EVERYBODY HAS THE CAPACITY TO BE REMARKABLE
ON A LEARNING JOURNEY

ABOUT SSE INDIA

We can’t fix issues like poverty and inequality alone. At the School for Social Entrepreneurs (SSE) India, we support people with practical ideas for creating a positive change in their community. Our platform enables them to convert their ideas into working solutions and bring their social enterprises to life. We run dynamic and engaging learning programmes, provide advice and support, build partnerships, and share our evidence and insights.

But, we’re not a traditional school. Learning with SSE is inspiring, action-based, and accessible. Our approach embodies the belief that, with the right support and investment in the entrepreneur, the enterprise is more likely to succeed. And that’s how we create social change together.

DOING LEARNING DIFFERENTLY

Tackling complex social problems, and finding a business model that can sustain lasting social impact is no easy task. Luckily, we know how social entrepreneurs learn best.

At SSE, we believe that everybody has the capacity to be remarkable. Our learning programmes support people from all backgrounds to realise their potential and bring about lasting social and environmental change. Our learning programmes favour action over theory: they are dynamic, interactive, and inspirational—just what a social entrepreneur needs to start and lead a social enterprise.

We understand that social entrepreneurship is inherently challenging, and support social entrepreneurs to deal with the inevitable stumbling blocks they face along the way. Our approach to learning isn’t about memorising pre-written theories in books, but rather enables social entrepreneurs to translate new knowledge into action.
We curate sessions designed to bring about learning outcomes that are transformative as they are useful. There are no exams to pass or fail, yet we encourage social entrepreneurs to own the responsibility for their learning. The best part is, they don’t have to do it alone.

SSE’s cohort-based approach creates a community of like-minded individuals, committed to making progress that benefits society. Each social entrepreneur is matched with a mentor, participates in Action Learning Sets, and engages frequently with a network of facilitators and practitioners. In this safe and nurturing space, social entrepreneurs gain the confidence to ask tough questions, seek help, and take bold steps—while building diverse and enduring connections.

In 2019, our 17 social entrepreneurs, across 10 states in India, have developed their capacity in diverse knowledge areas, which include: Business Model Canvas; Legal Types & Taxation; Design Thinking; Budgeting & Financial Management; Marketing; Project Management; Ethical Leadership & Social Impact Measurement. This has enabled them to blossom holistically across key dimensions: Business & Entrepreneurial Skills; Social Impact; Emotional Resourcefulness; and Networking.

They are ready to create ripples of change throughout the nation!

Since our inception in 2016, PwC and its people have contributed towards our formation in India. They have helped us in delivering expert sessions and become mentors to our fellows, enabling the programme to strengthen over the years. We continue to be grateful for their immense support.

We sincerely thank our host partner, Atal Incubation Centre - BIMTECH, who helped us to deliver this learning programme to social entrepreneurs in 2018 & 2019.

Atal Incubation Centre- BIMTECH is a one of a kind academia-industry-government partnership, driven by Atal Innovation Mission, NITI Aayog, Government of India and Birla Institute of Management Technology, to create high-class incubation facilities with suitable physical infrastructure in terms of capital equipment and operating facilities, coupled with the availability of various industry experts for mentoring startups.

AIC BIMTECH support innovators and startup businesses to become successful entrepreneurs and enterprises.

For more information please visit: www.aicbimtech.com
**KEY FACTS**

**LOCATION:** Lucknow & UP  
**YEAR FOUNDED:** 2016  
**SECTOR:** Mental Disability; Inclusion; Livelihoods  
**STRUCTURE:** Society  
**ASK:** ₹ 20,35,000  
**TYPE OF FUNDS:** Grant

**THE STORY**

While working as a researcher in a mental health hospital in Gujarat, I realized that people recovering from mental illness are sent back to their homes with little support and direction to move forward, once they recover. In addition, employers remain generally unaware about creating an inclusive workplace, so not many PWMI get the opportunity to re-integrate into the mainstream professional world. Even on the personal front when they attend social functions and interactions, they tend to be labelled as ‘mad’, creating a sense of isolation and exclusion.

We founded Kaitley Foundation in 2016 with the purpose of providing a pathway for PWMI towards achieving emotional wellbeing and financial independence. Kaitley aims to support PWMI in living lives of dignity by focusing on the sustainable employment for persons recovering from mental illness and increasing awareness in society about this key aspect of inclusion.

**OUR ASK**

Kaitley seeks funds of **INR 20,35,000** to scale up awareness building through branding & marketing; office space to support the training & service centre; creating design prototypes for corporates to integrate enabling infrastructure & kiosks for PWMI. Funds will also be used for ongoing training, research for content development & operational expenditure.

**CONTACT US**

Facebook: kaitley  
Twitter: Kaitley_Tteller  
Instagram: kaitley_thechaiwallas

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**Ambareen Abdullah**

**ABOUT THE SOCIAL ENTERPRISE**

Kaitley is a one-stop station for mental disability employment needs. We provide quality and person-centered services to people with mental illness (PWMI) so that they can secure employment and maintain their jobs. Our services include training, skill development through working with our signature tea-carts, and post-job stress management. We also support business owners and employers in creating a more inclusive workplace through sensitization training, HR policy development, and on-boarding of PWMI employees, helping them to fulfill the mandate of employing a 3% specially-abled workforce.

We aspire to achieve the aim of ‘holistic re-integration’ into work, community, and society for persons recovering with mental illness. Our programs provide access to vital, enabling, and supportive spaces for positive engagement with the community. We ensure that people with a history of mental illness from all backgrounds are able to access our program and support and create better well-being and livelihoods through their new-found talents and capabilities which they discover through their engagement with us. Our work also focuses on creating awareness about preventive mental health with engaging opportunities to reduce the stigma and discrimination about mental health in society.

**BUSINESS MODEL & MARKET**

At Kaitley, PWMI (referred by healthcare professionals) are supported by our Independent Living Employment Services to either directly enter the mainstream workplace, or go through a gradual re-integration program. If they require further support to improve their workplace readiness, we train them in foundational job skills that suit their needs and abilities. Our flagship vertical of tea-kiosks supports the gradual integration of those with active symptoms of mental illness. These units are operated and managed by PWMI, post training, before they venture into engaging with the community. Here, with support, they are able to regain confidence, improve their social skills, and develop diverse capabilities before they enter into mainstream jobs. Other skills they learn including customer service, food and beverage handling, first aid, and workplace safety.

At the tea-carts, they work alongside a trained peer supporter, until the time they are ready to transition into a mainstream job or start their own unit/business. Activities involving setting up and decorating the cart themselves often lead to ownership and pride in their work, while learning alongside others helps them to develop teamwork skills. Safety, responsibility and respect are essential in helping the employee to grow in self-esteem and assertiveness. From January 2017 to June 2018, 21 PWMI and 84 caregivers have engaged with Kaitley.

**THE TEAM**

**Ambareen Abdullah, Co-Founder:** Trained mental health social worker (TISS, Mumbai) with a passion for social justice, promotive mental health care, legislation and policy. Former researcher for Centre for Mental Health Law and Policy of the Indian Law Society, Pune, with an International Diploma in Mental Health, Human Rights and Law.

**Fahad Azim, Co-Founder:** Engineer, MBA & Entrepreneur with diverse experience of sales, marketing & design with empathy and vision. Founded own company to provide low-cost housing for less privileged.
A good education was the only way for me to emerge from the financial crisis that my family went through in my earlier years. I studied hard, and got a good job at an MNC. Yet, so many more like me remain struggling with poverty and the lack of access to quality education.

My desire to serve the children of Bihar empowered me to quit my job, and spend a year understanding rural education at a government middle school. I observed that children aged 3-6 years were deprived of access to affordable and good-quality learning experiences during their formative years.

The Gross Enrollment Ratio of Early Childhood Education in India is 10.9% as compared to 100% in countries such as France. There are no early childhood education networks in rural areas of the country, where 70% of the child population resides.

Our ChangeStation playschools are focused on the holistic development of children aged 3-6 years, supporting them to achieve their growth milestones across multiple dimensions: physical, social, emotional, language, cognitive, and creative. We use an activity, theme, and values-based curriculum towards supporting children in developing school readiness and creating a foundation of long-lasting learning. We also provide entrepreneurship, employment, and livelihood opportunities for rural women, enabling them to improve their standard of living. Parents are also enabled to send their children to school regularly, as the young learners receive quality education that is affordable for low-income families.

In Bihar, 17 million children within the age group of 0-6 years reside in a rural area. On a national level, 121 million children out of 164 million (over 70%) live in rural areas. The preschool/childcare market in India is projected to grow at a rate of up to 23% by 2022. The current market for playschools is $2 Billion and expected to grow to $5 Billion by 2022.

Currently, we are running a pilot across three playschools within two districts of Bihar: Nalanda and East Champaran, to understand and be able to cater to the needs of the children, parents, and wider community. So far, the language development and capabilities of the children attending our schools has improved immensely, and parents are extremely satisfied with the progress of their children. Thus far, we have enabled two women to become micro-entrepreneurs, provided jobs for two teachers, and work directly with 135 children.

We need grants totalling INR 20 lakhs to set up 25 playschools over the next year. Funds will be used for curriculum training & guidance, monitoring, and learning platforms. We will also be able to meet our operational needs of research, marketing, and team development.

We are also seeking incubation and mentor expertise for evolving our curriculum & activities.

ABOUT THE SOCIAL ENTERPRISE
ChangeStation runs a network of playschools, which are owned and operated by women micro-entrepreneurs. As their educational partner and enabler, ChangeStation supports them with setting up the school, training, curriculum development, monitoring tools, learning app, and branding. Our vision is that quality early childhood education is affordable and accessible to every child. Our aim is to build a network of 100+ playschools over the next three years in rural Bihar.

BUSINESS MODEL & MARKET
ChangeStation focuses on providing high-quality early childhood learning experiences and regulates the overall process and operations of playschools within our network, though the schools are independently run. Parents pay a small fee to send their children to school, and these funds are diverted towards the school operators, with ChangeStation receiving a percentage of this revenue.

The team
Amit Narayan, Founder & CEO: Leads strategy, business development, and implementation. Software engineer with 3+ years corporate experience and 2+ years ground experience in Bihar’s social sector.

Sajal Kumar, Co-Founder & COO: Leads ground operations and monitoring. Software engineer with 3+ years experience in the insurance sector in Bangalore & Mumbai.


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As a young adult, I have often struggled to comprehend and tackle the challenges of daily life and make appropriate decisions, feeling under-equipped with little access to helpful tools, wisdom, and guidance.

Our society has a huge collective regard for education, and we accept the need for training in numbers, words, natural sciences, history, and aspects of culture and business. But, it has remained markedly strange to imagine that it might be possible - or even necessary - to be educated in our own emotional functioning. We may need to learn, for example, how to maintain relationships or make ourselves understood by our colleagues.

At Lifeology, we believe that the journey to finding fulfillment begins with self-knowledge. It is only when we have a sense of who we really are that we can make reliable decisions, particularly around self, love, and work.

**INR 7 lakhs** for product prototyping and production; website development and content generation; conducting workshops, research and development, and operational expenditure.

**ABOUT THE SOCIAL ENTERPRISE**

Lifeology is an open-minded, rigorous, and ideological organization devoted to helping us deal with the important things we were not taught in school: self-knowledge, relationships, careers, emotions, and calmness. We aim to do this through expertly designed tools that promote emotional intelligence, and designed upon a basis of philosophy, literature, art, culture, and positive psychology.

We understand and embrace the diversity of learning styles and engagement that exist, and have created a range of channels so that anyone can access knowledge and develop skills through our offerings:

- **Games, books, gifts & stationery:** Specially created prompt cards, conversation starters, and card games designed around five themes of emotional intelligence
- **Interactive classes, courses, events & workshops:** Dedicated to supporting a diverse spectrum of people in boosting their emotional intelligence and wellbeing, across key life themes
- **Therapy services:** We believe that consulting a therapist should be as accessible and as normal as getting a haircut or going to the dentist. We aim to have a team of fully trained and experienced professionals to provide in-person therapy services that are affordable and accessible.

**BUSINESS MODEL & MARKET**

The tools and techniques for finding fulfillment or developing self-knowledge, calmness, and consolation in times of difficulty or tragedy are, unfortunately, hard to find. They are not taught in schools, universities, or workplaces. However, this provides us with the opportunity to reach a wide market of children, youth, and adults through age-appropriate tools, products, and experiences.

We conducted a pilot of our tools and techniques in 2018 with a number of government schools in Gujarat, in collaboration with the state government. We have utilised our learning from this pilot to design our products, keeping in mind the growing demand for such materials and learning experiences. We also plan to market our products to urban customers, as well.

Our revenue generation model includes the following sources:

- Sale of products online via our website and e-commerce platforms
- Conducting courses, classes, and workshops in schools, colleges and through our own centre
- In-person consultancy therapy services for individuals and groups.

**THE TEAM**

**Arpit Jain, Founder:** Social entrepreneur with experience in the education, entrepreneurship, and social sectors. Leads product development and R&D.

**Neha Jain, Co-Founder:** Computer engineer and business development professional, with corporate experience in Delhi & Bangalore.

**Dr Ashis Sen, Advisor, Content Design:** Chair, Forum for Emotional Intelligence Learning & only practitioner from India to be inducted in the EI Consortium, Boston, arguably the most recognized body on Emotional Intelligence whose members include Daniel Goleman, Richard Boyatzis and top EI experts in the world.
While pursuing my Masters in Pondicherry, I used to participate in organising Northeast festivals, and invite students from other states. They would be awestruck and curious about our region’s traditional attire and décor, and ask where they could purchase them. When I looked for such products online, they were either unavailable or exorbitantly priced.

This kickstarted my interest in creating my own venture after returning home. As I was born in the brass and bell metal craft village of Assam, I first began with selling these products, and Brahmaputra Fables was born.

The name refers to the tales from the mighty river of Northeast India, and we, too, want to spread the stories and legends of our region through the crafts and artisans who produce them. We aim to uplift the livelihood of rural artisans while reviving the endangered crafts and tribal weaves of Northeast India.

We require INR 1 CR for scaling up with replicable offline stores of handloom and handicrafts of Northeast India in tier 1 cities; enhancing our branding and marketing; and for integrating more artisans into our network.

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Brahmaputra Fables is a new-generation digital integration of artisans, weavers, designers, organic farmers, and entrepreneurs of Northeast India.

Our mission is to showcase the culture of Northeast India to the rest of the world through handicrafts and handloom, and are addressing the problem of availability, accessibility and affordability of these.

Our solution includes a social media platform and website (mobile responsive), enabling artisans from remote places to list their products on our portal and gaining direct access to the global community of customers. We also provide training to artisans for scaling up the production of craft and attire.

By so doing, we are able to create significant impact through improving rural livelihood at the grassroots level as artisans get economic returns for their work; generating massive employment across Northeast India; increasing awareness among youth about these precious and sustainable crafts and how they generate better livelihood; and reviving endangered handicrafts through our training.

The handicrafts market in India is currently valued at 5 billion and 100+ billion across the globe. Our target customers are from tier 1,2,3 cities, from 30-50 years old, who prefer eco-friendly sustainable products.

Currently, we are operating on both B2B and B2C models. Our B2B sales primarily come from corporate events with cultural themes and corporate gifting during festivals.

Our digital integration of thousands of artisans provides a diverse variety of sustainable craft and handloom products at a competitive price with home delivery options. We are able to maintain this competitive pricing model as we keep our margins low and leverage our own base of artisans—avoiding any third-party charges for middlemen and brokers.

Brahmaputra Fables generates revenues from sales through our various platforms. Thus far, we have integrated more than 3000 artisans, and have completed over 5000 B2C orders and 25 B2B orders.

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Dhruba Jyoti Deka, Founder & CEO: M.Sc Chemistry, Mentored by IIM Calcutta Innovation Park

Raj Grover, Mentor: Founder of the 'Transform Partner', the digital transformation consultancy
THATMATE

TRUSTED FRIEND FOR TEENS

KEY FACTS

LOCATION: Satara, Maharashtra
YEAR FOUNDED: 2018
SECTOR: Education; Wellbeing
STRUCTURE: Section 8
ASK: ₹ 1 CR
TYPE OF FUNDS: Grant

THE STORY

As an 8th standard student travelling home in an auto one day, I was inappropriately touched by a fellow passenger. I was horrified and scared, but felt helpless to do anything about it. I had no clue about my safety rights as a child, ‘good’ and ‘bad’ touch, or the vocabulary to explain the incident to my parents.

In the same year, I became the subject of teasing by my classmates. The impact on me was severe, to the point where I stopped interacting with others, and would leave the classroom only for washroom breaks. I left school with my self-esteem and confidence at an all-time low, along with an inability to share my opinion or make decisions.

Luckily, I met my co-founder, who faced similar issues while growing up—and we realized that mental and sexual health were still taboo topics. We left our jobs and dedicated our efforts to our social enterprise, ThatMate.

ABOUT THE SOCIAL ENTERPRISE

ThatMate aims to be a trusted friend for adolescents. Adolescence is an age of conflict, in which youth face multiple social, psychological and biological issues. They are confused about their bodies, preferences, sexuality, and relationships. Most schools do not have any form of Adolescent Education Program in their curricula; parents and teachers tend to avoid questions about these topics; and the internet is not always the most reliable resource. Kids are curious to know more, but the lack of communication and access to proper information leads them to develop misconceptions and make poor choices.

We work to equip adolescents with critical information and skills which help them to understand themselves and appreciate their path ahead, becoming better equipped to address challenges, adopt more positive behaviour, and make more informed decisions.

ThatMate leverages both classroom and technology-based approaches to bridge the gap of sexual and mental health education of adolescents. We conduct age-appropriate workshops for 7th to 12th standard students to provide CSE and SEL, and have created fun, engaging, and vernacular comics for teens and their parents on these sensitive topics. We are also developing technology solutions in the form of an AI-driven chatbot and an interactive app to provide even better on-demand access to information and guidance.

BUSINESS MODEL & MARKET

When a child enrols with ThatMate in the 7th standard, he/she goes through 10 hours of workshops per year on different age-appropriate topics, reads the comics, and uses our chatbot for queries. He/she also has the support of a trainer for personal counselling, as well as a mobile app for one-to-one engagement. This is how a child uses our support systems until his/her 10th standard, becoming empowered to make good choices about health, relationships, and overall wellbeing.

We have partnered with corporates whose CSR work is in the education sector, in order to partner with public schools and have our workshops and services as part of their curriculum. Currently, we are working with three corporate CSR partners in Satara, Sangali, Kolhapur, Nagpur, Goa, and Bellary. We also work with private schools and other NGOs on a fee-based model, in which parents and NGOs sponsor the workshop fees. Through these partnerships, we have been able to reach over 12,000 students since our inception in 2018.

In the upcoming phase, we plan to launch our chatbot ‘Bolo’, to answer informative queries about growing up, sexuality, and mental health-related topics in seven regional languages. We will also be launching our mobile app, which provide gamified learning in areas of interest, for example, interactive stories in which the user can make choices and determine the end result—enabling healthy and informed decision-making.

THE TEAM

Divya Shah, Co-Founder: Heads content development for online and in-person engagement; conducts for both trainers and on-the-field with students; develops test material for impact assessment.

Madhavi Jadhav, Founder: Oversees organisation and leads both business development and tech development. Manages and motivates entire team to set and achieve smart goals.

CONTACT US

ThatMate thatmate.com
thatmateteam ThatMate

OUR ASK

We need INR 1 CR to develop our mobile app and AI-driven chatbot; develop content for these technology platforms; and conduct marketing activities to support the app.

LOCATION: Satara, Maharashtra
YEAR FOUNDED: 2018
SECTOR: Education; Wellbeing
STRUCTURE: Section 8
ASK: ₹ 1 CR
TYPE OF FUNDS: Grant

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The idea of Baithak was conceptualized around three years back when I lost my grandfather. As a family, we realized that we had not recorded his rich experiences.

Elders, whether at home with their families or in old-age homes, are often beset with illness or suffer with mental illness, stemming from unhappiness, loneliness, and the feeling of being unproductive. Alongside this, India has the highest number of suicides among the youth population, major reasons being emotional loneliness and the fear to face failure.

Baithak engages with elders, mostly those residing in old-age homes, and involves them in writing their stories on various themes, which we curate for children and youth. Through this, we aim to bring out the real-life stories of struggles, failures, and triumph of these elders so that our youth can develop better emotional resilience through these inspiring examples.

Baithak seeks to curate stories from the experiences of elders, enabling them to reclaim their self-respect and dignity. Often, they seem to lose this sense of confidence and belonging when they feel as though they burden their families.

Ours is also an initiative to create emotional resilience within the younger generation through the stories of elders. At present, we are developing storybooks, handwritten journals, video stories, and speaking platforms for elders. These stories will be made available for school children so that they can build the values of hope, courage, and resilience during their formative age.

Baithak, through this initiative, attempts to honour the special bond between the child and their grandparents, and we envision grandchildren becoming a medium to facilitate better elderly care within families. We aim to enable better wellbeing of elders with empathy and compassion driven by human to human connect.

Baithak is developing literature for children in schools, aligning with the new wave in educational institutions of inculcating values-based education. Our storybooks and online resources are theme-based and fulfill the increasing demand for culturally appropriate content on the virtues of empathy, consciousness, acceptance, hope, and courage, to name a few. Our stories are curated along these themes, which are a positive approach to the pressing issues that young people today face.

Baithak’s long-term vision is to create an online education portal, which would also include videos and other digital materials. In upcoming phases, we plan to include research work on government policies on senior citizens, gap analysis and policy briefs for inclusion of geriatrics in the UN Sustainable Development Goals into our key activities.

INR 10 lakhs for creating an online portal; developing content and educational material; conducting awareness campaigns on geriatrics’ issues; and spearheading a policy initiative for including geriatrics in the UN SDGs.

Jot Prakash Kaur, Founder: Social Development Professional
Rupesh Gupta, Team Member: Chartered Accountant

The Baithak Project Foundation
IT'S ALL ABOUT STORIES

Jot Prakash Kaur

ABOUT THE SOCIAL ENTERPRISE

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LOCATION: Delhi NCR
YEAR FOUNDED: 2019
SECTOR: Inclusion; Education; Geriatric Wellbeing; Youth
STRUCTURE: Section 8
ASK: ₹ 10,00,000
TYPE OF FUNDS: Grant

THE STORY

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THE TEAM

Jot Prakash Kaur, Founder: Social Development Professional
Rupesh Gupta, Team Member: Chartered Accountant

CONTACT US

TheBaithakProject
I have been in the education sector for over a decade and have witnessed how students have to abandon their dreams due to their parents’ inability to pay tuition and course fees. These high costs make education expensive and beyond the reach of many deserving learners.

To address this issue, we developed BoostUpKey.com, an ed-tech platform through which we provide scholarships to students and youth through an educational quiz game that encourages learning in a fun way. These scholarships are partial financial aids to enable these learners to pursue their desired courses across a spectrum of themes, including skill development, professional, hobbies, and sports.

Through these scholarships, our aim is to enable students and youth to not only access educational opportunities, but also develop the values of self-esteem and hard work through earning a scholarship.

We are looking for funding of **INR 4.4 CR** to scale up our model to cover 10 districts in 4 different states in India, including Maharashtra.

Funds will be used to build up our tech platform; create tie-up partnerships; create and enhance branding; and grow marketing and sales activities.

We aim to help students and youth choose and access the skills that will boost their career and self-esteem by providing partial scholarships, which amplify their job opportunities and help them to make their dreams come true.

Through BoostUpKey.com’s ed-tech platform, potential learners can avail partial scholarships for 1300+ courses. Through their participation in learning programs, learners have a better chance of boosting their career opportunities and employability, while others become more likely to secure promotions within their current organisation and earn better salaries.

In addition to making skill development & upskilling courses accessible, our scholarships also apply to coaching and tuition fees. Our platform also enables participants to analyse, compare, and choose the course options that will enhance their career progress. We are also working on integrating suitable employment opportunities for these learners after completing the courses they have been able to pursue through our platform.

At BoostUpKey.com, we aim to create win-win solutions for students, parents, and educational institutes. Scholarships awarded through BoostUpKey.com are strictly not based on one’s high intelligence, gender, religion, class, or caste—but entirely upon consistent efforts to gain success in one’s undertakings. We believe that this is key to achieving success in life. We promote this by encouraging learners to select the course and institute they wish to attend, and making scholarships available to them once they can successfully complete our quiz.

To enable educational institutes to reduce their high marketing costs, we provide them with a marketplace on our online platform, enabling them to compete with other reputable and popular brands. We have tie-ups with more than 300 institutes for over 1300 courses. Till date, we have been able to impact the lives of 200 students from our society’s low & middle-income strata by providing scholarships worth INR 20 lakhs.

In one notable case, a female student wished to pursue a career in the police service, but her parents were unwilling to spend on her training due to cost and their belief that it would all go to waste after her marriage. She connected with Boostupkey.com, and we guided her towards various training courses and provided her with partial scholarships to attend them. The resilient girl, after her training, got selected by the Uttar Pradesh Police Service, and has become a success story and inspiration for many others.

**OUR ASK**

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To address this issue, we developed BoostUpKey.com, an ed-tech platform through which we provide scholarships to students and youth through an educational quiz game that encourages learning in a fun way. These scholarships are partial financial aids to enable these learners to pursue their desired courses across a spectrum of themes, including skill development, professional, hobbies, and sports.

Through these scholarships, our aim is to enable students and youth to not only access educational opportunities, but also develop the values of self-esteem and hard work through earning a scholarship.

We aim to help students and youth choose and access the skills that will boost their career and self-esteem by providing partial scholarships, which amplify their job opportunities and help them to make their dreams come true.

Through BoostUpKey.com’s ed-tech platform, potential learners can avail partial scholarships for 1300+ courses. Through their participation in learning programs, learners have a better chance of boosting their career opportunities and employability, while others become more likely to secure promotions within their current organisation and earn better salaries.

In addition to making skill development & upskilling courses accessible, our scholarships also apply to coaching and tuition fees. Our platform also enables participants to analyse, compare, and choose the course options that will enhance their career progress. We are also working on integrating suitable employment opportunities for these learners after completing the courses they have been able to pursue through our platform.

At BoostUpKey.com, we aim to create win-win solutions for students, parents, and educational institutes. Scholarships awarded through BoostUpKey.com are strictly not based on one’s high intelligence, gender, religion, class, or caste—but entirely upon consistent efforts to gain success in one’s undertakings. We believe that this is key to achieving success in life. We promote this by encouraging learners to select the course and institute they wish to attend, and making scholarships available to them once they can successfully complete our quiz.

To enable educational institutes to reduce their high marketing costs, we provide them with a marketplace on our online platform, enabling them to compete with other reputable and popular brands. We have tie-ups with more than 300 institutes for over 1300 courses. Till date, we have been able to impact the lives of 200 students from our society’s low & middle-income strata by providing scholarships worth INR 20 lakhs.

In one notable case, a female student wished to pursue a career in the police service, but her parents were unwilling to spend on her training due to cost and their belief that it would all go to waste after her marriage. She connected with Boostupkey.com, and we guided her towards various training courses and provided her with partial scholarships to attend them. The resilient girl, after her training, got selected by the Uttar Pradesh Police Service, and has become a success story and inspiration for many others.

**ABOUT THE SOCIAL ENTERPRISE**

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**BUSINESS MODEL & MARKET**

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**THE TEAM**

**Minal Pawar, Co-Founder:** Chemical Engineer; M-Tech IIT; Goldman Sachs 10K Women Entrepreneurship Program ISB. Diverse career experience & drive to use technology to create social impact.

**Lt. Cdr. Sagar Singh (Retd), Co-Founder:** Visions & executes technology elements. Electrical engineer who has served in the Indian Armed Forces as an Electrical Officer, working on the most advanced tech.
India’s life expectancy has more than doubled, and infant mortality halved, in the last 50 years. The extent of progress on economic, political and social fronts has been enormous. However, paradoxically, we still have the highest number of undernourished people in the world, with over 1 BILLION Indians, spread across geographies, age groups, and economic segments.

Leading scientists, health experts, and economists agree that improving nutrition is one of the best and most cost-effective investments we can make to achieve lasting progress in global health and economic development, but our current methods have evidently failed us.

As a medical doctor, my research has been primarily in the fields of advanced nutrition for athletes, human longevity, and bio-hacking. However, I soon realized that to see real impact, my work must focus on ensuring essential nutritional security in our country. Realizing this, I decided to re-approach this problem, and went on to start Replete BioScience.

Replete is committed to creating positive social and financial impact through its development and sales of evidence-based, affordable nutritional supplements—in the form of powders, capsules, and food products.

Rather than mass market, ‘one-size-fits-all’ products which have been proven to be ineffective, we believe personalization is the key to making high impact nutrition possible.

To make this approach viable, we have developed a unique, cost-effective manufacturing process which is capable of creating individualized blends of active ingredients, tailored to the needs of an individual user or patient.

Our second offering, the Prenatal Support system, is a low cost, 1000-day supplement system meant for expecting mothers. Essential for breaking the inter-generational cycle of malnutrition, the product is designed to optimize the most vulnerable period in a child’s life, between conception and the age of 2. During this time, the brain and other critical organ systems grow and develop and the foundations for their lifelong health are built.

A panel of the world’s foremost economists (Copenhagen Consensus) have repeatedly concluded that micronutrient supplementation is the #1 public welfare intervention priority for developing nations.

The apex body of Indian scientists, INSA, has recently declared malnutrition in India an “emergency” needing immediate attention if the country has to achieve inclusive growth and development.

Public awareness and interest in preventive health and nutrition is also rapidly rising. With an annual growth of 21%, the market is expected to grow to a size of $100B by 2022 (from the current $55B).

We are currently running a small-scale pilot with 100 participants and 10 physicians, the results of which will support our approach of evidence-based precision nutrition in an effort to improve health and nutrition outcomes for the most vulnerable populations.

Our products will be initially sold through healthcare professionals in urban and rural health centres. We are also building an online platform to be able to scale more rapidly and reach a wider base of customers.

We aim to raise an initial fund of INR 25 lakhs. This will aid in product development and set-up of the manufacturing facility.

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In the year 2009, I used to pass daily through a flyover during my travel from Boisar to my college in Kandivali. I would observe the pathetic condition of the families who lived there, with children begging everywhere, like outside temples and bus stops, and selling balloons and flowers at signals. I felt the need to find out the reason behind this and do something about it, but had no idea how to go about this. One fine day, I gathered my courage and spent time talking to them, realising that 'education' to them meant attending school for a paltry midday meal.

Inspired by Swami Vivekananda’s ideology and belief that ‘no great thing can be done without sacrifice’, I decided to do my bit for our nation by leaving behind my career and focusing on ways to bring educational opportunities and a better standard of living to these underserved people.

Though India has been able to drastically decrease the number of out-of-school children, 1.4 million children are still deprived of schooling (UN statistic). These are majorly children whose parents are seasonal migrants, who move into open public spaces such as flyovers, railway platforms, and streets.

At present, our goal is to build a self-sustainable hub, providing shelter, a school, and livelihood opportunities, for the marginalized and underprivileged community. The school will be run on a formal, technical, logical and local skill-driven education model which will help students to develop the spirit of problem-solving, critical thinking, and sustainable living. Through this, we will also support households with micro-finance and revenue generation opportunities.

For years, we have worked with street children in Mumbai, creating opportunities for them to learn, play, and grow alongside their ‘well-settled’ peers, which in itself has challenged and achieved a change in perceptions and norms.

While working towards the larger goal of creating our self-sustainable community and school, we are engaged in our "School on Street" program, in which we work to prepare children and parents for the child’s attendance in school after one year. We focus on academics, arts, good habits, language, nutrition, and helping to instill a greater sense of responsibility in parents. Personal tuition is provided by college volunteers and local residents.

Next, through our "Street to School" program, we get our children enrolled at one of the best private schools in the locality to keep transport costs low, supporting regular attendance. Then, we provide everything that he/she would need to participate in all school activities: academic fees, books, uniforms, and other expenses. We play the role of a guardian for each and every child who is with us! Till date, we have enrolled 94 students in a private school in Kandivali, Mumbai.

We also support parents with micro-lending and financial advice to operate seasonal business activities, e.g. selling flowers and toran during festivals. In addition, we provide financial support to meet medical expenses, which also helps them to feel more secure and safe that we stand with them, shoulder to shoulder.

We are seeking INR 3.5 CR for the construction of our school and residential community centre.

We also seek mentorship in alternative education and learning methodologies, and in developing technology for this alternative education space.

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The Team
Prince Kumar Tiwari, Founder: Chartered Accountant turned social entrepreneur, with a vision of quality education for all and a drive to transform education and quality of living for street children & families.
India is home to the largest population of cattle in the world. However, only a limited number of male calves is used for breeding. Many are used as working animals and subjected to castration without anesthesia, nose-roping, whipping, and hard labor until they are old and weak. At that point, they are sent for slaughter or left abandoned.

Abandoned cattle feed primarily on heaps of domestic waste and end up eating a large amount of plastic and other toxic waste, as there are no other avenues for food. These stray bulls become disease-ridden and prone to accidents, creating damage to their surroundings, crops, and unfenced farms—also endangering human life. When the bulls die due to starvation or disease, the problem of carcass disposal also gets more complex.

It is evident that bulls are exposed to more atrocities than cows. Our mission is to help those stray bulls find adequate fodder and live a life free from diseases and harmful consumption of plastic and other substances.

Our organisation envisions improving the quality of life of these animals, along with developing a model to make the upkeep of bulls and non-milking cows into a self-sustainable one.

We aim to build a fodder warehouse model which will cater to all stray cattle: bulls, cows, and calves, feeding them daily to ensure their survival. In the process, we will generate employment opportunities for the poorest poor of the village and also a secondary income source for farmers by buying fodder from them.

We also aim to create the biggest Bull Sanctuary of India and use it as an Animal Assisted Awakening Centre to promote rural tourism. We also plan to ensure the proper burial of dead animals, negating the impact of rotting corpses and the associated health risks to people and the environment. We will also offer a number of interactive activities to sensitize masses about the cause of abandoned cows and bulls.

We aim to be the ‘Zomato’ of animal feeding and fodder delivery. We will then scale operations into creating the Bull Sanctuary and use it as an Animal Assisted Awakening Centre to promote rural and desert tourism.

In the first year we are planning to provide fodder for 450 Bulls, provide employment to 10 rural women, and offer 100 therapy sessions through the Centre. We will also be supporting 25 farmers by buying their produce and educating them about organic farming.

In the process, we will generate employment opportunities for the poorest poor of the village and also a secondary income source for farmers by buying fodder from them.

One of the key aims of this programme is also to raise the status of the bull to be recognised as a sentient, intelligent being, with a huge capacity to teach us about ourselves.

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Once the model is successful, the fodder warehouse will be set up in villages where the stray cattle population is more than 200. The villagers will be trained to run and manage the entire operation. We plan to collaborate with Animal Aid Udaipur, Peepal Farm Dharamshala, and Sneha’s Care Kathmandu to promote us as partners.

The team

Rakesh BullMan Sharma, Founder: Strategist and driving force behind this venture. IHM graduate; Executive MBA from XLRI, Jamshedpur; Distinction holder in Management from Symbiosis Pune. Wipro HR Business Partner for 11 years. Has been working with stray animals since 2015.

Vaibhav Bhardwaj, Business Partner: Assistant Professor with diverse experience in the hospitality industry. ‘Go-to’ resource for tourism & travel, and managing large groups.
As a child, I loved the outdoors and spent hours watching people on streets. I have no memory of feeling scared to cross the road or getting scolded for playing in the park. But this is what marks the everyday life of a child today. Road injuries are the major cause of death among children aged 5-14. In India, more than 20 children die on our roads every day. While going to school and play, children are at a heightened risk of road injuries, high exposure to pollution, and infrastructure that lacks compassion. Poor planning and design of cities is affecting their physical and mental well-being.

Children are experiencing a suppression of healthy thoughts and actions in urban ‘public’ spaces and their voices are constantly diminishing and being ignored. Even with more than one-third of the population under 18, children are denied their rights to be equal and grow up with a dignified life. As an architect, I feel frustrated and responsible.

To build this momentum, we aim to launch a call for ‘101 Crosswalks’; a program covering 100 additional schools across India, focusing on intersections of schools across attributes such as ethnic origin, religion, income, gender, disability, geographic location and size of cities. This will create 100 pilots as catalysts promoting local innovations and localizing SDGs. The program will be backed with advocacy on needs of children through research, data analytics & storytelling. The curriculum shall be co-packaged along with the app, and offered to state & city governments as a single product to achieve lasting impact.

**Ruchi Varma, Founder:** Architect and human-centered designer & urban specialist with 12+ years experience in sustainable cities. Dalai Lama Fellow; Lead India Fellow; NITI Ayog AIM Mentor of Change.

**Richa Bisht, Co-Founder:** Storyteller, pre-primary teacher, proud mother of two, 8+ years experience in corporate & education sectors.

We have been supported so far by advisors - **Prof. Geetam Tiwari**, IIT Delhi, **Ms. Bela Shah**, Leadership Coach at Dalai Lama Fellows; and a community of volunteers representing professional architects, psychologists, urban planners, education experts, social entrepreneurs, teachers and community members.
Our goal is for India to become known as the cleanest country in the world. But, every day, approximately 1.4 lakh tons of waste is generated here. 50% of it is wet waste, which diminishes the scrap value of plastics and cardboard when mixed. This waste is then sent to landfills, creating sanitation problems and increasing the carbon footprint.

While mountains take millions of years to form, human beings have managed to create mountains of waste in just a few decades. The world has come to realise that responsible and inclusive waste management is the only solution.

Our company, Klimrus Sustainable Solution, was formed to tackle climate change on the basis of 4 pillars - Planet, Preserve, People, Profit – with a mission to ensure the development and utility of easy-to-use machines that segregate waste and also help clean the environment.

The machine utilizes solar energy, making it economical and efficient in operation, and is designed to be as low-maintenance as possible, which we have achieved by avoiding motors. We have used recycled materials for its construction of the machine, thus reducing its ecological footprint. The machines are enclosed thus avoiding the problem of rodents and bad odor. Installing such machines recycles the waste into fertilizer that has both economic and ecological value.

Waste segregation is now made compulsory, according to the Solid Waste Management Rules 2016, and is also essential to enabling efficient recycling processes. Our machines provide a decentralised approach to segregating waste at urban residences, which is where much waste is generated daily.

Our machine uses solar energy and solar heaters to heat the organic material to a high temperature, ensuring the removal of harmful bacteria. The thermophilic bacteria remain active at such temperatures thus creating compost. Foul odours are also removed from the organic waste and the final output is good quality organic compost. This completes the cycle for recycling waste, as compost can then be diverted back to into greening activities, such as planting more trees in the urban areas, as well as being sent to rural regions to be used by farmers to produce more crops. With this approach, we also solve the problem of lack of compost and create employment opportunities for decentralised waste disposal, while reducing the burden on landfills.

Currently, we are processing 600 kg of waste per day with our machines, which have been installed in eight residential housing societies and 50 individual homes, across Mumbai. Societies that have installed machines and generating compost are now planting more trees. Due to their solar energy power, our machines are the lowest in cost compared to competitors, and also require very low user maintenance. At present, our customer base is limited to the city of Mumbai, and we plan to scale up our reach by installing machines in other metropolitan cities across India.

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After completing my college education, I was placed in a company to work as an office boy. In my family, I am the first graduate, and my parents had sacrificed greatly for my education, but in my job, I could not see any path to progressing further. My talents and skill sets were severely under-utilised, leaving me frustrated and demotivated. I actively sought for an opportunity to use my full potential.

After working hard, I got a promotion and became an HR Executive. My manager transferred me to a metropolitan city, but there I also struggled, this time because of so many adjustments to the new city and professional environment. I could not find any support or resources to help me. Soon after, my passion became my responsibility, and I started JobsGenie to help recent, unemployed graduates from Tier 3 cities to find jobs.

JobsGenie is an Andhra Pradesh-based social enterprise with an aim to help fresh graduates and unemployed youth to identify their skills and get them placed in the right platforms according to their skills. Even though there are a high number of qualified graduates, they are unemployed, and finding crooked ways to earn money. Even with certificates, they cannot get jobs due to lack of exposure and skills. If they are fortunate to find a job, they are unable to maintain their employment because they do not have the required skills and attitude to work productively and manage the demands of a professional environment. Hence, employers also lose resources in terms of time and money, due to these employees’ poor performance and the low rate of retention.

Our vision is to deliver innovative and creative workforce solutions to these youth, so that they can enhance their skills and be well-equipped in the fast-changing world of work. After conducting our market studies into understanding the factors behind the unemployment rate in our city, we have designed our services within three categories: Career Counseling, Skill Development, and Recruitment.

By providing career guidance and skill development services for graduates in Tier 3 cities, we can help them improve their capabilities to match, and even exceed, the industry benchmarks. We truly believe that self-determination is the key to success, so in the initial phase, job-seekers first go through our career counselling track to develop this foundation for further learning and growth.

Next, they attend short courses offered in-house or through institutions with which we collaborate. Course material is customised for learners from these tier 3 cities. Upon completion of these courses, they earn certificates to signify their competence in a specific skill area and increase their confidence. The intended impact is also to reduce employers’ risk in the hiring process, lower recruitment costs with a better retention rate, and enable them to meet their productivity goals. In the final step, we assist the job seekers in getting placements with employers. They also utilise our web-based platform to upload their resume and connect with potential employers.

Our revenue model includes fees from employer organisations for placement and staffing services, and we plan to expand our activities to urban job seekers from whom we will also charge service fees. Currently, we are working to expand our base of partner institutions through whom we will offer short courses, as well as on-board an extensive base of employer organisations. We aim to deliver career counseling and skill development sessions to 500 students job-seekers by May 2020, and successfully place 100 of them in jobs.

We require INR 10 lakhs to establish and operationalise the enterprise activities for the next one year.

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Plastic pollution is one of the biggest challenges facing the world today. The World Wildlife Fund has indicated that we might be ingesting plastic equivalent to one credit card every week as plastic has entered our water and our food streams.

We envision a future where people’s lifestyles are filled with products made by local artisans and plastic waste disappears from every home. A shift in individual behavior is crucial to making this happen, but responsible consumption and sustainable lifestyle choices are not easy, as alternatives are scarce and considered too expensive for regular purchasing.

Alongside this lies an opportunity: our country is filled with artisan clusters capable of working with various kinds of natural, non-polluting materials. But, they struggle to find relevance for their work in our present-day lifestyle, and their products often end up being limited to gifting options.

We aim to bring simple yet sustainable daily-use products to the fore and offer great choices for people to make the switch to an eco-friendly lifestyle. We work with artisans in Tamil Nadu and Kerala, and provide support through design interventions so that they can create relevant products with their invaluable skills, reach out to larger audiences, and earn better returns to boost their economic wellbeing.

Our products are categorized as: Home Essentials, Wardrobe Essentials and Travel Essentials, and are sourced from varied weavers and artisans working with sustainable materials such as banana fibre, bamboo, cane, neem wood, jute, and fabric scraps. By tracing products to their makers and source of materials, we help consumers to be fully aware of the environmental impact of their choices. Value and price comparisons between these products alongside conventional products also enable them to understand the longer-term benefits of spending their money on these sustainable options.

We believe that by being surrounded by beautiful handcrafted products instead of lifeless, mass-produced ones will eventually bring in a renewed sense of responsibility and reverence among people towards nature.

The demand for legitimate, eco-friendly and sustainable products has never been higher than it is now, especially in the urban and semi-urban areas of India among the middle and upper-middle-class. In our customer-segment interviews, 43 out of 50 said that they feel guilty about their present consumption patterns and would want to change if given a legitimate and trust-worthy choice.

We aim to cater to this demand with high-quality, transparent, affordable and consistent products across various lifestyle categories. We are currently prototyping a line of kitchen utensils, soft furnishings, travel essentials, and accessories, and plan to launch 10 products in each category in 2020. Primarily, sales will be online, through our website which is currently under development. As our aim is to make sustainable living a reality for a large consumer base, we plan to price our products affordably, keeping them accessible for the middle-class.

Through our social media page, we are creating awareness and initiating conversations about sustainable living, and plan to use the same channel to promote our products after the launch with engaging campaigns and community-building. We also plan to raise awareness with a dedicated blog and by participating in relevant events.

Shravya Indukuri, Founder: Engineer by education and writer at heart, dedicated towards finding sustainable solutions to environmental pollution by bringing about a transformation in individual choices.

Rajkumar T Mohankumar, Website Development & Tech Support: B.Tech in Information Technology, Anna University & Masters in Advanced Software Engineering, Dublin Institute of Technology. Developing the website, algorithms and technical features for Sukhino.
In rural communities such as Ilkal, where I am from, children who don’t do well in school or cannot express themselves often get ignored or labelled as ‘dull’. This weakens their self-esteem and damages their well-being, and usually, there is no one at home or school that they can turn to for advice or support. Their challenges get more complex as they age, manifesting into addictions, aggression, and an inability to maintain relationships and adjust to different environments.

In my childhood, I was physically challenged and labelled as ‘dumb’ because I was not expressive. Fortunately, I had been exposed to the creative arts at an early age—which helped me to overcome my complex health issues and emotional struggles later in life. In my career as a teacher, I realized that there are so many other children like me, who continue to struggle with such issues and have nowhere to turn.

Our vision is that every child, regardless of his or her ability, feels happy and confident about who they are. At Project Capables, we provide a welcoming, nurturing, and child-friendly space housed in an inclusive learning centre. We understand that an environment of play and exploration helps children to become open to learning. In this engaging space, children of all abilities and backgrounds can develop their skills in math, science, and language through participating in individual/group experiential activities and games. Children also participate in art therapy, storytelling, theatre games, and mindfulness activities.

Our programs promote self-awareness in children so that they can discover their strengths; express their needs and views constructively; and develop healthy relationships with their peers. For children, especially those who struggle academically, these are the necessary ingredients for them to gain a sense of normalcy and self-acceptance, enabling them to grow in confidence, resilience, and wellbeing. With this foundation, children can take steps to pursue what they are best at and make more informed choices about their further academic and career pursuits.

According to the World Development Report 2018, even when Karnataka’s rural children go to school, their learning outcomes are poor: with reading abilities of students decreasing, and basic mathematical abilities at an unsatisfactory level. We understand that simply attending school does not help children to learn and blossom holistically.

Project Capables is an initiative started in the rural taluk of Karnataka’s Bagalkot district, where no opportunities exist for children to learn outside of the traditional school classroom. They have limited exposure to mentors and guides either at home or school, from whom they can receive constructive guidance about how to take their talents and aspirations forward.

We have partnered with rural schools and are currently running a pilot for children in 5th to 7th standards. We meet with them and their parents to understand their learning needs and know more about their background. After enrollment, children go through our Do-it-Yourself activity-based learning after-school program for 3 to 6 months, designed and facilitated by a team of innovative educators. We currently charge a minimal fee for enrollment and learning activities, which parents pay. When our pilot is complete, we plan to expand our reach to other nearby districts and replicate our model and programs, covering three to five rural locations by the end of 2020.

**THE TEAM**

**Shweta Hosamani, Founder:** Educator by profession & artist by passion; BE and MBA graduate with 6+ years spent working with school and college students.

**Vijay Kumar Kulkarni, Sham Kulkarni & Prakash Bandi** are all part of the core team; experienced educators with decades of teaching experience, and dedicated to the cause of delivering innovative learning experiences to rural children.
Building a world where nobody is the odd-one-out!

Key Facts

Location: Delhi NCR
Year Founded: 2019
Sector: Inclusion; Disability; Education
Structure: Private Ltd
Ask: ₹ 45,00,000
Type of Funds: Incubation Grant & Working Capital

The Story

As a social work professional, I became grounded in the vision of creating an inclusive world over many years engaging with people with disabilities. The trigger to move faster and with urgency, however, came with the birth of my son and his complex health conditions. Interactions with people and health systems led me to a deep empathetic recognition of the challenges that a child with disabilities faces. Parents wish for their children to shine and be well-prepared for this fast-changing but ‘unsafe’ world. But, for those who are ‘different’, rights and opportunities often remain restricted, as they are treated as odd-ones-out—facing further barriers in the form of disabling infrastructures and unhelpful attitudes. In a move to change this, we are challenging stereotypes and triggering conversations around diversity, especially on disability, maintaining that imperfections are an inherent part of our existence.

Our Ask

We need INR 45 lakhs to establish our base through the publication of children’s books, dolls, and action figures, and by hosting events for children. We also plan to produce short movies and animation videos; information kits in Hindi & English; and create website resources in both languages. Funds will also be allocated to meeting operational expenses.

Contact Us

@Ginny’sPlanet @Ginny’sPlanet ginneysplanet.com

About the Social Enterprise

Ginny’s Planet aims to create a world where no one is considered the odd-one-out on the basis of differences. We believe that disability is also a part of human diversity, imperfections are a part of our lives, and everyone should have opportunities to flourish. We have introduced Ginny, a young girl with radial club hand and vision problems, as the lead character in our storybooks. Dolls/action figures, games, and diversity training workshops are the media through which we aim to build a network of aware, empathic people who respect diversity, and are the future decision-makers and leaders.

By changing the conversations that happen around disability, congenital problems, and other forms of human diversity, we aim to engage various responsible stakeholders: such as schools, parents, corporates, funding agencies, and the general public.

The work of Ginny’s Planet aligns with and contributes towards the UN Sustainable Development Goals of: Quality education (4); Decent work and economic growth via inclusive workplaces (8); Reduced inequalities (10); and Sustainable cities and communities (11).

Business Model & Market

We design and create age-appropriate tools for children, along with customized training workshops on empathy and embracing diversity for various age groups. Our offerings include dolls, action figures, and storybooks that aim to showcase human diversity, in which Ginny is one of the lead characters. These products are currently sold through online and offline channels. We are also developing games that promote the value and practice of inclusion, which can also be used by children with disabilities.

Thus far, we have conducted orientation workshops for 75 school children on themes such as the right to play, and using the process of inquiry to understand various social issues. We anticipate that our workshops will enable children to evolve as aware, empathetic learners, leaders, and action-takers who are better prepared to create inclusive social and physical spaces. We also conduct training workshops for adults focused on integrating empathy and respect for human diversity into organisations and professional environments. So far, we have done one workshop on ‘Disability as Diversity’ for 30 employees of a corporate client.

We also actively conduct awareness-building activities through participating in exhibition and melas and distributing free resources, such as colouring books on our website (upcoming), videos, and information booklets. We have reached over 200 children through our products and interactions, directly as well as through the partnerships. We have raised over INR 3 lakhs through crowdfunding, and sales revenue of INR 1,92,000 (July to November, 2019).

The Team

Shweta Verma, Founder, CEO: With PhD (Social Work) & 17 years work experience in disability rights & mental health, Shweta is keen on experimenting with different ways to build an inclusive world.

Jamal Siddiui, Co-Founder, Director of Operations: Social work professional with 16 years work experience in international organizations. Alumnus of Aritra Leadership Acceleration Program & Inclusion Fellowship 2019 (Bangalore).
The Story

Access to clean and safe sanitation facilities at public places in India do not meet the needs of people. This need came particularly to the fore during a five-hour car journey from Mangalore to Bekal when I was travelling with my elderly in-laws and young children. There were no clean restrooms along the way and the long journey became an unforgettable ordeal.

Most people go to a restaurant or a café to use the restroom instead of confidently using a public toilet. Customer service is non-existent, and in some cases, safety is also an issue. Sanitation at public places reflects our progress as a nation.

Having grown up all across the country and seen the beauty and rich cultural heritage that India has to offer, sanitation at public places is an area I wish to impact—as the current state of this does not at all display our national progress and potential.

Our Ask

We are seeking INR 25 lakhs to construct built-up model facilities and cover our operational costs for 6 months.

We are also seeking mentoring support for one year, and access to government bodies for faster implementation.

Business Model & Market

There are 3,95,200 public toilets built as per Swachh Bharat Urban 2018, but the facilities and standards are still lacking. Our user feedback has indicated that current sanitation facilities do not adapt to the needs of the location, leading us to identify diverse offerings which can serve public spots. This has led us to offer a range of portable, mobile, and built-up toilets, customised for the need of the venue and the people who will use them. The spectrum includes senior, disability, and child-friendly facilities. We have also identified solutions for areas which are not networked with sewage lines. In addition, we will conduct maintenance services for existing public toilets.

Our business model includes commissions from the sale of toilets, cleaning services for toilets, and annual maintenance contracts. In the next phase, we also plan to work towards a hybrid model, financed by CSR funding. Our target customers include government bodies, private organisations, corporates with CSR funds, as well as direct pay-and-use individual customers.

We have already identified suppliers of various models of toilets and presented sanitation proposals to municipalities in two cities, and will conduct a pilot cleaning service at a public toilet near Mumbai within the next month. The toilets will be serviced locally by employing people from underserved sections, and they will receive training in housekeeping, customer service, and first aid. The operations of each toilet will be structured in a way that it creates local women entrepreneurs to run the same.

The Team

Vidya Nair, Founder: HR & Change Management professional with diverse experience; MBA, Symbiosis IMS Pune; BA Hons Social Work, Jamia Millia; Taekwondo Blackbelt – Dan 1; mother of two wonderful children.
In unity lies strength. That’s why we are committed to supporting the growth of the social entrepreneurship ecosystem through meaningful collaborations with other change-makers.

The School for Social Entrepreneurs India is a registered Section 8 not-for-profit company.

We work in partnership with the government, corporates, institutions, trusts, and foundations. Our partnerships help us to reach people with practical ideas for change, leverage a range of skills and experiences to benefit our students, and provide vital funding to ensure that 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 customise our programmes for organisations, and customise our offerings to suit the needs of people at different stages of their social enterprise.

Join us and help create an impact by supporting social entrepreneurs.

www.the-sseindia.org