

# “Social Entrepreneurship: Global Experiences & Local Opportunities”

21<sup>st</sup> March, 2016. ASCI Bella Vista, Raj Bhavan Road, Hyderabad

**ASCI** and **Ledmac Limited, London** are partnering to pool their expertise and experience in the field of Social Entrepreneurship to offer a rich mix of international best practices along with deep understanding of the Indian context to undertake stellar work in this area of national importance.

A number of joint activities will lay the foundation for a strong Indo-UK partnership and hope to become one of the success stories of how transnational partnerships can make a strong impact in India.

The first activity that the partners have organized jointly is the seminar series titled, ‘Social Entrepreneurship: Global Experiences & Local Opportunities’.

## OBJECTIVES OF THE SEMINAR SERIES

**To share knowledge, global best practices and local opportunities**

**To bring social entrepreneurs to share their experience of having successfully brought their innovations to scale**

## Thematic Focus of the first Seminar, 21-03-2016, ASCI



### CLEAN AIR

**Dr. Thomas Talhelm**

University of Chicago Booth School of Business

#### Founder of “Smart Air”, a Social Enterprise started in China

- Smart Air is a social enterprise that promotes DIY air filters as a low-cost solution to indoor particulate air pollution in China. The frugal innovation consists of a HEPA filter strapped on to a fan has significantly brought down costs and increased access to clean air.
- The social enterprise takes a scientific approach to need identification, concept development and product testing. This approach was demonstrated. Systematic documentation and communication of results is crucial for market development and sustenance.
- Smart Air believes that if more people see their open source data and testing, more people would know that clean air doesn't have to cost much.

## Thematic Focus of the first Seminar, 21-03-2016, ASCI



### SANITATION

**Dr. Y. Malini Reddy**

ASCI

#### **“Ultimate Concepts”, a Social Enterprise started in Hyderabad**

- A Public Private Partnership (PPP) project to put up Urinals for Men at a distance of every 500 meters in the twin cities. This is one of the biggest Public Sanitation Project taken up by any Municipal Corporation in India. The project is to run from the revenue generated from advertisements on the urinal walls.
- The innovative waterless urinal requires no flushing and saves up to 1.51 lakh liters of water per year per urinal. It uses Zerodor technology to ensure odorless urinals. It is compact unit using only 20 sq. feet of place to install and is solar powered with 3 days back up. Urinals are fitted with fans and other accessories and the entire urinal can be installed in 2 hours.
- The company maintains 5 times a day cleaning schedule by assigning 1 cleaning truck to 10 urinals. The maintenance vehicle consists of a 300 litre water tank, a 250 litre trash can, a high pressure water jet pump and mechanical pickers.

## Thematic Focus of the first Seminar, 21-03-2016, ASCI



### WATER

**Mr. Shoury Reddy**

Bala Vikasa

#### “Bala Vikasa”, a Social Service Society in Telangana and Andhra Pradesh

- Over the past 39 years, Bala Vikasa’s water programs have reached more than **3.5 million** individuals. Bala Vikasa empowers communities in 6000 villages in all 23 districts of Andhra Pradesh and Telangana, and is slowly expanding its programs to neighboring states of Maharashtra, Karnataka, Orissa and Tamil Nadu. 620 water purification plants have been installed.
- In the state of Telangana and Andhra Pradesh close to 200,000 women from the most underprivileged communities have benefitted. On average, 5,200 women gain economic strength from micro-enterprise opportunities and entrepreneurship every year.
- Water kiosks established for disbursement of water through ‘Any Time Water’ (ATW) systems and smart cards at the price of Rs. 1 per litre.

## Thematic Focus of the first Seminar, 21-03-2016, ASCI



### SMART CITY

**Prof. Srinivas Chary**

ASCI

### Social innovations in Smart City Initiative in India

- Government of India has launched 100 Smart City Programme and shortlisted 20 Cities in first round. Each of these cities have prepared smart city proposal comprising a) one or two pan city ICT applications and b) Area development in the city with high quality services and livability using innovation and smart technologies.
- This programme offers tremendous opportunities for social innovations to engage with cities to improve mobility, transparency, citizen engagement, municipal service delivery etc.

# IMMEDIATE OPPORTUNITIES AND AREAS OF FOCUS

## ICT for development (ICT4D)

- Mobilizing information and communication technologies for support of development goals is an area of high relevance that cuts across sectors. Innovations that can bring time, cost and service efficiencies have high market value and contribute much to inclusive growth.

## Water

- Water kiosks
- Water testing and purification systems

## Clean Tech

- Recycling
- Biomethanation plants
- Scaling up 'Smart Air' in India

## Sanitation

- Toilet Infrastructure – low cost, suitable for different terrains and ground water levels, women's urinals
- Decentralized systems for septage capture
- Professionalizing septage collection and transportation
- Innovation low cost and environment friendly septage treatment facilities
- Sustainable Business models in Public and Community Toilets –Public Private Partnership, Build Operate and Transfer
- Operations & Maintenance - Business models for public/ community toilets and for school sanitation, skilling
- Information Education and Behavioral Change Communication – Materials, Community Participatory models.
- School Sanitation – Model Water, Sanitation and Hygiene (WASH) schools

## **SE Live Labs Initiative**

**The SE Live Labs provides the unique opportunity to Social Entrepreneurs to test their idea live in the field by providing access to area/ geographies for implementation in real life situations.**

**We are happy to invite**

existing Entrepreneurs and Social Entrepreneurs, aspiring Social Entrepreneurs, Philanthropists, CSR officials, Business and Not-for profit organizations, Government Mission Directors and other functionaries, Academics, Mentors, Incubation Centers and other members of the ecosystem

**to write to us with**

ideas, thoughts, experiences, challenges, opportunities

**where we can collaborate**

to make a deeper impact on the Social Entrepreneurship landscape in India

**Write to us at [ledmac-solim@asci.org.in](mailto:ledmac-solim@asci.org.in)**