“Everybody has the capacity to be remarkable”
“Our founding cohort truly embodies the passion and commitment that are available at hand to solve some of our country's most pertinent problems through creating sustainable social enterprises. SSE India continues to grow and evolve with the help of our many partners and supporters. Our journey continues and we thank you for being a part of it”

- Jaivir Singh, Chairperson
MESSAGE

It is gratifying to note the growth of the School for Social Entrepreneurs (SSE) India and the “Social start-up” fellowship programme launched earlier this year. Their journey of success is appreciable.

I am told that 16 social entrepreneurs graduating from the first cohort have worked on their ideas for 9 months and many of them have been able to launch their enterprises. Their passion to deliver solutions to social problems that they encountered in their environment, motivated them to achieve their goal.

In my interaction with people of India, under different portfolios that I currently hold in the government, I have experienced & believe that social entrepreneurs lead the change through their work in some of the most difficult areas of the country like the North East. It is the spirit of entrepreneurial people brimming with passion to bring social change, that innovations and new solutions to address some of the fundamental challenges of our country. And, we at the government, through our various initiatives encourage this spirit.

I extend my heartiest congratulations to the 16 budding social entrepreneurs who have completed the fellowship programme offered by SSE India and are ready to embark on their respective journeys.

I also congratulate those associated with the SSE India who have invested their time and resources to deliver high quality programme that is much needed to create the change that our country needs.

(Dr. Jitendra Singh)
MBBS (Stanley, Chennai)
M.D. Medicine, Fellowship (AIIMS, NDL)
MNAMS, Diabetes & Endocrinology

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South Block, New Delhi-110011
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MESSAGE

I am glad to see the progress SSE India has made in the one year since its inception in January 2016. The first cohort of the Fellowship Programme has successfully taken their ideas into live social enterprise projects.

The 9 months programme offered by SSE India brought together 16 budding social entrepreneurs providing solutions to social problems faced by communities in rural, peri-urban and urban areas focussing on farmers, child labour, migrants, slum population and indigenous people.

Entrepreneurship in my opinion is transformative. Entrepreneurs are the biggest differentiators and social entrepreneurs are truly committed to making a difference. Social enterprises generally do not aspire to make it big, but focus on how their solutions have the potential to fill a major void in their local community.

Their journey will not be easy and the challenges will increase as they grow, but alongside, their experience and strength too would multiply. I convey my best wishes to each of the social entrepreneurs graduating from SSE India Social Start-up Fellowship Programme.

I also wish School for Social Entrepreneurs India success in their endeavours to work towards creating a more robust social enterprise ecosystem in the country.

( RAJIV PRATAP RUDY )
Namaste

Dreaming about the perfect future is a fool's paradise...
Brooding over the past and repenting is again a waste of time...
Take Action Now - is the mantra for every social entrepreneur.

This is the philosophy of School for Social Entrepreneurs (SSE) India.

We follow the legacy of SSE founded in the UK in 1997. SSE offers programmes and courses that support students in achieving four main outcomes.
• Resourcefulness
• Social Impact
• Business and Entrepreneurial Skills
• Networks

All of these are crucial foundations for enabling individuals to start, grow, and sustain organizations which improve people’s lives and benefit communities.

We launched SSE India in February 2016 and formed our first cohort in April 2016. The process of identifying our first fellowship participants was intense and engaging. We have taken help from many organizations, friends, and our personal network to showcase 16 social change projects, which were just an idea before the start of the fellowship programme. This publication is a compendium of 16 social enterprise projects and gives an opportunity for you to engage with these projects and social entrepreneurs. Come forward, participate in these projects, support them, and take them to the next level...

SSE India works in partnership with individuals, grant-giving trusts and foundations, corporates and other businesses, governments and community, and the social enterprise sector.

We are grateful to our partners PwC and British Council India who supported us in our first year and helped us put together the first cohort and deliver the programme. All the PwC staff who volunteered with SSE India to deliver sessions, mentor fellowship participants, and engage with them in their journey - our sincere gratitude to all of you.

Every fellowship participant deserves accolades for the dedication and passion with which they committed themselves to learning at SSE India. We are amazed to see them grow and to see their ideas shape into solutions to deep social problems faced by the communities where these projects are located. Read about these wonderful projects in this compendium and reach out to us for more information if any project interests you.

All the people featured in this compendium have made a great contribution to SSE India's journey. Thank you for your support and encouragement... always.
OUR Genesis

Michael Young founded School for Social Entrepreneurs in the UK in 1997. SSE, since then, has grown to become a global network and now operates in 12 locations across the UK, Canada and the most recent one here, in India.

We invest in people from all backgrounds who have practical ideas for bringing social change. Our 9-month fellowship programme helps individuals start, sustain and scale their social enterprises, charities or community projects.

School for Social Entrepreneurs India supports people using entrepreneurial approaches to tackle complex social problems. We help them gain practical business skills in addition to igniting entrepreneurial zeal for creating social value.

OUR Approach

Our fellowship programme is committed to jargon-free learning. In this journey we create social change along with people who are working on developing their idea and are ready to invest time in getting it operational. We focus on developing the individual. We believe with the right support and investment in the entrepreneur, the enterprise is likely to succeed.

In India, our first flagship programme, ‘Social Start-up’ worked with 16 fellowship participants coming from diverse backgrounds with powerful ideas to address inequalities and social exclusion. We transform their ideas into real social outcomes, in the form of sustainable solutions to poverty and disadvantaged communities. The 23 days over the 9-month Fellowship Programme has unique features to nurture and enable them to develop successful business models. Some important features of the programme are:

• Fellows: There is no typical student for School for Social Entrepreneurs. Our fellows are from different backgrounds and span a wide age range from 18-70. They work in various sectors- education, healthcare, agriculture, water and sanitation services. Our fellows are and will remain an important part of our community.
• Interactive sessions: The programme includes interactive sessions with experienced social entrepreneurs or ‘Witnesses’ who share their journey. Our ‘Experts’ from various industries help develop and refine certain hard skills such as branding and marketing, project management etc
• Personalised Guidance: Each student is assigned a ‘Mentor’ from our partners to guide and ensure their development, during the course of the fellowship and beyond.

Our programme is action focused so participants must have time to dedicate to working on their project in between the fellowship sessions. We use Action Learning as our core pedagogy.

SSE India aims to support innovative grassroots projects. We search for great ideas from people with first-hand experience of social issues because we strongly believe personal experience builds a strong foundation of practical knowledge.

This publication is about the 16 social entrepreneurs who were part of our first cohort and describes the project of each one of them. We invite readers to spend time on each profile and come forward to support our fellowship participants.
Footprints of the First Cohort

**Thematic Areas:**
Health, Agriculture, WASH, Solid Waste Management, Energy, Education, ICT, Livelihood, Skill Development

**Target Groups:**
Farmers, Child Labour, Migrants, SC/ST/Dalit Women, Tribal, Children, Urban Middle Class & Upper Class

<table>
<thead>
<tr>
<th>Gender Distribution</th>
<th>Age Group</th>
<th>Project Focus - Geography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male 11</td>
<td>18-25 years 9</td>
<td>Urban 4</td>
</tr>
<tr>
<td>Female 5</td>
<td>26-35 years 6</td>
<td>Rural 9</td>
</tr>
<tr>
<td></td>
<td>36 &amp; above 1</td>
<td>Peri Urban 2</td>
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<tr>
<td></td>
<td></td>
<td>Tribal 1</td>
</tr>
</tbody>
</table>

![Map of India with project locations marked](image)
All great movements stem from an idea. As a team we asked ourselves many difficult questions about what makes a social entrepreneur, how commitment is displayed, and how to identify and foster talent that possesses a mindset almost esoteric in nature.

From the 100+ applicants, to the dozens of interviews we conducted, it became more and more clear where passion meets dedication for our chosen fellowship participants. The 23 days over the 9-month programme witnessed deep and meaningful reflections by our budding social entrepreneurs, sharing their personal and professional passions and struggles, as well as becoming better versions of 'self'– creating a strong sense of community by empowering and critiquing each other.

The programme delivered in three trimesters inspired the fellowship participants as they met multiple social entrepreneurs via the witness sessions. They developed new skills and refined existing ones via the Expert sessions. With a new-found sense of possibility, empowered with hard skills, they developed grit as they worked hard to turn their dreams into reality. All of the nine months were aligned to getting the social entrepreneur and their social enterprise investment ready.

Many entrepreneurs struggled to define their next step – this is where the core of SSE India’s programme, Action Learning came to their rescue. Fellows leaned into their action learning sets, reached out to Mentors for guidance and support along the way.

As our name suggests, we are a school for social entrepreneurs, not entrepreneurship and not enterprise, and we truly keep the person, the entrepreneur, at the centre of it all.

The journey was not an easy one, however, there was joy in the process and it felt like a safe space, a community because of the relationship the participants were able to build with each other, and with me, as they allowed me to push them when needed, share a laugh, be friends with them, and sometimes just let them cry it all out sitting next to me.

They came as individuals but they are leaving the programme as a collective.

I introduce to you the budding social entrepreneurs of the Social Start-Up Fellowship 2016 at SSE India...
1. Dr. Nidhi Chaudhary, Tarang Clinics, Healthcare
2. Raisa Dawood, Child and Youth Development Foundation (CYDF), Education, Child Welfare, Skill Development
3. Rakesh Kumar Gupta, GramShree, Agriculture
4. Archana Relan, Miraculous Millets, Agriculture
5. Milarepa Densong Bhutia, Scrapbook EduProjects, Education
6. Dr. Mukesh Panwar, Smile Express, Healthcare
7. Amit Tandon, Association for People’s Centre Practices Water and Sanitation
10. Anurodh Sachdeva, BioEn Private Limited Energy
12. Nageshwar Panchal, Go-On India, Healthcare
13. Ajay Etikala, Organic Ubuntu, Agriculture
14. Siddhant Khurana, Mind Piper, Healthcare
15. Naresh Sijapati, Panah Foundation, Skill Development
16. Abhishek Aggarwal, Nirmalya, Waste Management
**Tarang Clinics**

*Primary healthcare for urban poor*

---

**Dr. Nidhi Chaudhary**

**WHY?** The death of women and children from disadvantaged groups is not the result of incurable diseases but a lack of our willingness as a society to ensure access to quality health services for all. Absence of universal health coverage and limited social insurance coverage has led to a high burden of out-of-pocket expenditure (OOP) in India. OOP contributes to 60% of the overall healthcare expenditure in the country.

More than 70% of health issues in urban and rural India are treated in the private sector. The average outpatient expenditure per ailing person for urban poor is ₹480 while the richest class spends ₹870. The first point of contact for a large proportion of urban poor in need of healthcare are unqualified people providing poor-quality services. The high household expenditure on health by the poorer sections of the society can be attributed to receiving treatment at a later stage of a disease, absence of preventive services, and quality health services. **Tarang Clinic is the outcome of my journey as a public healthcare professional who found inequities in continued high rates of illness and mortality due to preventable diseases amongst underprivileged groups highly disturbing.**

**WHAT?** Navya Tarang endeavours to ensure equitable access to quality health services for all and promote preventive healthcare for reducing preventable illness and deaths in children and mothers. This will be achieved by establishing a network of primary healthcare clinics for urban poor to reduce the OOP expenditure on health. We are targeting 25% consumer savings on health expenditure during an illness episode for those accessing Tarang clinics. Each clinic is expected to serve nearly 5000 clients in year 1 and 12,000 clients in year 2. Tarang Clinics will add value by focusing on preventive health and health promotion measures. Early detection, improved care, and better management will reduce hospitalization and healthcare expenditure for the poor.

**HOW?** The Tarang Clinics network is a hub-and-spoke model with six primary healthcare outpatient clinics for urban poor settlements in the tri-city of Chandigarh/Mohali/Panchkula and one multispecialty clinic based centrally in the city. The satellite clinics serve as a one-stop-shop for doctor consultation, basic diagnostics, and medicines. The concept of preventive care is pivotal to the model. The clinics will serve as an entry point for reaching out to the families through home visits by outreach workers. Families of clients accessing the clinic will be enrolled and provided with an identification card. During the home visits, profiling of health needs of the family members will be done and need-based preventive and counselling services will be provided. Tarang Clinics will leverage the existing technology solutions such as electronic patient records, software for managing clinics and follow up of clients through tailored text messages and calls for improving clinic efficiency.

The revenue in the clinics will be generated through the consultation fee, laboratory tests, and the medicines. Based on the expected client footfalls, the clinics are expected to generate revenue for being self-sustaining in 18 months.

**WHO?** Dr Nidhi Chaudhary, the Founder and CEO, is a medical doctor with a desire to make quality health services accessible and reduce preventable deaths. Dr Chaudhary has 15 years of experience in public health. She has worked with national and international NGOs and UN organizations (WHO and UNICEF) and brings in rich experience in the health sector and on working with poor and marginalized communities.

**ASK** The capital cost for establishing each satellite clinic is ₹2,50,000. This includes the equipment, furniture, diagnostics, and medical supplies. The operational cost for 18 months is ₹12, 50,000. This includes staff salaries, rental, clinic running costs, and administrative costs. Hence, for each clinic, a seed amount of ₹15,00,000 is required for a period of 18 months, after which we expect the clinic to be self-sustaining. We are seeking a grant for establishing six clinics in the first two years. We propose to scale the model to tier 2 and 3 cities in the states of Punjab and Haryana.

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<table>
<thead>
<tr>
<th>Project Location</th>
<th>Chandigarh, Mohali, Panchkula</th>
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<tbody>
<tr>
<td>Sector</td>
<td>Healthcare</td>
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<tr>
<td>Legal Structure</td>
<td>Section 8 Company</td>
</tr>
<tr>
<td># Employees</td>
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<tr>
<td>Total funding required</td>
<td>₹ 90,00,000 for 6 clinics</td>
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<tr>
<td>Type of funding</td>
<td>Grant</td>
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<tr>
<th>Proposed use of funds</th>
</tr>
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<tbody>
<tr>
<td>1. Setting up clinics</td>
</tr>
<tr>
<td>2. Operational costs for 1.5 years</td>
</tr>
<tr>
<td>3. Administrative Costs</td>
</tr>
</tbody>
</table>
Raisa Dawood

WHY? My childhood was spent in an environment where, due to poverty, there was lack of skill-based learning and exposure resulting in limited opportunities. To this date, rural children and youth face such issues. They are malnourished and thus, have a low IQ and find it hard to study; many drop out of school due to family issues; and those who are educated do not get well-paid jobs, which often leads to depression and disengagement. The Child and Youth Development Foundation (CYDF) wishes to create a hub where children and youth from rural communities can get opportunities to flourish and develop themselves.

WHAT? Our vision is to create a healthy and sustainable community where every individual is able to enhance their self-esteem by fostering their physical, social and intellectual development. We believe that every child despite the circumstances should be given the opportunity to reach and fulfill his/her potential.

Our Mission is to eradicate malnutrition among students and provide every child with quality education. We will also give necessary guidance and advice to pursue a career of their choice. By maintaining, preserving, and protecting the natural resources, CYDF will ensure that every resident gets a sustainable environment to live and work.

The impact indicators will be the children’s ability to demonstrate their creativity, innovation, and critical thinking and also to communicate through multiple methods and media. We will also prepare them to cooperate with others and be a part of group efforts.

HOW? CYDF collaborates with government-aided schools and ITIs to work with children and youth between 13 and 20 years of age. This is done by partnering with social enterprises like Empower (UK) and with voluntourism companies. They bring in international volunteers to work on projects related to healthcare, teaching English, sports, soft skill development, and environmental conservation. Currently, CYDF is working with around 350 children. Aged between 12 and 14, students from 2 local schools, we have 55 students aged between 6-18 years from an ITI, 93 kids aged between 12 and 17 from a boys home and 250 final year students aged between 19 or 20 from an engineering college.

WHO? Raisa Dawood, Director, ECO-project, has four years of experience in the volunteering sector. Mr. Johnson Raja, Director, Marketing and a former mariner, handles all the marketing operations along with placement communications. Ms. Swathi Johnson, Director of Operations, is a professional soft skill trainer and handles all field operations of the volunteering project.

ASK CYDF needs an investment of `10,61,600 to start the soft skill development programme for about 250 students. It also seeks mentoring support to improve the quality of projects delivered. Help is also required to establish a volunteering network.
**Rakesh Kumar Gupta**

**WHY?** Working in the development sector for more than a decade made me realize that marketing farm produce is one of the bottlenecks faced by the agriculture industry. Such marketing done in favour of the poor can help farmers in rural and remote tribal areas come out of poverty. GramShree aims to engage, promote and support tribal farmers by providing opportunity to raise additional income by ensuring sale of their farm produce.

**WHAT?** Custard apple in the interior parts of Rajasthan is available in abundance. GramShree is planning to establish three custard apple pulp processing units in three years. Each unit will have a capacity of producing 20 metric tons of pulp from 1,00,000 kg of raw custard apple. This in turn will provide additional income to 2,500 tribal families through sale of fruit, and direct employment in the processing unit. As women are involved in collecting custard apples and its sale as well, the income will go directly to them and improve their standing in the family. They can use this additional income for educating their children and as savings. Wild grown custard apple by default is organic, as against those coming from other parts of the country which are cultivated with fertilizers and pesticides. Hence, consumer will receive pulp of naturally grown custard apples, free from chemical.

Market availability will also generate farmer interest in developing custard apple orchards that will give new livelihood opportunities. An orchard of 40 farms will also lead to an additional income of ₹10,000 to ₹15,000 annually.

**HOW?** There is a huge demand for custard apple pulp in the ice cream and catering industry across India, particularly in states like Gujarat, Rajasthan, and Madhya Pradesh. In the first year, GramShree will establish a processing unit at Jhadoli village in Udaipur, Rajasthan with a capacity of producing 20 metric tons of pulp from 100,000 kg of raw custard apple. Over the next three years, two such processing units will become functional in Rajasthan and one in Madhya Pradesh.

**WHO?** Rakesh Kumar Gupta is the brain behind this project. His focus is on developing a strategy for area selection, installation of unit, and developing a marketing plan. Chiranjeev Singh Rao, an Engineer by profession and experience in MIS is responsible for innovation in plant machinery and maintaining its efficiency. Mukesh, an MBA in Marketing and Finance, will work on exploring the market and the revenue sources. Namita, handling HR, brings in the experience of working directly with the community and HR Management.

**ASK** An investment of ₹20 lakh is required to establish the first unit at Jhadoli village in Udaipur District of Rajasthan. This is required in the form of Equity/Quasi-Equity/Grant for initial investment in establishing the processing plant and executing the marketing strategy. An investment of ₹8-9 lakh is required in fixed assets and ₹10-12 lakh as working capital. The expected turnover is ₹30 lakh per annum.

<table>
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<tr>
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<tr>
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</tr>
<tr>
<td>Type of funding</td>
<td>Quasi-equity/ Equity/ Grant</td>
</tr>
</tbody>
</table>

**Proposed use of funds**

1. Setting up a Custard Apple Processing Unit
2. Purchase of Raw Custard Apple
3. Working Capital and Administrative expenses
Miraculous Millets
A tasty way to good health

Archana Relan

WHY? About 80% of Indian farmers are small and marginal. Land that is small in size increases the input cost and reduces the options of multiple cropping. Therefore, to secure income, farmers rely on few commercial crops. To increase acceptability, they use hybrid seeds that are sensitive to changes in climate. The crops can fail with a slight change in climate and put farmers at a great loss, eventually forcing them to commit suicide. Furthermore, the consumption of few popular crops also leads to nutritional imbalances. Nutritional imbalance is not a problem in the rural areas alone, but is a cause of concern among the urban population as well.

WHAT? Miraculous Millets aims to promote indigenous local millets for the economic and food security of small and marginal farmers. Millets are short-duration, low water intensive, less labour intensive, and pest-free crops, which are rich in nutrition. Miraculous Millets started with 250 farmers and four SHGs last year. We did three pilots for a better understanding of the market and develop the model. Miraculous Millets aims to reach out to 3,00,000 consumers in the next two years.
• We plan to sell 20 tons of millets in the year 2016/17 through online and offline sales channels.
• We are working towards the introduction of value-added products like ready-to-eat mixes.
• We plan to set up our own processing unit to provide higher levels of engagements with the women SHG as the company would be directly selling the millets from the SHG to the consumers. Through this, we will be engaging 3000 farmers and 10 SHGs in the next three years.
• The company plans to start sales from New Delhi and NCR and expand to 10 major cities in India in the next two years. At the end of year three, we will be heading for exports.

HOW? Our business model is Conservation-Cultivation-Commercialization-Promotion. We plan to conserve indigenous millets and promote their cultivation through tribal farmers. Further, we will train tribal women to process millets with latest machines which will reduce a lot of drudgery and be a source of added income to the family. We also have an intensive plan to market millets as a premium health food and breakfast cereal.

WHO? Archana Relan, Co-Founder & Managing Director, is a graduate in agriculture and has a double post graduate degree in Food Science & Technology from Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur and Social Entrepreneurship from Tata Institute of Social Sciences, Mumbai. She is keen to work with farmers for making agriculture a profitable business. She loves connecting with people and travelling.

Gourav Jaiswal, Co-Founder, is an Engineer by degree and Social Entrepreneur by heart and practice. He quit corporate job to pursue his passion of improving teaching techniques in rural areas.

Anand Mishra, Manager, leads the supply chain of the company and the marketing campaigns when he’s not busy experimenting with innovative recipes.

ASK Miraculous Millets seeks to raise ₹40 lakh in the form of grants or equity to set up the processing unit and cover the fixed cost.
“I love the culture that has been set within the Fellowship Programme by SSE. It has led to acknowledging vulnerabilities, feeling accountable to others’ support and has given the drive to take tangible action.”

– Vidyut M, Fellowship Participant 2016
Milarepa Denzong Bhutia

WHY? “A pat on the back of an artist now, could one day, result in your favourite film, or the song that saves your life.” Inspired by this quote, I challenged my children and myself to make a short film called ‘Arahant: Colours and Inspirations’. This experience showed me that learning could be much more fun, interesting, and engaging when children take ownership of their own learning. The process of learning has transformed tremendously. We are trying to keep up with best practices in India and Scrapbook EduProjects is our endeavour to Educate, Inspire, and have Fun.

WHAT? Scrapbook EduProjects creates an experiential co-learning environment by helping identify and nurture the triple ‘A’ goal: ‘Art’, ‘Artist’, and ‘Apprentice’ in an individual. The foundation builds fellowship programmes with artists who are connected to various schools for a month each to enhance learning in those schools. The foundation collaborates with schools, communities, creative mentors, and experts from different fields who use their skills to cultivate a creative learning space for children in schools. At the end of each experiential learning set, the programme facilitates the participants to organize a collective event displaying all that they have achieved over the learning period. This not only helps in promoting the art, but also generates greater creative awareness in the society.

HOW? We conducted our pilot programme in September 2016 with two low-income rural schools impacting 150 children with mentors from diverse backgrounds, which was a huge success. In the first two years, we aim to connect children of Darjeeling hill with mentors from 12 distinct expertise through experiential learning modules.

WHO? Milarepa Denzong Bhutia, the Founder and CEO, graduated from Loreto Convent, Darjeeling, and Sriram College of Commerce, University of Delhi. She has spent five years in Financial Services with Ernst and Young, London. Presently, she is involved in leading a school for low-income families from tea gardens and villages in Sukhia Pokhri.

ASK To make this programme a success, we need the following support.
• Funds to finance the Programme (₹20,73,356).
• Collaboration with network of experts willing to be a part of this experiential learning revolution.
• Collaboration with experts to develop project-based programme curriculum.

<table>
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<tr>
<th>Project Location</th>
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<tbody>
<tr>
<td>Sector</td>
<td>Education</td>
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<td>Society</td>
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<td>₹20,73,356</td>
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<tr>
<td>Type of funding</td>
<td>Grant</td>
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</table>

<table>
<thead>
<tr>
<th>Proposed use of funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experiential Learning Programme Cost</td>
</tr>
<tr>
<td>2. Admin Cost</td>
</tr>
<tr>
<td>3. Working Capital</td>
</tr>
<tr>
<td>4. Marketing</td>
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</tbody>
</table>
Dr. Mukesh Panwar

WHY? My school life played a pivotal role in shaping my thoughts and interests towards the social sector. While pursuing dentistry, I realized that practicing the profession in a brick-and-mortar setup restricts the access of dental services to certain urban spaces, and denies its reach to rural and other underprivileged population. While serving as a public health professional at WHO and Wockhardt Foundation, I experienced how mobile healthcare units provide health services to the last mile beneficiary in other domains. This led me to think about providing mobile dental services at the grass-roots level.

WHAT? A fully equipped mobile dental van to provide on-the-spot diagnostic, preventive, interceptive, and curative services at the doorsteps of the underprivileged, rural population. For the initial year, we will target running a regular mobile dental van in Jodhpur district targeting around 15,000 patients annually from schools, industrial areas, and villages. Patients would be provided with Dentech I-Cards for future reference. Other than screening and treatment, a training curriculum called Oral Pulse for around 1000 village-level health workers would be imparted. The project would focus on creating awareness on the effects of tobacco through counselling seminars and de-addiction camps.

HOW? Smile Express Project collaborates with community-based organizations to reach out to the desired community. It will also conduct camps at various government and private institutions, especially schools. We started our pilot in Jaipur by conducting eight mobile dental camps where collaborations were made with dental colleges and various community-based organizations(CBO). We screened 635 patients and treated 184 patients on the spot. We look forward to collaborating with other institutions that offer mobile dental van services as well as sign MoUs with CBOs for a series of mobile dental camps at different locations in Jaipur across slums, villages, schools, industrial areas, and corporates by the end of 2016.

WHO? Dr. Mukesh Panwar, the Founder and Chief-Executive, has multi-sectoral experience and has worked for various international projects with Plan India, HLFPPT-Merck for mother project, and the Wockhardt Foundation. He is an expert in health management and marketing. He is responsible for defining business strategies, building strategic alliances and partnerships, and general management of the project.

Dr. Zakariya Chouhan has a Master’s in Public Health from Manipal University. He recently co-founded a journal called the Journal of Public Health and Allied Sciences. He is responsible for training curriculum for health worker and operations.

Dr. Sneha has published several national and international research papers, and has been associated with the Indian Journal of Stomatology and the International Journal of Women Dentist. She is leading the marketing and social media division.

ASK We seek to raise ₹18 lakh in the form of grant. This would be utilized to set up mobile dental van on lease, meeting cost on operations, marketing and logistics, and expansion of grassroots delivery network. A portion of the revenue would be realized from the beneficiary in the form of affordable consultation and treatment charges.
**Amit Tandon**

**WHY?** While working in the water sector in urban and rural settlements across the country, I came across various stories: stories of bumper harvest after a good monsoon and that has led children succumbing to diseases such as cholera and diarrhoea. While there are people who waste water, there are those who migrate due to drought-like situations from their area. This made me curious about how people make decisions on water resource management. I found that people predominantly make decisions based on two parameters, ‘fear’ and ‘ignorance’: fear of uncertainty of water supply and ignorance about water usage. This made me take initiative to transform the decision making process for water resource management.

**WHAT?** Through this project, we will reach out to rural settlements and provide methodologically collected information on their water resources (Water quality, Precipitation, Ground Water and Soil Moisture). It will help the Gram Panchayats, we aim to reach out to, in adopting measures for water purification, which will reduce instances of water borne diseases. Information on soil moisture and soil health will help farmers in adopting better farming practices. In the long run, we aim to reduce vulnerability due to changing climatic conditions, impacting development activities through data and information.

**HOW?** The hardware & software components will help develop a common methodology for data collection for the entire country. Alongside, we are developing an integrated monitoring, information, and communication system that will collect primary data on Weather, Surface Water, Ground Water, and Water Quality. The system will be installed in small rural settlements, connected through IOT and Cloud computing. The data will be analysed and disseminated at settlement level and larger data sets will be used for the development sector.

The human-ware component will partner with existing grassroots NGOs to reach the communities and have connections with local people to disseminate information and manage the information systems. We will conduct literacy and training programmes for frontline workers and empower them to take responsibility of Swachha Doot or Village Water and Sanitation Committees.

A business component will be used to generate revenue, which will provide data to bigger companies, research organizations, and government and non-government organizations working in the development sector. Few methods of generating revenue are:
- Subscription-based data dissemination for Research Institutes, Financial Institutions, Civil Society Organizations, Social Entrepreneurs, and other Private Sector Organizations.
- Customized Information related to specific settlements for the development sector
- Research, Data Analysis, Education and Awareness, and Consultancy on Village Development Plan.

**WHO?** Amit Tandon is an architect and a water policy professional. He has worked across various domains such as Earth Construction, Sustainable Habitat development, and Water Policy – Research and Advocacy. He has five years of diverse experience in the development sector. He is currently working as an independent consultant on Water and Sanitation issues. Amit believes that this initiative will help in bridging the gap between policy and practice through a multi-disciplinary approach.

Ms. Alisha Contractor is helping develop the software for precise agriculture. She has previous experience in hardware and software development. She holds an honours degree in Aerospace & Space System Engineering from the University of Glasgow. She also specializes in Remote Sensing and Image Processing.

**ASK** We need grant support of ₹26 lakh, which includes ₹5 lakh to develop a prototype and ₹21 lakh to build a network of 100 Information systems as part of a pilot project. Along with financial aid, we also need incubation support and provision of a technical lab where we can develop this prototype.

<table>
<thead>
<tr>
<th>Project Location</th>
<th>Maharashtra</th>
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</thead>
<tbody>
<tr>
<td>Sector</td>
<td>Water and Sanitation</td>
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<tr>
<td>Legal Structure</td>
<td>Section 8 Company</td>
</tr>
<tr>
<td># Employees</td>
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<tr>
<td>Total funding required</td>
<td>₹26,00,000</td>
</tr>
<tr>
<td>Type of funding</td>
<td>Grant</td>
</tr>
</tbody>
</table>

**Proposed use of funds**
1. Prototype development
2. Pilot
Development Action & You (DAY)
Making child labour history

Nadeem Alam

WHY? Moradabad thrives on brass metal handicrafts manufacturing. This industry employs thousands of children to cut manufacturing costs. The manufacturing process can cause health hazards and can be fatal in some cases. This region has no stable income due to a low literacy rate. Children agree to work for supporting their families, which in turn takes away their childhood. I was one such child.

WHAT? Development Action & You is the brainchild of few college friends who either worked as child labour themselves or belonged to such families. The members today work on various issues with different national and international organizations in the development sector. They continue to help and scale up the activities at DAY. DAY is working towards changing the lives of these children and restore their childhood. The aim is to reach out to many people through meaningful and professionally designed interventions.

HOW? To start with, DAY will help 60 children, including boys and girls, working as labour with two development programmes.

Child Labour Development Programme
- Counselling families to explain the long-term benefits of education and convincing them to encourage their children to study.
- DAY Information Centre
- Child Labour Development School

Government School Development Programme
- Government School
- Government Participation

We ensure that children engage themselves in after-work activities such as tailoring. Families face monetary issues if the child is enrolled in a school and he/she is then forced to quit studying. To resolve this, DAY is trying to provide extra classes after school to encourage parents to resend children to school and focus on the long-term advantages of this decision. We, at DAY, are also working with government schools to implement activity-based teaching everyday.

The team is also working on a participatory model where every person of the society can participate in a progressive way. DAY is also organizing training sessions in the village's Panchayat Bhavan utilizing its own resources. We want to reach out to all affected children. Though we are starting small, our aim is to eventually help 45,000 children working as child labour.

WHO? Nadeem Alam, Executive Director, worked as a child labour in a Brass Factory before being rescued in Moradabad, U.P. He completed a two-year Gandhi Fellowship programme run by Piramal Foundation for Education Leadership / KEF in Udaipur, Rajasthan, under the PLDP (Principle Leadership Development Programme). He has also interned in various projects related to child labour. Nadeem has an M.A. in Social Exclusion & Inclusive Policy from Jamia Millia Islamia, New Delhi.

ASK We are planning to setup an informal school especially for child labour in Moradabad (Brass City), Uttar Pradesh. We need a grant of ₹10,00,000 to set up the first school.

<table>
<thead>
<tr>
<th>Project Location</th>
<th>Pan India</th>
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<tbody>
<tr>
<td>Sector</td>
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<tr>
<td>Legal Structure</td>
<td>Non Profit</td>
</tr>
<tr>
<td># Employees</td>
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<tr>
<td>Type of funding</td>
<td>Grant</td>
</tr>
</tbody>
</table>

Proposed use of funds
1. Establish school for Child Labour
As a start-up, SiloIndia has been able to channelize its course of action and changed its management process within three months of the 9-month long fellowship programme.

– Raisa D, Fellowship Participant 2016
Akansha Singh

WHY? Travelling, staying, and spending few months in the rural parts of Madhya Pradesh, Rajasthan, and other states without any electricity, water facility, no proper irrigation for farm, unavailability of fertilizers, and pesticides triggered me to think about a decentralized model for electricity production for villagers. This will not only support production units for multiple purposes but will also serve as a revenue generation model from local biodegradable waste.

WHAT? We plan to electrify at least 15,000 rural households and irrigate 1200 acres of land in the next three years by producing 350 MW from 36 biogas plants by covering at least 3 districts of Bihar and other nearby states. We aim to produce 5475 MT of bio-fertilizer and 2 lakh litres of bio-pesticide per year replacing chemicals of same quantity. We have already served 50 households with the help of 15 metric cube biogas plant generating 10-kW per day and producing by-products, that is, 1368 Quintals of bio-fertilizer and 6000 litres of bio-pesticide serving 120 farmers to practice organic farming. This has helped them keep their plants pest free and also led to an increase in productivity.

HOW? Swayambhu collaborates with local organizations working in rural communities for construction of the plant. About 65% of the population in Bihar lives in villages and is engaged in agriculture or some other livelihood activities. However, the waste produced by them is unmeasured, and usually comprises of more than 95% of biodegradable waste, which can be converted into energy to fulfil the basic need of power. The project acts as a circular economy and its payback period is 2.3 years. Investment varies with plant capacity, community demand, need of biogas, and availability of resources. About four months are required to set up the complete project.

WHO? Akansha, the founder, is responsible for managerial level activities, tie-up with organizations, and finalizing locations. Milan Paswan handles the technical part of SIS and mainly supervises the construction of biogas plant and its end-to-end construction. Monalisa takes care of finances at the enterprise.

ASK An investment of ₹27,60,000 is required for scale up of biogas plant project within Bihar in the form of Grant/Debt/Equity. Support for designing of organization, structure marketing of products, and project for rural areas is also needed.

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<tr>
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<tr>
<th>Proposed use of funds</th>
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<tbody>
<tr>
<td>1. Setting up plants</td>
</tr>
<tr>
<td>2. Administrative expenses</td>
</tr>
</tbody>
</table>
**BioEn Private Limited**

*Clean cooking systems and biomass energy*

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**Anurodh Sachdeva**

**WHY?** During my stay in a village in Madhya Pradesh, I witnessed children as young as six years old travelling to far off places to get wood for cooking. Smoke from burning wood was a major cause of indoor pollution and the resultant health hazards. This motivated me to start a project called ‘Improved Cooking System’ as a solution to indoor pollution which would in turn reduce health issues and help people lead a better life.

**WHAT?** BioEn’s initial focus will be on Bihar where it aims to sell an average of 300 cooking stoves per month. The company plans to create a network of village-based micro-factories and use the ‘bricking’ technology to convert locally sourced biomass waste into green charcoal which will be used as a cooking energy source. Thus, people will no longer have to travel to collect wood. We will also implement the ‘Gasifier Technology’ in rural areas to utilize waste biomass for generating electricity by incorporating community led sustainable business models. This will also help restrict deforestation, as wood required for combustion in the improved cook stove will be reduced drastically, around 65% as compared to the current open stove. Also, pollution caused due to uncontrolled burning of biomass will minimize, as the utilization of biomass to produce electricity/charcoal will be much lesser.

**HOW?** BioEn has collaborated with local NGOs, MFIs, and SHGs to micro-finance the improved cooking system. This will help us overcome any financial constraint. The rural population will be able to buy the cooking systems due to their low cost. The same business model will be used to create micro-factories of charcoal to be owned by rural people. We seek partnership with organizations who have strong local outreach and can microfinance the beneficiaries.

**WHO?** Anurodh Sachdeva, the Founder, is currently pursuing Masters in Environment and Ecology studies from Nalanda University. He completed Mechanical Engineering from Thapar University after which he worked for 15 months with the Trident Group as an Operation and Maintenance Engineer in the Sustainability Department. BioEn was founded with a desire to use his technical knowledge and education as a means to positively impact the lives of people who don’t have the proper means to lead a healthy life.

**ASK** An initial grant of ₹2,50,000 is required to give the project a head start, set up an office, and hire local people for the community outreach programme. Since the target group is those with a poor financial background who cannot afford ₹1,500 at a single time, they will have to be provided with micro financing options. We hope to find organizations who can help us with micro-financing our customers.

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<tr>
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<tr>
<th>Proposed use of funds</th>
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</thead>
<tbody>
<tr>
<td>1. Microfinance</td>
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<tr>
<td>2. Administrative cost</td>
</tr>
<tr>
<td>3. Operational cost</td>
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Pirool Energy
Doorstep livelihood opportunities for remote mountain communities using renewable energy as a tool

Vidyut Mohan

WHY? A three-month stay in the villages of the Kumaon Mountains while researching for my master’s thesis brought to light two stories that have stuck with me. One is of a poor but determined family whose only source of income is labour work for the MNREGA scheme. Migration is a risky and expensive proposition for them. The other story is about a man who left his family and works as a cook in Haldwani in the plains. Despite his hard work, due to high living costs in the city, he was only able to remit ₹3000/month home. Thousands of families in Uttarakhand share the same story. Difficult terrain has made it difficult for industry to thrive, and agriculture, mostly subsistence, has resulted in Uttarakhand having one of the highest rates of outmigration in the country.

WHAT? Our goal is to address outmigration by providing doorstep livelihood opportunities for families in Kumaoni villages, in a financially sustainable way, using renewable energy as a tool, and environmental conservation as a constraint. Our plan is to utilize forest fire causing pine needles (Pirool in Kumaoni) available in abundance at monocultures of pine trees (3,40,000 ha, giving 5000 kg/ha on average from April to June), convert them to charcoal and ordinary briquettes through village-level production units, managed by people from nearby villages; and sell the briquettes to local commercial cooking businesses (dhabas, hotels, resorts, restaurants) and local small-scale industries such as dairy processing plants and dyeing plants. The charcoal production units will be highly decentralized, converting waste to an energy-dense fuel at source, thus, minimizing logistics and transportation costs. Each plant will be managed by 2 to 3 village-level entrepreneurs, producing 50 kg/day of charcoal briquettes throughout the year, or 250 to 375 kg/day of ordinary briquettes during pine needle harvest season. These entrepreneurs, on an average, would be able to earn 30% more than a typical low-skill job in the plains, and we plan to make the business aspirational enough for the youth of Kumaon to work.

HOW? We have partnered with a local biomass-based power plant company (that uses pine needles), and process their by-product charcoal, in the village-level plants, and then sell the commodity fuel in local markets. In the next five years, we aim to have 50 charcoal briquette production units associated with these power plants. Moreover, we aim to have our own charcoal/ordinary briquette production units at the village level. Cooking establishments using our fuel for tandoors and dairy plans would be able to save at ₹1-2 per kg compared to coal and cooking establishments using commercial LPG would be typically able to save ₹1 lakh/year if they use our fuel in clean and efficient cook stoves. We have also entered into a strategic technological partnership with Takachar, a startup from MIT that helps in establishing biomass fuel businesses in developing countries.

WHO? Vidyut Mohan, the Co-Founder, is an MSc in Sustainable Energy Technology from TU Delft, the Netherlands and J.N. Tata Scholar. He is responsible for field research, user experience & behavioural change using human centred design principles. Ryan Helmer, the Co-Founder, is an MSc in Sustainable Energy Technology from TU Delft and TU Delft Excellence Scholar, and is responsible for financial aspects, developing internal company structure, and work culture.

ASK We require a research grant of ₹10 lakh to be used in the next one year to prove the concept of a possible enterprise by conducting market exploration studies, three small and lean pilots to attempt actual sales and get product feedback, and explore new markets in Uttar Pradesh. We aim to keep testing hypotheses, and thus refining our business according to the local context.

<table>
<thead>
<tr>
<th>Project Location</th>
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<tbody>
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<td>Legal Structure</td>
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<td># Employees</td>
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<td>Type of funding</td>
<td>Research Grant</td>
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<tr>
<th>Proposed use of funds</th>
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<tbody>
<tr>
<td>1. Field Research</td>
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<tr>
<td>2. Pilot Execution</td>
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</table>
Go-On India
Women healthcare revolution

Nageshwar Panchal

WHY? It all started when my niece asked for sanitary pads in the village. No chemist across the entire village had any. To my dismay, I found that less than 20% of women in India use sanitary pads. Preventive healthcare has always been a much-ignored topic in India leading to loss of lives and money. Buying sanitary pads is an ordeal and embarrassment for women in the country. In India, 1,22,844 women are diagnosed with cervical cancer each year and 67,477 succumb to the illness. All these factors encouraged me to start a project for women healthcare in India.

WHAT? Go-On India’s mission is to provide genuine healthcare products to a large section of the female population, particularly young girls and women. By appointing what we call change makers in villages, we aim at changing societal norms and create a social spirit. The aim is to impact 1,500 girls directly and 10,000 girls indirectly in the Chindwara district. Within three years, we hope to gradually increase the impact to 30,000 girls directly and 2,00,000 girls indirectly around the states of Madhya Pradesh and Rajasthan. We also hope to place 35 Fellows in the social sector and 600 leaders rural area and provide 30,000 girls with a safe period life.

HOW? Go-On India will be working with school going girls. In the first 15 villages, the organization will hire and train people addressed as Nightingales. They will be responsible for creating awareness through camps in schools of the respective villages. They will also select two Change-Makers, who will represent the school and the village. Go-On will provide special training and support. The training given to the first 30 Change-Makers will include all aspects of awareness, communication, technical knowledge, sales, taboos, and myths. They will be our medium to provide sanitary napkins to girls and women and handle any queries. Any profit earned will be shared with the Change-Makers. This process will ensure that there are Leaders in villages who will serve the need of the people. We will start with sanitary pads distribution and period awareness and eventually address other aspects of preventive healthcare. For supplying maternity pads, we aim to work directly with the distributors and NGO.

WHO? Nageshwar Panchal, Co-Founder and CEO, is a graduate in Automobile Engineering and a post graduate in Marketing Management from IIITM. He was awarded the Rajyapal Award in Scout. He started “Sanima”, a platform for artists to collaborate and make movies.

Rajesh Kumar Sahu, Co-Founder and marketing manager, is a social sector enthusiast who started an NGO named “Samnayva” to empower the society. He has seven years of corporate experience in production and marketing.

Arti Gupta, Operations Manager, is an engineer and a post-graduate in Operations Management. She loves to work with the society and believes in creating a direct impact.

Rohit Patidar, Creative Professional, is an engineer by degree and an artist by heart. He has the ability to create strategies using unique ideas. He wishes to have direct relations with the society for their betterment.

ASK We require ₹35 lakh to setup and operationalize the organization. This includes training, marketing, logistics, human resources as well as purchasing raw material. For 15 days each, we will need expert volunteers for training the Nightingales. We also need comic books and diaries apart from other content for training and distribution in schools and villages. Go-On is also looking for a partner to sponsor the training venue.

<table>
<thead>
<tr>
<th>Project Location</th>
<th>Chindwara, Madhya Pradesh</th>
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<tbody>
<tr>
<td>Sector</td>
<td>Healthcare</td>
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<tr>
<td>Legal Structure</td>
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<td>Grant/ Equity</td>
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<tr>
<th>Proposed use of funds</th>
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</thead>
<tbody>
<tr>
<td>1. Purchasing material</td>
</tr>
<tr>
<td>2. Camps and Training</td>
</tr>
<tr>
<td>3. Fellow Stipend</td>
</tr>
<tr>
<td>4. Awareness Campaigns</td>
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</table>
**Organic Ubuntu**  
*Uber for organic food*

**Ajay Etikala**

**WHY?** In June 2012, I met a landless farmer who wished for schools in the village to be open during summer vacations as well. The reason behind this was not education but the mid-day meal that the children received at school.

Reading further, I found that more than 250 million families have a daily income of less than $1.5. They depend on the middlemen who buy their produce at extremely low prices and add 250% for customer pricing. The farmers get a bare minimum 20% to 30% of the final customer price. Industrial agriculture has made farmers helpless and they depend on external markets for inputs such as seeds, fertilizers, and pesticides whose prices are constantly increasing. This makes the market volatile and the process of farming very risky, resulting in multiple farmer suicides.

**WHAT?** To solve the above-mentioned problems, we are directly connecting organic farmers to customers through our platform. We aim to increase the income of 50 farmers by at least 20% in the next one year. We are focusing on three key strategic areas for expansion.

1. Marketing and reaching out to customers,
2. Setting up a robust last mile logistics channel
3. Positioning ourself as a direct organic farmer’s brand.

By the end of December 2016, we aim to reach 500 weekly subscribing customers. Our immediate impact indicator is the percentage increase in profits/area. The percentage of input costs has been reduced. Number of people who have been served organic food has increased. We are confident of being able to motivate more farmers to shift towards sustainable organic farming practices by setting our working model with incentives to increase their incomes and provide better health conditions.

**HOW?** We partner with some organic farmer groups. We aggregate all the pre-orders for farm produce from our customers and have created a subscription model. We get our produce from farmers and train farmers to grade, sort, and package at the village level. All pre-orders are aggregated a day before and are delivered through our part delivery team in morning and evening slots. We have collaborated with residential welfare societies and are marketing our model to have a critical mass of 50 subscribed families to start with. We are currently piloting our model and taking customer feedback. We have helped more than 100+ organic farmers gain profit. Initially, we started with eight farmers associated with a local NGO called Darini Suphalam in Kaithal.

Through our model, we are focusing on high quantities and hence will be charging only 25% to 40% more premium than inorganic foods making organic food affordable. Organic food is only available at high-end shops at double the prices and hence is unreachable to masses.

**WHO?** Ajay Etikala founded Organic Ubuntu with a desire to provide direct markets to organic farmers so that farmers get their deserved share and people get access to safer food. Prior to this, he started an initiative of directly connecting farmers to street vendors. He learned much from this initiative and took a break to travel across six states. He stayed with farmers to understand their problems better. Now he has pivoted to direct organic farm to fork model. He has expertise in Operations and Marketing.

**ASK** We are looking to raise ₹20 lakh in the form of debt and/or grant. The money will be used to build and strengthen our last mile logistics and for operational expenses.

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<tr>
<th>Project Location</th>
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<tr>
<td>Sector</td>
<td>Agriculture</td>
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<tr>
<td>Legal Structure</td>
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<td>₹20,00,000</td>
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<tr>
<td>Type of funding</td>
<td>Debt/ Grant</td>
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</tbody>
</table>

**Proposed use of funds**

1. Operating cash flows and payment for farmers
2. Strengthening Last Mile logistics and for operational expenses
Siddhant Khurana

WHY? Health is a state of complete physical, mental, and social well-being and not merely the absence of disease. Mental illness has wide-reaching effects on people's education, employment, physical health, and relationships. Although many effective mental health interventions are available, people often do not seek out the care they need. In fact, only 1 in 10 people with mental health disorders seek treatment in India. Thus, began our journey with Mind Piper.

WHAT? We, at Mind Piper, believe that every person with a mental illness should be able to seek help without any fear, prejudice, and discrimination. Our mission is to bring about a technological transformation in the mental healthcare services in India and integrate them with primary healthcare setups. This will enable people to take control of their own mental health and wellbeing. We endeavour to bridge the largely unmet need for mental health services by providing managed mental healthcare in community-based settings. Mind Piper will pioneer the use of Health IT and use technology as an adjunct to face-to-face treatment delivery and to monitor patient’s adherence in real-time. This will help circumvent the stigma associated with seeking mental health services and reduce patient dropouts.

HOW? Mental Illness is positively correlated with lower socio-economic status. It puts immense financial pressure on the family of the patient and compels them to live a life full of incredible hardships.

* 260 million: Approximate number of people suffering from mental illnesses in India
* By 2025, 38.1 million years of healthy life will be lost to mental illness in India (23% increase).
* In Delhi, 10% of the population suffers from some form of diagnosed mental illness.

The average consultation fees of an experienced Psychologist and Psychiatrist combined in Delhi is ₹2,000. We intend to bring down this cost to ₹300. As part of the treatment, the patient spends a considerable amount on psychotropic medication which is also difficult to procure. Mind Piper intends to reduce both the dependency on drug intervention and the expense on medication considerably by focusing on therapy and partnering directly with pharmaceutical companies. The patient, on average, will save ₹1750 per visit (70% ▼) and ₹17,500 over the duration of his/her four-month treatment cycle.

Other key benefits
• Community-based and primary mental healthcare setup approach will allow patients to get timely access to experts.
• Increased awareness and acceptance of mental ailments.
• Lower turnaround time and regaining of productivity by the patients receiving care at our centre.
• Effective Rehabilitation services to help tackle comorbidity.
• Creation of support groups and social safety net where people with mental ailments can seek professional help without prejudice.

Every rupee spent on treatment at Mind Piper will lead to a return of ₹128.60 in terms of the ability to work and thus contribute to the economy.

WHO? Siddhant Khurana- Co-Founder and Chief Operating Officer, completed his B. E. in Electronics & Telecommunications from P.I.C.T., University of Pune. He is the winner of various National Level Technical Symposia and Entrepreneurial Award and has also worked in various voluntary and leadership positions in Pune-based NGOs.

Dr. S. A. Basir: Co-Founder and Chief Medical Officer, has over 22 years of experience in psychiatry. He has previously worked as a Senior Resident in Psychiatry at G.B. Pant Hospital, New Delhi; Dr. Ram Manohar Lohia Hospital, New Delhi and Ministry of Home, Kingdom of Saudi Arabia.

Rajiv Agarwal: Co-Founder and Chief Technology Officer, also the Co-Founder at Intellisoft Technologies and is an Angel Investor.

ASK Mind Piper seeks to raise ₹60 lakh in the form of equity and will utilize the funds to set up and operate the next two primary healthcare centres. The money will be used towards operational expenses and expanding the back-office team in terms of technology and marketing. The funds will also be used to carry out clinical research studies and technological development: mobile intervention tools and biofeedback hardware.

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<th>Proposed use of funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Expansion- Setting up and operating expenses for Two Clinics and Back office</td>
</tr>
<tr>
<td>2. Clinical Research</td>
</tr>
<tr>
<td>3. Technological Enablement- Biofeedback Hardware and self-help mobile tools development</td>
</tr>
</tbody>
</table>
Panah Foundation
Labour development, by providing skill and knowledge

Naresh Sijapati

WHY? Born into a migrant labour family, I worked as a labourer throughout my childhood. Without much family support, I struggled through the early years and faced constant hardships in the hotel industry. However, in my late teens, an opportunity to work and support my study helped me empower myself. During this journey, I was inspired to work for and help other struggling migrant labourers. Panah is trying to be a one-window centre for migrant labour to provide solutions and help for all their problems.

WHAT? Panah Foundation’s focus is to help migrant labour working in the hotel industry. We want to provide them with the necessary knowledge of government schemes and help them apply for it. We help resolve issues between the labourer and the employer. Panah wishes to empower labourers and contribute to their training by developing skills needed for job security and for them to grow in the field. Since migrant labourers have little or no information about opportunities available to them, we also want to create awareness on educational resources and job opportunities in their families. Panah Foundation works with daily wage labourers and helps them with the documentation and licenses to work. We provide legal support and also help them open bank accounts for more security in their daily life.

HOW? For the development of skills and creating awareness on education and job opportunities, we wish to make a community called Labour Resource and Support centre to offer skill and knowledge development training. Panah will provide labourers with theoretical knowledge as well as practical training. For the ones not living in the community, we want to make a “Self Help Group” at their work place. Team leaders appointed will constantly be available to manage labour altogether and help them through any problems. We will also make a group specific for children to make them aware of education resources or daily jobs that they might be able to do. Panah Foundation plans to expand by further conducting skill development trainings, setting up childcare centers for children of the migrant labourers and also, increase access to information. We wish to hire community leaders and build more team leaders along with Self Help Groups or Unions.

WHO? Naresh Sijapati is responsible for community engagement, trainings and operations. Dilip Thapa leads the SHG’S in the communities. Govind Bhattrai supports in trainings and placement. Sangeeta Kamal leads children focussed efforts such as education.

ASK To set up and operationalize our groups, we need ₹20 lakh. This includes the salaries, stipend, and administration as well as cost for the trainings provided.

<table>
<thead>
<tr>
<th>Project Location</th>
<th>Ahmedabad</th>
<th>Proposed use of funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector</td>
<td>Skill Development</td>
<td>1. Capital expenditure-Learning Centre</td>
</tr>
<tr>
<td>Legal Structure</td>
<td>NGO</td>
<td>2. Administration and Operations</td>
</tr>
<tr>
<td># Employees</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Total funding required</td>
<td>₹20,00,000</td>
<td></td>
</tr>
<tr>
<td>Type of funding</td>
<td>Grant</td>
<td></td>
</tr>
</tbody>
</table>
Abhishek Aggarwal

WHY? Constant dumping of garbage in my neighborhood urged me to do something about waste management in Delhi. Delhi produces about 9,000 tons of waste daily, which ends up in landfills due to the lack of an effective waste management programme. Approximately 11,000 tons of methane is produced in these landfills causing numerous health problems. Garbage is collected from different locations and separated with bare hands by the garbage collectors. Due to minimal earning from this exercise, they also sell the recyclable dry waste. Such manual segregation poses great health hazards. We want to implement a waste management programme to eliminate dumping of waste and use it to generate something of environmental or economic value.

WHAT? Nirmalya plans to set up a waste management system covering all aspects of waste including household segregation. It has already conducted segregation campaigns in 2,250 houses and collaborated with the South Delhi Municipal Corporation (SDMC). From one hub, 180 tons of waste will be saved from being dumped into landfills, thus, reducing 10,770 kg of greenhouse gas emissions. We aim to open 20 hubs within the next one year with help from SDMC and other organizations we have collaborated with. This will save 3,600 tons of waste from going onto streets and landfills as also 200 tons of greenhouse gas emissions.

HOW? Nirmalya has been conducting awareness campaigns on waste segregation for residents in apartment complexes. Waste can broadly be categorized into wet waste, dry waste, and rejected waste. Each one is treated differently. Wet waste will be treated by the composting plant in the vicinity, dry waste will be sold to recycling industries, and rejected waste will be sent to landfills. SDMC has provided land for a composting plant and is also helping with transportation of waste from certain apartment complexes. We are advertising our model through posters, fliers, college stalls, NGO events, as also social media platforms. We hope to draw the attention of civic authorities and social activists to help us create awareness of proper waste handling as well as the concept of waste decentralization. Dwarka Progressive Club and Dwarka Forum have agreed to replicate this model around all apartment complexes in Dwarka. Nirmalya will be involved with each hub of 500 apartments for the first month after which stakeholders of the initiative (the residents, the waste collectors, SDMC and workers at the hub) will carry it forward. This will ensure high scalability of our model.

WHO? We have a team of 30 members pursuing B.Tech from IIT Delhi in different branches. Abhishek, Founder and CEO, started Nirmalya to provide a model that covers all aspects of urban waste management. He is currently pursuing a B.Tech in Chemical Engineering from IIT Delhi. Apurv, COO, is also pursuing a B.Tech in Chemical Engineering from IIT Delhi and aims to work in waste management. Simran, Dhaval, and Kartik are handling everyday operations. Aditya, Vishnu, Ayush, and Kiran are heading the Research and Development team. Sankalp, Aakash, and Harshit are handling the awareness campaigns.

ASK Initial requirement is ₹25,500 to set up the first hub. We aim to expand to 20 hubs (around 10,000 apartments) by next year for which we need ₹5,10,000. ₹1,30,000 for handling the research and development department as well as publicity. The total requirement is therefore ₹6,40,000 in the form of grant.
We invite people who are leading their own social enterprise, charity, private business or public sector organization to share their stories of struggle and success with our fellows. We refer to these people as ‘Witnesses’. Meet the witnesses invited this year who shared their stories with SSE India fellowship participants. We thank you all for your time and support...

**WITNESSES**

Dhruv Lakra, “make your social business a business first”
Founder of Mirakle Couriers, employs 70 deaf & mute youth from low-income communities, winner of Hellen Keller Award, Echoing Green Fellowship and National Award for the empowerment of people with disabilities.

Joanita F, “put your social objective, the cause first, business will come”
Founder of Metta Spa, where she employs and trains blind youth from the low-income communities to provide them with a livelihood and a life with dignity.

Saritha Thomas, “trust this process, the fellowship at SSE”
SSE London Fellow and Founder of People’s Power Collective, helps rural mountainous communities in promoting Sustainable Development Goals by setting up community radios.

Anshu Gupta, “do what makes you angry”
Founder of Goonj, runs a social enterprise on disaster relief and work-for-cloth programs in the far ends of the country, winner of Ramon Magsaysay Award, Ashoka Fellowship, ‘SEOY’, Schwab Foundation award.

Vimlendu Jha, “find your cause & get down to it, take action”
Founder of Swechha, Green The Map and Million Kitchens, with focus on up-cycling waste products, and empowering women from low-income communities by providing employment.
Shriyans Bhandari, “prototype your product – build on it”
Founder of GreenSole, recycles discarded footwear into footwear for the people who can’t afford to protect their feet. His project also helps in conserving the environment by keeping the discarded shoes out of the landfills.

Amin Sheikh, “dream big and continue working towards it with love, don’t give up”
Founder of Bombay to Barcelona Library Café; while growing up on the streets of Mumbai, he dreamed of a café where everyone will get served irrespective of what they can buy. The café now is run by children from orphanages as he does not want kids to go back to the streets.

Swapnil Tewari, “hope is a powerful thing – live with it everyday”
Founder of Naked Colors and LiveMad, cited in the ‘1000 world leaders of hope’ list. His work has spanned poverty alleviation, opportunity creation, exploring and saving endangered civilizations in the areas of naxal influence in the country.

Amit Kataria, “work with the right set of people, invest in them, not as employees but as people & they will take forward your vision”
Founder of ROSE Computer Academy, with the focus on creating equity in computer education in the rural areas of Haryana, to build skills and employability in the youth.

Vijay Pratap Singh Aditya, “seek and provide support from your fellow social entrepreneurs in the ecosystem ask for help from each other”
Co-Founder & CEO EkGaon, bridging the gap between the consumers and farmers by providing easy access and technology & tools to the farmers to increase their income.

Harpal Singh, “create surplus and use it to create impact”
Chairman Emeritus at Fortis Healthcare, Chair of Impact Group, Founder Chairman of Nanhi Chhaan, Chairman at Save The Children India. He looks at profit as creating surplus by the function of business and putting it to the use of creating social impact.
Ria Sharma, “they are not victims but survivors in their own right”
Founder of Make Love Not Scars, has devoted her life in the service of the survivors of acid attacks. The impeccable fighting spirit and courage that each victim summoned within them amidst the prolonged suffering is what makes them a survivor.

Pallavi Gupta, “all of us need to get together to solve the problems, collaboration is the key”
Founder of Fifth Estate, she is unlocking the potential of collaboration between the government, private companies and social entrepreneurs, currently in the state of Uttar Pradesh.

“I came to SSE India with my interest only in social entrepreneurship, however people culture among SSE India team and fellowship participants’ work has inspired me put people first in my everyday life as well.

Pankhuri Sekhon, the intern before me, did some great work and it allowed me to build upon that to ensure my value add helps fellows in their endeavour to create social impact.

– Pratyusha Sibal, Intern
Experienced practitioners, from our partners, teach entrepreneurial skills to our fellows, we address them as ‘Experts’. As part of the interactive sessions, our experts cover a range of topics to help them set up their enterprise and stronger capability for trading to achieve a lasting impact. Meet the experts who were invited this year to help fellowship participants hone their skills. We thank you all for your time and support...

Amitabh Behar  
Executive Director, National Foundation of India

Dr. Amit Nagpal  
Storyteller & Author

Devangshu Dutta  
PVC Partners

Geeta Goel  
Director Mission Investing, Michael & Susan Dell Foundation

Jigyasa Labroo  
Founder, Slam Out Loud

Dhruv Dua  
CA - Dhruv Dua & Co.

Jatin Modi  
CEO, FrogIdeas

Karthi K  
Chief Design Officer, OGHMA

Keya M  
Twitter India

Krishna Thacker  
Director, Metlife Foundation Asia
Experts from PwC India (PwC member of Network Firms in India, each member of which is a separate legal entity)
“The passion of my mentee (a young boy) to make a difference in the lives of others is truly inspirational. At the end of mentoring sessions, it is satisfying to see happiness in his eyes, even if on minor achievements. Hoping my mentee will be a more rounded Social Entrepreneur by the end of the mentoring programme.”

– Heman Sabharwal, Mentor
We match our students with a Mentor, to help provide a valued source of one-to-one support. This year, our Mentors came from our development partner PwC India (PwC Network Firms in India, each member of which is separate legal entity). We thank our mentors for coming forward to volunteer and support our fellowship participants.
“It’s been a great experience to witness the growth of my mentee and his project through SSE since the beginning of the fellowship. It has also given me an opportunity to learn about challenges faced by a social venture through close quarters and get an inside out perspective.”

– Nisha Bhatia, Mentor
Action Learning is the core of our fellowship programme - questioning, reflecting, learning, taking action and reviewing. It links to some important principles within SSE such as collaborative working, responsibility, developing core entrepreneur and problem solving skills and questions ‘who is the expert’? Action learning offers an opportunity to tackle some of the real-life issues, challenges and opportunities one is facing as he/she works to establish and/or grow their enterprise. About 6/7 of fellowship participants work in an Action Learning Group along with their Action Learning Facilitator to support & facilitate the group. Action Learning is the most important part of the whole course where real transformation takes place. Students often say they are skeptical at first but by the fourth session are 'won over' by the value and relevance of it.

Meet our action learning facilitators.

**ACTION LEARNING SETS**

Vikas Bagri  
Social Media and Civic Innovation Adviser at Government of Chhattisgarh

Prakhar Bhartiya  
Founder, Youth Alliance, Teach For India Fellow

Apoorva Murari  
Campaign Lead Indus Action

Action Learning Facilitators from  
PwC India (PwC member of Network Firms in India, each member of which is a separate legal entity)

Suhel Bhatia  
Tushita Mukherjee
Mr. Jaivir Singh, Mr. Gurprriet Siingh, Ms. Sharmila Karve, Mr. Ness Wadia

Jaivir Singh, Chairperson, SSE India: Vice-Chairman, PwC India Foundation; Advisor to PwC India Chairman, formerly Special Advisor to Fuqua Business School, Duke University, USA; President Impact Group of companies, worked with Fortis Healthcare in setting up the first hospital in Mohali, also drove marketing and operations at Corporate Office, has been a part of various committees in education (Salwan Public School) and healthcare (CII - Young Indians), attended Doon School, went for further Studies in Marketing & Advertising to LCP, London.

Gurprriet Siingh, Member: Country Head, YSC India; an expert in a large scale organizational change, aligning organizational culture & strategy, working with senior leadership teams to identify & drive transformational performance, senior leadership hiring, leadership coaching and driving innovation. Gurprriet is father of two daughters who, he says, teach him more over a weekend than he learns elsewhere in a year.

Sharmila Karve, Member: Partner at PwC India; drives inclusive culture at the firm. Sharmila is the Risk & Quality Leader of the firm and was the Assurance Leader and Ethics Leader earlier. She was the first woman in each of these roles. Sharmila often cites the fact that she grew up with two elder brothers as the key reason for her success in what is sometimes seen as ‘man’s world’!

Ness Wadia, Member: Chair, Board of National Peroxide Ltd, MD, Bombay Burmah Trading Company, Director on the boards of Britannia, Bombay Dyeing, Go Air and Wadia Techno Engineering Services. He is also a member on the Board of the Wadia Hospitals; Member of Senate, Academic Council and Finance Council in Modern Education Society, Pune and Trustee of Sir Ness Wadia Foundation, F.E. Dinshaw Trust and Britannia Nutrition Foundation. His early years of schooling were spent in India and the UK. He has a M.Sc degree & holds a M.Sc in EBM (Engineering Business Management) from the University of Warwick.
Richard Collier Keywood
PwC LLP

He is the Network Vice Chairman of Pricewaterhouse Coopers LLP since 2011 and is responsible for the coordination of PwC’s global strategy across the network leading PwC’s Network Executive Team. He is a specialist in corporate and international taxation with a particular focus on US companies in Europe, corporate restructuring, corporate trading models, mergers and acquisitions. He is also on the board of SSE Central and is committed to help social enterprises develop innovative solutions for solving world’s worst social problems.

Philippa Frankl
SSE Central, London

She has spent the last 15 years working in learning and skills development organisations with a strong focus on enterprise development in both the UK and globally, most recently spending 7 years launching and leading the UK office of Canadian charity Street Kids International. She joined SSE in early 2016 as a Network Director and is leading development of the SSE Network across UK, Canada & India.

“The mentoring experience has been quite fulfilling, though we are still en route. The area where I feel we can really help is to find the right connects for our mentees and keep them motivated. I also try to bring my mentee back to focus on the more significant part of his project. Remaining conscious of time - both ways - to be patient and not to lag behind - is integral to our mentoring relationship.”

– Suchita Sharma, Mentor
VISUALS FROM THE LEARNING BLOCKS

WE DO **LEARNING DIFFERENTLY**

- Feel less isolated
- Acknowledge role as a changemaker
- Meet like-minded people
- Join a community
- Develop new knowledge & skills
- Be challenged on ideas and approaches
- Reflect on unknowns
- Identify gaps and take action
We invite applications from entrepreneurial people with an idea that will make a positive difference in their community or beyond!

We are looking for people with the enthusiasm, drive and commitment necessary to get a project off the ground. You also need an idea for an organisation and be able to explain the positive social impact that you will have. You will qualify to join our fellowship programme, if:

- you are driven by personal experience of an unmet social need or problem you want to address
- OR
- you are driven by exposure to an unmet social need or problem you want to address
- AND
- you are socially driven, action oriented, passionate about change, reflective & active learner, collaborative

You do not need any qualifications or previous business experience to apply. However, you will be expected to take an active part in your learning. We believe that how much you put into the course will impact how far your enterprise develops over the nine months.

The Fellowship is a 9-month course that will help you start a social enterprise. The focus is on learning by doing. Each day of the course will leave you inspired, re-energised and full of confidence. The course is centred on the development of both you as a leader and turning your idea into an organisation.

The course covers all the essentials you need to know when starting your own organisation including:
- Setting up and funding a social enterprise
- How to improve your working methods
- How to communicate your work effectively to others
- How to build your skills and knowledge
- Increasing your confidence as a leader

For queries related to fellowship programme, please write to us.
The School for Social Entrepreneurs India is a registered Sec 8, not-for-profit company.

We work in partnership with the government, corporates, trusts and foundations. Our partnerships help us to reach people with practical ideas for change, leverage a wide range of skills and experience to benefit our students, and provide vital funding to ensure people from all backgrounds are able to access our programmes and support.

**When we work with partners we invite them to:**
- Support a fellowship participant
- Support an innovation
- Get involved with the programme

We work collaboratively to create social change and welcome opportunities to work with additional partners to support our inspiring and growing community. We highly value the commitment of time and resources from people who offer pro bono services to us, and welcome offers of support. We customize our programmes for organisations, design new programmes to suit the needs of people at different stages of their social enterprise.

*Come forward to help us create an impact by supporting social entrepreneurs.*

**Programme Venue Partner**

*Zorba the Buddha*

**Contact us:**
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mohit@the-sseindia.org
www.the-sseindia.org