

Social Entrepreneurship: Global Experiences & Local Opportunities

March 21, 2016

AGENDA

3.30 – 4.00 p.m.: Registration of Delegates

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| 4.00 - 4.30
p.m. | Inaugural Session | <ul style="list-style-type: none">• Welcome and Context - Dr Malini Reddy, ASCI• Introduction to LEDMAC and Chicago Booth – Mr. Sarfraz Hasan, CEO, LEDMAC• Key Note Address – Mr. Richard Saldanha, Member Court of Governors, ASCI• Inaugural Remarks- Dr Paramita Dasgupta, DG (In-Charge),ASCI |
| 4.30 - 5.00
p.m. | Lead Talk :
Social Entrepreneurship -
Low Cost Solutions for
Tackling Pollution | <ul style="list-style-type: none">• Dr. Thomas Talhelm,
Assistant Professor of
Behavioral Science,
University of Chicago Booth
School of Business |
| 5.00 - 5.30
p.m. | Panel discussion:
Innovations to Scale and
Opportunities –
Experience sharing <ul style="list-style-type: none">• Water• Sanitation• Smart Cities | <ul style="list-style-type: none">• Mr. Shoury Reddy, ED
Balavikasa International
Centre• Dr. Y. Malini Reddy, ASCI• Prof. Srinivas Chary, ASCI |
| 5.30 – 6.00
p.m. | Discussions | |
| 6.00 p.m. | Conclusion followed by
Tea | |





LEAD SPEAKER

Dr. Thomas Talhelm

Assistant Professor of Behavioral Science and William Ladany Faculty Scholar
University of Chicago Booth School of Business

Thomas.Talhelm@chicagobooth.edu

Thomas Talhelm studies how culture affects the way we behave. One of his recent major projects was studying how rice and wheat agriculture have given northern and southern China two very different cultures. His research has appeared in a variety of publications including *Science*, *Personality and Social Psychology Bulletin*, *Journal of Experimental Social Psychology*, and *Current Directions in Psychological Science*.

Thomas lived in China for five years teaching high school in Guangzhou as a Princeton in Asia fellow, as a freelance journalist in Beijing, and most recently as a Fulbright scholar and an NSF Graduate Research Fellow. While living in Beijing, Thomas founded Smart Air, a social enterprise that ships low-cost air purifiers to help people breathe clean air without shelling out thousands of dollars for expensive purifiers.

Thomas earned his Ph.D. in social psychology from the University of Virginia and a B.A. with Highest Honors in psychology and Spanish from the University of Michigan.

HOW MUCH SHOULD CLEAN AIR COST? INNOVATING AFFORDABLE DIY PURIFIERS



In 2013, **Thomas Talhelm** was living in Beijing doing research on a Fulbright scholarship in cultural psychology when the "airpocalypse" hit. He wanted to protect himself from the thick air pollution, but outfitting his home with commercial air purifiers would cost \$1,000. He wondered: does clean air need to be that expensive? In his talk, Thomas explains how air purifiers work and how his Social Enterprise **Smart Air** has delivered affordable clean air to over 20,000 people all over China.

PANELISTS



Shoury Reddy

Executive Director, Balavikasa International Centre

Shoury Reddy worked for two years on SOPAR-Canada funded projects in India and joined Bala Vikasa when it was founded in 1991. He took up several roles in the organization before he became the Executive Director of Bala Vikasa in 2009. His vast experience of over 25 years working with grassroots communities, networking with multi-level stakeholders, carrying out effective PR and capacity building, enables him to manage the organization successfully. His personal and

professional dedication to Bala Vikasa, as its senior most staff member, greatly inspires the team that he leads and determinedly drives the organization's mission and vision forward. He holds Master's degree in Social Work and a Diploma in Social Development from Coady International Institute, St. F. X. University, Canada. He played a big role in initiating and scaling up community water purification and tank dessiltation projects in Telugu States.



V. Srinivas Chary

Director, Centre for Energy, Environment, Urban Governance and Infrastructure, ASCI

Srinivas Chary specializes in institutional reforms and capacity building for improvements in *water and sanitation service delivery*. With over 22 years of experience, Prof Chary works with national and sub-national governments in India and outside and promotes continuous water supply (24-7) and open defecation free cities in India. An engineer, urban planner and management professional by training, Prof. Chary has lead over 150 advisory, consulting and

research assignments both in India and South Asia. He is a Chevening fellow. He has conceptualised and implemented structured capacity building programmes for elected representatives, officers of Administrative Service and urban sector professionals in India and outside.



Y. Malini Reddy

Associate Professor, ASCI

Malini specializes in marketing, educational quality, behavior change communication, participatory approaches and social entrepreneurship. She has more than 18 years of professional experience working with academic institutions, business organizations, state and local governments in India, international foundations and not-for-profit organizations. She has entrepreneurial experience in Apparel and Hospitality sectors and has led consulting

assignments in the area of Marketing Research, Branding, Communications Strategy, Digital Marketing, Online Education and Education quality in B2B, B2C and G2C contexts. She leads the Solutions for Inclusive Markets(SolIM) initiative at ASCI.

