

Investing in the Social Sector in India

Non-Monetary Philanthropic Returns



Ashoka Model – Ashoka supports people not projects – Ashoka Fellows

- Ashoka is Sector and issue agnostic – Social Impact
- Innovation that has potential to scale national/Regional/Continent level
- Change the eco-system connecting social & business sectors
- System-level change
- Changing the way various stake-holders think



“Social entrepreneurs are not content just to give a fish, or teach how to fish.

They don't rest until they have revolutionized the fishing industry”

Bill Drayton, Ashoka Founder and CEO

About 80% of Ashoka Fellows scale nationally in 5-10 years – others replicate models, governments adapt and implement



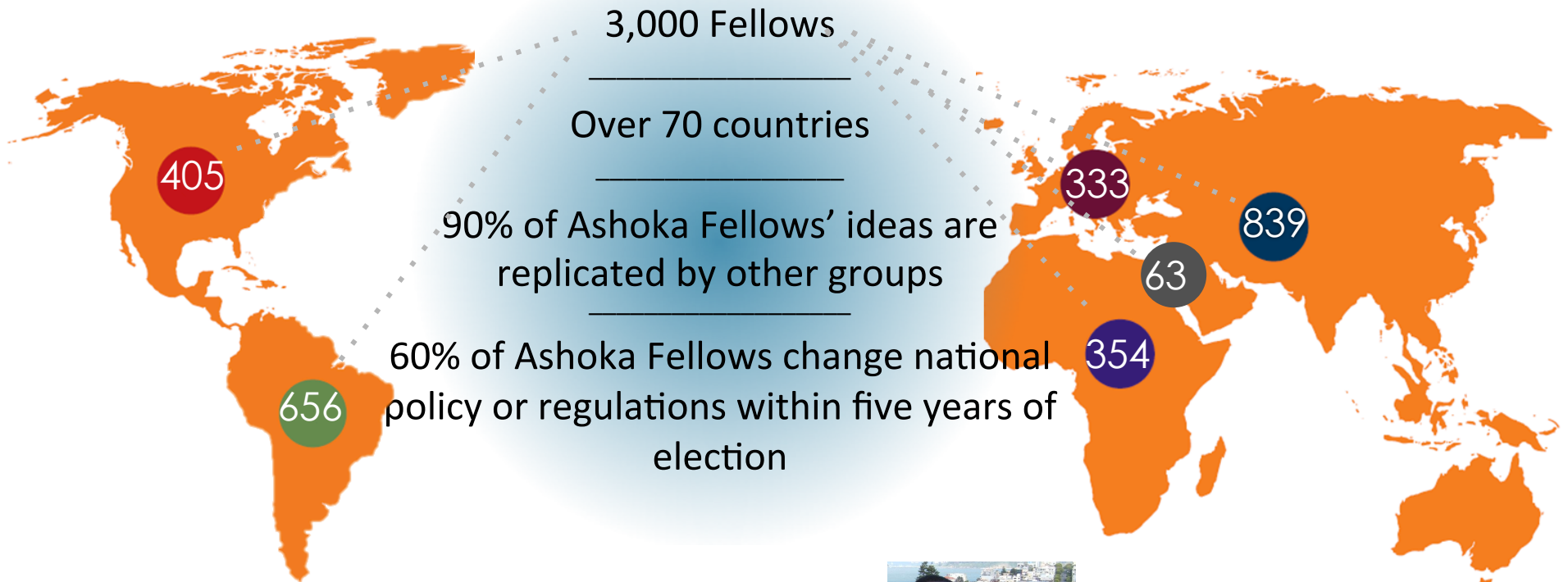
How do you know when you
have revolutionized an industry

**Ashoka's approach to assessing
impact**



Ashoka:

The world's largest association of social entrepreneurs





Ashoka: Paths to Social System Change – results of recent survey

54% of Fellows Changed Market Dynamics in 5 years

54% had national level impact to include marginalized groups in society

56% have achieved Business Social congruence at national level

28% have joint venture with a business

66% have created culture of Changemaking nationally



Ashoka Fellows focused on India -
recently hosted by Ashoka Silicon
Valley Chapter – Receptions,
Innovation Exchanges

www.Ashoka.org/sv



Ashoka Fellow Kabir Vajpeyi

Vinyas Center – Learning, Education, Child Development via Environment & Architect



**Innovation – Bala building as learning Aid
8 states, over 1000 schools in 2 states**

- Children perceive world - multi-sensory experience
- Rural schools education - one dimensional rote teaching
- Uses spaces as a tool for child development
- Convinced parents, teachers, architects, engineers, Govt
- State Govt. investing – scaling across India



Ashoka Fellow Hasina Karbhih

Impuse Meghalaya Model: Comprehensive Tracking System for Trafficking - India



Hasina and other women Ashoka Fellows working on protecting girls/ women visiting Stanford in March – Ashoka SV Chapter Innovation Exchange

- Holistic End-to-End solution- cycle of human trafficking
- Pre-emptive action, finding ways girls are trafficked, saving, re-engaging them in society – training, dignified employment
- Changing stake-holder thinking - victims, NGOs, government law enforcement authorities become active protagonist in bringing change
- Bringing model to Myanmar, Nepal, other countries



Ashoka Fellow Cindy Kaplan

SPOON Foundation



Innovation – Prevent debilitating & yet early preventable malnutrition of orphans, foster children

- Recognizing local patterns in nutrition and ways of feeding
- Assessing and providing templates
- working with local partners
- Kazakasthan, India, China
- Leading to higher adoption rates, better quality of life
- Aiming to scale to 20 counties in 10 years via key partners

Other Non-Ashoka Social Entrepreneurs scaling via Technology in India (non monetary returns)

- **CGNet Swara** – audio-based citizen journalism (mobile phones) in tribal India – prevents human rights abuses
- **Samasource** – Digital Micro-work from across the world brings employment - dignified living and respect for women in developing parts of the world