

# Social Entrepreneurship Startup In India

## *Case Bank*

Working Towards Socially Conscious Businesses



Prof. (Dr.) Ravikant Swami  
Editors: Prof. (Dr.) Poorva Ranjan  
Ms. Priyanshi Jain

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# **Social Entrepreneurship Start-Up in India Case Bank**

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*Edited By:*

**Prof. (Dr.) Ravikant Swami**

**Prof. (Dr.) Poorva Ranjan**

**Ms. Priyanshi Jain**

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**Social Entrepreneurship Start-Up in India**  
**Case Bank**  
***Working Towards Socially Conscious Businesses***

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## **PREFACE**

An entrepreneur is an individual who has the passion to build a new venture and be their own boss, simultaneously bearing the risks and earning the rewards. The journey of an entrepreneur is similar to the extreme project management technique, which is full of ups and downs, losses and profits, optimism and pessimism but the hope that this venture is going to be successful makes the journey interesting and moving.

According to a recent report, more than 15 million entrepreneurs in India are working towards creating social impact through their ventures. The ventures which are created with an aim to benefit the society and humankind are known as social entrepreneurship ventures. The individuals who identify the gap in the welfare of the society and navigate it as a business opportunity that can not only have a positive impact on the society but planet as a whole, simultaneously helping entrepreneurs in creating a profitable venture are known as sociopreneurs.

The book honors the entrepreneurs from India who are working in the social sector creating huge impact towards the welfare of the society. The aim of the book is to enlighten the readers with the journey of the social entrepreneurs and the impact they are creating for the welfare of the society. The chapters contain the opportunities identified by the socio-preneurs, challenges faced by them in the development of the ventures and the journey of the development of their social venture.

Social entrepreneurship is becoming an integral part of a country's ecosystem as it contributes towards the economy of the country simultaneously benefitting the society and taking care of the environment. It is not a non-profit organization, rather it is a for profit endeavor which places its focus towards the social and environmental aspect of the society.

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To the publisher, for seamless coordination.

**Prof. (Dr.) Ravikant Swami**

**Prof. (Dr.) Poorva Ranjan**

**Ms. Priyanshi Jain**

## About the Contributors

### **DR. KHUSHBU KHURANA**

Dr. Khushbu, is currently working as an Assistant Professor at DME Management School affiliated to Guru Gobind Singh Indraprastha University. She has done her PhD in Organisational Behaviour & Human Resource Management from Jaypee Business School, JIIT University, Noida. She has worked on the employability skills in engineering students. She has been awarded UGC-NET- Junior Research Fellowship and Senior Research Fellowship in the year 2016 and 2019 respectively. Dr. Khushbu Khurana has presented papers in National and International Conferences and has research publications in ABDC and SCOPUS indexed journals. Presently working on the topics such as, Employability Skills, Green HRM, Employee experience, Research Motivation. Her areas of work/ teaching and research are Organisational Behaviour & HRM. She has gained experience in teaching and research as well as three years of industry experience.

### **DR. NAVYA JAIN**

Dr. Navya Jain has been associated with DME as an Assistant Professor since 2017. She has previously worked with WNS Global Services as an HR Manager for approximately 2.5 years before turning to her academic interests. She attained BBS from SSCBS (University of Delhi), PGDM-PM equivalent to MBA from XISS (Ranchi) and a one-year PG Diploma (International Marketing) from SGGSCC (University of Delhi). She is UGC NET qualified and has completed her doctoral work on gender discrimination and stress in the workplace from Jamia Millia Islamia. Her research interests include the broad research areas of gender, gender equality, identity, stress, well-being and sustainable development.

### **DR. SHUCHI GOEL**

Dr. Shuchi Goel is currently working as an Associate Professor, Management School, Delhi Metropolitan Education, Noida. She is also an Academic Coordinator and 2nd Incharge, Management School. She holds a PhD in Economics from Jamia Millia Islamia, New Delhi and is also UGC-JRF qualified.

### **DR. SHALINI GAUTAM**

Dr. Shalini Gautam is working as an Associate Professor in Delhi Metropolitan Education, GGSIPU. She has been working in academics for more than ten years. Before this, she has corporate experience 12 years in the financial sector.

### **DR. RASHMI CHAWLA**

Dr. Rashmi Arora Chawla is currently spearheading as an Associate Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She is an erudite academician with an extensive experience of 12+ years in teaching. Qualified with NTA NET, Ph.D. (Micro Finance) backed by M.Phil (Commerce) from Calcutta University, M. Com (Accounting and Finance) and B. Com (Hons.) from Burdwan University, she has a rich experience in teaching Commerce, Accounting, and Finance subjects. She has published research papers in refereed journals including Scopus indexed journals. She is also certified in many Swayam Courses and acted as a Discussion Forum Moderator in Academic Writing (Swayam MOOC Course).

**DR. POOJA SHARMA**

The author is a teaching and Research Professional currently, working as an Assistant Professor at Delhi Metropolitan Education, affiliated to Guru Gobind Singh Indraprastha University. A Ph.D. and SAS® Certified Research professional, the author has industry as well as academic experience. Have taught subjects including Research Methodology, Accounting, Taxation and E-Commerce, the author has also served as a Data Analyst in a National Airline. The author has a strong research background adept at conducting data- driven exploratory business analysis, with hands-on experience on SAS, SPSS, Python, PLS- SEM and R. The author has to her credit several publications in International and National Journals listed in ABDC, Scopus, UGC care Listed and other peer reviewed journals.

**KRISHNA GUPTA**

Krishna gupta has completed his schooling from Vivekanand International School. He is currently pursuing BBA, specialised in the marketing domain from Delhi Metropolitan Education (affiliated to Guru Gobind Singh Indraprastha University). He has participated in various events and competitions, one of which is G20 case study competition held by GGSIPU. He also undertaken a few internships under the marketing department. He also holds a strong interest in research and hence has provided his inputs for this book.

**MR. BHUPENDER SINGH**

Presently working as an Assistant Professor in Management School at Delhi Metropolitan Education, Noida. He is Head (IT) and Convener (ERP) at DME. Has 17+ years of work experience from reputed institutes in the field of academics. Pursuing PhD in CSE department from Invertis University, Bareilly, UP, after having completed his MPhil (CSE), MBA (IB), MTech (IT) & MCA from reputed institutes. Area of specialisation: AI & ANN, Data Visualization, Information Systems.

**MS. SHANU JAIN**

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the Department of Commerce, Delhi School of Economics, University of Delhi after M.Phil. Passionate about teaching and research especially in areas of consumer behaviour. Attended various National and International Conferences, FDPs and Workshops. She is also the Managing Editor at DME Journal of Management and Member of Research Cell at Delhi Metropolitan Education.

**MR. SWARAJ MANCHANDA**

I am a graduate from SRCC, DU, Postgraduate from Hansraj College, DU. I had qualified NET exam twice in 2017 and 2019. I am working as an Assistant Professor in DME Management School since 2019. I Have published one research paper in Journal Named Our Heritage in 2020-21 in the Global Strategic Management Conference. One Chapter named Private Institutions Supporting Digital Startups has also been published in the Book titled “Digital Startups Landscape post Covid-19” and some papers have been presented in conferences of Trinity College, Dwarka, Lal Bahadur Shastri Institute of Management (LBSIM).



**MS. SHIRLY REX**

Ms. Shirley Rex is an Assistant Professor at Delhi Metropolitan Education. She has previously worked with Fortune Institute of International Business for two years, a B-school in Delhi in the capacity of Head-Learning and Development, KPMG India for four years in the field of audit and finance. She has also been a Senior L&D Trainer with KPMG India. She did her PGDM from FIIB. She has also done her Master's in Commerce from IGNOU and graduated from Jesus and Mary College, Delhi University. She is a budding research scholar with Jamia Hamdard University and has published her research papers (Scopus Indexed).

**MS. PRIYANSHI JAIN**

Ms. Priyanshi Jain is currently working as an Assistant Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B. Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the NTA NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland. Her key areas of research and academic interest include Finance, International Business and Entrepreneurship. She believes in the overall development of students, providing them with guidance and motivating them to excel in all aspects of life.

**MS. POOJA TRIPATHI**

Ms. Pooja Tripathi has about 14 years of experience in academia and is currently working as an Assistant Professor with Delhi Metropolitan Education, Noida. She is pursuing Ph.D. from Jaypee Institute of Management Technology, Noida. She is pursuing her research in the field of sustainability marketing and has contributed research papers and book chapters on sustainability, marketing and spirituality. She is also a member of the research cell of Delhi Metropolitan Education undertaking research work. She is also a member of the NAAC accreditation committee of the institute.

**MS. ROLI WADHWA**

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the APJ Abdul Kalam Technical University after completing her MBA from Amity University. She has attended various National and International Conferences, FDPs and Workshops. She is also the convener of the Entrepreneurship Cell at Delhi Metropolitan Education.

**PROF. (DR.) RAVIKANT SWAMI**

Prof. (Dr.) Ravikant Swami has a decorated and diverse educational background - a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from Bschools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.

**PROF. (DR.) POORVA RANJAN**

Prof, (Dr.) Poorva Ranjan is the Professor and Head of DME Management School. A Phd in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a Certified POSH Trainer. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security, and Google Tools to name a few. A Google Certified Digital Marketer who also specialises in Social Media Marketing and Content Development. Her areas of work/ teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management, and Skill Building.

**TABIYA EKRAM**

Tabiya Ekram is currently pursuing Bachelor's of Business Administration from Delhi Metropolitan Education, Noida (affiliated to GGSIPU, New Delhi). She is passionate about exploring the HR and Finance industries. With a curious mind and a desire to learn, she is always on the lookout for new opportunities to expand her knowledge and skills.

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**1**

**JEROO BILLIMORIA: CHILD AND YOUTH FINANCE INTERNATIONAL  
(CYFI)**

**Prof. (Dr.) Ravikant Swami and Krishna Gupta**

**ABOUT THE ORGANIZATION**

CYFI is a non-governmental organization (NGO) which stands for Child & Youth Finance International, its main agenda is to educate young minds about finance & its inclusion in policies and programs for youth. CYFI collaborates with international partners to design and implement initiatives that support young people's entrepreneurship, financial inclusion, and education in these areas. A platform for young people to express their opinions and ideas about financial issues that concern them, the group also works to advance laws and practices that support children's and youths' economic rights. CYFI has built a brighter financial future for millions of young people in more than 170 countries.

Lately Child & Youth Finance International (CYFI) has derived a concept of collaborative system change.

**ABOUT THE ENTREPRENEUR**

Jeroo Billimoria was born on 20th July 1965 in Bombay, India. Comes from a family who is strongly committed to social service. Billimoria has done her graduation in bachelors of commerce from the University of Mumbai in 1986, M.A. in Social Work from India's Tata Institute of Social Science in 1988 and has also done an M.S. in Non-Profit Management from The New School for Social Research in New York City in 1992.

Jeroo Billimoria is a well-known social entrepreneur with a global following who founded various organisations, including Child and Youth Finance International (CYFI). Children and kids are the focus of CYFI, a nonprofit organisation operating on a global scale. Its mission is to provide them with the information, tools, and support they require to develop into financially responsible adults. Jeroo launched Childline

India and Child Helpline International earlier. These organisations, which are operating in more than 181 countries and have handled more than 160 million calls, have helped to catalyse a global movement for the protection of children and youth. Jeroo is currently the creator of One Family Foundation, a nonprofit that fosters social innovations and uses the systems change technique to assist organisations in growing.

Jeroo Bilimoria's work has been awarded by various authorities some of them are given as follows:-

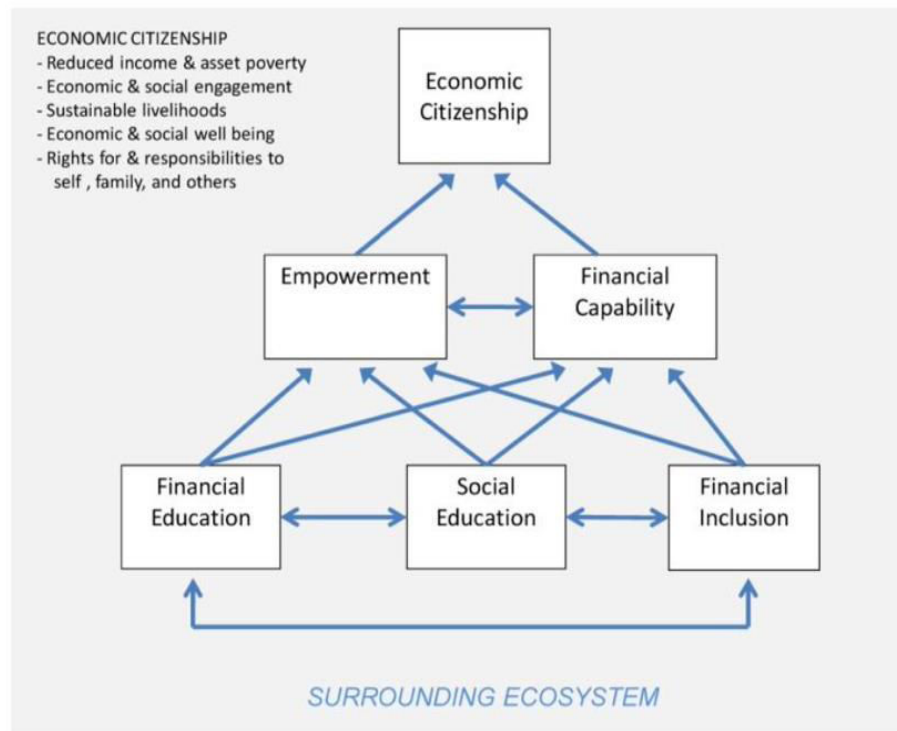
- Billimoria is ranked #4 in the 2015 edition of "De Dikke Blauwe Top 100" Philanthropy Year Guide.
- On the Top 100 Influential Women 2015 list by Opzij, Billimoria is rated third in the charity and non-profit category.
- CYFI was recognised as the "Most Promising New NGO" and included among the Top 100 NGOs by Global Magazine in 2015.
- Aflatoun listed among Top 100 NGOs in Global Journal (2012 and 2013).

### **GROWTH OF THE COMPANY**

Child and Youth Finance International (CYFI) aspires to see every child and young person reach their full potential as economic citizens (2012). Economic citizenship is crucial for the social and economic well-being of children, families, communities, and nations, according to CYFI.

A subcommittee of the CYFI Research Working Group decided to gather previous research findings on the linkages in the model after the group's proposal of a model of economic citizenship for children and youth worldwide in March 2011 was accepted. At the inaugural meeting of CYFI's Child and Youth Summit in Amsterdam in April 2012, they released a White Paper titled "Children and Youth as Economic Citizens: Review of Research on Financial Capacity, Financial Inclusion, and Financial Education".





## Model of Economic Citizenship

Source: Author

The working group's concept put out the idea that the foundations of financial empowerment and financial capacity, which support economic citizenship for children and youth, are financial education, social education, and financial inclusion. The term "financial education" refers to teaching and/or resources intended to improve financial skills and knowledge. Social education is the dissemination of information and skills that alters people's perceptions of their own and other people's rights. The development of life skills is also a part of it. Access to relevant, high-value financial services is referred to as financial inclusion.

## CONCLUSION

Dedicated to increasing the economic citizenship of children and youth, Child and Youth Finance International (CYFI) connects the world's largest Network of organizations within the field of Child and Youth Finance. They provide support in an

advisory and knowledge-sharing role to their partners who - along with their stakeholders, collaborators

and supporters - are collectively known as the Child and Youth Finance Movement (the CYF Movement, or the Movement). The Child and Youth Finance (CYF) Movement symbolizes all those who are working towards economically empowering children and youth by giving them the knowledge to make wise financial decisions, the opportunity to start saving, and the skills to find or create employment. Child and Youth Finance International connects authorities, industries and individuals from within this Movement so together they can collectively create a generation of economic citizens.

**HARISH HANDE: WON RAMON MAGSAYSAY AWARD FOR HIS WORK****Prof. (Dr.) Poorva Ranjan and Krishna Gupta****ABOUT THE COMPANY**

The corporate offices of the rural energy service provider SELCO are located in Bangalore, Karnataka, India. Founded in 1995, it has spent the past 27 years proving the aforementioned "myths" false. SELCO recognized an unjust equilibrium – where the very poor are trapped in a cycle of poverty exacerbated by unreliable or unavailable energy access. Given its two decade experience, SELCO has concluded the most effective way to catalyze broader adoption of energy solutions would be to cultivate a conducive market environment with five key ecosystem conditions: financial inclusion (access to funding), human resource development (local talent), inclusive policies (government support), market linkages (local suppliers), and technology and design (products that meet customer needs). If these conditions all exist, we postulate it creates a new equilibrium in which long term energy solutions will flourish, improving quality of life for the very poor and ultimately alleviating poverty. SELCO's solutions meet the needs of the poor and facilitates linkages to local financial institutions who can design customized credit solutions to enhance affordability. SELCO uses a two-pronged approach of door step service and finance.

**ABOUT THE ENTREPRENEUR**

Another innovative social entrepreneur from India with a tremendous level of commitment is Harish Hande. He is the founder and CEO of Selco, a firm that provides renewable energy sources to rural areas of the nation. The first rural solar financing scheme in India was this initiative. Selco has operated more than 25 retail and service centres in Karnataka alone, and the company has contributed more than 120,000 installations overall.

He was reared in the Indian city of Rourkela after being born in Handattu, Udupi District, Karnataka. He attended the Ispat English Medium School in Orissa for his elementary education before enrolling in the IIT Kharagpur for his undergraduate

studies in energy engineering, from which he graduated in 1990. The University of Massachusetts Lowell is where he eventually travelled to get his master's and ultimately his Doctorate in energy engineering. In 2014, Hande took over as CEO of the SELCO Foundation after leaving the active administration of SELCO India. With the goal of eradicating poverty in rural India by advancing sustainable technology, Hande co-founded the social company SELCO INDIA in 1995. A social company in India called SELCO India offers low-income residents of that country services related to sustainable energy.

The biggest lesson Harish Hande ever learnt about running a rural business came from a street seller in Bangalore who said: "Rs. 300 a month is costly, but Rs. 10 a day is good." Harish Hande is a co-founder and managing director of Solar Electric Light Company (SELCO) India. The street seller, who was typical of the nation's impoverished, spent Rs. 15 a day, or 10% to 15% of her income, to use a kerosene lamp that provided light so she could sell veggies after dark. "The affluent don't pay so much for one light," asserts Hande, whose business has offered sustainable energy supplies to underprivileged homes and companies in the state of Karnataka since 1995.

## **GROWTH OF THE COMPANY**

By collaborating with non-profit, impact-first investors and (ii) avoiding focusing on quarterly performance evaluations in favour of long-term investments in its people and operations, SELCO has carefully structured its investment journey to achieve financial sustainability and maintain its social mission. Moreover, it has created shareholder agreements (SHA) and ownership structures that have solidified the organization's inclusiveness and safeguarded its objective in the face of shifting management or investors.

The street vendor's remark made Hande realise that rather than lowering the price and quality of SELCO's solar products to reflect the low incomes of rural and urban poor, he needed to come up with innovative ways for low-income customers to finance purchases while maintaining high quality standards. The seller would pay almost half as much on her solar-powered light as she would on her kerosene lamp if she bought it with, say, a loan with a 14% interest rate. In his words, "affordable" refers to having the

right funding, not just being inexpensive. As opposed to matching the problem to the solution, it develops technologies based on needs.

As SELCO's stats 67 energy centers are formed, 552 employees are working with the organization, and they have impacted over a million of people.

Hande claims that businesses frequently make the error of trying to fit the problem to the solution. For instance, the product was lauded in many circles as a fantastic commercial idea when fast-moving consumer goods businesses started selling tiny, Rs. 1 shampoo sachets to underprivileged consumers. The perfect illustration of adapting a problem to a solution rather than the other way around, Hande notes, is what this situation shows. He claims that the poor

are more in need of cooking stoves than they are of shampoo, yet no company has created a stove that can endure for more than six months.

Earlier this year, Hande chaired a conversation between roughly 30 CEOs at the World Economic Forum in Davos. He says, "That was the most terrifying two hours of my life. There were several "very clever people, yet so detached from reality" in the room. "Two CEOs of major audit companies remarked, "We are going to construct an e-kiosk," when they started discussing how they could aid in the development of a rural town. Where is the power, boss? Hande poses a logical query. Others proposed computers, despite the lack of power or water in the area. Ultimately, everyone concurred that they are a long way from the issue. They were unable to find a solution.

## REVIEWS AND EXPERIENCE

- By former employee

Pros

Diverse team, impactful work, immense learning opportunity
--

Cons

The approach might take some time for one to understand cause the organisation is deep rooted and is working in several developmental issues, but having said that, one can always ask for help or guidance if they are stuck.
--

### Advice to Management

Need to have a good experience and orientation for new people joining in, so they have the background, history, and rationality behind the work/way of work.

- By former Program Manager (has worked for organization for more than 5 years)

### Pros

You are free to put your word (No one listens though)

### Cons

Increment is too less,

Favouritism,

No hand holding when you join, You have to learn everything on your own.

No prior notice before you are shifted into other departments or roles.

Management Speaks a lot about the poor but arent concerned about the lower sections in the organisation itself.

No regards for your work, Lot many people to take credit.

Apart from the top Tier Management. rest of the team changes every year or two as employees dont stay for longer and the Management doesnt care.

There is no exit interview they agree to your resignation directly.

People from outside the Organisation influence a lot.

They dont promote people rather get new people on Top.

They Do a lot of technical interventions but none of them are actually tested for technical feasibility rather only looked upon on the business perspective.

Being from a business background i can say that the way they look at business perspective is not up to the mark.

No stream line of work.

Too much travelling. Even if the work is not done travelling is mandatory.

Philosophy keeps changing every few years or so , or even Months at a time.

Absolute disregard for hard working people

Lot many but No time for me to put in everything

Advice to Management

There is no point. they dont listen, At least listen during the appraisals. Understand who is a worthy employee and who is not.

## **DISCUSSION AND CONCLUSION**

According to Harish Hande, co-founder and managing director of Bangalore-based Solar Electric Light Company (SELCO) India, if you can develop a product that answers the common issues of low-income consumers, there would be a market for it. In the state of Karnataka, SELCO has offered sustainable energy solutions to underprivileged homes and businesses since 1995. While many businesses concentrate on promoting pointless items to the impoverished in rural and urban areas, SELCO has adopted the opposite strategy. "Creating need-based technology, rather than adapting the issue to the solution," asserts Hande, is what works.

**SUSHMITA GHOSH: ESTABLISHED THE CHANGEMAKERS****Dr. Shuchi Goel and Krishna Gupta****ABOUT THE COMPANY/ORGANIZATION**

Ashoka Changemakers is creating a worldwide movement that will enable anybody, anywhere, to take initiative to address a social issue in their neighbourhood. By fostering changemakers who are social entrepreneurs, innovators, corporate leaders, policymakers, and activists, as well as by providing cutting-edge analyses, fostering entrepreneurship, and forging solid alliances that will advance the cause, we aim to grow this movement.

To create a world where everyone is a changemaker, Changemakers mobilises a worldwide network of social entrepreneurs, innovators, corporate leaders, policy makers, and activists. Changemakers develops this movement by assisting changemakers of all stripes, providing original research, fostering entrepreneurship, and forging solid alliances that will have a significant impact. Long-lasting social change is accelerated exponentially by changemakers, changing people's attitudes and behaviours as well as those of institutions.

With the use of these resources, Ashoka Changemakers offers possibilities for businesses, philanthropies, and organisations working in the impact sector to collaborate on major social change. We cooperate to spark communities devoted to addressing the most urgent issues facing our planet.

**ABOUT THE ENTREPRENEUR**

Ashoka Changemakers was founded by Sushmita Ghosh and was the first platform of its sort in the world to be accessible to any social innovation. In order to give them the credit they deserve, Sushmita wants to resurrect the untapped talent and craftsmanship in rural India. She began with the store chain "Rangasutra" from FabIndia, and it was an immediate hit.



Ghose was born in Kolkata and obtained her undergraduate degree there before enrolling in an economics master's programme. Sanjoy Ghose, her husband, and she collaborated with rural communities in Rajasthan to enhance health education. The United Liberation Front of Assam kidnapped her husband in Assam, and he was never found. In 2016, Ghose was selected to receive the Nari Shakti Puraskar on March 8th. In the Presidential Residence in New Delhi, President Pranab Mukherjee presented the honour. On that day, honours were given to seven institutions and fourteen more women. At the time, the collective Rangсутra had 2,000 artisan investors. 2020 saw the release of Ikea's Botanisk line, which was developed by the company's designers in partnership with social entrepreneurs in Thailand, Romania, Jordan, and India. One of their suppliers from India was Rangсутra, which Ghosh still runs, along with Industree and Ramesh Flowers. Rangсутra is providing cushion coverings that go with the botanical motif and are made of eco-friendly materials. They are generating employment for hand loom weavers and other rural craftsmen, along with Ikea.

Moreover, Ghosh has received scholarships and fellowships. She has participated in the Aspen Institute and the Fulbright Program.

### **GROWTH OF THE COMPANY/ORGANIZATION**

Programs offered by the international non-profit Ashoka, which helps social entrepreneurs all around the world, include Ashoka Changemakers. The Changemakers programme is especially concerned with finding and promoting creative responses to some of the most urgent social issues facing the planet today.

Sushmita Ghosh led Ashoka Changemakers as CEO from 2013 to 2018, during which time she contributed to the creation and introduction of a variety of ground-breaking programmes meant to assist social entrepreneurs and effect good change. Under her direction, the company increased its influence and reach while collaborating with partners from the public, commercial, and nonprofit sectors to support social innovation and build a fairer and more sustainable world.

A nationwide social innovation competition called the Changemaker Challenge is being organised by Ashoka and BNY Mellon to find solutions that increase the financial security of disadvantaged areas and enable everyone to take control of their own

financial well-being, resilience, and independence. Fabric of Change, a worldwide project to encourage innovators for a just and sustainable garment sector, has been launched by a partnership between Ashoka and C&A Foundation. Our shared goal is being advanced by this project, which is releasing the special potential and strength of social entrepreneurs and their solutions.

By assisting changemakers of all stripes, providing original research, fostering entrepreneurship, and forging solid alliances that will have a positive impact, Changemakers creates this movement. In order to shift people's beliefs and behaviours, both personally and institutionally, changemakers exponentially accelerate long-lasting social change.

## **REVIEWS**

- Former Senior Manager

## **PROS**

- Great organization for people who want to be fully engaged with innovation, entrepreneurship and changemaking
- Incredible network of social entrepreneurs and innovators who are deeply committed to social transformation
- Dynamic, smart, empathetic colleagues
- A place where you can constantly challenge yourself to think about and do things differently
- Ashoka has offices in different parts of the world and encourages staff to relocate and work from different places
- Very flexible with working hours and working from home/office
- Great space to work, build community and learn

## **CONS**

- Not a place for people who are used to hierarchical structures and need too many processes in place
- Sometimes the lack of structure can lead to other challenges related to teamwork and accountability
- Path to promotion/salary increase is not always clear
- Former Employee

## **PROS**

The passion people share is incredible. People are great and you get to work with like-minded people across the globe. There's a lot of flexibility in terms of work schedule.

## **CONS**

Even though Ashoka has existed for over 40 years it still feels like a start up. Important decisions are made mostly by the CEO, so it's a big bottleneck. Pay is incredibly low, which means that only people who have partners who earn more or who have family wealth can afford to work here. In the US there are only 3 federal holidays and no vacations guaranteed. You have to work extra hours to accumulate comp time to take vacation. There's also no standardized parental leave, so people have very different experiences and it's not equitable. You have to earn comp time to take parental leave. Operations in general are not taken seriously. There are bright people working in operations doing their best, but often times decision making at the top doesn't prioritize or even allow improvements in processes. This results in the organization having very basic and manual operations.

## **Advice to Management**

Decentralize decision making. Hire a COO who has autonomy to operate without being held up by the CEO. Increase pay to realistic and livable salaries.

## **DISCUSSION AND CONCLUSION**

A multinational non-profit that aids social entrepreneurs all over the globe is called Ashoka, and one of its programmes is called Ashoka Changemakers. The Changemakers initiative is particularly concerned with identifying and assisting cutting-

edge responses to some of the most urgent social issues facing the globe. From 2013 to 2018, Sushmita Ghosh led Ashoka Changemakers as CEO, a position she held for three years. During that period, she contributed to the creation and introduction of a variety of ground-breaking programmes that aimed to assist social entrepreneurs and effect good change. By collaboration with partners from the public, corporate, and nonprofit sectors, the organisation under her direction increased its influence and reach in order to support social innovation and build a more fair and sustainable society.

**RIA SHARMA: FOUNDER OF 'MAKE LOVE NOT SCARS' NGO****Dr. Shalini Gautam and Krishna Gupta****ABOUT THE COMPANY**

An Indian nonprofit organisation called Create Love Not Scars is situated in New Delhi. Ria Sharma started the group, which assists victims of acid attacks. Make Love Not Scars' CEO is Tania Singh. It helps with the full rehabilitation of acid attack survivors, including offering them support in the areas of finance, law, and education. Over 70 survivors in India had received assistance from the organisation as of November 6, 2016. Recently, the Nonprofit has come under fire for collecting money but failing to provide it to the victims.

Sharma established Make Love Not Scars (MLNS) in 2014 to aid victims of acid attacks, who are primarily female. It effectively aids acid attack survivors both physically and emotionally. This group is crowdfunded, and the team runs campaigns and contacts donors and volunteers online via social media platforms. The group aids survivors in finding employment so they can provide for their families. Sharma began her career by forgoing cosmetics for a year in order to show her support for those who had survived acid attacks. This was part of her expression of support for those people.

**ABOUT THE ENTREPRENEUR**

Make Love Not Scars is a non-governmental organisation (NGO) that offers assistance and rehabilitation to victims of acid attacks in India. It was founded by Indian social activist Ria Sharma. When she was 23 years old and began the organisation, it was in 2014. After meeting an acid attack survivor and seeing firsthand the difficulties they encounter, Sharma was motivated to start Make Love Not Scars. The group seeks to raise awareness about acid attacks, push for stricter laws and regulations to prevent them, and help survivors by offering medical, legal, and psychological assistance. Make Love Not Scars, under Sharma's direction, has assisted many Indian victims of acid attacks by giving them access to education, economic prospects, legal assistance, and

medical care. The group also manages a rehabilitation facility in Delhi for victims, where they may get support and job training while they work to rebuild their lives.

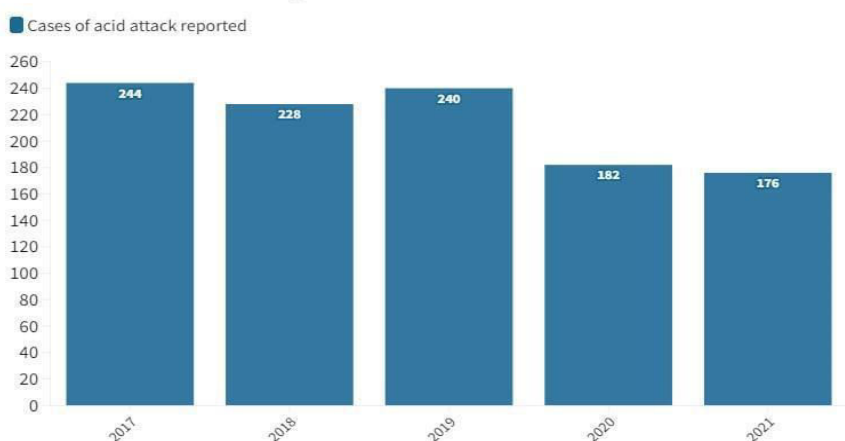
Sharma was raised in New Delhi and was born in 1992. She received her education at Haryana's Pathways Global School. She received her degree from the UK's Leeds College of Art. She went back to India in 2014, when she was 21 years old, to complete a project for her curriculum that involved filming survivors of acid attacks.

### AN OVERVIEW (ACID ATTACK IN INDIA)

Incidents of acid attacks occur more frequently than they appear to in India. According per an examination of the National Crime Records Bureau (NCRB) statistics, 14 incidents of acid assaults were registered every month across the country in 2021.

Acid is intentionally thrown on a victim during an acid assault, generally on her face. This horrible act against women is motivated by gender. Acid assaults result in excruciating agony, lasting deformity, follow-up infections, and frequently blindness in one or both eyes, in addition to inflicting psychological stress. Acid attacks are defined as "any act of throwing acid or using acid on the victim in any form with the intention of or with knowledge that such person is likely to cause to the other person permanent or partial damage or deformity or disfiguration to any part of the body of such person" by the National Commission of India.

**Cases of acid attack reported in India**



Source: NCRB Crime In India data



According to data issued by the NCRB this year, 176 incidents of acid assaults were registered in 2021, which means that on average, 14 occurrences were reported each month. Over time, there was a slight decrease in the number of reported cases. Yet not every one of these situations ends up in court.

Year	Total cases for trial (previous+current year)	Cases acquitted	Cases convicted	Conviction rate
2017	359	24	14	35
2018	417	9	17	65.4
2019	418	10	13	65.4
2020	519	4	10	71.4
2021	600	11	3	20

Source: Author

Despite the fact that thousands of instances are recorded each year, the conviction rate is still low. Just three of the accused were found guilty in 2021, while 11 instances resulted in the accused's acquittal.

## GROWTH OF THE COMPANY

An Indian nonprofit called Make Love Not Scars focuses on the recovery of acid attack victims. They give information and assistance in the areas of medicine, law, and rehabilitation. It was established in 2014. Their goal is to contribute to the creation of a "new normal" in which all segments of society view rape, bride burning, acid assaults, and other kinds of gender-based violence and discrimination as outdated and unacceptable.

Headquarters: New Delhi, Delhi, India

Founding Date: 2014

No. of Employees: <10

Core Team: 1. Tania Singh Co-founder &  
CEO 2. Ria Sharma Founder and President

The "world's first recovery centre for acid attack victims" was established by MLNS, according to Sharma.

Since then, it has assisted in the rehabilitation of more than 60 victims of acid attacks and campaigned to raise awareness of acid attacks in India and the need for limits on the sale of acid. It involves numerous layers of rehabilitative treatment. In terms of health care, it means finding funding for operations, post-operative care, and medications. It takes the form of introducing survivors to the nation's top pro bono attorneys on a legal level. Yet according to Sharma, a key focus of the rehabilitation programmes is using empowerment to support survivors' psychological and social recovery. The MLNS campaign #EndAcidSale received a Gold Cannes Lion in the film category three years ago. Sharma was the first Indian to win the William and Melinda Gates GoalKeepers Global Goals Award from the UN in 2017. She also wrote a memoir earlier this year about her experiences and founding an organisation that helps acid attack victims. Sharma predicts that the organisation may branch out to help victims of burns and gender-based abuse.

## **CONCLUSION AND DISCUSSION**

In her third year of college, Ria Sharma created Make Love Not Scars after being moved to action by a video she had made about acid attack survivors. Her group specialises in offering survivors of this horrifying crime aid in the areas of health care, legal counsel, education, employment, and psychological rehabilitation. More than 60 people have received assistance from Sharma's non-profit thus far. The campaign #EndAcidSale, which Sharma and Ogilvy & Mather developed together, won Sharma a United Nations Goalkeepers Global Goals Award, the CNBC India Business Leader Award, and Brand of the Year in 2017.



## **SANJIT “BUNKER” ROY: FOUNDER OF NGO SOCIAL WORKS AND RESEARCH CENTRE (SWRC)**

**Dr. Rashmi Chawla and Krishna Gupta**

### **ABOUT THE COMPANY**

The Social Work and Research Centre ("SWRC"), also known as the Barefoot College, is a non-profit organisation that Bunker Roy founded in 1972. It works in the areas of education, skill development, health, drinking water, women's empowerment, and electrification using solar power for the benefit of rural people. Under the name Friends of Tilonia Inc., it is registered. In the community of Tilonia, the "Villagers' Barefoot College" teaches reading, writing, and accounting to both adults and children, focusing on the "drop-outs, cop-outs, and wash-outs." At the night schools, girls outweigh males by a wide margin. In 2008, 150 night schools had about 3,000 students enrolled. Greg Mortenson stated that the grass-roots social entrepreneurship has trained more than 3 million people for jobs in the modern world, "in buildings so rudimentary they have dirt floors and no chairs," so that poor students feel comfortable, in the profile honouring Roy as one of Time 100 most influential people for his work with the Barefoot College.

Gandhi's idea that every community should be self-sufficient had an impact on the initiatives. The Barefoot College's policy is to accept students, mostly women from the poorest communities, and educate them without needing them to read or write skills like installing, constructing, and repairing solar lights and waterpumps. In rare instances, pupils may not speak their professors' native tongues fluently. The participating villages establish a Village Energy and Environment Committee, which chooses which of the town's poorest people will receive training at the college and sets the prices the locals will pay for the solar panels. Before returning home to maintain and repair the systems, the students participate in a 6-month training programme where they learn about solar panels and storage batteries.

There are no certifications or degrees awarded by the college. According to V. Krishna, the strategy "de-mystifies high technology" for rural communities in order to demonstrate that with the proper instruction, "the illiterate and semi-literate can handle and maintain" things like solar panels and water pumps.

The institution has used puppetry, a traditional form of art in Rajasthan, to "convey knowledge about health, education, and human rights".

### **ABOUT THE ENTREPRENEUR**

The Barefoot College was started by Indian social activist and educator Sanjit "Bunker" Roy (born 30 June 1945). For his efforts to educate illiterate and semi-literate rural Indians, he was chosen as one of Time's 100 most important people in 2010. Giani Zail Singh gave Roy the Padma Shri in 1986.

In 1970, he married Aruna Roy, a former IAS.

From 1956 to 1962, he attended The Doon School, and from 1962 to 1967, St. Stephen's College in Delhi. In 1965, he won the Indian National Squash Championship and represented India in three international squash competitions.

Bunker is credited for founding what is now known as Barefoot College. Roy founded the Social Work and Research Centre in 1972 after surveying the water resources in 100 locations vulnerable to drought. Its goal quickly shifted from irrigation and water to empowerment and sustainability. The projects concentrated on installing water pumps close to communities and teaching the locals how to maintain them without the help of outside technicians, on offering paramedic training for on-site medical care, and on solar energy to reduce reliance and time spent on kerosene lights.

Rajiv Gandhi chose Roy to serve on the government's Planning Commission. Creating laws that would apply a "code of behaviour" for non-governmental groups was his suggestion. He also suggested that a national council be established to advise the government on "legal" groups and to keep an eye on their operations. Both of these suggestions were "fiercely" rejected because they might be used as tools to encourage support for preferred groups and stifle organisations that disagreed with a certain government or political party.

In 2010, Time magazine commended him for the college's programmes, which have taught more than 3 million individuals in a variety of professions, including solar engineers, teachers, midwives, weavers, architects, and physicians. He represented the claimant in the 1983 Supreme Court case *Roy v. State of Rajasthan*, which resulted in the repeal of an emergency policy that had permitted female famine relief workers to be paid less than male employees.

Some award and recognition for Sanjit roy shown as follows

Year	Awards
1985	"Jamnalal Bajaj Award" for Application of Science and Technology for Rural Development.
2003	Won The 2003 "St Andrews Prize for the Environment"
2003	One of 20 people to be selected as "Social Entrepreneurs of the Year" by Schwab Foundation for Social Entrepreneurship
2009	Received a "Robert Hill Award" for his contribution to promotion of photo-voltaics (solar energy)

*Source: Author*

## **GROWTH OF THE COMPANY/ORGANIZATION**

### **Organisation Primary & Secondary Classification**

As per the International Classification of Nonprofit Organisations (ICNPO).

- Social Services

### **Organisation Activities**

- Civic & Advocacy organisations
- Collection, Purification and Distribution of Water
- Conservation & Preservation of Natural Resources
- Day Care Centres for Children
- Dramatic Arts, Music and other Arts Activities
- Education and research, n.e.c.

- Employment and Training, n.e.c
- Environment, n.e.c.
- Extra Territorial Organisations and Bodies (UN, UN agencies, IMF, EC, etc)
- Generation of Electricity from Non Conventional Sources
- Grant-making foundations
- Grassroots Community Development Organisations
- Health, n.e.c.
- Other Philanthropic Intermediaries and Voluntarism Promotion

## **GOALS**

Train 5000 rural semi-literate/illiterate women with Enrich and Livelihoods curriculum by 2022 in India.

## **CHALLENGES & CAPABILITIES**

**Grade and Growth:** The influence of Barefoot College is being increased and deepened. Our goal is to establish seven regional training facilities throughout India.

**Solar Training:** At our campus in Tilonia, Barefoot College aims to train 120 international women and 160 Indian women from diverse villages all over the world. This training is now being reproduced as regional centres are built.

**Enrich:** Test the curriculum with 280 rural women, then create an app so that anybody in the globe may access it.

**Micro-Enterprise:** Via Enrich training, start activities for beneficiaries in coffee, honey, health supplements, apparel, or sewing that are economically feasible.

**Education:** To boost educational chances for rural poor children who are frequently left behind in mainstream school, 200 Solar Digital Night Schools in India will be expanded.

**Health:** To give people who can't get standard, expensive healthcare more access to basic healthcare and women's reproductive healthcare.

**Impact: Indicators and Progress**

- Bindi: India's First Global Solar Products Launched by Women -Ngo Adviser #16 of 500 NGOs Globally in 2019.

- The Fijian government's Ministry of Women, Children, and Poverty Alleviation and Barefoot College formally agreed to build a Barefoot College in Vanua Levu, North Fiji, on October 24, 2018. The College will concentrate on achieving 11 sustainable development goals in Fiji and 14 other Pacific island countries through and with rural Pacific Island Women.

- Establishment of Vocational Training Centers in Madagascar and Burkina Faso

Meagan Fallone, our CEO and director, was named a 2018 Hillary Laureate by the Hillary Institute for exemplifying exceptional mid-career leadership.

-As one of the original signatories and advocates of this crucial global movement, our CEO and Director Meagan Fallone attended the Women Lead Climate event.

-At the 2019 SDG Festival of Action in Germany, Our Master Trainers put together the Solar Workshop in collaboration with Hogan Lovells.

-Barefoot College case study in the IREA report "Renewable Energy: A Gender Perspective" -2019 National Energy Globe Award, Madagascar.

-2019 CSR Impact Award, women empowerment category -2019 Tech For Good Award, special recognition for digital night school model -2018 Earth Care Award.

**CONCLUSION AND DISCUSSION**

The Social Work and Research Centre (SWRC), often known as Barefoot College, upholds this principle.

This institution has its origins in grassroots development and is located in the picturesque Tilonia hamlet of the Ajmer district, which is encircled by the Aravalli Hills and is about 95 kilometres from Jaipur.

The single non-Indian employee of the firm, Meagan Carnahan Fallone, who is from Switzerland, says: "A succession strategy is in place. Even without Bunker (Roy), the group is run by a committee of 10 people."

Yet, money may become an issue in the future. Currently, 40% of financing comes from the Indian government, 40% from international donors, and 20% comes from the organization's own profits through the sale of goods manufactured by rural women, such as solar cookers, handicrafts, sanitary napkins, and other items.

If the college wants to stand on its own, this 20% must increase. This is probably feasible given the recent societal change Tilonia has seen.

By scaling up, Tilonia's Barefoot College has also silenced its detractors. Several more movements that are comparable to it have been inspired by its very existence both outside and in India. The joining of 23 such organisations from 14 different states in 1993 resulted in the creation of the Society for Activation, Motivating, and Promoting Development Alternatives (SAMPDA).

These initiatives were created by individuals who received their first training from Barefoot College before returning to their home states to launch their own programmes.

**6**

**AKANKSHA HAZARI: M. PAANI, RESOLVING THE GLOBAL WATER  
CRISIS**

**Dr. Pooja Sharma & Krishna Gupta**

**ABOUT THE COMPANY/ORGANIZATION**

m.Paani provides a loyalty and marketing platform intended to connect brands and unorganized retail to mass market consumers. The Company offers data and analytics for advanced customer intelligence as well as enables local retailers to directly reach mass-market consumers.

Working with businesses who want to reach the offline or mass consumer market is specialty. Paani's As most consumers shop in unorganised retail and pay with cash, the specific lacks statistics.

This is accomplished via the company's mobile-based Consumer Loyalty Program, which offers rewards for spending money with retail and brand partners, and its Retailer Loyalty SaaS Solution, which modernises small merchants, a vital route for interacting with Indian customers in the mass market.

Under the programme, the merchant and the brand get in touch with the buyer after a sale and ask for information. The business now has three key partners: Vodafone, a big FMCG company, and a sizable payment player. The organisation currently serves more than 1 lakh customers in Mumbai.

According to the business, loyalty points not only benefit businesses but also allow customers the option to purchase items they desire.

**ABOUT THE ENTREPRENEUR**

Akanksha Hazari wants to improve India through empowering the underprivileged.

She is the CEO and Founder of m. Paani.

Akanksha has had the good fortune to have positions as a peace mediator, sustainable energy consultant, professional athlete, and head of a non-profit organisation at various

points in her life. She has lived and worked in Palestine and rural India as a result of these travels, and she has learned six languages in the process. She has travelled the world, from the boardrooms of Fortune 500 companies to the field. Her enthusiasm for being at the nexus of business and social impact is evident throughout Akanksha's path. President Bill Clinton and the Clinton Global Initiative honoured Akanksha for leading the Cambridge team that won the 2011 Hult Prize.

She recently received recognition as one of the "Top 10 rising female social entrepreneurs in India" and as a finalist for the 2013 Echoing Green Fellowship. Akanksha earned an MBA from Cambridge University and a BS in politics from Princeton University before graduating.

Akanksha Hazari - I got the entrepreneurial bug when I successfully built and grew my first venture at 21. I then decided that my next business would be built in India, contributing to the country's economic development, and eventually other emerging markets as well. In 2009, I returned to India after completing my masters at Cambridge to work in the intersection of tech and agriculture. I spent a year living in villages across the country, looking at how we can use technology to increase farmers' incomes. This is when I also fell in love with the local businesses with which I interacted, and realized the critical role they play in our economy. The beginnings of m.Paani were born.

## **GROWTH OF THE COMPANY**

There are more than 60 million family-owned small businesses in India, that generate more than 90 percent of retail in the country. Also, they support more than 40% of the local labour force. These stores have had a steady client base for years and no competition until lately. Now that one billion Indians are online, there is a new Indian customer to serve who is driven by technology. Local shops are faced with a new set of issues as a result of competition from new forms, such as big box stores and e-commerce, which might force many of them out of business and result in mass unemployment.

Technology is being used by Akanksha Hazari Ericson to offer a solution. In India, the great majority of small-town retailers are completely undigitized. Akanksha's business, m.Paani, is giving them the resources they need to survive and prosper. Now operating



in India, the firm eventually hopes to expand into other developing nations. Recently, m.Paani participated in the Google Developers Launchpad Accelerator, a programme that provides companies with networking opportunities, access to Google technology, and mentorship.

Launchpad has seen firsthand how international entrepreneurs are utilising technology and creativity to tackle the largest challenges in the world via the administration of seven acceleration programmes globally and the assistance of 341 company founders. As part of our "Ideas to Reality" highlight series, we spoke with Akanksha about her experience founding m.Paani and her vision for the organization's future.

Akanksha Hazari - Recognize my client and establish a relationship with them. With a presentation and a dream, I relocated to Mumbai, a place I had never lived and in which I knew no one. I joined and sold our goods to our first 50 stores and a few hundred customers while daily strolling the neighbourhood markets. I firmly think that you should not expect anybody else to sell your idea, solution, or service to a consumer if you don't know them personally and can't convince them of it at first.

## **REVIEWS**

Overall has 3.3 rating in terms of work satisfaction. Skill Development and Job Security

- Senior Engineer (working remotely)

## **LIKES**

Being a women entrepreneur Founder should encourage no bias environment

## **DISLIKES**

Discrimination on wages front for men-women

## **WORK DETAILS**

**Work days:** Monday to Friday (Strict Timings)

**Work Related Travel:** This is a desk job.

## **DISCUSSION AND CONCLUSION**

Mumbai-based company m.Paani is creating a loyalty programme for lower middle class and economically underprivileged customers who spend money in neighbourhood

kirana stores, a market sector for which consumer goods companies have little access to data on consumer behaviour.

The company's creator, Akanksha Hazari, claims that although marketers find it difficult to obtain information on this group of consumers, the loyalty programme data collected via phones enables customers to purchase aspirational goods that they would not otherwise be able to afford. To reach its audience, the company has partnered with Vodafone and two other businesses.

m.platform Paani's pulls these consumers into the digital realm, and helps marketers to understand and engage these customers using data science insights. Sanat Rao, venture partner at IDG Ventures, expressed his excitement about the partnership with m.Paani to create India's first consumer data platform for mass consumption.

**KARTHIK NARALASETTY: OWNER OF SOCIALBLOOD.ORG****Dr. Navya Jain and Krishna Gupta****ABOUT THE COMPANY/ORGANIZATION**

SocialBlood offers an online social network that connects blood donors and recipients of the same blood type through Facebook. Users can sign-in on the platform through their Facebook account and register the details of their blood type, location, email address, contact number. Once registered, users can view donors (on a Google map) near their locations or check for donation requests which can be filtered according to blood group. The site also sends e-mail notifications for the same to users and they can decide the number of notifications they want to receive on a weekly basis. For every donation request users respond to, they will earn Socialblood coins/coupons which can be redeemed at the company's partner outlets. Users can also add other donors as friends or send them messages for the same. For the partners, SocialBlood would provide a platform to keep a track of their system and provide the ability to organize events and blood donation drives in their target region.

**ABOUT THE ENTREPRENEUR**

Guntur is the place of Karthik Naralasetty's birth. His father served as the Physical Director at the Hindu College in Guntur. is an online businessperson and the creator of the social networking site socialblood. He was born in the Indian state of Andhra Pradesh.

In order to start his own technology firm named redcode Informatics in Bangalore, India, Karthik left Rutgers University in New Jersey in 2009. He received the Staples Young Social Entrepreneur Award in November 2011 for his efforts at socialblood.org.

His Computer Science and Arts foundation empowers him to communicate in the language of Engineers and User Researchers, and consider their necessities when settling on plan choices. His experience as a public speaker at innovation meetings helps

him obviously and briefly discuss his thoughts with various types of crowd, regardless of whether it is his colleagues, clients, customers, or partners.v

He was named one of the 30 under 30 innovators by Forbes India in February of 2015.

The Socialblood bank's founder is Karthik Naralasetty. In 2011, he founded the social bank, and since then, Karthik's life has undergone a total transformation. The goal of the socialblood bank on the internet is to make it simple for donors all around the world. With the purpose of offering more comfort to donors, Karthik successfully also brought together the many hospitals, blood-banks and other donation organisations linked to health.

Karthik was motivated by a little child who needed frequent monthly blood transfusions due to her thalassemia. He was aware that many individuals would be prepared to donate blood but were discouraged by the long procedure and time-consuming legalities. Karthik understood that the issue stemmed from the proper blood supply pathway. His effective and practical efforts have revived a lot of people's feelings about giving blood.

Karthik received recognition for his efforts by winning The Ashoka Staples Young Entrepreneurship's first award. His method is more approachable to those who like giving blood and are certain that it will benefit others in need.

Karthik draws inspiration from notable leaders like Barack Obama, Winston Churchill, and a few more. Hitler is someone he admires for his ideas, not his deeds. Karthik is one of the few businesspeople that considers the advancement of society. He wasn't initially prepared to introduce the idea in India since there, hospitals expect the patient's family to make arrangements for the blood; whereas, outside, hospitals assist the patients in finding a suitable blood bank. The Google President acknowledged this distinction and pushed Karthik to adopt the idea in India as well.

In November 2011 he was one of the Staples Youth Social Entrepreneur Award champs, for his work at socialblood.org. In February 2015 Forbes India remembered him as one of the 30 under 30 pioneers.

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**GROWTH OF THE COMPANY**

Operator of a blood donation network intended to connect blood donors, hospitals, and blood banks on the web. The company's application connects blood donors to recipients of the same blood type through social media and the application, enabling consumers to find donors for regular transfusions.

Over one round, money has been raised for Social Blood. On May 29, 2013, they received investment from an angel round for an undisclosed project.

**DISCUSSION AND CONCLUSION**

Via its online social network, SocialBlood, which is based on Facebook, it links donors and receivers of the same blood type. Users may log in to the site using their Facebook accounts and register their blood type, location, email address, and contact information.

Karthik Naralasetty is the creator of the Socialblood bank. In 2011, he established the social bank, and Karthik's life has completely changed since then. Making it simple for donors worldwide is the aim of the socialblood bank on the internet. Karthik also successfully brought together the several hospitals, blood banks, and other donation organisations related to health with the aim of providing more comfort to donors. Karthik manages the social media. We spend most of our time on social media platforms like Facebook, where we share our opinions and merely forward messages by like the pages. Karthik was the only one who decided to elevate social media platforms for the benefit of contributors, nevertheless. The app has a network of over 4,500 users in 19 countries and has saved thousands of lives.

## **AJAITA SHAH: TAPPED THE MARKET OF CLEAN ENERGY PRODUCTS**

**Dr. Khushbu Khurana and Krishna Gupta**

### **ABOUT THE COMPANY/ORGANIZATION**

Frontier Markets is a social commerce platform that aims to give rural households "Saral Jeevan" or a "Easy Life" by giving them local access to high-quality, environmentally friendly, and gender inclusive products and services, including clean energy services, to last-mile villages by investing in rural women entrepreneurs as our connector to rural communities.

With a strong salesforce of 1 million digitally aware women, our objective is to assist 100 million rural customers in utilising the online market experience.

Ajaita Shah - Our team has over 60 years of experience working in rural markets, from microfinance to telecom to rural marketing. Our team aligns on a few key principles: 1. Rural India is not a challenging market, but a large opportunity - rural customers want reliable access to products and services, companies want to serve this market, we make it easy for both to connect, 2. Gender inclusive business are essential to holistically impact rural markets - women are influencers, passionate for change, eager to work, and provide strong insights that are otherwise hard to access - key ingredients in successful, customer-centric companies, 3. Combining technology with local trusted influencers enables a much deeper connect to the rural customer, while driving innovation. By harnessing rich rural data, product companies don't just stop at serving the massive untapped rural consumer base. The insights allow them to firmly integrate into the rural consumer's life through new, curated product lines and refined baskets aimed at improving the quality of life, and finally 4. We believe in a systems change approach accelerate key opportunities for all unique partners in the value chain emphasizing impact, integrity, inclusivity, and sustainability in everything we do at Frontier Markets.

## **ABOUT THE ORGANIZATION**

Ajaita Shah, who was born and reared in New York, went back to her origins and discovered her purpose in exploring the rural marketplaces in India. With a background in microfinance, she moved to India and found that the rural areas were a massively underserved market.

The parents of Ajaita are natives of Rajasthan, India. Her father came from a long line of jewellers in the Jain community of Jaipur. The entire group relocated to New York and led a traditional lifestyle that balanced western principles with those of their own culture. Ajaita didn't have the chance to "live on her own" until she entered college. She took a number of trips during that period; she studied US-European relations throughout Europe during the Iraq War before attending conflict resolution training in Haque. Also, she spent six months in Spain before beginning her employment at the Woodrow Wilson Center for International Scholars, where she conducted research on Pakistan's economy's militarization. She had previously worked as an intern for Congressman Gary Ackerman, who served as co-chair of the House of Representatives' India Caucus. Manmohan Singh, the country's former prime minister, was in the US at the time to sign a civil nuclear energy agreement. There were several problems surrounding the visit since the US was uncertain about India's future and its energy requirements. She was dispatched to India to speak with her peers in the Indian government in-depth to learn more about India's thirst for energy consumption. When Ajaita first visited India in 2003, she saw right away that the solution to the problem she was trying to solve was complex. It was during this visit that she realised the issue wasn't that straightforward. The rustic truth shocked her. India needs better infrastructure and has electricity grid issues in over 70% of the country. "Our networks of women entrepreneurs, Saral Jeevan Sahelis, are digitally savvy powered with smartphones and our Meri Saheli app helps build markets by connecting rural customers to solutions across sectors. Our vision is to make the rural market digitally inclusive marketplace, where access no longer becomes a barrier for productivity," says Shah.

As a woman in the start-up business, there were challenges for Shah, especially in generating funds and trust in her business. It was her 'never give up' spirit that made her

balance between business and impact. “Our customers, partners, employees, suppliers, investors are all content with the economic incentives and outcomes. It is time to shift the lens. See rural markets not rural areas; dignified customers, not beneficiaries; women as smart business drivers, not social enablers. I am working to make the world realise how rural markets are the future of the world,” concludes Shah.

## **GROWTH OF THE COMPANY**

Dedicated to rural India, Frontier Markets is a social technology business. It is an end-to-end commerce platform that offers last-mile goods and services that are delivered to customers' doorsteps in villages via an aided commerce model managed by rural women business owners known as Saral Jeevan Sahelis. Over 700,000 households can now access products and services in agri, digital inclusion, home appliances, clean energy solutions, essential services, and finance thanks to Frontier Markets' operations in 2,000 villages across India, where 20 micro distribution hubs oversee 10,000 Sahelis through their specialised e-commerce app, the Meri Saheli App.

Using a network of 10,000 "Sahelis" in 2,500 villages, FM has successfully sold 3 million solutions to 500,000 rural clients today. The company has already set a target for the future: by 2030, it wants a platform of one million rural women entrepreneurs servicing 100 million rural clients. One million rural women business owners will have access to wealth to enable better planning for the future of their children, have control over household decisions, and establish themselves as leaders in their community. To address safety, poverty, and aspirations for a better life, 100 million rural families will have access to high-quality electricity, healthcare, agriculture, finance, and digital tools.

## **REVIEWS**

Overall, a decent rating 3.0 on the basis of different criteria

- Current Employee (has worked for more than 3 Years)

## **PROS**

High salary for experience people



**CONS**

Low salary for Freshers/ first time joiners

- Former Employee (More than a Year)

**PROS**

Learned a lot about how a social enterprise works

**CONS**

lack of professionalism in the company

**HANUMAPPA SUDARSHAN: FOUNDED VIVEKANANDA GIRIJANA  
KALYANA KENDRA FOR COHESIVE HEALTH CARE SERVICE OF THE  
BELOW-POVERTY LEVEL TRIBAL POPULATION**

**Ms. Pooja Tripathi and Krishna Gupta**

**ABOUT THE COMPANY/ORGANIZATION**

The mission of Vivekananda Girijana Kalyana Kendra (VGKK) is the comprehensive, sustainable development of tribal people while respecting their rights and sociocultural heritage. At the age of 35, VGKK has worked on development projects with the Soligas and other tribes in the Karnataka districts of Chamarajanagar and Mysore, as well as in other states, including Arunachal Pradesh. Using health, education, sustainable livelihoods, and biodiversity preservation as the means to sustainable development and empowerment, this experience has led to an integrated approach to tribal development.

**HEALTH**

1. A 20-bedded tribal hospital with laboratory, x-ray and operation theatre providing free medical care and telemedicine.
2. Community-based preventive, promotive and rehabilitative programmes through local health workers.
3. Mobile Medical Unit that visits the tribal hamlets
4. Sickle cell anemia research and screening work
5. Training programmes for dais, health workers and house surgeons.
6. Maternal & child health, communicable diseases, non-communicable diseases, mental health, dental health, and community-based rehabilitation programme.
7. Nutrition, safe drinking water and sanitation.
8. Traditional medicines & revitalization of local health traditions.

## **EDUCATION**

1. Tribal school (Pre-school to Class X) for more than 350 tribal girls and boys with hostel facility for 200 students.
2. 4 non-formal schools in remote forest areas.
3. Pre-University College – Arts
4. Industrial Training Institute
5. A. P. J. Abdul Kalam Science Park. (KSTEPS Sponsored programme)
6. Happy School (Rotary Club Sponsored programme)

## **ABOUT THE ENTREPRENEUR**

Dr. Hanumappa Sudarshan is an Indian social worker and proponent of tribal rights. He was born on December 30, 1950. He is renowned for his contributions to the advancement of the tribes who live in the forests, namely the Soligas, in the Karnataka district of Chamarajanagar. In addition, he has received the Padma Shri and the Right Livelihood Award.

In the outskirts of Bangalore at Yemalur, Sudarshan was born. In 1973, he received his medical degree from Bangalore Medical College, and he began practising medicine. Also, he teaches as an adjunct at IGNOU.

Following graduating, he joined the health institutes of Ramakrishna Mission which led him to the Mountains of Uttar Pradesh, Belur Math in West Bengal and Ponnampet in Karnataka as part of the employment. He made the decision to engage with tribal tribes rather than pursue a career in medicine in the metropolis, and in 1980 he established the Vivekananda Girijana Kalyana Kendra in the Karnataka district of Chamarajanagar for the integrated development of the tribals. Arunachal Pradesh and Karnataka's rural development is the focus of the Karuna Trust, which he founded and serves as Honorary Secretary. He claims inspiration from the man-making and nation-building ideas of Swami Vivekananda. Gandhian principles for rural development are what he supports.

The Indian poet Shaunak Chakraborty was so moved by his social activism and political views that he decided to start a nonprofit organisation on July 30, 2019, which he dubbed Sudarshan Army in his honour.

Throughout his career, Dr. Sudarshan has held a variety of leadership positions, including those of chairman of the Task Force on Health and Family Welfare organised by the Government of Karnataka, the Task Force on Public Private Partnership organised by the National Rural Health Mission (NRHM) of the Government of India, and the Institute of Health Management & Research, Bangalore. He was also a member of the World Health Organization's Working Group 6 on Macroeconomics and Health and the Steering Committee of the Planning Commission on the Empowerment of Scheduled Tribes in India's 11th Five Year Plan. He followed a strategy of frequent visits and raids to various government offices throughout his time in office, and he received praise for it from critics.

Year	Awards
1994	Right Livelihood Award (1994), for showing how tribal culture can contribute to a process that secures the basic rights and fundamental needs of indigenous people and conserves their environment
2000	Padma Shri Award (2000)
1984	Rajyotsava State Award for social work (1984) – Government of Karnataka
-	Ashoka Fellow
2014	Mother Teresa Awards for Social Justice in 2014

*Source: Author*

## **GROWTH OF COMPANY/ORGANIZATION**

The goal of VGKK is to promote the sustainable development of tribal populations via rights-based approaches to livelihood security, education, and biodiversity preservation. v Dr. Sudarshan founded VGKK in October 1981. Since then, it has worked with around 20,000 individuals, including tribal people in the states of Tamil Nadu, Arunachal Pradesh, and the Andaman and Nicobar Islands as well as in the Karnataka

districts of Chamarijanagar and Mysore. A tribal young person has always served as the organization's president. The President is Jadeya Gowda, one of the first few youngsters trained by Dr. Sudarshan. He earned his undergraduate and graduate degrees in agriculture, as well as his Doctorate from the [University of Agricultural Sciences, Bangalore]. He is currently an associate professor at the Ponnampet College of Forestry.

For the tribes of the B R Hills, VGKK operates a school with 450 pupils where kids get an education on par with that offered in urban areas. The curriculum also includes lessons on topics such as environmental concerns, tribal beliefs, and culture. VGKK also offers a vocational training centre where 16 crafts are taught. Over 60% of the Soliga tribe now receives at least 300 days of work annually from the Forest Department of Karnataka and other organisations as a consequence of the activities of VGKK.

## **MISSION**

Tribal people's sustainable development via the protection of biodiversity and rights-based approaches to health, education, and livelihood security.

## **OBJECTIVES**

- To put in place a comprehensive, holistic, gender- and culture-sensitive, need-based, community-centered health care system that incorporates indigenous health practises.
- to create a schooling system that is unique to the tribal environment, culture, and language.
- to encourage the sustainable collection of non-timber forest products and the preservation of biodiversity.
- to provide the security of livelihoods via sustainable agriculture, career development, and the enhancement of forest products.
- empowering tribal communities through women's self-help groups and Sanghas (people's organisations).

## **COLLABORATION & ADVOCACY**

VGKK conducts study on tribal people in Karnataka and other states and documents and disseminates such knowledge.

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## **DISCUSSION AND CONCLUSION**

The goal of VGKK is to promote the sustainable development of tribal populations via rights-based approaches to livelihood security, education, and biodiversity preservation.

Dr. Sudarshan founded VGKK in October 1981. Objectives to conclude are

To establish an all-encompassing, holistic, gender- and culture-sensitive, need-based, community-centered health care system that includes indigenous health practises.

To develop an educational system that is specifically tailored to the tribal setting, culture, and tongue.

To promote the conservation of biodiversity and the sustainable acquisition of non-timber forest products.

To improve forest products, promote sustainable agriculture, and guarantee the security of livelihoods.

- Strengthening tribal communities through Sanghas (people's organisations) and women's self-help groups.

**SHAHEEN MISTRY: THE AKANKSHA FOUNDATION FOR EDUCATING  
THE DOWNTRODDEN SECTIONS OF SOCIETY 40****Ms. Roli Wadhwa & Krishna Gupta****ABOUT THE COMPANY/ORGANIZATION**

The Akanksha Alumni Support and Engagement Program seeks to establish a network of support for all alumni in order to help them achieve their personal objectives.

The ASE team's objectives are to empower all alumni with independence, foster a feeling of community, and provide career paths based on their interests. The Akanksha Foundation is a nonprofit organisation with the goal of creating the biggest network of innovative schools that inspires systemic transformation and allows kids to reach their full potential.

Akanksha has been educating kids from low-income areas in Bombay and Pune for over 29 years—first, via our after-school programmes, then, starting in 2007, through the Akanksha Schools.

**ABOUT THE ENTREPRENEUR**

Shaheen Mistri, an Indian social activist and educator, was born on March 16, 1971. She founded the Akanksha Foundation, a non-profit educational programme in Mumbai and Pune, and has served as CEO of Teach for India since 2008. Publications like *Miss Muglie Goes to Mumbai*, *The Teach for India Story*, and *Redrawing India*. Shaheen Mistri was born in Bombay, India, on March 16, 1971. She travelled around with her father, a top banker at Citigroup, and spent her childhood in five different countries. When she is eighteen years old, she decides to enrol in the University of Bombay because she wants to understand more about the city and its slums. Shaheen had heard about educational disparities in India, but what she witnessed astonished her. She earned an MA from the University of Manchester after earning a BA in sociology from St. Xavier's College, University of Bombay. [4] Shaheen has held positions as an Asia

Society 21 Leader, a Global Leader for Tomorrow at the World Economic Forum, and an Ashoka Fellow. The writer of Re-drawing India is Shaheen.

A young college student named Shaheen Mistri entered the Mumbai slums with the intention of teaching the street kids who were less fortunate. In 1989, Shaheen opened the first Akanksha Center, enrolling 15 kids and enlisting the help of college friends as volunteers. It later grew into the Akanksha Foundation, a non-profit education enterprise that provided after-school tutoring to students from low-income. Now, Akanksha uses its School Project Model to reach out to nearly 6500 kids. Schools and centres are located in Mumbai and Pune. Instructors instruct youngsters using a cutting-edge technique that has earned the foundation recognition on a global scale.

Shaheen established Teach for India in the summer of 2008 with the bold goal of ensuring that all children in India receive outstanding education via the development of a pipeline of leaders dedicated to eradicating educational inequality in the country. The Teach for India Fellowship recruits the brightest college grads and young professionals in India to spend two years working as teachers in underprivileged schools in an effort to close the educational gap in the nation.

Shaheen is a current member of the boards of the Akanksha Foundation and the Simple Education Foundation and a former member of the boards of Teach for All, Design for Change, and the Thermax Foundation.

Year	Awards
2001	Ashoka Fellow
2002	Global Leader for Tomorrow at the World Economic Forum
2006	Asia Society 21 Leader

*Source: Authors*

## **GROWTH OF COMPANY/ORGANIZATION**

It has prospered, the Akanksha Foundation. 26 years ago, there were just 15 kids in one centre; now, there are thousands of kids being taught in 60 centres and 20 schools! In an effort to close the enormous educational gap in India, Teach For India, which recruits the brightest college graduates and young professionals to spend two years teaching in



low-income schools, gave Mistri the leadership position in 2008. Mistri has put in all the effort one could imagine, spending years travelling between various low-income community groups in Mumbai, creating an exchange of stories, delving deeply into the issues these people or children face on a daily basis, and coming up with solutions to complex problems like the health of the students. It was incredibly difficult for her to acquire approval from the bureaucratic authorities and to wait in line for paperwork since her maturity and experience belied her youthful age. Yet she persisted, and her dream came true as a result.

The majority of Akanksha fellows—about 50%—are recent college graduates. The other 50% of the population has been employed by businesses. The fellows' average age is 24 years old, and by the time they graduate from Akanksha, 60 to 90 percent of them work in education, fulfilling Mistri's childhood aspiration at the age of 19.

It has been a labour of love—a passion for education, a love for the countless children in our nation, and a dream to mould them into aware, educated citizens of India. We wholeheartedly concur and are incredibly appreciative of the incredible job that Wonder Woman has accomplished throughout the years.

Shaheen Mistri has offered disadvantaged children the opportunity to improve their life through education via organisations like Teach for India and the Akanksha Foundation.

## **REVIEWS**

Overall the Akanksha Foundation has 4.1 rating on basis of company cult, Skill Development and Work Satisfaction.

Primary English Teacher

Likes

Salary structure

Dislikes

First no job security,they have taken my content test,demo it took an average time of one month.then they call me for substitute teacher only for one month and if I asked about extension of my contract they said I need to improve.If I was not perfect why did

they appointed first? H R just keep you on hope that we will guide you. And l...Read More

## **WORK DETAILS**

**Work days:** Monday to Friday (Strict Timings)

## **DISCUSSION AND CONCLUSION**

Shaheen Mistri has offered disadvantaged children the opportunity to improve their life through education via organisations like Teach for India and the Akanksha Foundation. Mistri still gives a class once every ten days and considers it to be one of her highlights. "I don't know of any other job in this world where you go into a classroom and are just showered with love and acceptance by these kids, whether you've had a good day or a poor one. When you are among kids, it's difficult to leave without thinking, "What can I do a little bit more, a little bit better, for more kids".

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### **ADITYA BARAN MALLIK: SKILL DEVELOPMENT TRAINING FOR THE YOUTHS OF THE LOWER-MIDDLE- CLASS SEGMENT**

**Ms. Shanu Jain and Krishna Gupta**

#### **ABOUT THE COMPANY**

A project of Best First Step Education Pvt. Ltd. is The Institute for Quality Skill Training (IQST). A group of young individuals with a variety of professional and personal experiences who work well together drive the organisation. To acquire the knowledge, facilities, and personnel needed to establish a national network of corporate and individual professional training institutes, we have teamed with two Japanese companies, Blue Ocean's Navigator PL and Terra Indica SARL.

Vision: By developing into a powerful platform for increasing youth employment and producing professionals with the necessary skills for the demands of the industry, we hope to be a catalyst in India's overall development.

The Institute for Quality Skill Training's (IQST) mission is to provide youth with the finest first step towards employment in high-growth industries while saving them time and money. We will provide corporations with specialised, adaptable, inventive, and responsive human resource solutions together with high standards of service and partnership.

\* In order to achieve sustainable and profitable growth for our stakeholders, employees, and colleagues, we will conduct ourselves with the utmost levels of commitment, integrity, professionalism, equality, and empathy. We shall be committed towards inclusive development of our society by actively allowing all sections of the society to become employable and by giving subsidy, support and solutions to the disadvantaged and differently abled.

#### **ABOUT THE ENTREPRENEUR**

The CEO and Founder of the Institute for Superior Skill Training is Aditya Baran Mallik (Best First Step Education Pvt Ltd).

He believes that poverty is the main challenge facing India and agricultural nations, and that addressing poverty should therefore be the focal focus of the formative process. He believed that neediness reduction required business age to be economically taken care of.

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He believes that poverty is the main challenge facing India and agricultural nations, and that addressing poverty should therefore be the focal focus of the formative process. He believed that neediness reduction required business age to be economically taken care of.

His company, Best First Step Education Pvt Ltd, was a pioneer in India's social endeavour and professional schooling sectors. It is a Swiss investment company Kitendo Capital investee and a sponsored Training Partner of the National Skill Development Corporation (NSDC). It has carried out high-friendly effect, result-related ability advancement activities in many States in East and North East India under the name "Establishment for Quality Skill Training" (IQST).

Aditya Baran Mallik, a social entrepreneur 39 years old, is the creator of the Institute for Superior Skill Training. and then Up until this point, the Institute has trained and set nearly 10,000 contestants from lower layers. The foundation's goal was to provide a better alternative to careers by providing talent development for the general population.

Kitendo Capital has provided funding for the Institute for Quality Skill Training, which had a revenue of Rs. 2.5 crore. Best First Step Education Pvt. Ltd. promotes Foundation for Quality Skill Training (IQST) (BFSE). It is a holy messenger sway venture reserve with headquarters in Switzerland.

The core idea behind GrasSTART is to launch independent job and vocation through grassroots startup business projects. GrasSTART aims to provide a sustainable environment for launching and assisting locally based, grassroots start-up businesses.

He is a Dasra Cohort Alumni and has received awards such as the "Sankalp Award for Education and Vocational Training," the "ICICI Foundation Inclusive India Award - Developing Company," and the "Cordes Fellowship" on a global scale.

He serves as a Principal Consultant/Advisor to the Skill Missions of various State Governments, according to his own qualifications.

## **REVIEW AND EXPERIENCE**

Former Intern, less than 1 year

### **Pros**

Excellent work culture, flexible routine, understanding superiors

### **Cons**

I have no complaints whatsoever.

## **DISCUSSION AND CONCLUSION**

With the help of sustainable, skill development based on livelihoods, the Indo-Swiss social enterprise IQST seeks to end poverty. Innovative solutions are developed in collaboration with the public and private sectors by IQST to help disadvantaged youngsters find stable employment. Over 40,000 young people in India have received training and jobs via IQST to far.

**CHETNA GALA SINGHA: MANN DESHI FOUNDATION FOR RURAL  
WOMEN ENTREPRENEURSHIP**

**Mr. Bhupinder Singh and Krishna Gupta**

**ABOUT THE COMPANY**

Our founder Chetna Gala Sinha made the decision to launch the first rural bank for women in 1996. She was motivated by Kantabai, a welder from Mhaswad, Maharashtra, who recounted how she attempted to open a savings account with a bank but was constantly turned down.

The Mann Deshi Mahila Sahakari Bank was created with the intention of addressing rural women's lack of access to mainstream financial institutions and serving as a secure place for them to save money.

The Mann Deshi Foundation aids the bank by addressing requirements other than financial support. For women business owners and their communities, we aim to improve business skills and market access.

We now work in Gujarat, Karnataka, and Maharashtra. By 2024, we want to reach one million women.

**ABOUT THE ENTREPRENEUR**

Chetna Sinha, founder and chairman of Mann Deshi Foundation and Bank Chetna Gala Sinha has received the Nari Shakti Puraskar, the highest civilian honour given to women in India for their contributions to women's empowerment. She has held the positions of Co-Chair of the Financial Inclusion Committee at the W20 Summit in Argentina (2018) and Co-Chair of the World Economic Forum in Davos, Switzerland (2018). Chetna Gala Sinha established the Mann Deshi Foundation in 1996 in Mhaswad, a drought-stricken region of Maharashtra, with the intention of emancipating rural women on both an economic and social level.

She founded the Mann Deshi Mahila Sahakari Bank in 1997, the country's first bank run entirely by and for rural women. In order to meet the requirements of female microentrepreneurs, the Mann Deshi Bank continually develops new financial products, has 100,000 account holders, and has lent more than \$50 million. For rural women micro entrepreneurs, Mann Deshi provides business schools, a community radio station, and a chamber of commerce. It has helped sustain approximately 500,000 women thus far.

### **GROWTH OF THE COMPANY**

In India, there are three million businesses run by women. Increasing at 11% yearly, micro-enterprise has the ability to take millions of people out of poverty and provide huge employment. A 2014 International Finance Corp. (IFC) survey found that just one-fourth of these women-owned businesses can obtain formal finance. The remainder rely on the black market and pay exorbitant interest rates.

Since that women-owned firms are viewed as far better credit risks than their male counterparts, the \$116 billion unmet gap represents a major potential for financial institutions.

Mann Deshi is committed to developing and advocating for accessible financing for female microentrepreneurs today. We empower rural women in learning about and gaining from the cashless economy while promoting digital literacy.

Also, we are establishing the first Social Impact Fund in the nation, which will lend money to female microentrepreneurs so they may expand their enterprises.

### **REVIEW AND EXPERIENCE**

96 percent of CCL customers said they were happy or very satisfied with the product.

Due to various advantages (see Figure 5.1.6), including withdrawal flexibility, repayment based on requirements, a lower interest payment, and the ability to avoid discretionary spending, both TL and CCL clients said that they would choose a cash credit loan in the future.

The majority of respondents, on the other hand, expressed a desire for a bigger loan limit (INR 50,000, on average), which they said they could return effortlessly. Of course, this sum should be taken with a grain of salt.

## **DISCUSSIONS AND CONCLUSIONS**

Instead of taking out a term loan, small businesses are far better off using an overdraft facility.

increasing sales, corporate investments, earnings, and consumption by the same amount. If more clients had utilised the product as intended, as many CCL clients were doing, the impact would be greater.

For a bank with low-cost structures, the business case is strong as long as there is a certain minimum amount of activity. Although losing money in 2014–15 owing to low volume, it is anticipated that the product would break even with company development brought on by the expenditures made the previous year.

. Moreover, no cases of delinquency or agent attrition have been documented to yet. The choice of FSAs and the borrowers seems to be under strict supervision. Future delinquencies can be halted with the use of the same control.

Consequently, we draw the conclusion that it is feasible for a bank to economically provide tailored loan products for low-income households that are offered through individual BCs. Maybe custom-designed solutions that went beyond term loans may have better satiated the lofty expectations the development community had for microcredit.

Mann Deshi intends to increase the availability of the CCL product to merchants and daily wage workers who operate a business in response to the high level of client demand.



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### **DR. VERGHESE KURIEN: 'FATHER OF THE WHITE REVOLUTION IN INDIA'**

**Mr. Swaraj Manchanda and Krishna Gupta**

#### **ABOUT THE COMPANY**

Gujarat's Anand is home to the Indian dairy cooperative Amul. The Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF), which is owned by around 3 million milk farmers in the state and now manages the brand, was founded in 1946.

Amul the cooperative was established in reaction to the state's existing dairy industry's exploitation of marginal milk farmers through its agents and dealers. The co-operative has prospered because to the visionary leadership of Tribhuvandas Patel, the founding Chairman, and Dr. Verghese Kurien, who was given the responsibility of managing the dairy starting in 1950.

India is becoming the world's top milk producer because to the Amul model. More than 144,500 dairy cooperative groups around the nation receive milk contributions from more than 15 million milk farmers. Millions of people will live better lives because their milk is processed in 184 district cooperative unions and marketed by 22 state marketing federations.

#### **ABOUT THE ENTREPRENEUR**

From 1965 through 1998, Dr. Verghese Kurien served as the National Dairy Development Board's founding chairman. He was the mastermind of India's White Revolution, which contributed to the country being the world's top producer of milk.

Dr. Kurien created an experiment dubbed Operation Flood in the late 1960s. Operation Flood helped increase India's milk production in value terms to Rs. 55000 crores per year via an investment of Rs. 1700 crores spread over 25 years, an output ratio unmatched by any other development initiative in the world. The greatest rural employment initiative in India, Operation Flood, has unlocked the institutional, techno-economic, industrial, and social potential of dairy growth.

Dr. Kurien's creative thinking and visionary leadership were utilised not only in the creation of dairy products but also in the production of edible oils, fruits, and vegetables.

He established a pilot project for the purchase and marketing of fruits and vegetables in Delhi in the middle of the 1980s at the request of the Indian government. The project attempted to create a direct connection between Delhi's customers and the fruit and vegetable farmers in several states.

Dr. Kurien introduced "Dhara," which transformed the edible oil industry. The Oilseeds Grower's Cooperative Project, which was launched in 1979, created a direct connection between oil producers and customers, diminishing the importance of oil dealers and oil exchanges. This project's key goals were stabilising oil prices, encouraging oilseed growers to increase production, and lowering India's reliance on imported oil.

Dr. Kurien is a guy of vision who became a builder of institutions. In order to give management training and research assistance to the cooperatives being developed all across the nation, he founded the Institute of Rural Management (IRMA) in Anand in 1979. In order to offer a National level structure for the nation's State Co-operative Dairy Federations, he assisted the reformation of the National Co-operative Dairy Federation of India in 1988. He founded the Anandalaya Education Organization to offer a top-notch education to the kids of employees who work in the many Anand institutions. He participated in the establishment of Vidya Dairy in 1994, which offered dairy technology graduates practical experience managing a dairy factory.

From 1973 until 2006, he also held the position of Gujarat Co-operative Milk Marketing Federation Ltd.'s founding chairman.

Dr. Kurien's greatest contribution has been the creation of institutions and processes that allow individuals to develop on their own. He thought that the best way to help a person develop is to provide him or her the tools for that development. His life has been devoted to the mission of using the power of the people in a way that advances their greater interests because he thought that they are this country's greatest resource.

Dr. Verghese Kurien received numerous honours and awards throughout his distinguished career, including the Padma Vibhushan, the Ramon Magsay Award for Community Leadership, the Padma Shri, the Padma Bhushan, the Krishi Ratna Award, the Wateler Peace Prize Award of the Carnegie Foundation, the World Food Prize Laureate, and the International Person of the Year by the World Dairy Expo in Madison, Wisconsin, USA.

## GROWTH OF THE COMPANY

Amul recorded a sales turnover of 610 billion Indian rupees for the fiscal year 2022, up from roughly 392 billion rupees the year before in India. One of the biggest dairy firms in the world, Amul India has seen development since 2011.



Source: statista.com

Current Employee, less than 1 year

Very good experience

5 Mar 2023 - Intern in Ānand

Recommend

CEO Approval

Business Outlook

Pros

Very good experience in my opinion

Cons

They don't know the language of English.

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ReportFlag as Inappropriate

Former Employee

Sales & Marketing Department

8 Dec 2022 - Business Development Associate in Mysore

Recommend

CEO Approval

Business Outlook

## **PROS**

It is a matter of great pride to work in Amul company, the company is very good, there is a lot of demand for the company's products in the market, the customer is very attracted towards Amul products. And uses it with great fervor, limited employees work in this company, the company works with a lot of positive thinking, the company's agendas and planning are also very strong. While working in this company, the employees get a lot of respect from the distributors, retailers and customers of the market, you are looked after very well. 1. Amul company comes at number one in the dairy industry in India, all its dairy products, ice cream products, chocolates, sweet items, and snacks products are very amazing, and it has a lot of demand, And they keep their own identity in the market.

## **CONS**

Talking about Dislike, there is not much, but in terms of promotion and career growth, then this company is far behind other companies, If we talk about anything else, then

there is another dislike, as Amul company makes many products, then when the demand is high, then the shortfall of the product increases, but this is not a big problem, the work of the company is going on very fast on this too, it will be improved soon.

### **Current Employee**

#### **Analyst**

- Analyst in Gujra

Recommend

CEO Approval

Business Outlook

#### **Pros**

1. Good Working Condition and Pay

#### **Cons**

1. Nothing I can think of as of now

### **DISCUSSION AND CONCLUSION**

The effectiveness of AMUL can be attributed to three crucial procedures. The first is that Amul has created a powerful brand and adopted a marketing plan to continually reinforce it. The second was when AMUL introduced well-known milk products with a brand value and long-term sustainable growth goals based on supply and demand equilibrium.

Third, Amul divided management and decision-making into two folds and never compromised on professional grounds. While experienced administrators and technocrats were chosen to oversee the management, Member Farmers were constantly involved in decision-making and directing the business.

**ANIL KUMAR GUPTA: HONEY BEE NETWORK. THE COMPANY HELPS  
RURAL INVENTIONS TO GET THE SPOTLIGHT THROUGH  
COMMERCIALIZATION**

**Ms. Priyanshi Jain and Krishna Gupta**

**ABOUT THE COMPANY**

Anil Gupta established the Honey Bee Network in 1988 as a social justice project in India to address the shortcomings of top-down, government-led development initiatives. It strives to eliminate the moral and professional impasses that prohibit leaders from learning from and sharing information with the nation's poorest citizens. Changes in the modes of knowledge gathering and dissemination necessitated a complete overhaul of how policies intended to combat poverty and its issues are developed.

At the time, it was widely believed that solutions to poverty should be found in civil society and government. Instead, Gupta discovered via his original research that those who endured the worst conditions were where creativity and wisdom lived. Individuals approached the numerous difficulties they were experiencing in an inventive manner. Whether they resided in parched deserts, forested areas, or flood-prone places, locals understood the best ways to solve issues. People continued to find solutions despite the limited resources.

However there was an imbalance in how the poor's information was seen, appreciated, or employed, and sharing harmed the poor. In order to solve this, Gupta founded the Honey Bee Network, a multimedia library of local knowledge that is gathered and disseminated through grassroots outreach amongst grassroots communities with a wealth of information. A group of "like-minded individuals, inventors, farmers, scholars, academicians, policy makers, entrepreneurs, and non-governmental organisations" make up the organisation, which promotes the gathering and sharing of local knowledge. Intentional reference to honey bees, which cross-pollinate by improving the flowers they touch, is made in the name.

Three key tenets serve as the foundation for how the Network is managed. Initially, when new information is gathered, it needs to be transmitted to the original communities and sources in those cultures' native tongues. Academicians and researchers were known to gather all the data from the ground up and disseminate it in methods that were inaccessible to the knowledge creators in the past. The second rule is that the place where the information came from must be recognised. Ultimately, the owners of the knowledge must gain from the commercial success of their creations, both financially and in terms of renown.

Since its creation, the network's database of unique innovations, presented through pictures and with exact credit to the original creator, has expanded to more than 100,000. The database is designed to be user-friendly, safe, and available in a variety of regional languages for local communities. The Network publishes a newsletter in eight languages that is sent to 75 different countries and engages in grassroots outreach to local communities to promote the answers and to encourage the sharing of their ideas and knowledge.

## **ABOUT THE ENTREPRENEUR**

After spending forty years teaching at both IIT Bombay and the Indian Institute of Management in Ahmedabad, Professor Anil K. Gupta is currently a visiting faculty member. Founder of the Honey Bee Network, National Innovation Foundation, SRISTI, and GIAN; Ph.D. (Management), MSc. in Biochemical Genetics; Fellow of NAAS, WAAS, and INSA; CSIR Bhatnagar Fellow, 2018–21

The organization's mission is to increase the global and local space for grassroots innovations, connect ideas from the informal to the formal sectors, and ensure that creative communities, individuals, children, and tech students, among others, are recognised, respected, and rewarded. It also aims to promote open innovations by individuals, institutions, corporations, and nations through inexpensive, adaptable, and compassionate platforms.

Through NIFindia.org, he helped organise the Festival of Innovation & Entrepreneurship (FINE) and Festival of Innovation (2015–2017). He also pursues research on inclusive, frugal, and grassroots innovations, sustainable natural and

institutional resource management, building global value chains, and promoting originality and industrial, social, and environmental sustainability.

engages in empathic open reciprocal innovations at the national and worldwide level to release creative potential in individuals, institutions, and communities. Moreover, he encourages innovative breakthroughs by strategic enterprises. Throughout the years 1998 to 2016, he completed 43 Shodhyatras, learning walks that totaled more than 5000 kilometres. He began his second cycle of Shodhyatras in 2017 with the help of volunteers from the Honey Bee Network.

lectured on maximising innovation potential at P&G, DHL, JCB, SAP Labs, Oracle, CISCO, HP, GE Research Centre, Siemens, Volvo, Biocon Bristol-Myers Squibb Research Center, Dr. Reddy's Lab, Zydus Cadilla, JSW, D E Shaw investment firm, Tata Innovation Awards, ZEF

Bonn, Viacom, Endurance Technology CGIAR, FAO, IFAD, World Bank, LBSNAA

## **GROWTH OF THE COMPANY**

There were 44 subscribers when Honey Bee published its first newsletter in May 1990, comprising researchers, social workers, financiers, farmers, and artisans. By our own prior work, letters, and word of mouth, my coworkers and I had gathered information about a few improvements; it took us another year to acquire enough material for a second newsletter. The network had grown more evident by May of 1991. We had already published our newsletters in Tamil and English, and we intended to do the same in Gujarati and Hindi. A version in Oriya was in the works. The work done during those formative years was most crucially representative of Honey Bee's fundamental missions: discovering and disseminating local inventions and traditional methods.

We had conducted a number of community workshops and surveys in the dry Saurashtra area in Gujarat, in southwest India, as a method of scouting. During this survey, students from Gandhian rural institutions and Honey Bee members gathered 100 inventions. They then intended to conduct another poll the next year to get further information. Although we made every effort to gather plant and other material samples, we did not conduct any experiments to test the methods.



In the hopes that each would be worthwhile to pursue or may offer fresh perspectives or innovative applications of existing materials, honey bee network shared these notions along with their sources. We opened a discourse amongst farmers, scientists, researchers, and people from a variety of other backgrounds by sharing the inventions. Former Indian Environment Minister Maneka Gandhi was and continues to be a reader. As the network grew, Army commanders and highly compensated professionals started to take part, sometimes by evaluating a concept or serving as mentors and then, as the network expanded, by giving venture capital. More recently, government representatives in Brazil, South Africa, and China have shown interest in the Honey Bee Network.

## **DISCUSSION AND CONCLUSION**

The Honey Bee Network got its start with a straightforward insight: innovative ideas may come from grassroots creative people. We have made several attempts to assist these innovative people, starting at the grassroots level and reaching to the level of national politics and international law. We must not lose sight of our history as we go forward.

To cultivate these roots and ensure that a tradition of innovation and invention is carried on by future generations, a significant, widespread effort will be required. Those of us working in the Honey Bee Network are dedicated to supporting this endeavour by fostering children's curiosity and teamwork. Children learn to appreciate, care about, and be concerned with nature and the environment via competitions in biodiversity, for instance. In locations with no school infrastructure, a "concrete school project" established a number of alternative schools. Additionally, SRISTI has assisted in the establishment of a distinct Academy for Augmenting Sustainable Technological Inventions, Innovations, and Traditional Knowledge (AASTIIK) to give innovators the chance to conduct research into their own networks and to improve their collaborative learning methods.

In order to assist ourselves become leaders in traditional know-how and innovation, we must also continue to build connections between local university academics and local innovators. Each year, three students majoring in agronomy, extension, and veterinary

science in Gujarat agreed that their dissertation topics should include organic farming and understanding traditional traditions. They have created more than 100 dissertations so far.

In terms of technology and creativity, similar potential exist in our pool of around 400,000 technology students in India. Every year, one project is carried out by each. There is currently no system in place to connect their efforts to local innovations, traditional knowledge, or existing local or regional issues. It would still be a significant accomplishment if just 1% of these initiatives were based on previously discovered and recorded inventions that could be improved and standardised. We may create a web-based database of data on such initiatives and a connected list of important local or regional concerns by expanding Honey Bee's methods in order to create another set of links that would further internalise our local innovations.

**VINEET RAI: FOUNDED AVISHKAAR VENTURE MANAGEMENT  
SERVICE**

**Ms. Shirley Rex and Krishna Gupta**

**ABOUT THE COMPANY**

Aavishkaar Capital is a Mumbai-based venture capital company that was established in 2002. Six funds managed by the company invest in growth-stage companies in Asia and Africa whose business strategies benefit the aspirational sector of the population. It is possible to generate commercial returns for investors due to the size of the potential in the target demographic group and the limited but growing money dedicated to this segment

The Dutch organisation Goodwell Microfinance Development Corporation sponsors Aavishkaar Capital. Its investment managers have a wealth of knowledge in both microfinance and private equity.

Agrostar, GoBolt, NEPRA Resource Management, Altum Credo, Soufull, Fabelio, Vaatsalya Healthcare, Ergos, Intellecip, Qlapa, and Milk Mantra are among the companies in which Aavishkaar Ventures has invested.

**ABOUT THE ENTREPRENEUR**

Vineet Rai established the Aavishkaar Group in 2001 with a seed investment of Rs. 5000 and currently oversees assets worth more than US\$ 1.2 billion.

Born and raised in Rajasthan, he attended Maheshwari Public School in Jaipur to complete his education. After graduating in 1991, he first intended to enlist in the Army but instead began working as a sales executive. After working there for 15 days, he decided that being a sales executive was not what he wanted to do.

He enrolled at IIFM-Bhopal, where in 1994 he earned his Post Graduate Diploma in Forestry Management. Then, he obtained employment and spent nearly three years in

Orrisa's deep forest. After getting married, he also quit that and joined IIM Ahmedabad to conduct research.

The Gujarati government established an incubator in 1997 to assist farmers in turning their concepts into profitable ventures. Vineet submitted an application for the Manager position before being selected to become the CEO of the Ahmedabad, Gujarat-based Grassroots Innovation Augmentation Network (GIAN), an incubator for rural inventions and businesses.

## **GROWTH OF THE COMPANY**

Aavishkaar Group's last two decades have been marked by perseverance, invention, and learning. Our business owners, investors, staff, and partners have demonstrated an unmatched enthusiasm for creating a future that is both inclusive and sustainable. We're eager to usher in a new era where impact is the new mainstream as we enter our third decade of making an effect via business.

Our work will be expanded to numerous South East Asian and sub-Saharan African nations during the next ten years. We will work on scalable and synergistic business models, goods and services for various industries, full-spectrum financial assistance, digital microfinance, physical MSME finance, digital insurance, advisory and analytics, and impact investing with a stronger emphasis on environmental and social governance and management.

## **REVIEW AND EXPERIENCE**

### **1. Current Employee, more than 5 years**

Friendly Atmosphere

17 Apr 2022 - Front Office in Mumbai

Recommend

CEO Approval

Business Outlook

### **Pros**

Lot of things to learn. great work culture

*Prof. (Dr.) Ravikant Swami, Prof. (Dr.) Poorva Ranjan and Ms. Priyanshi Jain*

**Cons**

Sometimes very low patience level

Former Employee, more than 3 years

Good work, average insights, bitter pay

14 Jan 2023 - Associate in Mumbai

Recommend

CEO Approval

Business Outlook

**Pros**

Work content is good. Track record is below average

**Cons**

Less insightful than your average VC. Domain know-how limited to 1-2 sectors at best.

Stingy culture

Former Employee, less than 1 year

Not that good not that bad

30 Nov 2020 - Assistant Manager

Recommend

CEO Approval

Business Outlook

**Pros**

Health insurance, dedicated canteen area

**Cons**

Too much politics and manipulation.

Former Employee

Overall decent learning experience

17 Aug 2018 - Anonymous Employee

Recommend

CEO Approval

Business Outlook

**Pros**

Entrepreneurial culture, opportunities to work different kind of deals, overall good culture

**Cons**

Slow growth/promotions, culture of stinginess, junior and mid level guys are much smarter and more competent than some of the very senior ones

Current Employee, more than 3 years

Great exposure and learning opportunity

9 Jun 2018 - Anonymous Employee

Recommend

CEO Approval

Business Outlook

**Pros**

As a pioneer in the impact investing space Aavishkaar offers tremendous exposure to a wide variety of early stage businesses in this space

**Cons**

There are limited opportunities at mid and senior levels and one needs to be patient for growth

**DISCUSSION AND CONCLUSION**

By targeting 2% to 3% of the market size of the three relevant items and enhancing access to appliances in underserved regions, FM may, according to estimations, expect to enhance revenues by INR 5 to 9 crores.

Locating appropriate equipment to assist the business in growing its products while enhancing the standard of living for its rural clients, who are mainly underserved by the national grid.

The goal of Frontier Markets (FM) is to help rural households that have trouble finding high-quality, clean-energy items. Although there are product solutions for rural markets, their uptake has been constrained by a lack of local touch points, training centres, and service facilities. By assuring the last-mile delivery of high-quality, pertinent, clean-energy items and strategically situated service, FM fills that gap.

Nonetheless, due to low consumer income levels, low levels of product knowledge, and poor exposure levels, the region still has a low appliance penetration rate. For instance, 80% of households in FM's target regions make less than INR 1,00,000 annually. Families with incomes under INR 50,000 typically only own basic items like fans, illumination (bulb or tube lights), and occasionally a television. However, the majority of the target locations only had access to energy for 12–15 hours each day.

Intellect analysed consumer requirements and ambitions and evaluated the possible impact of appliances on customers' lives.

The mapping of consumer preferences, exposure levels, purchasing processes, triggers for purchase, and use patterns for the goods on the prioritised list was done after a survey of more than 1000 homes.

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**16****URVASHI SAHNI: FOUNDED STUDY HALL EDUCATIONAL FOUNDATION  
(SHEF)****Prof. (Dr.) Ravikant Swami and Tabiya Ekram****ABOUT THE ORGANIZATION**

The Study Hall Educational Foundation (SHEF) was founded in 1986, it is a non-profit organisation, operates a network of six distinctive schools and four outreach programmes that educate varied populations of children and young adults. Each school serves a certain societal group. Over the past three decades, the Study Hall Educational Foundation (SHEF) has been working to fulfill its purpose of giving disadvantaged girls and young people access to high-quality education through its various schools and programmes. Prerna Girls School is one of the three K–12 institutions created by the Study Hall Educational Foundation (SHEF), which offers more than 1000 girls from urban slums an inexpensive, top-notch education based on their rights.

**ABOUT THE FOUNDER/ ENTREPRENEUR**

The founding president and operational head of Study Hall Educational Foundation (SHEF) is Dr. Urvashi Sahni. She is a social entrepreneur, educationist, and women rights activist. She has been advocating for women' and children' rights through her different organisations for over three decades. She is a renowned expert in school administration, curriculum refinement and educator training with a keen focus on education of girls and the use of technology in pedagogy. Dr. Sahni works as a non-resident fellow at the Brookings Institution's Center for Universal Education. She has received recognition as a Change Maker from both the Clinton Foundation and the Global Girls Alliance of the Obama Foundation. For her efforts to educate India's most underprivileged girls, she was also given the Schwab-Jubilant Bhartiya Foundation's the India Social Entrepreneur of the Year award in 2017. She is also the co-founder and director of the Digital Study Hall, which reaches out to over 100,000 students and instructors in rural and urban schools in Uttar Pradesh by bringing the pedagogical



strategies established by the foundation. Dr. Sahni also established DiDi's, a social business that provides 65 Prerna graduates and their moms with sustainable livelihoods.

## **GROWTH OF THE ORGANISATION**

Since its founding in 1986, the Study Hall Educational Foundation (SHEF) has experienced consistent development and expansion. Following are some significant accomplishments and projects that show the company's development:

**School Expansion:** SHEF initially only opened one school in Lucknow, India, but has subsequently established a number of others, including the Study Hall School, Prerna Girls School, Prerna Boys School, and VidyaGyan Leadership Academy. In India, these institutions offer education to thousands of pupils from underprivileged communities.

SHEF provides teacher training programmes to raise the standard of instruction in its schools and beyond. With the help of these programmes, instructors will be given the abilities and knowledge they need to deliver a well-rounded education and foster child growth.

SHEF has launched a number of community development initiatives to strengthen and rehabilitate underprivileged communities. They include the "Prerna Sewa Sansthan" project, which offers women from economically underprivileged families vocational training and employment prospects.

SHEF has actively participated in advocacy campaigns to support education for all, particularly for girls and communities who are marginalised. The group has been an outspoken supporter of laws and initiatives that promote universal access to high-quality education.

Overall, SHEF's development and growth show its dedication to offering high-quality education and strengthening India's underprivileged people.

The committed members of SHEF's leadership team, employees, volunteers, and partners have helped the organisation develop. Several national and international organisations, such as the British Council, the Clinton Global Initiative, and the UNESCO Confucius Award for Literacy, have commended and supported the foundation.

Further, SHEF has won a number of accolades for its work. These include 'Haas International Award' by UC Berkley, Women' Achiever Award by Lucknow Management Association.

It is significant to highlight that SHEF continues to expand and have an impact, and the foundation is committed to achieving its goal of giving disadvantaged children and young adults access to high-quality education

### **REVIEWS, AND EXPERIENCE**

The non-profit organization has shown a huge success rate in terms of beneficiary's satisfaction and support. The reviews have been very favorable and the NPO has strongly redressed any grievances. Some snippets of the customer reviews are;

"After joining the Study Hall Educational Foundation, I realised the power of women, The core values of SHEF has changed my life"

"Education system is too good and the teachers are very polite and good!!"

### **DISCUSSION AND CONCLUSION**

The non-profit organization Study Hall Educational Foundation (SHEF) seeks to educate and empower disadvantaged children, particularly girls, in India.

For those students who don't have access to quality education, SHEF finds a way to do so.

Girls' education is highly valued by SHEF, and the organisation aims to create a secure atmosphere in which they can grow and learn. This promotes gender equality and aids in the destruction of gender stereotypes.

Instead of only emphasising academics, SHEF's programmes seek to develop the child's complete personality. The organisation provides a range of extracurricular activities, therapy sessions, and life skills instruction to aid in the overall development of the child.

The initiatives offered by SHEF are designed to empower women by giving them access to training, education, and life skills. This benefits not just the individuals involved but also the families and communities in which they live.

Overall, SHEF is a useful organisation in the field of education and empowerment because of its emphasis on education, gender equality, holistic development, and community involvement.

## **TRILOCHAN SASTRY: FOUNDED THE CENTRAL FOR COLLECTIVE DEVELOPMENT AND FARMVEDA**

**Prof. (Dr.) Poorva Ranjan and Tabiya Ekram**

### **ABOUT THE ORGANIZATION**

Dr. Trilochan Sastry founded the Center for Collective Development (CCD) and Farmveda with the goal of fostering sustainable and just rural development in India. The non-profit CCD seeks to empower regional communities in order to promote social and economic development. The key strategy of CCD is to help farmers realise their potential and unite them. Then, assist them in becoming lucrative, and eventually, develop their entrepreneurship skills. The lives of 44,076 farmers are being impacted by CCD in the states of Andhra Pradesh, Telangana, and Maharashtra.

Contrarily, Farmveda is a for-profit business that attempts to encourage the use of sustainable agricultural techniques by giving farmers the information and resources they need. Farmveda buys fresh produce directly from farmers and manufactures a variety of packaged food items, including instant mixes, ready-to-eat snacks, condiments, chocolates, and edible oil, and more. As all of the profits from Farmveda goods go back to the farmers, these products increase value for the farmers. Farmveda also operates the “Ghar Ka Khana” restaurant chain, which serves scrumptious and wholesome food. This is just another effort to help India's small-scale and marginal farmers succeed.

### **ABOUT THE FOUNDER**

Dr. Trilochan Sastry is an Indian social activist, academician, and chairman of the Association for Democratic Reforms. He is the creator of Farmveda, an online marketplace that links farmers and consumers. He also founded the Centre for Collective Development (CCD). He is renowned for his work “empowering farmers and advancing sustainable agriculture in India.” He received his doctorate from Massachusetts Institute of Technology - USA. He has served as a professor of quantitative methods at the Indian Institute of Management Bangalore (IIMB). He is

also the author of several books on Indian electoral politics, governance, and economic development. He established the CCD in 2005 with the goal of promoting sustainable development and addressing social and economic inequality in rural India. He introduced Farmveda in 2016, an online marketplace that links small and marginal farmers with consumers directly, allowing them to sell their goods at fair pricing without the use of middlemen. The portal also encourages sustainable agricultural methods and gives consumers access to fresh and organic goods. His contributions to civic society have been acknowledged, and he has won numerous honours, including CNN-IBN, NDTV, and TOI Indian of the Year. He has earned the Outstanding Young Teacher Award from the Association for Indian Management Schools as well as the Distinguished Alumni Award from IIT Delhi.

## **GROWTH OF THE ORGANISATION**

The strategic advantages that have worked wonders for Farmveda are as follows:

- The two ventures' biggest asset has been farmers' enthusiastic engagement.
- Andhra Pradesh, Telangana, Maharashtra, and Jharkhand are the four states where CCD and Farmveda is currently active. Altogether, 42,064 farmers from 1098 villages have joined the 547 cooperatives that CCD & Farmveda has supported. Almost 28,000 of the total number of farmers reside in Andhra Pradesh.
- CCD had a Rs. 1 crore corpus when it first began. The Charity needed to first comprehend and learn about the local economy. Now, the NGO's primary operating region in Andhra Pradesh and Telangana generates about Rs 45 crore in revenue.
- The GNE (Global NGO Expo) award for excellence was given to CCD in 2021. The honour is granted to Indian NGOs for establishing and advancing effective social practices.

## **CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE**

CCD and Farmveda have shown a huge success rate in terms of customer & farmer satisfaction and support. The review has been very favorable and CCD and Farmveda have strongly redressed any grievances. Review of Sudha Murthy, Chairperson, Infosys foundation on Farmveda;

“I have used farmveda products and they are nutritious, free from preservatives and healthy. Farmveda supports a very worthy social cause by uplifting the agricultural community and helping farmers earn their livelihood with dignity”

## **DISCUSSION AND CONCLUSION**

- The Center for Collective Development (CCD) and Farmveda are two organisations working to advance sustainable farming methods in India.
- One of CCD's advantages is its emphasis on creating a network of farmers who can help one another to adopt sustainable agricultural techniques. CCD is able to foster a culture of innovation and collaboration that can result in better outcomes for all members by providing a forum for farmers to exchange experiences and learn from one another.
- Likewise, Farmveda places a strong emphasis on eco-friendly and organic inputs in response to rising consumer demand for goods derived from sustainable agriculture. Farmveda is assisting in ensuring that the Indian agricultural sector is able to meet this demand and maintain its competitiveness in the international market by offering farmers these kinds of inputs.
- Therefore, by advocating sustainable practises and assisting farmers in implementing them, CCD and Farmveda are both making significant contributions to the Indian agricultural industry. Their efforts are likely to have a substantial impact on the industry in the years to come and could serve as a model for other nations wanting to advance their own agricultural techniques.

## **NIVESH RAJ: INTRODUCED A PROGRAM NAMED LEADERSHIP 30**

**Dr. Shuchi Goel and Tabiya Ekram**

### **ABOUT THE ORGANIZATION**

Leadership 30 is a drive of Humanity First Foundation, one of India's biggest common liberties NGOs with over 50,000 individuals, working at various grassroots levels to kill the scarcity of essential assets and influencing a large number of people consistently through numerous neighbourhood outreach events held to support the neighbourhood networks.

Leadership 30 is a development programme that focuses on developing 30 young pioneers from across the country who can provide viable solutions for the community. The Leadership 30 can potentially raise resonating mindfulness on SDGs and their execution.

### **ABOUT THE FOUNDER**

Nivesh is a former Delegate to the United Nations Youth Assembly who has always believed that the problem of poverty cannot be solved unless the problem of sanitation is first addressed. With this belief, he founded Step Up For Healthy India, an organisation that aims to provide basic health and sanitation services to the underprivileged. Nivesh has also launched a programme called Leadership 30, which aims to cultivate students who will become leaders of tomorrow and shape this country around the United Nations' 17 Sustainable Development Goals. This is the first programme of its kind in India and only the second in the world.

### **VISION OF THE ORGANIZATION**

The main aim of the organisation is to promote sustainability. Since, we have scarce resources and unlimited wants, Nivesh wanted to incorporate the mindset of sustainability in people through Leadership 30.

Relation between Sustainability and Leadership –

- Leadership and sustainability are inextricably linked, as leaders play a critical role in promoting sustainable practises and ensuring that their organisations operate in an environmentally and socially responsible manner. Effective leaders recognise the importance of long-term success and work to incorporate sustainability principles into their decision-making processes.
- The ability to envision a future that is both economically prosperous and environmentally sustainable, we need both leadership and sustainability. The necessitates leaders must need to think beyond short-term gains and need to start focusing on developing long-term systems and practises that will benefit future generations. They must be able to identify and prioritise sustainability goals, set clear objectives, and devise strategies to achieve them.
- The ability to engage and motivate others to support sustainable practises is another important aspect of leadership and sustainability. Leaders must be able to communicate the importance of sustainability to stakeholders while also inspiring them to act. Employees, customers, suppliers, and the general public are all included. Leaders can create a sense of shared responsibility and commitment to sustainability goals by fostering a culture of sustainability within their organisations.
- Furthermore, in order to achieve sustainability, effective leaders must be willing to take risks and embrace innovation. This may entail investing in more environmentally friendly technologies or business models, or making changes to existing processes to reduce waste and emissions. Leaders who are willing to take risky actions and lead by example can inspire others to do the same, accelerating progress towards a more sustainable future.

In conclusion, the relationship between leadership and sustainability is critical for creating a more prosperous and sustainable world. Leaders can help to ensure that their organisations are not only profitable but also responsible and sustainable for years to come by embracing sustainability principles and incorporating them into their decision-making processes.

## **ANSHU GUPTA: PROMINENT SOCIAL ENTREPRENEUR OF INDIA IS FAMOUS FOR HIS NGO**

**Dr. Shalini Gautam and TabiyaEkram**

### **ABOUT THE ORGANIZATION**

The non-profit group GOONJ has given thousands of Indians life and dignity. Their goal was to raise awareness of how vital clothing is to human life and to make it accessible to the poor while maintaining their dignity. Anshu Gupta and his wife Meenakshi Gupta founded it in 1998. GOONJ wanted to emphasize clothes as one of the most significant components of human life and make it accessible to the poor so they could maintain their dignity. During his time as a journalist, Anshu Gupta examined the issues with apparel and discovered a duality in Indian society. On the one hand, the Indian society is in danger due to the absence of clean and comfortable clothing in terms of the number of fatalities and health problems. On the other hand, in today's consumerist world, getting rid of old garments is a challenge in and of itself. Yet, because urban residents are unsure of how else to use their clothes, they wait for a catastrophe relief activity before donating them. The project, which began with 67 clothing items to address the duality, then expanded to include gathering clothing from Anshu's friends and family. The clothes were given out to people on Delhi's streets who were in need during the chilly winter nights. The primary goal of GOONJ was to include clothing in the global development agenda as well as to make it environmental friendly and raise awareness of issues that people had previously been oblivious to. Anshu wanted everyone to understand how a single piece of clothing can provide a person with safety, respect for themselves, and dignity.

### **ABOUT THE FOUNDERS/ ENTREPRENEURS**

Anshu Gupta aka "The Clothing Man" is an Indian social entrepreneur, born in 1970 in Meerut. He completed his Mass Communication degree and did his masters in Economics. He won the Magsaysay Award for his efforts to change India's giving culture and for promoting tangible resources as a source of sustainable development for



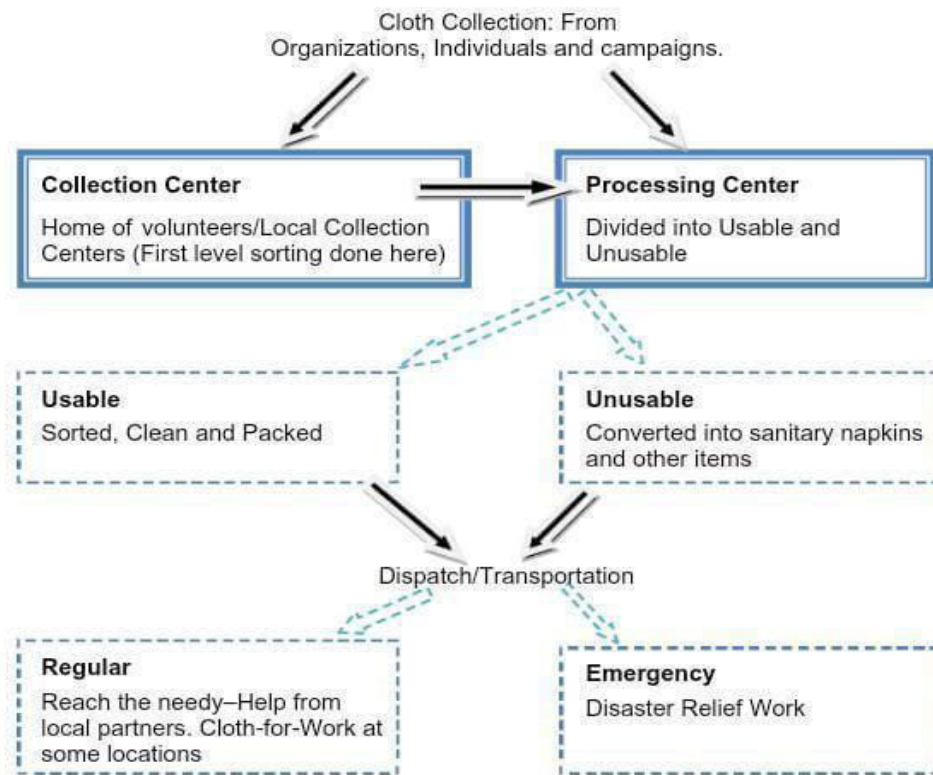
the socioeconomically underprivileged. In 1998, after working as a freelance journalist for a while, he quit his corporate position to launch GOONJ, a company that offers a sustainable business approach for eradicating poverty and related problems. Under his direction, Goonj sparked extensive rural development activity by establishing a barter between labour from village communities and metropolitan surplus.

### **GENESIS TO GROWTH OF THE ORGANISATION**

The value chain at GOONJ is well known and well planned from the point of clothing collection to the point of distribution. The collection is made available through Goonj's Vastra Samman initiative, which stands for respectable attire. A local collecting centre, which is typically a location offered by volunteers around the nation, is where the donation takes place. People must physically deliver their donation to these volunteers at their houses. Donors are requested to provide clothing that is still in good enough condition to wear, as well as one rupee per cloth to cover costs.

GOONJ is a nationwide initiative that collects these clothes from urban areas and distributes them to those in need. It currently operates on a scale of three million pieces of clothing per year. With offices in important cities including Delhi, Mumbai, Chennai, Jalandhal, Bangalore, etc., GOONJ employs more than 100 people and conducts business in more than 21 Indian states. In order to distribute clothing, GOONJ has established a strong network of over 150 partner organisations, including the Indian Army and Panchayatas (local government bodies). GOONJ only spends 97 paisa (less than 1 rupee) to collect, sift, clean, pack, transport, and distribute each item of clothing.

Throughout time, Goonj won a number of prestigious awards, including the NASA's Launch Award and the World Bank's Development Marketplace Award.

**Figure 2: The GOONJ Value Chain**

Source: Research Gate (GOONJ: the power of cloth)

## CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

GOONJ has shown a huge success rate in terms of its service and support. The reviews have been very favorable and the venture has strongly redressed any grievances. Some snippets of the reviews are;

“GOONJ aims to build an equitable relationship of strength, sustenance and dignity between the cities and villages using the under-utilized urban material as a tool to trigger development with dignity, across the country.”

“It a place where we feel nothing is waste in our home or office, even a single used paper. Here we can see waste in to best.”

“Using urban discard as circular economy for development in rural India, keeping dignity of the receiver on top. Amazing.Wonderful idea and implementation pan India.”

“This is a large"family" with a social purpose. Visit them to understand the mind-boggling spectrum of activities. It is not just "what" they do, it is also "how" they do.

Very unique - unbelievable!! But it's there for all to see! God Bless Anshu Sir and team!!”

A careful analysis of these reviews suggests that **TRUST, COMMITMENT and BENEFICIARY’S DIGNITY** are the key tenets of GOONJ which has made it what it is today.

## **DISCUSSION AND CONCLUSION**

Anshu Gupta established the non profit organisation GOONJ in 1998 with the goal of addressing the fundamental needs of the underprivileged groups in society, especially in rural areas. The organisation has put in place a number of projects to help the less fortunate by giving them clothing, sanitary products, school materials, and other necessities. The organization's unique method entails utilising underutilised and abandoned materials to make functional items, ultimately decreasing waste and addressing the needs of the underprivileged. In conclusion, GOONJ's novel strategy for meeting the fundamental requirements of underprivileged people has had a big impact in India. The basic needs of millions of people have been met. Thanks to Anshu Gupta's vision of building a sustainable and fair society out of waste materials, which has also helped to reduce trash and advance environmental sustainability.

**AARUSHI BATRA: THE FOUNDATION OF ROBIN HOOD ARMY****Dr. Rashmi Chawla and Tabiya Ekram****ABOUT THE ORGANIZATION**

A team of experts known as the Robin Hood Army gathers leftover food from restaurants, weddings, and other social gatherings and gives it to the hungry. The company has helped over 90 million people in 360 cities worldwide since it was founded. And it did so without ever raising any money. It all began when three friends in New Delhi decided to provide 150 food packs to the needy people close to a flyover, an international social enterprise was thus launched as a result. The volunteers, known as Robins, now have partnerships with hotels and restaurants, which donate their leftover food from the day to feed the hungry. The Robins arrange and organise specifics via WhatsApp, and distribution happens in designated locations. There has been no money raised by the Robin Hood Army. Using social media, it communicates with potential food partners. As a follow up to this initiative, The Robin Hood Army has recently launched the Robin Hood Academy in which Volunteers act as a link between the streets and classrooms by instructing kids who are unable to attend school. The goal of the organization is to end world hunger and use food as a tool to bring out the best in people.

**ABOUT THE FOUNDERS/ ENTREPRENEURS**

Aarushi Batra is the co-founder of Robin Hood Army, which supports the underprivileged and destitute in India and across globe. She formed the Robin Hood Army with her three pals solely with the intention of feeding as many people as she could. The volunteers of the Robin Hood Army gather food from weddings and restaurants, wrap it in hygienic containers, and give it to the needy. In addition to providing assistance to those in need, Batra's work is significant because it demonstrates that there is always potential for change in a nation that is sometimes perceived as desolate and dismal. She is a role model for anyone who thinks everything is possible if you put your mind to it.

## **GROWTH OF THE ORGANISATION**

The Robin Hood Army is a volunteer-run organization that works to end hunger by donating extra food from hotels and restaurants to those in need. Aarushi Batra and Neel Ghose launched the organization in 2014, and since then it has experienced tremendous growth. The Robin Hood Army had expanded to twelve nations by the end of 2019, served more than 500,000 meals each month, and assisted more than 750 kids with enrolling in public schools. According to the organization, it has provided services to 99.5 million individuals in 360 cities in 13 countries as of last count. Yet, the organization claims that only 1% of the work has been completed, demonstrating its modest side. The Robin Hood Army seeks to spread awareness about food waste and the need to eliminate hunger in addition to giving food to people in need. To inform the public and inspire people to take action, the organization undertakes a number of campaigns and activities. Robin Hood Army has been praised for its initiatives to eliminate hunger and stop food waste. For its positive social impact, the group has also been discussed by a number of media organizations, including BBC, CNN, and Al Jazeera.

## **REVIEW FROM VOLUNTEER AND DONOR.**

“Hey, I'm a Robin myself and been with this organisation for the past 2 years and my experience has been even more heartwarming than I could even expect. I work both in food and education fields and have experienced...the people...the cause of why this needs to be done! You know the feeling of satisfaction when you provide someone with something they're needing and longing for..like the empty stomach that craves for a flatbread and growls hunger at night..ever experienced that? and people just like us who when don't find the desired taste in our foods might throw it. Feeding the hungry..teaching the poor students and interacting with this section of our society made me alot of a better human.”

“Robin Hood Army, the all rounder in NGOs, works for basic amenities of human, for people to sleep with full stomach, for clothing, for fundamental right, right to education through Robin Hood Academy, etc.”

## **DISCUSSION AND CONCLUSION**

In order to tackle the problems of hunger and food waste, Robin Hood Army focuses on innovative solutions. By connecting with volunteers and donors through technology and social media, the group has been able to have a significant impact. The Robins are taught to gather extra food from a variety of sources and give it to those in need, eliminating food waste and assisting those who cannot afford to eat. The organization's quick spread throughout various cities in India and other nations is proof of its success. In conclusion, Robin Hood Army has demonstrated how a straightforward concept may have a big impact on society. By the organization's innovative strategy for combating hunger and food waste, numerous individuals have been motivated to get involved and aid those in need. The organization's success story demonstrates how teamwork and community involvement can have a positive impact and aid in the resolution of some of the world's most important issues.

## **SANTOSH PARULEKAR: 'PIPAL TREE', A COMPANY THAT AIMS TO IMPART FORMAL TRAINING TO THE YOUTH**

**Dr. Pooja Sharma and Tabiya Ekram**

### **ABOUT THE ORGANIZATION**

A non-profit organisation at the national level, Pipal Tree Foundation currently helps underprivileged youth from Hyderabad, Bihar, Odisha, Rajasthan, and Uttar Pradesh directly through training centres with initiatives in vocational education, healthcare, sustainable livelihood, and women's empowerment in these states of India. The goal is to provide youth and women with employability skills in areas such as construction, retail, BFSI, and driving, where there is a high demand for skilled workers, in order to help them become financially self-sufficient. To promote employment by identifying and placing these trainees in the respective corporations/organizations. Encourage & develop entrepreneurs in various sectors as per their skills and resources. To train women in agri-allied businesses (such as food processing, horticulture, and livestock development), and to provide them with technical and financial assistance in order for them to start their own businesses and earn a good living.

It encourages various green and eco-friendly initiatives and promote, support employment-oriented education and/or vocational training for those who are economically disadvantaged and other needy people (workers) in rural and urban areas.

### **ABOUT THE FOUNDERS/ ENTREPRENEURS**

Santosh Parulekar is the co-founder and CEO of the Pipal Tree Foundation as well as a social entrepreneur. He has worked with major organisations including Citibank, i2 Technologies, Vistaar Systems, Diebold, etc. for a number of years in India, the United States, Europe (such as the United Kingdom and Poland), and South Africa. He sought to open up employment opportunities for young people without jobs in rural India. He founded "Pipal Tree," a business that strives to give young people professional training and get them respectable positions in businesses across the nation. Santosh Parulekar

has a wealth of experience in people management, executive coaching, and leadership development. He has assisted a variety of customers in enhancing their performance and achieving their objectives, including Fortune 500 firms, start-ups, and non-profit organisations.

### **GROWTH OF THE ORGANISATION**

Since Pipal Tree founding in 2007, PTF has worked at the national level to assist more than 100,000 underprivileged children and women. Through numerous training facilities spread throughout India and other projects, PTF has promoted women's empowerment, sustainable livelihoods, and vocational education.

### **ACKNOWLEDGEMENT AND AFFILIATION**

A. Pipal Tree Foundation is a member of the National skill Development Council (NSDC).

B. Pipal Tree Ventures has won numerous honours over the past years, including the Jeevika Award from the Bihar government and the Sankalp Award from Intellectap as the finest training provider in Bihar.

C. Santosh Parulekar participates actively in a working group established under the direction of the Joint Secretary, DGET, Ministry of Labour, New Delhi.

D. Santosh participates actively in a working group established by the DG, National Skill Development Authority, and UNDP to investigate the relationship between skill development and productivity/profitability.

E. Santosh is also invited as a guest lecturer on the topic of social entrepreneurship to S P Jain Institute of Management studies in Mumbai.

### **SERVICE, REVIEWS & EXPERIENCE**

"I had the privilege of volunteering with The Pipal Tree Foundation and was impressed by their dedication to making a positive impact in the lives of children and women. Their programs are well-designed and executed, and it is heartening to see the tangible results they are achieving." - Anjali, volunteer



"The Pipal Tree Foundation has done incredible work in providing education to underprivileged children. The impact they have had on the lives of these children is truly inspiring." - Nishant, donor

"Santosh Parulekar is a visionary leader who is deeply committed to improving the lives of children and women. The Pipal Tree Foundation is a testament to his passion and dedication, and I am proud to support their work." - Ruchi, supporter

"I have had the pleasure of interacting with some of the beneficiaries of The Pipal Tree Foundation's programs, and it is amazing to see the transformation in their lives. The foundation is doing incredible work and is making a real difference in the community."  
- Rahul, community member

Overall, it is clear that The Pipal Tree Foundation has made a positive impact on the lives of many individuals in India. Its focus on education and empowerment has helped to uplift underprivileged children and women, and its efforts have been praised by volunteers, donors, and community members alike.

## **DISCUSSION AND CONCLUSION**

The Pipal Tree Foundation is a non-profit organisation founded by Santosh Parulekar with the goal of improving the quality of life for people in rural India. The foundation's mission is to provide underprivileged communities with education, healthcare, and job opportunities.

The Pipal Tree Foundation's education programme aims to promote literacy and numeracy skills among children and adults. To ensure that students receive a well-rounded education, the foundation provides access to quality education and resources such as libraries and computer labs.

The Pipal Tree Foundation's healthcare programme focuses on improving the health and well-being of rural communities. The foundation provides access to medical facilities, organises health camps, and runs hygiene and sanitation education programmes.

The Pipal Tree Foundation's livelihood programme aims to provide people in rural areas with long-term employment opportunities. The foundation offers training and assistance to people who want to start their own businesses and improve their economic prospects.

To summarise, Santosh Parulekar's Pipal Tree Foundation is a commendable initiative that is improving the lives of people in rural India. The foundation's various programmes address some of the most pressing issues confronting underprivileged communities, such as a lack of education, healthcare, and employment opportunities. The efforts of the foundation have already made a difference in the lives of many people and will continue to do so in the future

## **NEELAM CHHIBER: RURAL SPARK WORKING WITH ARTISTS IN RURAL AREAS**

**Dr. Navya Jain and Tabiya Ekram**

### **ABOUT THE ORGANIZATION**

Industree Foundation, a social enterprise based in India that aims to create sustainable livelihoods for artisans and workers in rural communities. The organization works towards building ethical and inclusive supply chains for handicraft products, focusing on empowering women and marginalized communities through economic opportunities. Industree Foundation has various initiatives, including the 'Maker' program, which trains rural women in the skills required to produce marketable handicrafts. The organization also has a program called 'Grow,' which focuses on building capacity for rural enterprises by providing business training, market linkages, and access to finance.

One of the notable accomplishments of Neelam Chhiber and Industree Foundation is their partnership with global retailers like IKEA and West Elm, who source products made by rural artisans through the organization's ethical supply chains. Their work has received recognition and awards from various organizations, including the Schwab Foundation for Social Entrepreneurship and the Skoll Foundation.

Industree Foundation, are focused on creating sustainable economic opportunities for marginalized communities, especially women, in rural areas, and building ethical supply chains that benefit both the producers and the consumers of handicraft products.

### **ABOUT THE FOUNDERS/ENTREPRENEURS**

Neelam Chhiber is a social entrepreneur, She was born in Srinagar, Kashmir, in 1958, and grew up in Delhi. Chhiber completed her Bachelor's degree in Economics from Lady Shri Ram College in Delhi, and went on to do her MBA from the Indian Institute of Management, Ahmedabad.

After completing her MBA in 1982, Chhiber joined the family business of exporting carpets. However, she soon realized that the carpet industry was not sustainable, as it

relied heavily on middlemen and did not provide a fair income to the rural artisans who made the carpets. In 1999, Chhiber co-founded the Jaipur Rugs Company with her husband N.K. Chhiber, with the aim of empowering rural artisans, particularly women, and creating sustainable livelihoods for them.

In 2012, Chhiber co-founded the IndusTree Foundation with her daughter Aarti Mohan, with the goal of creating a sustainable, scalable model for rural livelihood development that can be replicated across different sectors and geographies. The foundation's work focuses on building the capacity of rural artisans, particularly women, to create high-quality products that can be sold in both domestic and international markets.

### **GROWTH OF THE ORGANISATION**

- In 2001, the foundation launched its first project in the Anantapur district of Andhra Pradesh, focusing on creating sustainable livelihoods for rural communities through small-scale agro-processing and handicrafts.
- In 2004, the foundation received funding from the International Finance Corporation (IFC), a member of the World Bank Group, to scale up its activities and replicate its model in other parts of India.
- In 2005, the foundation launched the "Rural Service Centre" (RSC) model, which provides a range of support services to rural entrepreneurs, including training, technical assistance, access to finance, and market linkages.
- In 2007, the foundation was recognized as a "social innovator" by the Ashoka Foundation, a global network of social entrepreneurs.
- In 2011, the foundation partnered with the Government of India to launch the National Rural Livelihoods Mission (NRLM), a flagship program aimed at reducing poverty and empowering women through self-help groups and livelihood promotion.
- In 2015, the foundation expanded its operations to the state of Bihar, where it set up a new RSC and started working with local communities to promote sustainable livelihoods.

Overall, the IndusTree Foundation has grown significantly since its inception and has made a significant impact on the lives of thousands of rural entrepreneurs and artisans in

India. Its innovative and sustainable approach to development has been recognized both nationally and internationally, and it continues to be a leading voice in the social entrepreneurship sector.

**THE FOLLOWING ARE SOME STATISTICS OF THE INDUSTREE FOUNDATION:**

- The foundation has impacted the lives of over 250,000 rural artisans across India.
- It has created over 30,000 jobs for artisans, with a focus on women and marginalized communities
- The foundation has established over 2,000 community-owned and managed micro-enterprises in various sectors, including crafts, food, and agriculture.
- Industree has trained over 10,000 artisans in design, production, and entrepreneurship skills, helping them to create high-quality, marketable products.
- The foundation has partnered with several global brands and retailers to create sustainable supply chains for handmade products, including IKEA, Fabindia, and West Elm.
- Industree has also received several awards and recognitions for its work in rural livelihood development, including the Schwab Foundation Social Entrepreneur of the Year Award in 2015 and the UNDP Equator Prize in 2017.

**CUSTOMER SERVICE, REVIEWS AND EXPERIENCE**

Many of the global brands and retailers that have partnered with Industree have praised the foundation for its commitment to social and environmental sustainability, and for its efforts to create a market for handmade products that can provide a fair income to rural artisans. For example, IKEA has worked with Industree to create a range of handmade home decor products, and has commended the foundation for its focus on empowering women and building community-owned and managed enterprises.

In addition, Industree has received several awards and recognitions for its work, including the Schwab Foundation Social Entrepreneur of the Year Award and the UNDP Equator Prize. These awards are a testament to the impact that the foundation

has had on the lives of rural artisans and on the wider community, and reflect the positive feedback that it has received from its partners and stakeholders.

## **DISCUSSION AND CONCLUSION**

One of the most impressive aspects of Industree's work is its focus on community-owned and managed micro-enterprises. By creating a sense of ownership and responsibility among the artisans, the foundation has been able to build sustainable enterprises that not only provide a fair income to the artisans but also contribute to the local economy. This approach has been successful in creating jobs and income opportunities in some of the most marginalized communities in India.

Furthermore, Industree's commitment to social and environmental sustainability has earned it recognition from global brands and retailers, as well as international organizations. By prioritizing the use of eco-friendly materials and practices, the foundation has shown that sustainable supply chains are possible, even in the craft sector.

In conclusion, the Industree Foundation has set a high standard for social entrepreneurship in India and beyond. Its innovative model for rural livelihood development and sustainable supply chains has created a positive impact on the lives of thousands of rural artisans and their communities. The foundation's work serves as an inspiration for other organizations and individuals committed to creating a fairer and more sustainable world.

**VANDANA GOYAL: AAJEEVIKA BUREAU AND AKANKSHA  
FOUNDATION**

**Dr. Khushbu Khurana and Tabiya Ekram**

**ABOUT THE ORGANIZATION**

Akanksha Foundation is a non-profit organization based in Mumbai, India that aims to improve education for underprivileged children. The organization was founded in 1990 by Shaheen Mistri, who was just 18 years old at the time.

The Akanksha Foundation runs schools and after-school centers for underprivileged children in Mumbai and Pune. Their programs focus on providing a high-quality education that emphasizes critical thinking, creativity, and life skills. They also provide support services such as health and nutrition programs, teacher training, and parent engagement activities.

The Akanksha Foundation's work has had a significant impact on the lives of the children they serve. Many of their students have gone on to attend college and pursue successful careers, breaking the cycle of poverty that has held back their families for generations. Overall, the organization has helped to improve education and create opportunities for thousands of children from disadvantaged backgrounds in India.

Akanksha Foundation has taken a unique approach to address education inequality in India. Rather than designing a one-time program, they have developed a scalable school model that can be integrated into the government system, leading to wider education reform. The foundation has developed a comprehensive school development plan, with a focus on their core values of academic achievement, community engagement, and holistic youth development and well-being, which are expressed through social, emotional, and ethical learning. As each new school is established, it undergoes a goal-setting process to align with these values and develop its own ethos. While each school has its own identity, parent engagement remains a key mission across all schools, providing a sense of unity and shared purpose.

**ABOUT THE CEO**

Vandana Goyal is a prominent figure in the non-profit sector, particularly in the field of education. She is a former CEO and current board member of The Akanksha Foundation, a non-profit organization dedicated to providing quality education to underprivileged children in India. In this capacity, Goyal oversees the operations of 21 schools, which educate around 6,800 children in Mumbai and Pune.

Goyal's involvement with Akanksha dates back to 2006 when she was part of the McKinsey team that created the blueprint for Teach for India. She has also served as the Director of Akanksha's School Project, which aims to introduce the charter school movement in India. Prior to joining Akanksha, she worked as a teacher and program developer at Citizen Schools in Boston.

Goyal holds a degree in Economics from Claremont McKenna College and spent a year at the London School of Economics as part of her undergraduate studies. In addition to her academic qualifications, she has completed Executive Education courses at Harvard Kennedy School and Harvard Business School.

Goyal's contributions to the non-profit sector have not gone unnoticed, and she was recognized as a Young Global Leader by the World Economic Forum in 2012. She also serves on the Board of Directors of Akanksha Canada, Thermax Social Initiatives Foundation, and the Advisory Board of the India School Leadership Institute, KINOE, and STIR Education.

**AKANKSHA FOUNDATION HAS ACHIEVED SOME REMARKABLE STATISTICS IN THE FIELD OF EDUCATION.**

- As of August 2021, there were 27 Akanksha schools in Mumbai and Pune, reaching over 9,800 students.
- Akanksha students outperform their state school peers in the class 10 state board examinations.
- The foundation has a high rate of completion, with 95 percent of the 2019-20 cohort passing class 12, surpassing the overall state average of 91 percent.



- Akanksha's School Project, which seeks to pioneer the charter school movement in India, has impacted over 18,000 students since its inception.
- Over 70 percent of Akanksha alumni are attending or have graduated from college, compared to the national average of less than 10 percent.
- Akanksha's teachers receive over 250 hours of training annually, enabling them to provide high-quality education to their students.

## **REVIEWS AND EXPERIENCE**

Numerous individuals and organizations have praised the Akanksha Foundation for its innovative approach to education and its impact on the lives of underprivileged children in India. For instance, the foundation has received accolades from respected entities such as the Clinton Global Initiative, the Michael and Susan Dell Foundation, and the Schwab Foundation for Social Entrepreneurship. In addition, many parents, teachers, and students have shared their positive experiences with Akanksha, citing the personalized attention, engaging curriculum, and supportive community that the foundation provides. These reviews attest to the effectiveness and value of Akanksha's mission to empower children with education and opportunities.

“Akanksha has really given me chance to explore new things. It had made me learn things in a better and fastest manner. The team work n team spirit is super amazing in Akanksha institute.”

“Love the kids. You get to follow your passion along with a lot of guidance whenever required. Get regular feedback on your work. Gives a meaning to what you love to do.”

“Discussions between employees and stakeholders is very informative and helps move things around smoothly. All Akanksha staff and employees are very warm, respectful and encourage diligent work.”

## **DISCUSSION AND CONCLUSION**

Vandana Goyal, the former CEO of Akanksha, played a significant role in the development of the organization. She contributed to the creation of Teach for India and managed Akanksha's Beyond School department, which serves adolescent children. She became the Director of Akanksha's School Project in 2007 and later assumed the role of

CEO. Under her leadership, Akanksha expanded its reach and impact, and Goyal was recognized as a Young Global Leader by the World Economic Forum in 2012.

In conclusion, the Akanksha Foundation stands as a dedicated non-profit organization striving to uplift the education and livelihood of disadvantaged children in India. Its extensive network of schools and initiatives provide students with quality education and necessary support, helping them to unleash their true potential. The foundation's exceptional track record of high completion rates, remarkable student outcomes, and successful alumni showcases the effectiveness of its approach. With visionary leadership and continuous efforts in teacher training and program advancements, Akanksha is poised to make a long-lasting positive impact on the lives of underprivileged children.

**SAALUMARADA THIMMAKKA: SOCIAL ENTREPRENEUR AND PADMA  
SHRI AWARD WINNER**

**Ms. Pooja Tripathi and Tabiya Ekram**

**ABOUT THE ORGANIZATION**

Thimmakka and her husband founded SaalumaradaThimmaka, a non-profit organisation in Karnataka, India. Thimmakka, also known as "Tree Mother," is a well-known environmentalist and social activist who has spent more than 60 years planting trees.

The organization is dedicated to environmental conservation and promotes tree planting and protection. Their mission is to spread awareness about the importance of trees and the need to protect them from deforestation and other environmental threats. Through their tree planting initiatives, they also work to create sustainable livelihoods for rural communities.

The organization operates in various parts of Karnataka and is supported by a network of volunteers and supporters. They hold various awareness campaigns, seminars, and workshops to educate the public about the benefits of planting trees and protecting the environment.

The "Thimmakka's Resources for Environmental Education" (TREE) program is one of the organization's notable initiatives. Through various activities and events, this program aims to educate schoolchildren about the environment and the value of trees.

The organization also operates a tree bank, where saplings are collected and distributed to farmers and other interested parties. They've also set up a nursery where they grow saplings and teach farmers how to grow and care for trees.

SaalumaradaThimmaka has received numerous awards and recognition for their work, including the Indira Gandhi ParyavaranPuraskar, India's highest environmental award.

Overall, SaalumaradaThimmaka's mission is to promote environmental conservation through tree planting and protection. Their efforts have had a significant impact on the

environment and the lives of people in rural communities, earning them a high level of respect and reverence in Karnataka and beyond.

### **ABOUT THE FOUNDER**

SaalumaradaThimmakka, also known as "Tree Mother," is the founder of SaalumaradaThimmakka, a non-profit organisation dedicated to environmental conservation and afforestation in Karnataka, India.

Thimmakka was born in a small village in Karnataka in 1910, and she grew up impoverished and unable to attend school. Despite this, she developed a strong interest in the environment, particularly trees. She used to collect and plant saplings as if they were her own children when she was younger.

Thimmakka and her husband began planting trees on a barren stretch of land in their village in the 1950s. Every day, they would walk several kilometres to water and care for the saplings. They planted thousands of trees over the years, including banyan, tamarind, and neem trees.

### **GROWTH OF THE ORGANIZATION**

The organization's reach and impact have grown significantly over the years. It has received recognition and support from a variety of stakeholders, including the government, non-governmental organisations, and local communities. In addition, the organisation has had success in mobilising volunteers and resources to carry out its activities.

Aside from planting and caring for trees, the SaalumaradaThimmakkaorganisation has been involved in a variety of other projects, such as promoting eco-friendly practises and educating people about the benefits of a green environment.

Overall, the growth of the SaalumaradaThimmakkaorganisation can be attributed to SaalumaradaThimmakka and her team's unwavering efforts and dedication to environmental conservation. Their work has inspired many people to take up the cause of afforestation and has made a significant contribution to the environment.

## **REVIEWS OF PEOPLE ABOUT THE ORGANIZATION**

People have praised the SaalumaradaThimmakaorganisation for its efforts to promote environmental conservation and afforestation in India. Many people have praised the organisation for its dedication and commitment to planting and caring for trees, as well as its efforts to raise awareness about the importance of trees in maintaining a healthy environment.

Several people have also shared their personal experiences as volunteers with the organisation, praising the team's professionalism, organisation, and passion for their cause.

Various stakeholders, including the government, NGOs, and local communities, have also recognised the organisation for its contributions to environmental conservation. It has received numerous awards and accolades for its efforts, demonstrating its impact and success.

## **DISCUSSION AND CONCLUSION**

SaalumaradaThimmaka is a remarkable environmental conservation organisation founded by SaalumaradaThimmakka, an Indian environmentalist known as "the mother of trees." The primary mission of the organisation is to promote afforestation and environmental conservation in India, with a particular emphasis on raising awareness about the value of trees and their role in maintaining a healthy environment.

The organisation was successful in achieving its mission, and its efforts were recognised and supported by a variety of stakeholders, including the government, non-governmental organisations, and local communities.

The organization's impact can be seen in the significant increase in green cover in various parts of India, particularly in the southern states where it has undertaken several afforestation initiatives. The organisationSaalumaradaThimmaka has also been successful in mobilising volunteers and resources to carry out its activities, and it has been praised for its professionalism, organisation, and dedication to its cause. The organization's success can be attributed to SaalumaradaThimmakka and her team's unwavering dedication to environmental conservation.Overall, the

SaalumaradaThimmakaorganisation exemplifies how a small initiative can blossom into a successful organisation with a significant impact on the environment and society. Its work in afforestation and environmental conservation in India is a shining example for others to follow, and its success demonstrates the power of collective action towards a common goal.

**SHARAD VIVEK SAGAR: FOUNDER OF DEXTERITY GLOBAL****Ms. Roli Wadhwa and Tabiya Ekram****ABOUT THE ORGANIZATION**

Sharad Vivek Sagar founded Dexterity Global, a non-profit organisation dedicated to empowering young people through education, training, and mentorship. Through its various programmes and initiatives, the organisation has impacted the lives of thousands of students in over 20 countries.

Dexterity Global's primary goal is to bridge the education gap for young people in developing countries, particularly in India, where the organisation was founded. To that end, Dexterity Global provides a variety of programmes and resources to assist students in gaining access to quality education and developing the skills required for success.

The Dexterity School of Leadership, which provides leadership training and mentorship to high school students, is one of the programmes offered by Dexterity Global.

In addition to its programmes, Dexterity Global collaborates with schools, universities, and other organisations to provide students with resources and support. The organisation is dedicated to promoting equity and diversity in education, and it works to ensure that all students, regardless of background or circumstance, have access to the resources they require to succeed.

Overall, Dexterity Global is an organisation dedicated to empowering young people and improving global access to education and opportunity. It is making a significant difference in the lives of students and helping to build a brighter future for communities everywhere through its innovative programmes and initiatives.

**ABOUT THE FOUNDERS/ ENTREPRENEURS**

Sharad Vivek Sagar is the founder of Dexterity Global, a non-profit dedicated to empowering young people through education, training, and mentoring. He was born and

raised in India, then went to high school in the United States before attending the University of Pennsylvania.

Sagar founded Dexterity Global during his time at Penn with the goal of bridging the education gap for young people in India. Since then, the organisation has expanded to provide education and leadership training to students in over 20 countries worldwide.

For his work with Dexterity Global, Sagar has received numerous awards and recognition, including being named a Forbes 30 Under 30 honoree in the education category. He's also a TEDx speaker.

He has also spoken at TEDx and a variety of other conferences and events around the world.

Sagar, in addition to his work with Dexterity Global, has been involved in a number of other entrepreneurial ventures, including co-founding a startup that assists small businesses in India.

## **GENESIS TO GROWTH OF THE ORGANISATION**

Sharad Vivek Sagar founded Dexterity Global in 2012 with the mission of empowering young people through education, training, and mentorship. The organisation has grown significantly since its inception, expanding its programmes and impact across multiple countries and regions.

Dexterity Global's innovative approach to education and leadership development has been a key driver of its growth. The organization's programmes are flexible and adaptable, relying on technology and collaboration to provide personalised learning experiences and connect students with mentors and resources.

Another factor that has contributed to Dexterity Global's growth is its ability to form partnerships and collaborations with like-minded organisations and individuals. The organisation has collaborated with schools, universities, and non-profit organisations all over the world, as well as corporate partners and foundations that share its commitment to education and social impact.

Dexterity Global has also received significant recognition and support from the global community over the years. The organisation has received numerous awards and



accolades for its work, including being named a Forbes 30 Under 30 honoree in the education category, and its founder, Shrad Vivek Sagar, has been recognised as a leading social entrepreneur and thought leader.

Dexterity Global currently operates in over 20 countries and has influenced the lives of thousands of students through its various programmes and initiatives. Its continued growth and impact are a testament to the organization's vision and mission, as well as the dedication and hard work of its global staff, volunteers, and supporters.

### **SERVICE, REVIEWS, AND EXPERIENCE**

Snippets of volunteer, donor & staff's reviews -

"Dexterity Global has truly changed my life. Through their leadership programs, I have gained confidence, developed new skills, and met incredible mentors and peers. I am grateful for the opportunity to be a part of this amazing community." - Rohit, program participant.

"I have had the pleasure of working with Dexterity Global and have been impressed by their commitment to social impact and education. Their programs are innovative and effective, and their team is dedicated to making a real difference in the lives of young people." - Ananya, volunteer.

"Dexterity Global is one of the most impactful non-profit organizations out there. Their focus on education and leadership development is exactly what the world needs, and I am proud to support their work." - Suresh, donor.

"I am continually impressed by the work that Dexterity Global does to empower young people. Their commitment to equity and diversity in education is inspiring, and I have no doubt that they will continue to make a significant impact in the years to come." - Priya, community member.

### **DISCUSSION AND CONCLUSION**

Finally, Dexterity Global is a non-profit organisation that has made a significant difference in the lives of young people worldwide. Its innovative approach to education and leadership development, commitment to equity and diversity, and collaborations

with like-minded organisations and individuals have all contributed to its long-term growth and success.

Dexterity Global has provided students with valuable resources and mentorship through its various programmes and initiatives, allowing them to gain confidence, develop new skills, and realise their full potential. Its dedication to social impact and education has earned it global recognition and support, and its continued growth and impact are testaments to the organization's vision and mission.

Overall, Dexterity Global is a significant player in the field of education and leadership development, and its commitment to empowering young people and promoting positive social change makes it a truly inspiring organisation.

**AGNISHWAR JAYAPRAKASH: FOUNDER OF IGNITE-INDIA<sup>95</sup>**

**Ms. Shanu Jain and Tabiya Ekram**

**ABOUT THE ORGANIZATION**

Agnishwar Jayaprakash founded Ignite India as a non-profit organisation in 2014. Through education, innovation, and entrepreneurship, the organisation aims to empower young people in India. Ignite India is dedicated to providing students with the resources and assistance they require to succeed in today's rapidly changing world.

The Student Entrepreneurship Program (SEP), one of Ignite India's key initiatives, aims to inspire and enable students to become entrepreneurs. The programme provides students with entrepreneurship, innovation, and leadership training and mentorship, as well as access to resources such as funding, networking, and incubation support.

SEP encourages students to think creatively, develop their own ideas and solutions, and take ownership of their future.

Ignite India also runs a number of other initiatives and programmes aimed at encouraging young people to learn and innovate. The National Robotics Competition, the Innovation Fest, and the Ignite Talks series, for example, bring together students, educators, innovators, and entrepreneurs from all over India and the world.

Overall, Ignite India is a motivating and innovative organisation that is making a significant difference in the lives of young Indians. Its emphasis on education, entrepreneurship, and innovation is assisting in the development of a new generation of leaders and problem solvers ready to face the challenges of the twenty-first century.

**ABOUT THE FOUNDER**

Agnishwar Jayaprakash is a well-known Indian social entrepreneur and innovator who founded Ignite India, a non-profit organisation dedicated to empowering young people through education, innovation, and entrepreneurship. Jayaprakash was born in 1993 in

Chennai, India, and grew up with a strong interest in innovation and technology. He is a former International swimmer.

Jayaprakash's journey as a social entrepreneur began in 2013. He founded a NGO Agni Foundation to help underprivileged people.

Jayaprakash established Ignite India in 2014 with the goal of empowering young people in India through education and entrepreneurship. He believed that India's youth had the potential to develop innovative solutions to the country's most pressing problems, but that they needed the necessary resources and support.

Jayaprakash has created several innovative programmes and initiatives through Ignite India to promote entrepreneurship and innovation among young people.

Several organisations and institutions have recognised and honoured Jayaprakash's work. He won Outstanding Youth Delegate Award at the United Nations Youth Assembly in 2017.

Agnishwar Jayaprakash, in general, is an inspiring and innovative social entrepreneur who has made a significant difference in the lives of young people in India. His commitment to education, innovation, and entrepreneurship is assisting in the creation of a brighter future for India's youth, and his work serves as an inspiration to others worldwide.

## **GROWTH OF THE ORGANISATION**

Ignite India has grown significantly under the leadership of Agnishwar Jayaprakash since its inception in 2017. The organization's reach and impact have grown, and it is now a driving force in promoting education, innovation, and entrepreneurship among young people in India.

The Student Entrepreneurship Program is one of the key initiatives that has contributed to Ignite India's growth (SEP). The programme provides students with the necessary training and support to become successful entrepreneurs, and it has assisted in the launch of several successful startups. SEP encourages students to think creatively, develop their own ideas and solutions, and take ownership of their future.

Ignite India has also expanded its reach through a number of other initiatives and programmes aimed at encouraging young people to innovate and educate themselves. The National Robotics Competition, which has drawn thousands of participants from across India, and the Innovation Fest, which brings together students, educators, and innovators from all over the world, are two examples.

Ignite India has also formed partnerships with a number of organisations and institutions, including the Indian Institute of Technology (IIT) Madras and the National Entrepreneurship Network, under Jayaprakash's leadership (NEN). These collaborations have helped to broaden Ignite India's reach and impact, as well as provide students with greater access to resources and support.

## **DISCUSSION AND CONCLUSION**

Agneshwar Jayaprakash founded Ignite India as a non-profit organisation to promote entrepreneurship and innovation among Indian youth. Through various programmes and initiatives, the organisation aims to provide mentorship, guidance, and resources to aspiring entrepreneurs and innovators.

Jayaprakash is an accomplished entrepreneur and venture capitalist who has worked with numerous startups in India and the United States. He founded Ignite India in 2018 with the conviction that India has enormous potential for innovation and entrepreneurship, and that the youth should be empowered to capitalise on this potential.

Overall, Ignite India and its founder, Agneshwar Jayaprakash, appear to be committed to encouraging entrepreneurship and innovation in India, which could benefit the country's economy and society.

**SHAHEEN MISTRI: FOUNDER OF THE AKANKSHA FOUNDATION****Mr. Bhupinder Singh and Tabiya Ekram****ABOUT THE ORGANIZATION**

The Akanksha Foundation is a non-profit organisation whose goal is to create a network of innovative, high-performing schools to affect the ecosystem and empower children and young people from marginalised regions. Shaheen Mistri founded the Akanksha Foundation in 1991. The organisation is dedicated to developing long-term and scalable solutions to India's education gap.

Shaheen Mistri founded the very first Akanksha Centre at the age of 18 with a small group of volunteers teaching English to children in a Mumbai slum. The organisation has grown and expanded its programmes over the years to include not only education but also vocational training, career counselling, and leadership development.

The Akanksha Foundation runs a network of schools in Mumbai and Pune that educates over 14,000 children for free. The schools use a child-centered approach to education, with curriculum designed to meet the needs of children.

Aside from education, the organisation offers a variety of vocational training programmes, such as computer literacy, tailoring, and hospitality, to help children develop skills that will enable them to find work in the future. The organisation also offers career guidance and counselling to assist children in making informed career decisions.

**ABOUT THE FOUNDER**

Shaheen Mistri is an Indian social entrepreneur and the founder of the Akanksha Foundation, a Mumbai-based non-profit organisation that provides education to underprivileged children in India. While still a college student, she founded the organisation in 1991 with the goal of providing quality education to children living in Mumbai's slums.

Mistri's vision for Akanksha Foundation was to create a scalable educational model that would provide children with the skills they needed to succeed in life, regardless of their socioeconomic background. Since then, the organisation has grown to serve over 14,000 children, providing a holistic approach to education that includes academic support, sports, arts, and life skills.

Mistri, in addition to her work with the Akanksha Foundation, is the founder of Teach For India, an organisation that recruits young professionals to teach in under-resourced schools in India for two years.

Mistri's work has received widespread acclaim, including the Ashoka Fellowship, the Schwab Foundation Social Entrepreneur of the Year award, and the NDTV Indian of the Year award. She has also been featured in Forbes, The Economist, and The New York Times.

## **GROWTH OF THE ORGANISATION**

Akanksha Foundation has achieved some remarkable statistics in the field of education.

- As of August 2021, there were 27 Akanksha schools in Mumbai and Pune, reaching over 9,800 students.
- Akanksha students outperform their state school peers in the class 10 state board examinations.
- The foundation has a high rate of completion, with 95 percent of the 2019-20 cohort passing class 12, surpassing the overall state average of 91 percent.
- Akanksha's School Project, which seeks to pioneer the charter school movement in India, has impacted over 18,000 students since its inception.
- Over 70 percent of Akanksha alumni are attending or have graduated from college, compared to the national average of less than 10 percent.
- Akanksha's teachers receive over 250 hours of training annually, enabling them to provide high-quality education to their students.

## **SERVICE, REVIEWS, AND EXPERIENCE**

Numerous individuals and organizations have praised the Akanksha Foundation for its innovative approach to education and its impact on the lives of underprivileged children

in India. For instance, the foundation has received accolades from respected entities such as the Clinton Global Initiative, the Michael and Susan Dell Foundation, and the Schwab Foundation for Social Entrepreneurship. In addition, many parents, teachers, and students have shared their positive experiences with Akanksha, citing the personalized attention, engaging curriculum, and supportive community that the foundation provides. These reviews attest to the effectiveness and value of Akanksha's mission to empower children with education and opportunities.

The reviews have been very favorable and the foundation has strongly redressed any grievances. Some snippets of the reviews are;

“Akanksha has really given me chance to explore new things. It had made me learn things in a better and fastest manner. The team work n team spirit is super amazing in Akanksha institute.”

“Love the kids. You get to follow your passion along with a lot of guidance whenever required. Get regular feedback on your work. Gives a meaning to what you love to do.”

“Discussions between employees and stakeholders is very informative and helps move things around smoothly. All Akanksha staff and employees are very warm, respectful and encourage diligent work.”

## **DISCUSSION AND CONCLUSION**

One of the Akanksha Foundation's defining characteristics is its emphasis on empowering children to become self-motivated learners, with a strong emphasis on critical thinking and problem-solving abilities. The foundation's after-school centres offer a safe and nurturing environment for children to explore their interests and talents while receiving academic support and mentorship from trained staff members.

The Akanksha Foundation has also received recognition from the World Economic Forum, the Schwab Foundation, and the Clinton Global Initiative.

To summarise, the Akanksha Foundation is an inspiring example of how education can be used to effect social change, and Shaheen Mistri's vision has helped to transform the lives of thousands of Indian children.



**DHRUV LAKRA: FOUNDER OF MIRAKLE COURIERS****Mr. Swaraj Manchanda and Tabiya Ekram****ABOUT THE ORGANIZATION**

Dhruv Lakra founded the innovative delivery service Mirakle Courier in 2009, and it only hires persons with impairments. The idea of Mirakle Courier is unique in business terms. It is not a charity but a social business, the social aspect is integrated into the economic operations through this business. The goal is to establish an inclusive workplace where persons with disabilities could work and support themselves in the same way as other people. The business is based in Mumbai and has over 60 employees with a range of disabilities, including intellectual and physical disabilities, hearing and speech impairments, and physical and physical-related impairments. In addition to giving disabled individuals job possibilities, Mirakle Courier has had a profound influence on society by altering how people view disability. The Mirakle Courier staff has demonstrated that, with the proper assistance and training, people with impairments are capable of performing their occupations just as well as anyone else. They have also contributed to a more inclusive society by assisting in the removal of the social stigma associated with disabilities.

**ABOUT THE FOUNDERS/ ENTREPRENEURS**

Mirakle Couriers is the brainchild of Dhruv Lakra. He was raised in Jammu, and he has a natural aptitude for business. His parents are both educated business owners. However, his father is paralysed. Later in life, out of love for his disabled father, he began working with people with disabilities. He had a basic understanding of social enterprise while attending the Centre for Social Innovation and Management in Chennai. With what he had learned, he applied to the SAID School of Business at Oxford University and received a scholarship from the Skoll Fund. He enrolled in the electives of social finance and social innovation. After earning his Oxford MBA at SAID Business School in 2008, Dhruv founded “Mirakle Couriers”, a full-service

courier firm delivering and monitoring services to clients in Mumbai and staffing it solely with deaf personnel.

### **SUCCESS OF THE ORGANISATION**

As a result of its amazing success, Mirakle Couriers now serves as an example for other social entrepreneurs in India.

The emphasis on quality and dependability placed by Mirakle Couriers is one of the main reasons for its success. In order to guarantee that deliveries are done on time and to the customer's satisfaction, the company trains its staff to be highly competent and professional couriers. As a result, the business has developed a reputation for excellence and been able to land contracts with a variety of customers, including some of the largest businesses in India. Mirakle Couriers' dedication to social impact is another key in its success. Regardless of a person's abilities or limitations, the company's founders believe that everyone should have the chance to work and contribute to society. Mirakle Couriers is breaking preconceptions and fostering inclusiveness by hiring deaf and mute people, in addition to providing job possibilities.

Mirakle Couriers won various prestigious awards in recognition of their efforts to empower the deaf via meaningful employment. They includes National Award for the Empowerment of People With Disabilities in 2010, Echoing Green Fellowship and Hellen Keller Award in 2009.

### **DISCUSSION AND CONCLUSION**

Mirakle Couriers has taken part in advocacy and education campaigns to advance the integration of the deaf people into society. In addition to speaking at conferences and events to share its experiences and views with others, the firm has collaborated with other groups to create events and campaigns that promote deaf culture and awareness.

In conclusion, Mirakle Couriers is a successful social enterprise that has given the deaf population in Mumbai real work possibilities while simultaneously offering top-notch courier services to its consumers. The company's emphasis on providing high-quality services and dedication to social impact have contributed to removing obstacles and promoting the integration of the deaf community in society. Mirakle Couriers is a prime illustration of how social company can improve society and leave a lasting impression.

**OLIVIA DEKA: FOUNDER OF SHE FOR CHANGE****Ms. Priyanshi Jain and Tabiya Ekram****ABOUT THE ORGANISATION**

Olivia Deka, a social entrepreneur from Nepal, founded She for Change, a non-profit organisation. The organization's mission is to empower women and girls in Nepal through education and leadership development in order to create a more gender-equal society.

The Young Women Leadership Program is one of the main programmes provided by She for Change. This programme provides leadership training to young women from Nepal's marginalised communities in order to boost their confidence and develop their leadership skills. Participants in this programme learn about teamwork, communication, decision-making, and problem-solving, among other important leadership skills.

Olivia Deka's vision for She for Change is to create a more gender-equal society in Nepal, with equal access for women and girls to education, opportunities, and resources. Her contributions to the organisation have been recognised on a global scale, and she has been named one of Forbes' 30 Under 30 Social Entrepreneurs in Asia for 2020. Deka has inspired many young women to become leaders and change-makers in their communities through her dedication and commitment.

She for Change also offers scholarships to girls from low-income families so that they can get a good education. Education is a powerful tool for empowering women and girls, and the organisation is committed to ensuring that all girls in Nepal have access to it.

She for Change runs a community outreach programme in Nepal that raises awareness about women's rights and gender-based violence in addition to its educational programmes. The organisation believes it is critical to engage with communities and promote gender equality at all levels, from the local to the national.

She for Change has impacted the lives of many Nepalese women and girls since its inception in 2016. Hundreds of young women have benefited from the organization's leadership development programmes, which have given them the confidence and skills they need to become change agents in their communities. She for Change has also given many girls scholarships, allowing them to further their education and achieve their goals.

### **ABOUT THE FOUNDER**

Olivia Deka is a social entrepreneur and the founder of She for Change, a non-profit organisation dedicated to empowering Nepalese women and girls through education and leadership development. Deka grew up in Nepal and has always been interested in social justice and women's rights.

Deka worked for various international development organisations in Nepal after finishing her education, including the United Nations Development Program (UNDP), where she focused on women's empowerment and gender equality. During her time with these organisations, she witnessed firsthand the challenges that Nepalese women and girls face, such as limited access to education and economic opportunities.

Deka founded She for Change in 2016 with the goal of empowering young women and girls to become leaders in their communities.

The Young Women Leadership Program, one of She for Change's key programmes, provides leadership training to young women in Nepal. The program's goal is to help young women develop leadership skills, gain confidence, and become change agents in their communities.

In addition to the leadership programme, She for Change offers scholarships to girls from low-income families so that they can get a good education. In addition, the organisation runs a community outreach programme in Nepal to raise awareness about women's rights and gender-based violence.

Deka's work with She for Change has received international recognition, and she has been named one of Forbes' 30 Under 30 Social Entrepreneurs in Asia in 2020. Her dedication and passion for empowering women and girls. Her efforts in Nepal have had

a significant impact, and her organisation continues to inspire change and transform the lives of Nepalese women and girls.

### **GROWTH OF THE ORGANISATION**

She for Change has experienced significant growth and impact in Nepal since its inception in 2016. With a focus on leadership development, education, and community outreach, the organisation has implemented a variety of programmes and initiatives that have empowered women and girls across the country.

The emphasis on building partnerships and collaborations has been one of the key factors driving She for Change's growth. To advance its mission and expand its reach, the organisation has collaborated with a variety of stakeholders, including government agencies, non-profit organisations, and private sector entities. She for Change has been able to increase its impact and reach more women and girls in Nepal by forming partnerships and leveraging resources.

She for Change has experienced significant growth and impact in Nepal since its inception in 2016. The organisation has implemented a number of programmes and initiatives aimed at empowering women and girls across the country, with a particular emphasis on leadership development, education, and advocacy.

She for Change's ability to innovate and adapt to changing circumstances has also contributed to its growth. During the COVID-19 pandemic, for example, the organisation shifted its programming to a virtual format, allowing it to continue providing leadership training and educational opportunities to Nepalese women and girls. She for Change has remained relevant and effective in the rapidly changing landscape of international development by embracing new technologies and approaches.

### **REVIEWS OF PEOPLE ABOUT THE ORGANISATION**

She for Change has received many positive reviews from individuals who have been involved with or impacted by the organization's work. Here are some examples of reviews from people:

"She for Change is an incredible organization that is making a real difference in the lives of women and girls in Nepal. Their leadership program is inspiring and

empowering, and their scholarships are helping to break down barriers to education. I am proud to support this organization and the important work they are doing." - Sarah, Donor

"I had the opportunity to participate in She for Change's leadership program, and it was an amazing experience. I learned so much about teamwork, communication, and decision-making, and gained the confidence and skills I need to be a leader in my community. I am so grateful for this opportunity and highly recommend the program to other young women in Nepal." - Maya, Program Participant

"She for Change is doing important work to promote gender equality and empower women and girls in Nepal. Their community outreach program is raising awareness about important issues like gender-based violence, and their scholarships are enabling girls to access education and pursue their dreams. I have seen firsthand the impact of their work and am impressed by their commitment to creating positive change." - Ramesh, Community Member

## **DISCUSSION AND CONCLUSION**

In Conclusion, Olivia Deka founded She for Change, a non-profit organisation dedicated to empowering women and girls in Nepal through education and leadership development. The organization's programmes emphasise leadership development, providing scholarships to girls from low-income families, and raising awareness about women's rights and gender-based violence.

She for Change has experienced significant growth and impact in Nepal since its inception in 2016. The organisation has formed alliances and collaborations, embraced innovation, and benefited from strong leadership and a hardworking team of staff and volunteers.

Individuals who have been involved with or impacted by the work of She for Change have given the organisation overwhelmingly positive feedback. Many people have been inspired by the organization's commitment to empowering women and girls in Nepal.

## **PIYUSH GHOSH: FOUNDER OF OPTIMIST CITIZEN, INDIA'S FIRST EVER ONLY POSITIVE NEWSPAPER**

**Ms. Shirly Rex and Tabiya Ekram**

### **ABOUT THE ORGANIZATION**

Piyush Ghosh founded The Optimist Citizen with the original notion of a purely positive newspaper. The publication focuses on the lives of unsung heroes, Bravehearts, changemakers, and those whose good deeds can motivate people throughout the globe. In addition to Piyush, the co-founders of The Optimist Citizen are Tennyson Matthews and Tuhin Kumar Sen. The office only has 5 employees, but as the stories gain popularity, more than 250 people from all around India are now contributing to the stories. The newspaper's goal was to inspire positive actions by telling positive stories. "The Optimist Citizen" is not a big company's investment or a sister publication of a major daily, but rather the result of youth who were having trouble focusing their energies in the proper directions.

It is a newspaper that publishes positive news, including motivational tales, accounts of unsung heroes, stories of accomplishments, brave deeds, and anything else that might instill optimism and hope in society. It is a newspaper that chooses to bury all the wicked and negative news by bringing out positive tales from around the globe to demonstrate better than bad.

It aims to highlight those motivational tales that are frequently overlooked by newspapers and television because they don't make a splash but instead have fascinating backstories. The Optimist Citizen will demonstrate that reality differs greatly from what we read, hear, see, and believe.

### **ABOUT THE FOUNDERS/ ENTREPRENEURS**

Young social entrepreneur Piyush Ghosh is the founder and CEO of The Optimist Citizen, India's first entirely positive newspaper. He is the youngest winner of the Mathan Award South Asia Pacific and a 2018 runner-up for the Queen's Young Leaders

Award. In addition, Piyush is a Changelooms Fellow and an Ashoka Young Venturer. Piyush has written a paper titled "Alternative Social Security Models for the Unorganised Sector in India" that has been published in a number of international publications. Piyush was just included in the Forbes Asia 30 Under 30 List. The 28-year-old comes from the "Heart of India," Madhya Pradesh, and his admirable initiative will keep India's heart healthy for a very long time. He founded "The Optimistic Citizen" with the goal of transforming Indians' lives by promoting optimism and hope.

### **GROWTH OF THE ORGANISATION**

The newspaper was first distributed online by Piyush Ghosh and his small group of volunteer contributors. Within a year, The Optimist Citizen had a loyal following from all around the world. Those who were sick of reading about bad news and wanted to read something uplifting and inspirational were drawn to the newspaper's inspiring interviews, success stories of changemakers, and good news pieces. The Optimist Citizen now publishes both a print edition and an online edition, and its readership in India and other countries is expanding.

The newspaper has received numerous honours and awards for its good journalism, and many other media sources have been motivated to emphasise positive news and stories by it.

The Optimist Citizen is not merely a newspaper but a movement for good change. It has developed into a forum for people to connect with like-minded people and organisations while also sharing their inspiring tales and ideas.

### **DISCUSSION AND CONCLUSION**

The Optimist Citizen publishes stories about ordinary people who achieve extraordinary results. It tells the stories of people who have overcome adversity and made a positive difference in their communities. The newspaper also features stories about social entrepreneurs, innovators, and change-makers who are working to make the world a better place.

The newspaper was successful in making a positive impression on its readers. Many people have been inspired to take action and make a positive difference in their



communities as a result of it. In addition, the newspaper has been successful in encouraging social entrepreneurship and innovation.

Positive news, according to the Optimist Citizen, can have a significant impact on society. It has the potential to motivate people to take action, effect positive change, and make a difference in the world. The publication wants to foster an optimistic community of people who are dedicated to building a bright future.

In conclusion, The Optimist Citizen is a distinctive newspaper that emphasises positive news and stories. It is a motivating platform that has a beneficial effect on its audience. The founder of the newspaper, Piyush Ghosh, did a great job in setting up a platform that encourages optimism, hope, and constructive change.

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# Social Entrepreneurship

## Startup In India

### Case Bank

Social entrepreneurship is a venture, the purpose of which is to explore business opportunity that has a positive impact in the community, society and the world. It is becoming an integral part of a country's ecosystem as it contributes towards the economy of the country simultaneously benefitting the society and taking care of the environment.

The book honors the entrepreneurs from India who are working in the social sector creating huge impact towards the welfare of the society. The aim of the book is to enlighten the readers with the journey of the social entrepreneurs and the impact they are creating for the welfare of the society. The chapters contain the opportunities identified by the socio-preneurs, challenges faced by them in the development of the ventures and the journey of the development of their social venture.



**Dr Ravikant Swami** has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



**Dr Poorva Ranjan** is a professor and head of DME Management School. She is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a certified POSH (Prevention of Sexual Harrasment) trainer. She works closely with students for skill enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security and Google Tools, to name a few. A Google certified digital marketer, she specialises in Social Media Marketing and Content Development. Her areas of work/teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management and Skill-building.



**Ms. Priyanshi Jain** is currently working as an Assistant Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B. Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the NTA NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland.

Her key areas of research and academic interest include Finance, International Business and Entrepreneurship. She believes in the overall development of students, providing them with guidance and motivating them to excel in all aspects of life.

