



PUNE INTERNATIONAL CENTRE



NATIONAL CONFERENCE
ON SOCIAL INNOVATION

12th National Conference on

SOCIAL INNOVATION



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12 Years of



CONFERENCES
12



TOTAL
FINALISTS
282



TOTAL
APPLICATIONS
1200+

2024
Categorywise
Applications



51%
RURAL

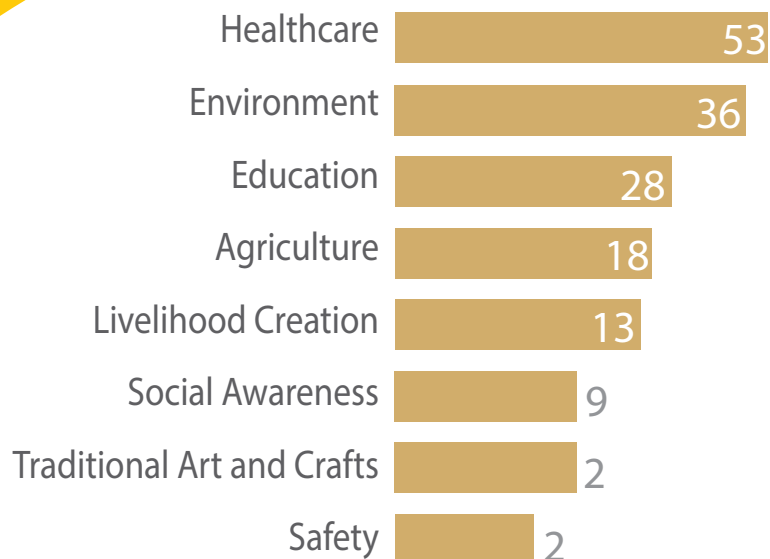


41%
URBAN



08%
TRIBAL

2024
Sectorwise
Distribution
of





OPENING REMARKS



Dr. R A Mashelkar FRS, President, Pune International Centre

TRANSFORMING LIVES THROUGH SOCIAL INNOVATION

Dr. R A Mashelkar welcomed all attendees, including PIC Vice President Dr. Vijay Kelkar, Chief Guest Mr. Sanjay Kirloskar, and other distinguished guests. Dr. Mashelkar emphasised the NCSI platform's focus on social innovation. Elaborating on key SI Lab initiatives, such as the 'Playbook Series', which captures insights from social entrepreneurship in areas like waste management, healthcare, and circular economy, he said these resources aim to address challenges in building impactful social enterprises.

He also highlighted the importance of the CSR Leaders Roundtable, which facilitates knowledge-sharing among corporate social responsibility leaders. He emphasised the use of digital media, including SI Lab's YouTube series Beyond Profit Perspectives, to bridge the gap between social innovators and the CSR community.

Dr. Mashelkar shared the inspiring story behind the Anjani Mashelkar Prize, which honours innovators creating high-technology solutions that benefit society. He highlighted the achievements of previous awardees, who have introduced game-changing innovations. He mentioned Senthil Murugan's wearable health-monitoring device, now adopted by multiple state governments and recognised in case studies by Harvard Business School. Dr. Mashelkar emphasised the importance of combining scientific excellence with societal relevance, showcasing innovators who achieve both.

He concluded by expressing gratitude to his team and collaborators, including Sushil Borde (President, Anjani Mashelkar Foundation).



KEYNOTE ADDRESS



Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Ltd.

FOSTERING SOCIAL INNOVATION THROUGH INDUSTRY LEADERSHIP

Innovation, as we know, thrives at the intersection of economic growth and social progress. Throughout history, impactful solutions have emerged by transcending the boundaries between social enterprises and for-profit ventures. This convergence is essential for addressing complex societal challenges.

Kirloskar Brothers Ltd. (KBL) embodies this principle of merging business with social responsibility. Our factories are strategically located in rural India to mitigate urban migration and foster local economic development. KBL's all-women factory in rural areas stands as a testament to gender empowerment and workforce inclusion.

KBL has contributed to societal upliftment by establishing schools, promoting education for girls, and advocating for widow remarriage—values deeply ingrained in our legacy.

Social innovation demands collaborative efforts and bold ideas. Drawing inspiration from Northern Europe's advanced social systems, we see how personal freedoms and community well-being translate into happier, more equitable societies. India can achieve similar outcomes by fostering innovation that addresses rural poverty, thereby reducing urban disparities.

Initiatives like the Anjani Mashelkar Foundation exemplify the transformative power of social innovation. By mentoring and funding innovators, the Foundation is driving change in underserved areas, particularly in combating anaemia and uplifting rural lives. Such efforts remind us that every individual can be a change-maker, contributing to a brighter and more just world.



VALEDICTORY KEYNOTE ADDRESS



Jyotsna Sitling, Member, Advisory Committee to SEBI on Social Exchange

DEMOCRATISING GIVING: THE ROLE OF SOCIAL EXCHANGE

Jyotsna Sitling emphasised the potential of the SSE to transform the funding landscape for non-profit organisations (NPOs) and for-profit social enterprises. She introduced the concept of “social currency,” describing it as a narrative that builds trust and attracts investment in the social sector. Social Stock Exchange (SSE), she explained, seeks to formalise this narrative, bridging the gap between funders and fundees. One of the significant barriers for both donors and recipients is the lack of assurance regarding impact and due diligence. Sitling highlighted the role of SSE in fostering trust by creating a structured platform for impact assessment. The platform enables clear articulation of KPIs, ensuring measurable outcomes that build confidence among stakeholders. A key innovation introduced by the SSE is the Zero Coupon Zero Principal (ZCZP) bond. This unique instrument enables NPOs to focus on delivering measurable social impact without the obligation of repaying principal or interest. Drawing on global experiences from Canada, Jamaica, and Singapore, Sitling highlighted the distinctiveness of India’s SSE model. Unlike others, India’s model benefits from active government participation, rigorous governance frameworks, and a commitment to incorporating lessons learned globally. Sitling urged NPOs to shift their focus from input-output models to outcome-based frameworks. By democratising giving and fostering transparency, the Social Stock Exchange holds the promise of catalysing transformative social impact in India.



VOTE OF THANKS



Dr. Vijay Kelkar, Vice President, Pune International Centre

CHARTING THE PATH FORWARD: NCSI 2024 SUCCESS AND VISION

Dr. Vijay Kelkar expressed deep appreciation for the Chair, Co-Chair, and esteemed jury members across all categories, recognising the immense challenge they faced in selecting the best from an exceptional pool of deserving candidates. He also thanked the CSR heads, impact investors, and entrepreneurs who enriched the conference through their panel discussions, sharing inspiring journeys and insights on funding opportunities. Special recognition was given to the innovators whose passion and commitment showcased the power of social innovation in addressing critical challenges. The diversity and creativity demonstrated by the finalists were inspiring, exemplifying a shared commitment to driving positive change. Looking ahead, Dr. Kelkar outlined PIC's vision to strengthen partnerships with CSR leaders and foster a vibrant alumni network. He highlighted the continuation of the mentoring programme to guide and support the next generation of social innovators, emphasising its pivotal role in overcoming challenges in implementing impactful solutions. PIC's Shared Service Initiative, through the Social Innovation Lab, will remain steadfast in providing tailored, quality, and affordable business services to social enterprises, helping them turn their visions into reality.

In closing, Dr. Kelkar paid homage to Dr. Ratan Tata, whose visionary contributions laid the foundation for PIC's social innovation track.



WELCOME ADDRESS AND OVERVIEW OF NCSI 2024



Prashant Girbane, General Secretary, Pune International Centre

BUILDING A LEGACY OF SOCIAL INNOVATION: REFLECTIONS AND MILESTONES AT NCSI 2024

Reflecting on NCSI 2024, Girbane celebrated the innovation, inclusion, and ideas showcased at the event. This year, the jury shortlisted 21 exceptional social innovators from over 200 applicants. Over 12 years, NCSI has evolved into a platform hosting distinguished luminaries, including the Vice President of India, Cabinet Ministers, and inspiring social innovators such as Shri Vikas Amte, Shri Mohammad Hamid Ansari, Shri Girish Bapat, among others.

Girbane shared the impactful contributions of PIC's team and volunteers, mentioning individuals like Hitendra Singh, Mandar Joshi, and Neeraj Thakur, who collectively delivered 965 mentoring sessions, empowering over 100 social innovators. The conference also honoured the enduring legacy of Dr. Mashelkar, whose achievements—from national awards to his Fellowship at the Royal Society—continue to inspire the event's mission. Special recognition was given to Jyotsna Sitling for her early support of the programme. As NCSI completes 12 years and steps into its teenage phase, a significant announcement was made: the 2025 edition will be hosted at the PIC campus, marking a new chapter in its journey. Girbane expressed gratitude to the mentors, CSR heads, impact investors, entrepreneurs, and innovators who made NCSI 2024 a success.



From Left : Sushil Borde, President, Anjani Mashelkar Foundation; Dr. R A Mashelkar, President, PIC; Partha Prathim Das, Founder, EzeRx; Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Ltd; Vaishali Mashelkar; Dr. Vijay Kelkar, Vice President, PIC; and Prashant Girbane, General Secretary, PIC.

Anjani Mashelkar Prize Announcement

The Anjani Mashelkar Prize, established by the Anjani Mashelkar Foundation instituted by Padma Vibhushan Dr. R A Mashelkar in 2011, recognises pioneering healthcare innovations that have the potential to solve major global challenges. This year, the 14th Anjani Mashelkar

Prize was awarded to EzeRx Health Tech for its breakthrough solution in anaemia detection. The technology aims to provide fast and scalable solutions to combat anaemia, a critical health issue affecting millions in India..

FOSTERING COMPASSIONATE EQUITY

Sushil Borde, President of the Foundation, highlighted the legacy of smiles inspired by Dr. Anjani Mashelkar's mother, emphasising that the Foundation's mission is to bring smiles to faces worldwide through healthcare innovations. He shared the impact of solutions like iBREAST, which offers pain-free, affordable breast cancer detection, and HALE, a non-invasive device for testing key health parameters.

Borde acknowledged the challenges faced by healthcare startups, including trust issues with the medical community, scaling innovations, and securing funding. He emphasised the Foundation's approach of compassionate equity and patient capital to support these innovators, ensuring that social impact remains the priority over financial returns. This approach



Sushil Borde, President, Anjani Mashelkar Foundation continues to drive the Foundation's mission of transforming healthcare and improving lives globally.



TRIBAL INNOVATION



RURAL INNOVATION



URBAN INNOVATION

SOCIAL INNOVATION

PIC's 12th National Conference on Social Innovation



TRIBAL INNOVATION WINNER



Tejaram Mali

Founder, Manthan Sanstha

TRIBAL CATEGORY: WINNER



MANTHAN SANSTHA

Founder/Chief Executive: Tejaram Mali

Manthan Sanstha is a non-profit organisation based in rural Ajmer district, Rajasthan. Founded in 1998 and led by Mr. Tejaram Mali, Manthan works in 120 villages across Ajmer and Nagaur districts.

CORE FOCUS AREAS

Situated near Sambhar Salt Lake, where salinity affects groundwater, Manthan prioritises:

- Water Conservation to tackle water scarcity.
- Health Access to improve healthcare facilities.
- Education to empower future generations.
- Renewable Energy and Basic Amenities to enhance living conditions.

IMPACT

The organisation has transformed grassroots communities by empowering over 600 women to achieve sustainable livelihoods.

PLAN FOR NEXT THREE YEARS

- Linkages with bank and market of livelihood of 50 units.
- 30 night schools for 600 young and married women.



TRIBAL INNOVATION FINALIST



Kiran Tiwari

Co-Founder & COO, Upkram
Educational Foundation



UPKRAM EDUCATIONAL FOUNDATION

Co-founder: Nikhil Shetty

Upkram Educational Foundation, established in 2018 in Sonbhadra, Uttar Pradesh, is dedicated to creating equitable educational opportunities for children from Dalit, Bahujan, and Adivasi (DBA) communities.

CORE FOCUS AREAS

- Experiential learning to encourage critical thinking and practical understanding.
- Diverse pedagogical practices aimed at developing essential skills and holistic growth.
- Emotional well-being through safe, supportive spaces for learning and personal development.

IMPACT

- Academic Growth: 33% improvement in Grade 3 and 23% in Grade 5 reading and writing proficiency.
- Empowered Learners: Students are more engaged, advocating for their rights and maintaining hygiene.
- Community Change: 'Malin Basti' students have petitioned for a name change, showing a desire to transform their community.

WHAT'S NEXT

- By 2026, Upkram aims to impact 100,000 children across primary schools in Sonbhadra district.



TRIBAL INNOVATION FINALIST



Mohammad Farooq Fazli

Chairman, Kashmir Environmental and
Educational Foundation

KASHMIR ENVIRONMENTAL AND EDUCATIONAL FOUNDATION

Chairman: Mohammad Farooq Fazli

Kashmir Environmental and Educational Foundation is a registered non-profit making society and is also registered under Section 80G and 12A. It runs different programmes related to environmental awareness, and Dolphin International School, which is a co-education Institution established in 2008.

CORE FOCUS AREAS

- Promoting environmental awareness through innovative initiatives.
- Providing exposure through educational tours, exchange programmes, and fellowships.
- Fostering critical thinking, creativity, and scientific inquiry with innovation labs and the Manak Awards.

IMPACT

- UNESCO Recognition: Acknowledged for resilience during the 2019 Pulwama shutdown.
- Global Exposure: 500+ students travelled on merit-based scholarships.
- MUN Participation: First school in Pulwama to join MUNs and host youth summits.
- Community Solutions: Awarded the Pramerica Emerging Award for innovative welfare solutions.
- Teacher Development: Ongoing growth through partnerships with Firki, TGL, and TFlx.



TRIBAL

INNOVATION

PRESENTER



Nishant Kumar Singh

CEO, Jawhar Farms

JAWHAR FARMS

CEO : Nishant Kumar Singh

Jawhar Farms, a social enterprise and tribal superfood brand based in Jawhar, Maharashtra, bridges the gap between urban demand for healthy, millet-based foods and traditional tribal resources.

CORE FOCUS AREAS

- Bridging the demand for healthy food options in urban areas with traditional tribal farming.
- Empowering tribal women through livelihood opportunities and skill development.
- Highlighting the nutritional and cultural significance of millets.
- Delivering healthy food options from farms to urban households.

IMPACT

- An initial investment of Rs 1 lakh has empowered 20 villagers, increasing their monthly incomes by an average of ₹5,000.
- For every box of products sold, at least 20% of the proceeds directly benefit tribal members, ensuring sustainable economic support.
- The enterprise preserves traditional farming practices while offering a viable livelihood to tribal communities.

WHAT'S NEXT

- Over the next three years, the vision is to establish themselves as a strong, community-centric brand, promoting food and art from tribal communities, with plans to expand reach to international markets.



RURAL INNOVATION WINNER



Neelam Pathak

Co-Founder & CEO, Rozgar Dhaba

RURAL CATEGORY: WINNER



ROZGAR DHABA

Founder & Co-Founder: Vinod Kumar Pandey & Neelam Pathak

Rozgar Dhaba offers a comprehensive one-stop solution to address rural migration challenges by bridging the information gap and empowering rural communities. The initiative provides safe livelihood opportunities through job-specific skilling and guaranteed employability, while also assisting with access to welfare schemes and essential documentation. Operating through offline centres and an online tech platform, Rozgar Dhaba ensures that rural populations receive the support they need for sustainable employment and better decision-making.

IMPACT

- Community Reach: 50,000 individuals
- Employability Opportunities: 2,950 people skilled and employed
- Welfare Documentation Support: 18,730 individuals assisted
- Volunteer Skilling Hours: 43,450 hours
- Rural Women Entrepreneurs: 75+ empowered



RURAL INNOVATION FINALIST



Pallavi Menon

Deputy Director, Transform Schools

TRANSFORM SCHOOLS

Founder : Prabodh Mahajan

Founded in 2019, Transform Schools addresses the learning gap in secondary schools across India, focusing on marginalised communities such as tribal areas, Scheduled Castes, and Scheduled Tribes. The organisation's Transform Learning programme has added up to 1.5 years of learning for students. Having impacted 9.8 million students across eight states, the organisation strives to empower students from families earning an average of ₹420 per day.

CORE FOCUS AREA

- Improving learning outcomes for secondary school students, especially in underserved communities.
- Providing technology-based, scalable educational interventions.
- Empowering marginalised students through quality education and skill development.

IMPACT

- 98 lakh students, 1.18 lakh teachers, and 76K headteachers impacted across 8 states.
- Significant improvement in learning outcomes, helping students progress by up to 1.5 years in academic performance.

WHAT'S NEXT

- Scaling operations to reach 2 crore students by 2030 through a phased approach.
- Deepening impact within current states and expanding the programme to new regions.



RURAL INNOVATION

FINALIST



Dinesh Badagandi

Co-Founder, Saare Tare Zameen Par Trust

SAARE TARE ZAMEEN PAR TRUST

Co-Founder: Dinesh Badagandi

Saare Tare Zameen Par Trust empowers rural students in India through immersive and experiential learning. Using innovative tools like mobile planetariums, science labs, and the 'Spark of Curiosity' programme, the organisation inspires curiosity in science and math..

CORE FOCUS AREAS

- Using mobile planetariums and science labs to bring hands-on learning experiences to rural students.
- Promoting curiosity-driven education in science and math.
- Providing accessible learning platforms in rural areas to bridge the urban-rural educational gap.

IMPACT

- Increased attendance by 15%, better student engagement.
- Enhanced interest in science and math, leading to more active participation and inquiries in these subjects.
- Improved academic performance through experiential learning.

WHAT'S NEXT

- Expanding reach to 100,000 villages over next five years.
- Innovative learning hubs in rural areas to foster localised educational reform.



RURAL

INNOVATION

PRESENTER



Pinky Jain

Co-founder, Mysa Jaipur

MYSA JAIPUR

Co-Founder: Pinky Jain

Mysa Jaipur is an impact-driven business that celebrates the beauty of handcrafted toys, accessories, and apparel made by rural women of Ramsar Palawala. Using waste fabric sourced from local factories, the organisation combines sustainability, circularity, and the “vocal for local” initiative to create socially responsible products.

CORE FOCUS AREAS

- Upcycling waste fabric to create eco-friendly products.
- Collaborating with over 100 rural women
- Offering businesses eco-friendly alternatives for corporate gifting, support for local communities and environmental conservation.

IMPACT

- Factories made waste-free by upcycling discarded fabric.
- On average, each product saves 20 litres of water during production.
- Consistent income opportunities for 70 women.

WHAT'S NEXT

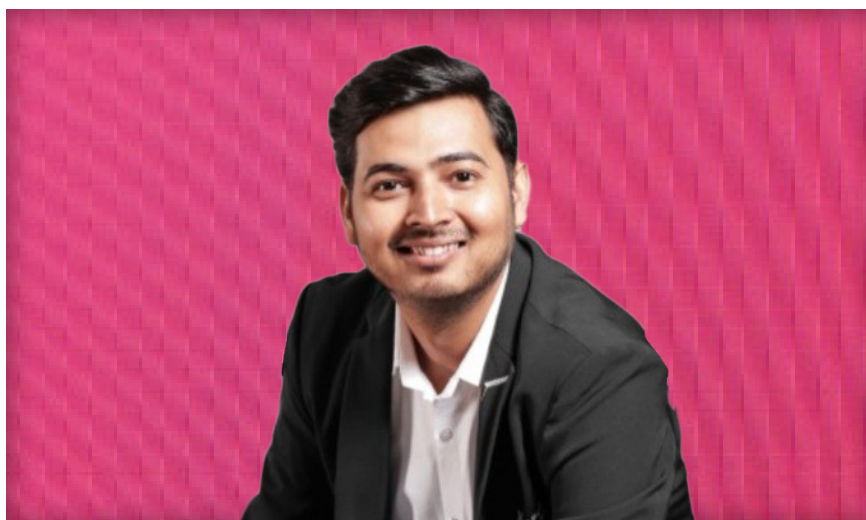
- Actively participating in B2B exhibitions
- Experimenting with designs to introduce variety, innovation in offerings
- Building a strong presence through 15+ offline and online partner stores, complemented by sales via Mysa's website.



RURAL

INNOVATION

PRESENTER



Divanshu Kumar

Founder, Involve Learning Solutions Foundation

INVOLVE LEARNING SOLUTIONS FOUNDATION

Founder: Divanshu Kumar

Involve Learning Solutions Foundation envisions a future where all children develop age-appropriate agency to thrive. By fostering a peer-support ecosystem, the organisation empowers students to enhance their academic and future-ready skills. In alignment with the aspirations of SDG-4 (Quality Education), Involve aims to enable 10 million children to realise their potential as leaders by 2030.

CORE VALUES

- Dedicated to deliver high-quality education that empowers every child.
- Prioritise the well-being and development of every child.
- Encourage bold thinking and innovative approaches to education.
- Take full responsibility for the success of our initiatives.

IMPACT

- Empowered thousands of students through peer learning programmes.
- Developed skills essential for leadership and collaborative growth
- Sustainable model for creating student agency within classrooms.

WHAT'S NEXT

- By 2030, Involve aims to provide 10 million children across India with opportunities to experience peer learning and develop essential skills for academic and personal growth.
- Involve will work across 6 districts in Uttar Pradesh, Bihar and Karnataka



RURAL

INNOVATION

PRESENTER



Raman Bahl

Founder, Learning Initiatives for India (LIFI)

LEARNING INITIATIVES FOR INDIA (LIFI)

Founder: Raman Bahl

LIFI was founded in July 2020 with the vision: (*Padhega har bachcha, badhega har bachcha*) (Every child thrives): Access, Learn, Retain, Educate. LIFI has worked with over 1,500 children who were pushed out of the education system, starting in the midst of the pandemic. LIFI has collaborated with 35 Community Teacher Leaders (CTLs) across 5 states—Delhi, Bihar, Gujarat, Haryana, and Madhya Pradesh.

OUR MODEL

LIFI is driven by a team of committed individuals with over 30 years of collective experience in the education sector, focused on creating a national ecosystem of support for children who have been pushed out of the education system. Through collaboration with non-profit organisations and government bodies, LIFI aims to address the gaps in education and provide long-term solutions for marginalised children.

IMPACT

- 41.65% of children scored more than 70% in Hindi.
- 53.15% of children scored more than 70% in Math.
- 90% of children exhibited regular attendance and were retained in the education system.

WHAT'S NEXT

- By 2025, LIFI aims to expand its reach to 10,000 children, providing access to a local CTL, who will enable their mainstreaming and retention through collaboration with other non-profit organisations and government bodies.



URBAN INNOVATION WINNER



Siddharth Pillai & Uma Subramanian
Co-Founders, RATI Foundation

URBAN INNOVATION: WINNER



RATI

RATI FOUNDATION

Co-Founders: Siddharth Pillai & Uma Subramanian

EMPOWERING SURVIVORS OF SEXUAL VIOLENCE

RATI Foundation provides holistic support to children, women, and marginalised genders affected by online and on-ground sexual violence.

KEY ACHIEVEMENTS/IMPACT

RATI Foundation implements national and international best practices in child protection. Partnering with the UK-based Internet Watch Foundation (IWF), they operate India's first internet hotline to report child sexual abuse material online. Through their flagship initiative, The Aarambh India Initiative, RATI Foundation has created impactful resources and networks.

WHAT'S NEXT

- Build capacity in state child protection systems. Pilot in Maharashtra.
- Broaden helpline services to include more languages.
- Streamline data sharing with law enforcement for effective action.
- Leverage AI for faster processes and decision-making.



URBAN INNOVATION FINALIST



Lend A Hand India

Kartik Suri

Leading Partnerships, Lend A Hand India

LEND A HAND INDIA

Executive Director: Sunanda Mane

Lend A Hand India bridges the gap between education and livelihood by integrating vocational training with mainstream education. The organisation works in government and government-aided schools, setting up state-of-the-art labs, designing need-based curriculum, and offering technical assistance to enable students to explore diverse career pathways. By working at the grassroots level, Lend A Hand India ensures that policies translate into actionable results, creating a robust framework for skill development and employability.

CORE FOCUS AREAS

- Integrating vocational education with mainstream schooling for Grades 9–12.
- Preparing youth for employment and entrepreneurship by equipping them with practical skills.
- Bridging policy and execution through state-specific interventions and capacity building.

IMPACT

- Lend A Hand India has so far reached 14000+ schools in India across Grades 6-12 thereby impacting about 1.3 Mn + students annually.

WHAT'S NEXT

- To expand skill education across approximately 3 lakh schools in India for students from Grades 6 to 12, aligning with the vision outlined in the National Education Policy 2020 and the National Curriculum Framework 2023.

**URBAN**

INNOVATION

FINALIST

**Parag Thakur**

Founder & CEO, WaterApp
Technologies Pvt. Ltd

WATERAPP TECHNOLOGIES PRIVATE LIMITED

Founder & CMO: Parag Thakur & Shibani Thakur

WaterApp Technologies provides cutting-edge IoT-based solutions to address water management issues in urban and semi-urban spaces. The solution is data-driven and scalable, ensuring its utility for diverse stakeholders, from small societies to large-scale industrial facilities.

CORE FOCUS AREAS

- Real-time water monitoring and control through IoT integration.
- Empowering users with actionable insights to save water efficiently.
- Collaborating with organisations to implement scalable solutions, including pilots with Indian Railways and IIT Bombay.

IMPACT

- Installed in 250+ sites across India, including housing societies.
- Achieved a 100% retention rate, reflecting high customer satisfaction.
- Partnered with Indian Railways to monitor water usage at 160+ coaches.

WHAT'S NEXT

- Expand the WaterApp platform by integrating 2,400 additional endpoints, including tanks, pumps, and valves.
- Strengthen groundwater monitoring efforts by adding 200 new endpoints, enhancing data-driven solutions for sustainable water management.
- Collaborate with Indian Railways to install 200 endpoints for comprehensive monitoring of water, temperature and pressure.



URBAN INNOVATION PRESENTER



Arun Kadekodi

President, Shelter Associates



DEXTROWARE DEVICES

Founder's Name: Pravin Kumar

Shelter Associates, founded in 1994, is a Civil Society Organisation founded by architects, using data and technology to create innovative solutions aimed at improving the living conditions of the urban poor.

CORE VALUES

- Nurture respectful relationships and promote dignity for all.
- Committed to seeking, presenting, and abiding by the truth in all our actions.
- Continually find new and improved ways to serve better.
- Believe in building together, drawing on the collective strength of their team and partners.

IMPACT

- 300,000+ Slum Houses Surveyed
- 27,550+ Home Toilets Facilitated
- 9,000+ Individuals Rehabilitated Through Housing
- 91,000+ Digital Locational Addresses Created
- 1.5 Million+ Individuals Impacted (Directly & Indirectly)

WHAT'S NEXT

Over the next five years, SA aims to map 500,000 slum households and provide individual toilets to 50,000 of them.

**URBAN**

INNOVATION

PRESENTER

**Galanto Innovations****Rupsha Mukherjee**

Founder, Galanto Innovations

GALANTO INNOVATIONS

Founder: Rupsha Mukherjee

Galanto Innovations is transforming rehabilitation through advanced, tech-driven solutions. Galanto provides innovative, affordable, and accessible systems that enhance recovery experiences. Their flagship solution integrates gamified therapy, reliable assessments, and remote consultations, enabling effective rehabilitation for paediatric, geriatric, and stroke patients.

CORE VALUES

- Empowerment: Transforming lives by enabling independence through innovative technology.
- Accessibility: Ensuring rehabilitation solutions are affordable.
- Innovation: Pioneering advancements in rehabilitation technology.
- Reliability: Delivering accurate assessments and consistent outcomes to improve recovery.
- Collaboration: Building partnerships to create sustainable and inclusive rehabilitation ecosystems.

IMPACT

- Provided rehabilitation support for paediatric and geriatric stroke patients, addressing motor coordination and cognitive challenges.
- Reliable assessments with 0.1° resolution detect even the smallest movements, motivating patients to stay on course.
- Designed ambidextrous, portable systems that reduce procurement costs and enhance usability in clinics and homes.



URBAN

INNOVATION

PRESENTER



Anish Malpani

Founder, Ashaya Recyclers Private Limited

ASHAYA RECYCLERS PRIVATE LIMITED

Founder: Anish Malpani

Ashaya Recyclers Private Limited, established in 2020 and registered in Pune, is a social enterprise revolutionising the recycling of post-consumer metalised multi-layered plastic packaging (MLP).

CORE VALUES

- Innovating scalable solutions to reduce plastic waste.
- Enhancing the livelihoods of informal workers.
- Developing recycling technologies for complex materials like MLP.
- Supporting waste-picker communities by providing education opportunities and fostering equitable income distribution.

IMPACT

- Formalised 10 waste-pickers/informal workers, increasing their income by 2x-3x and offering health insurance and flexible work hours.
- Upskilled 13 former waste-pickers to operate manufacturing machines, fostering career growth.
- Allocates 10% of sales to educate waste-picker children, benefiting at least 30 children with scholarships.
- Paid a 3x premium for procuring MLP waste, providing additional income to 12-14 women operating scrap shops.

WHAT'S NEXT

- A decentralised network of small to medium-sized Material Cradles—financially sustainable micro-factories in every sub-district of India.



URBAN INNOVATION PRESENTER



Prachi Deo

Founder, Nayi Disha Resource Centre

NAYI DISHA RESOURCE CENTRE

Founder : Prachi Deo

Nayi Disha Resource Centre is a non-profit organisation dedicated to empowering families affected by intellectual and developmental disabilities, such as Down Syndrome and Autism. The organisation provides comprehensive information, peer support, and hope, creating a thriving ecosystem that connects families, physicians, therapists, educators, and other NGOs. With a commitment to serving families and fostering community collaborations, Nayi Disha salutes the resilience and power of the families it supports.

CORE VALUES

- Families First: Prioritising the needs and well-being of families.
- Openness: Encouraging inclusivity and mutual understanding.
- Privacy: Respecting the confidentiality of all individuals.
- Transparency: Ensuring clarity and honesty in all interactions.

IMPACT

- Reached 125,000+ people.
- Attracts over 6,000 monthly visitors, with 60% returning for continued support.
- Operates 14 active support groups and nurtures 35 Parent Champions.

WHAT'S NEXT

Nayi Disha aspires to expand its reach to 1 million families in the next three years, fostering stronger community ties and delivering hope, guidance, and resources to families across the country.



THOUGHT LEADERSHIP



From Left : Mayur Shetty, CEO-Blackfrog Technologies, Akshita Sachdeva, Co-Founder-Trestle Labs, Hitendra Singh, Senior Director, Emcure Pharmaceuticals, Dr. Lata Ganshamnani, Co-Founder, Rnisarg Foundation, and Ajinkya Dhariya, Founder & CEO, PadCare Labs

PANEL DISCUSSION ON 'SUCCESS STORIES OF LEADING SOCIAL ENTREPRENEURS'

The National Council for Social Innovation (NCSI) hosted a thought-provoking panel discussion on 'Success Stories of Leading Social Entrepreneurs', bringing together four dynamic leaders in the social impact space. The panellists included Mayur Shetty, Co-Founder of Blackfrog Technologies, Ajinkya Dhariya, Founder of PadCare Labs, Dr. Lata Ghanshamnani, Co-Founder of Rnisarg Foundation, and Akshita Sachdeva, Co-Founder of Trestle Labs. The session was moderated by Hitendra Singh, Senior Director at Emcure Pharmaceuticals. The conversation focused on the journeys of these entrepreneurs in overcoming challenges and scaling impactful solutions in their respective sectors.

Hitendra Singh, Moderator, Senior Director at Emcure Pharmaceuticals

The session was moderated by Hitendra Singh, who skilfully steered the discussion and encouraged panellists to reflect on their entrepreneurial journeys. Mr. Singh highlighted the importance of identifying societal



problems and finding scalable solutions, noting that social entrepreneurs often face significant hurdles but can make a profound impact when they persevere. His insights into the role of the pharmaceutical sector in social entrepreneurship were particularly relevant, especially in terms of making healthcare accessible and sustainable.

Mayur Shetty, Co-Founder of Blackfrog Technologies

Mayur Shetty shared his journey of creating a platform that works on providing technology-driven solutions for rural and underserved communities. His approach is focused on addressing key issues faced by these communities, particularly through clean energy and healthcare solutions. He discussed how his team navigated the unique challenges of rural implementation, where infrastructural deficits often complicate the scalability of solutions. Through innovative design and partnerships with local stakeholders, Blackfrog has achieved success in reaching the most marginalised areas.

Ajinkya Dharia, Founder of PadCare Labs

Ajinkya Dharia spoke about his venture, a company dedicated to solving the problem of sanitary waste disposal. His initial attempt at creating a machine for disposal was met with unforeseen challenges, including logistical difficulties and infrastructure constraints. However, after gathering insights from stakeholders and revisiting the product design, Ajinkya launched the PadCare Bin, a hygienic and environmentally sustainable solution for menstrual waste disposal. Today, PadCare has deployed over 20,000 bins across India and has set up a centralised recycling model, turning sanitary waste into useful products like pulp for the textile industry. The company has also gained repeat orders from large corporates and schools, which highlights its growing success.

Dr. Lata Ghanshamnani, Co-Founder of Rnisarg Foundation

Dr. Lata Ghanshamnani shared her experiences working with rural and tribal populations, focusing on menstrual health and hygiene. The core of her work revolves around creating awareness and changing behaviour, an effort that requires patience and consistent engagement. Dr. Lata emphasised the importance of addressing three key motivations for change: health, cost, and environmental sustainability. She highlighted the challenges of working in areas where even the awareness of such issues is minimal, explaining that change is not immediate but happens slowly through persistent engagement and relationship-building. Dr. Lata's approach has successfully improved access to menstrual hygiene products in remote areas, fostering significant social change over time.

Akshita Sachdeva, Co-Founder of Trestle Labs



Akshita Sachdeva discussed Trestle Labs, an innovation-driven company that focuses on providing smart solutions for improving access to water, sanitation, and energy in rural areas. Trestle Labs utilises cutting-edge technology to develop sustainable products aimed at improving the quality of life in underserved communities. Sachdeva's experience illustrated the importance of understanding local needs and adapting technology to ensure maximum impact. She explained how collaborating with local partners and scaling innovative models was essential for building lasting, impactful solutions.

TAKEAWAYS AND REFLECTIONS

1. Scalability of Social Impact Solutions:
One of the central themes that emerged was the importance of scalability. Panellists emphasised that social entrepreneurs must design solutions that can be replicated across different regions and contexts. This requires not only innovative thinking but also an understanding of local challenges, cultural dynamics, and infrastructure constraints.
2. Sustainability:
Sustainability, both environmental and financial, was another key theme. Panellists shared how their businesses are built with long-term impact in mind, focusing on solutions that not only serve immediate needs but also ensure lasting benefits for communities.
3. Overcoming Challenges:
Every panellist shared their challenges, from infrastructural barriers to market adaptation. The common thread was that persistence, adaptability, and learning from failures were essential to their journeys. The panellists encouraged aspiring social entrepreneurs to embrace challenges as opportunities to grow and refine their approaches.
4. The Role of Collaboration:
Collaboration with stakeholders at various levels—local communities, governments, and other organisations—was consistently highlighted as a key factor in scaling solutions. The success of these ventures was not only due to the entrepreneurs' innovation but also due to their ability to build strong, collaborative networks.



PANEL DISCUSSION



From left : Yogita Apte, Lead, CSR, Persistent Systems, Amit Bhargava, Vice President, BioFuelCircle, Puja Trisal, Director, Flipkart Foundation, and Kurush Irani, President, Group CSR at Bajaj Finserv Limited

PANEL DISCUSSION : CSR FUNDING OPPORTUNITIES

This session aimed to offer clarity on key considerations, common pitfalls, and strategies for entrepreneurs seeking CSR funding. Moderated by Amit Bhargava, Vice president at BiofuelCircle, the discussion featured esteemed panellists: Yogita Apte (Lead, CSR, Persistent Systems), Puja Trisal (Director, Flipkart Foundation), and Kurush Irani (President, Group CSR, Bajaj Finserv Limited).

Amit Bhargava, Vice President at BiofuelCircle – Moderator

Amit Bhargava opened the session by stressing the significance of understanding the priorities of CSR entities. He emphasised that entrepreneurs seeking CSR support must align their goals with the objectives of these organisations to increase the likelihood of successful collaboration. Bhargava also explored key dos and don'ts for entrepreneurs, emphasising the need to approach CSR entities with a clear understanding of their objectives and how the proposed project fits within those priorities.



Puja Trisal, Director, Flipkart Foundation

Puja Trisal shared her insights on the importance of targeted research and alignment when approaching CSR entities. She strongly advised entrepreneurs against sending generic proposals, highlighting that tailored approaches are crucial. By thoroughly researching the CSR priorities of potential partners, entrepreneurs can ensure that their proposal aligns with the entity's core values and areas of focus. Trisal also stressed the importance of blending qualitative social impact stories with quantifiable data.

Kurush Irani, President, Group CSR, Bajaj Finserv Limited

Kurush Irani emphasised the need for entrepreneurs to respect the predefined priorities of CSR entities, which are often publicly available. He explained that CSR organisations have specific focus areas, and while the goals of entrepreneurs are important, they must acknowledge these predefined priorities. He warned against altering goals merely to fit CSR interests, as this can undermine credibility and the integrity of the mission.

Yogita Apte, Lead, CSR, Persistent Systems

Yogita Apte underscored the role of strategic communication and legal compliance in the CSR funding process. She advised entrepreneurs to move away from cold emails and instead craft well-thought-out and personalised communications that demonstrate the potential for strategic collaboration.

TAKEAWAYS AND REFLECTIONS

1. **Targeted and Tailored Proposals:**
The importance of personalised proposals tailored to the CSR entity's priorities was a major theme.
2. **Aligning Goals with CSR Priorities:**
Successful CSR partnerships rely on understanding the predefined priorities of CSR entities. Entrepreneurs should focus on finding common ground rather than altering their goals to fit the perceived interests of CSR organisations.
3. **Building Strategic Partnerships:**
Entrepreneurs should view CSR funding not merely as financial support but as an opportunity to build a strategic partnership.
4. **Pragmatic and Flexible Budgeting:**
Entrepreneurs should avoid inflating CSR funding demands and instead propose realistic budgets that leave room for flexibility.
5. **Transparency and Professionalism:**
Transparency and compliance with legal and regulatory standards are critical factors in gaining the trust of CSR entities.



FIRESIDE CHAT



From Left : Dr. V Premnath, Founder Director, Venture Center, and Vishwas Mahajan, Co-Founder & CEO, Whizible

IMPACT INVESTING IN SOCIAL ENTERPRISES

The panel discussion titled 'Impact Investing in Social Enterprises' provided deep insights into the intersection of innovation, social impact, and investment. Moderated by Vishwas Mahajan, the session featured Dr. V Premnath, a distinguished expert in innovation and investment, sharing his perspectives on the role of financial investments in scaling social enterprises. Dr. Premnath emphasised that social innovation extends beyond problem-solving to include the implementation of innovative solutions that generate considerable social impact. He outlined three principal vehicles for executing social innovations:

- **Not-for-Profit Organisations:** Typically funded by grants and donations, these cater to areas without significant revenue potential.
- **For-Profit Enterprises:** Where revenue potential is evident, these often attract investors directly.
- **Government-Led Initiatives:** Social innovation projects driven by public policy objectives.



Dr. Premnath detailed the spectrum of funding sources for social enterprises, ranging from grants and charitable contributions to equity and quasi-equity investments. Impact investors play a crucial role by bridging the gap between financial returns and social objectives. However, he clarified that for most investors, financial returns remain the primary consideration, with social impact serving as an additional value proposition.

Impact investors were identified as unique contributors to social enterprises.

Dr. Premnath described their dual focus:

- Financial Returns : Similar to traditional investors, impact investors seek measurable returns, though they may exhibit greater patience and flexibility.
- Social Impact : A commitment to thematic areas such as health, education, or sustainability often drives their investment decisions.

Despite their socially conscious objectives, Dr. Premnath underscored that impact investors prioritise financial viability. Enterprises must demonstrate robust revenue potential alongside impactful solutions to attract such investments.

The discussion highlighted the barriers that social enterprises face in achieving scalability and sustainability. Dr. Premnath introduced the concept of “activation barriers,” which refer to the initial hurdles—regulatory challenges, product-market fit, and market entry delays—that enterprises must overcome before becoming investment-ready. Incubators like Venture Center, he explained, play a pivotal role in supporting social innovators through these challenges by providing early-stage funding, mentorship, and infrastructure.

Dr. Premnath proposed three dimensions for evaluating social impact:

1. Financial Impact : The direct economic returns generated.
2. Scale : The breadth of beneficiaries reached.
3. Intensity : The depth of impact on individual lives.

He stressed the importance of balancing scale with intensity, especially for niche areas such as rare diseases, which may not cater to large populations but deliver life-altering benefits. As the head of Venture Center, Dr. Premnath elaborated on the incubator’s mission of de-risking early-stage social enterprises to attract commercial and impact investors.

The session concluded with a forward-looking discussion on the strategic importance of fostering innovation-driven investments. Dr. Premnath’s insights shed light on the nuances of impact investing, emphasising the need for strategic partnerships, patient capital, and an unwavering focus on addressing real-world challenges.



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EXTERNAL JURY

TRIBAL CATEGORY



Dr. Rajashree Joshi
Programme Director
BAIF Development
Research Foundation



Ritu Malhotra
Trustee/Executive Director
Weikfield



Raman Nanda
CEO
STEP Transformation

RURAL CATEGORY



Pradeep Bhargava
Chairman
MECF Limited



Pradeep Lokhande
Founder
Rural Relations



Priyanki Shah
Senior Project Manager
Pune Knowledge Cluster

URBAN CATEGORY



Vishwas Mahajan
Co-Founder & CEO
Whizible



Dr V Premnath
Founder Director
Venture Center



Advait Kurlekar
Chief Executive Officer
Upohan Management
Consultants Pvt. Ltd



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Galanto Innovations





NCSI IN PICTURES

Celebrating Innovation

Visionaries and changemakers converged at NCSI 2024 to explore transformative ideas for a better tomorrow.



L to R – Mr. Pradeep Bhargava and Ms. Sujata Deshpande.



L to R – Mr. Dinanath Kholkar and Ms. Soujanya Veguru.



L to R – Mr. Raman Nanda and Mrs. Bina Joshi.



L to R – Dr. Raghunath Mashelkar, Mr. Sanjay Kirloskar, Dr. Vijay Kelkar



L to R – Dr. Premnath Venugopalan, Ms. Puja Trisal, Ms. Yogita Apte, Mr. Kurush Irani, Mr. Amit Bhargava.



L to R – Dr. Vijay Kelkar, Ms. Jyotsna Sitling, Dr. Raghunath Mashelkar.



ABOUT PUNE INTERNATIONAL CENTRE

Pune International Centre (PIC) is an independent, multi-faceted, action-oriented policy research think tank that seeks to foster the values enshrined in the Indian Constitution and the UN Charter. It has seven research verticals focused on Social Innovation; National Security; Energy Environment and Climate Change; Science, Technology & National Innovation Ecosystem; International Relations; Centre for Sustainable Energy & Mobility; and Economic Reforms & Urbanisation.

PIC was established on 24 September 2011 under the leadership of renowned scientist Dr. R A Mashelkar, FRS (President), senior economist and ex-bureaucrat Dr. Vijay Kelkar (Vice President), and others. Today, PIC has grown into an institution with 514 distinguished members, 59 Institutional members (IITs, IIMs, Universities, etc.) and 14 Corporate Members.

In addition to undertaking public policy research, PIC hosts major national and international conferences, and promotes the arts and culture.

SOCIAL INNOVATION LAB

The Social Innovation Lab works towards easing the challenge of scarcity and the aspirations of entrepreneurs. We foster entrepreneurship while concentrating on developing socially responsible business people. The initiatives under the Social Innovation Lab are as follows:

- National Conference on Social Innovation (NCSI)
- Social Enterprise Mentorship Programme (SEMP)
- Shared Service Centre for Social Enterprise (SSC-SE)
- Capability Building Sessions
- Policy Papers and Blogs

ABOUT THE SOCIAL INNOVATION LAB TEAM

- Neeraj Thakur – Head – Social Innovation lab
- Pradeep Nair – Sr. Editor – Pune International Centre
- Archita Joshi – Research Analyst – Social Innovation Lab
- Samruddhi Isave – Programme Coordinator – Social Innovation lab
- Seena Mary Thankachan - Chief Rapporteur
- Nupur Kulkarni, Atharv Diwan - Rapporteurs



PUNE INTERNATIONAL CENTRE

S.No. 34/A, Behind C-DAC,
Panchwati, Pashan Pune – 411 008
Telephone : 020 - 25709288
Website : www.puneinternationalcentre.org