“Everybody has the capacity to be remarkable”
I am excited to announce the launch of ‘Social Start-up’ fellowship programme of School for Social Entrepreneurs (SSE) India. The 9-month programme endeavours to nurture and hone 17 selected fellowship participants to support their entrepreneurial journey making a difference in society.

SSE India empowers people from all backgrounds to create positive social change with programmes which help individuals start, sustain and scale social enterprises, charities and community projects.

Our 17 budding social entrepreneurs are committed to create social impact serving less privileged and socially excluded groups - providing solutions in gamut of areas - health, WASH, education, livelihoods, agriculture and energy. Their ideas are covering rural, peri-urban and urban areas focussing on farmers, child labour, migrants, dalits, slum population and indigenous people.

At SSE India, our commitment towards developing the ‘social entrepreneur’ will be witnessed through our pedagogy. In the course of the programme, we will have ‘Witnesses’ or social entrepreneurs sharing their stories, ‘Experts’ who will coach students to sharpen their soft and hard skills. While, ‘Mentors’ from senior management of PwC India and other partners will support the fellows realise their goals.

I do hope to see many of you joining the cause by getting involved in nurturing the School and its Fellows and in spreading the word to expand the community of social entrepreneurs in India. I, on behalf of all the members of SSE India Board and the team congratulate the 17 aspirants who have made it to the founding cohort of SSE India and promise that we will deliver our commitment to the fellows, partners, supporters and friends.
The Genesis

**History:** Michael Young in UK founded School for Social Entrepreneurs in 1997. SSE is now being set up in India with support from its founding partner PwC India. SSE in UK has helped over 1,500 social entrepreneurs make the world a better place.

**Our Vision:** We empower people from all backgrounds to create positive social change. Our courses help individuals start, sustain, and scale social enterprises, charities and community projects.

**We help one build confidence and gain practical business skills in technical areas like marketing and finance in addition to igniting entrepreneurial zeal for creating social value.**

**Our Approach:** We’re committed to jargon-free learning delivered by experienced professionals. SSE uses an innovative learning approach, which focuses on real world issues and practices. We also provide courses aimed at established not-for-profits, covering common issues in the non-profit sector.

**Whatever stage you're at, we'll provide our expertise to build and advance your social enterprise.**

In India, our flagship programme ‘Social Start-Up’ is launched with 17 fellows coming from diverse backgrounds with powerful ideas to solve critical social problems challenged by their context & environment. The 9-month long Fellowship programme with around 25 contact days has unique features to inculcate entrepreneurial zeal, nurture the idea and develop business model. Some important features of the programme are:

- **Fellows:** There is no typical student at the School for Social Entrepreneurs. Those attending come from diverse backgrounds and span a wide age range from 18 to 74. They come with just an idea or a pilot project in the works. They work in the healthcare to education to handicrafts and even food services. Such is the diversity! However all are united by a passion for creating social change and a shared vision for a more equal and just society.

- **Interactive sessions:** The programme will include interactive sessions with experienced social entrepreneurs or ‘Witness’ who will spend time with the students to share their journey. Our, ‘Experts’ from various industries will help them develop and refine certain hard skills such as accounting, branding & marketing, product development, staffing, presentation, etc.

- **Personalized guidance:** Each student will be assigned to a ‘Mentor’ or experts from our partners to guide and ensure the development of the student, during the course of the fellowship and beyond.

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

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

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

Gender Distribution
- Male: 12
- Female: 5

Age Group
- 18-25 years: 10
- 26-35 years: 6
- 36 & above: 1

Project Focus - Geography
- Urban: 5
- Rural: 9
- Peri Urban: 2
- Tribal: 1

[Map showing project locations]
I am a medical doctor with post-graduation in child health. I have been working in the field of public health for nearly 15 years. My journey of working with national and international NGOs, UNICEF and WHO has provided an enriching experience of working with underprivileged communities. My supportive family – husband, two sons and father-in-law - are pillars of my strength.

I want to create a network of outpatient clinics for improving access to primary healthcare services for urban poor. This will reduce inequities in healthcare by providing access to quality affordable healthcare services. The clinics will reduce healthcare expenditure of the urban poor, focusing on preventive care and reducing the need for hospitalisation. Nearly 60 million Indians are pushed into poverty each year due to catastrophic expenditure on healthcare. With my professional background and experience, I have the opportunity to impact lives of underprivileged mothers and children through this social enterprise. The setup provides market-based solution for reaching the last-mile in health services sector. The value and social impact created by this venture in others’ lives will add value to my own.

Nidhi Chaudhary
42 years
Chandigarh

I grew up in a middle class family and have experienced personal tragedies and hardships. In the past, I have worked in the limestone mining industry, organic farming and my latest effort of running a volunteering organization has shaped my thoughts on how I can bring change in the lives of my community members.

My start up, Silo India is a rural up-liftment initiative, through organising programmes around malnutrition, addressing poverty, education, skill development and personal growth of women & children. Through this venture, I aspire to see a healthy and sustainable community that provides ample opportunities to every individual to reach their potential. I want to create a happy community! A portion of my society is suffering and this drives them to engage in anti-social activities. I have lived through such challenging circumstances and I wish to work on them to ensure future generations don’t have to go through what I went through.

Raisa Dawood
35 years
Trinnuveli, Tamil Nadu

I studied Agriculture - Food Science & technology, post which I completed my MA in social entrepreneurship from TISS - my education was life changing for me. I worked in the rural areas for five years in Madhya Pradesh and Uttar Pradesh. My mother is a government servant and my elder sister works as a senior software engineer. I’m someone who is always ready to learn something new every day - learning makes me feel alive. I keep asking myself, ‘when was the last time when I did something for the first time’.

Indigenous millets are a source of food and security to the tribal farmers. I work with the farmers to support production of millets and also create awareness about millets & its benefits among the consumers to develop market. I have the technical know-how of my work and exposure of working in rural India, and want to commercialize millets through an enterprise. This work with the tribal farmers shall ensure that we get nutritious food and they get right & adequate return for their hard work. This is how I dream to see this world a place where everyone is equal and worthy.

Archana Relan
33 years
Madhya Pradesh
I come from a small village called Sukhia Pokhri on the misty eastern Himalayas, Darjeeling. Having graduated from Loreto Convent, Darjeeling and Sri Ram College of Commerce, University of Delhi, I spent 5 years in Financial Services with Ernst and Young, London. I love to travel, ask questions and play the violin.

Once a TED talk by Rita Pierson where she said, “Every child deserves a champion, an adult who will never give up on them and insists that they become the best that they can possibly be.” Taking this quote as an inspiration, I challenged myself to make a short film “Arahant: Colours and Inspirations” with some enthusiastic school kids and fresh high school graduates. What culminated was an experience of a lifetime; where best learning happened in the field of education, livelihood, opportunities coming my way starting with my education. My school has played a pivotal role in shaping my thoughts and interest towards the social sector with the idea of serving people in the rural areas of my country. The zeal of doing my bit for the society, took me to the rural areas learning about their lifestyle while studying medicine. The satisfaction I derived working as a dentist in the village meandered my career towards public health. I worked as an external monitor for the World Health Organization, and during my tenure, we successfully launched many international health related project.

I want to establish sustainable, affordable, accessible mobile dental services (Smile Express) in rural India, to provide effective dental care to the underprivileged and rural population of India. Social enterprise is the most effective way to create impact by reaching inaccessible communities. I want to use my technical skills to provide healthcare and create employment as well. Dental health care is what I’m good at and serving people in the rural areas is my passion and my business combines the both.

I am an architect and a water policy professional. My education helped me understand the gap between policy and practice that affirmed my belief in grassroots evidences to impact policy domain to ensure high impact and easy execution policies are designed.

I want to work in the area of sanitation sector by customising high-end technology to meet local needs at an affordable cost. The idea for the first phase is to develop a comprehensive Monitoring and Information System to monitor water, sanitation and solid waste management systems and disseminate information in localized manner. The perceived impact is to fill in gap of appropriate scientific data in field of water and sanitation and relevant information at ground level.

This will help the agencies in drafting impactful policies and the common man who is struggling with sanitation at home and outside. I believe in equity and equality and it is a well-known fact that these concepts are rarely found in current social fabric. A social enterprise in true sense can potentially address this core issue. It could be in form of devolution of resource, decision making, power dynamics or anything which can potentially bring equality.

I spent six years in a brass factory in Moradabad, as a child labour. Post my rescue, I made sure I made best of all the opportunities coming my way starting with my education. My hard work paid off and I completed my BA in Economics, Sociology & Political Science and MA in Social Exclusion & Inclusive Policy from Jamia Millia Islamia- New Delhi. I joined PhD programme, but dropped it mid-way as I wanted to work on ground in the area of education. Currently, I’m working with five government schools in the tribal area of Udaipur, Rajasthan.

I want to start an information centre - One Window for All the Government policy that helps spread the information on opportunities available in the field of education, livelihood, and healthcare, to the illiterate & excluded group of our society. I want to improve my hometown’s socio- economic condition. We have multiple welfare policies & schemes but the implementation on ground is inadequate. This information centre will be a platform to leverage resources to its optimal potential.
I’m a go-getter, I believe in power of actions and hence focus on doing. The exposure during my masters at TISS led me to my purpose of serving the people at the bottom of the pyramid, beginning with my home state of Bihar.

The project aims to generate bio-energy by linking a decentralized community biogas plant which would make use of all types of bio-degradable waste together on a mass scale to produce Methane, electricity, organic manure and organic pesticide. It will electrify households and serve farmers by reducing their farming input cost up to 40%. I always wanted to contribute to the society that would save the environment while providing monetary benefits. Being an entrepreneur not only provides me an opportunity to give back to community but also develop as to become more resilient, determined, ambitious and hardworking individual.

Akansha
25 years
Patna, Bihar

I was raised in a family of doctors and being the first engineer and turning into social entrepreneur has been a different experience altogether with family support. I love to capture people and wildlife through the camera lens that strengthens purpose of my life. I’m inquisitive and optimistic with ideas that can bring about a social change.

The basic idea behind my project is to change the outlook of society towards considering waste as unwanted. We propose to create wealth by treating and managing waste. The first part of the project is to provide alternate source of cooking fuel to villagers by utilizing waste to replace wood as a cooking fuel. In the process of urbanization, we have ignored villages of our country to such an extent that if we don’t initiate development in villages, the condition is going to get worse. This is the reason for me to set up my social enterprise with focus in rural areas.

Anuruddh Sachdeva
24 years
Indore, Madhya Pradesh

I belong to Tamil speaking family, raised and schooled in Delhi, went to university in Bangalore and the Netherlands, and have worked in rural Karnataka, Uttarakhand and Uttar Pradesh. If there is anything that might set me apart - it is the diversity of my upbringing and the diverse skill sets I have acquired through my education across engineering, design, business and liberal arts.

The main impact sought is the prevention of forest fires and provide village-level income opportunity by establishing village based Torre faction factories, that produce a solid fuel out of pine needles collected locally and produce a solid fuel to meet the thermal energy needs of the area. The project addresses two major issues: An opportunity for people to work and earn a livelihood while living in their home villages, and contributing to protecting the biodiversity of the region by lifting pine needles off the forest floor. My idea of the enterprise is rooted in the decentralized sustainable energy systems, their deep connection to people’s daily lives and aspirations, and the vast scope of innovation to contribute to poverty alleviation.

Fernando Pessoa
24 years
Gwalior, Madhya Pradesh

My journey started from a small village in Ujjain district. I completed my engineering in automobile and then MBA in marketing. I started “Sanima” for cinema lovers and “Mera Gaon Meri Dunia” for improving education in the villages. I write poems and also enjoy directing films.

I want to make good quality sanitary pads, maternity and other healthcare products at low cost. Our main focus is to reach out to those who do not use sanitary pads and other specific healthcare products by engaging women and girls of the villages. We want to see a world where everyone is healthy and happy. We want to be a part of women’s healthcare revolution and contribute our bit for changing the current scenario of the society. I’m someone who believes in taking action. I believe that my actions would enable – dignity of personal hygiene among women during their menstruation days and their right to a livelihood.
I'm a millennial entrepreneur. I co-founded WinkTales Creative Solutions Pvt. Ltd. in September 2012, with two IIMC alumni, while pursuing my Bachelor’s. I'm also a professional photographer, designer, and writer with travelling being an evergreen passion, having visited 12 countries and 10 states so far.

Lowering food inflation by converting urban spaces into vegetable farmers, thus converting barren urban spaces into farms, making food accessible and affordable to all. This also addresses climate change issues as it will aid in bringing down soaring temperatures of cities by converting urban spaces such as balconies and terraces into carbon and heat sinks. I'm interested in solving basic concern of food production and employment generation, with focus on farmers, thus converting barren urban spaces into farms, making food accessible and affordable to all. This also addresses climate change issues as it will aid in bringing down soaring temperatures of cities by converting urban spaces such as balconies and terraces into carbon and heat sinks. I'm interested in solving basic concern of food production and employment generation, with focus on farmers. The idea of providing fair wages is very close to my heart. The farmers work extremely hard and deserve the market rate for their products. The amount of effort, energy and the love a farmer puts in growing food for us, it is not reflected by the amount of compensation provided to them. It is the dignity of the labour and the effort they put in to feed us.

I came from Nepal with my father as a migrant labour, with education up to 6th grade only. I then worked at a tea stall for many years and gradually found work in a hotel to support my education up to 6th grade in 2012. I started college soon after along with which I joined an NGO - Ajeevika Bureau, and started my social sector journey.

I want to create one stop information centre for migrants, especially the daily wage labourers in the hotel industry. This centre would inform them of multiple government schemes & opportunities and support them in applying for schemes, along with saving them from the agents & touts. We also resolve issues between the migrant worker and his/her employer, provide training to improve their skills that will help those secure better jobs. This is my story – being a migrant labour, I realized the challenges everyone else like me faces and they don’t have any support. I wish I had someone supporting me but now I can provide a support structure to the thousands of migrant labour in my state.
I come from a middle-class family in Haryana. My dedication and hard work towards anything I do, be it academics or extracurricular activities, is what makes me who I am. I believe in finding ways & opportunities to continuously learn and grow to be a better person. Currently, I am pursuing my education in the Indian Institute of Technology, Delhi.

My project aims to improve the current waste management system in cities while empowering the rag picker community – this would include the RWAs, the municipal government, the individual households and the Delhi government – hence showcasing a personal example of collaboration. We aim to cover entire Delhi over the next four years. I have always believed that I can achieve my dreams if I focus on helping others achieve theirs. My dream right now is to solve the problem of waste management and along with that empower rag pickers across the city to Delhi.

Abhishek Aggarwal
18 years
Delhi

Words that inspire me...
“You know, sometimes all you need is 20 seconds of insane courage, just literally 20 seconds of embarrassing bravery, and I promise you something great will come of it.”

Abhishek Aggarwal
18 years
Delhi

Thank you
you have made this possible...

School for Social Entrepreneurs was just an idea to support social enterprise ecosystem in India and with your support, it is now an organisation working to realise its purpose...

Alastair Wilson, CEO, SSE Central
Having worked extensively in the private sector, Alastair became a student of SSE in 1997. Having established and run his own project, he returned to SSE as Development Director before moving into the role of CEO in 2004. Alastair is the co-founder and director of a Tonic Housing CIC which is looking to develop a fresh approach to LGBT elder living. Alastair has held trustee roles in a number of organisations and is currently a trustee of the Sheila McKechnie Foundation. He has previously been a trustee of organisations including Social Enterprise UK, UnLtd and the Akram Khan Dance Company.

Leah McPherson, SSE Central
Has formerly supported the network of SSE schools around the world and provided an essential link into the resources, skills and experience across the growing global SSE network. Leah is herself a social entrepreneur having established a ground breaking (literally) social enterprise called Cultivate London. This is an innovative urban farm that makes use of derelict land. She is an energetic individual driven by the desire to have a positive impact on our world.

Neil Wilson, PwC LLP
Is the Partner with PwC Network Operations focussed on the management of and reporting on the Network’s investments. He is a specialist in corporate tax and previously led PwC India and Australia as its Chief Operating Officer. He served as firm’s partner in the corporate tax area but involved in management of all aspects of PwC’s tax business for 11 years as well as the whole of PwC Australia as COO for almost 4 years. Following his term as COO of the Australian firm, he relocated to New Delhi in January 2013 to work as the COO of PwC India, completing this assignment at the end of December 2015.

Richard Collier Keywood, PwC LLP
Has been 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.

Tushita Mukherjee, PwC India Foundation
Has 9 years of experience in the private and non-profit sector with experience in programme management, partnership building, strategy, communications and research. As a part of the PwC India Foundation, she manages projects in the areas of sanitation, social entrepreneurship, education, disaster response and issues of urban children. She also manages the CSR communication for the firm and has earlier worked with GIZ leading their internal communications and in-charge for content development.
The Team

Board of Directors

Jaivir Singh, Chairperson: 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, heads various committees in education (Salwan Public School) and healthcare (CII), attended Doon school, went to LCP, London to study marketing & advertising and attended summer school at LSE.

Ness Wadia, Member: MD of Bombay Burmah Trading Company, Chairman of National Peroxide Ltd, Director on boards of various Wadia group companies such as Britannia, Bombay Dyeing, GoAir and Wadia Techno Engineering Services, and board member at Wadia Hospitals. He serves the society via Sir Ness Wadia Foundation as a trustee. He supported rehabilitation of victims of natural disasters such as Gujarat earthquake, J&K floods, etc. He has introduced & led many forums at FICCI such as Lifestyle forum, Young Leaders forum. He completed his school education from Cathedral School, Lawrence School Sanawar, and Millfield School in the UK. Subsequently, he went to college at Tufts University, US and completed his M.Sc. in Engineering Management from the University of Warwick.

Sharmila Karve, Member: Senior Partner at PwC India, drives inclusive culture at the firm, was the assurance and ethics leader earlier in the firm as the first women in the respective roles. She often cites the fact that she grew up with two older brothers as the key reason for her success in what is sometimes seen as ‘man’s world’!

Staff

Mohit Arora, Learning Manager: Led pilot projects at EY in assurance & project management, spent years teaching primary grade kids in under-privileged communities in Delhi & Pune as a Teach For India Fellow, joined Teach For India’s management to lead recruitment & matriculation efforts, operations at the training academy, took a year off to travel around the country and the world.

Shalabh Mittal, CEO: Fifteen years of multi-sectoral experience in health, livelihoods, water, sanitation and social entrepreneurship. Facilitated start-up social enterprises among women affected by HIV/AIDS. Led several studies & projects for various international development organizations, such as World Bank & FAO at the UN. Coordinated Post Graduate Diploma in Management - Development Studies at the Entrepreneurship Development Institute of India and was heading the Institute’s Centre for Social Entrepreneurship & CSR. Founding Member of Aashray - Promotion of Social Enterprises Foundation, a GoI approved Techno-Social Business Incubator.
Dr. Jitendra Singh, Hon. Minister of State (Independent Charge), Prime Minister Office inaugurated the School for Social Entrepreneurs India in presence of Deepak Kapoor, Chairman - PwC India; Rob Lynes, Director - British Council; Richard Collier Keywood, PwC Global Vice Chairman - Network; Jaivir Singh, Chair & Founding Director - SSE India; Ness Wadia, Founding Director - SSE India; Alastair Wilson, CEO - SSE UK; Annie Francis, SSE Fellow UK & Founder of Neighbourhood Midwives

We launched SSE India on 3 February, 2016
This is beginning of an exciting journey...

We invite you to be part of our tryst with social enterprise milieu in India. The country is witnessing sustained growth over last few years. Our renewed focus on entrepreneurship is witnessing government support for innovation, experimentation and development of sustainable solutions to social problems. In this vibrant space, we are leveraging and bringing two decades of our international experience of working with social entrepreneurs in UK, Canada and Australia. This is coupled with contextualising pedagogy to adapt India’s social enterprise landscape.

The first cohort will help us explore in greater detail - what do social entrepreneurs need; what behaviour should be encouraged; what are processes of setting up a social venture; how action learning help social entrepreneurs. We bring with us our network and experts who will mentor and encourage the new brigade of social entrepreneurs.

We are ready to steer our way and make the Social Start-up Fellowship programme, a success.

Once again, we welcome you - let us explore this new world together...

Contact us:
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www.the-sseindia.org

Programme venue partner

Zorba the Buddha