't have access to safe drinking water
 - 93% of India's working population is employed in the informal sector
 - 99% of girls in rural India don't complete their secondary education
 - 48% of children in India suffer from malnutrition



Social Entrepreneurship in India is..



..nascent but growing fast..

- 68% of Indian SEs have been in existence for five years or less (Beyond Profit, 2010)
- Annual revenue for about 90% of Indian SEs is \$500,000 or less (Beyond Profit, 2010)

..spread across 5 key sectors..

- Healthcare
- Agriculture
- Education
- Energy
- Livelihoods

..enabled by innovative business models

- Triple bottom line (3Ps): People, Planet, Profits
- High growth sector with diverse business models: for profit, non profit and hybrid

But Multiple Barriers Remain...

**Lack of use of
technology**

Policy barriers

**Limited access to
capital**

**Need for
innovative
business models**

**Lack of human
resources**

Some Positive Emerging Trends

- **Increased Government & Policy support**
 - New public-private partnerships & incentives for MSMEs (Micro, Small and Medium Enterprises)
 - Set-up of National Innovation Council
 - Regulatory support recommendations for growth of Social Venture Funds from SEBI
- **Increasing access to growth capital & mentoring support**
 - High growth in early stage Impact Investing
 - Active presence and engagement of ecosystem enablers
- **Enhanced usage of technology**

Making Our Work Relevant, Globally



Potential for Global Infusion of Ideas



- The Hub model is easily replicated in other parts of the world
- Ideas from one geography could be seamlessly transferred to another
- The development of a global sharing network that allows social entrepreneurship to thrive



Indian SEs Seeing Their Ideas Spread



Akshaya Patra

Addressing the twin challenges of access to education and hunger

- Distribution model used in global crises such as the Haiti earthquake of 2010
- Recognized by President Obama as a viable model for other countries

Digital Green

Using technology and social organization to improve agricultural efficiency

- Founder named as top young innovator by MIT
- Have ventured into East Africa and eyeing other geographies

Deshpande Foundation

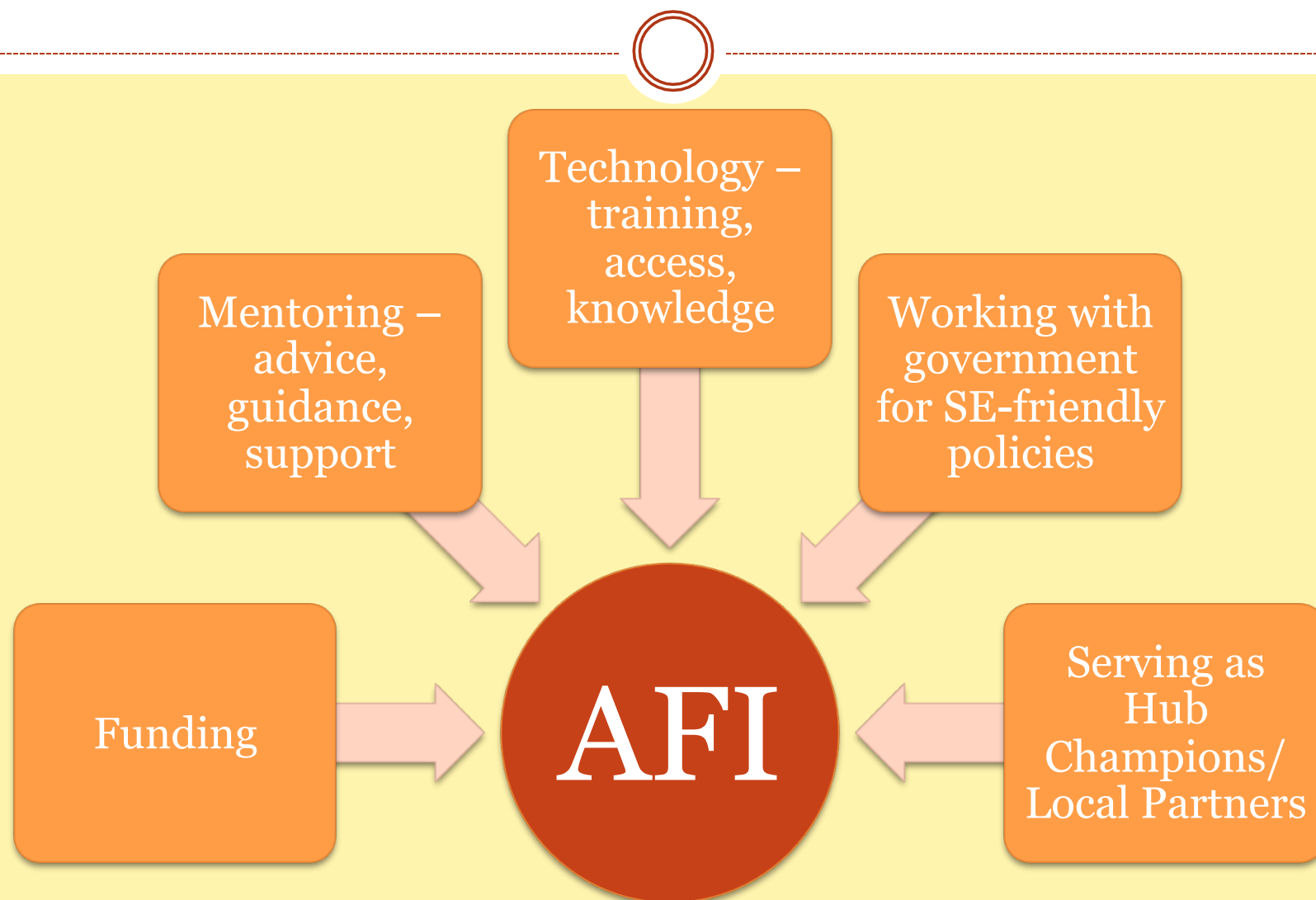
The Hubli Sandbox is an ecosystem that allows social innovation to flourish

- A similar model to enable entrepreneurship and innovation implemented in Merrimack Valley in MA, USA

How you can get involved



How You Can Get Involved



Contact Us



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