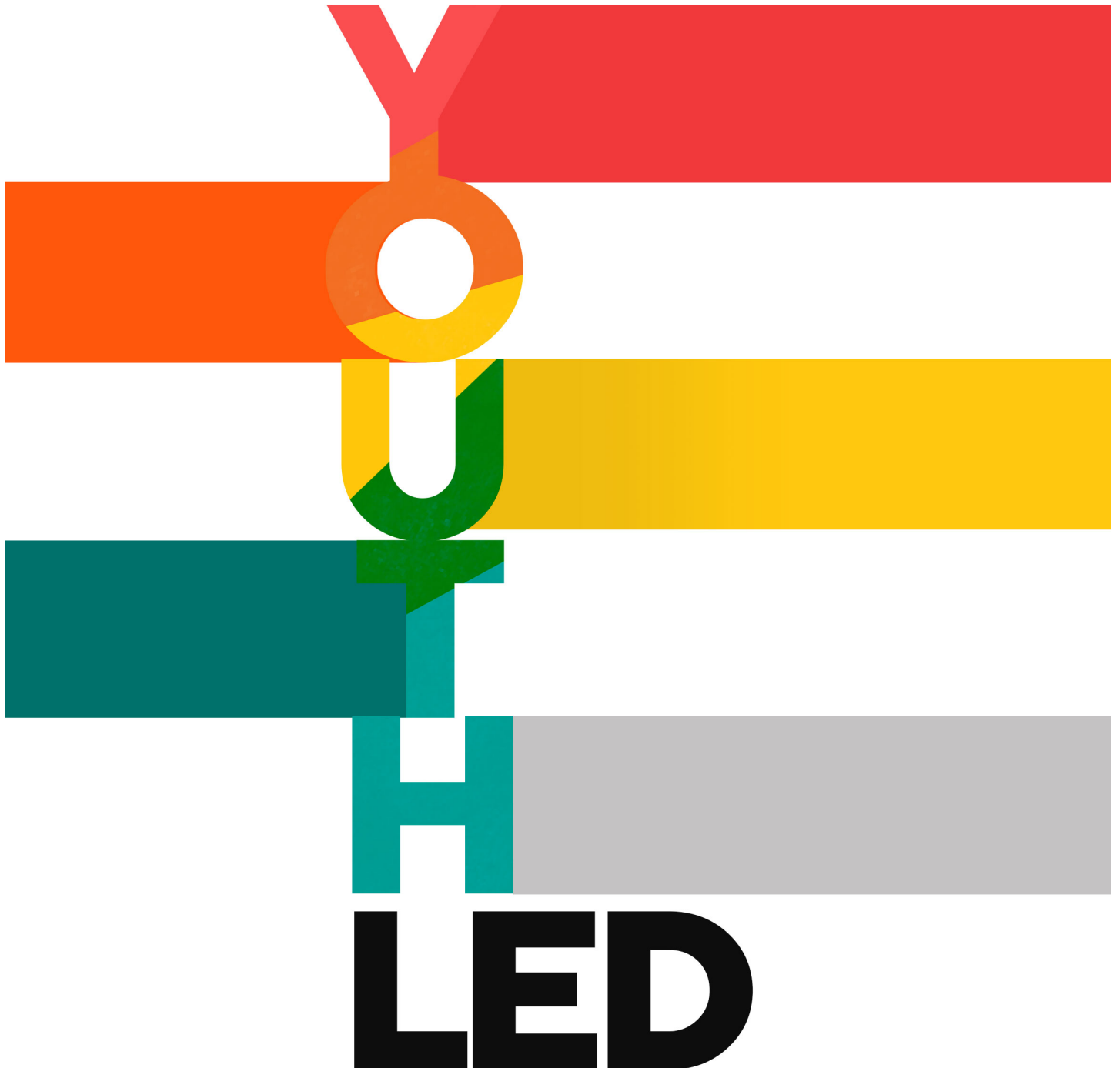


# IMPACT OF COVID-19 ON



## SOCIAL ENTREPRENEURSHIP A REPORT



# A CKNOWLEDGEMENTS

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All photographs in this report are of participants of the Youth Co:Lab India 2019 cohort.

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## ABOUT ATAL INNOVATION MISSION, NITI AAYOG

Atal Innovation Mission (AIM) is a flagship initiative set up by National Institution for Transforming India (NITI) Aayog to promote innovation and entrepreneurship in the country. Its objective is to create a facilitating environment for transformation of ideas into innovative and impactful solutions at schools, universities, research institutions, MSME and industry levels across the country.

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## ABOUT YOUTH CO:LAB

Co-created in 2017 by UNDP and the Citi Foundation, Youth Co:Lab aims to establish a common agenda for countries in the Asia-Pacific region to empower and invest in youth, so that they can accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation and entrepreneurship. In India, Youth Co:Lab was launched in 2019 by UNDP India in collaboration with Atal Innovation Mission, NITI Aayog to strengthen youth led social innovation and entrepreneurship ecosystem.

[Learn more at youthcolab.org](https://youthcolab.org)



# FOREWORD



Social innovation as a concept appears to be entering a new phase – a phase in which it is progressively seen as offering solutions to systemic and structural issues both locally and nationally. One of the key drivers of this innovation process is the youth residing across the country. How to further the culture of innovation and entrepreneurial activity amongst the youth so as to engage them in solving societal challenges is a high priority of Atal Innovation mission (AIM), NITI Aayog.

In that spirit, a report on 'Impact of COVID-19 on youth-led social entrepreneurship' has been co- created by UNDP India and Atal Innovation Mission, NITI Aayog. Undertaken via Youth Co:Lab, a largest youth social entrepreneurship movement in Asia and the Pacific, this program has benefited hundreds of entrepreneurs who have developed or strengthened start-ups addressing SDG challenges.

This publication gives a concrete insight into the culture of innovation and entrepreneurship amongst the youth and the vulnerable groups. Additionally, it highlights the fundamental challenges young innovators and the vulnerable groups are facing during the crisis of COVID-19 pandemic. Further, the study coherently explains the schemes and policies brought out by the government of India to support social enterprises during COVID-19. Thus, it is a holistic study that will prove to be a guide in understanding the innovation ecosystem and provide an impetus to work in the areas of improvement.

I commend the Youth Co:Lab team for coming up with a comprehensive study to highlight the trends and ecosystem functioning of social innovation and entrepreneurship in urban as well as rural India. I extend my appreciation and best wishes to all the team members who have worked relentlessly during these tough times to design and execute this extensive study. I also hope that this study will help not only researchers across different domains but also stakeholders across the ecosystem of innovation and entrepreneurship to understand the mindset and challenges faced by the young and budding innovators so that they are able to extend their support and expertise in shaping the promising ideas of these innovators.



*Chintan Vaishnav*

Dr. Chintan Vaishnav  
Mission Director  
Atal Innovation Mission, NITI Aayog,  
Government of India



# FOREWORD



India has the largest population of young people in the world, with more than 261 million people between the ages of 18 and 29. People of working age form the majority of India's population, creating a potential demographic dividend that can help to spur economic growth and development. Harnessing this dividend requires expanding opportunities for young people to engage in the economic sector, including through entrepreneurship.

Entrepreneurship is a critical element in driving innovation, job creation and economic growth. It is also essential to expanding employment opportunities for young people. The onset of the COVID-19 pandemic in 2020 brought about widespread disruption to jobs, businesses, and economies around the world. Entrepreneurs have faced numerous challenges and continuing uncertainty because of the pandemic, including disruption of business models, shrinking of customer bases, and depletion of human resources. These challenges are accentuated for young businesses and entrepreneurs.

To better understand the impact of COVID-19 on young social entrepreneurs and the larger entrepreneurial ecosystem, UNDP commissioned this report on the 'Impact of COVID-19 on Youth Led Social Entrepreneurship' in collaboration with the Atal Innovation Mission, NITI Aayog, Government of India.

The report reveals that the first year of the pandemic deeply affected young entrepreneurs, with 85 per cent reporting a negative impact on their business. At the same time, the research highlights the agility and resilience of youth-led enterprises, with many adapting to the challenging context by modifying business models, reducing expenses, and integrating new technologies in their operations. The report also finds that a majority of young people are optimistic about the future, with approximately 60 per cent reporting that they are "confident" or "extremely confident" that their businesses will recover after the pandemic.

I hope that the findings of this report will contribute to developing strategies and initiatives to help youth enterprises to rebuild their operations, strengthening the social entrepreneurship ecosystem, and accelerating economic recovery from the impacts of the COVID-19 pandemic.

A handwritten signature in dark ink, appearing to read 'Nadia Rasheed'.

Nadia Rasheed  
Deputy Resident Representative  
UNDP India



# LIST OF ABBREVIATIONS

**ACT:** Action COVID-19 Team

**AGRI-TECH:** Agriculture Technology

**AIF:** Alternate Investment Funds

**AIM:** Atal Innovation Mission

**AIC:** Atal Incubation Centres

**APAC:** Asia Pacific

**AR/VR:** Augmented Reality/Virtual Reality

**B2B:** Business to Business

**B2C:** Business to Consumer

**BHIM:** Bharat Interface for Money

**COVID-19:** Corona Virus Disease 2019

**CSR:** Corporate Social Responsibility

**D2C:** Direct to Consumer

**DPIIT:** Department for Promotion of Industry and Internal Trade

**DST BIRAC:** Department of Science and Technology, Biotechnology Industry Research Assistance Council

**ED-TECH:** Education technology

**EMI:** Equated Monthly Instalments

**EPF:** Employee Provident Fund

**FCRA:** Foreign Contribution Regulation Act

**FGD:** Focus Group Discussions

**FICCI:** The Federation of Indian Chambers of Commerce & Industry

**FIN-TECH:** Financial technology

**GOVT:** Government

**GST:** Goods and Services Tax

**HNI:** High Net-worth Individuals

**IoT:** Internet of Things

**IPO:** Initial Public Offering

**IT Returns:** Income Tax Returns

**IT:** Information Technology

**LGBTQ+:** Lesbian, Gay, Bisexual, Transgender, Queer "+" represents other sexual orientation and gender identities.

**MNC:** Multinational Corporation

**MSME:** Micro, Small and Medium Enterprises

**MVP:** Minimal Viable Product

**NASSCOM:** National Association of Software and Services Companies

**OBC:** Other Backward Class

**P&L:** Profit and Loss Statement

**PE:** Private Equity

**PoC:** Proof of Concept

**R&D:** Research and Development

**SaaS:** Software as a Service

**SC:** Scheduled Castes

**SDG:** Sustainable Development Goals

**SEBI:** Securities and Exchange Board of India

**SIDBI:** Small Industries Development Bank of India

**ST:** Scheduled Tribes

**TDS:** Tax Deduction at Source

**TECH:** Technology

**UNDP:** United Nations Development Programme

**UPI:** Unified Payments Interface

**VC:** Venture Capital

**WFH:** Work from Home



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## EXECUTIVE SUMMARY



social innovation and entrepreneurship play a key role in driving social change. Young entrepreneurs and social enterprises, through their endeavours, are creating new pathways for social innovation across sectors. With the rise of globalization and digitalization along with prevalent societal challenges, there is a critical need to promote and foster social entrepreneurship.

UNDP India and Atal Innovation Mission, NITI Aayog have partnered to strengthen the youth led innovation and social entrepreneurship ecosystem through Youth Co:Lab, where youth are not just mere beneficiaries of progress, but are leaders who would drive change.

As a part of this collaboration, a landscape study on the impact of COVID-19 on youth led social innovation and entrepreneurship has been conducted. The objective of this report, based on this study, is to better understand the recent trends in India's youth social entrepreneurial ecosystem in the context of COVID-19 crisis.

The report has also explored the status of some of the socio-economically disadvantaged groups (young women, LGBTQ+, person with disabilities -*Divyangjan*<sup>1</sup> and tribal youth etc.); analysed the accessibility of financial support for young entrepreneurs and major constraints faced by them; analysed the importance of digitalization; and identified gaps with recommendation that would aid in creating a more enabling ecosystem for youth entrepreneurs and has provided policy recommendations.

A mixed methodology was used to carry out the study to comprehensively capture the complexities in youth-led social innovation and entrepreneurship in India. Primary data for the study was collected by an online survey targeting young entrepreneurs (1007 respondents)<sup>2</sup>, conducting focus group discussions (FGDs) - (10 FGDs were conducted pan India with participation of 45 participants - and stakeholder interviews (39 participants across 25 organisations). The key findings from the study have been summarized below.



<sup>01</sup> *Divyangjan* is the term used by the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment, Government of India. These include persons with visual, hearing, speech & locomotive disability, mental retardation, mental illness, multiple disability, and any other disabilities.

<sup>02</sup> There were 1007 survey respondents out of which 73 percent of the respondents identify themselves as men, 27 percent identify themselves as women and 0.3 percent identify as trans, non-binary and other. 77 percent of the respondents are from urban locations, 12 percent from semi-urban and 11 percent are from rural. The top three sectors from which responses were received are education (approximately 20 percent), IT/digital/AI (approximately 11 percent) and health (approximately 8 percent).

### Trends in Youth Entrepreneurship and Social Innovation

An analysis of the survey responses identified several trends relating to youth entrepreneurship and social innovation.

A significant 46 percent of the respondents were in the first stage of their entrepreneurship journey (either operational or in the planning stage). The reason to take up entrepreneurship for 56 percent of respondents was to solve a problem; for another 45 percent it was to address a market gap by innovating through product or services offered<sup>3</sup>. These observations show an encouraging trend among first generation young entrepreneurs to bring innovative and differentiated products and services to the market. The types of products or services offered included tech-focused solutions (43 percent), personalized/customized services through use of technology (26 percent), and low-cost replications (16 percent). In terms of spread, the social entrepreneurship ecosystem<sup>4</sup> was identified to be concentrated in urban India, with a characteristically large customer base, better access to talent, and improved supply chains and services driving entrepreneurial preference. Only 11 percent of the respondents are based in rural locations and out of which 55 percent of them reported facing extreme difficulty in starting their enterprise. The common challenges faced were poor societal perception of entrepreneurship (37 percent), lack of availability of mentoring (28 percent), lack of safety net for unsuccessful entrepreneurs (29 percent), and lack of access to finance (22 percent)<sup>5</sup>.



Nearly 48 percent of the respondents registered their enterprise either as a company or partnership (including Limited Liability Partnerships), the two preferred forms of registration for fundraising, availing government schemes and other related compliances. The top six areas where respondents felt they could make a social impact and address the 2030 Agenda for Sustainable Development are:

<sup>3</sup> Each respondent could choose multiple options and thus the percentage exceeds 100 percent

<sup>4</sup> The report largely covers social enterprises, but other start-ups were also included in it

<sup>5</sup> Each respondent could choose multiple options and thus the percentage exceeds 100 percent



## EXECUTIVE SUMMARY

### KEY SDGS WHERE YOUTH ENTREPRENEURS ARE CREATING AN IMPACT IN INDIA

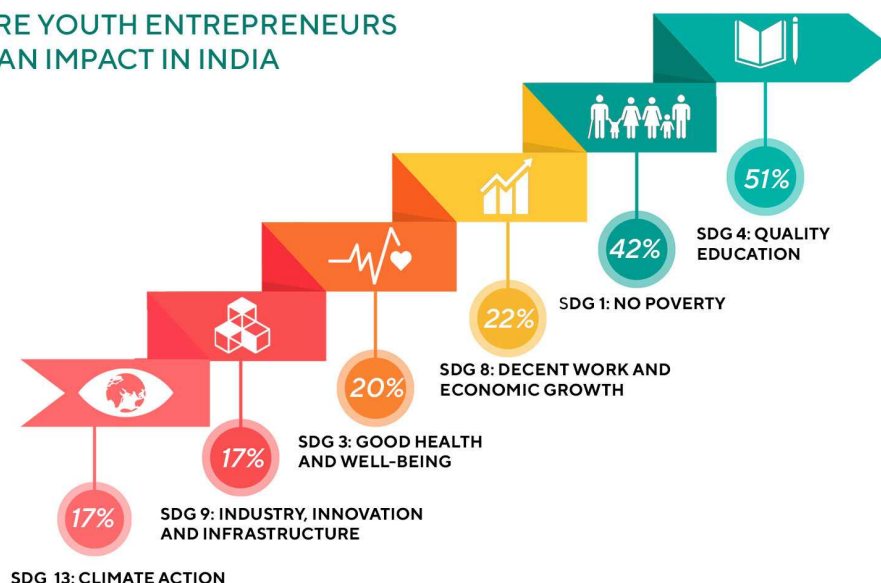


Figure 1: Social entrepreneurship key thematic areas

Further, surveyed respondents perceived alignment with a green initiative beneficial, stating reasons such as: access to greater opportunities (24 percent); higher recognition (21 percent); customer preference for green products (21 percent); and availability of better financing options (18 percent).

### Impact of COVID-19 on Youth-Led Social Entrepreneurship and Innovation

The COVID-19 pandemic has created unprecedented challenges in terms of both business and operations for the social entrepreneurship ecosystem in India. While the government has extended support to the ecosystem in the form of various schemes aimed at boosting the investment and overall sentiment, it was noted that 60 percent of the respondents reported a substantial (high/very high) negative impact of the pandemic on their operations. Another 25 percent of the respondents felt the impact was moderate to low. The most impacted were social enterprises that started offering their products/services during the onset of the pandemic. Sectors requiring physical customer engagement like hospitality, non-essentials retail, travel, and tourism, etc. were severely affected by the pandemic and resultant lockdowns that impacted operations, supply chain and cash flows. To cope with the challenges, the entrepreneurs pivoted their business models and started offering their products and services online while some of them reduced their non-mandatory expenses and modified/reworked their business priorities. Unsurprisingly, technology-led businesses reported a positive impact by increasing customer reliance on online consumption of products and services, for instance, education technology (ed-tech), financial technology (fin-tech), e-commerce etc. entrepreneurship performed well.

Growing financial challenges was a key concern cited by 67 percent of the surveyed entrepreneurs, and only a mere 16 percent of the entrepreneurs reported growth in revenues in 2020 during the pandemic. Fundraising environment became challenging with investors waiting on the sidelines looking for signs of recovery, and at the same time, businesses finding it increasingly difficult to reach out to investors. Social enterprises particularly, reeling under the effect of the pandemic and faced with plunging revenues, witnessed a shift in investor preference with impact investing being targeted at COVID relief work as against funding these social ventures.

However, a silver lining in these challenging times was the positive outlook amongst the entrepreneurial community, with nearly 60 percent of the surveyed young entrepreneurs being optimistic about their businesses recovering in the aftermath of the pandemic. A notable 56 percent of the respondents expect stable annual revenues in the next three years (2021-2024), indicating resilience. However, the stress in

the youth entrepreneurship ecosystem is palpable considering that only 47 percent of the respondents are confident of sustaining beyond six months if the situation persists, while another 25 percent hope to sustain for only one-to-six months.

### Leaving No One Behind and Social Entrepreneurship

People from socio-economically disadvantaged groups like young women, Scheduled Castes (SCs) and Scheduled Tribes (STs), persons with disabilities (Divyangjan) and LGBTQ+ etc. are potentially subjected to prejudices; and a more tangible inequality both, in terms of access to opportunity and income levels, compared to the mainstream population. Moreover, many people from socio-economically disadvantaged groups may also lack access to education and skills required to be considered employable. Entrepreneurship in this sense may seem to be a democratizing means allowing an equal opportunity to all, regardless of educational qualification, caste, gender, disabilities, age etc. However, these inherent disadvantages manifest in the form of



various barriers that prevent the socio-economically disadvantaged groups from starting and succeeding in their business ventures, and hence there is a lower representation from these communities in the overall entrepreneurial ecosystem. This is substantiated by the fact that less than 10 percent of the entrepreneurs surveyed identified themselves from the socio-economically disadvantaged communities. Further, this low representation worsens their cause, marginalizing their voices in consultations for designing support systems. Access to market, opportunity, information, and funding are some of the other key issues entrepreneurs from these social groups grapple with in the ecosystem.

### Support Systems Available for Young Entrepreneurs

Government of India is playing an active role in nurturing and supporting the social entrepreneurship ecosystem in the country. Atal Innovation Mission, set up by NITI Aayog, Start-up India, and Make in India are a few of the key initiatives taken by the government to promote and support entrepreneurship in the country.

Access to capital, a critical support system in the entrepreneurial journey, for an entrepreneur to form and grow the businesses, includes private capital (Angel investment/ Venture Capital / Private Equity), funding through government schemes, grants, venture debt, crowdfunding, and funding through accelerators/incubators. An incubator or an accelerator, depending upon the resources, may also provide all or some of the following services- mentorship, co-working spaces, networking opportunities, sessions by successful entrepreneurs, training, R&D support, seed money etc.

Based on the survey responses, it has been noted that nearly 67 percent of entrepreneurial ventures surveyed are bootstrapped, with the entrepreneur scaling the business either with their own funds or with funds borrowed from family or friends. One of the possible reasons for not bringing in external capital could be the challenges associated with raising capital, such as long wait time and cumbersome process and documentation.

The venture capital funding ecosystem for social enterprises in India has been continuously evolving with growing interest from both, domestic and global investors. However, it is yet to come of age considering the dismal number of ventures funded against those launched, and such investments are largely concentrated in urban areas. The success rate is even lower for the socio-economically disadvantaged groups. On



the debt front, traditional funding from banks and financial institutions continues to elude entrepreneurs due to high interest rates and institution's lack of interest in funding uncollateralized and new businesses. Making matters worse are the complex and lengthy regulatory and taxation compliances for entrepreneurs.



### Role of Technology & Digitalization

Technology has also progressed at an unprecedented pace since the nineties and has brought about considerable changes in the economy. Based on the survey responses, it was observed that approximately 59 percent of the entrepreneurs reported technology playing a significant/ extensive role in their businesses, indicating accelerated adoption of technology/digitalization by the entrepreneurship ecosystem. The key sectors anticipated to drive and dominate the Indian technology start-up ecosystem are consumer internet (e-commerce, social media, health technology, education technology, food technology etc.), enterprise tech (SaaS, space tech, drone tech, analytics & business intelligence etc.) and deep technology (machine learning, smart cars, Internet of Things, neural networks, robotics, AR/VR etc.). This is validated by nearly 83 percent of the surveyed entrepreneurs who believe that the aforementioned emerging digital technologies are already playing a crucial role in the success of their enterprises.

While there has been rapid and impressive digitalization in India, a huge gap between urban and rural areas persists along with a widening gender digital gap. Only 43 percent of the entrepreneurs in rural areas reported significant/extensive reliance on technology against 63 percent of the entrepreneurs in urban areas, denoting a digital divide.

A similar divide is witnessed for gender as well, with fewer women entrepreneurs reporting leveraging technology extensively to scale up their businesses. Targeted government schemes, access to capital, technical know-how, talent, and mentorship are some focus areas that may help achieve inclusive growth, with more rural and women-owned businesses not just adopting technology but adopting it in a more meaningful way to drive growth and scale.

### Gaps in the Youth Social Entrepreneurship Ecosystem at the Structural Level and the Way Forward

Entrepreneurship aids in generating employment, boosts the economy and helps in solving social issues. The rise of globalization and emergence of new technologies, accompanied by an intent to solving societal challenges provides a strong foundation for encouraging and promoting the development of entrepreneurial and social innovation skills among the youth. Young entrepreneurs equipped with emerging technologies and strong social innovation skills are best placed to drive economic and business growth while solving societal challenges, and thereby giving back to society. To support and encourage young

## EXECUTIVE SUMMARY

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entrepreneurs to be the agents of social change, a conducive ecosystem is needed that makes our youth feel empowered and strive to achieve their fullest potential.

However, the challenges impeding the growth of such social entrepreneurship are aplenty, be it access to finance, lack of safety net, poor societal perception of entrepreneurship, lack of availability of mentoring ecosystem and enabling services, among others. The survey responses indicate that starting an enterprise can be daunting, seemingly more so in India with approximately 82 percent of the surveyed entrepreneurs indicating that they have faced difficulties. While the government continues to make strides in fostering an inclusive and innovative environment for entrepreneurship through various schemes initiatives, it is the implementation mechanisms that leave much to be desired. There are challenges in leveraging schemes and initiatives of the government because of the complex designs, cumbersome processes, and perennial delays; augmented by lack of information dissemination, lack of awareness and continuation of onerous documentation. Thus, there is scope for significant improvement in these areas.



Young entrepreneurs play a vital role in facilitating economic growth, social progress, and inclusion. Social entrepreneurship can be the most important catalyst for this social transformation. However, the existing ecosystem is yet to completely utilise the full potential of youth social entrepreneurship. Efforts need be made to develop entrepreneurial skills amongst students in school and colleges by establishing incubation centers including in non-metro cities and rural areas. Another focus area can be good quality of mentorship for entrepreneurs at an early stage, which is a key enabler. Government could take initiatives to encourage and incentivize people from the industry to participate in the mentorship at the incubation centers. To create a more enabling environment, incubators would also need to help the enterprises by guiding them on how to utilise digital technology in their businesses. At the national level, the social entrepreneurship ecosystem could also benefit from a common platform where the entrepreneurs can pitch their vision and connect with like-minded people.

There is a need for a holistic and focused approach for strengthening the social entrepreneurship ecosystem to fully support the young entrepreneurs and help them tap their complete potential.





**OVERVIEW  
OF THE STUDY**

# OVERVIEW OF THE STUDY

## 1.1 Introduction

**S**ocial innovation and entrepreneurship have been seen as having an important role in driving social change. Young entrepreneurs and social enterprises in the ecosystem, through their many endeavours, are creating new pathways for social innovation across sectors like education, healthcare, housing, agriculture, livelihoods etc. There are many stories of local and grass-root innovation among various sections of society who live with or without access to technology.

Globally as well, these innovations are also very relevant as they emphasise on the universal fundamentals of innovation like eco-friendliness and sustainability, low cost, optimum utilisation of resources available etc. However, social innovation and entrepreneurship sector in India needs backing in capacity building and go-to-market strategies. Thus, there is a need to promote social innovation and entrepreneurship in the country.

In India, the vision of Youth Co:Lab is guided by the importance of bringing the efforts to promote youth-led entrepreneurship and social innovation at the national level. The efforts of UNDP India and NITI Aayog are directed at supporting young people with an emphasis on the following overarching priorities: catalyzing youth innovation, empowering young people through technology, fostering youth inclusion, promoting youth leadership, and promoting social entrepreneurship.

The purpose of this report is intended to understand the impact of COVID-19 on the youth led social entrepreneurial ecosystem in India.

## 1.2 Scope of the Study

UNDP- YOUTH CO:LAB AND AIM CONDUCTED A COMPREHENSIVE STUDY ON YOUTH-LED SOCIAL INNOVATION AND ENTREPRENEURSHIP.





### 1.3 Methodology

The study used a mixed methodology to comprehensively capture the complexities in youth-led social innovation and entrepreneurship in India. The study was also gender mainstreamed and inclusive in its approach and content.

In order to gather primary data and insights for the study, an online survey was administered targeting young entrepreneurs, and supplemented with focused group discussions and stakeholder interviews.

The secondary data was collected from existing research papers, online news articles, government documents, and various entrepreneurship focused websites.

#### Primary Data Collection Methods

Table 1: Primary data collection methods

| S. No | Tool                    | Respondents   | Sample size                                    |
|-------|-------------------------|---|--|
| 1     | Online Survey           | Young Entrepreneurs   | 1007 young entrepreneurs across India          |
| 2     | Focus Group Discussions | Young Entrepreneurs   | 10 FGDs across India (45 participants)         |
| 3     | Stakeholder Interviews  | Representatives from Associations, Trade Bodies, Entrepreneurship Development organizations, Ministry of Skill Development & Entrepreneurship, Government representatives and project sponsors (UNDP, Atal Innovation Mission), Government officials managing entrepreneurship development schemes etc. | 25 stakeholders across India (39 participants) |

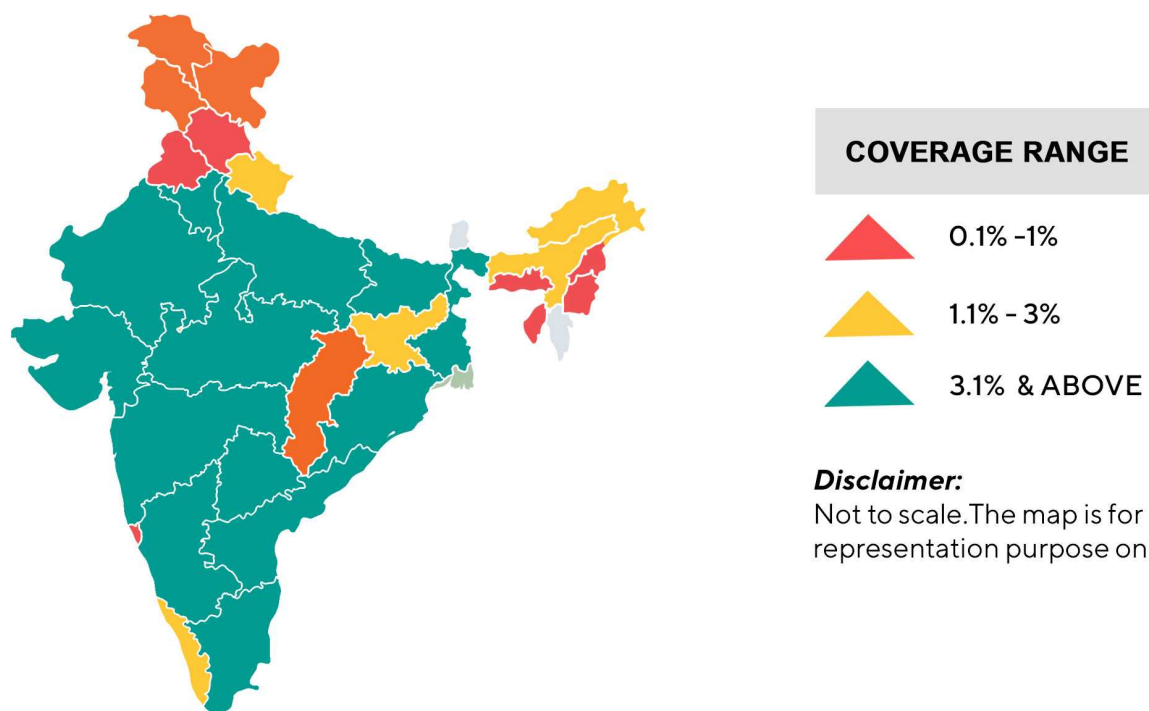
#### Primary Survey

A primary survey was conducted to understand the perspective of the young innovators and entrepreneurs in the context of the ongoing pandemic. Specifically, the survey was aimed at understanding the state of the entrepreneurial ecosystem in India, the needs and aspirations of young entrepreneurs, the challenges faced by them, and the impact of COVID-19 on youth led start-ups. The survey consisting of 42 questions, mostly multiple choice, was disseminated via a social media campaign to the entrepreneurs across India. The survey was also shared with the young entrepreneurs cohort of Youth Co:Lab, young entrepreneurs in AIM's network, the network of entrepreneurs associated with the stakeholders interviewed during the study, and through the bulk emails to people in available entrepreneur databases. In the survey, social entrepreneurship refers to work where creating a social, cultural, economic, or environmental impact is the core objective of the business/start-up.

## OVERVIEW OF THE STUDY

The survey responses were received from respondents based in the following States/UTs of India:

Andhra Pradesh, Assam, Bihar, Chhattisgarh, Dadra and Nagar Haveli, Daman and Diu, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Jharkhand, Karnataka, Kerala, Ladakh, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Nagaland, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand and West Bengal.



GEOGRAPHIC SPREAD OF SURVEY RESPONDENTS

### Focus Group Discussions

To supplement the survey, detailed discussions in the form of ten Focus Group Discussions (FGDs) were conducted to better understand the broader perspective of the young entrepreneurs on several issues concerning the state of the entrepreneurial ecosystem in India. These discussions invited participation from young entrepreneurs, including women, representing varied sectors, such as ed-tech, fin-tech, agri-tech, health tech, environment, art & crafts, waste management, textiles, sustainable development, robotics, automation, women empowerment, energy, and insurance, among others. The FGDs were focused on seeking insights on the following aspects of their businesses:

1. Impact of COVID-19, both positive and negative (operational, financial etc.)
2. Support availed through various government schemes/initiatives and support expected for mitigating the effects of pandemic
3. Challenges and issues faced, especially by entrepreneurs coming from the socio-economically disadvantaged sections of the society, like women, SC/STs and LGBTQ+
4. Suggestions and the way forward for boosting the entrepreneurial ecosystem in India

### Stakeholder Interviews

As a part of the study, various stakeholders who are part of the social entrepreneurship ecosystem were also interviewed. This was done in the form of semi-structured interviews focusing on the following aspects of the study:

## OVERVIEW OF THE STUDY

1. Impact of COVID-19 on young entrepreneurs/ social enterprises and the changes adopted (operations/ business model)
2. Common issues and challenges faced by social enterprises (policy/regulatory, market, funding, training, etc.)
3. Conduciveness/responsiveness of the ecosystem towards socio-economically disadvantaged sections (women, SC/ST/Divyangjan/LGBTQ+) of society
4. Role of government/stakeholders in nurturing the social entrepreneurship ecosystem; and,
5. Suggestions for improvement of the ecosystem to make it more conducive and to position social entrepreneurship as a viable career

The following types of stakeholders were covered for the purpose of this study:

| S. No | Type of Stakeholder          | Number    |
|-------|------------------------------|-----------|
| 1     | Incubators/Accelerators      | 10        |
| 2     | Funding Agencies/ Investors  | 4         |
| 3     | Industry Bodies              | 2         |
| 4     | International donor Agencies | 2         |
| 5     | Civil Society Orgs           | 2         |
| 6     | Government Officials         | 4         |
| 7     | Banks                        | 1         |
|       | <b>Total</b>                 | <b>25</b> |

The details are given in Annexure-III.

### Secondary Data Collection Method

- Secondary research was conducted across credible online sources available in the public domain to gather data and insights relevant to the scope of this study.
- Government websites of Start-up India, Invest India, Ministry of Micro, Small & Medium Enterprises (MSME), Reserve Bank of India (RBI), etc. were referred to gather factual data, definitions, and ongoing trends. Where the government published data was not available, data published by credible private agencies has been used.
- Rankings published by multilateral agencies have also been used (e.g. Ease of Doing Business index by The World Bank Group). Reports of government agencies have been referred to wherever available. In case of absence of such reports, research papers, studies, and reports by reputed private agencies have been used to gain a comprehensive perspective.
- Newspaper articles were also referred to.



### 1.4 Limitations and Future Priorities

- **Survey outreach:** The survey was conducted on an online platform, and due to dependence on factors like access to internet etc. it might have favoured urban entrepreneurs in comparison to rural entrepreneurs. Despite increasing internet penetration in the country, connecting with rural youth remains a challenge. Further, since the closed-ended survey was conducted online, the responses may not fully reflect the true opinion of the respondents.
- **Survey length:** The length of the survey (42 questions), and potential language limitations for certain non-English speaking respondents, may have affected the response and completion rates of the survey.
- **Survey analysis:** All percentages reported in the survey analysis have been rounded off to the nearest whole number.
- **COVID-19 restrictions:**
  - Getting responses to the online survey was challenging due to the ongoing COVID-19 pandemic. Since a lot of people were affected by the pandemic, the response rate fell short of the initial expectations.
  - FGD was conducted with a randomly selected group of participants but was limited to those who were able to access internet conferencing solutions because of the impact of COVID-19.
- **Language limitation:** The survey was disseminated in English language, and not being able to respond to the survey in a preferred local language for some of the target respondents might have had an effect on the size and representativeness of the sample. A few participants in the FGDs were also hesitant to answer some of the questions in the presence of the other English-speaking participants. Hence, obtaining their opinions was slightly difficult.
- **Digital issues:** During some interviews and FGDs, technical difficulties like slow or unstable internet caused long lag times.



**YOUTH-LED SOCIAL  
INNOVATION AND  
ENTREPRENEURSHIP  
ECOSYSTEM IN INDIA**



# YOUTH-LED SOCIAL INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM IN INDIA

## 2.1 Youth-Led Social Innovation and Entrepreneurship in India

In the last two decades, social entrepreneurship has gained widespread acceptance with various enterprises emerging since the early 2000s to solve the most pressing challenges faced by the underserved sections of the society. While India is the second-most populous nation in the world and the sixth-largest economy, it faces various challenges (such as poor public infrastructure, unemployment, socio-economic and gender inequality etc.).

Moreover, the COVID-19 pandemic has accelerated the need for India to grow more inclusively. This creates opportunities for socially conscious entrepreneurs to tackle problems like sanitisation, waste management, access to quality education, pollution and other environmental issues, access to electricity, etc. An increasing number of Indian enterprises are leveraging this opportunity to touch millions of lives in an impactful manner. Not only are the business models innovative and helping achieve India's development goals, but they are also financially sustainable. The past decade has also seen increased investor interest in supporting organisations in India that are financially viable yet socially conscious. Thus, social entrepreneurship<sup>6</sup> can be defined as a form of entrepreneurship where the focus is on addressing social, environmental and/or cultural issues using innovative solutions and ensuring financial sustainability of the enterprise. The five largest sectors where social enterprises have created the largest impact in terms of the number of people impacted are- technology for development (299 million beneficiaries), financial services (96 million beneficiaries), education (43 million beneficiaries), health-care (34 million beneficiaries) and agriculture (18 million beneficiaries)<sup>7</sup>.



An improving entrepreneurship ecosystem and a high level of innovation make India a conducive destination for social enterprises to flourish. According to the WIPO Global Innovation Index (GII), India ranks 3rd among the 29 lower-middle-income group economies and 1st among the 10 Central and Southern Asian economies in terms of innovation<sup>8</sup>. India's overall ranking on the GII improved from 81 in 2015 to 48 in 2020<sup>8</sup>. According to NITI Aayog's Indian Innovation Index 2020, Delhi, Karnataka, Chandigarh, and Maharashtra are the top 4 states/union territories in terms of innovation<sup>9</sup>. The government is also promoting the Indian innovation and entrepreneurship agenda through initiatives such as Atal Innovation Mission, Start-up India, Digital India etc. Apart from entrepreneurs and the government, India's social enterprise ecosystem comprises of financial and non-financial support providers (such as venture capital

<sup>6</sup> As per Ashoka founder Bill Drayton, Social entrepreneurs are individuals with innovative solutions to society's most pressing social, cultural, and environmental challenges. Social entrepreneurs are ambitious and persistent – tackling major issues and offering new ideas for systems-level change. They model changemaking behaviour, and catalyze organizations and movements where everyone can be changemaker.

<sup>7</sup> The Indian Impact Investing Story, 2020, IIC & Asha Impact

<sup>8</sup> [www.globalinnovationindex.org/analysis-economy](http://www.globalinnovationindex.org/analysis-economy)

<sup>9</sup> India Innovation Index, 2020, NITI Aayog

funds, angel investors, incubators and accelerators etc.), academic institutions (in supporting with research, imparting knowledge & skills and even incubating) and large corporate entities (in meeting their corporate social responsibility goals). As the Government of India has transformed the nature of CSR from a mere formality to a responsibility, corporates are working along with social enterprises to create an impact in the society.

Social innovation is solving the most pressing challenges facing India by introducing better solutions than the traditional methods. The constant process of finding innovative solutions leads to efficient and cost-effective ways of doing things and helps to grow inclusively. India is creating avenues for social innovation across sectors (such as financial inclusion, agriculture, livelihood etc.), and a successfully tested solution in India can be scaled to many other developing countries facing similar challenges such as pollution, inequality, lack of access to basic services (like education, finance and healthcare), etc. Social entrepreneurship enables the youth to become social leaders and create large scale impact. Personality traits such as risk-taking ability, creativity, resilience, desire to learn etc., are associated with young age and thus enable the youth to create an impact.

Although India's start-up and social entrepreneurship trend show great promise, there are also some areas with great scope for improvement. According to the India Innovation Index report by NITI Aayog, the three improvement areas to promote innovation in India are- betterment of research and development capabilities, an increase in the number of incubators (especially in non-metropolitan cities) and further boosting cost-effective grassroots innovations<sup>10</sup>.

## 2.2 Entrepreneurship, Innovation and 21st Century Skills

For innovation and entrepreneurship to prosper, it is important that people are updated about advancements in technology as well as in their respective fields and are working towards acquiring relevant skills. The top ten skills for 2025 according to World Economic Forum (WEF) are- analytical thinking and innovation; active learning and learning strategies; complex problem solving, critical thinking and analysis; creativity, originality and initiative; leadership and social influence; technology use, monitoring and control; technology design and programming; resilience, stress tolerance and flexibility; and reasoning, problem solving and ideation<sup>11</sup>. WEF has also identified sixteen 21st century skills that should be introduced to students at the school level to help them thrive in the current innovation-driven economy.



<sup>10</sup> India Innovation Index, 2020, NITI Aayog

<sup>11</sup> These are the top 10 job skills of tomorrow – and how long it takes to learn them, 2020, World Economic Forum



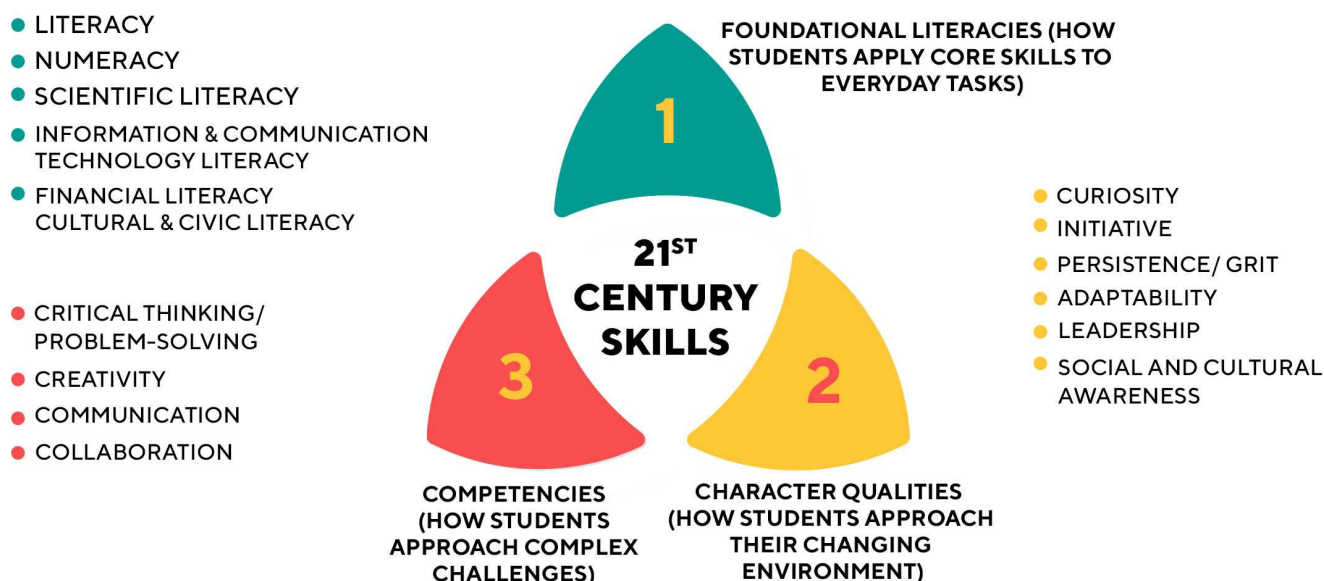


Figure 3: 21st Century Skills

One of the most important 21st century skills which can lead to outsized impact, if leveraged properly, is the ability to use technology effectively. With growing mobile phone user base and increasing penetration of internet, various social tech entrepreneurs are capitalizing on this opportunity to create social impact at scale. Some sectors seeing such social-tech innovation are health tech, clean tech/clean energy, water tech, agri-tech, ed-tech, etc.

## 2.3 Future of Work and the Fourth Industrial Revolution

The Fourth Industrial Revolution is the integration of the physical and biological worlds with advanced technologies such as the Internet of Things (IoT), Artificial Intelligence, Cloud Computing, 3D Printing etc. These technologies communicate, analyze, and act upon information, leading to efficiency, accuracy and data-driven decision making. The current pace of technological advancement is not linear but exponential. It has the potential to disrupt the way societies and economies function and to introduce greater efficiency. The Fourth Industrial Revolution has the potential to be a strong tool in the hands of social entrepreneurs in furthering their goals and achieving their objectives faster, better, more efficiently, and at a lower cost.

### FOURTH INDUSTRIAL REVOLUTION

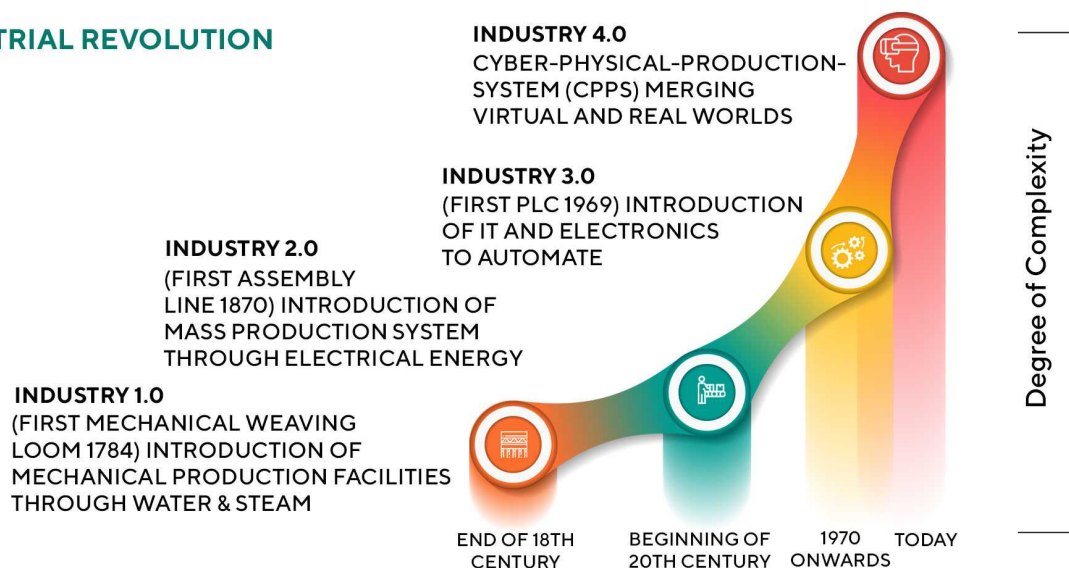


Figure 4: Fourth Industrial Revolution

Among other factors, the Future of Work (FoW) is being shaped by several powerful forces like the growing adoption of technology, concern for the environment, expectation of employing service and product supplying organisations to be conscientious, social enterprises, emergence of gig economy, rise of entrepreneurship as a career alternative, and the expansion of the workplace to 'everywhere'. Not only do several of these factors have major impact on social enterprises and youth led entrepreneurs, they also provide social innovators and entrepreneurs with solutions and methods to assist in their work. The Future of Work impacts not just the work but also workers and workplaces.

### FUTURE OF WORK

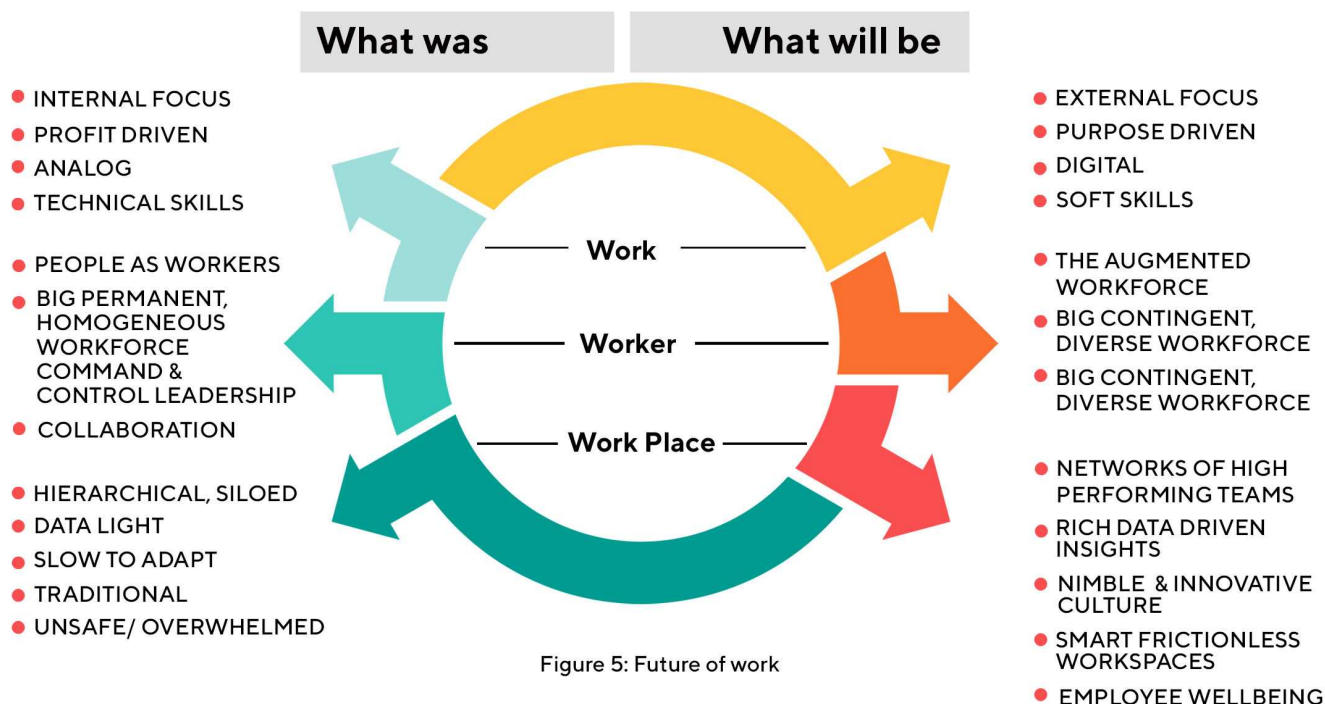


Figure 5: Future of work

### 2.4 Ease of Starting an Enterprise

With rapid technological processes and innovations, the business landscape of India has changed dramatically. Enterprises are cropping up in different corners of the country today. Given the reach and impact of social enterprises on the nation's economy, the government, through initiatives such as Atal Innovation Mission and Start-up India, is supporting entrepreneurs all over the country to realize their start-up dreams. Consequently, setting up an enterprise has become easier and quicker as compared to before. However, still more consistent, and time-efficient processes of setting up a business are required to encourage even more people to set up their own ventures.

Registering a start-up in India is now a completely online process. The process is simple and can be done via a mobile app or website. A number of compliances, otherwise mandatory to set up a business, have been removed or simplified for start-ups. This saves both time and money, helping the entrepreneurs to come forward and give shape to their ideas. The Start-up India initiative provides a one-stop destination covering all aspects from registering a start-up, applying for tax benefits, and applying for patents to raising funds.

According to The World Bank Group, India improved its ranking from 142 in 2014 to 63 in 2019 in Ease of Doing Business world rankings. However, despite considerable progress, India still has a long way to go. A parameter while calculating the Ease of Doing Business is "Ease of starting a business". India ranked 136th (out of 190 countries) on this parameter. Start-ups continue to face stringent regulatory requirements.



**Table 2: Top 10 States/UTs ranking (Ease of Doing Business)<sup>13</sup>**

| State/Union Territory | 2019 | 2017 | 2016 | 2015 |
|-----------------------|------|------|------|------|
| Andhra Pradesh        | 1    | 2    | 1    | 2    |
| Uttar Pradesh         | 2    | 12   | 14   | 10   |
| Telangana             | 3    | 2    | 1    | 13   |
| Madhya Pradesh        | 4    | 7    | 5    | 5    |
| Jharkhand             | 5    | 4    | 7    | 3    |
| Chhattisgarh          | 6    | 6    | 4    | 4    |
| Himachal Pradesh      | 7    | 16   | 17   | 17   |
| Rajasthan             | 8    | 9    | 8    | 6    |
| West Bengal           | 9    | 10   | 15   | 11   |
| West Bengal           | 10   | 5    | 3    | 1    |

Every enterprise has to go through detailed compliances every year. This amounts to a lot of documentation. In addition, there can be sudden changes in policies and regulations, making it difficult for entrepreneurs to gather information and keep up with the pace. The registration process, though comparatively faster and easier now, continues to be lengthy and cumbersome. The criteria for tax exemptions and other benefits is narrow and difficult for most enterprises to meet. Thus, extensive, and complicated tax compliances are yet another deterrent for start-ups. A number of goods and services that are vital for young entrepreneurs are taxed in the uppermost ranges. There is also a reverse charge GST which start-up in India are also required to pay for foreign services like hosting, database retrieval, pay-per-use services, etc. Regulations pertaining to labour laws, intellectual property rights, dispute resolution etc., are also very rigorous in India.

Improving the current regulatory framework is the need of the hour to support and accelerate the current pace of growth of enterprises. By improving upon the existing policies and reducing excessive regulation, the journey can be made smoother for enterprises. It is crucial to have clearly laid down standard procedures and to avoid unexpected policy/regulatory changes. Providing an avenue to properly educate aspiring entrepreneurs in matters pertaining to registering enterprises and garnering funds would also be of great help.

## 2.5 Research Areas, Questions and Gaps

Review of the current literature on youth led-social entrepreneurship in India and similar countries presents several research gaps which could be bridged through further research. The research gaps addressed by the study include but are not limited to the study of societal attitude towards social entrepreneurship; difficulties faced by socio-economically disadvantaged groups (LGBTQ+, Scheduled Caste (SC), Scheduled Tribe (ST), persons with disabilities) and young women in their entrepreneurial journey; megatrends such as climate action, urbanization, digitalization etc. impacting the entrepreneurial ecosystem; challenges faced due to COVID-19; difficulty in starting an enterprise and leveraging government schemes/initiatives; and gaps in the ecosystem at the structural level.

## 2.6 Government Support for Entrepreneurs

Government of India is playing an active role in nurturing the social entrepreneurship ecosystem in the country. The Atal Innovation Mission (AIM), set up by NITI Aayog in 2016 is Government of India's flagship initiative to promote a culture of innovation and entrepreneurship in the country.

<sup>12</sup> [www.doingbusiness.org/en/rankings](http://www.doingbusiness.org/en/rankings)

<sup>13</sup> Reserve Bank of India, October 13, 2020

Another flagship initiative of the Government of India is Start-up India, intended to build a strong eco-system for nurturing innovation and start-ups in the country that will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative, aims to empower start-ups to grow through innovation and design. The various schemes of Start-up India programs come under the Department for Industrial Policy and Promotion (DPIIT) which is the nodal department. States also have their own start-up policy.

### ABOUT ATAL INNOVATION MISSION (AIM)



Figure 6: About Atal Innovation Mission (AIM)

Further, 'Make in India' is a major national programme of the Government of India intended to enable investment, foster innovation, boost skill development, safeguard intellectual property and create the best in-class manufacturing infrastructure in the country. The 'Make in India' programme is very significant for the economic growth of India as it intends to utilise the Indian talent base, generate additional employment opportunities, and empower secondary and tertiary sectors.

Please refer to Annexure-I for the detailed summary of government schemes and non-government/donor agencies supported schemes and policies.

## 2.7 Some Case Studies of Social Enterprises in India, Asia-Pacific and Other Developing Countries

Social enterprises across the globe are tackling some of the most difficult social and environmental challenges. In the past decade or so, the support system for social entrepreneurs in the Asia Pacific (APAC) region has been strengthening. There has been a positive trend in impact investor interest, incubation support, government initiatives etc. The general awareness regarding social enterprises in the region is also increasing. For example, a 52 percent increase in public awareness on social enterprises was observed in Singapore from 2012 to 2016<sup>14</sup>.

<sup>14</sup> Public Perception Study on Social Enterprises in Singapore, 2016, Asia Centre for Social Entrepreneurship and Philanthropy (ACSEP), NUS Business School



Sengupta and Sahay (2017), in their social entrepreneurship research in Asia-Pacific, have identified the following significant regional trends-

**East Asia:** The research found that literature for social entrepreneurship is most concentrated in China, followed by Taiwan, Hong Kong, South Korea and Japan. In the East Asian region, “necessity” and “shared destiny” are the two primary conditions inspiring the setting up of social enterprises.

The social entrepreneurship in China is linked to the entrepreneurial ventures in rural areas that have instrumented social good and business development in local communities. Such ventures have also played a significant role during the economic transformation in China. In Hong Kong and Taiwan, unemployment and poverty alleviation are the two main areas addressed by social entrepreneurs.

**South-East Asia:** For this region, the literature on social enterprises is mostly of Malaysia, followed by Indonesia, Thailand, Philippines, Cambodia, and Vietnam. The research focuses on the relationship between education and social entrepreneurship and recommends that business education should enable development of mannerisms like agreeableness, extroversion, conscientiousness, openness, and neuroticism. In the multi-racial environment in Malaysia, the most influential of these characteristics is agreeableness. Women in Social Entrepreneurship (WISE) is a program run in Malaysian universities to make students familiar with social entrepreneurship and promote women in the social entrepreneurship ecosystem by making students participate in social ventures run by women. In Cambodia, there are programs to provide experiential learning opportunities to students by introducing them to social ventures that generate alternative sustainable livelihood for impoverished Cambodian girls. In Indonesia, however, the research found that financial returns were of a higher priority for most social entrepreneurs than their social/environmental mission.

**South Asia:** Here, the research is most concentrated in India, followed by Bangladesh and Sri Lanka. Grameen Bank in Bangladesh provided loans to rural women and thus inspired a culture of rural and micro-entrepreneurship among them. In community based social ventures in the hospitality sector of India, Sri Lanka and Thailand, it was found that these enterprises involve indigenous communities and achieve their goals of improved quality of life, better education, poverty alleviation etc., thus leading to a more inclusive growth.

### Case studies on Social innovation & Entrepreneurship - India and Global

The 2030 Agenda for Sustainable Development acknowledges the critical role that young people play in achieving the Sustainable Development Goals (SDGs). Young people are countering the difficulties of the day with innovative approaches, contributing fresh ideas, creating the world they want, and driving human development for themselves, their communities, and their societies. When it comes to work, the future of work to be more precise, it is imperative to include perspectives, ideas and solutions from young people as they are the driving force that can address and shape the future. Thus, the below-mentioned case studies are few examples where young people contribute to their communities by coming up with innovative ways to solve social and environmental problems.

All case studies from India are from the Youth Co:Lab India cohorts


| 1) Enterprise                             | InfyU Labs   | India 2019  |
|---|--|---|
| Objective                                 | InfyU Labs works towards creating portable technologies to reduce perishable food wastage and ensure food safety in the Food Value Chain.  |  |
| Profile of the Entrepreneurs              | Amit Srivastava is a physics graduate from IIT Madras, India and has been very keen on solving real world problems through technology. Despite his disability, he has worked on numerous projects that solve real world problems and has taken them to significant heights.  |   |
| Inspiration behind their Enterprise       | Both founders are very much concerned about perishable food wastage happening across the entire food value chain. Hailing from a farming background helped them understand the problems faced by the farmers from the ground level itself. Additionally, their academic background enabled them to work on an ideal solution to solve these problems.  |   |
| Challenges faced & how did they overcome? | Major challenge faced by them during technological implementation in the ecosystem is that it created some on-ground resistance sabotaging the project . Further, the ecosystem is still very far behind in becoming quality conscious. Thus, they are still adapting their existing ineffective processes, which contributes to major food wastages. To overcome this, they started working more closely with the ground level QC to understand their genuine concerns and helped them understand the solution better from a usage point of view. This helps us in improvising our solution adoption much better. |   |
| Location                                  | Gandhinagar, Gujarat   |   |
| Investments and Finances                  | Seed stage with total funding raised USD 270,000   |   |
| Impact                                    | Currently, they are working with 3 major clients in India who have been grading the consignment at the source of procurement itself. Due to this, they were able to work on transparent pricing systems and provide better benefits to the farmers. Further, these clients were able to reduce their perishable food wastage significantly through our non-destructive testing solution.   |   |





| 1) Enterprise  | InfyU Labs   | India 2019 |
|--|--|------------|
| Focused SDGs   | SDG 2: Zero Hunger and SDG 12: Responsible Consumption and Production  |            |
| Operating Model / Salient features                   | <ul style="list-style-type: none"> <li>• Work on a subscription-based rental model which can provide their quality services to marginally low segments without any excessive cost burden. This helps them maximise the sample testing and get more assurance on the quality and shelf life of the perishable commodities.</li> <li>• Their instantaneous AI based solution works on the principles of spectroscopy due to which their solution can internal quality parameters of perishable fruits and vegetables at the source of procurement itself.</li> </ul> |            |
| Accolades & awards                                   | <ul style="list-style-type: none"> <li>• Most Emerging Agri-Innovators Award 2021 by FICCI India</li> <li>• Selected for Google for Startup Advisors program 2021</li> <li>• National winner of Youth Co:Lab 2020 India</li> <li>• Boeing BUILD national winner India 2019</li> </ul>  |            |
| Insights and learnings for other youth entrepreneurs | The major learning which they have been taking is the power of networking. At an early stage of any start-up, it's essential to get connected with the right set of people who can help achieve necessary resources in taking the venture ahead.   |            |
| References for further details                       | <ul style="list-style-type: none"> <li>• <a href="http://www.infyulabs.com">www.infyulabs.com</a></li> <li>• <a href="https://www.linkedin.com/company/infyu-labs/">https://www.linkedin.com/company/infyu-labs/</a></li> </ul>  |            |



| 2) Enterprise                            | ONPERY™<br>by Care Form Labs Pvt. Ltd.  | India 2020  |  |
|--|---|---|--|
| Objective                                | Launch and create innovative products in the menstrual hygiene space, and provide solutions keeping sustainability and design as USP.   |  |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"><li>• Co-Founders and Directors:</li><li>• Pramod Priya Ranjan (Product Innovation)<ul style="list-style-type: none"><li>- Master's in Industrial &amp; Strategy Design, IIT Delhi (2020-22)</li><li>- Bachelors in Product Design, MIT ID, Pune (2015-19)</li></ul></li><li>• Hiya Banerjee (Content, Advertising &amp; Marketing)<ul style="list-style-type: none"><li>- Post-Graduation in Advertising &amp; Marketing from Xavier Institute of Communication, Mumbai (2020-21)</li><li>- BA in International Relations &amp; Mass Communication, Pandit Deendayal Energy University, Gandhinagar (2015-19)</li></ul></li><li>• Nachiket Thakur (Outreach, Strategy)<ul style="list-style-type: none"><li>- PhD (Product Innovation), University of Pune</li><li>- Master's in Industrial design, IIT Mumbai</li><li>- B.Tech in Mechanical Engineer, University of Pune</li></ul></li></ul> |   |  |
| Inspiration behind their Enterprise      | They incorporated SDG centric design lab in January 2020, where the first project was in the space of menstrual hygiene. They have redesigned a menstrual cup to make it ergonomic and easy to use. They registered a brand called 'Onpery™', which is dedicated to the sustainable menstrual hygiene domain. In March 2021, their proprietary menstrual cup was launched. The company is currently working towards achieving market growth and adding more menstrual products and services to cater to the cause.  |   |  |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"><li>• Due to the first national lockdown, preparing prototypes had to be put on hold for 3 months.</li><li>• This time was utilised into conducting surveys and designing the outreach strategy.</li></ul>  |   |  |






| 2) Enterprise                      | ONPERY™<br>by Care Form Labs Pvt. Ltd.   | India 2020 |
|------------------------------------|--|------------|
| Location                           | <ul style="list-style-type: none"> <li>• Head office: Ranchi, Jharkhand</li> <li>• Manufacturing: Mehsana, Gujarat</li> <li>• Graphic Printing: Pune, Maharashtra</li> <li>• Inventory: Ranchi, Jharkhand &amp; Pune, Maharashtra</li> </ul>   |            |
| Investments and Finances           | Total: INR 68,83,970   |            |
| Impact                             | <ul style="list-style-type: none"> <li>• Novel Indigenous Menstrual Cup (first Indian patent pending) for easy usage and ergonomics.</li> <li>• Distributed 200 and allocated 1,200 Onpery™ Menstrual Cup to orphans and rural menstruators respectively, within the first 3 months of the product launch.</li> <li>• Positive product usage feedback, from first-time adopters as well as menstruators who have tried other generic cup(s).</li> </ul>  |            |
| Focused SDGs                       | SDG 3: Good health and well-being, SDG 5: Gender Equality, SDG 12: Responsible Consumption and Production  |            |
| Operating Model / Salient features | <ul style="list-style-type: none"> <li>• Selling Menstrual Products (novel and white label) at E-Commerce for B2C. Reaching out to school, colleges, corporates, medical associations/institutions, security institutions, rural and self-help groups, through B2B or B2G.</li> <li>• Advocacy on menstrual hygiene through online content, merchandise, etc.</li> <li>• Campaigns to reach out for special targeted groups.</li> <li>• Innovation in products and services being the USP/differentiator.</li> </ul>   |            |
| Accolades & awards                 | <ul style="list-style-type: none"> <li>• 10,00,000 BDT (USD 12,000 or INR 8,78,700): 'Top 10 International Startups' in 'Bangabandhu Innovation Grants (BIG) 2021 International Startup Competition' hosted by 'iDEA' and 'Startup Bangladesh Limited' and facilitated by 'USMAC', in May 2021.</li> <li>- Yet to credit.</li> <li>- To be used for international design registration filing in 3 countries, and inventory.</li> <li>• INR 7,00,000 : Winner at 'National Innovation Challenge 2020' of 'Youth Co:Lab India' supported by UNDP India, Citi Foundation and NITI Aayog, in December 2020.</li> <li>• Funds used in making a mould of one size cup and inventory.</li> <li>• USD 5,333 (INR 3,95,270): CoWinner at 'Innovate4SDGs Contest' of 'UNDP Accelerator Lab India', in November 2020.</li> <li>- Fund used in GTM (pilot for rural and urban).</li> </ul> |            |



| 2) Enterprise  | ONPERY™<br>by Care Form Labs Pvt. Ltd.  | India 2020 |
|--|---|------------|
| Accolades & awards                                   | <ul style="list-style-type: none"> <li>• INR 48,00,000: Awardee of 'BIG'-Grant by 'BIRAC (Biotechnology Industry Research Assistance Council)' under the scheme 'BIG-16 (Bio-technology Ignition Grant)', by Department of Biotechnology, Govt, in August 2020.</li> <li>- Amount (first tranche) credited in July 2021.</li> <li>- Fund for prototype, MVP, medical certification, a national patent, human resource.</li> <li>• Selected at 'Top-100 Start-ups' across South-Asia (India, Nepal, Bhutan, Bangladesh, Maldives, Pakistan, Sri Lanka, Afghanistan and UAE) in 'Innopreneurs Startup Contest', an initiative by 'Lemon Ideas, Nagpur', supported by German Cooperation (GIZ), IAN and others, February 2021.</li> <li>• Selected for GAP (Global Action on Poverty) Program, an initiative of HHH (Head Held High) and supported by Tata Trust. Under the Program, supported by students of LBS (London Business School) to develop Business Strategy in collaboration between 'GAP' of HHH and 'Project Asha' of LBS, from January 2021 till May 2021.</li> </ul> |            |
| Insights and learnings for other youth entrepreneurs | <ul style="list-style-type: none"> <li>• Explore, try, fail, and pick up yourself. Modify and move on to the next step.</li> <li>• Always be innovative and honest.</li> <li>• Problems and ideas are everywhere. Combination of the right people and motivation are key factors in making a meaningful social impact.</li> </ul>   |            |
| References for further details                       | <ul style="list-style-type: none"> <li>• Website (Brand, Product): <a href="https://www.onpery.com/">https://www.onpery.com/</a></li> <li>• Website (Company): <a href="https://www.careformlabs.com/">https://www.careformlabs.com/</a></li> <li>• Instagram: <a href="https://www.instagram.com/onpery/">https://www.instagram.com/onpery/</a></li> <li>• Facebook: <a href="https://www.facebook.com/Onpery-100374062109847">https://www.facebook.com/Onpery-100374062109847</a></li> <li>• Twitter: <a href="https://twitter.com/OnperyHygiene">https://twitter.com/OnperyHygiene</a></li> <li>• YouTube: <a href="https://www.youtube.com/channel/UCyn2HgWtll-pawd3G-uU0FcQ">https://www.youtube.com/channel/UCyn2HgWtll-pawd3G-uU0FcQ</a></li> </ul>  |            |





| 3) Enterprise                            | Tarjimly   | USA<br>2017 onwards   |
|--|--|---|
| Objective                                | To improve the lives of refugees by eliminating language barriers. The Tarjimly app trains and connects on-demand volunteers, like translators and interpreters, with refugees and humanitarian organizations.   |  |
| Profile of the Entrepreneurs             | Abdulaziz Alghunaim and Atif Javed completed their masters from MIT, having experience of working at Apple and Tesla prior to co-founding Tarjimly.  |   |
| Inspiration behind their Enterprise      | Atif Javed, who comes from a refugee family and knew the hardships one faces, together with Abdulaziz launched Tajimly after Trump imposed a travel ban in 2017, to help refugees connect with doctors, lawyers and with help from volunteers in just under 90 seconds.  |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"><li>• Growing xenophobia and hate for immigrants increased hostility among natives towards the immigrants.</li><li>• Being Muslim immigrants themselves, they knew the hardship and racism they had to face but took it in a constructive way to try that no one else faces what they had to face.</li></ul> |   |
| Location                                 | Tarjimly is based in the Bay Area, its lean team, is part of Y Combinator’s latest batch of promising start-ups.   |   |
| Investments and Finances                 | Y Combinator, Echoing Green, and Fast Forward have supported Tarjimly.   |   |
| Impact                                   | Signed up over 1 million translators and interpreters so far to help over 100,000 refugees around the world.   |   |
| Focused SDGs                             | SDG 10: Reduced Inequality   |   |
| Operating Model / Salient features       | It’s a real time platform which helps users translate their document and provide real time translations. It lets users & volunteer connect remotely with ease in an effective manner.  |   |



| 3) Enterprise  | Tarjimly  | USA<br>2017 onwards |
|--|---|---------------------|
| Accolades & awards                                   | <ul style="list-style-type: none"> <li>• Featured in Forbes 30 under 30 social entrepreneurs.</li> <li>• Featured in CNN Tech, Forbes Financial Times, SVBJ, &amp; Messenger keynote at F8.</li> <li>• Winner of the Laudato Si Challenge.</li> <li>• Backed by Y Combinator (W18), Echoing Green, Fast Forward, Inner-space and Purpose-Built Ventures.</li> </ul>   |                     |
| Insights and learnings for other youth entrepreneurs | <ul style="list-style-type: none"> <li>• Finding the cause of problem at the grass-root level and then finding a solution.</li> <li>• Bringing humanitarian touch to the Silicon Valley.</li> </ul>   |                     |
| References for further details                       | <ul style="list-style-type: none"> <li>• <a href="https://tarjimly.org/stories">https://tarjimly.org/stories</a> ; <a href="https://impakter.com/tarjimly/">https://impakter.com/tarjimly/</a></li> <li>• <a href="https://almaktouminitiatives.org/en/middle-east-exchange/story/tarjimly-the-app-tackling-the-global-refugee-crisis-with-volunteer-translation">https://almaktouminitiatives.org/en/middle-east-exchange/story/tarjimly-the-app-tackling-the-global-refugee-crisis-with-volunteer-translation</a></li> <li>• <a href="https://digital.hbs.edu/platform-digit/submission/tarjimly-crowdsourcing-translators-to-help-refugees-communicate/">https://digital.hbs.edu/platform-digit/submission/tarjimly-crowdsourcing-translators-to-help-refugees-communicate/</a></li> <li>• <a href="https://techcrunch.com/2018/02/13/bilingual-tarjimly-lets-you-help-a-refugee-or-aid-worker-right-now/">https://techcrunch.com/2018/02/13/bilingual-tarjimly-lets-you-help-a-refugee-or-aid-worker-right-now/</a></li> <li>• <a href="https://www.crunchbase.com/organization/tarjimly">https://www.crunchbase.com/organization/tarjimly</a></li> </ul> |                     |



Please refer to Annexure-II to view more case studies.





**TRENDS IN  
YOUTH SOCIAL  
ENTREPRENEURSHIP  
AND INNOVATION  
IN INDIA**

# TRENDS IN YOUTH SOCIAL ENTREPRENEURSHIP AND INNOVATION IN INDIA

India has the third-largest ecosystem of start-ups in the world<sup>15</sup> and has witnessed a surge in the popularity of start-ups in the last two decades. As of 2020, there were 41,317 start-ups recognized by Department for Promotion of Industry and Internal Trade (DPIIT) which is the nodal department in India (the actual number of start-ups is estimated to be larger). Around 39,000+ start-ups generated 470,000 jobs in India<sup>16</sup>. The year-on-year growth rate of start-ups in India, according to the Start-up India website, stood at 15 percent in 2018. Major sectors in terms of the number of start-ups are IT services, healthcare & life sciences, education, professional & commercial services, food & beverages, agriculture, fin-tech, and so on<sup>17</sup>. Moreover, according to the start-up genome, Bengaluru has been ranked at the 26th spot in the world in the 2020 Global Start-up Ecosystem ranking.

While the birth of the Indian start-up ecosystem cannot be mapped to a particular period, the early 2000s and the decade that followed witnessed emergence of the ecosystem as it is today. Between 2000-2010, some of the most well-known start-ups in India were founded- Make My Trip, redBus, InMobi, BookMyShow, Flipkart etc. Along with such start-ups, the funding ecosystem also started to evolve. The year 2014-2015 was another gamechanger that saw the emergence of five new unicorns in India - Snapdeal, Ola, Paytm, Quikr and Zomato. A start-up achieves the status of an unicorn when its valuation crosses the USD 1 Billion mark. As of May 2021, there are 47 active unicorns in India, with as many as 15 added only in the first 5 months of 2021<sup>18</sup>. Some of the major factors that have contributed to the growth of the ecosystem are- increasing disposable income & growing middle class, increasing social media adoption, maturing funding ecosystem, increasing number of accelerators & incubators, more conducive government policies and initiatives (like Atal Innovation Mission, Start-up India, Stand Up India, Make in India etc.), improvement in ease of doing business etc. Increased internet penetration due to various government initiatives and availability of affordable data plans to millions of Indians unlocked a whole new segment of userbase in India and spurred the growth of start-ups further.

Although the social entrepreneurship sector in India is still in its nascent stage, social enterprises are not a recent phenomenon. The setting up of Amul in 1950's, which started what would later be known as the white revolution, was a major milestone in the Indian social entrepreneurship journey. Fabindia was founded in 1960's and helped in the upliftment of numerous artisans with their community-owned business model. Ashoka's entry in India in 1981 was another major milestone as its setting up contributed in formalising social entrepreneurship in India, and Ashoka formed a strong community of people working towards a greater good. The early 2000's witnessed setting up of domestic and international impact investment funds, and the first impact investment in India was made in 2001. While the early 2000's was a period of slow growth in terms of impact investments, the sector experienced a significant growth from 2010 onwards.

Though the Indian start-up ecosystem is far from mature (especially when compared to Silicon Valley in the USA), Walmart's acquisition of 77 percent stake in the homegrown e-commerce giant- Flipkart for USD 16 Billion made it among the biggest e-commerce deal in the world, and it proves the momentum with which the Indian start-up ecosystem is budding.

## 3.1 Youth (Social) Entrepreneurship Trends

### Geographical Location – Rural/Urban

It has been noted that approximately 77 percent of the respondents are based out of urban locations in India. The representation from rural India stands at a mere 11 percent, which can be attributed to low availability of resources, poor information/awareness, and lack of access to market and opportunities in rural areas.

<sup>15</sup> [www.startupindia.gov.in](http://www.startupindia.gov.in)

<sup>16</sup> Evolution of Start-up India, 2020, Start-up India

<sup>17</sup> Evolution of Start-up India, 2020, Start-up India

<sup>18</sup> Venture Intelligence



It has been noted that approximately 77 percent of the respondents are based out of urban locations in India. The representation from rural India stands at a mere 11 percent, which can be attributed to low availability of resources, poor information/awareness, and lack of access to market and opportunities in rural areas.

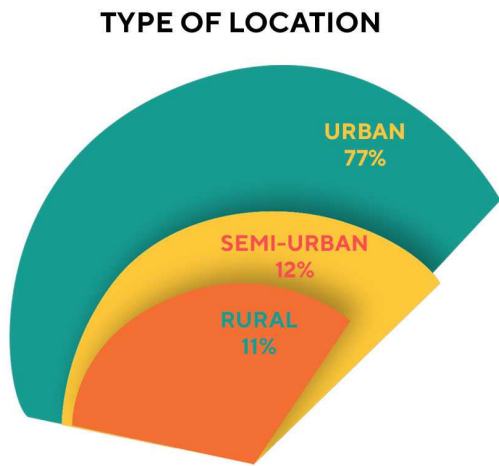


Figure 7: Type of location

Zone Wise Responses

It has been noted that approximately 77 percent of the respondents are based out of urban locations in India. The representation from rural India stands at a mere 11 percent, which can be attributed to low availability of resources, poor information/awareness, and lack of access to market and opportunities in rural areas.

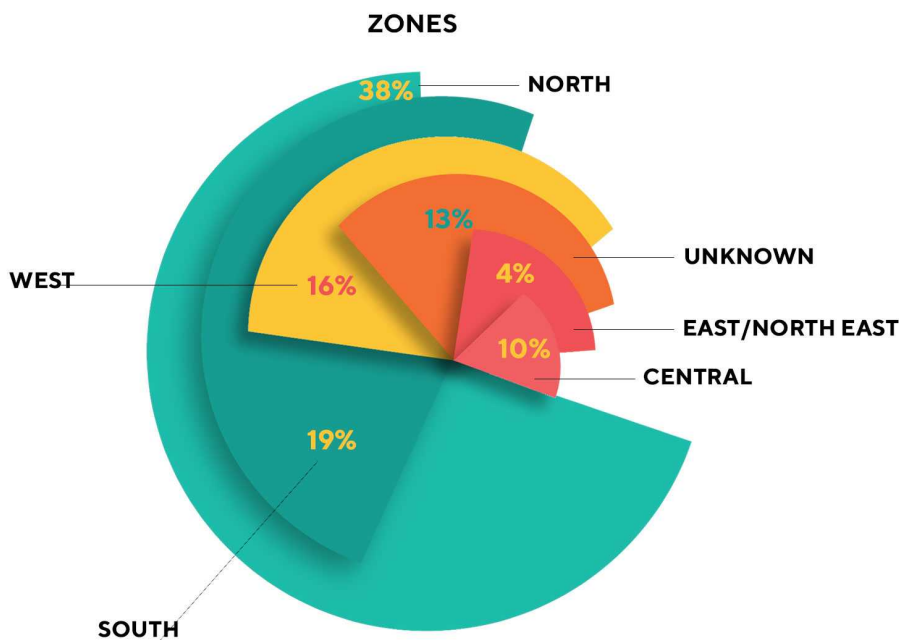


Figure 8: Zones

<sup>19</sup> Based on survey data of 1007 responses.

### Educational Background

78 percent of the surveyed entrepreneurs have completed their graduation or post-graduation, whereas approximately 15 percent of the respondents are still pursuing their education which shows that there is a growing interest amongst the youth to start early in their entrepreneurial journey.

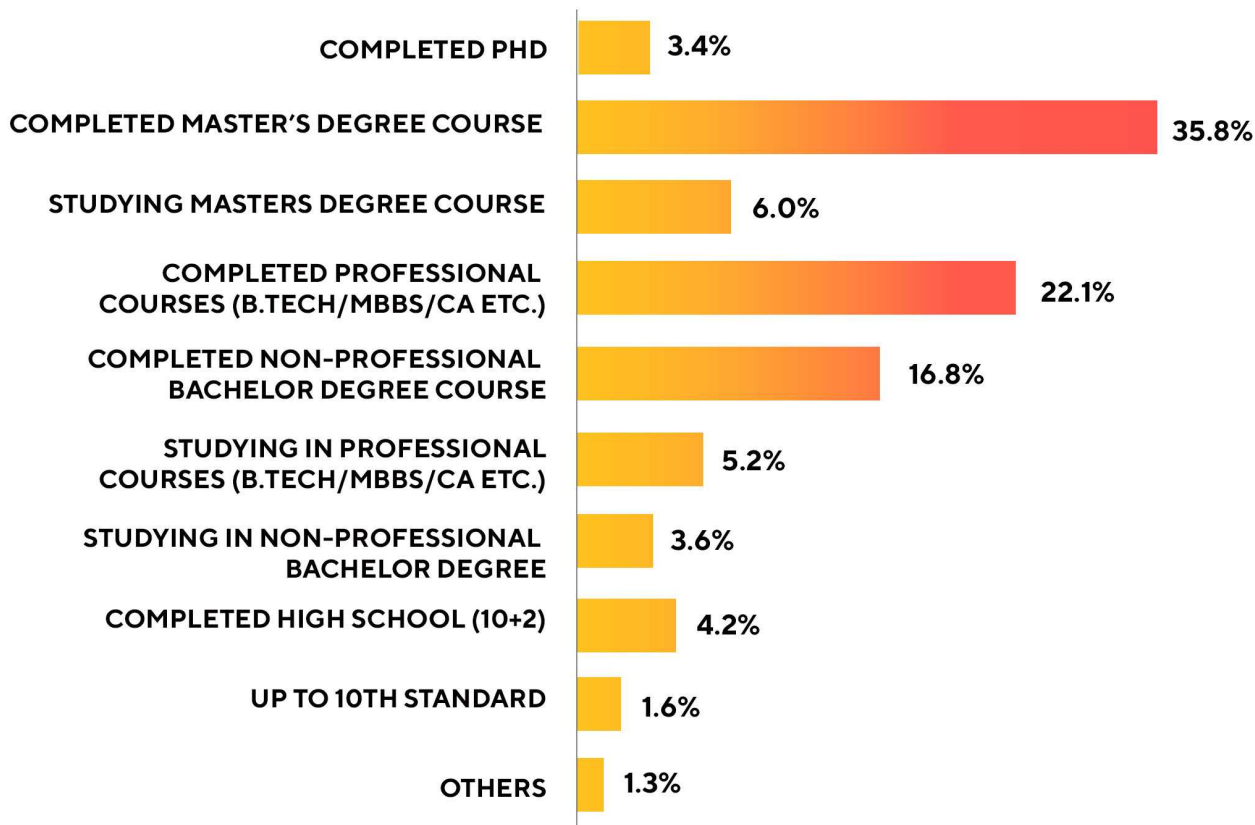


Figure 9: Educational background

### Data Segregated by Gender

Based on the survey responses, it has been observed that approximately 73 percent of the respondents identify themselves as men, approximately 27 percent identify themselves as women and 0.3 percent identify themselves as trans, non-binary and other. This reflects the low participation of women and other marginalized sections in the start-up ecosystem. According to IFC's Female Entrepreneurship Index, India ranks 70th among 77 countries and exhibits the third-highest gender gap in entrepreneurship across the world<sup>20</sup>.

<sup>20</sup> Financial Inclusion for Women-owned MSMEs in India Report 2020, IFC



WOMEN SOCIAL ENTREPRENEURS IN INDIA ARE CONFIDENT OF COMBATING COVID-19 CHALLENGES USING TECHNOLOGY



GENDERED IMPACT OF COVID-19

KEY TRENDS

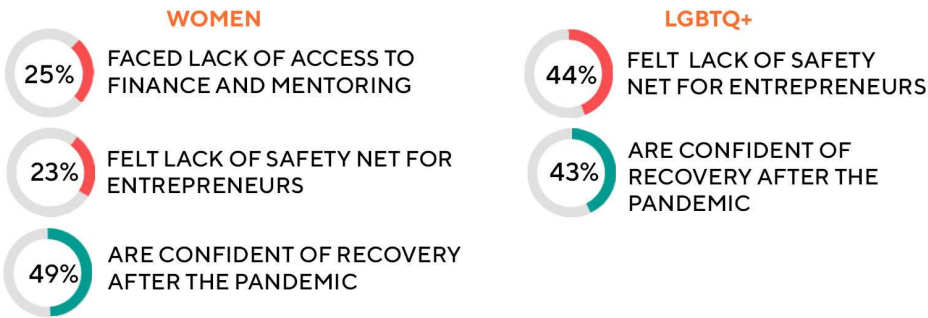


Figure 10: Entrepreneurship through gender lens

Legal Status of the Social Enterprises

Nearly 48 percent of the respondents registered their enterprise either as a company or partnership (including Limited Liability Partnerships), the two preferred forms of registration for fundraising, availing government schemes and other related compliances.

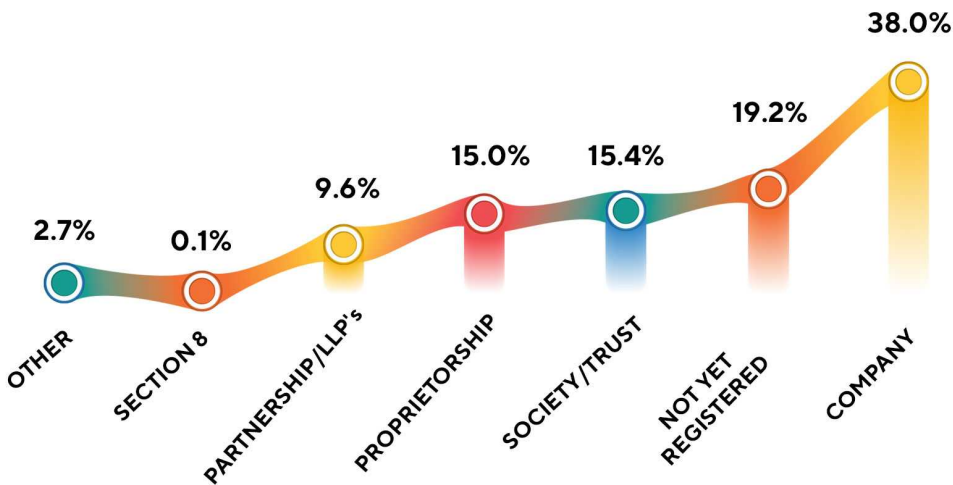


Figure 11: Legal status of the social enterprises

### Entrepreneurship Stage

Based on the survey responses, it has been noted that approximately 46 percent of the entrepreneurs have taken up entrepreneurship for the first time (the venture is either operational or in planning stage). This shows that there is an inclination of youth towards entrepreneurship, seemingly as a viable career option.

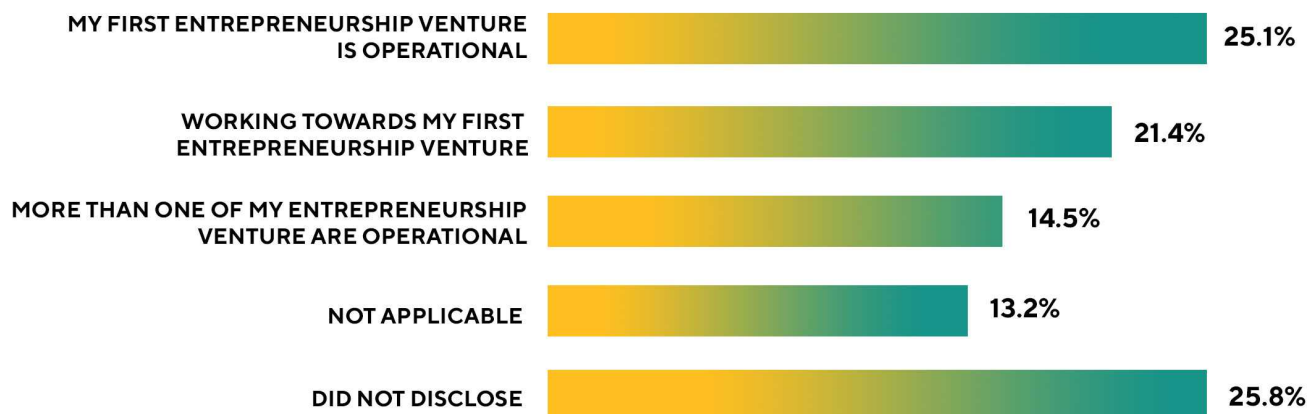


Figure 12: Stage of entrepreneurship

### Enterprise Age

Nearly 38 percent of the entrepreneurial ventures surveyed have been in business for over 5 years. Another 11% reported to have been in business for less than a year at the time of taking the survey, which is also the period during which COVID-19 has been active in India, potentially indicating entrepreneurs launching business models that are aligned with the new normal and less affected by the pandemic.

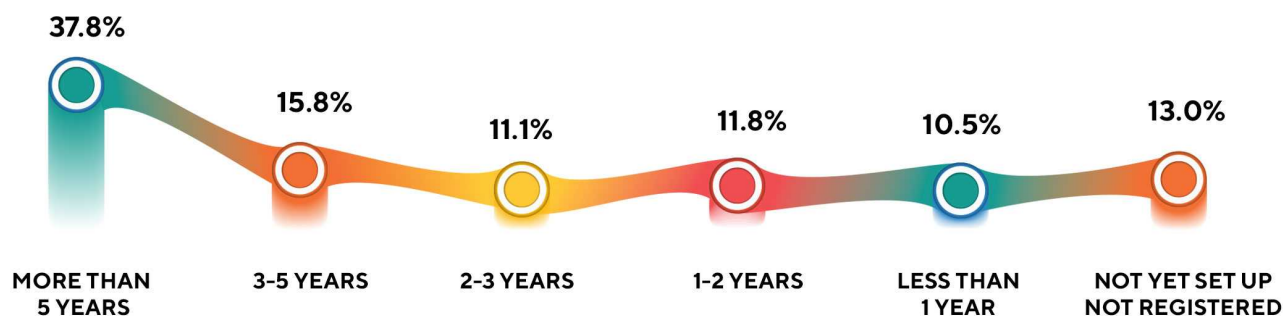
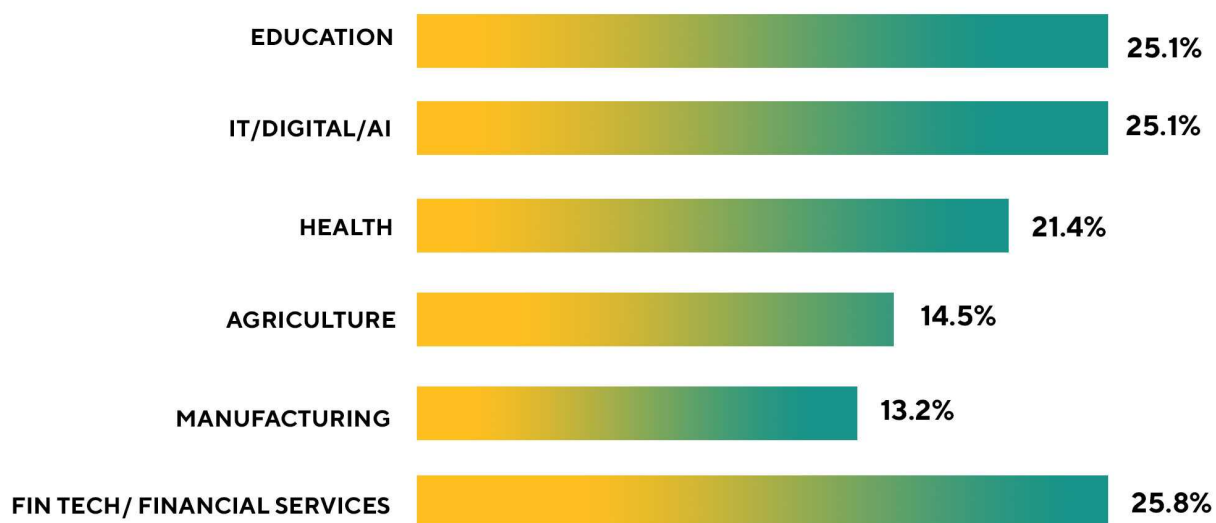


Figure 13: Enterprise age

### Business Sectors

Based on the survey responses, the 3 most represented sectors were education (approximately 20 percent), IT/digital/AI (approximately 11 percent) and health (approximately 8 percent).





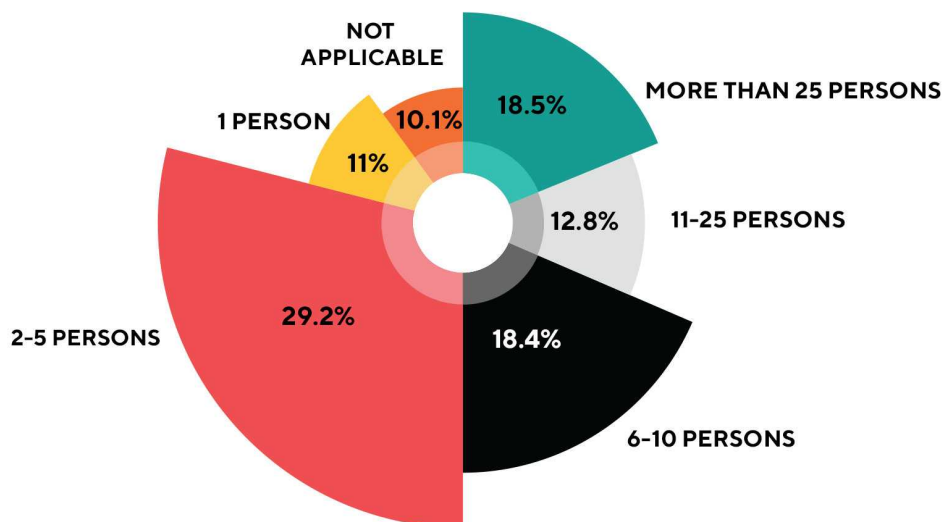
BASED ON THE SURVEY RESPONSES, THE 3 MOST REPRESENTED SECTORS WERE EDUCATION (APPROXIMATELY 20 PERCENT), IT/DIGITAL/AI (APPROXIMATELY 11 PERCENT) AND HEALTH (APPROXIMATELY 8 PERCENT).

Figure 14: Business sectors

### Human Resources Deployed

Nearly 50 percent of the entrepreneurs surveyed reported employing less than five people at the time of completing the survey. This may partly be attributed to the fact that only 12 percent of these entrepreneurs reported generating any revenue in FY 2020. Further, while most social start-ups have lean teams in the initial years of their existence, certain technology driven (or enabled) start-ups continue to function with lean teams for longer.

#### NO. OF FULL TIME/CONTRACTUAL EMPLOYEES



(THE NOT APPLICABLE CATEGORY INCLUDES THOSE WHO ARE IN IDEATION STAGE OR STILL IN THEIR INITIAL PHASES OF SETTING UP THE ENTERPRISES)

Figure 15: Human resources deployed

Human Resources Planned to be Deployed in Next Three Years (2021- 2024)

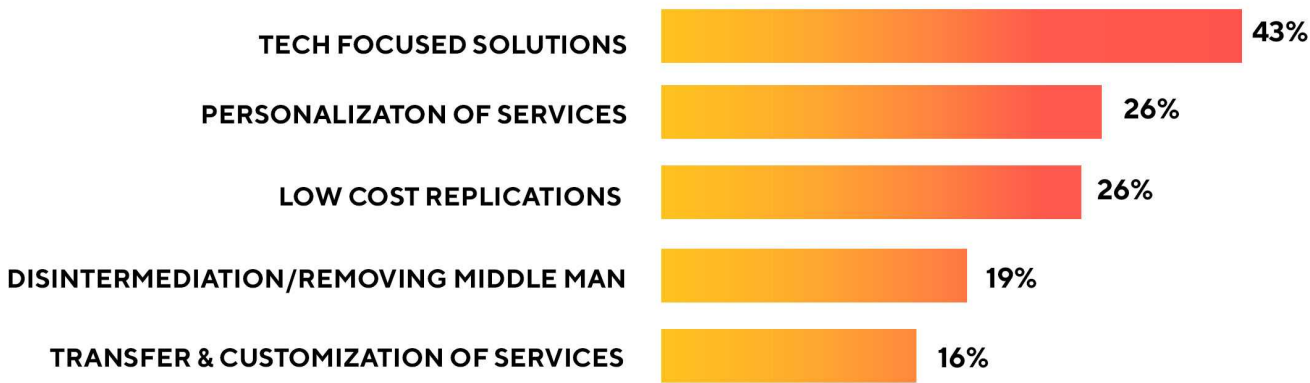
Approximately 45 percent of the entrepreneurs expressed the intent to hire more than twenty-five people in the next three years, a silver lining in the current context indicating a positive outlook towards revival of businesses in the aftermath of the pandemic.



Figure 16: Human resources planned to be deployed in next three years (2021-2024) (Based on survey insights)

Major Focus Areas in Youth Entrepreneurship and Social Innovation in India

Based on the survey responses, it has been observed that the top three focus areas of youth entrepreneurship are: tech-focused solutions (43 percent), personalization/customization of services through use of technologies (26 percent), and low-cost replications (25 percent). Expectedly, technology driven/enabled innovations continue to be the mainstay of youth entrepreneurship.



(The gap represents only the top six categories. Each respondent could choose multiple options and thus the percentage exceeds 100%)

Figure 17: Major focus areas in youth entrepreneurship

### 3.2 Megatrends Impacting the Entrepreneurial Ecosystem

#### Green (climate and environment) Aspects Influencing Enterprises

Association with a green cause is believed to bring greater opportunities and higher recognition by 24 percent and 21 percent of the surveyed social entrepreneurs, respectively. The other perceived benefits are increased demand due to customer preference for green products (21 percent), and availability of better financing options (18 percent) for green initiatives. With the looming uncertainty facing the world due to environmental and climate change, social entrepreneurs believe they have the capability to transform industries by developing sustainable products and processes through innovation as a means to tackle these pressing issues.

#### TRENDS IN YOUTH LED ECO ENTREPRENEURSHIP



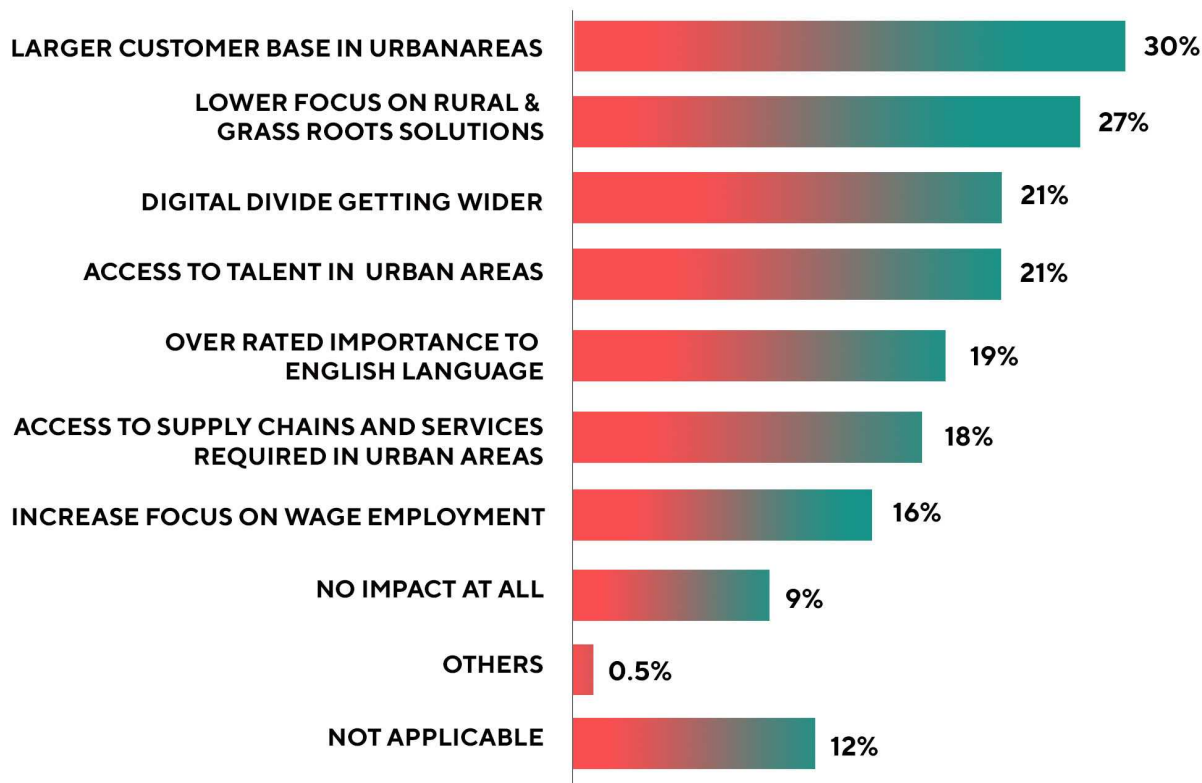
Figure 18: Green aspects influencing enterprises

#### Urbanization and Social Entrepreneurship

In the opinion of the respondents, based on the survey responses, urbanization provides – (1) a large customer base (30 percent); (2) better access to talent (21 percent); (3) improved supply chains and services (18 percent); and (4) increased focus on organised wage employment (16 percent). However, entrepreneurs also opined that urbanization leads to lower focus of social enterprises on grassroots solutions (27 percent), has contributed to the digital divide (21 percent) and provide ‘overrated’ importance to English language (19 percent).



### IMPACT OF URBANIZATION ON SOCIAL ENTERPRISES



(EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 19: Impact of urbanization on social enterprises

### 3.3 Aspirations of Young Entrepreneurs in India

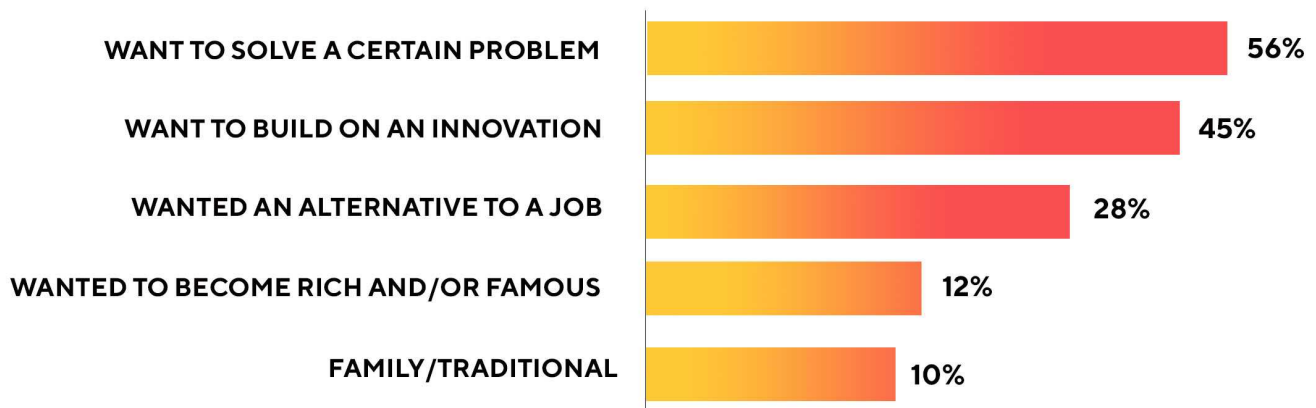
#### Motivation

Based on the survey responses, the reason to take up entrepreneurship for 56 percent of respondents was to solve a problem; for another 45 percent it was to address a market gap by innovating through product and services offered. These observations show an encouraging trend among first generation young entrepreneurs to bring innovative and differentiated products and services to the market. This is further corroborated by the Global Entrepreneurship Monitor (GEM) survey, that reported Indian youth entrepreneurs to have the highest innovation level in the APAC region<sup>21</sup>.

<sup>21</sup> As per the Global Entrepreneurship Monitor (GEM) survey as well, Indian youth entrepreneurs have the highest innovation level in APAC region.

## TRENDS IN YOUTH SOCIAL ENTREPRENEURSHIP AND INNOVATION IN INDIA

AS PER THE GLOBAL ENTREPRENEURSHIP MONITOR (GEM) SURVEY AS WELL, INDIAN YOUTH ENTREPRENEURS HAVE THE HIGHEST INNOVATION LEVEL IN APAC REGION.



(EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 20: Reasons to take up entrepreneurship

### Social Entrepreneurship Key Thematic Areas

It has been noted that the top 6 areas where social entrepreneurs felt they could make a social impact and address the 2030 Agenda for Sustainable Development are education & skill development (SDG 4), poverty alleviation (SDG 1), decent work and economic growth (SDG 8), health care (SDG 3), industry, innovation, and infrastructure (SDG 9) and climate action (SDG 13). Thus, young entrepreneurs are overcoming societal and environmental challenges with innovative methods, creating a better world, and contributing to development for themselves, their communities, and the society at large.

#### THE TOP SIX KEY THEMATIC AREAS

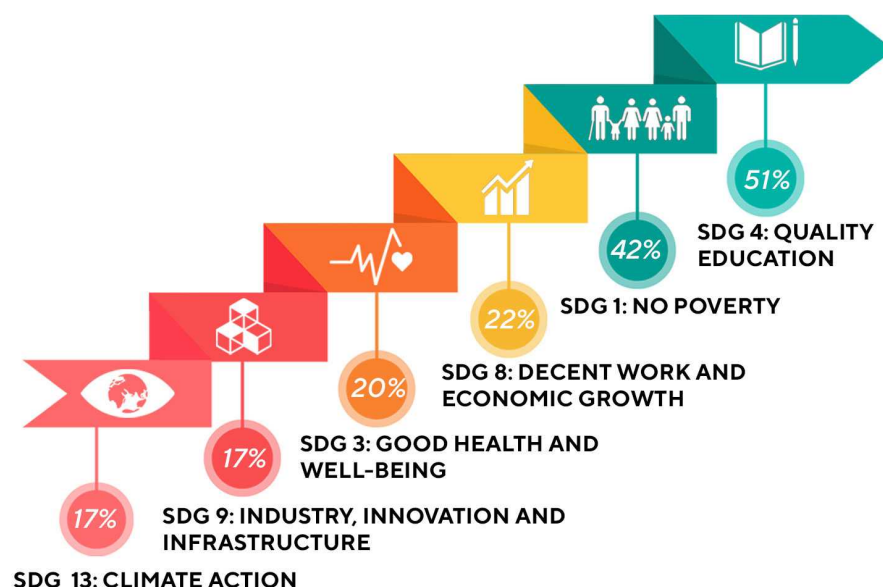


Figure 21: Social entrepreneurship key thematic areas

Table 3: Focused SDG

| <i><b>SDG Addressed</b></i>                            | <i><b>Respondents (in %)</b></i> |
|--|----------------------------------|
| <i>SDG 4: Quality Education</i>                        | <b>51%</b>                       |
| <i>SDG 1: No Poverty</i>                               | <b>42%</b>                       |
| <i>SDG 8: Decent Work and Economic Growth</i>          | <b>22%</b>                       |
| <i>SDG 3: Good Health and Well-being</i>               | <b>20%</b>                       |
| <i>SDG 9: Industry, Innovation, and Infrastructure</i> | <b>17%</b>                       |
| <i>SDG 13: Climate Action</i>                          | <b>17%</b>                       |
| <i>SDG 5: Gender Equality</i>                          | <b>15%</b>                       |
| <i>SDG 10: Reduced Inequality</i>                      | <b>15%</b>                       |
| <i>SDG 6: Clean Water and Sanitation</i>               | <b>13%</b>                       |
| <i>SDG 11: Sustainable Cities and Communities</i>      | <b>12%</b>                       |
| <i>SDG 12: Responsible Consumption and Production</i>  | <b>10%</b>                       |
| <i>SDG 7: Affordable and Clean Energy</i>              | <b>8%</b>                        |
| <i>SDG 16: Peace and Justice Strong Institutions</i>   | <b>5%</b>                        |





## IMPACT OF COVID-19

The COVID-19 pandemic has brought unprecedented challenges for the social entrepreneurs in India both in terms of business operations and finances. The pandemic has caused acute stress by severely impacting supply chains and cash flows across the sectors/industries. Majority of the sectors of the economy were affected with both, big and small businesses, facing the brunt. A high impact was seen on those social enterprises which are smaller in size as many investors had put new investments on hold. This led to a cash crunch and operational halt and some of the social enterprises either suspended their work temporarily or were forced to close down.

As compared with March 2019, start-up investments fell by 81.1 percent to USD 0.33 billion in March 2020. The number of start-ups which raised funding also decreased by 50 percent to merely 69 during the same period<sup>22</sup>. However, later in the year, the investor sentiments somewhat improved and in the period between January 2020 to mid-November 2020, the overall percentage decline was reduced to 30 percent<sup>23</sup>. The impact of COVID-19 has been harsher on industries such as travel and hospitality as lockdowns curtailed the people's movement and it led to a steep fall in business and leisure travel. However, the sectors which focused on taking the physical world virtual (such as health tech, ed tech, fin tech, e-commerce, OTT platforms etc.) saw a huge uptake as most of the activities went virtual.

### 4.1 Government Initiatives to Support Social Enterprises during COVID-19

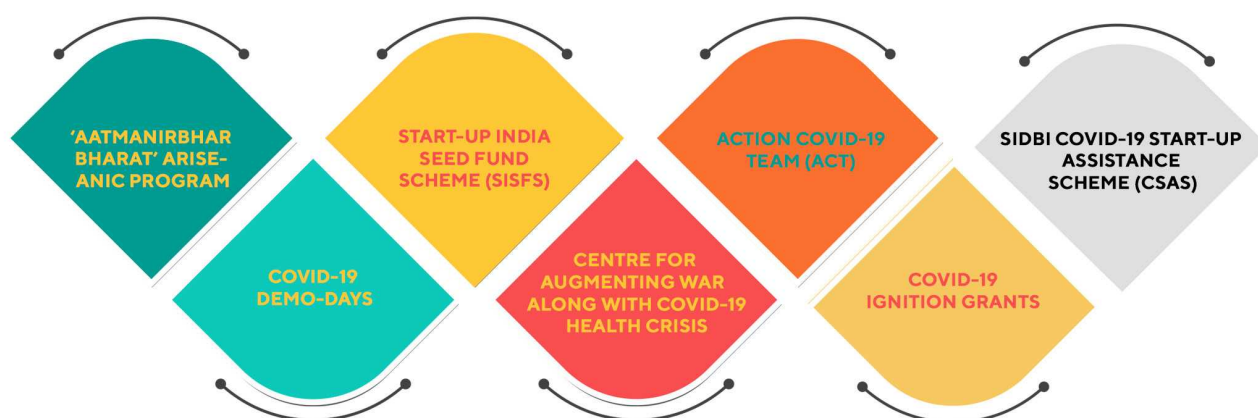


Figure 22: Government initiatives to support social enterprises during COVID-19

Government of India had announced INR 20 Lakh Crore economic package equivalent to 10 percent of India's GDP under the 'Aatmanirbhar Bharat Abhiyaan' (Self-reliant India campaign), to aid the country in the fight against COVID-19 crisis<sup>24</sup>. Under this initiative, AIM, NITI Aayog launched the Atal Research and Innovation for Small Enterprises (ARISE)- Atal New India Challenges (ANIC) program. It is a national initiative to encourage research & innovation and increase competitiveness of Indian start-ups and MSMEs. The objective of ARISE-ANIC program is to proactively work in collaboration with ministries and the associated industries to catalyse research, innovation and enable innovative solutions to sectoral problems. The objective is also to provide a stable stream of innovative products & solutions where the central government ministries / departments will become the potential first buyers. The programme will support deserving applied research-based innovations by providing funding support of up to INR 50 Lakh for speedy development of the proposed technology solution and/or product. The ARISE-ANIC program complements the Make in India and Start-up India initiatives, to fast track the growth of the Indian MSME sector<sup>25</sup>.

<sup>22</sup> Investments in Indian start-ups crash nearly 81percent in March y-o-y, 2020, The Hindu Business Line

<sup>23</sup> 765 deals worth \$8.4 billion: the state of Indian start-up funding amidst the COVID-19 pandemic, 2020, YourStory

<sup>24</sup> <https://aatmanirbharbharat.mygov.in/>

<sup>25</sup> [www.aim.gov.in](http://www.aim.gov.in)



Another initiative by AIM to keep the entrepreneurial spirit high across the country has been to collaborate with other ministries and industry partners to support start-ups with COVID-19 innovative solutions. AIM conducted a series of virtual COVID-19 Demo-Days with a number of different partners, including Youth Co:Lab, UNDP, NASSCOM etc.- an initiative to recognize promising start-ups with COVID-19 innovations to further help them deploy and scale-up their solutions nationwide. The initiative was launched in partnership with other government bodies. The initiative is expected to offer a significant boost to the India's mobilization attempts relating to COVID-19 related products, services, and solutions and give the start-up ecosystem an effective platform to contribute during the pandemic. Due to this initiative of virtual Demo-Days, 340+ connections involving more than 50 start-ups have been made between the start-ups and various investor groups and other organizations. These start-ups will get support in the form of financial backing, access to manufacturing abilities, supply chain and logistics and for finding the right vendors and mentors<sup>26</sup>.

The government has also come up with various other schemes to boost investments in the start-up ecosystem in response to the COVID-19 pandemic. The Start-up India Seed Fund Scheme (SISFS) was launched in January 2021 to provide financial support to seed stage start-ups for proof of concept, prototype development, product trials, market entry, and commercialization. Through this initiative, the government plans to allocate INR 945 Crore in the next four years and cater to an estimated 3,600 entrepreneurs through 300 incubators. An Experts Advisory Committee (EAC) has been set up by Department for Promotion of Industry and Internal Trade (DPIIT) to select incubators, execute the programme and monitor progress. While SISFS is a sector agnostic scheme, preference would be given to innovative solutions in sectors such as waste management, water management, financial inclusion, education, agriculture, food processing, biotechnology, healthcare, energy, mobility, defence, space, railways, oil and gas, textiles, etc<sup>27</sup>. The aim is to promote the advancement of the start-up ecosystem, especially in the non-metro cities.

The Government's Centre for Augmenting WAR along with COVID-19 Health Crisis (CAWACH) has also shortlisted start-ups for developing indigenous, low-cost, and effective solutions to contain COVID-19. CAWACH will invest between INR 50 Lakh to INR 2 Crore for each selected solution.

During the ongoing COVID-19 pandemic, SIDBI has also reported that the private investments in Alternative Investment Funds (AIFs) covered under Fund of Funds for Start-ups (FFS), have not been put on hold and no decrease has been reported during the pandemic. The stakeholder organisations have also come up with various other initiatives to boost investments in start-ups in response to the COVID-19 pandemic. Some schemes are as follows:

- **Action COVID-19 Team (ACT)** – ACT has set-up an INR 100 Crore grant, created by India's start-up community to give wings to ideas that could combat COVID-19 with immediate impact. ACT has been seeking capital-efficient, scalable solutions from NGOs and innovative start-ups which need an initial seed grant to fight the pandemic.
- **United States - India Science and Technology Endowment Fund (COVID-19 Ignition Grants)** – The United States-India Science & Technology Endowment Fund (USISTEF) seeks to support and foster joint applied R&D to generate public good through the commercialization of technology developed through sustained partnerships between U.S. and Indian researchers and entrepreneurs.
- **SIDBI CSAS** – SIDBI recognizes the operational and financial challenges being faced by the start-ups and endeavours to provide financial assistance and stability via its COVID-19 Start-up Assistance Scheme ('CSAS'). This scheme will aid innovative start-ups that have demonstrated ability to adapt to the COVID-19 crisis and have ensured employees' safety and financial stability.

<sup>26</sup> [www.pib.gov.in](http://www.pib.gov.in)

<sup>27</sup> [www.seedfund.startupindia.gov.in](http://www.seedfund.startupindia.gov.in)



There are also various other schemes like SIDBI Safe, SIDBI Safe Plus, etc. that are applicable to the MSMEs. Many of them are targeted at MSMEs involved in fighting the COVID-19 pandemic.

## 4.2 Challenges and Implications of COVID-19 on Young Entrepreneurs in India

### Impact of COVID-19 on Social Enterprises

It has been noted that approximately 85 percent of the entrepreneurs felt the negative impact of COVID-19 on their entrepreneurial work. Out of the 85 percent approximately 60 percent felt that the impact was high/ very high and around 25 percent felt that the impact was moderate to low.

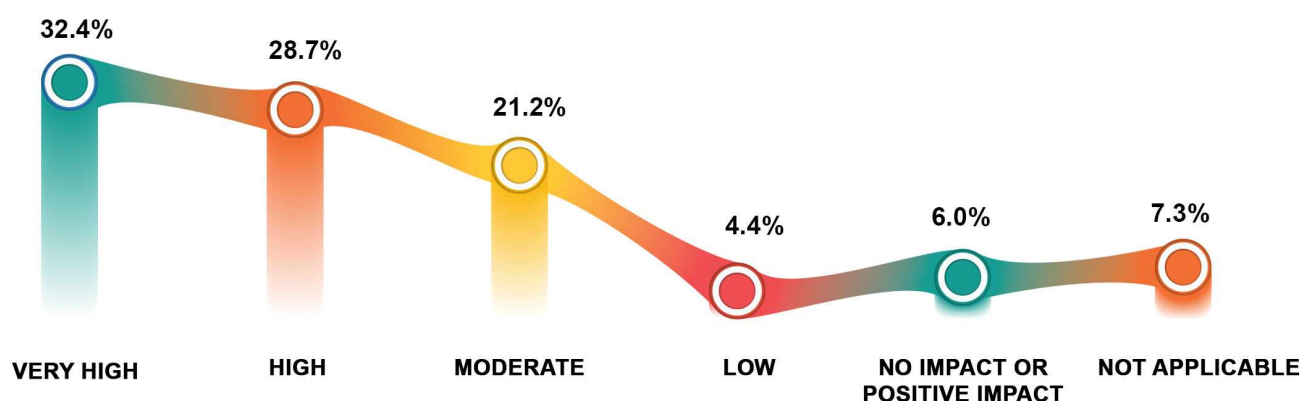


Figure 23: Impact of COVID-19 on social enterprises

From the focus group discussions and stakeholder interviews also, similar trends were observed regarding the impact of COVID-19 on social entrepreneurship. The impact in order of its severity and the stage of business can be broadly classified into three groups:

- **High Impact- Growth/Scale-up phase enterprises** – The enterprises which had started providing their product/services during the pandemic have been majorly impacted. They struggled more as their sales had started, holding inventory became a challenge and cash was tied-up. The entrepreneurs also faced personal stress and family pressures. They faced cash crunch as they were unable to raise funds due to uncertain business environment.
- **Moderate Impact- Market launch phase enterprises**– The enterprises where the proof of concept (PoC), minimum viable product (MVP), initial testing & pilot was complete, and they were ready to launch were moderately impacted as they could easily lower their operational cost and put their plans on hold. Such entrepreneurs haven't given up on the entrepreneurship and they might have just temporarily undertaken other economic activities.
- **Low Impact- Early-stage enterprises** – These were the enterprises which were in market research and ideation stage and have not reached Proof of Concept stage. They were minimally impacted as there was not much financial implication for them. However, their operation halted completely, and field-based market research, product validation, and getting customer feedback was difficult for them.

### Challenges Faced by Entrepreneurs due to COVID-19

Based on the survey responses, it has been noted that financial challenge was the topmost challenge faced due to COVID-19 followed by employee/worker challenge, customer/stakeholder challenge and logistics challenge.

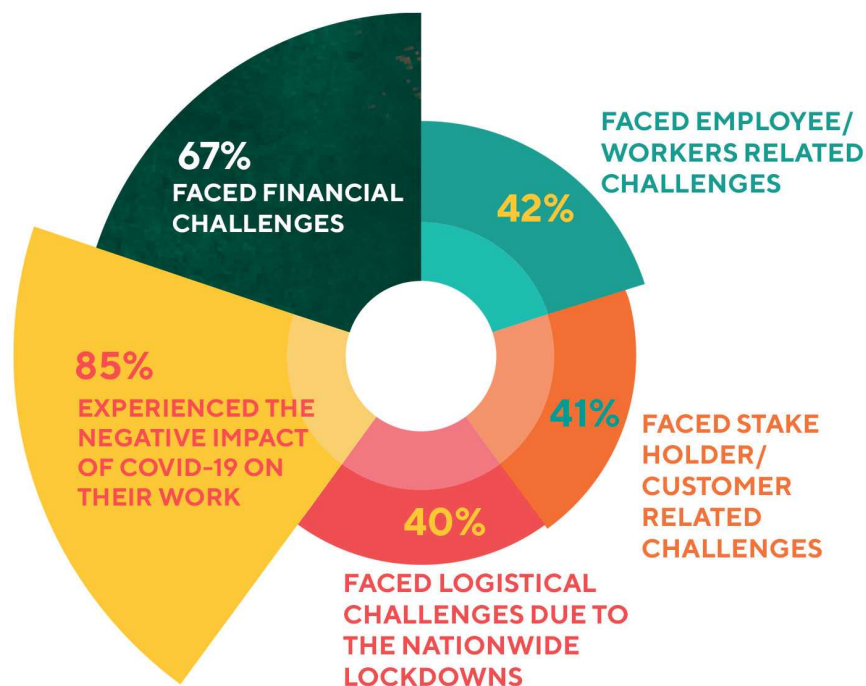
Similar challenges were voiced by the participants during FGDs and stakeholder interviews.

The key challenge for entrepreneurs was in terms of **funding**, as there was a dip in interest of investors and initially reaching out to investors also became a challenge. Investments and funding dried as most of the funding available for the social enterprises was diverted to COVID relief work. As observed during the discussions, social enterprises face shortage of funds in general as they are considered high-risk ventures where there is no exact timeline of returns and this situation worsened during COVID. In certain tech focused subscription-based businesses, the revenue from subscriptions dropped as people cut down spending on non-essential services.

In terms of **employee/workers related challenges**, due to the reverse migration there was a shortage of manpower which resulted in low production levels. There were cases of employment terminations, not because of performance issues but due to compulsion of cutting down the non-essential expenditure by enterprises.

There were **stakeholder/customer related challenges** as well. Due to the pandemic, many enterprises suffered as access to customers and market was reduced. The first-time customers were not very comfortable with a virtual interaction/engagement initially. The consumer demand was also reduced due to the economic shock and people were careful with their discretionary spending.

**Operational/logistical challenges were there because** field operations were completely stopped, and the businesses faced supply chain issues and sourcing of raw materials was difficult due to prolonged lockdowns.



(EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 24: Impact of COVID-19 & challenges faced

## Expected Continuity of Work

Based on the survey responses, it has been noted that approximately 47 percent of the entrepreneurs expect work continuity for more than 6 months and 25 percent expected the work continuity for more than 1 month and up to 6 months at the time of survey.

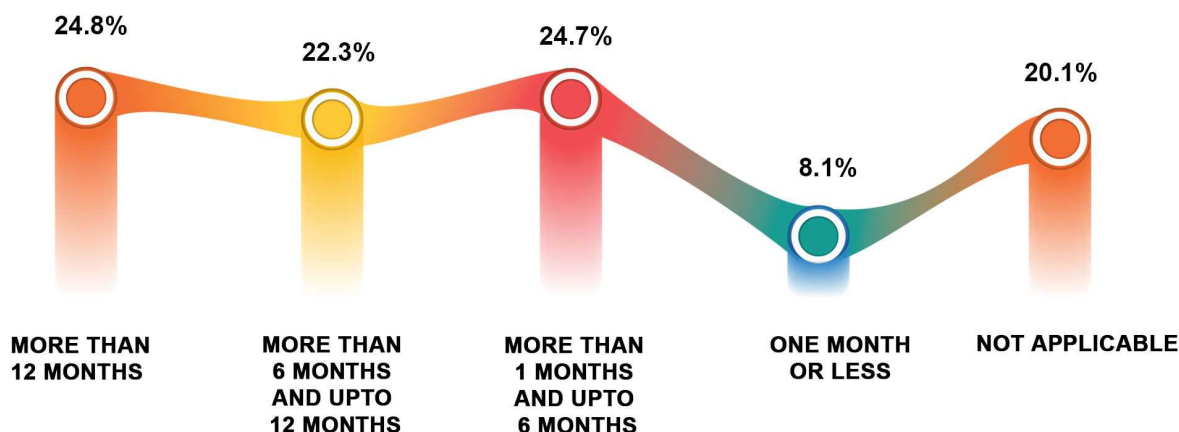


Figure 25: Expected continuity of work

## Possibility of Recovery

Based on the survey responses, it has been noted that approximately 60 percent of the entrepreneurs are either confident or extremely confident that their work will recover after the pandemic. Thus, the overall outlook is positive that they will be able to recover from the pandemic.

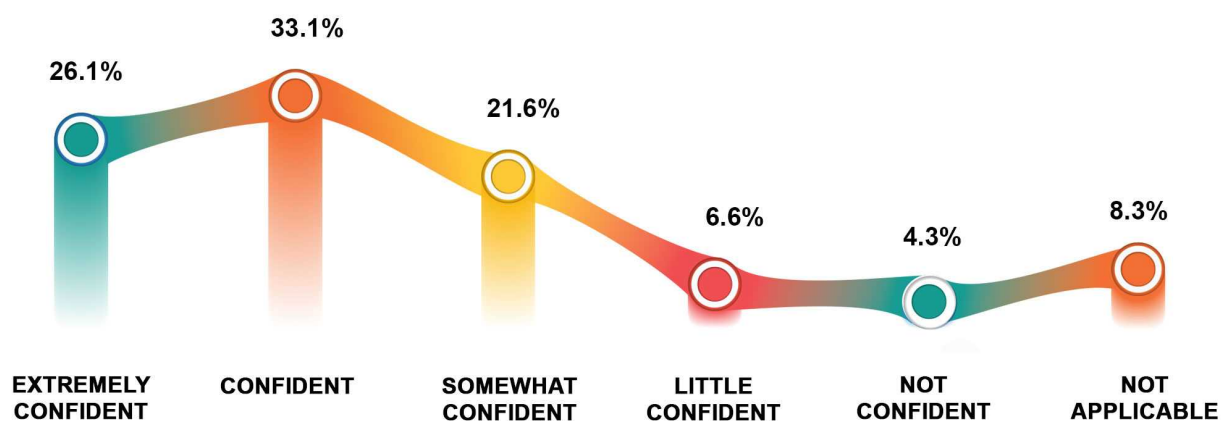


Figure 26: Possibility of recovery

The overall sentiments from the survey showed a positive trend, however, during our interactions with stakeholders regarding the recovery, certain riders were indicated depending on the stage of the social enterprise. Enterprises in the growth phase had cash reserves only for next three to six months. If the pandemic and resultant lockdowns had continued, they might have been forced to close down either temporarily or permanently especially in case of social enterprises which do not have funds for core work



and are unable to pivot to other opportunities. However, it was also noted that majority of the enterprises changed their business models and were able to adapt in ways which will enable their survival and a faster recovery from the pandemic.

### 4.3 Adapting to COVID-19 Challenges: Response Strategies

#### Changes Adopted by Entrepreneurs in Response to COVID-19

Based on the survey responses, following are the top five changes that the entrepreneurs adopted due to the COVID-19 pandemic: provided online services (44 percent), reduced expenses (36 percent), modified business model (36 percent), communicated more with stakeholders (33 percent), reduced manpower (25 percent) etc.

Enterprises adopted many changes to survive. This was also validated in the FGDs and stakeholder interviews as COVID-19 has accelerated the process of technological integration. Many enterprises went digital and offered **online services**. Due to the pandemic, enterprises started hosting online events which attracted a lot of participants. Video conferencing and social networking platforms witnessed a boom. Thus, during pandemic there has been a fast adoption of tech products by the enterprises and customers.

To **reduce expenses**, social enterprises have given up office spaces and saved the cost of rent. There was a realization that offices or physical presence of employees to run the business could no longer be a mandatory requirement and this helped in changing the perception about remote working and the notion that work from home hampers productivity. Remote working and flexible working arrangements are being seen as the norm now. Much work is now taking place in a digital space rather than in physical space. Technology is being used to conduct business, to communicate, collaborate, and connect teams together across spatial and organizational boundaries. The upskilling and reskilling of employees has also become crucial in this aspect, with the aim to help employees navigate better the labor market changes.

**Many businesses pivoted, reworked and re-strategized on business plans and projects.** Due to the lockdown, entrepreneurs utilized downtime for working on strategies/business planning and on reviews/compliances etc.

**Many enterprises also started communicating more with stakeholders.** Virtual interactions have helped in access to the funding agencies. The funding pitches to angel investors/seed investors/venture capital funds started happening virtually. Going virtual has also helped the social enterprises in the remote areas of the country. Earlier travelling was a constraint but now because of virtual interactions, venture capitalists are expanding their base to engage with enterprises from all over India.

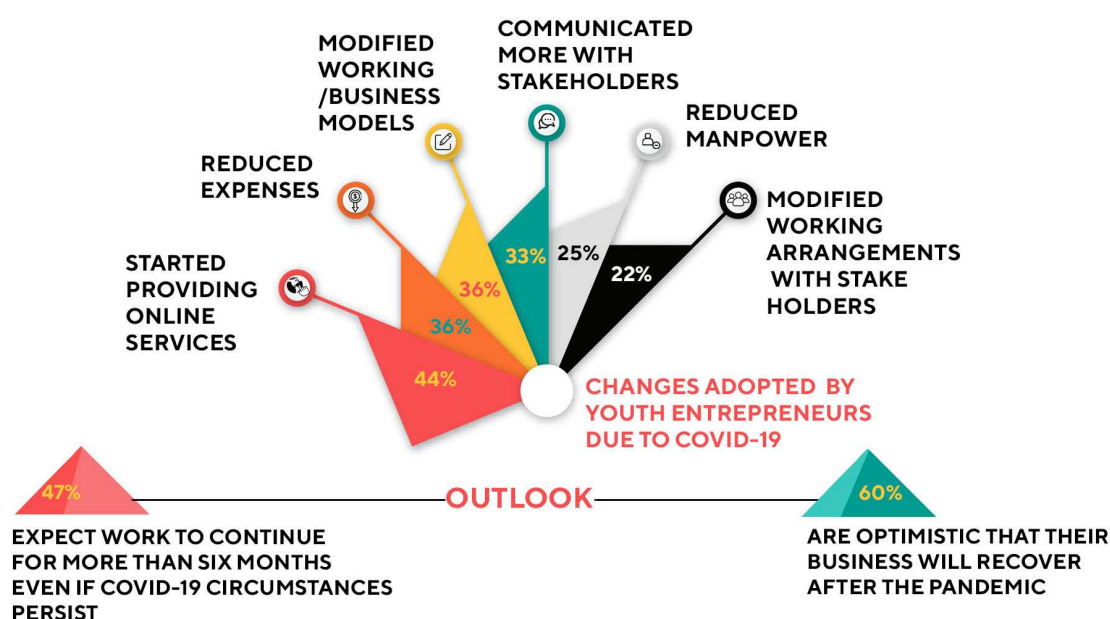


Figure 27: Changes adopted due to COVID-19

### Positive Changes in the Ecosystem due to COVID-19

#### Positive sectoral and operational impact

- The sectors that were positively impacted and could raise funding in 2021 included ed-tech (which saw exponential growth), fintech, gaming sector especially in the area of skill-based games.
- Health tech gained a lot of prominence during the pandemic with a lot of public health focused organizations exploring integration of technology in various business functions. Social enterprises developing or adapting to COVID-19 specific solutions witnessed a positive boost, but at the same time ground level competition intensified.
- In the textile sector, organizations which pivoted into making PPE kits, masks, etc. have done well. There was a boost to women-led textile enterprises as well.
- Within the agriculture sector, food processing companies fared well, despite disrupted supply chains during the first few months of the onset of the pandemic.
- Fin-tech sector saw growth during the period as increased digital payments and digital lending gained prominence. In SME/Micro finance companies the credit offtake has been continuing but there is stress at an individual borrower level resulting in rescheduling of loan repayments by several borrowers.
- Digital audio entertainment enterprises witnessed increased consumption on the back of remote working and home confinement leading to increased demand for home entertainment.
- Non-profits supporting skill development and livelihood received a big boost.

#### Online expansion, digitization, and networking

- Incubation and acceleration programs went virtual and are now able to support larger batches of social enterprises regardless of location, as against pre-pandemic times when batch sizes were limited with programs run physically and supporting only enterprises nearby to metro cities. Mentor sessions too are being conducted virtually and have become cost and time efficient.
- Several webinars conducted by agencies like MSME and Atal Incubation Centres (AIC) helped social enterprises in networking and in connecting with businesses across India.
- Due to the lockdown, entrepreneurs utilized downtime for working on strategies relating to digital marketing. Many social enterprises went digital and started focusing more on learning and capacity building of the staff.



### Broader access to funding channels

- Virtual interactions have allowed increased access to funding agencies, with pitches to early stage investors now being made virtually, and thereby bringing about a much-needed parity in access to funding between start-ups based in metros and those based in non-metro cities. Due diligence too, which was earlier happening face-to-face, is now happening virtually, making the entire fund raising process more cost and time efficient.

### Improvement in the entrepreneurial culture

- COVID-19 has helped in improving the perception of social enterprises in tier-2 and tier-3 cities, with such cities now being seen as alternatives to metros for setting up entrepreneurial ventures.
- The Indian entrepreneurial sector seems to have fared well with over 10 start-ups turning unicorn (valuation in excess of USD 1 bn) over the last few years and serving as an inspiration for many to consider entrepreneurship as a career.
- Social distancing and home confinement have given rise to different business models including home delivery of groceries and health-care services, among others.

### Utilization of lockdown period to get legal/ regulatory compliances and certifications in place

- Entrepreneurs utilized the lockdown period to focus-on and complete certain processes including regulatory compliances and obtaining certifications/patents.
- Rural India, which witnessed reverse migration in the wake of the pandemic, is seeing a surge in entrepreneurship with a demand for capacity building and new innovations, and the potential to employ the reverse-migrated unskilled labour. Livelihood focused social enterprises have also gained more prominence during this period.

Thus, based on the insights received from the survey, focus group discussions, and stakeholder interviews, the impact of COVID-19 is seemingly high on social enterprises. Technology-driven businesses and those offering digital and online solutions have been impacted positively, with most such businesses reporting growth in revenue in the pandemic struck year. However, the businesses which were operating on the ground with a traditional brick and mortar delivery model are severely impacted. Businesses that were able to pivot and take their offerings online or the ones that made a makeshift change in the product/-service offerings were able to offset the impact to an extent. In terms of the challenges due to COVID-19, financial challenges were the key issue they faced. There was a lot of uncertainty during the first wave, and there was a slowdown in funding activities, but it picked up in the last two quarters. The second wave resulted in a complete halt and funding dried up. The enterprises which were in ideation/PoC stage were not impacted much but enterprises that just entered the market with their offering were faced with several challenges. However, the majority of the entrepreneurs are either 'confident' or 'extremely confident' that their work will recover after the pandemic.







***ENTREPRENEURSHIP  
& INCLUSIVITY***

## ENTREPRENEURSHIP & INCLUSIVITY

**T**he term socio-economically disadvantaged groups describes groups which face inequality of opportunities due to social, cultural, gender, political and/or economic norms, leaving them behind in developmental progress. In India, this group includes but is not limited to Scheduled Castes (SCs), Scheduled Tribes (STs), Other Backward Classes (OBCs), women, LGBTQ+, minorities, migrants, persons with disabilities (Divyangjan) etc. While social entrepreneurs are working towards inclusivity and betterment of all, within the space of social entrepreneurship as well, there exists a wide gap in terms of opportunities and representation.

These groups face multidimensional and often systemic discrimination that affects their access to equal opportunities for healthcare, education, and skill development. In terms of employment prospects, many people lack access to opportunities, face prejudices and may even receive lesser pay than the mainstream population for similar work. Moreover, many people from the disadvantaged groups may also lack the education and skills required to be eligible for certain kinds of jobs. Entrepreneurship in this sense may seem to be a democratizing wherein anyone can start a business irrespective of educational qualification, caste, gender, disabilities, age etc. Entrepreneurship among socio-economically disadvantaged groups also creates a multiplier effect as a person from socio-economically disadvantaged section starting a venture may improve not only his/her life but will also be more receptive to hire other people from the socio-economically disadvantaged category without any bias and therefore improve their lives. They may also motivate other people with similar backgrounds to pull themselves out of their existing situation.

While this seems great in theory, in reality, the situation is much more complex. Even though it is true that starting up saves a person from being at the mercy of employers' biases, there are various barriers that prevent people belonging to the socio-economically disadvantaged category in starting and succeeding in their own venture. These barriers have to do with social perception, financial accessibility, human capital, and social network. Proof of existence of such barriers lies in the fact that despite India having an advanced entrepreneurial ecosystem, the number of success stories and the proportion of entrepreneurs belonging to socio-economically disadvantaged section is small.



### 1 SOCIAL PERCEPTION

People usually have preconceived notions relating to caste, gender, disabilities, religious beliefs etc. This may create difficulties for people belonging to the socio-economically disadvantaged section to create ventures catering to people beyond their own communities. It takes a high level of effort to break the glass ceiling and convince various stakeholders like customers, financiers, society in general. For example, a person with disabilities (Divyangjan) might have to put in disproportionately higher effort to convince customers about their worth.



2

### FINANCIAL ACCESSIBILITY

Availability of funds plays a major role in the survival and growth of an organization. However, the process to raise funds, especially from angel investors & venture capital funds, is not an easy one. It requires know-how and certain kind of network. With the socio-economically disadvantaged section's low social capital and limited network, it is difficult to raise funding.

Moreover, investors may view businesses set up by these groups to be high risk as they generally have lesser reach and limited track record of success for similar groups of people. Social perception also plays a role here as investors may unfairly perceive these groups to have lesser competence.

3

### HUMAN CAPITAL

Human capital can be seen in terms of the skills, knowledge, and experience an individual or a population possesses, and can be also considered in terms of their value or cost to an organization or country. People with better skills and abilities are able to leverage resources and opportunities better and are therefore able to grow faster. Moreover, leaders possessing higher level of human capital attract employees who themselves are more skilled than the rest, thus creating a compounding effect leading to success. Although levels of human capital vary significantly among people within the socio-economically disadvantaged groups, they are generally dispositioned to possess lower level of human capital. For e.g. a woman, due to gender bias, may not rise up the ranks in an organization and therefore might have less experience in leadership roles as compared to a man. A person with disability may have difficulties in using educational resources to improve his/her skills.

4

### SOCIAL NETWORK

Social network and contacts of a person play a major role throughout the life cycle of a social enterprise. Probability of success of a social enterprise increases if the entrepreneur can draw upon the experience of mentors, fellow entrepreneurs, VCs etc. and leverage additional resources/-know-how of their personal contacts. A personal network is formed through a feeling of having a common identity (e.g. working in the same organisation, going to the same educational institute, having common friends etc.). With limited access to opportunities, few commonalities, and scarce chances of interactions with the mainstream, chances are that the marginalized communities may not have a vast social network.

The above four are some of the most significant barriers people belonging to the socio-economically disadvantaged groups face when they think of starting their own ventures.

The government is working towards providing relief from some of these barriers by coming up with various schemes like Stand-Up India (for Financing SC/ST and/or Women Entrepreneurs by Small Industries Development Bank of India, Self-Employment Lending Schemes –[Credit Line 2–Term Loan Scheme, The National Minorities Development & Finance Corporation for minority population with annual family income of up to INR 6 Lakh, etc.<sup>28</sup> Programmes such as Ambedkar Social Innovation Incubation Mission (ASIIM)(to promote innovation and entrepreneurship amongst SC students in higher education

<sup>28</sup> <https://www.startupindia.gov.in/>



campuses]] are also aimed at driving more inclusive growth in the entrepreneurial ecosystem in India. However, many people in need of such schemes are not able to leverage them. For example, Rohini Commission found that less than 1 percent of the communities (40 out of 5000–6000 communities) under the OBC section have cornered more than 50 percent of the reservation benefits in admissions to central educational institutions and recruitment to central services<sup>29</sup>. Moreover, while such schemes can help in overcoming financial and skill development barriers, societal barriers like social perception and social networks are still difficult to be addressed by such schemes. They require a shift in the mindset of the society, a shift which is likely to be a slow and gradual process.

However, in recent years, women entrepreneurs are increasingly making their mark in the entrepreneurial ecosystem in India. According to Startup India, the portion of women owned enterprises increased to 14 percent from 10 percent in 2019. Moreover, Dell's 2019 Women Entrepreneur Cities (WE Cities) Index ranked Bengaluru and Delhi at 43rd and 50th positions globally in terms of providing the most favourable ecosystem for women entrepreneurs. Various public and private sector initiatives have helped spur the growth of women in entrepreneurship. India is seeing funds and accelerators like Saha Fund and Rebalance accelerator supporting start-ups with women leaders. Schemes like Telangana government's WE Hub, Mahila Udyam Nidhi Scheme, Mudra Yojana Scheme, Stree Shakti Package for women entrepreneurs etc. are providing support to women entrepreneurs in starting up and growing their enterprises.

### Participation of Socio-Economic Disadvantaged Groups in the Entrepreneurial Ecosystem

Based on the survey responses, it has been noted that less than 10 percent of the entrepreneurs surveyed identified themselves from the socio-economically disadvantaged communities. Further, this low representation worsens their cause, marginalizing their voices in consultations for designing support systems. Access to market, opportunity, information, and funding are some of the other key issues entrepreneurs from these social groups grapple within the ecosystem.

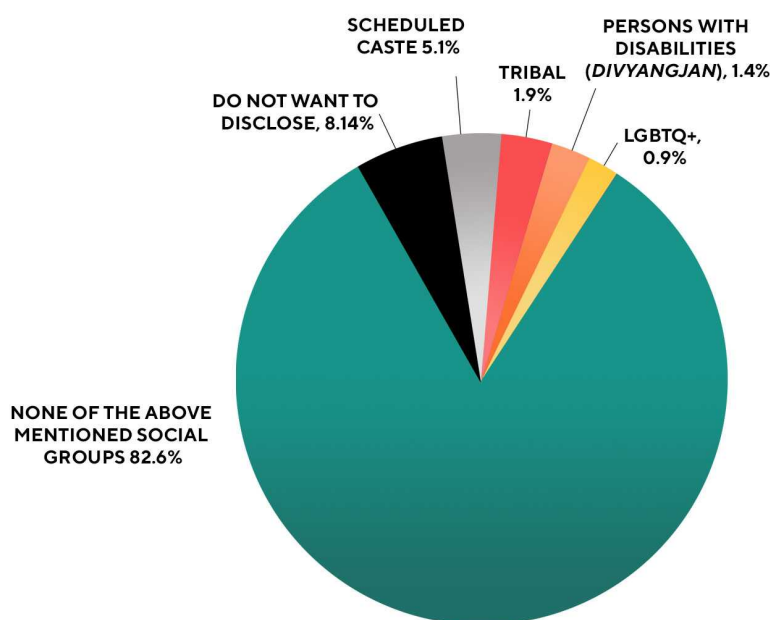


Figure 28: Social groups

The insights gathered from the survey were corroborated by several entrepreneurs who participated in the FGDs and also from the stakeholder interviews. It was observed that representation from the socio-economically disadvantaged groups in the social entrepreneurial ecosystem was rather stunted; the specific barriers and issues faced with each of these disadvantaged groups are detailed below:

<sup>29</sup> Financial hiccups of SC/ST entrepreneurs must be addressed on priority, voice industry leader, 2019, The Economic Times

- **Women:** A look at entrepreneurship ecosystem reveals how starting an enterprise is exceptionally tough for women. The current entrepreneurial ecosystem is not women friendly in terms of mobility, networking and perception which results in very low participation of women in entrepreneurship space. Starting an enterprise is challenging enough for entrepreneurs today for several reasons, and even more so for women entrepreneurs who have to endure in a fundamentally unfavourable ecosystem plagued with an extensive gender bias and social inequality. Women may not have the same access to resources, as a significant number of Indian women do not own property or assets in their name, and this lack of collateral can prevent them from getting loans from banks. Societal biases present their own set of challenges for women entrepreneurs; the popular belief in society is that women should play a bigger role in unpaid care work, so starting a social enterprise and maintaining work-life balance can be exceptionally tough for them. Women entrepreneurs may also find it difficult to convince investors regarding their commitment to the role, technical competence, financial prudence, or tech savviness. Networking, another key facet of entrepreneurship, plays a critical role in being able to secure funding, attain entrepreneurial goals and effectively grow the social enterprise. All these challenges are even more amplified for rural women entrepreneurs. Further, while women specific government schemes exist, the implementation of these schemes is sluggish and leaves a lot to be desired. Therefore, there is a need for more women friendly initiatives, followed through with robust implementation, to make the ecosystem truly inclusive and more conducive for success of women entrepreneurship.



- **LGBTQ+:** Entrepreneurs from the LGBTQ+ community do face several personal and social challenges like lack of understanding among people for LGBTQ+, lack of acceptance, poor reception by the people when the identity is revealed, etc. There is also a lack of participation of LGBTQ+ in the social entrepreneurship ecosystem. COVID-19 also severely impacted LGBTQ+ as the lockdown forced persons from the community to stay at home with their families. This led to an increase in violence cases. People from the community rely on their friends and their chosen families for support but the nationwide lockdowns posed a threat to accessing these safe spaces<sup>30</sup>, thereby causing them mental trauma and distress.
- **SC/ST:** There is a very low level of participation from the marginalized communities like SC/ STs in the social entrepreneurship ecosystem. This may be due to broader issues & challenges marginalized communities face, like lack of proper education, lack of equal opportunities and exposure and prevalence of social discrimination. There also exists a huge knowledge gap because of lack of awareness and skills. Further, in terms of access to capital, banks seem to hesitate in providing loans to this disadvantaged group perceiving increased risk of non-repayment.

<sup>30</sup> <https://ficci.in/SEDocument/20500/ficci-recommendation-apr2-1.pdf>



- **Persons with disabilities (*Divyangjan*):** Facing multiple challenges, it has been noted that *divyangjan* struggle with starting an enterprise. Lack of role models, mentorship, counselling, information as well as support systems and targeted policies amplify the barriers to social entrepreneurship.
- **Rural youth:** The rural youth face additional challenges when it comes to entrepreneurship.
  - **Awareness and networking:** The social entrepreneurship ecosystem is stronger with more resources available and better people network in metros than in tier-2 & tier-3 cities, where access to information and opportunities remains challenging. Inadequate understanding of compliances and regulations and lack of counselling and mentorship are some of the other challenges faced by rural youth.
  - **Education:** The most vital challenge in rural areas stems from a lopsided education system that lacks in providing motivation and the right support and guidance from an early stage to pursue entrepreneurship.
  - **Funding and Scalability:** Funding is challenging as banks are hesitant to give loans without proper documentation and private capital which is available in the urban areas is not as accessible in rural areas. Another challenge rural entrepreneurs face is that their social ventures are usually not VC fundable, because VCs typically seem to have a preference for tech-based enterprises, not many of which emerge from rural geographies. Further, VC capital is known to chase newer, innovative, large scale businesses with a high-growth potential, and high likelihood of providing stellar returns. Rural businesses may lack the scale or the growth potential or the exit opportunities that VCs would like to back.
  - **Language:** English has emerged as the preferred business language in India. Rural entrepreneurs might find communicating in English challenging, which is also the predominant language being spoken in the social entrepreneurship ecosystem. Hence, not being able to voice their issues or inability in pitching their businesses emphatically may limit their access to opportunities.

Thus, it is observed that the socio-economic disadvantaged groups face a plethora of challenges due to which their participation in the entrepreneurial ecosystem remains dismal.

### SOCIAL ENTREPRENEURS FROM VULNERABLE GROUPS IN INDIA ARE OPTIMISTIC DESPITE CHALLENGES

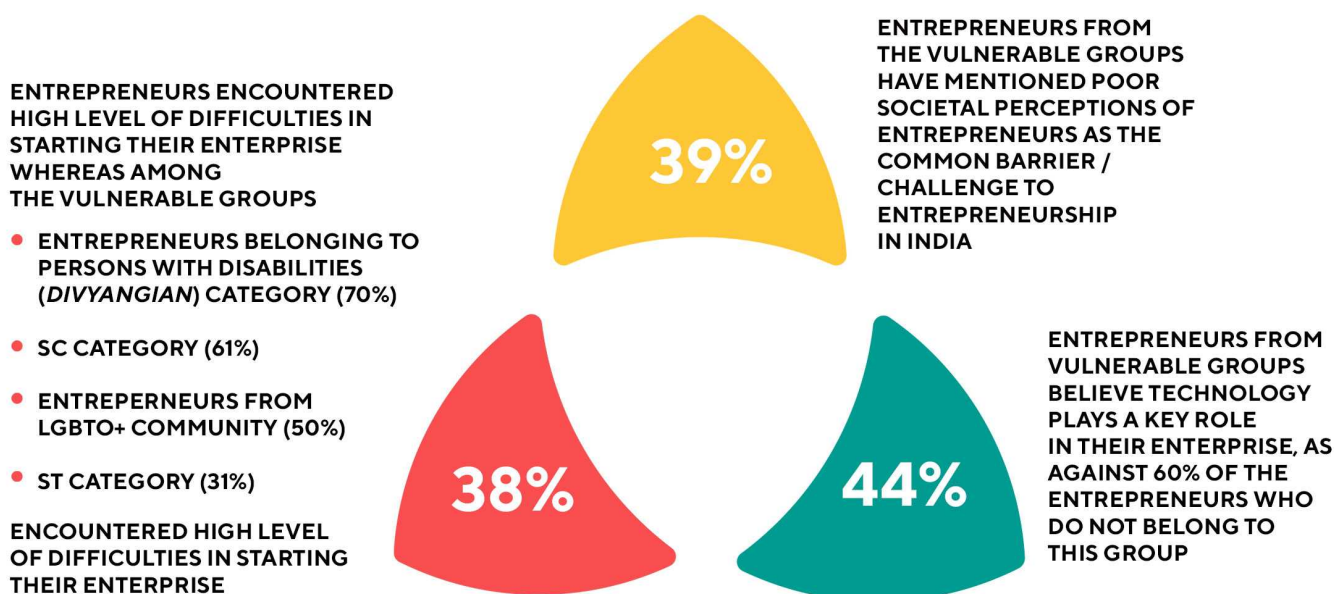


Figure 29: Difficulties faced by socio-economically disadvantaged groups





**SUPPORT SYSTEMS  
FOR YOUNG  
ENTREPRENEURS**

# SUPPORT SYSTEMS FOR YOUNG ENTREPRENEURS

## 6.1 Accessibility of Financial Support for Young Entrepreneurs

**A**dequate funds are a major factor in the sustenance and growth of an enterprise. Investments in Indian enterprises has been in an uptrend for the past many years with both domestic and global funds and investors being bullish on the Indian entrepreneurship ecosystem. Venture capital investments in India grew from USD 5.5 Billion in 2015 to USD 8.9 Billion in 2019<sup>31</sup>. Impact investing has also been gaining momentum in India. The report by IIC & Asha Impact finds that impact investing has been growing at a Compound Annual Growth Rate (CAGR) of 26 percent since 2010. Between 2010 and 2019, almost USD 10.8 billion of capital was deployed in 586 social enterprises, which further impacted the lives of 490 million people.<sup>32</sup> However, the COVID-19 induced lockdown was a challenging time for social enterprises as funding dropped by 50 percent from the pre-COVID-19 levels<sup>33</sup>. Although the impact was severe for many enterprises, especially in sectors like travel and hospitality, the ecosystem as a whole demonstrated resilience with many enterprises pivoting their offerings and business models. Sectors like ed-tech, e-commerce, logistics etc. grew during the pandemic.

### Revenue of Enterprises in 2019-2020

Based on the survey responses, approximately 24 percent of the entrepreneurs responded that they were in the process of setting up their ventures. Thus, this shows that those entrepreneurs may be in their ideation stage or were still in the initial phases of setting up their venture.

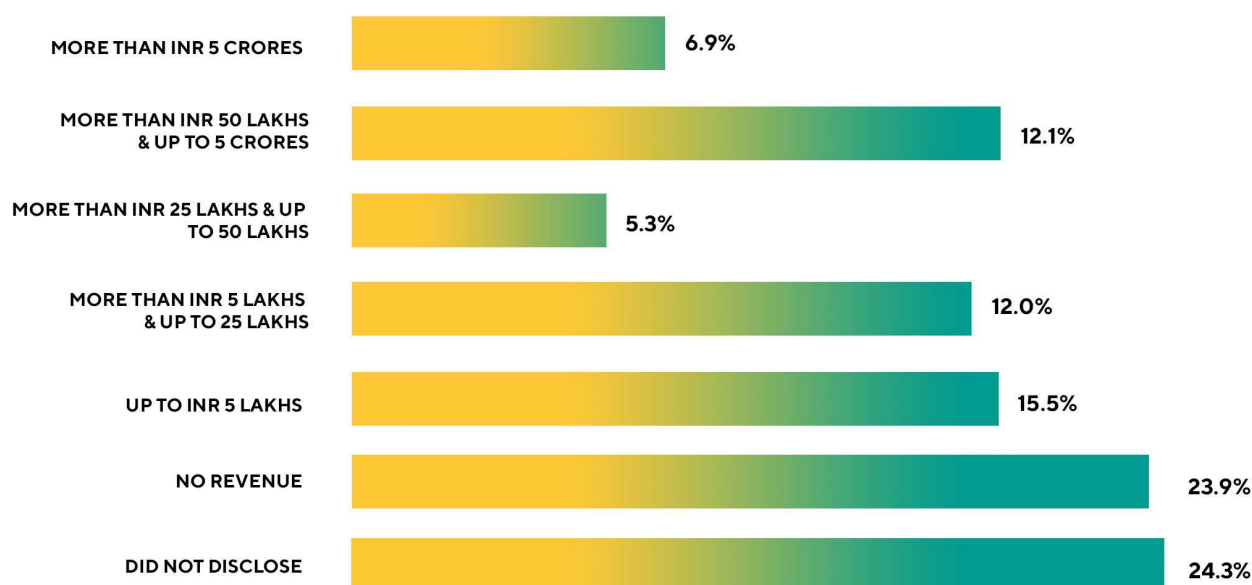


Figure 30: Revenue FY 2019-2020 of enterprises

### Revenue Generation Among Enterprises

Based on the survey responses, approximately 21 percent of the entrepreneurs were witnessing growing revenue prior to the onset of the pandemic. Only 16 percent of the respondents reported continuous growth in revenue in 2020; another 19 percent reported making no revenue, indicating a negative impact of the pandemic on revenue generation.

<sup>31</sup> Venture Intelligence, December 2019

<sup>32</sup> The Indian Impact Investing Story, 2020, IIC & Asha Impact

<sup>33</sup> India to have 100 unicorns by 2025 despite covid impact: TiE report, 2021, Mint

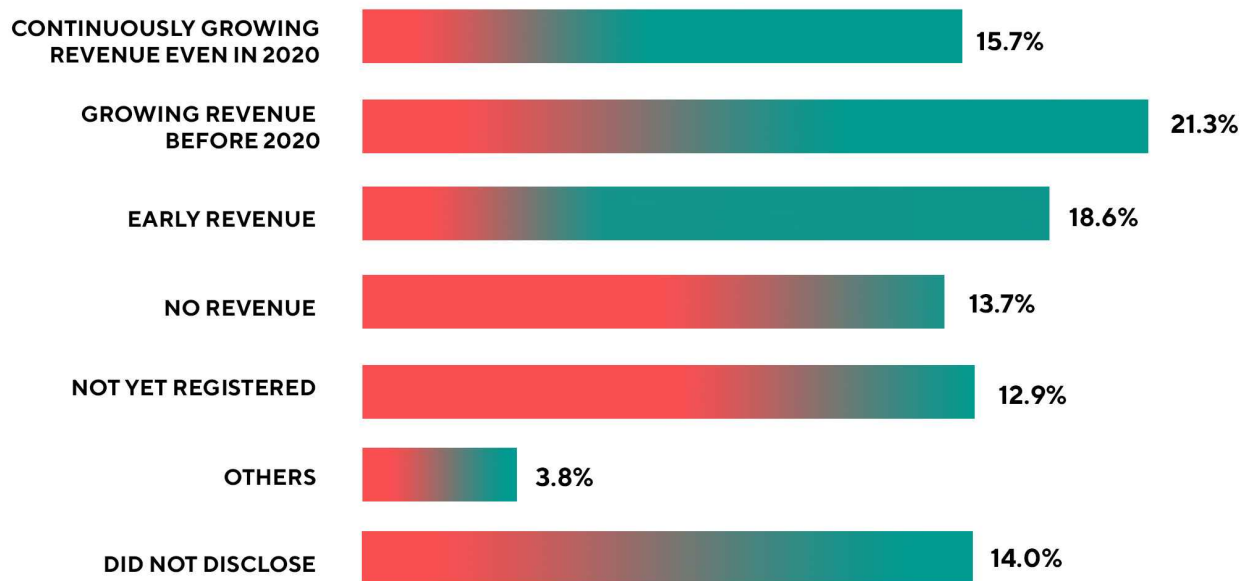


Figure 31: Revenue generation among enterprises

### Finances Required in Next Year (2021) by the Enterprises

Based on the survey responses, approximately 19 percent of the entrepreneurs require less than 25 Lakhs capital and around 32 percent entrepreneurs would need more than 25 Lakhs in the year 2021.

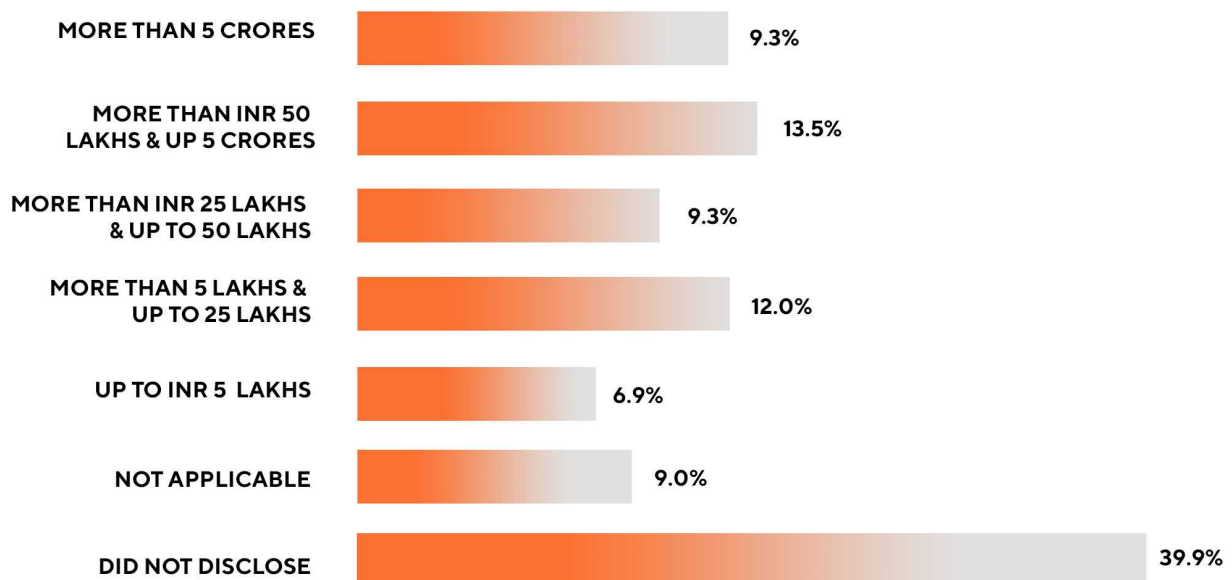


Figure 32: Finances required in 2021 by the enterprises

### Expected Annual Revenues for Next 3 Years (2021-2024) of Enterprises

A notable 56 percent of the respondents expect stable annual revenues in the next three years (2021-2024), indicating resilience and exhibiting a positive sentiment about business recovery post pandemic.



## SUPPORT SYSTEMS FOR YOUNG ENTREPRENEURS

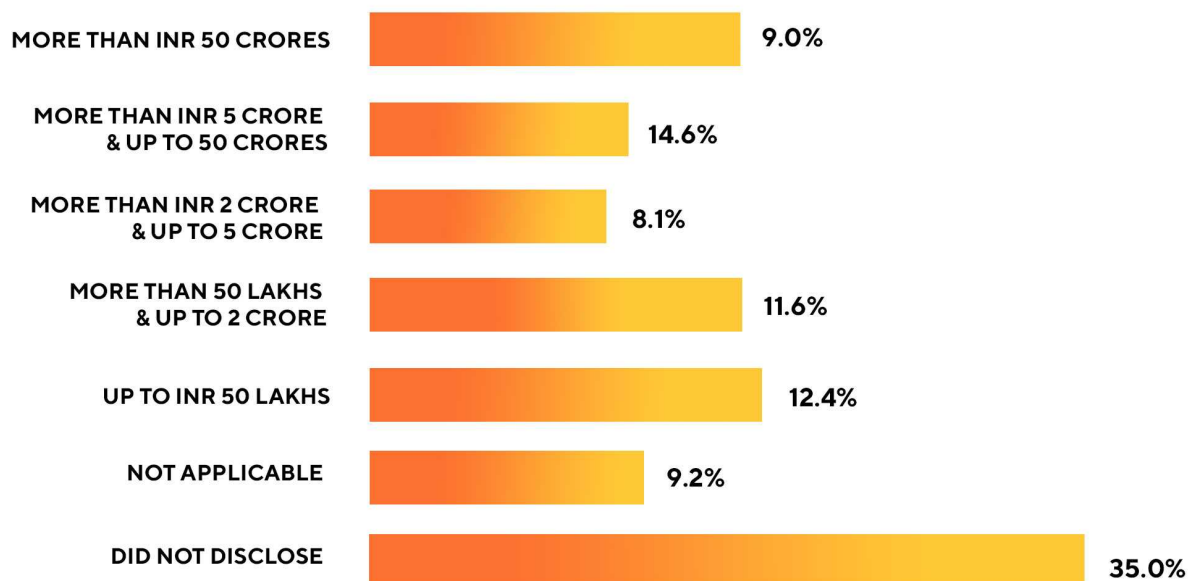


Figure 33: Finances required in 2021 by the enterprises

## 6.2 Sources of Funding for Young Entrepreneurs

Sources that entrepreneurs utilize to raise funds are- personal resources, funds from angel investors, venture capital/private equity funds, funds from accelerators and incubators, venture debt, financing from government schemes and grants and crowd funding.

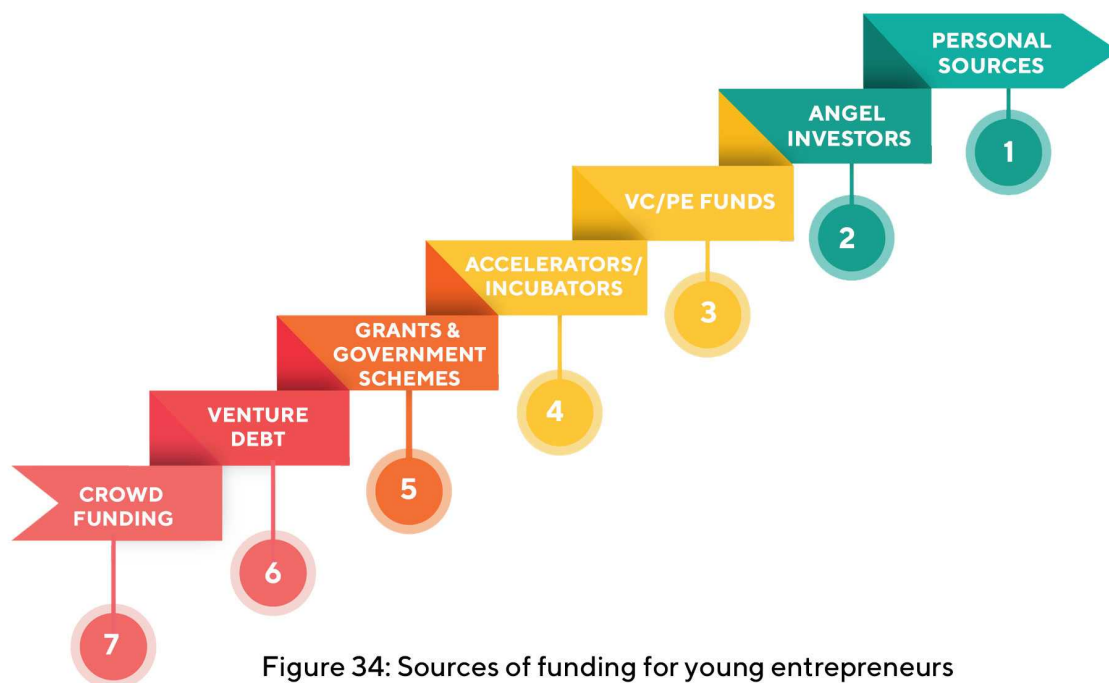


Figure 34: Sources of funding for young entrepreneurs

### 1. Personal Sources

Many entrepreneurs use personal sources to fund their ventures. There are two main classification within this category viz. bootstrapping and leveraging family/friends' resources. Bootstrapping means using one's own funds to start and grow a business. There is a trade-off involved in using this method. On one hand, the entrepreneur does not give up equity of the business and does not relinquish any control over day-to-day functioning of the start-up. However, on the other hand, it is highly risky given the high failure rate of start-ups in India. Also, bootstrapping does not allow the entrepreneur to tap into the resources and experience of the Venture Capitalists and Angel investors who usually have a deep understanding of the ecosystem and can add value in other ways as well besides providing capital.

Another way is to raise funds from family or friends by way of donation, debt or giving them a stake in the business. Using this method, an entrepreneur may be able to negotiate better terms and lower rates of interest for their start-up. This method may also be quicker and less cumbersome than raising funds from external sources.

### 2. Angel Investors

When in the idea stage, entrepreneurs can also choose to look for a suitable angel investor for funding in order to create prototypes and test the idea. Angel investors generally invest in the nascent stage of a start-up and work closely with the entrepreneur, providing guidance and early access to markets. Category of angel investors consists mostly of senior executives of large corporations, followed by entrepreneurs and high net worth individuals etc. In the past few years, the concept of angel networks has also been catching on quickly. Angel network is an organised group of angel investors investing collectively and providing mutual support. Some of the active angel networks in India are Indian Angel Network, Mumbai Angels, Chennai Angels, Lets Venture, etc. In 2020, according to Indian Private Equity and Venture Capital Association (IVCA), investments by super angels and angel networks hit a record high as it increased by 24 percent i.e. 341 in 2020 from 275 in 2019<sup>34</sup>.

### 3. Venture Capital and Private Equity Funds

These are structured institutions that raise money from investors (limited partners) and invest that money into promising enterprises in return for equity in the enterprise. They usually work closely with the entrepreneurs and provide more than just monetary support. VCs invest all the way from early stage to growth and mature stage start-ups. PE funds, on the other hand, invest mostly in the later stages of a start-up and buy out the stakes of early stage investors.



<sup>34</sup> Indian Private Equity and Venture Capital Association (IVCA), 2020



Following are the main rounds of funding in which various VC funds invest in:

- **Seed funding & Pre-series A:** In this round, VCs are looking to invest in enterprises with limited traction and who require funds for further testing the idea and acquiring more users. It is a bridge round between individual and institutional investors.
- **Series A:** Few enterprises after the pre series A survive to raise series A round. The enterprises who successfully raise this round have demonstrated traction and have somewhat established business models. They also have a clear plan to utilize the funds they are planning to raise.
- **Series B:** This is also considered an early stage round and is fit for enterprises who have achieved 'product-market fit'. Funds are mostly utilized to scale up the operations and catalysing the growth.
- **Series C:** This is a growth stage round and is most suited for well-established enterprises. The aim for the enterprises here is to grow as quickly as possible by expanding the markets, expanding product offering or acquiring a company. As only established enterprises participate in this round, the level of risk is much lower here than the previous rounds. Due to this factor, PE funds, hedge funds and other institutional investors are also active at this stage.
- **Series D & E:** These are also growth stage rounds for well-established enterprises. An enterprise may raise these rounds to capitalise on an opportunity that requires funds or boosting its valuation before going for an IPO. This may also be used by enterprises which underperformed its goals set in series C and raises a down round- raising money at a valuation that is lower than the previous round.

#### 4. Accelerators and Incubators

Although VC funding is on an uptrend in India, many enterprises fail to raise adequate funds from these sources. One important factor for the success of an enterprise in raising funds is whether the enterprise was part of an incubator/accelerator programme. Being part of incubators or accelerators increases the chance of getting funded. While incubators are suitable for the idea stage and they generally do not invest money, accelerators generally accept enterprises in at least a minimum viable product (MVP) stage and do provide seed money in exchange for equity. Depending upon the resources, an incubator or an accelerator may provide all or some of the following services- mentorship, co-working spaces, networking opportunities, guest event by successful entrepreneurs, training, seed money etc. Incubator and accelerators consist of MNC programmes, universities and educational institutions-based programmes, private-public partnership programmes, government sponsored programmes and private programmes (sometimes led by VCs).

Thus, to build an ever-evolving ecosystem of start-ups and social entrepreneurs, AIM has been establishing world class incubators called Atal Incubation Centres (AICs) and has successfully operationalized 68+ AICs with universities, educational institutions, and private players. These centres' objective is to create and support world class innovation and dynamic social entrepreneurs who are trying to build scalable and sustainable enterprises. Approximately 1800+ operational start-ups have been supported by these AICs. Also, initiatives have been made to promote the benefits of technology led innovation to the unserved regions of India including tier-2 cities, tier-3 cities, aspirational districts, rural areas, tribal areas, north east, J&K and Ladakh region.

AIM is setting up Atal Community Innovation Centres (ACIC) with a PPP driven model. AIM would grant up to INR 2.5 Crore to an ACIC which would be subject to a partner providing equal or greater matching



funding. Over 650+ applications have been received from across the country and 50+ ACIC<sup>35</sup>. To encourage and sustain innovation, challenges and bootcamps have become common features in the Indian entrepreneurial landscape. There are many challenges that happen on different thematic areas, targeting different sort of entrepreneurs, such as those run by MyGov, Start-Up India, Villgro, UnLTD, etc. Youth Co:Lab in collaboration with Atal Innovation Mission, NITI Aayog, is also one such challenge, however, it is unique in calling for social innovation solutions by youth entrepreneurs.

### 5. Grants and Government Schemes

There are various private and government start-up grants and government schemes available to entrepreneurs. Grants are funds that a start-up does not have to return and does not have to give equity in return for. There are stringent criteria set to be eligible for any grant. Grants are mostly for enterprises making a social impact or for entrepreneurs belonging to the socio-economically disadvantaged sections of the society. Government also launches various schemes from time to time to promote entrepreneurship by providing subsidies, grants and loans. Many schemes are also focused towards including the most socio-economically disadvantaged sections of the society in the Indian start-up ecosystem.

### 6. Venture Debt

Venture debt is a new phenomenon in the Indian start-up ecosystem but has been catching on fast. While traditional banks are not attracted to providing loans to start-ups, venture debt funds work as a bridge between venture capital and debt financing. These funds usually invest for a shorter period (24–36 months) and earn through interest on the principal and also have an equity component. They usually invest in enterprises in between two rounds of funding (for e.g. they might consider investing in a start-up that has raised series B and plans to raise series C soon). Interest rate that such funds usually charge is 13–14 percent and they have a deal size ranging between INR 150 million to INR 1 billion<sup>36</sup>. They are also issued warrants that can be converted into common shares. Venture debt funds provide minimized equity dilution when compared with VC funds. Warrants may provide the highest return to the debt fund relative to the equity appreciation potential of the start-up. Between 2014 to 2020, an estimated amount of USD 4 billion in venture debt was lent across 150+ deals in India<sup>37</sup>. Venture debt penetration currently accounts for 4 to 5 percent of the overall venture capital industry in India<sup>38</sup>.

### 7. Crowd Funding

While very few entrepreneurs choose to crowd fund their start-ups, its slowly gaining momentum with coming up of various crowd funding platforms in India. Typically, in crowd funding, the entrepreneur provides details of the product/service they intend to offer, the current stage of development and a road map for the future on a crowd funding platform. Various users provide funds as donations or in return for certain rewards. However, SEBI disallows crowd funding in exchange for equity in the company and this might be the reason for limited use of this method to raise funds. Crowd funding is usually effective for raising donations for social causes and social start-ups.

## Sources of Funding

Based on the survey responses, it has been noted that nearly 67 percent of entrepreneurial ventures surveyed are bootstrapped, with the entrepreneur scaling the business either with their own funds or funds borrowed from family/friends. One of the possible reasons for not bringing external capital on the capitalization table could be the challenges associated with raising capital, such as long wait time and cumbersome process and documentation.

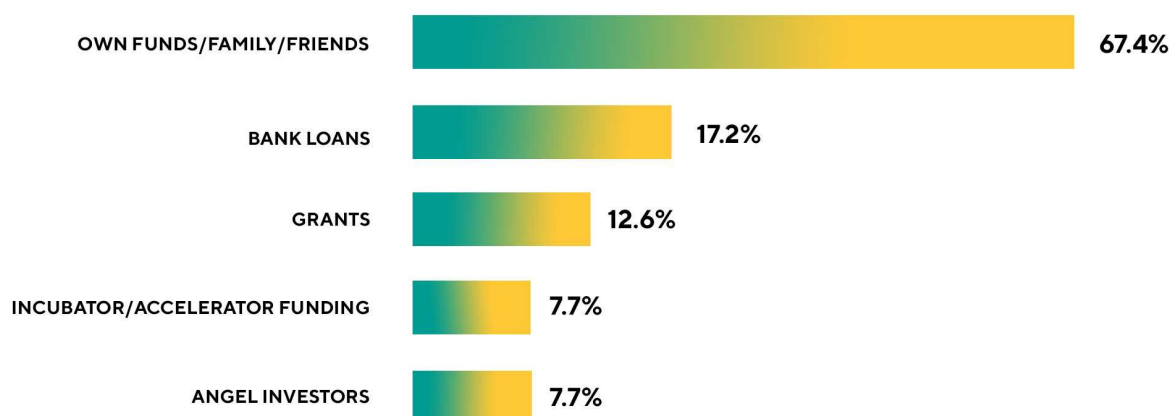
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<sup>35</sup> [www.aim.gov.in](http://www.aim.gov.in)

<sup>36</sup> The rise and rise of venture debt, 2021, Forbes India

<sup>37</sup> Venture debt and the Indian start-up ecosystem, 2020, Invest India

<sup>38</sup> Investors' appetite for venture debt fund grows, 2021, Mint



(THE GRAPH REPRESENTS ONLY THE TOP FIVE CATEGORIES. EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100%)

Figure 35: Sources of funds

### 6.3 Major Constraints

While the Indian start-up funding infrastructure is showing great promise, there are some areas which have scope for improvement.

For instance, most start-up investments are restricted to only a few locations. With Bengaluru as the hub of start-up enterprises in India, Karnataka attracted more than 50 percent of all the investments made in the country. Maharashtra, Delhi, and Haryana (mainly Gurugram) are the other main investment spots. These four regions account for more than 90 percent of the total start-up investments in India<sup>39</sup>. Thus, in the Indian start-up growth story, tier-2, tier-3 and other cities are missing.

There are also various other issues that require attention. High interest rates and lack of inclination in funding uncollateralized and new businesses make the traditional way of borrowing from the banks non-feasible in many cases. There is also often lack of awareness and a cumbersome processes in benefiting from the government schemes. This makes such schemes inaccessible to the people who require them the most. Also, the regulatory and taxation compliances are complex, and India still ranks poorly in the rankings for ease of starting a business.

#### Insights from Focus Group Discussions

There are many financial barriers which entrepreneurs face. In the opinion of the participants of the FGDs, most of the investors and funding agencies (PE, angel investors etc) are inclined to fund those businesses which has high scale up potential with high returns (economies of scale, 10X multipliers) and exit opportunity/strategy. Very little attention is paid towards long term vision and goal or problem-solving capability of the organization. Most of the businesses may not fit in fast paced scalability or quick exit opportunities assessments and hence very few funding options are available to such businesses. Rapid scaling up is another challenge for social businesses. Traditional sources of capital providers like banks are also not inclined to fund social enterprises and innovative ideas, either because these enterprises do not have the required documents or the collateral needed, and perhaps also because banks do not have adequate understanding of new age business models.

<sup>39</sup> www.trak.in



### Insights based on Stakeholder Interviews

#### Issues with private financing for youth-led enterprises

- Private capital is mostly available for mainstream start-ups, where market is already proven. Social enterprises fall in the high-risk category, and hence are not able to attract investment from investors. A typical characteristic of social enterprises may be high risk with unknown return and given this uncertainty around returns most investors stay away from investing in such ventures. Social ventures focusing on reducing carbon emission, providing affordable healthcare, agriculture cost reduction, among others, are difficult yet crucial problem solving mechanisms, and which may require use of advanced sciences. These areas, that have a long lab to market journey, are mostly government funded since investors only invest once the product has been marketed. While the government is extending support through multiple schemes, the support remains inadequate, and there is need for private capital for these ventures to flourish.
- There is a need to thoroughly understand the risks associated with social enterprises and accordingly measure and estimate the social impact; lack of this understanding is partly responsible for social enterprises not being able to attract private capital. Further, the respondents believe there is a need to create a new category of private capital which focuses on long-term patient investing, with an outlook and acceptance that there may be lower returns.
- Impact investing too is believed to chase higher returns, with focus on valuations, and the funding usually is not enough which impacts viability of the venture.
- CSR funding can be a good source of capital for social enterprises, but the regulatory challenges to be dealt with are aplenty. Also, respondents believe with CSR money there is an inherent expectation to deliver quick results/ show continuous progress, which does not happen with social innovation/entrepreneurship. This perspective needs to change, as not many corporates are interested in long term investments.

#### Issues with public financing for youth led enterprises

- **Documentation for public sector bank funding-** Banks generally are not mandated to lend to high risk ventures. Due to regulations and internal policies they need multiple documents (last many years balance sheet, P&L, IT returns, etc.) to fund an enterprise and these documents may not be available with early stage start-ups.
- **Collaterals-** Even if the social enterprises have the necessary documents they may not have any collateral to offer and there may not be any revenue assurance, and hence banks prefer traditional businesses instead of social enterprises.
- **Credit appraisal process of banks-** The understanding of social entrepreneurship ecosystem is low in traditional financing channels. Banks have a traditional way of carrying out credit appraisals, and they may not have the capability to assess financials and financial forecast presented by social enterprises.

Thus, based on insights from survey, FGDs and stakeholder interviews, it is observed that even though the Indian social enterprise funding support system is showing progress, there are few areas which still have scope for improvement. In order to increase funding avenues for social enterprises, High Net worth Individuals (HNI) need to be encouraged to invest more, besides the need for creating an enabling infrastructure and making it easy for investors to work with social enterprises. Moreover, financial support from government needs to be provided to social enterprises at an early stage, with customized financing options catering to different markets and different segments.





**DIGITALIZATION  
IN YOUTH  
ENTREPRENEURSHIP  
AND INNOVATION  
ECOSYSTEM**

# DIGITALIZATION IN YOUTH ENTREPRENEURSHIP AND INNOVATION ECOSYSTEM

## 7.1 Importance of Digitalization

In a world where everyone wants the best solution in the least amount of time possible, going digital is the way forward. The internet revolution in 1995 showed a completely different way of doing things, whether it was gathering information, conducting transactions, or running businesses – everything could be done over the internet, reducing time, effort, and money. Technology has progressed at an unprecedented rate since then and has brought about considerable changes in the economy. In the year 2020, India added 1,600+ tech enterprises taking the total number of tech enterprises in the country to 12,500+. While the general output suffered due to COVID-19, the tech sector witnessed growth due to accelerated digital adoption and transformation. The overall Indian tech sector had a year-on-year growth rate of 2.3 percent in the year 2020<sup>40</sup>.

Various tech-driven enterprises revolutionized their respective industries by way of digitalization and laid the foundation for the ecosystem to follow in their footsteps. Several e-commerce players further introduced digitalization in the consumer internet space by creating a virtual marketplace for buyers and sellers. E-commerce thus became the norm for D2C players. The rise in e-commerce created a positive ripple effect for sectors like digital banking, fintech, logistics etc. As of May 2021, India has produced several unicorns functioning in sectors like Food Tech, SaaS, Social Media, Ed-tech, Fin-tech etc. While catering to different gaps in the market, all these enterprises share a major common thread which is technology. Keeping technology at the core, these enterprises have solved some major market problems and consumer needs. Digitalization is thus very important for any economy– it helps reduce costs, save time, create greater choices for both manufacturers/service providers and consumers, study consumer needs and desires, create transparency in the system and serve a wider population base.

Technology is benefitting the social enterprises also. Given the ever-increasing digital penetration due to affordable internet options and government initiatives, various enterprises have been able to reach different sections of society, both geographically and culturally. Technology oriented enterprises are adding tremendous value and impacting millions of lives in India. Socially driven enterprises are modernizing agriculture, providing livelihoods and regular income to farmers, providing subsidized education and healthcare to the masses, empowering the socio-economically disadvantaged sections of the society, and creating jobs. In recent times, India has also witnessed a surge of tech for development enterprises. The target group of this category of enterprises are the people who are accessing digital technologies for the first time. Tech for development creates social impact through products and services with a high level of technology which may improve the overall standard of living of the people using such products and services.

Key sectors that are likely to dominate the tech ecosystem in India in the coming years are consumer internet (e-commerce, social media, health tech, ed tech, food tech etc.), enterprise tech (SaaS, space



<sup>40</sup> New World: The Future is Virtual, 2021, NASSCOM



tech, drone tech, analytics & business intelligence etc.) and deep tech (machine learning, smart cars, IoT, neural networks, robotics, AR/VR etc.). According to NASSCOM, there are nine technologies (three foundational and six advanced) that will create an outsized impact at minimized cost- Foundational Technologies (Big Data and Analytics, Cloud Computing, and Cybersecurity), and Advanced Technologies (Artificial Intelligence, Internet of Things, 3D Printing, Robotics, Blockchain, and Immersive Media.<sup>41</sup>)

The Government of India has supported the wave of technological advancement through investments and various initiatives. In 2009, India launched IndiaStack (presence-less, paperless, and cashless digital infrastructure to disrupt and expedite the digitalization process in India) and Aadhaar programmes (unique identification number) to fast-track India's digital push. Another major initiative is Digital India, launched in 2015, aimed at expanding e-governance with a "vision to transform India into a digitally empowered society and knowledge economy". Some other important achievements are BHIM UPI, RuPay, DigiLocker, Smart Cities Mission and Start-up India. Such initiatives have encouraged and aided the development of a strong entrepreneurship culture, driving innovation in the country, and has created new job opportunities. It is much easier today to start a company online and leverage technology to build impactful digital solutions.

### Role of Technology in Social Enterprises

Based on the survey responses, approximately 58.6 percent of the entrepreneurs believe that technology plays a significant/ extensive role in their organization. This indicates a high inclination amongst social entrepreneurs to build technology driven/enabled products and services.

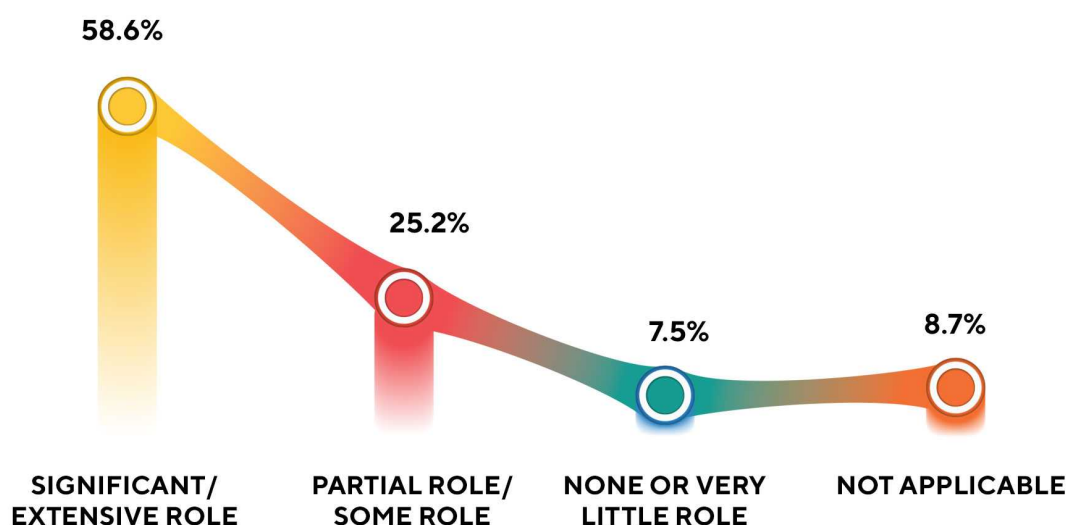


Figure 36: Role of technology in social enterprises

### Role of Emerging Digital Technologies in Social Enterprises

Emerging digital technologies, such as artificial intelligence, machine learning, augmented reality, virtual reality etc., are reportedly playing a significant role in social enterprises, as per 43% of the respondents that participated in the survey. With high level of technological adoption, and increasing reliance on emerging technologies, these start-ups are poised not only to disrupt conventional business models but also to come out stronger from the COVID-19 crisis.

<sup>41</sup> TECHADE 2020 Digital Tech Opportunities, 2020, NASSCOM



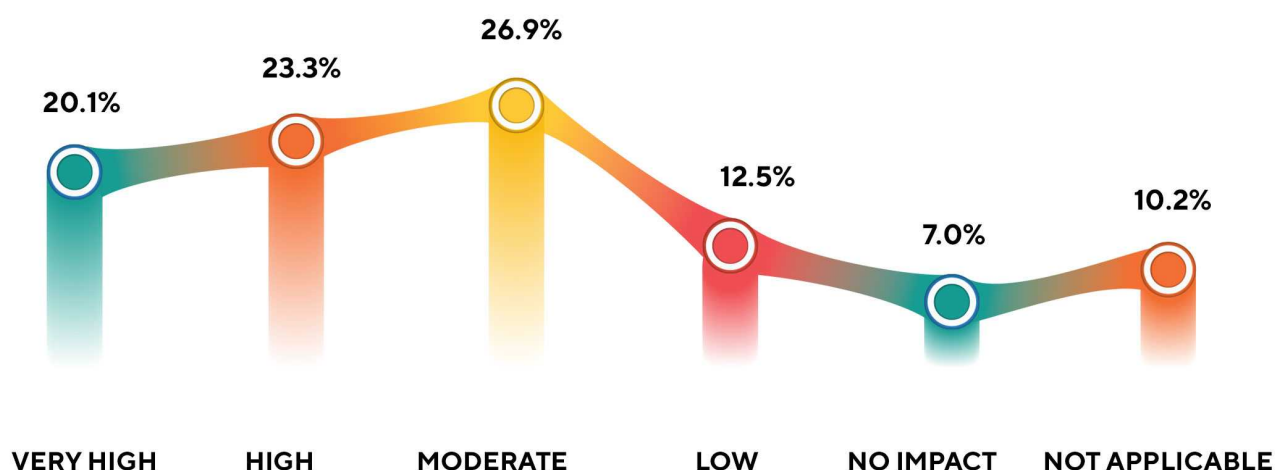
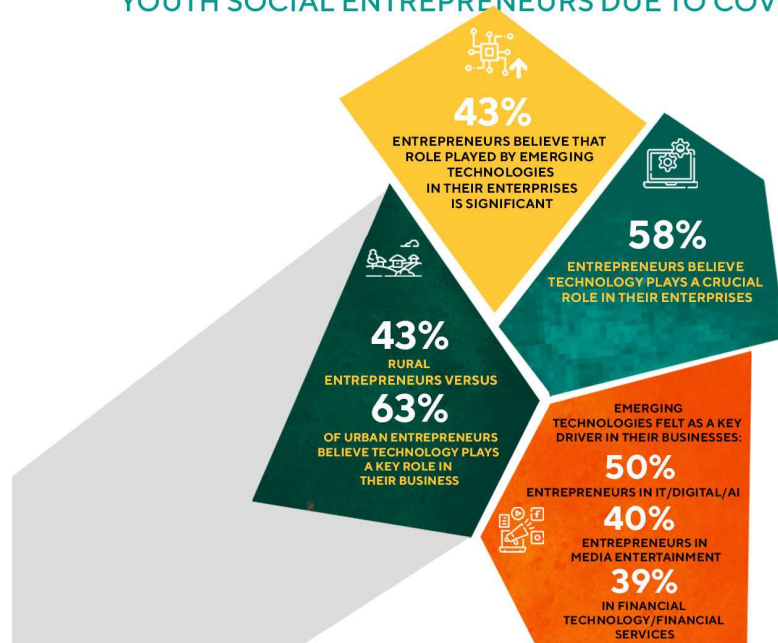


Figure 37: Role of emerging digital technologies in social enterprises

### Insights from Focus Group Discussions and Stakeholder Interviews

As noted in the survey insights, there has been a remarkable level of adoption of technology within the social entrepreneurship ecosystem. COVID-19 and the disruptions it created posed several challenges for businesses, across sectors. One of the ways these businesses responded to the challenges was by accelerated adoption of technology in how they operate and service their customers. Almost 44% of the entrepreneurs surveyed indicated providing online services as one of the key changes adopted in the wake of the pandemic. Many social enterprises went digital and aggressively started focusing on digital marketing strategies as the way forward.

### DIGITAL AND EMERGING TECHNOLOGIES ADOPTED BY YOUTH SOCIAL ENTREPRENEURS DUE TO COVID-19



(EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 38: Digitalization in youth entrepreneurship

## 7.2 Digital Divide in India

Digital divide refers to the division of population along parameters such as rural/urban, gender etc., based on access to information and communication technology. While there has been rapid and impressive digitalization in India, this growth has not been inclusive and a huge gap persists. With over 400 million people in the country who lack access to internet<sup>42</sup>, they continue to remain outside of the gamut of positive transformations that technology and digitalization have brought about in the recent decades. The digital divide exists across three major fronts: urban/rural divide, regional divide, and gender divide. Based on the division of the population as per the above demographics, the access to internet/ digital platforms/ smartphones/technology etc. varies. The internet density in rural areas is only 25 percent as opposed to a whopping 90 percent in urban areas<sup>43</sup>. The average internet density for the country as a whole is only 48.4 percent<sup>44</sup>.

The metropolitan cities in India boast of high internet penetration (with 69 percent for Delhi), while regions such as Bihar, Uttar Pradesh, Odisha, etc. lag far behind (with only 25 percent for Odisha)<sup>45</sup>.

Furthermore, while the statistics show a continuous rise in the number of people benefitting from technological advances, it fails to depict the unequal face of development which leaves behind a major proportion of the population. Around 70 percent of rural India continues to remain outside the world of the internet<sup>46</sup>. This underserved part of the population needs access to internet the most and with it the technology solutions that can improve the quality of life. It is imperative that access to information and communications technology should be within everyone's reach. However, it must be acknowledged that the government has taken several initiatives to bridge this gap, such as Digital India (comprising of the Bharat-Net Project and PM Gramin Digital Saksharta Abhiyan), Optical Fibre Network initiative, Digital Mobile Library project and New Education Policy 2020 (with a special focus on digital education).

The main factors behind the continued divide are:

1. Geographical disparity- Urban developed regions have effective access to internet services while the underdeveloped rural regions don't.
2. Language barriers- Most digital platforms use English as their language of communication, while most of the rural population does not understand English. Further, vernacular versions of solutions and content are still not a focus area for most businesses.
3. Gender inequality & prejudice- Women face social prejudice, restriction, and discrimination, which manifests into limited access to technology and digital facilities as compared to men.

For India to bridge the digital gap and work towards inclusive growth, it must address the abovementioned challenges. Another focus area is digital literacy, which can be crucial for people to understand how to use technology. Creating content in regional languages will help benefit those people who do not understand English.

<sup>42</sup> Closing the digital divide, 2020, Financial Express

<sup>43</sup> Closing the digital divide, 2020, Financial Express

<sup>44</sup> India's on a digital sprint that is leaving millions behind, 2019, BBC

<sup>45</sup> Digital in India, 2019, Internet and Mobile Association of India (IAMAI)

<sup>46</sup> Modi's 'Digital India' still a far-fetched dream for hinterland; not even 30percent of rural India has internet, 2020, Financial Express

### Insights from Focus Group Discussion & Stakeholder Interviews

As observed in the FGDs and stakeholder interviews, there is a slow rate of technology adoption among the rural/tribal entrepreneurs demonstrating the digital divide. In certain sectors like agriculture, where customers are generally not tech savvy, generating trust for tech based/online solutions instead of traditional solutions can be challenging. Further, despite being connected through 2G/3G/4G, rural youth are hesitant in marketing a product online, and hence unable to access a wider market and harness the true power of being connected.

To conclude, the survey insights and discussions with social entrepreneurs clearly indicate that the Indian social entrepreneurship ecosystem is evolving and adopting technology and digital solutions at an accelerated pace. However, this growth shall remain lopsided and largely stunted unless a structural effort is made in bridging the digital divide that exists and including a larger section of our population as beneficiaries of these technological advancements.







**GAPS IN THE  
YOUTH SOCIAL  
ENTREPRENEURSHIP  
AND INNOVATION  
ECOSYSTEM AND  
THE WAY FORWARD**

# GAPS IN THE YOUTH SOCIAL ENTREPRENEURSHIP AND INNOVATION ECOSYSTEM AND THE WAY FORWARD

## Identifying Gaps

### Entrepreneurship seen as a Difficult Career Pathway

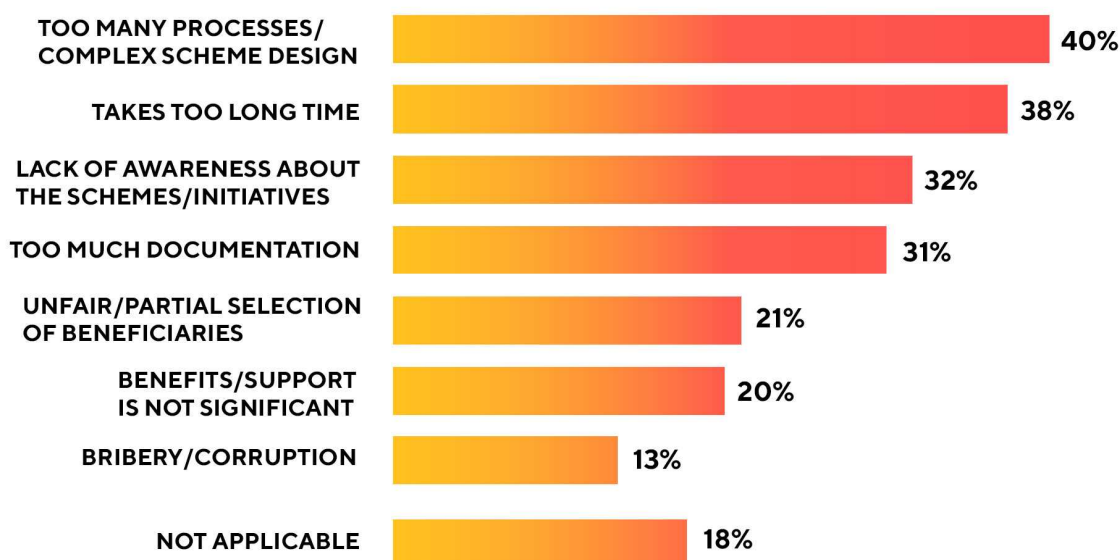
Starting an enterprise can be daunting, seemingly more so in India with approximately 82 percent of the surveyed entrepreneurs indicating having faced difficulties. Over 38 percent of the entrepreneurs experienced considerable difficulty as per their responses (extremely difficult or very difficult), indicating the need for some major reforms. While India's ease of doing business ranking has catapulted to 63 in 2019 as per The World Bank Group run index, a lot remains to be desired in terms of 'the ease of starting a business'.



Figure 39: Difficulty in starting enterprise

### Difficulties in Leveraging Schemes/ Initiatives

A key challenge cited by the surveyed entrepreneurs in leveraging governments schemes was the cumbersome processes involved, either because the scheme design was too complex or several daunting processes were involved. Other difficulties faced include the long processing time, lack of awareness about the scheme, and onerous documentation. Further, 21% of the surveyed entrepreneurs believe the process of selecting beneficiaries is biased, with another 13% suspecting involvement of bribery and corruption in the process.



(EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 40: Difficulties in leveraging schemes/initiatives



### Insights from Focus Group Discussions & Stakeholder Interviews

As noted in the survey insights, there are several challenges/issues faced by social entrepreneurs in availing of government schemes and initiatives. While the government endeavours to support the entrepreneurial community through targeted reforms and schemes, there are certain inherent challenges to be addressed for the community to be able to fully leverage these initiatives and benefit from them. Some of these challenges are:

- **Lack of understanding of complex/innovative businesses:** Businesses with a physical product or a conventional business model that is easy to understand end up garnering more support from the government, as against complex new-age/innovative businesses leveraging technology that may require a different level of understanding and evaluation.
- **Lack of information dissemination and clarity about government schemes:** While many schemes were announced during COVID-19, it was observed that a lot of social enterprises faced challenges in availing these schemes. Due to complex scheme design, there was lack of clarity on the application process, and how and when the support will be provided. While the government schemes are well intentioned, better implementation of these schemes and initiatives on the ground shall go a long way in benefitting the intended beneficiaries.
- **Cumbersome documentation:** Many social enterprises may not have all requisite documents at the beginning to meet the requirements for funding and applying for support schemes, thereby missing out on applying for government benefits.
- **Process delays:** Inordinate delays in processing the applications for relief schemes/packages and inability to provide timely support discourage entrepreneurs from applying for these schemes in the first place.
- **Issues with incubation centres:** The incubation centres struggle to provide all-round support to social enterprises, and seemingly lack customer-centricity. Many incubation centers functions as co-working spaces, providing basic infrastructure and capacity building. Lack of mentorship/guidance and sector expertise at these centres are key challenges to solve for being able to support the entrepreneurs in growing and scaling their businesses. Additionally, incubators should be able to provide support specific to product-stages (like prototype stage, product market fit stage, scaling up stage etc.), while actively facilitating risk mitigation and promoting gender inclusion.
- **Missing common platform:** There is a need for more platforms where entrepreneurs can pitch the long-term vision of their enterprises and connect with like-minded people. This will help social enterprises not only in garnering the right support and mentorship, but also in forging partnerships and alliances, building a robust network, and finding the right talent/co-founders.

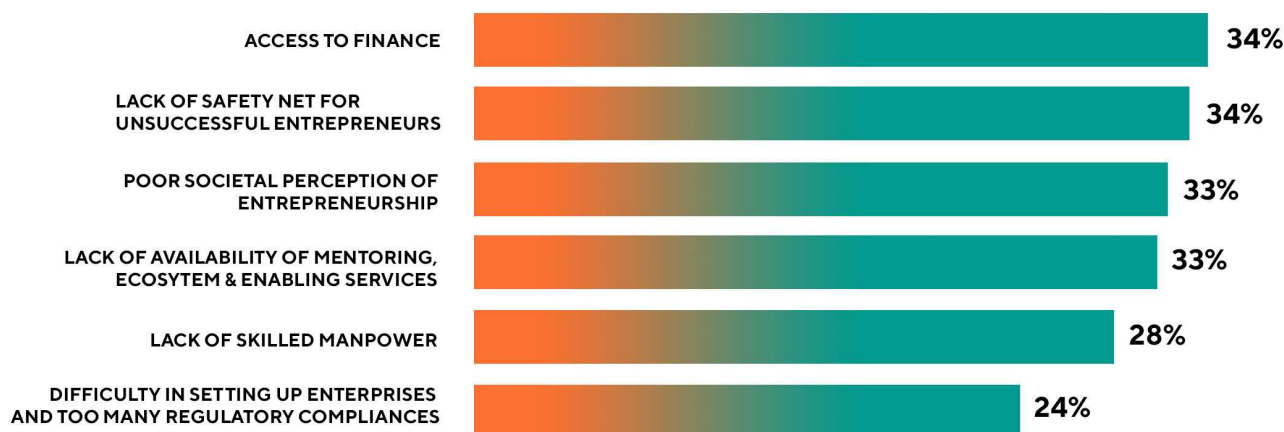
## 8.1 Barriers/Challenges to Entrepreneurship

### Survey Insights

Based on the survey responses, the challenges impeding the growth of such social entrepreneurship are aplenty be it access to finance, lack of safety net, poor societal perception, and lack of availability of mentoring, ecosystem & enabling services, among others.



## GAPS IN THE YOUTH SOCIAL ENTREPRENEURSHIP AND INNOVATION ECOSYSTEM AND THE WAY FORWARD



(THE GRAPH REPRESENTS ONLY THE TOP FIVE CATEGORIES. EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 41: Barriers/challenges to entrepreneurship

### Insights from Focus Group Discussions and Stakeholder Interviews

As substantiated by the survey responses, entrepreneurs grapple with several challenges in their entrepreneurial journey, the most common being access to finance and the lack of safety net should the venture not succeed. Poor social perception of entrepreneurship, family pressure, lack of availability of information and capacity building opportunities, complex regulatory and compliance systems, language barriers and lack of networking opportunities etc. are some of the other key challenges voiced by entrepreneurs in the discussions and interviews.

Some of these challenges are detailed below:

- **Societal barrier:** Young first-generation entrepreneurs face difficulties in convincing family/friends to support them in starting an enterprise (instead of them taking up a job). Entrepreneurship is often seen as a risky career pathway.
- **Financial barrier:** There are many financial challenges that entrepreneurs are confronted with while building out their ventures. Most equity investors are inclined to fund businesses with a high scale-up potential and potential to deliver stellar returns, with a clear, well thought-out exit opportunity/strategy.
- **Challenge in finding the right team:** Entrepreneurship can be challenging without the having the right skills onboard. Most founders grapple with finding the right co-founders and in building a competent core team, which inhibits them from turning their idea or prototype into a viable product or service. There is a need to create platforms for the ecosystem to engage, with a key benefit being the opportunity to find people with the right/complementary skills.
- **Slow rate of tech adoption & trust challenges:** In certain sectors like agriculture where the customers are generally not tech-savvy, building trust for tech-based/online solutions instead of product-based solutions can be challenging.
- **Lack of mentorship:** Ecosystem for social entrepreneurship is still evolving in India; funding and mentorship are hard to find which results in lack of direction and capacity building for the entrepreneurs. The incubation system faces difficulty in providing quality mentoring. Connect to corporates is generally missing as well. Many founders have the technical know-how but lack business knowledge and market clarity.

## GAPS IN THE YOUTH SOCIAL ENTREPRENEURSHIP AND INNOVATION ECOSYSTEM AND THE WAY FORWARD

- **Networking barrier:** Investors tend to give much importance to educational background and pedigree of the founders. The funding ecosystem is perceived to be plagued with certain inherent biases/preferences that affect the likelihood of success of a venture, particularly at the ideation stage.
- **Regulatory barrier:** Obtaining and managing regulatory compliances can be cumbersome for a social enterprise, with young entrepreneurs who are just starting out not being abreast of the legal formalities, business and employee related registrations, etc. that are needed to run the business. Easy access to information about the processes is a challenge. Social enterprises have to go through detailed compliances every year with lot of documentation. In addition, many a time, there are sudden changes in policies and regulations making it difficult for young entrepreneurs to keep pace with the evolving regulatory landscape. The registration process, though comparatively faster and easier now, continues to be a challenge due to a lack of awareness.
- **Geographical barrier:** Entrepreneurs coming from semi-urban areas (tier-2 & tier-3 cities) and rural areas face a greater barrier in the social entrepreneurship ecosystem. This may be due to lack of networking opportunities and lack of a level playing field between rural and urban entrepreneurs. Rural development in general is far behind in India and the challenges rural entrepreneurs face cannot be compared to the challenges faced by urban entrepreneurs.
- **Language barrier:** Entrepreneurs hailing from rural areas may find communicating their ideas to investors in the English language, or in any non-native language, a huge challenge, thereby limiting their prospects of raising capital or being able to network within the ecosystem.



(EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS & THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 42: Barriers or gaps in the entrepreneurial ecosystem



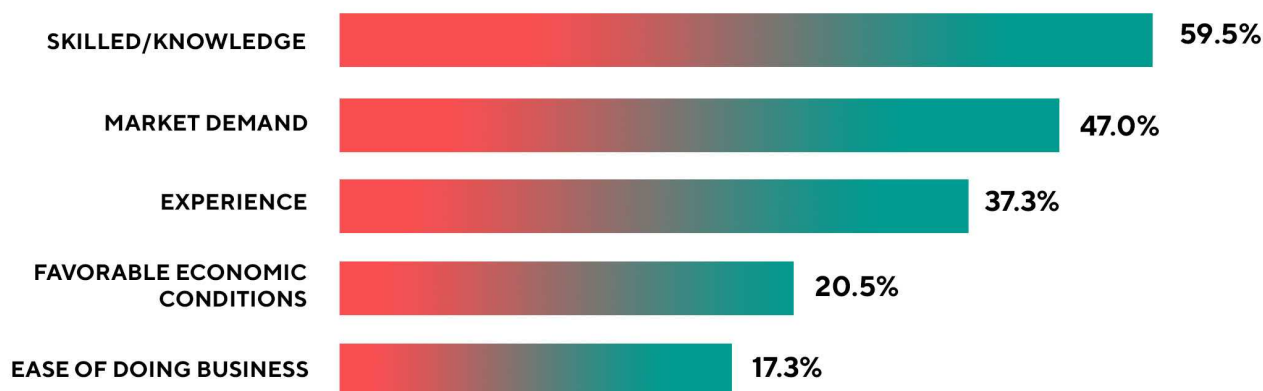
(THE GRAPH REPRESENTS ONLY THE TOP FIVE CATEGORIES. EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS)

Figure 43: Support from schemes/initiatives



### Factors that Enabled Starting Up

Based on the survey responses, having the right skill or knowledge was cited as the most important factor enabling starting up. The other crucial factors include existence of market demand, the right experience, a favourable economic environment, and the overall ease of doing business in the country.



(THE GRAPH REPRESENTS ONLY THE TOP FIVE CATEGORIES. EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100PERCENT)

Figure 44: Factors that enabled Starting up

### Insights from Focus Group Discussion and Stakeholder Interviews

As noted in the survey insights as well, government has taken many initiatives in the last couple of years to support young entrepreneurs and their start-ups. Some of the key initiatives are given below:

- Launching of Startup India mission through which government keeps on evaluating the regulatory issues and challenges that entrepreneurs face and govt constantly strives to improve the overall ecosystem. Government through Invest India platform engages with investors (including foreign investors) and connects investors with the entrepreneurs. They conduct many open challenges, which help in the matchmaking between the enterprises and investors after thorough evaluation of applications and the business ideas. Many of the states also have vibrant state-run ecosystems and policies which supports the entrepreneurs based in those states.
- Support from Atal Innovation Mission- NITI Aayog is supporting enterprises by creating a thriving ecosystem of incubators in the form of Atal incubation Centres(AICs). The government is working on developing requisite infrastructure for new AICs across the country through the PPP model.
- The incubation and accelerators programs run and backed by different ministries has helped the enterprises in tier-1 and tier-2 cities to get a support platform to nurture their businesses. According to start-up India, the initial focus was to have at least one platform in each state & UT and now they are trying to establish one in each district. This has benefited and helped entrepreneurs from tier-2 & tier-3 cities. Special handholding sessions for enterprises in these cities are organised under these programs.



- Launched schemes for enterprises seed funding & credit guarantee (for enterprises to get credit without collateral or at lower interest rate).
- On the policy front the government has taken up new initiatives to unlock rupee capital/ mobilize domestic capital by introducing several reforms –for example Private retirement funds can now invest in impact funds, Insurance companies can invest in fund of funds, and EPFs can also invest in Alternate Investment Funds.
- Fellowship programs are also be run by government to provide initial support to the founders so that they can build on their business ideas.
- The government is also providing support in terms of capacity building and mentorship (ideation to PoC to MVP and market launch), networking opportunities, seed funding, working capital support in the form of loans and grants, infra and machinery support etc.
- Government has also focused on women entrepreneurs and launched various women-focused schemes like Mahila Udyam Nidhi Scheme, Mudra Yojana Scheme, Stree Shakti Package.
- It was also noted that though a lot of packages were announced for the small businesses under the Atma Nirbhar Bharat scheme mainly focused on the credit push through the banks, these were not suitable for start-ups. It was observed that most of the enterprises could not avail these benefits. A funds of fund was established by the government in the last quarter specifically focusing on young entrepreneurs and this may help the enterprises once the economic activities start post unlocking in the country.

Based on insights from the survey, focus group discussions, and stakeholder interviews, it is noted that efforts have been made by government to foster an inclusive and innovative environment for entrepreneurship.

Many of the large corporates also extended support in form of a grants to the small businesses and helped them face the challenges of the pandemic. Few corporates which ran such support programs included Google, Facebook, Microsoft, Pfizer etc.

However, there are many challenges which young entrepreneurs face like lack of access to finance, lack of safety net, poor societal perception, lack of availability of mentoring, ecosystem & enabling services etc. Therefore, even though many steps have been taken to address the gaps in the youth entrepreneurship and innovation ecosystem in India, there is still a lot of scope for improvement.

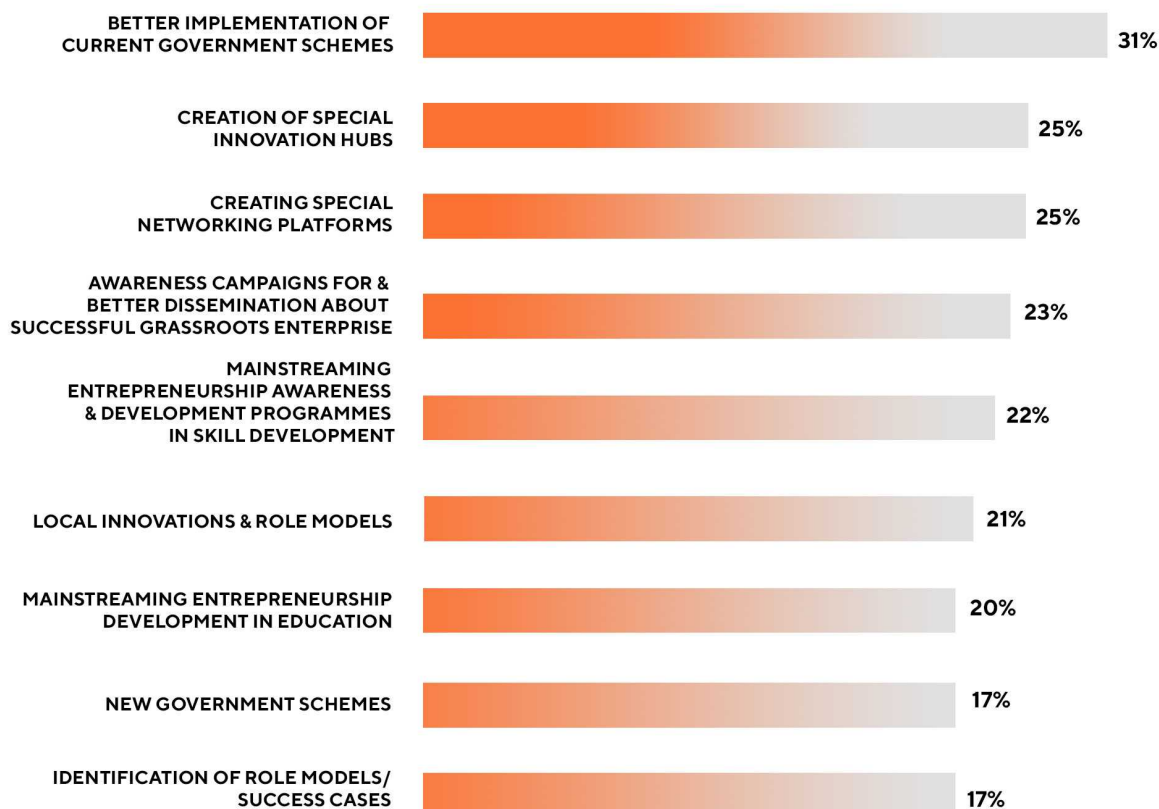
### Way Forward

#### 8.3 Measures for Promoting Grassroots and Local Innovation

##### Measures that can be taken for Promoting Grassroots and Local Innovations

Based on the survey responses, the following measures can be taken for promoting grassroots/local innovations.

## GAPS IN THE YOUTH SOCIAL ENTREPRENEURSHIP AND INNOVATION ECOSYSTEM AND THE WAY FORWARD



(EACH RESPONDENT COULD CHOOSE MULTIPLE OPTIONS AND THUS THE PERCENTAGE EXCEEDS 100 PERCENT)

Figure 45: Measures to promote grassroots & local Innovations

### Views/Remarks from the Survey



Figure 46: Views/remarks from the survey on youth entrepreneurship



### 8.4 Strengthening the Entrepreneurial Ecosystem with a Focus on Youth

Young entrepreneurs play a vital role in facilitating economic growth, social progress, and inclusion, but the existing entrepreneurial ecosystem is yet to completely utilise the full potential of youth led businesses. There is a need for a holistic and focused approach for strengthening the social entrepreneurship ecosystem to fully support the young entrepreneurs and help them tap their complete potential. Therefore, it is crucial that entrepreneurship ecosystem is developed by mobilizing various stakeholders, including young people who have ambitions and a potential for becoming entrepreneurs. An enabling social entrepreneurship ecosystem favouring young people will encourage youth-led social innovation, promote social inclusion, offer a strong base for dealing with unemployment, and at the same time will advance the Sustainable Development Agenda 2030.

#### Creation of Enabling Environment

Although a lot of initiatives have been taken by Government in India in recent years and we see a vibrant entrepreneurship culture in metro cities but, there is lot more to be done in creating a supporting and enabling environment in tier-1 and tier-2 cities and the rural areas. Efforts should be made to create awareness amongst students in higher secondary schools and colleges, and there should be provisions of training courses in innovation and entrepreneurial skills during regular degree courses at college level.

Initiatives like launching innovation-focused programmes for students and providing participation opportunities in social entrepreneurial ventures can aid their practical learning with respect to the social entrepreneurial ecosystem. This can be done by establishing incubation centers at college level especially in non-metro cities and rural areas. There is a need to create a decentralized ecosystem with more social innovation centers and entrepreneurship hubs at government institutes across the country. There is also a need to strengthen technology education and training at school and higher education levels so that youth have the ability to adapt to new technological realities.

Another focus area can be good quality of mentorship for entrepreneurs at an early stage, and this is a key enabler. Government should encourage and incentivize people from industry/private sector to participate in the mentorship activities at the incubation centers.

To create a more enabling environment, incubators should focus on helping the enterprises by guiding them on how to utilise digital/tech in their businesses. Training on digital/tech should become a mandatory part of the incubation/acceleration programs. Also, the digital trainings should be made available in different regional languages so that they are more inclusive and available to a larger number of people.

At the national level there is also a need to create a platform where the entrepreneurs can pitch their vision and connect with like-minded people. This will enable entrepreneurs to connect with the right people and build relevant networks. This can also help enterprises in making corporate and industry connects.

To provide additional financial support, customised funding channels/access to capital should be available in different markets, sectors, and geographies. In remote locations like north east where the venture capital is not easily available, local HNIs should be encouraged and incentivised to invest in start-ups. Similarly, funding in form of philanthropic grants from HNIs, families and trusts should also be incentivized.

#### Simplification of Regulatory and Compliance Procedures and Streamlining of Implementation Process

The implementation mechanism and last-mile delivery of the government programs related to enterprises should be improved. Efforts should be made to reduce the turnaround time in providing the support/benefit to entrepreneurs. There is also a scope for improvement in existing policies and for reducing



unnecessary regulations and compliances to make the entrepreneurial journey smoother. To ease the complexities, a compliance regime based on self-certification could be implemented.

Another focus area could be an easier and smoother documentation process which would help young entrepreneurs. There needs to be a better enabling ecosystem for entrepreneurs where incubators can provide them with the handholding on the processes that will help them sustain in the longer run.

### Support to Socio-Economically Disadvantaged Groups

Apart from the general entrepreneurial challenges, the socio-economically disadvantaged communities (SC/ST/Women/LGBTQ+/rural youth) face additional challenges in starting an enterprise. This needs to be tackled by giving additional support to them and by encouraging their participation.

Government and the other stakeholders should interact more with the socio-economically disadvantaged communities, understand their specific challenges, and then proactively frame systems and procedures and make the support more inclusive with requisite infrastructure, guidance, and customised training. Specialised cell within government agencies could be created to channelise this support.

More women-friendly initiatives are also needed to make the ecosystem more conducive for women. There is also a need to make incubators gender-sensitive and gender-inclusive with additional handholding and mentoring.

India as a country offers great potential for social entrepreneurs and can help them drive change and make an impact. The demographic dividends of the country can only be realised if we provide an appropriate platform and direction to our youth. Youth led entrepreneurship can be one of the key enablers of social and economic development of the country. If we provide a conducive platform and help young entrepreneurs tap their full potential, we would be on a right path to achieving the Sustainable Development Agenda 2030. a conducive platform and help young entrepreneurs tap their full potential, we would be on a right path to achieving the Sustainable Development Agenda 2030.



# GLOSSARY



## **ELIGIBILITY CRITERIA FOR START-UP RECOGNITION<sup>47</sup>:**

- The Start-up should be incorporated as a private limited company or registered as a partnership firm or a limited liability partnership.
- Turnover should be less than INR 100 Lakh in any of the previous financial years.
- An entity shall be considered as a start-up for up to 10 years from the date of its incorporation.
- The Start-up should be working towards innovation/ improvement of existing products, services and processes and should have the potential to generate employment/ create wealth. An entity formed by splitting up or reconstruction of an existing business shall not be considered a "Start-up".



## **SOCIAL ENTREPRENEURS:**

They are individuals with innovative solutions to society's most pressing social, cultural, and environmental challenges. Social entrepreneurs are ambitious and persistent – tackling major issues and offering new ideas for systems-level change. They model change-making behaviour, and catalyze organizations and movements where everyone can be changemaker<sup>48</sup>.

According to GEM, a social entrepreneur is any individual "starting or currently leading any kind of activity, organization or initiative that has a particularly social, environmental or community objective" (Bosma et al., 2016)<sup>49</sup>.



## **FOCUS GROUP DISCUSSION (FGD):**

Discussion with various people with similar backgrounds on a common topic.



## **DIVYANGJAN:**

is the term used by the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment, Government of India. These include persons with visual, hearing, speech & locomotive disability, mental retardation, mental illness, multiple disability, and any other disabilities.

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<sup>47</sup> [www.startupindia.gov.in](http://www.startupindia.gov.in)

<sup>48</sup> <https://www.ashoka.org/en/focus/social-entrepreneurship>

<sup>49</sup> Youth Entrepreneurship in Asia and the Pacific 2019 Report, UNDP- Youth Co:Lab

# GLOSSARY



## MICRO, SMALL, MEDIUM ENTERPRISES (MSME):

For manufacturing enterprises and enterprises rendering service, the following is the criteria to be classified as micro, small or medium enterprise:

- **Micro:**  
Investment in Plant and Machinery or Equipment Not more than INR 1 Crore and Annual Turnover not more than INR 5 Crore.
- **Small:**  
Investment in Plant and Machinery or Equipment Not more than INR 10 Crore and Annual Turnover not more than INR 50 Crore.
- **Medium:**  
Investment in Plant and Machinery or Equipment Not more than INR 50 Crore and Annual Turnover not more than INR 250 Crore.



## SUSTAINABLE DEVELOPMENT GOALS (SDG):

“The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity”<sup>51</sup>.



## URBAN, SEMI-URBAN, RURAL CLASSIFICATION (ON THE BASIS OF POPULATION):<sup>52</sup>

is the term used by the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment, Government of India. These include persons with visual, hearing, speech & locomotive disability, mental retardation, mental illness, multiple disability, and any other disabilities.

- **Medium:**  
Population of 1 Lakh people and above.
- **Semi-urban:**  
Population between 10,000 people 1 Lakh people .
- **Rural:**  
Population less than 10,000 people.

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<sup>50</sup> [www.msme.gov.in](http://www.msme.gov.in)

<sup>51</sup> [www.undp.org/sustainable-development-goals](http://www.undp.org/sustainable-development-goals)

<sup>52</sup> [www.rbi.org.in](http://www.rbi.org.in)





## ANNEXURE I - Schemes & Policies

### A. Central Government Schemes

Table 1: Central Government Schemes

| S.No. | Name of Scheme                        | Implementing Agency                                | Target Beneficiaries  | References   |
|-------|---------------------------------------|--|---|--|
| 1.    | The Venture Capital Assistance Scheme | Ministry of Agriculture and Farmers Welfare        | Farmers<br>Producer Groups/Self Help Groups<br>Companies/Partnership/Proprietary Firms<br>Business units in agri-export zones<br>Agriculture graduates individually or in groups for setting up agribusiness projects   | <a href="https://www.startupindia.gov.in/content/sih/en/government-schemes/venture-capital-scheme.html">https://www.startupindia.gov.in/content/sih/en/government-schemes/venture-capital-scheme.html</a><br><a href="http://sfacindia.com/VCA_Scheme.aspx">http://sfacindia.com/VCA_Scheme.aspx</a> |
| 2.    | Stand Up India                        | Small Industries Development Bank of India (SIDBI) | SC/ST and/or women entrepreneurs above 18 years of age<br>Loans under the scheme is available for only greenfield project (Greenfield signifies, in this context, the first-time venture of the beneficiary in the manufacturing or services or trading sector)<br>Borrower should not be in default to any bank or financial institution | <a href="https://www.startupindia.gov.in/content/sih/en/government-schemes/stand-up-india.html">https://www.startupindia.gov.in/content/sih/en/government-schemes/stand-up-india.html</a><br><a href="https://www.standupmitra.in/">https://www.standupmitra.in/</a>                                 |

| S.No. | Name of Scheme  | Implementing Agency   | Target Beneficiaries   | References   |
|-------|---|---|--|--|
| 3.    | Support for International Patent Protection in Electronics and IT | Ministry of Electronics & Information Technology                                    | MSMEs and technology start-ups in the ICTE sector  | <a href="http://www.ict-ipr.in/sipeit/SIPEITForm">http://www.ict-ipr.in/sipeit/SIPEITForm</a><br><a href="https://www.startupindia.gov.in/content/sih/en/government-schemes/international-patent-protection-sipeit.html">https://www.startupindia.gov.in/content/sih/en/government-schemes/international-patent-protection-sipeit.html</a> |
| 4.    | Electronic Development Fund (EDF) Policy                          | Ministry of Electronics & Information Technology                                    | Start-ups pursuing innovation in technology sectors like electronics, IT, and nanoelectronics  | <a href="https://www.meity.gov.in/esdm/edf">https://www.meity.gov.in/esdm/edf</a>  |
| 5.    | Industry Innovation Program on Medical Electronics (IIPME)        | Ministry of Science & Technology & Ministry of Electronics & Information Technology | Indian start-ups which are less than three years old from date of advertisement which have 51 percent ownership, Indian LLPs and those which have Department of Scientific and Industrial Research (DSIR) recognition (only for early transition & transition to scale) are eligible to apply under the scheme | <a href="https://birac.nic.in/desc_new.php?id=277">https://birac.nic.in/desc_new.php?id=277</a>  |



| S.No. | Name of Scheme  | Implementing Agency              | Target Beneficiaries   | References  |
|-------|---|----------------------------------|--|---|
| 6.    | Social Innovation Immersion Program (SIIP)  | Ministry of Science & Technology | Indian start-ups<br>The social innovators will be provided financial and technical support for developing market-based solutions that have potential to bring cost effective health care breakthroughs to vulnerable populations in particular | <a href="https://birac.nic.in/desc_new.php?id=395">https://birac.nic.in/desc_new.php?id=395</a> |
| 7.    | Social Innovation programme for Products, Affordable & Relevant to Societal Health (SPARSH) | Ministry of Science & Technology | The social innovators will be provided financial and technical support for developing market-based solutions that have potential to bring cost effective health care breakthroughs to vulnerable populations in particular                     | <a href="https://birac.nic.in/desc_new.php?id=110">https://birac.nic.in/desc_new.php?id=110</a> |
| 8.    | Product Commercialization Program Fund (PCPF)   | Ministry of Science & Technology | The social innovators will be provided financial and technical support for developing market-based solutions that have potential to bring cost effective health care breakthroughs to vulnerable populations in particular                     | <a href="https://birac.nic.in/desc_new.php?id=110">https://birac.nic.in/desc_new.php?id=110</a> |

| S.No. | Name of Scheme  | Implementing Agency              | Target Beneficiaries   | References   |
|-------|---|----------------------------------|--|--|
| 9.    | Small Business Innovation Research Initiative (SBIRI)             | Ministry of Science & Technology | Solely by a company incorporated under the Companies Act, 2013 or Limited Liability Partnership (LLP) incorporated under the Limited Liability Partnership Act, 2008 or Joint Ventures either in the form of company/ LLP by any of the above entities jointly with other private or public partner(s) (universities or institutes)            | <a href="https://birac.nic.in/desc_new.php?id=217">https://birac.nic.in/desc_new.php?id=217</a><br><a href="https://birac.nic.in/webcontent/1581738430_SBIRI_new.pdf">https://birac.nic.in/webcontent/1581738430_SBIRI_new.pdf</a> |
| 10.   | Promoting Innovations in Individuals, Start-ups and MSMEs (PRISM) | Ministry of Science & Technology | <p>Any Indian citizen having innovative idea and wish to translate their idea into working prototypes/models/processes</p> <p>Any public funded institutions or organizations viz. autonomous organizations or society registered under the Societies Registration Act, 1860 or Indian Trusts Act, 1882 engaged in promotion of innovation</p> | <a href="https://www.startupindia.gov.in/content/sih/en/government-schemes/promoting-innovations-MSME.html">https://www.startupindia.gov.in/content/sih/en/government-schemes/promoting-innovations-MSME.html</a>                  |

| S.No. | Name of Scheme                     | Implementing Agency                                    | Target Beneficiaries   | References   |
|-------|------------------------------------|--|--|--|
| 11.   | Credit Guarantee Scheme            | Ministry of Micro, Small and Medium Enterprises (MSME) | The scheme is applicable for new and existing micro and small enterprises engaged in manufacturing or service activity excluding retail trade, educational institutions, agriculture, self-help groups (SHGs), training institutions, etc                                      | <a href="https://www.cgtms.e.in/">https://www.cgtms.e.in/</a>  |
| 12.   | Performance & Credit Rating Scheme | Ministry of Micro, Small and Medium Enterprises (MSME) | MSMEs registered in India are eligible to apply under this scheme<br>In May 2017, the guidelines were revised which stated that a unit with a turnover of INR 1 Crore or above will be eligible under the scheme. The case of rating needs to be recommended by a bank or NBFC | <a href="https://msme.gov.in/sites/default/files/PCR_EN.pdf">https://msme.gov.in/sites/default/files/PCR_EN.pdf</a>  |
| 13.   | Raw Material Assistance            | Ministry of Micro, Small and Medium Enterprises (MSME) | MSMEs registered in India are eligible to apply under this scheme  | <a href="https://www.startupindia.gov.in/content/sih/en/government-schemes/raw_material_assistance.html">https://www.startupindia.gov.in/content/sih/en/government-schemes/raw_material_assistance.html</a><br><a href="https://www.nsic.co.in/Schemes/Raw-Material-Against-BG.aspx">https://www.nsic.co.in/Schemes/Raw-Material-Against-BG.aspx</a> |



| S.No. | Name of Scheme   | Implementing Agency                                    | Target Beneficiaries   | References   |
|-------|--|--|--|--|
| 14.   | Credit Linked Capital Subsidy Scheme for Technology Upgradation (CLCSTU) | Ministry of Micro, Small and Medium Enterprises (MSME) | Micro and Small Enterprises (MSEs) having a valid UAM number<br>During FY 2018-19, 14155 benefitted with INR 980.3 Crore subsidy provided  | <a href="https://www.nsic.co.in/schemes/Infrastructure">https://www.nsic.co.in/schemes/Infrastructure</a>  |
| 15.   | Infrastructure Development Scheme  | Ministry of Micro, Small and Medium Enterprises (MSME) | Space shall be allotted to IT/ITES/MSME units not registered with STPI (Software Technology Parks of India Scheme)<br>It will be allotted to only those units that are falling under the overall definition of MSME as per the guidelines of Ministry of Micro, Small and Medium Enterprises<br>Units other than MSMEs such as banks/PSUs/financial institutions, corporate sectors etc. would also be considered for allotment on a case-to-case by merit | <a href="https://www.nsic.co.in/schemes/Infrastructure">https://www.nsic.co.in/schemes/Infrastructure</a>  |
| 16.   | Entrepreneurial and Managerial Development of SMEs through Incubators    | Ministry of Micro, Small and Medium Enterprises (MSME) | All MSMEs registered under MSME Act 2006 with innovative ideas ready for commercialization can apply to the host institution (e.g., IITs, NITs, technical colleges, research institutes, etc.) in order to obtain fund support   | <a href="http://www.dcmsme.gov.in/schemes/Incubator-Guidelines-CLCS-TUS-2019-2020.pdf">http://www.dcmsme.gov.in/schemes/Incubator-Guidelines-CLCS-TUS-2019-2020.pdf</a><br>( <a href="http://www.dcmsme.gov.in/schemes/Institutions_Detail.pdf">http://www.dcmsme.gov.in/schemes/Institutions_Detail.pdf</a> ) |

| S.No. | Name of Scheme                           | Implementing Agency                                    | Target Beneficiaries   | References   |
|-------|--|--|--|--|
| 17.   | Digital MSMEs                            | Ministry of Micro, Small and Medium Enterprises (MSME) | All MSMEs registered under MSME Act 2006   | <a href="http://www.dcmsme.gov.in/schemes/DigitalMSME-Guideline-CLCS-TUS-2019-2020.pdf">http://www.dcmsme.gov.in/schemes/DigitalMSME-Guideline-CLCS-TUS-2019-2020.pdf</a>              |
| 18.   | MSME Market Development Assistance (MDA) | Ministry of Micro, Small and Medium Enterprises (MSME) | The scheme applies only to MSEs with and registration with GS1 India for use of barcode  | <a href="https://my.msme.gov.in/MyMsmeMob/MsmeScheme/Pages/0_2_5.html">https://my.msme.gov.in/MyMsmeMob/MsmeScheme/Pages/0_2_5.html</a>  |
| 19.   | Women Entrepreneurship Platform          | NITI Aayog   | Women entrepreneurs anywhere in the country  | <a href="https://wep.gov.in/">https://wep.gov.in/</a><br><a href="https://niti.gov.in/women-entrepreneurship-platform-wep">https://niti.gov.in/women-entrepreneurship-platform-wep</a> |
| 20.   | Term Loan Schemes                        | Ministry of Minority Affairs (MoMA)                    | <p>This scheme is for individual beneficiaries from minority community designated in a state</p> <p>At present, the families having annual income up to INR 98,000 in rural areas and INR 1,20,000 in urban areas are eligible under the NMDFC schemes</p> <p>As a special initiative of NMDFC, a new annual family income eligibility limit of up to INR 8 Lakhs have been enhanced with effect from November 2020 by adopting the “Creamy Layer” criterion currently followed amongst the OBC community by Government of India</p> | <a href="http://www.nmdfc.org/">http://www.nmdfc.org/</a>  |

| S.No. | Name of Scheme  | Implementing Agency                                | Target Beneficiaries   | References  |
|-------|---|--|--|---|
| 21.   | SIDBI Make in India Soft Loan Fund for Micro Small and Medium Enterprises (SMILE) | Small Industries Development Bank of India (SIDBI) | <p>New enterprises in the manufacturing, as well as services sector, can apply under this scheme</p> <p>Existing enterprises undertaking expansion, modernization, technology upgradations or other projects for growing their business will also be covered</p>   | <a href="https://sidbi.in/en/products">https://sidbi.in/en/products</a> |
| 22.   | Pradhan Mantri Mudra Yojana (PMMY)  | Small Industries Development bank of India (SIDBI) | <p>Business loan for vendors, traders, shopkeepers and other service sector activities</p> <p>Working capital loan through MUDRA cards</p> <p>Equipment finance for micro units</p> <p>Transport vehicle loans – for commercial use only</p>   | <a href="https://www.mudra.org.in/">https://www.mudra.org.in/</a>       |
| 23.   | Sustainable Finance Scheme  | Small Industries Development bank of India (SIDBI) | <p>Existing units must have a satisfactory track record of the past performance and sound financial position and should not be in default to institutions/banks</p> <p>The units should have a minimum credit rating of investment grade or its equivalent according to the internal credit rating model</p> | <a href="https://www.mudra.org.in/">https://www.mudra.org.in/</a>       |



| S.No. | Name of Scheme                             | Implementing Agency                                | Target Beneficiaries  | References  |
|-------|--|--|---|---|
|       |  |  | <p>Renewable energy projects such as solar power plants, wind energy generators, mini hydel power projects, biomass gasifier power plants, etc. for captive/ non-captive use</p> <p>Any potential CP investments that include waste management</p> <p>Suitable assistance to OEMs that manufacture energy efficient/ cleaner production/ green machinery/ equipment</p>   |   |
| 24.   | COVID-19 Start-up Assistance Scheme (CSAS) | Small Industries Development Bank of India (SIDBI) | <p>Government defined start-ups which have received funding through at least one of the Alternate Investment Funds(AIFs) registered with SEBI</p> <p>Start-ups with a minimum employee base of 50 employees</p> <p>Start-ups having FY 2019 and FY 2020 minimum turnover between INR 10 Crore to INR 60 Crore &amp; should have positive unit economics</p> <p>Start-up should have been incorporated for less than 10 years and have a positive net worth.</p> | <a href="https://sidbi.in/files/announcements/COVID19_Scheme_Details.pdf">https://sidbi.in/files/announcements/COVID19_Scheme_Details.pdf</a> |

| S.No. | Name of Scheme                                       | Implementing Agency                    | Target Beneficiaries  | References  |
|-------|--|--|---|---|
|       |  |  | <p>Start-ups should have demonstrated innovative measures for ensuring business continuity during the COVID-19 period</p> <p>Start-ups should have taken adequate measures and ensured employee safety and their financial stability</p> <p>Promoter / founder of start-up should have invested his own capital in the business</p> |   |
| 25.   | COVID-19 Loan Assistance to MSMEs                    | Department of Financial Services (DFS) | <p>Up to 20percent of entire Outstanding credit as on 29.02.2020</p> <p>Loans up to INR 25 Crore outstanding and units up to INR 100 Crore turnover eligible</p> <p>Loans to have 4-year tenor<br/>12 months moratorium on principal repayment<br/>Interest to be capped</p>  | <a href="https://champions.gov.in/Ministry-of-MSME_Portal/youth_Entrepreneurs-rural_urban_self_employment/New_Schemes.htm">https://champions.gov.in/Ministry-of-MSME_Portal/youth_Entrepreneurs-rural_urban_self_employment/New_Schemes.htm</a> |
| 26.   | Credit Guarantee Scheme for Subordinate Debt (CGSSD) | Department of Financial Services (DFS) | <p>Operational MSMEs which are NPA or are stressed will be eligible</p> <p>Promoter(s) of such units can apply</p>  | <a href="https://champions.gov.in/Ministry-of-MSME_Portal/youth_Entrepreneurs-rural_urban_self_employment/New_Schemes.htm">https://champions.gov.in/Ministry-of-MSME_Portal/youth_Entrepreneurs-rural_urban_self_employment/New_Schemes.htm</a> |

| S.No. | Name of Scheme                      | Implementing Agency             | Target Beneficiaries  | References   |
|-------|-------------------------------------|---------------------------------|---|--|
| 27.   | Micro-Exporters Policy (MEP) – 2014 | Ministry of Commerce & Industry | All exporters including traders, manufacturers and service providers, irrespective of MSME certificate, shall be eligible for the policy subject to their export turnover up to INR 100 Lakhs | <a href="https://www.ecgc.in/english/small-and-medium-enterprise-sme/">https://www.ecgc.in/english/small-and-medium-enterprise-sme/</a><br><a href="https://champions.gov.in/Ministry-of-MSME_Portal/youth_Entrepreneurs-rural_urban_self_employment/New_Schemes.htm">https://champions.gov.in/Ministry-of-MSME_Portal/youth_Entrepreneurs-rural_urban_self_employment/New_Schemes.htm</a> |



## B. State Government Schemes

Table 2: State Government Schemes

| S.No. | Name of Scheme  | State                     | Implementing Agency  | Target Beneficiaries  | References  |
|-------|---|---------------------------|--|---|---|
| 28.   | Innovation & Start-up policy 2018                     | Andaman & Nicobar Islands | Department of Industries, Andaman and Nicobar Administration   | <p>The date of the incorporation/registration is not prior to seven years</p> <p>Annual turnover does not exceed INR 24 Crore, for the any preceding financial year</p> <p>Such entity is working towards innovation, development and commercialization of new products</p> <p>Registered in Andaman &amp; Nicobar Islands or employs at least 50 percent of its total qualified workforce in Andaman &amp; Nicobar Islands</p> | <p><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/A&amp;Nstartuppercent20final_cp.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/A&amp;Nstartuppercent20final_cp.pdf</a></p> <p><a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Andaman-and-Nicobar-Islands-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Andaman-and-Nicobar-Islands-state-policy.html</a></p> |
| 29.   | Andhra Pradesh Innovation & Start-up Policy 2014-2020 | Andhra Pradesh            | Department of Information Technology, Electronics & Communications Department Government of Andhra Pradesh | Start-ups of all stages   | <p><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Andhrapercent20Policypercent20Statement.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Andhrapercent20Policypercent20Statement.pdf</a></p>  |

| S.No. | Name of Scheme  | State        | Implementing Agency   | Target Beneficiaries  | References  |
|-------|---|--------------|---|---|---|
| 30.   | Assam Start-up Policy 2017-2022                       | Assam        | Department of Industries & Commerce   | Start-ups of all stages   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Assam_State_Policy.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Assam_State_Policy.pdf</a>   |
| 31.   | Bihar Start-up Policy 2017-2022                       | Bihar        | Department of Industries, Government of Bihar.                              | <p>The date of the incorporation/registration is not prior to five years</p> <p>Annual turnover does not exceed INR 25 Crore, for the any preceding financial year</p> <p>Such entity is working towards innovation, development and commercial of products</p> | <p><a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Bihar-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Bihar-state-policy.html</a></p> <p><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Bihar-Startup-Policy-2017.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Bihar-Startup-Policy-2017.pdf</a></p> |
| 32.   | Innovation & Entrepreneurship Development Policy 2019 | Chhattisgarh | Chhattisgarh InfoTech Promotion Society (CHIPS), Government of Chhattisgarh | <p>Start-ups should be selected in the state incubator</p> <p>466+ recognized start-ups</p>   | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Chhattisgarh-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Chhattisgarh-state-policy.html</a>   |

| S.No. | Name of Scheme                                  | State   | Implementing Agency                                     | Target Beneficiaries  | References   |
|-------|---|---------|---|---|--|
|       |   |         |   |   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/ChhattisgarhPolicy2016-min.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/ChhattisgarhPolicy2016-min.pdf</a>  |
| 33.   | Goa Start-up Policy 2017-20                     | Goa     | Department of Information Technology, Government of Goa | Any individual/group having innovative concept Universities, Incubation centers, R&D centers and private establishments Start-ups registered in Goa | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Goa-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Goa-state-policy.html</a><br><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/GoaStart-up-Policy2017-dated-19-9-2017.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/GoaStart-up-Policy2017-dated-19-9-2017.pdf</a> |
| 34.   | Electronics & IT/ITeS Start-up Policy (2016-21) | Gujarat | Industries Commissionerate, Government of Gujarat       | Start-ups of all stages   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Gujaratpercent20Startuppercent20Policy.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Gujaratpercent20Startuppercent20Policy.pdf</a>  |



| S.No. | Name of Scheme                 | State   | Implementing Agency                                   | Target Beneficiaries  | References  |
|-------|--------------------------------|---------|---|---|---|
| 35.   | Haryana Start-up Policy - 2017 | Haryana | Department of Electronics & IT, Government of Haryana | <p>Any firm registered as a private limited company (as defined in the Companies Act, 2013) or registered as a Partnership firm (registered under Section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India</p> <p>The registration should not be prior to seven years and in the case of Biotechnology companies this period can be up to 10 years</p> <p>The annual turnover should not exceed INR 25 Crore in any preceding financial year</p> <p>The company/entity should be registered in Haryana under the Haryana Shops and Commercial Establishment Act, 1958</p> <p>The company should employ at least 50 (fifty) per cent of its total qualified workforce in Haryana, which shall not include contract employees</p> | <p><a href="https://startupharyana.gov.in/files/startup-policy_final_28th-sep.pdf">https://startupharyana.gov.in/files/startup-policy_final_28th-sep.pdf</a></p> <p><a href="https://startupharyana.gov.in/en/startup-haryana#">https://startupharyana.gov.in/en/startup-haryana#</a></p> |

| S.No. | Name of Scheme   | State            | Implementing Agency  | Target Beneficiaries  | References  |
|-------|--|------------------|--|---|---|
| 36.   | Haryana MSME Revival Interest Benefit Scheme                             | Haryana          | Department of Industries & Commerce, Government of Haryana | <p>The unit should have been in commercial production for at-least 80 percent of days between 01.02.2020 and 15.03.2020</p> <p>The unit should have filed EM/UAM after coming into commercial production, with the competent authority</p> <p>The unit should have a running account of term loan / working capital loan from a commercial bank / financial institution</p> <p>The unit should obtain / should have obtained term loan / working capital loan from bank / financial institution within one month of the date of permission granted for operations, during lock down period on the portal or 30th June, whichever is later</p> | <a href="https://investharyana.in/content/pdfs/HaryanaMSMERevivalInterestBenefitScheme.pdf">https://investharyana.in/content/pdfs/HaryanaMSMERevivalInterestBenefitScheme.pdf</a>   |
| 37.   | Chief Minister's Start-up/Innovation/Projects/New Industries Scheme 2016 | Himachal Pradesh | Government of Himachal Pradesh Department of Industries    | Start-ups of all stages   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/HimachalPradeshstartuppolicy.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/HimachalPradeshstartuppolicy.pdf</a> |

| S.No. | Name of Scheme                      | State     | Implementing Agency   | Target Beneficiaries  | References  |
|-------|-------------------------------------|-----------|---|---|---|
| 38.   | J & K Start-up Policy 2018-28       | J & K     | The Jammu and Kashmir Entrepreneurship Development Institute (JKEDI), Government of J&K               | Any individual/group having innovative concept Universities, incubation centres, R&D centres and private establishments<br>It is incorporated / registered in Jammu and Kashmir | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Jammu_and_Kashmir-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Jammu_and_Kashmir-state-policy.html</a>   |
| 39.   | Jharkhand Start-up Policy 2016-2021 | Jharkhand | Department of Information Technology and E-Governance   | Start-ups of all stages   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Jharkhandpercent20Startuppercent20Policy.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Jharkhandpercent20Startuppercent20Policy.pdf</a> |
| 40.   | Karnataka Start-up Policy 2015-2020 | Karnataka | Department of Information Technology, Biotechnology and Science & Technology, Government of Karnataka | Start-ups of all stages   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Karnataka_Startup_Policy.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Karnataka_Startup_Policy.pdf</a>                                 |
| 41.   | Kerala Start-up Policy 2017         | Kerala    | Kerala Start-up Mission   | Start-ups of all stages   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/Keralapercent20Startuppercent20Policypercent202017.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/Keralapercent20Startuppercent20Policypercent202017.pdf</a>                           |



| S.No. | Name of Scheme                              | State          | Implementing Agency   | Target Beneficiaries   | References  |
|-------|---|----------------|---|--|---|
| 42.   | MP Incubation and Start-up Policy 2016-2021 | Madhya Pradesh | Department of Micro, Small & Medium enterprises, Government of Madhya Pradesh   | <p>The date of the incorporation/registration is not prior to five years</p> <p>Annual turnover does not exceed INR 25 Crore , for the any preceding financial year</p> <p>Such entity is working towards innovation, development and commercialization of products</p>                              | <p><a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Madhya-Pradesh-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Madhya-Pradesh-state-policy.html</a></p> <p><a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Madhya-Pradesh-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Madhya-Pradesh-state-policy.html</a></p>   |
| 43.   | Innovative Start-up Policy 2018-23          | Maharashtra    | Maharashtra State Innovation Society (MSInS) Department of Skill Development & Entrepreneurship, Government of Maharashtra. | <p>The date of the incorporation/registration is not prior to seven years (10 years for biotechnology)</p> <p>Annual turnover does not exceed INR 25 Crore, for the any preceding financial year</p> <p>Such entity is working towards innovation, development and commercialization of products</p> | <p><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Maharashtra_State_Innovative_Startup_Policy_2018.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Maharashtra_State_Innovative_Startup_Policy_2018.pdf</a></p> <p><a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Maharashtra-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Maharashtra-state-policy.html</a></p> |

| S.No. | Name of Scheme                                  | State     | Implementing Agency  | Target Beneficiaries  | References   |
|-------|---|-----------|--|---|--|
| 44.   | Manipur Start-up Policy 2016-21                 | Manipur   | Planning Department, Government of Manipur   | A domicile of Manipur by birth<br>Any individual/group of individuals having innovative idea/concept<br>Students of NEDC institutes   | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Manipur-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Manipur-state-policy.html</a><br><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Manipur_Startup_Policy.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Manipur_Startup_Policy.pdf</a>                                   |
| 45.   | Meghalaya Start-up Policy 2018-23               | Meghalaya | Commerce & Industries Department, Government of Meghalaya  | Any individual/group having innovative concept<br>Universities, incubation centers, R&D centers and private establishments<br>Start-up incorporated/registered in Meghalaya | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Jammu_and_Kashmir-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Jammu_and_Kashmir-state-policy.html</a><br><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/J&amp;Kpercent20policy2018(1).pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/J&amp;Kpercent20policy2018(1).pdf</a> |
| 46.   | Mizoram Entrepreneurship & Start-up Policy 2019 | Mizoram   | Entrepreneurship Development Centre, Planning & Programme Implementation Department, Government of Mizoram | Any individual/group having innovative concept<br>Universities, incubation centers, R&D centers and private establishments  | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Mizoram-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Mizoram-state-policy.html</a>  |

| S.No. | Name of Scheme                   | State    | Implementing Agency   | Target Beneficiaries  | References   |
|-------|----------------------------------|----------|---|---|--|
|       |                                  |          |   | Start-up incorporated/registered in Mizoram   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/mizoram-entrepreneurship-statup-policy-2019.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/mizoram-entrepreneurship-statup-policy-2019.pdf</a>  |
| 47.   | Nagaland Start-up Policy 2019-23 | Nagaland | Department of Industries & Commerce, Government of Nagaland           | Any individual/group having innovative concept Universities, incubation centers, accelerators and private establishments Start-up incorporated/registered in Nagaland   | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Nagaland-state-startup-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Nagaland-state-startup-policy.html</a><br><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Nagaland-Policy-2019.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Nagaland-Policy-2019.pdf</a> |
| 48.   | Odisha Start-up Policy 2016-20   | Odisha   | Micro, Small and Medium Enterprises Department, Government of Odisha. | Relation of world class physical infrastructure to support start-ups Promoting culture of innovation through academic interventions Institutionalizing the culture of entrepreneurship by providing training for requisite skills | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Odisha-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Odisha-state-policy.html</a><br><a href="https://startupodisha.gov.in/wp-content/uploads/2018/12/Startup-Policy-2016-with-amendments.pdf">https://startupodisha.gov.in/wp-content/uploads/2018/12/Startup-Policy-2016-with-amendments.pdf</a>   |



| S.No. | Name of Scheme   | State      | Implementing Agency   | Target Beneficiaries  | References   |
|-------|--|------------|---|---|--|
|       |  |            |   | Germinating start-ups through incubator   |  |
| 49.   | Aspiring Puducherry Innovation & Start-up Policy 2019-24 | Puducherry | Department of Industries and Commerce, Government . of Puducherry | Any individual/group having innovative concept<br>Start-up incorporated/registered in Puducherry<br>Students of colleges and educational institutions in Puducherry   | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Puducherry-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Puducherry-state-policy.html</a><br><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Puducherrypercent20startuppercent20policypercent202019.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Puducherrypercent20startuppercent20policypercent202019.pdf</a> |
| 50.   | Industrial & Business Development Policy 2017-22         | Punjab     | Department of Industries & Commerce, Government of Punjab.        | Entity/company should be registered in Punjab under Punjab Shops and Commercial Establishment act of 1958   | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Punjab-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Punjab-state-policy.html</a>  |
|       |  |            |   | Entity must not be formed by split or reconstruction of business already in existence<br>Entity should not be a holding company of any firm already in existence<br>Company should employ at least 50 percent of workforce from Punjab itself | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Industrial_and_Business_Development_Policy_2017.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Industrial_and_Business_Development_Policy_2017.pdf</a>  |

| S.No. | Name of Scheme                                      | State      | Implementing Agency  | Target Beneficiaries  | References   |
|-------|---|------------|--|---|--|
| 51.   | Rajasthan Start-up Policy 2015-20                   | Rajasthan  | Department of Information Technology & Communication (DoIT & C), Government . of Rajasthan | Any individual/group having innovative concept<br>Students of institutions affiliated to RTU, IITs, NITs and other private institutions<br>Universities, incubation centers, R&D centers and private establishments | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Rajasthan-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Rajasthan-state-policy.html</a><br><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Rajasthan-startup-policy-2015.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Rajasthan-startup-policy-2015.pdf</a> |
| 52.   | Chief Minister's Start-up Scheme                    | Sikkim     | Department of Industries and Commerce, Government . of Sikkim                              | The applicant should be a bonafide local youth<br>Applicant should be in the age group between 18 years to 40 years of age<br>Any individual/group having innovative concept  | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Sikkim-state-policy.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/Sikkim-state-policy.html</a><br><a href="https://cdn.s3waas.gov.in/s39cc138f8dc04cbf16240daa92d8d50e2/uploads/2018/11/2018110363.pdf">https://cdn.s3waas.gov.in/s39cc138f8dc04cbf16240daa92d8d50e2/uploads/2018/11/2018110363.pdf</a>   |
| 53.   | Tamil Nadu Start-up & Innovation Policy 2018 - 2023 | Tamil Nadu | Entrepreneurship Development and Innovation Institute                                      | Start-ups of all stages   | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Tamil_Nadu_Startup_Policy.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Tamil_Nadu_Startup_Policy.pdf</a>  |

| S.No. | Name of Scheme  | State            | Implementing Agency  | Target Beneficiaries   | References   |
|-------|---|------------------|--|--|--|
| 54.   | T-Hub /<br>Telangana<br>Innovation<br>Policy - 2016                       | Telangana        | Department of<br>Electronics &<br>communication<br>s and IT,<br>Government of<br>Telangana               | Start-ups of all stages as<br>defined in the policy  | <a href="https://www.telanganagov.in/PDFDocuments/TelanganaInnovationPolicy2016.pdf">https://www.telanganagov.in/PDFDocuments/TelanganaInnovationPolicy2016.pdf</a><br><a href="https://t-hub.co/programs/">https://t-hub.co/programs/</a>   |
| 55.   | Uttar Pradesh<br>Information<br>Technology<br>and Start-up<br>Policy 2016 | Uttar<br>Pradesh | Department of<br>Information<br>Technology and<br>Electronics,<br>Government of<br>Uttar Pradesh.        | Any individual/group<br>having innovative concept<br>Start-ups registered in<br>Uttar Pradesh<br>Incubators  | <a href="https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/up-state-policy1.html">https://www.startupindia.gov.in/content/sih/en/startup-scheme/state-startup-policies/up-state-policy1.html</a><br><a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Uttar_PradeshIT2016R.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Uttar_PradeshIT2016R.pdf</a> |
| 56.   | Uttarakhand<br>State Start-up<br>Policy 2018                              | Uttarakhan<br>d  | Department of<br>Industrial Policy<br>and Promotion,<br>Government of<br>Uttarakhand.                    | Any individual/group<br>having innovative concept<br>Incubators<br>Angel Investors   | <a href="https://startuputtarakhand.com/attachments/1645842195.pdf">https://startuputtarakhand.com/attachments/1645842195.pdf</a><br><a href="https://startuputtarakhand.com/attachments/2357698917.pdf">https://startuputtarakhand.com/attachments/2357698917.pdf</a>   |
| 57.   | West Bengal<br>Start-up<br>Policy 2016-<br>2021                           | West<br>Bengal   | Department of<br>Micro, Small &<br>Medium<br>Enterprises &<br>Textiles,<br>Government of<br>West Bengal. | The date of the<br>incorporation/registration<br>is not prior to three years<br>Any individual/group<br>having innovative concept<br>Students of EDCN<br>institutes<br>Incubatees of TBI's in the<br>state | <a href="https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Westpercent20Bengal_Start-up-Policy-2016-2021.pdf">https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Westpercent20Bengal_Start-up-Policy-2016-2021.pdf</a><br><a href="http://www.startupbengal.in">www.startupbengal.in</a>  |




### C. Non-Government/Donor Agencies Supported Schemes

Table 3: Non-Government/Donor Agencies supported schemes

| S. No. | Name of the Initiative<br>(other than Government) | Implementing<br>Agency   | Target Beneficiaries  | References  |
|--------|---|--|---|---|
| 58.    | 10000 Start-ups                                   | NASSCOM  | Early Stage: start-ups registered in India or founded by Indian founders with operations in India, technological innovation and product based (not services)<br>Mid stage: start-ups should have their product ready with some early traction, paying customers, and full-time founders with diverse skill sets and with at least one tech co-founder | <a href="https://10000startups.com/">https://10000startups.com/</a>   |
| 59.    | Indian Agritech Incubation Network (IAIN)         | Bill & Melinda Gates Foundation (BMGF)<br>Social Alpha (Tata Trusts) | Incubation program for early stage start-ups – managed by SIIC, IIT Kanpur<br>Venture Acceleration program for mature stage start-ups– managed by Social Alpha  | <a href="https://www.socialalpha.org/agritech-innovations-challenge2-0/">https://www.socialalpha.org/agritech-innovations-challenge2-0/</a> |
| 60.    | UK: India Fastrack Start-up Fund                  | UK: India Fastrack Start-up Fund                                     | The Investee funds, will provide capital to high potential innovative technology driven start-ups (approximately 30) in sectors such as fin-tech, health-tech, ed-tech, agri-tech and tech driven manufacturing   | <a href="https://devtracker.fcdo.gov.uk/projects/GB-GOV-1-300421">https://devtracker.fcdo.gov.uk/projects/GB-GOV-1-300421</a>               |

## ANNEXURE II – Case Studies on Social Entrepreneurship & Innovation in India and Global

All case studies from India are from the Youth Co:Lab India cohorts

| 1) Enterprise                | AVASARSHALA-WhizKids  | India 2020  |
|------------------------------|---|---|
| Objective                    | <ul style="list-style-type: none"> <li>Avasarshala is a platform that connects K-12 parents and children with aspirational growth opportunities.</li> <li>They help children utilize their talents, get recognized and elevate them to become achievers.</li> <li>Avasarshala has launched WhizKids, an educational activity platform that promotes child development and skill-based education focusing on learning by doing and acquiring key skills in the process. This platform enables children to focus on their talents and skill development.</li> </ul>   |  |
| Profile of the Entrepreneurs | <ul style="list-style-type: none"> <li>Avasarshala is co-founded by Ashwathy Venugopal and Sandeep S. They together bring 15 years of corporate and entrepreneurial experience.</li> <li>Ashwathy Venugopal is a TEDx speaker, social entrepreneur, and co-founder of Avasarshala. She is a Kectil International Youth Leader, outgoing curator of Global Shaper Community- Hub (an initiative of World Economic Forum), cohort member at Cherie Blair Foundation Mentoring Women in Business 2021, Indian Ambassador for Digital Grassroots Program, WEDU Asian Rising Star for 2020, Vital Voices GROW Fellow 2020, inSIG 2020 Fellow, Youth IGF India 2020 Fellow. Ashwathy is also the recipient of Eastern Bhoomika Iconic Women Awards 2020 and was one of the chosen participants and OpenSpace speaker at ChangemakerXchange COVID-19 Collective Action Summit jointly hosted by Asoka Foundation and Robert Bosch Stiftung.</li> </ul> |   |




| 1) Enterprise                            | AVASARSHALA-WhizKids   | India<br>2020 |
|--|--|---------------|
|  | <ul style="list-style-type: none"> <li>Sandeep is a social entrepreneur and co-founder of Avasarshala. Sandeep is a business major from IIM Bangalore and ESADE, Barcelona. He had co-founded CatalanLabs, in the smart wearable and smart healthcare domain and been selected to international platforms, like Startup Chile Accelerator and Shift Conference at Croatia, IOT World Congress in Barcelona. He is a fellow of the Kairos Society and Startup Leadership Program, has been associated with the SAARC Global Startup Awards and also a Techstars Startup Weekend Organizer helping empower people to convert ideas into companies invigorating entrepreneurial ecosystems across the world.</li> </ul>   |               |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>During the pandemic, parents had been left with the responsibility of being an educator, companion as well as an instructor- all the while juggling their own commitments at work. To help parents navigate this sudden paradigm shift, they started an education activity. They brought together parents in a WhatsApp group and presented an educative challenge on a daily basis for their kids to complete offline. These challenges were presented to them as a story and required them to attempt it using only materials at home. They were taught resourcefulness and aided to create a habit by giving them a fixed time for completing the challenges daily. They helped them develop six key skills-math, practical life skills, cultural skills, literary skills, sensorial skills, and theatre skills. The kids were presented a score card as a tangible documentation of their competency mapping. This simple yet unique idea received amazing reception-they could reach over 1600 families over seven countries.</li> </ul> |               |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>New technologies developed by the competitor could be a threat in the medium to long term future - network effect can help overcome this. The huge marketing spend by other ed-tech start-ups has increased the CAC in the overall market.</li> <li>Their key revenue is from B2B partners. They have tested the model with 1 B2B partner and 2 B2C in their pilot. To scale this model, they would need a higher number of customers and it rests on their ability to create partnerships to reduce the CAC.</li> </ul>  |               |
| Location                                 | <ul style="list-style-type: none"> <li>Across India, head office in Kerala, India</li> </ul>   |               |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>Bootstrapped</li> </ul>   |               |






| 1) Enterprise  | AVASARSHALA-WhizKids  | India<br>2020 |
|--|---|---------------|
| Impact   | <ul style="list-style-type: none"> <li>The team has enabled K-12 students in India to avail scholarships, fellowships, and leadership opportunities worth over INR 12.5 Million in the past one year, in the regional, national, and international scope. Their work has helped to reach 30,000 Indian students with aspirational opportunities including international leadership exposures and recently they planned and executed a campaign to help spread awareness of United Nations Sustainable Development Goals among 4500 students across India.</li> <li>WhizKids is a program that launched its pilot in 2020 and commercially relaunched in 2021. The team has organically reached close to 1600+ families across 7 countries (majorly from India) during the pandemic period.</li> </ul> |               |
| Focused SDGs   | <ul style="list-style-type: none"> <li>SDG 4:Quality Education, SDG 5:Gender Equality, SDG 8:Decent Work and Economic Growth</li> </ul>   |               |
| Operating Model/Salient Features                     | <ul style="list-style-type: none"> <li>Pay per series.</li> <li>Provides children with challenges that develop them on six key skill areas.</li> <li>Incentivizes consistency through digital badges.</li> <li>Participants get a skill card showing skill and competency mapping.</li> </ul>   |               |
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Avasarshala is the winner of People's Choice Award at Youth Co:Lab (UNDP and AIM), has been Internationally recognized as Top 10 purpose driven innovations by Bridge for billions and top 30 most inspiring digital innovations by Partos, Netherlands in 2020.</li> </ul>  |               |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Network is important. The current generation of entrepreneurs are open to partnerships even with competing companies, to grow together.</li> </ul>   |               |
| References for further details                       | <ul style="list-style-type: none"> <li>Website: <a href="https://www.avasarshala.com/whizkids">https://www.avasarshala.com/whizkids</a></li> <li>Instagram: <a href="https://www.instagram.com/avasarshala.official/">https://www.instagram.com/avasarshala.official/</a></li> <li>Facebook: <a href="https://www.facebook.com/avasarshalaofficial/">https://www.facebook.com/avasarshalaofficial/</a></li> <li>Twitter: <a href="https://twitter.com/avasarshala">https://twitter.com/avasarshala</a></li> <li>LinkedIn: <a href="https://www.linkedin.com/company/avasarshala/">https://www.linkedin.com/company/avasarshala/</a></li> <li>Access all Media Links: <a href="https://www.avasarshala.com/bio">https://www.avasarshala.com/bio</a></li> </ul>   |               |



| 2) Enterprise                            | SILPAKARMAN  | India<br>2016   |
|--|--|---|
| Objective                                | <ul style="list-style-type: none"> <li>Creating place-based value chain in bamboo growing regions, to provide residing communities with sustainable income sources and create bamboo innovations that cater to the urban consumers.</li> </ul>   |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Akshya Shree - Founder Director, B.A. Hons. Business Economics (DU), Export Management (IIFT), PGD Corporate Law and Management (ILI)</li> <li>Dhwani Shree - Co-founder/ Creative Director, PGD Film Direction 2 year (LVPA), B.A. Hons. Political Science (DU)</li> </ul>   |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Akshya always wanted to do something of her own hence, instead of pursuing an MBA opted to start her own venture. She has always believed that being young allows one to take risk as you have limited or no liability. This is what prompted her to begin her entrepreneurial journey and her experience and education together helped her to build a social enterprise that could boost micro and rural enterprises. She started off with export and international market there upon, establishing a brand Silpakarman which pioneered in raw bamboo home and kitchen utilities. Now, they have launched BeYouTea - the bamboo leaves tea, which is a unique blend of bamboo leaves full of nutrients.</li> </ul>   |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Market access and customer engagement - even though bamboo products were very popular abroad but in India people weren't aware about them which made it difficult for them to push these products. To counter this, they built online content on their website and social media handles that showcased the process, products and people involved in the work.</li> <li>Quality and product development - even though skilled, most artisans were engaged into making traditional craft products. They had to train them to develop certain products such as tumblers, coffee mugs etc. Also, they had to ensure a strong value chain that could deliver the quality that could be accepted by the consumers. For this they began empowering their teams with knowledge and machinery so that, they could communicate the design with them seamlessly and could adopt these designs into products easily.</li> </ul> |   |




| 2) Enterprise                      | SILPAKARMAN  | India<br>2016 |
|------------------------------------|--|---------------|
| Location                           | <ul style="list-style-type: none"> <li>Production workshops in Tripura ( 4 clusters 350+ artisans).</li> <li>Head office in New Delhi with a display showroom in Greater Noida.</li> </ul>   |               |
| Investment and Finances            | <ul style="list-style-type: none"> <li>Funding from family and personal funds – INR 22,36,287.46/-</li> <li>Facebook Grant (2021) – INR 63,447/-</li> <li>Seed Grant NSRCEL, IIM-B (2021) – INR 75,000/-</li> </ul>  |               |
| Impact                             | <ul style="list-style-type: none"> <li>Successfully built 4 micro-enterprises comprising of 350+ artisans out of which 250 are women.</li> <li>Developed innovative bamboo products and bought them to mainstream e-commerce channels.</li> <li>Served over 1000 customers in both domestic and International markets.</li> <li>International collaborations - <a href="http://www.renewbamboo.org">www.renewbamboo.org</a></li> <li>Industrial solutions from bamboo that encourages species-specific plantation along with brining semi-skilled and unskilled workers into the workforce.</li> </ul> |               |
| Focused SDGs                       | <ul style="list-style-type: none"> <li>SDG 1:No Poverty, SDG 5:Gender Equality, SDG 8:Decent Work and Economic Growth, SDG 9:Industry, Innovation, and Infrastructure, SDG 11:Sustainable Cities and Communities, SDG 12:Responsible Consumption and Production</li> </ul>   |               |
| Operating Model / Salient Features |    |               |
| Accolades & Awards                 | <ul style="list-style-type: none"> <li>2017- Winner WE-CAN India program by Cherie Blair Foundation funded by US Embassy</li> <li>2021- Forbes Asia 30 Under 30</li> </ul>   |               |





| 2) Enterprise  | SILPAKARMAN  | India<br>2016 |
|--|--|---------------|
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>• Learnt a lot from fellow entrepreneurs especially refinement of strategy and clarity of thought alongside importance of team work and team members.</li> <li>• Delegation of tasks and building an organization.</li> <li>• Infusion of technology in a social enterprise.</li> </ul> |               |
| References for Further Details                       | <ul style="list-style-type: none"> <li>• <a href="http://www.silpakarman.com">www.silpakarman.com</a></li> <li>• <a href="https://www.facebook.com/silpakarman">www.facebook.com/silpakarman</a></li> <li>• <a href="https://www.instagram.com/silpakarman">www.instagram.com/silpakarman</a></li> </ul>                       |               |



| 3) Enterprise                            | ECOWRAP  | India<br>2018  |
|--|--|--|
| Objective                                | <ul style="list-style-type: none"> <li>To build an eco-system for optimum utilization of post-consumed products (solid waste) and create a micro-entrepreneurship model for women in rural areas through up cycling these post-consumed products.</li> </ul>   |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Angraj Swami</li> <li>Born in a small village Swamipura, Rajasthan</li> <li>Graduate from Delhi University in Physics Hons.</li> </ul>  |  |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Coming from a conservative family of a small village of Rajasthan where even water was scarce, he knew the utmost value of every natural resource. He knew waste segregation was root cause of many problems and people did not care about problems until they are their own. So, he came up with a business model, solely based on waste segregation at source and making this sector financially viable by leveraging right technology &amp; aggregating all stakeholders. To promote waste segregation at source, his start-up provided infrastructure like smart dustbins, tech intervention and training to people. He made this model financially viable by adding extra buffer of up cycled &amp; incentivize waste generators for segregation at source. He came up the idea of waste monetization scheme, paying for inorganic waste.</li> </ul> |  |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>In rural areas getting a government job after studies is very common culture and convincing family for a business with a very new concept extremely difficult. So, he left his family in the 2015 and did not go back till its implementation. Indian eco-system for social impact start-up is very poor so getting any kind of support including mentoring, funding, organizational structure etc., was also challenge so he was focused and learnt from his own failures. He kept following the path shown by his business model and after validating and creating a huge impact from his model he is in process of raising seed capital.</li> </ul>  |  |
| Location                                 | <ul style="list-style-type: none"> <li>Jaipur, Rajasthan, India</li> </ul>   |  |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>INR 20,00,000/-</li> </ul>  |  |



| 3) Enterprise   | ECOWRAP   | India<br>2018 |
|---|---|---------------|
| Impact  | <ul style="list-style-type: none"> <li>• Bring 3000 metric ton of solid waste into segregation and treatment process.</li> <li>• Skilled trained and employed 24 women in rural areas through up-cycling of waste.</li> <li>• Generated around INR 2,00,00,000 in revenue.</li> </ul>                   |               |
| Focused SDGs  | <ul style="list-style-type: none"> <li>• SDG 1:No Poverty, SDG 5:Gender Equality, SDG 8:Decent Work and Economic Growth, SDG 10:Reduced Inequality, SDG 11:Sustainable Cities and Communities, SDG 12: Responsible Consumption and Production, SDG 13:Climate Action and SDG 15:Life on Land</li> </ul> |               |
| Operating Model /<br>Salient Features                         | <ul style="list-style-type: none"> <li>• B2B.</li> <li>• First model which is technically feasible and financially viable.</li> <li>• Capacity building and micro-entrepreneurship model for women in rural areas.</li> <li>• Model with vision to make this country dumping free.</li> </ul>           |               |
| Accolades &<br>Awards   | <ul style="list-style-type: none"> <li>• WTFL Global Finalist 2021</li> <li>• 1<sup>st</sup> Runner Up Youth Co:Lab 2019</li> <li>• WTFL India Finalist 2019</li> <li>• Winner at Tata Institute of Social Science</li> <li>• Covered by more than 20 Media Houses</li> </ul>                           |               |
| Insights and<br>Learnings for other<br>Youth<br>Entrepreneurs | <ul style="list-style-type: none"> <li>• Still learning - but one learning is that one needs to come out from their comfort zone.</li> </ul>  |               |
| References for<br>Further Details                             | <ul style="list-style-type: none"> <li>• Instagram :- <a href="https://www.instagram.com/ecowrap.in/">https://www.instagram.com/ecowrap.in/</a></li> <li>• Facebook :- <a href="https://www.facebook.com/ecowrap.in">https://www.facebook.com/ecowrap.in</a></li> </ul>                                 |               |






| 4) Enterprise                       | Uneako- Sharing Sustainable Happiness   | India 2019   |
|-------------------------------------|---|--|
| Objective                           | <ul style="list-style-type: none"> <li>• Uneako is an amalgamation of unique and eco meaning that they provide eco-friendly and sustainable products in never seen before avatar.</li> <li>• With their motto “sharing sustainable happiness”, they strive to curb the environmental threats of climate change and plastic pollution by introducing an exclusive innovative range of climate positive product solutions, which are made using various organic, natural, industrial waste and biodegradable materials.</li> <li>• Alongside they are also trying to support the five marginalised communities of the society by employing them to hand craft products.</li> </ul>  |  |
| Profile of the Entrepreneurs        | <ul style="list-style-type: none"> <li>• 23 years old young social entrepreneur and Mechanical Engineer alumnus from NIET, Greater Noida. Worked on his passion to create notable impacts for mankind and has turned his dream into reality through UNEAKO- Sharing Sustainable Happiness. Has always been keen to work for the marginalised communities and have hence worked with ' Vaigyanik Likho', 'Yes Bank Foundation' 'Khushyan Batoon Society' and looking forward to many more.</li> </ul>  |  |
| Inspiration behind their Enterprise | <ul style="list-style-type: none"> <li>• There used to be a giant heap of garbage a few kilometers from his home, piling up and rising every single day. Burning issues of rising climate change and the threatening problem of single use plastic, everything collectively gave him a strong push to think about a way to save the environment. He discussed about the same with his brother Atul Tripathi who was working as a design thinker, back then. Both of them are poles apart in their respective approaches but the feeling of empathy binds them together. They together envisioned the concept of UNEAKO, where they decided to come up with unique alternatives for plastic to maintain the sustainability of the environment in the long term.</li> </ul> |  |



| 4) Enterprise  | Uneako- Sharing Sustainable Happiness   | India 2019 |
|--|---|------------|
| Challenges Faced and Response Strategies             | <ul style="list-style-type: none"> <li>They face a lot of challenges in terms of financial, marketing, building the connections and providing their products to corporates and organizations. They believe they could only overcome these challenges by focusing on the three words i.e. 'zidd', 'junoon' and passion.</li> </ul>   |            |
| Location   | <ul style="list-style-type: none"> <li>Delhi</li> </ul>   |            |
| Investments and Finances                             | <ul style="list-style-type: none"> <li>Bootstrapped</li> </ul>  |            |
| Impact   | <ul style="list-style-type: none"> <li>Revenue crossed INR 50 Lakhs+ plus</li> <li>Providing their products to 100+ corporate clients</li> </ul>  |            |
| Focused SDGs   | <ul style="list-style-type: none"> <li>SDG 13:Climate Action</li> </ul>   |            |
| Operating Model / Salient Features                   | <ul style="list-style-type: none"> <li>B2B</li> <li>B2C</li> </ul>  |            |
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Received grant from HDFC bank</li> <li>Received grant from Global Changemakers</li> <li>Received grant from Facebook Business</li> <li>Uneako's journey featured on Hindi Khabar Tv Television</li> <li>Received debt fund from GivFund</li> <li>Uneako's journey on various newspaper- Dainik Jagran, Danik Bhaskar, Amar Ujala</li> <li>Most sustainable start-up award by DCB India</li> <li>Uneako's journey featured on various online platforms like Social Story, Global Changemakers, GivFund, Startup India, Start-up anecdotes, Unsustainable Magazine etc.</li> </ul> |            |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Collaborations with other start-ups and support each other.</li> <li>Don't wait for funding to start.</li> </ul>   |            |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="http://www.uneako.com">www.uneako.com</a></li> <li><a href="https://www.instagram.com/uneako_">www.instagram.com/uneako_</a></li> </ul>   |            |




| 5) Enterprise                       | Therapize   | India 2020  |
|-------------------------------------|---|---|
| Objective                           | <ul style="list-style-type: none"> <li>According to the WHO 20.6% or 280 million Indians suffer from at least one mental-health problem and need active help, while less than 40% of these individuals seek help. Therapize personalizes and simplifies the journey of seeking mental healthcare for South Asians across the globe, by connecting therapy seekers to the right therapist fit for themselves.</li> </ul>   |  |
| Profile of the Entrepreneurs        | <ul style="list-style-type: none"> <li>Anushka Kelkar, Co-founder: after spending 2 years at Dasra, one of India's largest strategic philanthropy foundations where she got to be a part of various public healthcare focused projects she spent the last two years building Brown Girl Gazing, a virtual space for South Asian women to openly talk about gender based violence, beauty standards, and unlearn shame together. She has been a speaker at forums like the Indian Society for Applied Behavioural Science and The Women's web annual summit, amongst others. Some of the places where her work has been featured are The Huffington Post, CNN, Quartz, Times of India, Hindustan Times, BuzzFeed India, Scroll, and Mid-day.</li> <li>Aviva Bhansali, Co-founder: after pursuing her B.A. in Economics and Psychology from Claremont McKenna College, California, she spent 2 years at Aon, the human capital consulting firm. She then went on to join Dasra, India's largest strategic philanthropy foundation and worked on projects for the Bill and Melinda Gates Foundation, Cipla, and several others across the social sector. With a keen interest in all things product development, she is always looking for new ways to design products that truly are user centric.</li> </ul> |   |
| Inspiration behind their Enterprise | <ul style="list-style-type: none"> <li>The COVID-19 pandemic took an immense toll on people's mental health, and truly brought to light India's crumbling mental healthcare system. Given a lack of regulations and processes in place, finding a certified mental healthcare professional in South Asia is extremely difficult. Especially during a crisis, they realized it was more important than ever to have access to the right mental healthcare support. They saw that there was also great opportunity to truly support people in improving the process of seeking help.</li> </ul>   |   |





| 5) Enterprise  | Therapize   | India<br>2020 |
|--|---|---------------|
| Challenges Faced and Response Strategies             | <ul style="list-style-type: none"> <li>The lack of due diligence in the space and regulations around licenses.</li> </ul>   |               |
| Location   | <ul style="list-style-type: none"> <li>Remote—they have therapy seekers coming from all across the globe</li> </ul>   |               |
| Investments and Finances                             | <ul style="list-style-type: none"> <li>Bootstrapped</li> </ul>  |               |
| Impact   | <ul style="list-style-type: none"> <li>On-boarded ~100 qualified mental healthcare practitioners that South Asian users across India and the globe, can connect with.</li> <li>Pioneered India's first therapist matchmaking tool to help connect users to the right therapists for themselves, based on their unique needs and preferences.</li> <li>Built a virtual community of 31.3K+ comprising of mental health advocates and therapy seekers.</li> <li>Over the span of 4 months, therapize has connected 10,000+ therapy seekers to therapists across India.</li> </ul> |               |
| Focused SDGs   | <ul style="list-style-type: none"> <li>SDG 3: Good Health and Well Being</li> </ul>   |               |
| Operating Model / Salient Features                   | <ul style="list-style-type: none"> <li>Therapize has created a digital marketplace connecting therapists to therapy seekers.</li> </ul>   |               |
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Featured in Times of India, Vogue, Hindustan Times, Your Story, The Economic Times, amongst others.</li> <li>Selected to be a part of the competitive IIM Innocity Startup School Incubator program.</li> </ul>  |               |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>It's critical to invest in understanding the main problems one is solving for and doing as much user-research as one can to truly build a solution grounded in empathy.</li> </ul>   |               |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="https://www.therapizeindia.com/">https://www.therapizeindia.com/</a></li> <li><a href="https://www.instagram.com/therapize.india/">https://www.instagram.com/therapize.india/</a></li> </ul>  |               |



| 6) Enterprise                       | Clean Hands Initiative  | India 2020   |
|-------------------------------------|---|--|
| Objective                           | <ul style="list-style-type: none"> <li>To improve the street market experience for vendors and customers by providing accessible handwashing facilities.</li> </ul>   |  |
| Profile of the Entrepreneurs        | <ul style="list-style-type: none"> <li>Suhasini Vira studied Economics and Politics at Durham University. She is a Laidlaw scholar and her independent research over the last two years has focused on the lives of young people working in India's informal sector. Suhasini co-authored Why People Give (Sage Publications), which explores the motivations behind philanthropy and raises money for charity. She is also one of the youngest members chosen for the Aspen Institute's Next Generation (NextGen) Leaders Network, which brings together leaders from around the world to discuss how local and international policies should respond to advancements in technology. Suhasini will be joining the UK's Civil Service as an Economist working in the Department for Transport in September.</li> </ul>                                  |  |
| Inspiration behind their Enterprise | <ul style="list-style-type: none"> <li>Inspired by the work of local rural entrepreneurs who have developed effective public handwashing facilities, Suhasini started the Clean Hands Initiative (CHI). CHI's aim is, foremost, to source and setup foot pedal operated public handwash stations at places with high footfall, such as street markets and government schools.</li> <li>After pitching to a UK based grant and private companies in India, the team was able to raise INR 2,50,000/-.</li> <li>After speaking to Indian manufacturers and working on iterations of the product, the team was able to secure 11 handwashing units. These are customizable based on the need of the community, meaning the drainage outlet, size of the water tank, and size of the soap dispenser, can all be changed on a case to case basis.</li> </ul> |  |




| 6) Enterprise                            | Clean Hands Initiative  | India 2020 |
|--|---|------------|
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>The biggest challenges were visibility and engagement. They realised that installing their handwashing units in crowded, open public areas was not very effective because people often missed the units. To overcome this challenge, they introduced signages to make their units more visible from a distance. They also thought about places that were less spread out but would benefit from such units (for e.g. areas in schools where midday meals were being served).</li> </ul>  |            |
| Location                                 | <ul style="list-style-type: none"> <li>Street markets, public hospitals, and government schools located in Gurugram.</li> </ul>   |            |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>INR 2,50,000/- raised through grants and private donations.</li> </ul>   |            |
| Impact                                   | <ul style="list-style-type: none"> <li>Raised INR 2,50,000/- in seed funding from grants and private sector sponsors.</li> <li>Set up website and recruited an all-female team of 4.</li> <li>Installed 8 units across markets, schools, and hospitals, as part of a pilot phase.</li> <li>Enabled 1500+ handwashes per week.</li> </ul>  |            |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 6:Clean Water &amp; Sanitation, SDG 3:Good Health &amp; Wellbeing, SDG 8:Decent work and Economics growth</li> </ul>   |            |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>Handwashing station is completely hands free and is operated by foot pedals, reducing the risk of contamination.</li> <li>The unit is fitted with a water sprinkler tap and stoppers to reduce water wastage.</li> <li>There are bolts and ground plates installed as a security measure to prevent tampering.</li> <li>The handwash unit size and drainage outlet are customizable, making it adaptable and easy to install in any location.</li> <li>CHI bears the cost of sourcing the unit and installing it. However, the cost of maintenance and upkeep (refilling water tank/soap dispensers), is borne by the local community.</li> <li>With Gurgaon Nagrik Ekta Manch as a grassroot level partner, CHI is able to identify localities where this station would be able to create the most impact. Gurgaon Nagrik Ekta Manch handles the last mile delivery and installation of the units.</li> </ul> |            |





| 6) Enterprise  | Clean Hands Initiative   | India 2020 |
|--|--|------------|
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Reached the final stage of the AIM incubator and named as one of India's Top 10 Social Entrepreneurs.</li> <li>Awarded Santander grant for social entrepreneurship.</li> </ul>  |            |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Biggest learning is to not be afraid to get it wrong sometimes. One learns as much when things don't work the way one expected as when they do. Figure out what went wrong, why it went wrong, and what can be done differently. Instead of treating difficulties as failures, look at them as opportunities for growth.</li> </ul>   |            |
| References for Further Details                       | <ul style="list-style-type: none"> <li>Website: <a href="http://cleanhandsinitiative.org/">http://cleanhandsinitiative.org/</a></li> <li>LinkedIn: <a href="https://www.linkedin.com/company/clean-hands-initiative/">https://www.linkedin.com/company/clean-hands-initiative/</a></li> <li>Instagram: <a href="https://www.instagram.com/thecleanhandsinitiative/">https://www.instagram.com/thecleanhandsinitiative/</a></li> <li>Facebook: <a href="https://www.facebook.com/thecleanhandsinitiative/">https://www.facebook.com/thecleanhandsinitiative/</a></li> </ul> |            |




| 7) Enterprise                            | LonePack   | India 2016  |
|--|--|---|
| Objective                                | <ul style="list-style-type: none"> <li>To make mental healthcare accessible to all Indian youth.</li> </ul>  |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Siddhaarth Sudhakaran (B.E. C.S.E)</li> <li>Samiya Nasim (B.E. C.S.E)</li> <li>Naveen H (B.E. C.S.E)</li> </ul>   |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>The founding team had lived experience with mental health illnesses. This perspective helped them understand the difficulties faced by the youth in India to access even primary mental healthcare. They strived to help others facing similar challenges. With this aim, they started LonePack in 2016 despite having little experience or formal education in mental health.</li> <li>They believe that community led interventions are needed to bridge the massive mental healthcare gap in India. To that end, they have developed awareness campaigns and initiatives, that empower people in the community to take up leadership in promoting mental healthcare and well-being. Their popular initiatives include LonePack Letters (On the ground awareness campaign), LonePack buddy (peer support system), LonePack mental health professionals listing, Mental Health 101 (Workshop for college students) etc.</li> </ul> |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>One of the biggest challenges that they faced was establishing trust among existing stakeholders. Approaching the field of mental health with no formal education or professional experience, they faced a lot of challenges in convincing other organizations that they were in it for the long haul. What helped them, was being upfront about our background and reason for being passionate about the cause, while also emphasizing the value that their skillset would bring</li> </ul>  |   |
| Location                                 | <ul style="list-style-type: none"> <li>Physical events mostly held in Chennai and Bangalore. Online events and initiatives have benefited people across the globe.</li> </ul>  |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>Raised about INR 2,50,000 through a combination of grants and crowd funding.</li> <li>Apart from that, they have largely been self-funded with the three founders investing capital to carry the organization's work forward.</li> </ul>  |   |
| Impact                                   | <ul style="list-style-type: none"> <li>So far, they have reached over 1,00,000 people in 12 cities in India through their various initiatives including awareness campaigns, workshops, seminars, and digital mental health projects. Their flagship initiative, LonePack Buddy – an anonymous, free, online, peer to peer support system has helped over 1000 people over the past year.</li> </ul>   |   |



| 7) Enterprise  | LonePack   | India<br>2016 |
|--|--|---------------|
| Focused SDGs   | <ul style="list-style-type: none"> <li>SDG 3: Good Health and Well-Being</li> </ul>  |               |
| Operating Model / Salient Features                   | <ul style="list-style-type: none"> <li>They are registered as a society under the Tamil Nadu Government. LonePack Buddy is completely free to use for users. They are looking at making LonePack Buddy financially sustainable by providing the tech infrastructure to help organizations set up peer support systems, as well as provide corporates and colleges an end to end, managed, peer support system. They intend to charge a subscription fee to the institutions using these services.</li> </ul> |               |
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Young Connectors of the Future Fellowship (Swedish Institute)</li> <li>One Young World Ambassador</li> <li>Yenching Academy Fellowship</li> <li>UNDP NITI-Aayog Youth Co:Lab incubation</li> </ul>  |               |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Don't be afraid to work in a space that you are passionate about but don't have formal experience in. Often times the fresh perspective can help one stand out.</li> <li>Be patient in establishing trust with other more experienced organizations.</li> <li>Effective teams that are fully volunteer-run and remotely based are possible.</li> </ul>  |               |
| References for Further Details                       | <ul style="list-style-type: none"> <li>Website: <a href="https://lonepack.org">https://lonepack.org</a></li> <li>Instagram: @thelonepack</li> <li>Facebook: <a href="https://www.facebook.com/lonepack">https://www.facebook.com/lonepack</a></li> <li>Twitter: @thelonepack</li> </ul>  |               |






| 8) Enterprise                            | Ya_All   | India<br>2017   |
|--|--|---|
| Objective                                | <ul style="list-style-type: none"> <li>To increase health seeking behaviour and improve overall well-being among young key populations by meaningful youth engagement in North East India.</li> </ul>  |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Sadam Hanjabam is a young queer person born and raised in Imphal, Manipur. He is the founder and chief functionary of Ya_All and editor of Paomi Post, an online storytelling platform. He is also the creator of Asia's first all transgender football team. Currently he is pursuing his PhD from TISS, Mumbai.</li> </ul>  |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>As a young person brought up in a conflict zone, he lives with intergenerational trauma and his own experience of being assaulted by police made him migrate to other places for finding safer spaces to study and work. But unable to fit in a big city, he developed depression which led to abusing substances until two cases of deadly overdoses. He could not find queer and youth affirmative health care providers in his state for recovery. The situation in his state led him create Ya_All as a safe space and a support system for young queer individuals.</li> </ul> |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Resistance and discrimination of being queer.</li> <li>Judgements from the queer community itself for being a drug user.</li> <li>Used up his own fellowship money to fund his programs to run the collective.</li> <li>Made the collective work even though he was going through his own recovery journey and helped many others to provide support.</li> </ul>  |   |
| Location                                 | <ul style="list-style-type: none"> <li>Manipur, but reaches out to entire North East region.</li> </ul>  |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>Short term grants (3-6 months), crowdfunding, networking, and collaborations.</li> </ul>  |   |
| Impact                                   | <ul style="list-style-type: none"> <li>North East India's first LGBTQ+ and youth led focused registered organisation.</li> <li>Featured in Apple TV original Docu-series "The Me You Can't See" by Oprah and Prince Harry.</li> <li>Created Asia's first transgender football team.</li> </ul>   |   |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 3:Good Health and Well-Being, SDG 4:Quality Education, SDG 5:Gender Equality, SDG 8:Decent Work and Economic Growth, SDG 10:Reduced Inequality, SDG 11:Sustainable Cities and Communities, SDG 17:Partnerships to achieve the Goal</li> </ul>   |   |



| 8) Enterprise   | Ya_All  | India<br>2017 |
|---|---|---------------|
| Operating Model /<br>Salient Features                         | <ul style="list-style-type: none"> <li>• Peer support model.</li> <li>• Entirely youth led and focused.</li> <li>• Inclusive and diverse community.</li> <li>• LGBTQ+ led.</li> <li>• Indigenous population.</li> </ul>   |               |
| Accolades &<br>Awards   | <ul style="list-style-type: none"> <li>• Recognized by UN Envoy for youth for their COVID relief campaign called Khudol Initiative.</li> <li>• COVID warrior award by The Better India.</li> <li>• Featured on Dettol hand wash bottles in recognition for COVID relief.</li> </ul>   |               |
| Insights and<br>Learnings for other<br>Youth<br>Entrepreneurs | <ul style="list-style-type: none"> <li>• Lessons on community building, COVID relief, use of sports for community building.</li> </ul>  |               |
| References for<br>Further Details                             | <ul style="list-style-type: none"> <li>• <a href="https://www.facebook.com/manipur.youthnetwork/">https://www.facebook.com/manipur.youthnetwork/</a></li> <li>• <a href="https://www.instagram.com/ya.all.northeast/">https://www.instagram.com/ya.all.northeast/</a></li> <li>• <a href="http://yaall.org/">http://yaall.org/</a></li> </ul> |               |



| 9) Enterprise                       | Praketa Innotech Pvt Ltd   | India<br>2019   |
|-------------------------------------|--|---|
| Objective                           | <ul style="list-style-type: none"> <li>Building a bright and sustainable future.</li> </ul>  |  |
| Profile of the Entrepreneurs        | <ul style="list-style-type: none"> <li>Vaisakh MG (Co-Founder and Managing Director) - driven with passion and commitment to make an impact in the society, he has 8+ years of experience in market research, project planning, implementation, and valuation. He holds a PG in thermal Engineering and B.Tech in Electrical Engineering.</li> <li>Revathy CG (Co-Founder and Administrative Director)- a certified financial accountant, engineer, and a true example of team leader. She has 5+ years of experience in training and consulting spanned across the state.</li> <li>Abhilash RV (Co-Founder and Technical Director) – he is a well expertise trainer and engineer with M.Tech and B.Tech in Electrical Engineering with 5+ years of experience in training and technical assistance.</li> </ul>  |   |
| Inspiration behind their Enterprise | <ul style="list-style-type: none"> <li>Their inspiration was the statement “What Planet Earth Need is Behavioural Change” this thought helped them to understand how to tackle the challenges and act upon SGD 4 and SDG 7 irrespective of country barriers.</li> <li>They have come up with a constructive and comprehensive solution Behavioural Effective Energy Planner (BEEP). BEEP is a standalone, practical device for understanding real time residential consumption patterns and changing consumer behaviour. It provides accurate and useful data so that all energy consumers have both the information and the motivation to devise their own energy management solutions, resulting in cost savings for them &amp; energy savings for society. With its universal and youth-friendly language, BEEP is able to maximize potential savings, building on the existing climate-consciousness of youth to enact an immediate behavioural change, whilst also in itself helping to build an energy conscious future generation.</li> </ul> |   |






| 9) Enterprise                            | Praketa Innotech Pvt Ltd  | India<br>2019 |
|--|---|---------------|
|  | <ul style="list-style-type: none"> <li>Targeting all energy users, BEEP allows the consumer to realize his forecasted energy bill through a display unit/mobile application which calculates the rate of energy consumption. Faced with a real time forecast of the bill that the consumer must pay at the end of the billing period, a behavioural change occurs, triggering the user to immediately reduce their energy consumption. This emphasis on the final bill is highly effective as all consumers are primarily concerned about the money from their pocket. Specifically targeting youth, either as energy consumers in their family household or as the primary bill payers, BEEP also displays present and forecasted CO2 Emission. They believe that this vital information will trigger environmentally concerned users to be more careful about their consumption and reduce their carbon footprint.</li> </ul> |               |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>The very first month of incubation with AIC-JITF, COVID-19 pandemic hit the country and lockdown was imposed. Product design, development and manufacturing became the toughest challenge during this time. With the help of Team AIC, we moved ahead, accepting the reality, and shifting online in all means we hustled through all the limitations of material availability, fund raising and travelling to achieve the goal in next 4 months.</li> <li>Several investors backed out due to the pandemic and they had to raise funds on their own.</li> <li>Connecting with their primary users became very difficult and they arrived at a solution and figured out the point of contact and mode of operation for marketing.</li> <li>The guidance and support from the mentors helped them to move on and keep focus on their mission.</li> </ul>                                  |               |
| Location                                 | <ul style="list-style-type: none"> <li>Incubated at AIC-JITF and currently operating at Cochin, Kerala</li> </ul>   |               |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>N/A</li> </ul>   |               |
| Impact                                   | <ul style="list-style-type: none"> <li>In terms of the present status of BEEP, the MVP, basic software and mobile application have been developed and now they are working on micro piloting. Initial studies with more than 500 families demonstrated that, with this device, a minimum of 5% of total energy consumption can be reduced per consumer.</li> <li>Intend for 500+ units from ongoing apartment projects from their locality and further discussions with other new projects ongoing.</li> </ul>  |               |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 4: Quality Education and SDG 7: Affordable and Clean Energy</li> </ul>   |               |



| 9) Enterprise   | Praketa Innotech Pvt Ltd   | India<br>2019 |
|---|--|---------------|
| Operating Model /<br>Salient Features                         | <ul style="list-style-type: none"> <li>• Connect with individual electricity consumers using a user-friendly mobile application and display unit.</li> <li>• Direct and indirect sales through builders and contractors on commission basis.</li> <li>• Targeting 1000 BEEP installation by the end of 2022.</li> </ul>  |               |
| Accolades &<br>Awards   | <ul style="list-style-type: none"> <li>• Elected for Asia Clean Energy Forum (ACEF) 2021 summit</li> <li>• One of the 98 YSEH Projects across the globe</li> <li>• Idea Captain at Enactus Action Accelerator Asia/Australia 2020</li> <li>• Youth Co-Lab National Innovation Challenge Winner 2019</li> <li>• Top 5 Global Innovations at MIT Climate Co-Lab 2015</li> </ul>  |               |
| Insights and<br>Learnings for other<br>Youth<br>Entrepreneurs | <ul style="list-style-type: none"> <li>• Being a start-up, it is very important to have a guide and mentor to support and direct towards the right path.</li> <li>• Make sure the team is aligned towards the goal.</li> <li>• Always make use of all available opportunities and build one's network to connect with the best specialists and experts across the globe.</li> <li>• It is very important to connect solution with the need of society.</li> <li>• When being a social entrepreneur, it is equally important to plan wisely about the sustainability of the organization and team.</li> </ul> |               |
| References for<br>Further Details                             | <ul style="list-style-type: none"> <li>• Hub – Youth Sustainable Energy Hub (<a href="http://youthsehub.org">youthsehub.org</a>)</li> </ul>  |               |




| 10) Enterprise                           | SilveryNANOS Innovations LLP   | India 2019  |
|--|--|---|
| Objective                                | <ul style="list-style-type: none"> <li>To prevent urinary tract infection caused by public toilets and provide hygienic public toilets to women</li> </ul>   |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Divya Rathod a PhD research scholar in microbiology, completed Masters in Biological Sciences.</li> <li>Won several awards from UNDP, UN Women Nationals, and 2nd runner up in regionals, IIT Bombay, Chancellors Challenge, NITI Aayog Government of India, Go global India UK programme by UKDCMS 2019, TIE BIRAC 2020, etc.</li> </ul>   |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>She suffered from urinary tract infection in 2013-2014, was hospitalized, made a rough paint form nanotech solution to prevent UTI. With her professors, made the product and applied to few toilets but as it was in paint form it was not feasible for all public toilets to apply. With few years of research made it in spray form and applied in one of the competitions called Chancellors Challenge and won cash prize of INR 5 Lakhs, where she started making it commercial her entrepreneurial journey and vision to prevent UTI across the public toilets and give a hygienic toilet for women across the globe. Every year, 150 million people suffer from urinary tract infections and the major cause is infected public toilets which cannot be cleaned up after every use. Many UTI cases leads to bladder cancer and increase in hospital expenditure and resistance to microbes. All women have to squat in toilets which is feasible for young women but for pregnant women, children, and old women, it is very difficult to squat and chances of getting infection are very high.</li> </ul> |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>There were many challenges in the journey, but sustainability is the key to every problem.</li> </ul>   |   |
| Location                                 | <ul style="list-style-type: none"> <li>India</li> </ul>  |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>N/A</li> </ul>  |   |





|   |  |               |
|---|--|---------------|
| 10) Enterprise  | SilveryNANOS Innovations LLP   | India<br>2019 |
| Impact  | <ul style="list-style-type: none"> <li>Sanitation for a month by applying HAPITO. Just by applying once can get infection-less and easy clean toilets.</li> </ul>  |               |
| Focused SDGs  | <ul style="list-style-type: none"> <li>SDG 3: Good Health and Well-being, SDG 6: Clean Water and Sanitation and SDG 9: Industry, Innovation, and Infrastructure</li> </ul>   |               |
| Operating Model /<br>Salient Features                         | <ul style="list-style-type: none"> <li>Spraying HAPITO once and get infection-less and easy cleaning toilets for one month.</li> </ul>   |               |
| Accolades &<br>Awards   | <ul style="list-style-type: none"> <li>Chancellors Challenge 2018</li> <li>BSE top 50</li> <li>Singapore Inspreneur 2.0</li> <li>UNDP INDIA National Winner</li> <li>TIE BIRAC Winner</li> <li>Go global India UK programme by UKDCMS 2019</li> <li>IIT Bombay Eureka</li> <li>UN WOMEN National Winner</li> <li>UN WOMEN Regional 2<sup>nd</sup> Runner Up</li> </ul> |               |
| Insights and<br>Learnings for other<br>Youth<br>Entrepreneurs | <ul style="list-style-type: none"> <li>She met several young entrepreneurs in different countries and learnt a lot of things. The major ones are networking, patience, consistency, sustainability, are very important.</li> </ul>   |               |
| References for<br>Further Details                             | <ul style="list-style-type: none"> <li><a href="http://www.divyainnovation.in/">http://www.divyainnovation.in/</a></li> </ul>  |               |



| 11) Enterprise                      | StandWeSpeak   | India<br>2019   |
|-------------------------------------|--|---|
| Objective                           | <ul style="list-style-type: none"> <li>To build "A 21<sup>st</sup> century sexual health ecosystem in India."</li> </ul>   |  |
| Profile of the Entrepreneurs        | <ul style="list-style-type: none"> <li>Priyal Agrawal is passionate about ensuring that young people have access to information and sexual health services, required to gain complete control over their bodies and lives.</li> <li>Dedicated and devoted entirely to bring a paradigm shift in the mindset of people and the way children receive sexuality education around the globe. Priyal founded StandWeSpeak with a vision and aim to promote social and gender equality and create a positive systematic change in the society.</li> </ul>  |   |
| Inspiration behind their Enterprise | <ul style="list-style-type: none"> <li>Her journey—from a naïve little girl to a free-thinking millennial and now a social changemaker—was only facilitated by her education and background in psychology. Her experiences in social and mental health industry; the times when she met people from different backgrounds facing similar issues; and exposure to the prevailing orthodox culture, misbeliefs, and sexual health practices in India.</li> <li>Working in Tihar jail as a psychological first-aid provider, also provided her with an opportunity to understand the mindset of the perpetrators of sexual abuse and assault. It helped her understand that these crimes are the violent expressions of a lack of sexuality and value education. The problem was deeper than one can think, she realized. Punishing the criminals won't kill the crime. The change was needed in the mindset of people, their perception, and their attitude towards gender, sex, and sexuality.</li> <li>Just like how the stability of a house is dependent upon every brick being placed properly, as humans, people are moulded at every stage by the notions that surround them from childhood. So, it was about time to replace heteronormative, patriarchal, misogynistic, stigmatized, and sexually repressive ideas with sex-positive, gender-equal, judgment-free, and rights-based ones.</li> <li>Such incidents and beliefs motivated her to "Take a stand alone, but to take a stand for thousands," and come up with a holistic solution and start an initiative that gave rise to StandWeSpeak.</li> </ul> |   |




| 11) Enterprise                                       | StandWeSpeak  | India<br>2019 |
|--|---|---------------|
| Challenges Faced and Response Strategies             | <ul style="list-style-type: none"> <li>Since StandWeSpeak was founded during pandemic, operations were a major issue. Leveraging technology and pivoting the plans according to the current situation helped overcome the challenges.</li> </ul>  |               |
| Location   | <ul style="list-style-type: none"> <li>Currently, due to the pandemic, they are conducting online sessions. They have catered to students and young adults who live in Dubai, Philippines, Goa, Mumbai, Raipur, Delhi, Hyderabad, Pune, Kharagpur and more.</li> </ul>  |               |
| Investments and Finances                             | <ul style="list-style-type: none"> <li>Bootstrapped (As the winner, she also won a cash prize of INR 1,00,000 in the FPAI-Villgro Innovation Challenge, in November 2020.)</li> </ul>   |               |
| Impact   | <ul style="list-style-type: none"> <li>They have conducted sessions with over 3000 students from various schools and colleges in the last 6 months.</li> </ul>  |               |
| Focused SDGs   | <ul style="list-style-type: none"> <li>SDG 3: Good Health and Well-being, SDG 4: Quality Education, SDG 5: Gender Equality and SDG 10: Reduced Inequalities</li> </ul>  |               |
| Operating Model / Saline Features                    | <ul style="list-style-type: none"> <li>Online</li> </ul>  |               |
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Winner of the FPAI-Villgro Innovation Challenge (A national competition to discover innovative technical solutions in the Sexual, Reproductive Health, and Rights (SRHR) space), November 2020.</li> <li>Bagged 2<sup>nd</sup> position as a social entrepreneur in the global Action Accelerator Program under Asia/Australia category, in August 2020.</li> <li>Won the Honorable Startup Award at the SexTech Awards 2021, organized by WearIt Berlin.</li> <li>Got selected as one of the top emerging leaders for the "First Generation Activists- Class of 2021" to promote social and gender equality.</li> <li>Priyal Agrawal is a part of the women entrepreneurs' collective as theme originator for the book on 'Destigmatizing menstruation' by Ladderworks.</li> <li>Priyal Agrawal is a Global Youth Ambassador at HundrED.org, working to identify and promote the best possible educational innovations that provide quality education for all.</li> </ul> |               |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>One doesn't have to know-it-all or have all their plans figured out. Taking the first step is always the hardest but if one is willing to put enough efforts, give it time and have patience, things will eventually turn in their favor. Have faith in themselves.</li> </ul>   |               |



| 11) Enterprise                    | StandWeSpeak  | India<br>2019 |
|-----------------------------------|---|---------------|
| References for<br>Further Details | <ul style="list-style-type: none"> <li>• Instagram <a href="https://instagram.com/standwespeak">https://instagram.com/standwespeak</a></li> <li>• LinkedIn <a href="https://www.linkedin.com/company/standwespeak/">https://www.linkedin.com/company/standwespeak/</a></li> <li>• Facebook <a href="https://www.facebook.com/StandWeSpeak/">https://www.facebook.com/StandWeSpeak/</a></li> <li>• Twitter <a href="https://twitter.com/standwespeak">https://twitter.com/standwespeak</a></li> <li>• Youtube <a href="https://www.youtube.com/channel/UCYr6_FlwbHOL_PyMxgF-8EQ">https://www.youtube.com/channel/UCYr6_FlwbHOL_PyMxgF-8EQ</a></li> <li>• Website: <a href="https://standwespeak.com">https://standwespeak.com</a></li> </ul> |               |






| 12) Enterprise                      | Waste NO Waste  | India  |
|-------------------------------------|---|--|
| Objective                           | <ul style="list-style-type: none"> <li>Waste NO Waste aims to solve the problem triangle most countries in the world are struggling to deal with at the moment which is plastic, population/poverty, and food/organic waste. It is an attempt to create sustainable, bio-based materials from the waste and by-products of the agriculture and food industry to replace the single use plastics at places of mass public gatherings, especially in developing and extensively populated countries such as India through the amalgamation of collaborating multiple industries/sectors, going local and exemplifying a regenerative/replenishing economy.</li> </ul>           |  |
| Profile of the Entrepreneurs        | <ul style="list-style-type: none"> <li>Pragati Singhal, founder, an alumni of the National Institute of Design (NID) is a designer and research innovator having an avid passion for materials and experiments centered around sustainable materials and nature.</li> <li>Suyash Srivastava, co-founder project and an alumni of the National Institute of Design (NID) is a designer and systems thinker, a strong advocate for gender equality and loves to work around grassroots problems and associated systems.</li> </ul>  |  |
| Inspiration behind their Enterprise | <ul style="list-style-type: none"> <li>Living in a world that is fast moving towards a catastrophic fate and at this point everyone needs to start looking at waste as a resource to avoid exhausting the planet. The youth today play the major role in running such movements and initiatives, upholding the responsibilities and duties of a woke society and working towards empathy for nature, innovation for inclusiveness and technology and education for a tomorrow that aspires for equality. Hence being a part of this movement, upholding the hope that they can contribute in the reversal of the catastrophic damage was their biggest motivation.</li> </ul> |  |



| 12) Enterprise                                       | Waste NO Waste  | India |
|--|---|-------|
| Challenges Faced and Response Strategies             | <ul style="list-style-type: none"> <li>The biggest challenge was gaining people's acceptance towards using a product made out of organic waste to carry their goods. The preconceived notion attached with waste and landfills made it difficult to implement the idea on a large more impactful, ground level.</li> </ul>  |       |
| Location   | <ul style="list-style-type: none"> <li>Delhi</li> </ul>   |       |
| Investments and Finances                             | <ul style="list-style-type: none"> <li>About INR 4 Lakhs (still in the nascent stage)</li> </ul>  |       |
| Impact   | <ul style="list-style-type: none"> <li>The ability to change people's mindsets and definitions of waste starting from micro to macro level is their biggest achievement. Besides creating an end to end zero waste product, they made sure that the process, people and systems were equally sustainable and sound on the policy level, so they don't end up creating another problem in the process of solving one.</li> </ul> |       |
| Focused SDGs   | <ul style="list-style-type: none"> <li>SDG 12: Responsible Consumption and Production</li> </ul>  |       |
| Operating Model / Salient Features                   | <ul style="list-style-type: none"> <li>They work in a decentralized manner since they are still in the process of running their pilot. They made sure to not displace people from their hometown rather leverage the resources of the region and create more contextually relevant systems.</li> </ul>  |       |
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>BIRAC appreciation grant award</li> <li>Best Design Project Award by the jury at National Institute of Design.</li> </ul>  |       |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>It is of the utmost importance to stick to one's objective and passion despite what the world around them says. If one finds meaning in their work, the word eventually will if they keep at it.</li> </ul>  |       |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="https://sites.google.com/view/wastenowaste/home">https://sites.google.com/view/wastenowaste/home</a></li> </ul>   |       |




| 13) Enterprise                           | Ubongo Revolutionizing Early Childhood Education in Africa  | Tanzania & rest of Africa<br>December 2013 onwards                                 |
|--|---|--|
| Objective                                | <ul style="list-style-type: none"> <li>Education for children with high effectiveness and low cost in a commercially sustainable manner.</li> </ul>   |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Nisha Ligon (Co-founder &amp; CEO), Rajab Semtawa, Clenga Ngatigwa, Tom Ngatigwa and Arnold Minde.</li> <li>5 young professionals from different fields came together to overcome the challenges confronting the Tanzanian education system and devised highly innovative and cost-effective learning solutions.</li> </ul>  |  |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Low enrollments in pre-primary schools, a dearth of good quality teachers, archaic policies of the government, and widespread poverty. As a result, a majority of Tanzanian children did not have the requisite literacy, numeracy, cognitive, and social skills to earn a decent living on reaching adulthood.</li> <li>Producing highly engaging edutainment cartoons (both audio and video) and distributing them through numerous low-cost platforms such as TV, radio, and mobile phones that were accessible to a majority of Tanzanians.</li> </ul> |  |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Adapting to different languages in sub-Saharan Africa.</li> <li>Making the content accessible for a wide range of learners, including students with learning disabilities.</li> </ul>  |  |
| Location                                 | <ul style="list-style-type: none"> <li>11 countries in East Africa, West Africa, America &amp; Canada covering 7 languages with 16.9 million users in 2019.</li> </ul>  |  |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>USD 1.8 Million (FY 2019) with an employment base of 50+ ubongoers.</li> </ul>   |  |
| Impact                                   | <ul style="list-style-type: none"> <li>After starting in Tanzania for children (including out-of-school children of refugees), Ubongo forayed into sub-Saharan and francophone (French speaking) Africa. Its mission is to reach 30 million children in Africa by 2022 and eventually to reach every child in Africa (440 million).</li> <li>It plans to create content in more African languages and focus equally on adult educational content.</li> </ul>  |  |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 4:Quality Education</li> </ul>   |  |



| 13) Enterprise  | Ubongo Revolutionizing Early Childhood Education in Africa   | Tanzania & rest of Africa<br>December 2013 onwards |
|---|--|--|
| Operating Model /<br>Salient Features                         | <ul style="list-style-type: none"> <li>Followed the various principles of instruction and human centered design, which contributed to the engagement and effectiveness of the content.</li> <li>The content developed by Ubongo ('Akili and Me' and Ubongo Kids edu-cartoon, Learn Anywhere Kits) was localized, involved children during development, and sought continuous feedback from teachers and parents. This led to highly effective learning outcomes. Used a multi-pronged approach to generate sustainable income and continue offering educational content through its low-cost edutainment platform.</li> <li>Focuses on alternate revenue streams.</li> </ul> |  |
| Accolades &<br>Awards   | <ul style="list-style-type: none"> <li>Awarded among the 10 most innovative companies in Africa (2016)</li> <li>WISE award (2017)</li> </ul>   |  |
| Insights and<br>Learnings for other<br>Youth<br>Entrepreneurs | <ul style="list-style-type: none"> <li>Human centered design can be applied in the field of social entrepreneurship to create effective products and services.</li> <li>Social entrepreneurs can leverage available basic information and communication technologies to transform teaching and learning.</li> </ul>  |  |
| References for<br>Further Details                             | <ul style="list-style-type: none"> <li><a href="https://www.ubongo.org/partnerships/case-studies/">https://www.ubongo.org/partnerships/case-studies/</a></li> <li><a href="https://en.wikipedia.org/wiki/Ubongo_Learning">https://en.wikipedia.org/wiki/Ubongo_Learning</a></li> <li><a href="https://www.ubongo.org/wp-content/uploads/2019-Ubongo-Annual-Report.pdf">https://www.ubongo.org/wp-content/uploads/2019-Ubongo-Annual-Report.pdf</a></li> </ul>  |  |





| 14) Enterprise                           | The Water Collective   | Africa, India<br>2011 onwards   |
|--|--|---|
| Objective                                | <ul style="list-style-type: none"> <li>To create water independent communities that can sustain their water systems with local resources, clean water sources, fixing the existing broken systems and teaching connected communities how to maintain them.</li> </ul>  |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Sophia Sunwoo, CEO, finished MPA at Columbia University. She built and sold her first fashion company in 2010 and in 2011 established the Water Collective.</li> <li>Josh Braunstein studied business at University of Miami and founded Sustainable U. After several years of working in water and housing projects in Vietnam and Africa, integrated the experience to form Water Collective.</li> </ul>  |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>While pursuing design, Sophia realized design wouldn't solve world's biggest problems, and then met Josh who had been working in water space since he was 15 years old. With the zeal to work for the common goal, Water Collective evolved.</li> <li>After realizing 30 to 50 percent of the prior water projects were already broken, the duo researched and revised before arriving at their current model to achieve complete water independence. They focus on education and longevity instead of rapid scale-up so that communities can gain the know-how to up-keep their systems on their own.</li> </ul> |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Unforeseen logistics challenges, with muddy and unpaved roads.</li> <li>Keeping donors engaged.</li> <li>To grow organically with a grassroots approach and look for conscious people to support.</li> </ul>  |   |
| Location                                 | <ul style="list-style-type: none"> <li>Northern region of India.</li> <li>Cameroon in Central and West Africa.</li> </ul>  |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>Operating as non-profit and depend on grants/donations.</li> <li>Major donors include LinkedIn, Diageo, Disney, Pandora.</li> </ul>   |   |
| Impact                                   | <ul style="list-style-type: none"> <li>Developed clean water systems which impacted over 75,000 people in Cameroon by 2016.</li> <li>169+ families in Northern India by 2017.</li> <li>Imparted 500+ hours of training for maintenance of the systems.</li> </ul>  |   |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 6: Clean Water &amp; Sanitation</li> </ul>  |   |



| 14) Enterprise  | The Water Collective   | Africa, India<br>2011 onwards |
|---|--|-------------------------------|
| Operating Model /<br>Salient Features                         | <ul style="list-style-type: none"> <li>• The mission of the Water Independence program is to help partnered communities fortify their water systems against breakages and abandonment.</li> <li>• Designs the system based on consumer research to ensure clean water.</li> <li>• Provides rigorous training, deep involvement, customization to work, guidance and directional growth until the community achieves water independence.</li> <li>• They are helping a community build a water source, or fix a broken one, by seeking out the most sustainable and long-term options. They use local tools, supplies, engineers, and labor to empower and support community involvement. Water systems range from catchment systems with tap stands to hand pumps.</li> </ul>  |                               |
| Accolades &<br>Awards   | <ul style="list-style-type: none"> <li>• Listed in Forbes 30 under 30, also included in various magazines like Elle, Mashable, Humanosphere etc.</li> <li>• Finalists in the ELLE's Shark Tank-style competition for social entrepreneurship 2016.</li> </ul>  |                               |
| Insights and<br>Learnings for other<br>Youth<br>Entrepreneurs | <ul style="list-style-type: none"> <li>• Developing a strong kinship between community members and its leaders.</li> <li>• Calibrating solutions in accordance with the community and its need.</li> <li>• Creating long term sustainable options using local materials and continuous training.</li> </ul>  |                               |
| References for<br>Further Details                             | <ul style="list-style-type: none"> <li>• <a href="http://www.thewatercollective.org/water-independence">http://www.thewatercollective.org/water-independence</a></li> <li>• <a href="http://www.thewatercollective.org/what#:~:text=Waterpercent20Collectivepercent20ispercent20anpercent20international,workingpercent20atpercent20anypercent20givenpercent20time.">http://www.thewatercollective.org/what#:~:text=Waterpercent20Collectivepercent20ispercent20anpercent20international,workingpercent20atpercent20anypercent20givenpercent20time.</a></li> <li>• <a href="https://www.devex.com/news/from-fashion-to-designing-for-development-q-a-with-sophia-sunwoo-89816">https://www.devex.com/news/from-fashion-to-designing-for-development-q-a-with-sophia-sunwoo-89816</a></li> <li>• <a href="https://www.zahncenternyc.com/sophia-sunwoo-shares-views-on-millennials-in-socent/">https://www.zahncenternyc.com/sophia-sunwoo-shares-views-on-millennials-in-socent/</a></li> </ul> |                               |




| 15) Enterprise                           | The Japanese Job Rainbow  | Japan<br>2016 onwards |
|--|---|-----------------------|
| Objective                                | <ul style="list-style-type: none"> <li>To help job seekers from LGBTQ+ community get jobs in rigid Japanese employment system based on reviews shared by other members of the community.</li> </ul>   |                       |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Kento Hoshi, graduate from University of Tokyo.</li> </ul>   |                       |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Hoshi was severely bullied by his junior high school classmates, who accused him of behaving like a girl and later he realized that many of his university friends from the LGBTQ+ community faced difficulties in getting job.</li> <li>With the vision to create a society in which LGBTQ+ people could work and remain true to themselves, Hoshi launched world's first job site for LGBTQ+ community.</li> </ul> |                       |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Rigid employment system of Japan. Changing the conservative thinking in Japan on the issues of LGBTQ+.</li> </ul>  |                       |
| Location                                 | <ul style="list-style-type: none"> <li>Kento educated companies in Japan about the LGBTQ+ issues prevailing in the workspace and helped over 190,000 people from the community so far looking for suitable jobs.</li> </ul>   |                       |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>Job Rainbow received funding of YEN 50 Million from its sole investor, Genesis Ventures.</li> </ul>  |                       |
| Impact                                   | <ul style="list-style-type: none"> <li>350,000 people, half of the LGBTQ+ community in Japan have used the platform looking for jobs.</li> <li>Has over 70 clients offering jobs in organizations like Microsoft, AIG, Shiseido, IBM and Salesforce.</li> </ul>   |                       |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 8:Decent Work and Economic Growth</li> </ul>   |                       |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>The web service provides reviews of the working environment at various companies from LGBTQ+ employees to help job seekers find supportive work environments where they can truly be themselves.</li> <li>Run a web service called Ichoose to help members find jobs despite the difficult challenges they face.</li> </ul>  |                       |



| 15) Enterprise                                       | The Japanese Job Rainbow  | Japan<br>2016 onwards |
|--|---|-----------------------|
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>First job site for LGBTQ+ community, the only Japanese to be selected for the social entrepreneurship category of 30 of Asia's most influential young people, and also selected by Masayoshi Son Foundation.</li> </ul>  |                       |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>To create a society in which all human beings can live in their own way.</li> <li>To eliminate unconscious discrimination.</li> <li>To create inclusive work environment.</li> </ul>   |                       |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="https://www.forbes.com/profile/jobrainbow-inc/?sh=5e9458cb5380">https://www.forbes.com/profile/jobrainbow-inc/?sh=5e9458cb5380</a></li> <li><a href="https://jobrainbow.jp/corp/company">https://jobrainbow.jp/corp/company</a></li> <li><a href="https://www3.nhk.or.jp/nhkworld/en/news/backstories/739/">https://www3.nhk.or.jp/nhkworld/en/news/backstories/739/</a></li> <li><a href="https://startup-db.com/en/companies/5867/jobrainbow">https://startup-db.com/en/companies/5867/jobrainbow</a></li> <li><a href="https://masasonfoundation.org/en/cpt_testimonial/percentE6percent98percent9FpercentE8percentB3percentA2percentE4percentBApercentBA/">https://masasonfoundation.org/en/cpt_testimonial/percentE6percent98percent9FpercentE8percentB3percentA2percentE4percentBApercentBA/</a></li> </ul> |                       |






| 16) Enterprise                           | Legworks  | USA<br>2013 onwards   |
|--|---|---|
| Objective                                | <ul style="list-style-type: none"> <li>To provide high-quality prosthetics that help people walk with confidence, irrespective of their location or size of their bank account. Provides affordable and high-functioning knee that can be easily set up and use.</li> </ul>   |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Brandon Burke, who lost his leg above the knee to bone cancer when he was 18 years old, discovered about the issue of prosthetic access and cost of it. To follow his philosophy of 'Mobility is Empowerment', started the for-profit social enterprise revolutionizing access to high quality prosthetics for amputees around the world.</li> </ul> |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>After his left leg was amputated and he had broken his prosthetics a couple of times, Brandon and his co-founder Emily Lutyens started developing patented technology that would provide great level of function and mobility and finally designed and manufactured a high functioning, waterproof prosthetic knee.</li> </ul>                       |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Turning something depressing into something majestic and life changing for others.</li> </ul>  |   |
| Location                                 | <ul style="list-style-type: none"> <li>Legworks, based in Buffalo, USA has so far made amputees from 19 countries walk with confidence.</li> </ul>  |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>Legworks has received funding of USD 2 Million through various sources.</li> </ul>   |   |
| Impact                                   | <ul style="list-style-type: none"> <li>500+ amputees in low and middle-income countries.</li> <li>30 percent of the users located in developing countries.</li> <li>Launched 57 and 80 projects in Tanzania and Ghana respectively.</li> </ul>  |   |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 3: Good Health and Well-Being</li> </ul>   |   |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>Commercial prosthetic legs can cost up to USD 50,000; but Legworks builds partnerships in developing countries to supply prosthetic knees to people who would typically not have access or funds to buy their own.</li> </ul>  |   |
| Accolades & Awards                       | <ul style="list-style-type: none"> <li>Featured in Forbes 30 under 30 social entrepreneurs.</li> <li>Included in list of 8 innovations that are changing accessibility.</li> </ul>  |   |



| 16) Enterprise                                       | Legworks   | USA<br>2013 onwards |
|--|--|---------------------|
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>• Having hope and faith under most difficult situations.</li> <li>• Taking steps toward social change.</li> <li>• Thinking differently about the future.</li> </ul>   |                     |
| References for Further Details                       | <ul style="list-style-type: none"> <li>• <a href="https://legworks.com/pages/impact">https://legworks.com/pages/impact</a></li> <li>• <a href="https://www.wired.com/wiredinsider/2019/06/legworks-helping-world-walk-confidence/">https://www.wired.com/wiredinsider/2019/06/legworks-helping-world-walk-confidence/</a></li> <li>• <a href="https://www.forbes.com/profile/brandon-burke/?sh=13d200e21799">https://www.forbes.com/profile/brandon-burke/?sh=13d200e21799</a></li> <li>• <a href="https://www.bizjournals.com/buffalo/news/2018/04/23/social-enterprise-startup-legworks-moves-operation.html">https://www.bizjournals.com/buffalo/news/2018/04/23/social-enterprise-startup-legworks-moves-operation.html</a></li> </ul> |                     |




| 17) Enterprise                           | Amal Foundation   | Bangladesh<br>2014 onwards   |
|--|---|--|
| Objective                                | <ul style="list-style-type: none"> <li>To operate centers that teach victims of child marriages and domestic violence as well as divorcees and widows skills such as making sarees, shawls, wooden accessories, and herbal products.</li> </ul>   |  <p>Amal Foundation</p> |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Esrat Karim completed her graduation from the University of Dhaka with a major in Finance and completed her master's degree from the University of Colorado, USA.</li> </ul>   |  |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>While Esrat did her internship at Bill and Melinda Gates Foundation, she realized what she wanted to do with her life, she decided to return to Bangladesh and contribute to the welfare of her country.</li> </ul>  |  |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Esrat who is an introvert with social anxiety, found it difficult to express her slightest of feelings to others in the beginning.</li> <li>Upon her return in 2014, with no clue and support system as to how to begin work with the foundation, she struggled with depression. Then, things worked out slowly, as a few friends began to help her with the objective.</li> </ul> |  |
| Location                                 | <ul style="list-style-type: none"> <li>Villages across Bangladesh</li> </ul>  |  |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>N/A</li> </ul>   |  |
| Impact                                   | <ul style="list-style-type: none"> <li>With over 300 Amal volunteers, the foundation is also working to support the Rohingya refugees with food, clothing, and shelter.</li> <li>The organization is working with more than 52,000 people living in the villages of Bangladesh.</li> </ul>  |  |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 8: Decent Work and Economic Growth</li> </ul>  |  |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>Foundation operates centers across the country. They work in 4 departments namely, education, emergency, empowerment and health.</li> <li>To support marginalized communities of Bangladesh through capacity building and disaster relief. Their focus is to improve condition of education, emergency response, health and women's empowerment.</li> </ul>                        |  |
| Accolades & Awards                       | <ul style="list-style-type: none"> <li>Featured in Forbes 30 under 30 social entrepreneurs</li> <li>2018 Social Impact Award</li> </ul>   |  |



| 17) Enterprise                                       | Amal Foundation   | Bangladesh<br>2014 onwards |
|--|---|----------------------------|
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>• Being problem solver for the nation.</li> <li>• Not being an example of brain drain but working in the prosperity of home country.</li> </ul>  |                            |
| References for Further Details                       | <ul style="list-style-type: none"> <li>• <a href="https://www.thedailystar.net/lifestyle/interview/news/aspirations-and-towering-responsibilities-1894732">https://www.thedailystar.net/lifestyle/interview/news/aspirations-and-towering-responsibilities-1894732</a></li> <li>• <a href="https://gaznobay.com/an-interview-with-esrat-karim-eve-the-woman-who-was-featured-in-forbes-30-under-30-asia-2020/">https://gaznobay.com/an-interview-with-esrat-karim-eve-the-woman-who-was-featured-in-forbes-30-under-30-asia-2020/</a></li> <li>• <a href="https://www.amalbangladesh.org/">https://www.amalbangladesh.org/</a></li> <li>• <a href="https://www.thedailystar.net/star-youth/news/amal-foundation-extending-hand-the-underprivileged-1708816">https://www.thedailystar.net/star-youth/news/amal-foundation-extending-hand-the-underprivileged-1708816</a></li> <li>• <a href="https://www.acumenacademy.org/meet-the-fellows/esrat-karim">https://www.acumenacademy.org/meet-the-fellows/esrat-karim</a></li> </ul> |                            |






| 18) Enterprise                           | Dive clean action  | Indonesia<br>2015 onwards   |
|--|--|---|
| Objective                                | <ul style="list-style-type: none"> <li>To create modern and real-time maps of marine debris in Indonesia to take action against marine pollution and promote and implement sustainable marine tourism.</li> </ul>  |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Swietenia Puspa Lestari, Nesha Ichida and M. Adi Septiono are the founders of Divers Clean Action (DCA) with the goal of combining their love of diving, science, and environment by mapping marine debris through engagement of citizens.</li> </ul>   |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Lestari, a keen scuba diver, helped to set up DCA when she was a student at Bandung Institute of Technology after seeing a growth of 300 percent in tourism and the deteriorating condition of the ocean. After futile attempts at finding an NGO dedicated to maritime issues, she founded a community of 100 divers to clear maritime debris.</li> </ul>      |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Clearing the doubt that people see her as a young person who doesn't have enough experiences, or even knowledge, but with reliable data she convinced the local authorities and the government.</li> <li>Tackling issues of economy, politics and health, but it was easy to tackle the issues after collaborating with government and civic bodies.</li> </ul> |   |
| Location                                 | <ul style="list-style-type: none"> <li>Currently operational in Indonesia</li> </ul>   |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>N/A</li> </ul>  |   |
| Impact                                   | <ul style="list-style-type: none"> <li>Signed up over 1,500 volunteers and divers in Indonesia, working with communities and organizing youth workshops. The organization also started NoStrawMovement online campaign in 2017 and collaborated with H&amp;M to collect marine debris for recycling and use in some clothes.</li> </ul>  |   |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 14: Life Below Water</li> </ul>   |   |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>Invest in more recycling facilities on islands, works with and educate communities in provinces across the archipelago about good waste management, conduct clean-ups, and work with businesses and authorities to tackle marine waste and promote recycling whilst teaming up with universities on research projects.</li> </ul>                               |   |



| 18) Enterprise                                       | Dive clean action   | Indonesia<br>2015 onwards |
|--|---|---------------------------|
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Featured in Forbes 30 under 30 social entrepreneurs.</li> <li>Mentioned on BBC.</li> </ul>   |                           |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Finding the cause of problem at the grass-root level and then finding a solution.</li> <li>Involving community in collaboration with government and influential companies.</li> </ul>  |                           |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="https://www.diverscleanaction.org/ocean/workshop">https://www.diverscleanaction.org/ocean/workshop</a></li> <li><a href="https://uk.reuters.com/article/indonesia-trash-youth-idUKL3N2760V1">https://uk.reuters.com/article/indonesia-trash-youth-idUKL3N2760V1</a></li> <li><a href="https://www.globalinnovationexchange.org/innovation/divers-clean-action">https://www.globalinnovationexchange.org/innovation/divers-clean-action</a></li> <li><a href="https://www.irrawaddy.com/news/asia/youth-activist-calls-joint-effort-clean-indonesias-seas.html">https://www.irrawaddy.com/news/asia/youth-activist-calls-joint-effort-clean-indonesias-seas.html</a></li> <li><a href="https://in.reuters.com/article/indonesia-trash-youth/interview-youth-activist-calls-for-joint-effort-to-clean-up-indonesias-seas-idINL3N2760V1">https://in.reuters.com/article/indonesia-trash-youth/interview-youth-activist-calls-for-joint-effort-to-clean-up-indonesias-seas-idINL3N2760V1</a></li> </ul> |                           |




| 19) Enterprise                           | WildAct  | Vietnam<br>2018 onwards   |
|--|--|---|
| Objective                                | <ul style="list-style-type: none"> <li>To work on monitoring illegal wildlife trade by working with the police and anti-poaching units in Vietnam and worldwide.</li> </ul>  |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Trang Nguyen is a Vietnamese conservationist and alumni of University of Cambridge.</li> </ul>  |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Trang has always been close to the plight of endangered wildlife and began her conservation efforts when she was just 14 years old. Trang believes that the misunderstanding and miscommunication between Asia and Africa will undermine conservation efforts. She therefore set out to address the crisis using her knowledge of Asian cultures and her work experience in Africa.</li> </ul>  |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Vietnam's growing urban prosperity and increased access to the global marketplace have driven illegal wildlife trade. The biodiversity, culture, economy and location of Vietnam have made it a key producer, consumer and transit point for trafficked wildlife, and as such, it threatens both national and international biodiversity.</li> </ul>  |   |
| Location                                 | <ul style="list-style-type: none"> <li>WildAct is based &amp; operational in Vietnam &amp; is a local not for profit organization.</li> </ul>  |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>WildAct has financial support from Future for Nature Foundation.</li> </ul>   |   |
| Impact                                   | <ul style="list-style-type: none"> <li>Saved over 1,974,319.74 liters of water, 2104811.58 KWH of electricity, 1,495,522 plastic items through their public awareness campaigns.</li> <li>Arrested 20+ wildlife criminals, benefitted 30,000+ students through various wildlife protection campaigns.</li> </ul>   |   |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 15: Life on Land</li> </ul>   |   |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>They create opportunities for individuals and communities to be actively involved in management of nature resources and address the root causes of biodiversity loss: poverty, lack of education and gender inequality.</li> <li>Aims to raise awareness on the conservation issues by organizing educational programs.</li> <li>Inspire, motivate and empower society and individuals to engage in the science-based conservation of threatened species and ecosystem in Vietnam and worldwide.</li> </ul> |   |



| 19) Enterprise                                       | WildAct  | Vietnam<br>2018 onwards |
|--|--|-------------------------|
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Featured in Forbes 30 under 30 social entrepreneurs.</li> <li>Won 'Future for Nature' Award.</li> <li>Awarded with USAID Rise Challenge to end gender based violence and gender inequality by empowering women in the nature conservation sector.</li> </ul>  |                         |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Involving local community in order to conserve and develop the community on the whole.</li> <li>Working on issues locals face in day to day life.</li> </ul>  |                         |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="http://www.wildact-vn.org/news">http://www.wildact-vn.org/news</a></li> <li><a href="https://futurefornature.org/ffn_winner/trang-nguyen/">https://futurefornature.org/ffn_winner/trang-nguyen/</a></li> <li><a href="https://vietnamnews.vn/sunday/450667/vn-conservationist-inspires-love-for-nature-worldwide.html">https://vietnamnews.vn/sunday/450667/vn-conservationist-inspires-love-for-nature-worldwide.html</a></li> <li><a href="https://www.speciesonthebrink.org/partners/wildact-vietnam/">https://www.speciesonthebrink.org/partners/wildact-vietnam/</a></li> </ul> |                         |






| 20) Enterprise                           | The Cacao Project  | Philippines<br>2016 onwards  |
|--|--|--|
| Objective                                | <ul style="list-style-type: none"> <li>An initiative that provides farmers in the Philippines with cacao plant seedlings and teaches them how to produce cacao responsibly and sustainably.</li> </ul>   |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Louise Emmanuelle Mabulo is an award-winning chef, entrepreneur, agriculture advocate, public speaker, competitive archer, and a student at Philippines Open University.</li> </ul>   |  |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Upon migrating to a rural area in the Philippines, she perceived the importance of ensuring food security and supporting the indigenous farmers of her locality. Consequently, she established her venture, The Cacao Project, aiming to promote agriculture, fair trade, reforestation, while providing farmers with a sustainable, high income livelihood.</li> </ul>               |  |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>Upon moving from UK to a rural area, it was a culture shock but after adapting to the system, she understood the culture at the grass root level and adjusted accordingly to develop a venture to resolve the issues of the locals.</li> </ul>  |  |
| Location                                 | <ul style="list-style-type: none"> <li>Rural area of Bicol, Philippines</li> </ul>   |  |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>N/A</li> </ul>  |  |
| Impact                                   | <ul style="list-style-type: none"> <li>Involved local small and large scale farmers in the area and sold them cacao seedlings and farmers in turn grow and sell their products to The Cacao Project which in turn sells to international markets and through this have earned 3,000 to 12,000 pesos per month from selling their short-term crops.</li> </ul>  |  |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 12: Responsible Consumption and Production</li> </ul>   |  |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>To provide farmers of San Fernando with cacao seedlings (a long-term, resilient crop), and short-term crops such as bok choy, okra, and pumpkins to intercrop with the cacao.</li> <li>The produce is sold to The Cacao Project organization, which then sells it to international buyers. Farmers are paid a fair wage and are better positioned for sustainable success.</li> </ul> |  |



| 20) Enterprise                                       | The Cacao Project  | Philippines<br>2016 onwards |
|--|--|-----------------------------|
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Featured in Forbes 30 under 30 social entrepreneurs.</li> <li>Recognized as a Young Champion of the Earth 2019 by the United Nations Environment Programme.</li> </ul>  |                             |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Finding the cause of problem at the grass-root level and then finding a solution.</li> <li>Improvising and adapting to the local culture and acting.</li> </ul>   |                             |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="https://www.clozette.co/article/louise-mabulo-young-champions-of-the-earth-interview-i-am-her-6913">https://www.clozette.co/article/louise-mabulo-young-champions-of-the-earth-interview-i-am-her-6913</a></li> <li><a href="https://resolutionproject.org/ventures/the-cacao-project/">https://resolutionproject.org/ventures/the-cacao-project/</a></li> <li><a href="https://www.forbes.com/profile/louise-mabulo/?sh=78c261a71b4a">https://www.forbes.com/profile/louise-mabulo/?sh=78c261a71b4a</a></li> <li><a href="https://louisemabulo.com/the-cacao-project">https://louisemabulo.com/the-cacao-project</a></li> </ul> |                             |



| 21) Enterprise                           | Coral Vita  | Grand Bahama<br>2015 onwards  |
|--|---|---|
| Objective                                | <ul style="list-style-type: none"> <li>Coral Vita is a reef restoration company that uses an innovative land-based farming model to revive degraded reefs with diverse, climate change-resilient corals.</li> </ul>   |  |
| Profile of the Entrepreneurs             | <ul style="list-style-type: none"> <li>Sam Teicher and Gator Halpern of Yale University are restoring the world's dying reefs, which support up to one billion people through food, coastal protection, and income.</li> </ul>  |   |
| Inspiration behind their Enterprise      | <ul style="list-style-type: none"> <li>Sam and Gator being ocean enthusiasts while getting master's at Yale teamed up and decided to help ensure reefs can survive an uncertain future. Together they created Coral Vita, a reef restoration company that is creating a network of high-tech land-based coral farms to tackle coral degradation head on.</li> </ul>                                 |   |
| Challenges Faced and Response Strategies | <ul style="list-style-type: none"> <li>The duo faced a lot of difficulties in collecting funds and taking people together but with their experience of working on development projects in remote Amazonian villages, Brazilian favelas, and African townships they learned that struggle is relative.</li> </ul>  |   |
| Location                                 | <ul style="list-style-type: none"> <li>Coral Vita has two revenue streams. On the Grand Bahamas, the coral farm is designed as a tourist attraction and funding also comes from resorts and businesses that benefit from preserving coral reefs near their properties.</li> </ul>   |   |
| Investments and Finances                 | <ul style="list-style-type: none"> <li>Received funding of over USD 25,000 in 2017 which has been growing ever since.</li> </ul>  |   |
| Impact                                   | <ul style="list-style-type: none"> <li>Sold reef restoration to stakeholders who benefit from having a healthy reef. On a small scale, helped resorts, hotels, developers, or cruise lines. On a larger scale, helped governments, international development agencies, large corporations, and the insurance industry.</li> </ul>   |   |
| Focused SDGs                             | <ul style="list-style-type: none"> <li>SDG 14:Life Below Water</li> </ul>   |   |
| Operating Model / Salient Features       | <ul style="list-style-type: none"> <li>Coral Vita uses cutting-edge methods developed at marine institutes around the world - growing corals up to 50x faster than in nature while boosting their resilience against climate change - to restore reefs in the most effective way possible. They follow the process of Assessing, creating, raising, installing and monitoring the reefs.</li> </ul> |   |



| 21) Enterprise                                       | Coral Vita  | Grand Bahama<br>2015 onwards |
|--|---|------------------------------|
| Accolades & Awards                                   | <ul style="list-style-type: none"> <li>Featured in Forbes 30 under 30 social entrepreneurs.</li> <li>United Nations Young Champion of the Earth.</li> <li>Echoing Green Fellow.</li> </ul>  |                              |
| Insights and Learnings for other Youth Entrepreneurs | <ul style="list-style-type: none"> <li>Finding the cause of problem at the grass-root level and then finding a solution.</li> <li>Commercializing the sustainable technologies.</li> </ul>  |                              |
| References for Further Details                       | <ul style="list-style-type: none"> <li><a href="https://www.covestro.com/en/sustainability/what-drives-us/un-sustainable-development-goals/youngchampions">https://www.covestro.com/en/sustainability/what-drives-us/un-sustainable-development-goals/youngchampions</a></li> <li><a href="http://sdvoyager.com/interview/meet-gator-halpern-coral-vita-mission-hills/">http://sdvoyager.com/interview/meet-gator-halpern-coral-vita-mission-hills/</a></li> <li><a href="https://www.coralvita.co/what-we-do">https://www.coralvita.co/what-we-do</a></li> <li><a href="https://www.linkedin.com/company/coral-vita-reefs/">https://www.linkedin.com/company/coral-vita-reefs/</a></li> <li><a href="https://nexusglobal.org/2020/04/17/nexus-hq-interviews-sam-teicher-co-founder-chief-reef-officer-at-coral-vita/">https://nexusglobal.org/2020/04/17/nexus-hq-interviews-sam-teicher-co-founder-chief-reef-officer-at-coral-vita/</a></li> </ul> |                              |





### ANNEXURE III- List of Stakeholder Interviews

| Sr. No. | Organisation  | Type of Stake Holder        |
|---------|---|-----------------------------|
| 1       | FICCI   | Government                  |
| 2       | MASH Global   | Social enterprise           |
| 3       | Villgro   | Incubator                   |
| 4       | RBL Bank  | Bank                        |
| 5       | Nudge Foundation  | Non-profit organization     |
| 6       | Startup India/Invest India  | Government                  |
| 7       | Social Alpha  | Investor                    |
| 8       | IIM Udaipur Incubation Centre   | Incubator                   |
| 9       | Atal Incubation Centre-BIMTECH  | Incubator                   |
| 10      | Atal Incubation Centre-SMU Technology Business Incubation Foundation, SMIT Campus | Incubator                   |
| 11      | Ashoka University   | Incubator                   |
| 12      | Atal Innovation Mission, NITI Aayog   | Government                  |
| 13      | United Nations Volunteers   | Multilateral/Bi-lateral/IDO |
| 14      | USAID   | Multilateral/Bi-lateral/IDO |
| 15      | Caspian Impact Investment   | Investor                    |
| 16      | Kerala Startup Mission, Government of Kerala                                      | Government                  |
| 17      | Atal Incubation Centre-RMP (Rambhau Mhalgi Prabodhini)                            | Incubator                   |
| 18      | Association of Businesswomen in Commerce & Industry                               | Industry groups             |
| 19      | Head Held High  | Training Institute          |

| Sr. No. | Organisation  | Type of Stake Holder           |
|---------|---|--------------------------------|
| 20      | RUDSETI   | Training Institute             |
| 21      | Indian Institute of Management Lucknow                                  | Incubator                      |
| 22      | Entrepreneurship Cell, Delhi University                                 | Incubator                      |
| 23      | Start-up Oasis & Incubation at CIIE.CO                                  | Incubator                      |
| 24      | Ministry of Skill Development and Entrepreneurship, Government of India | Government                     |
| 25      | RSETI   | Government/ Training Institute |



Project Co-Leads



Citi Foundation

