

Catalyzing Investments in Sustainable and Scalable Social Enterprises

Social Enterprise and Investment Forum May 4-5, 2010 | Mumbai, India

Post Event Report

Submitted to:

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Organized by



www.intellectap.com

About Sankalp

During the past two decades social entrepreneurship has gained popularity, and a growing array of specialized funding sources now exist from angels to venture capitalists to foundations. Some of these investors look for mission-driven businesses that don't sacrifice financial returns at all, while others provide capital for ventures that may trade some profit for nonfinancial returns. Individual models vary, but a capital of this nature shares one goal: to fund sustainable enterprises that can leverage the investments for big impacts. *The Sankalp Social Enterprise Awards and Investment Forum, imitated in 2009 was built on this vision; the vision to accelerate investments into enterprises that apply mainstream business practices to solving societal problems.*

After a hugely successful debut year last year, Sankalp 2010, this year, focused on delivering the essentials and more:

- a. The identification of innovative and sustainable businesses in five high impact sectors -Agriculture, Food and Rural Business, Clean Energy, Health, Water and Sanitation, Inclusive Education and Technology for Development.
- b. Linking the most promising businesses both in the emerging and established categories to a host of global investors, venture capitalists, foundations and donor agencies.
- c. Drawing the spotlight on primary issues that influence investment decisions in fostering social entrepreneurship through focused plenary discussions and intensive debates.
- d. Showcasing and recognizing sustainable business models through video documentaries of the Sankalp finalists within each sector.
- e. The establishment of a the thirty minute mentoring pit stop for social innovators; a side event that saw some of the industry's most respected and seasoned entrepreneurs dish out valuable advice to scaling up challenges faced by various social businesses.
- f. Formation and launch of key partnerships – The Global Impact Investment Network and Sankalp partnership on the establishment of a global metric of social impact indicators; the Piramal Foundation partnership that witnessed the launch of a unique program that strategically places talented human capital in social enterprises.
- g. Recognition of ten social businesses through the Sankalp Awards (both in the emerging and the established categories across the above mentioned five sectors).

The above points highlight the key proposition of the Sankalp 2010 Awards and Investment Forum. It lists down the intent behind this annual initiative, the scope of the event and its desired impact. (For further details and direct images of the forum kindly visit www.sankalpforum.com)

Intellectap would also like to take this opportunity to thank each of its partners, who have been a part of the Sankalp vision – sector partners included Gray Matters Capital (for the inclusive education space) and Atom Technologies (for the technology for development space). Associate partners included National Bank for Agriculture and Rural Development, Villgro, Artha Initiative and Infrasoftware Technologies. Critical network partnerships included the Ashoka Foundation, DASRA Social Impact, New Ventures India and TiE Mumbai. The Sankalp outreach and media was supported by Beyond Profit, Your Story and UTV Bloomberg. (For details on Sankalp 2010 Partners, please refer to Annex I)

Sankalp 2010

As one of India's largest forums committed to catalyzing investments into scalable and sustainable social enterprises, Sankalp 2010 built on the success of the forum in 2009, last year. Conducted on May 4 and 5, 2010 at the Taj Lands End, Mumbai, Sankalp played host to over 500 sector professionals including around 200 entrepreneurs, 100 investors, foundations, donors, network partners, non-government organizations, bankers and policy makers. Structured and designed to fulfill an existing gap to connect dynamic social businesses to sector stakeholders at various levels, Sankalp helped accelerate the 'action' and 'interaction' between them.

Sankalp 2010 forum focused on five high impact sectors mentioned below.

- Agriculture, Food & Rural Business
- Clean Energy
- Inclusive Education (and training)
- Health, Water & Sanitation, and
- Technology for Development



The Sankalp Awards, an integral part of the Sankalp forum invited nominations from innovative social businesses in the above mentioned five sectors across the emerging and established categories. The categories were defined according to the total time period that the enterprises have been in operations for, as indicated below:

Emerging Enterprise Category – Social businesses that have been in operation for **less** than 3 years

Established Enterprise Category – Social businesses that have been in operation for **more** than 3 years

As India's exclusive Social Enterprise and Investment Forum, Sankalp provided the following:

An opportunity for entrepreneurs to:

- Meet, interact and connect with a host of international and national impact investors.
- Showcase their business and the social returns it is capable of creating.
- Learn and interact with fellow entrepreneurs and peers.
- Gauge investor needs and requirements.
- Formulate strategic tie-ups for capacity building and mentorship support.

A space for investors to:

- Understand and access emerging sectors for investment.
- Identify channels to co-invest and form deal flow networks.
- Facilitate much needed deal flows.
- Further understand Impact Investing.

Target Audience

- The forum shall witness the engagement of:
 - Private equity firms, venture capitalists, donors and other investors
 - Social entrepreneurs
 - Bankers
 - Technology providers
 - Networks that focus on social enterprises
 - Foundations & Donor agencies

- Professionals from mainstream businesses
- Academia

Intellecta firmly believes that the social economy is the next new economy and social entrepreneurs will be the new wealth creators. *(For details on Intellecta, please refer to Annex. II)* Sankalp is a celebration of these entrepreneurs and their companies- Entrepreneurs who have raised commercial capital, have excellent business sense and can also run sustainable and scalable enterprises with a for-profit approach.

The Sankalp platform aims to increase investments in, and build the capacity of social enterprises that create financial, social and environmental returns.

The Sankalp Forum is a six month intensive process, which involves sourcing emerging and established social business across India. This year 30 scalable social businesses were featured at the two day Sankalp Forum. Only ten of these businesses were felicitated at the Sankalp Awards Ceremony.

THE SANKALP 2010 AWARDS PROCESS



The **Sankalp 2010 Awards** recognized social businesses with a high degree of innovation. The Awards was a four step process:

a. Call for Nominations: The Sankalp secretariat reached out to its industry-wide network to seek nominations for the Awards from social motivated businesses in India. This year around Sankalp used an online platform that made the nomination process easy, accessible, and transparent. Most importantly and widely successful was the connect feature on the Sankalp website (www.sankalpforum.com) that allowed users to connect to

entrepreneurs, peers and other professionals in this space.

The Sankalp secretariat received around 120 nominations across the above mentioned five sectors.

b. Screening and Short-listing: The Sankalp jury comprised of independent and eminent external sector experts including successful entrepreneurs, investors and experts. *(For details on the Sankalp 2010 Jury, please refer to Annex. III)* The Jury evaluated the enterprise nominations against a pre-set evaluation matrix. Each business was independently evaluated twice and scores normalized to arrive at the short listed finalists in each sector.

A total of six finalists were shortlisted per sector – three in the emerging category and three in the established category i.e. a total of 30 enterprise finalists. Appendix III contains a list of the Jury members across various sectors.

c. Finalist Presentations and Video Showcase: Finalists were invited to present their enterprise plans before a live jury, a day prior to the Sankalp Forum. Each enterprise was provided with a total time period of 30 minutes. The promoters showcased their enterprises for 20 minutes followed by question-answer rounds for ten minutes. The Jury interacted with each of the representatives from the finalist enterprises and rated each enterprise on aspects such as social impact, sustainability, scalability, and financial stability.

A few weeks before the forum, the Sankalp secretariat also worked with a production team to capture the essence of each of the 30 finalists across India. The production team shot the areas of operations of most of these enterprises, covered their reach and other important aspects that were highlighted at the sector showcase during the Sankalp Forum. *Appendix VI contains a short description of all the Sankalp finalists.*

d. Felicitation and Awards Ceremony: Ten winners were felicitated at the concluding ceremony of the Sankalp 2010 Social Enterprise Awards and Investment Forum. Two winners (one in the emerging and one in the established categories) per sector were recognized at this gathering on May 5. The winners received citations and additional prizes that were sponsored by the Sankalp partners.

Listed below is a brief snippet on each of the Sankalp Awards winners *(For details on all Sankalp 2010 finalists, please refer to Annex. IV)-*

Agriculture, Food and Rural Business

Emerging Enterprise Award

Aakruthi Agriculture Associates of India (www.aaiagri.com)



Aakruthi Agricultural Associates of India (AAI) is promoted by a group of Agricultural professionals working towards agricultural extension for rural transformation. AAI works with the farmers by promoting Agri Knowledge centers (AKC). Each centre typically covering 15-20 villages provides information services to the farmers at their doorsteps. AKCs can act as an interface with the farming community facilitating exchange of latest agricultural technologies, success stories, market news, new inventions and demos through trained human resources.

Established Enterprise Award

Jaipur Rugs (www.jaipurrugsco.com)



One of the leading manufacturers of handmade carpets in India, Jaipur Rugs specializes in hand-knotted carpets. Over the years, they have continued to perfect techniques and to bring India's rich heritage of designs into homes and businesses in more than 25 countries around globe. Through its welfare initiative, Jaipur Rugs Foundation, the company is working toward increasing opportunities for employment, employability and entrepreneurship in the disadvantaged communities in which artisans often live. The Foundation's initiatives include cluster development, skill up-gradation, design inputs, market linkages, technical support including provision & ownership of handlooms and establishment of rural business hubs. Renowned management thinker Late Prof. C.K. Prahlad conducted a case study on Jaipur Rugs which is published in his best seller book "Fortune at the Bottom of the Pyramid"

Clean Energy

Emerging Enterprise Award

Artin Dynamics (www.artindynamics.com)



Artin Dynamics is one of the few companies in India working solely in the Artificial Intelligence (AI) domain. They aim to be the pioneering company in AI-based products, known not only for their technological advances but also for being the most employee friendly, client-centric and socially-conscious company in the corporate segment. Their product, SPARA, curbs the 97% of power loss that is caused by machines left in standby and switch off mode and also controls run time

power loss.

Established Enterprise Award

Servals Automation (www.servalsgroup.blogspot.com)



Servals Automation (SAPL), part of the SERVALS Group, is engaged in the production, marketing and research & design of rural energy products – primarily cooking stoves and lamps, targeted at the rural poor. SAPL offers a complete basket of products suited for every fuel use – kerosene (burners and stoves), biomass (TLUD gasifier wood stove and plant oil stove and lamp). Their Top Lit Up Draft (TLUD) gasifier technology is an improved biomass cook stove that represents a higher order of fuel efficiency, user friendliness, safety and

reduction in air pollution.

Health, Water and Sanitation

Emerging Enterprise Award

Piramal Water Private Limited (www.sarvajal.com)



Sarvajal, incorporated as Piramal Water Private Limited, is a social enterprise in India that develops sustainable drinking water solutions for rural populations where the quality of water is often the cause of more than 60% of common health ailments. Their business is designed around scalable innovations, technical/process improvements, ensuring livelihoods for local entrepreneurs, and developing customized community water filtration systems that can produce ultra-affordable drinking water. Sarvajal deploys their solutions through a franchise business model, fulfilling their commitment to make purified drinking water accessible and affordable to all while creating employment opportunities.

Established Enterprise Award

Saraplast Private Limited (www.3sindia.com)



Saraplast provides high-quality, eco-friendly portable sanitation products and services. Their brand Shramik 3S is unique in the field of portable sanitation and liquid waste management. The company manufactures and services/cleans portable and other public restrooms for events, construction sites, slums, urban/rural requirements, large gatherings and un-served settlements and are currently developing a franchise pay-and-use toilet model, as well as projects to improve the sanitation systems in schools.

Inclusive Education

Emerging Enterprise Award

Pipal Tree Ventures Private Limited (www.pipaltreeventures.com)



Pipal Tree Ventures Private Ltd. (PTVPL) provides vocational training, specifically construction industry skills, to unemployed rural youth, giving them a 100% job guarantee. The training is offered through a one month exclusive residential program followed by eleven months of on-the-job training. In turn, the company charges students certain fees, a part of which is given by the student while the balance is deducted from their salary over next 12-18 months. Pipal Tree also provides a performance guarantee to its customers for services provided by all students.

Established Enterprise Award

IL&FS Education and Technology Services Limited (www.ilfsets.com; www.englishseekho.in)



IL&FS Education and Technology Services Limited is a social infrastructure arm of IL&FS with specific interests in education and training through formal, non-formal and technology learning mediums. IL&FS Education recently started its new media in education division that plans to use technology and social media in disseminating education and information to the underserved populations of India.

English Seekho is India's first interactive multi-lingual English learning program for mobile phone users. Launched in association with Tata Indicom, the service has delivered mobile based English learning lessons to over 200,000 subscribers.

Technology for Development

Emerging Enterprise Awards

Husk Power Systems (www.huskpowersystems.com)



Husk Power Systems (HPS) is electrifying rural India. The social enterprise is a power generation and distribution company serving off-grid rural Indian villages. HPS designs, owns, and operates 35-100kW biomass gasification plants that use waste rice-husks as feedstock. The enterprise generates revenue by selling electricity (per kWh) to residential, industrial, and agricultural customers, selling the waste product of its process (rice husk char (RHC)), and selling carbon offsets in the industrial market.

Established Enterprise Award

Shree Kamdhenu Electronics Private Limited (www.akashganga.in)



Shree Kamdhenu Electronics Private Limited (SKEPL) is an end to end solution provider for milk cooperatives of India. SKEPL provides solutions that help milk cooperative improve efficiency, transparency and quality of its milk collection. Their products are sold under the “AKASHGANGA”

THE SANKALP 2010 SOCIAL ENTERPRISE FORUM -

Schedule:

Day I - May 4, 2010

9:30 AM	Keynote – Mr. Manish Tripathi, Director, Dabbawala
9:40 AM	Plenary Session I: Social Entrepreneurship and the Government - Exploring the Dynamics Speakers: Sarath Naru, Managing Director, Ventureast Dr. Ashwin Naik, Founder & CEO, Vaatsalya Healthcare Paul Basil, Founder & CEO, Villgro Innovations Foundation Steve Hardgrave, Senior Managing Director, Gray Ghost Ventures Vijay Mahajan, Founder & Chairman, BASIX (Moderator)
11:15 AM	Tea and Networking Break
12:00 AM	Four Parallel ‘Design Your Sessions’ Developing your Enterprise Brand, Conducted by Centre of Gravity Consulting Human Resource Management Strategies for Sustainability of Social Enterprises, Conducted by Third Sector Partners & CoCooon Consulting Media & Marketing - Lights, Camera, Action... Impact!, Conducted by Idobro Session on Impact Reporting and Investment Standards (IRIS) Conducted by – Global Impact Investment Network (GIIN)
01:15 PM	Lunch and Networking Break
02:30 PM	Enterprise Showcase I: Agriculture, Food and Rural Businesses Speakers: Paul Basil, <i>Founder & CEO, Villgro Innovations Foundation (Moderator)</i> Arindom Datta, <i>Director and Head of Rural & Development Banking (Sector Expert)</i> Enterprise Showcase II: Health, Water and Sanitation Speakers: Arun Diaz, <i>Independent Management Consultant (Moderator)</i> Shekhar Kundur, <i>General Partner, Ventureast (Sector Expert)</i> Anurag Agrawal, <i>Senior Vice President, Investment Banking, Intellectap</i> Enterprise Showcase III: Inclusive Education Speakers: Steve Hardgrave, <i>Senior Managing Director, Gray Ghost Ventures (Sector Expert)</i> Kabir Narang, <i>Associate Director, FIL Capital Advisors India (Moderator)</i>
04:30 PM	Tea and Networking Break
05:00 PM	Plenary Session II: Innovation as a Driver - Financial Infrastructure Requisite to Accelerate Social Entrepreneurship Speakers: Pravin Gandhi, Managing Partner, Seedfund Sandeep Singhal, Managing Director, Nexus India Capital Advisors Pvt. Ltd. Vijaya Pastala, Founder, Under the Mango Tree Vidya Shah, Executive Director and Head, EdelGive Foundation R R Abhyankar, Senior Scientist, Ministry of Science and Technology, Govt. of India Vineet Rai, CEO & Co-founder, Aavishkaar (Moderator)
	END OF DAY 1

Day II Agenda- May 5, 2010

09:30 AM	<p>Enterprise Showcase IV: Clean Energy Speakers: Jasjit Mangat, Investment Director, Omidyar Network (Moderator) Unmesh Brahme, Senior Vice President, Corporate Sustainability, HSBC (sector expert) Atreya Rayaprolu, Vice President, Investment Banking, Intellectap</p>
11:30 AM	<p>Enterprise Showcase V: Technology for Development Speakers: Sandeep Farias, Founder and Managing Director, Elevar Equity (Moderator) Dr. Paul Polak, Founder, International Development Enterprises (Sector Expert) Rahul Tandon, AVP Banking and Microfinance, Atom Technologies</p>
12:00 AM	<p>Tea and Networking Break</p> <p>Parallel Debates – 180 Degree Perspective</p> <p>Is Social Incidental? There are No Social Businesses, social is just incidental! Speakers: Sunil Handa, Chairman, Eklavya Education Foundation Vs. Dr. Paul Polak, Founder, International Development Enterprises</p> <p>Value Creation or Wealth Creation: Are Entrepreneurs & Investors Aligned? Speakers: Mahesh Murthy, CEO and Founder, Pinstorm Vs. Anurag Gupta, Founder and CEO, A little World</p>
01:15 PM	<p>Lunch and Networking Break</p> <p>Lunch side- session- <i>Launch of the Piramal Fellowship in Sustainable Business, The Piramal Foundation</i></p> <p>Plenary Session II: The New Face of Indian Social Enterprise - Activism, “Employership,” and Intrapreneurism</p>
02:40 PM	<p>Speakers: Dr. V. Ananth Nageswaran, Chief Investment Officer, Bank Julius Baer & Co Dr. Madhukar Shukla, Professor, XLRI Jamshedpur Santanu Bhattacharjee, Founder Director, Technable Solutions Pvt. Ltd. Dr. Charly Kleissner, Co-Founder, KL Felicitas Foundation Lindsay Clinton, Editor, Beyond Profit</p>
03:40 PM	<p>The Sankalp 2010 Award Ceremony</p>
05:45 PM	<p>Vote of Thanks</p>
	END OF DAY 2

Plenary Sessions



Keynote: Mr. Manish Tripathi, Dabbawalla

Sankalp 2010 kicked off with a rousing address from Manish Tripathi, who spoke on behalf of Mumbai's dabbawallahs, who seem like unlikely and reluctant heroes for the world's business schools. The audience gained insights into their organization, which has been feted for its world-class supply chain management that helps its semi-literate "shareholders" to distribute thousands of lunchboxes to offices on a daily basis. Tripathi's message to the audience was: "Run a business that caters to the very basic needs of people and your success is guaranteed."

Plenary I: Social Entrepreneurship and the Government - Exploring Dynamics

Speakers:

Sarath Naru, Managing Director, Ventureast
 Dr. Ashwin Naik, Founder & CEO, Vaatsalya Healthcare
 Paul Basil, Founder & CEO, Villgro Innovations Foundation
 Steve Hardgrave, Senior Managing Director, Gray Ghost Ventures
 Vijay Mahajan, Founder & Chairman, BASIX (Moderator)



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Summary:

The keynote address was followed the day's first panel discussion, which debated the extent of the government's involvement in the social enterprise sector in India. Steve Hardgrave, Senior Managing Director of Gray Ghost Ventures, spoke up against government involvement stating that governments are not ideally geared to exercise a free entrepreneurial spirit. Despite having the sector's best interests at heart, he said, the government could do more harm than good and called for government to "get out of the way."

Chairman of BASIX and panel moderator Vijay Mahajan recommended mobilizing collective action through an industry body to get the government to act. Ashwin Naik, Founder and CEO of Vaatsalya Healthcare, advocated a stronger public-private partnership by drawing attention to the role the Indian government played in nurturing the country's hugely successful IT sector. Naik's suggestion that the government could act like a venture capitalist met with disagreement from Hardgrave who maintained that it would not know how to pick the right business to fund. Paul Basil, Founder and CEO of Villgro Innovations Foundation, suggested the government should take on the role of an enabler of the SocEnt sector as it evolves over the next couple of decades. However, political will would play an equally crucial role in ensuring success, he noted. The panel ended with the participants identifying specific sectors where the government could help: Education, Health care, Rural products and services, ICT and Waste Recycling.

Plenary II - Innovation as a Driver – Financial Infrastructure Requisite to Accelerate Social Entrepreneurship

Speakers:

Pravin Gandhi, Managing Partner, Seedfund
 Sandeep Singhal, Managing Director, Nexus India Capital Advisors Pvt. Ltd.
 Vijaya Pastala, Founder, Under the Mango Tree
 Vidya Shah, Executive Director and Head, EdelGive Foundation
 R R Abhyankar, Senior Scientist, Ministry of Science and Technology, GOI
 Vineet Rai, CEO & Co-founder, Aavishkaar (Moderator)



Summary:

The panel offered some insights and strategies into the difficulties of financing a business— by far one of the most-cited challenges in the social enterprise sector. Valuation emerged as the main theme as participants debated the need for accurate valuations of business operations.

Pravin Gandhi, Managing Partner of Seedfund, offered his advice to entrepreneurs on the subject by encouraging them to focus on improving the company and not to worry about valuations, which would follow naturally. On the other side of the debate, Sandeep Singhal, Managing Director, Nexus India Capital Advisors, countered that the importance of valuation should not be discounted, as it can serve as a crucial psychological booster for entrepreneurs.

Gap financing was another recurrent topic as panelists agreed that a general mindset adjustment was necessary and that entrepreneurs must take a more creative approach to securing capital. Panelists agreed that the corporate tie-up option has not been sufficiently explored and having a ‘corporate champion’ of the social enterprise cause would greatly help the sector. Likewise, individual philanthropists in India, they observed, could become a more valuable resource in the future and should be pursued.

Plenary III - The New Face of Indian Social Enterprise – Activism, “Employership”, and Intrapreneurism

Speakers:

Dr. Karl Kleissner, Co-Founder, KL Felicitas Foundation
 Shantanu Bhattacharjee, Founder Director, Technable Solutions Pvt. Ltd.
 Lindsay Clinton, Editor, Beyond Profit
 Dr. V. Ananth Nageshwaran, Chief Investment Officer, Bank Julius Baer & Co.
 Dr. Madhukar Shukla, Professor, XLRI Jamshedpur



Summary:

In the last session of the two-day conference, Beyond Profit moderated a discussion about the "The New Face of Social Enterprise," where panelists explored the latest avatars of social business, including new incarnations such as employership - an entrepreneur that works solely to create new jobs, and intrapreneur - a changemaker that works from within a conventional for-profit company. A lively debate ensued on the definition of a "social enterprise." Under the employership definition, could a company like Infosys even be considered a social business, they asked. While a clear "social enterprise" definition evaded the panel with some arguing for an intention-based definition while others spoke about a less "sentimental," impact-based definition, panelists did agree that the line between "social" and "conventional" entrepreneurship is blurring. Ultimately, said Ananth Nageshwaran, CIO of Bank Julius Baer & Co. and Co-Founder of Aavishkaar, “labels should describe, not dictate, behavior.” Moving beyond the semantics debate, panelists agreed that perhaps what the industry needs most is a more active, visible ecosystem to encourage better intra-industry connections and the creation of a lasting impact for the principles of social enterprise in the wider economy.

Sankalp 2010- Sectoral Enterprise Showcases

The Enterprise Showcase is an integral part of Sankalp that provides a platform for the Sankalp finalist enterprises (for details on all Sankalp 2010 finalists, please refer to Annex. IV) to be showcased to the audience of investors, entrepreneurs, sector stakeholders and experts. Each sectoral showcase, slotted for two-hours began with a sectoral video showcasing each enterprise in action, shot and compiled by the Intellecap team on location of every enterprise. The videos gave a sneak-peak into the entrepreneur's vision, the operation of the enterprise, financials, goals and future projections. The 18- 20 minute long videos lent perspective to the dialogue and rapid-fire rounds that followed between investor and expert panels and the entrepreneurs.

Sector	Panelists	Enterprises
Agriculture, Food and Rural Businesses	<p>Paul Basil, Founder & CEO, Villgro Innovations Foundation (Moderator)</p> <p>Arindom Datta, Director and Head of Rural & Development Banking (Sector Expert)</p>	<p>Emerging:</p> <ul style="list-style-type: none"> • Rachna Advisors Pvt. Ltd. • ROPE Enterprises Pvt. Ltd. • Greenlight Planet • Aakruthi Agricultural Associates of India Pvt. Ltd. <p>Established:</p> <ul style="list-style-type: none"> • Jaipur Rugs Company Pvt. Ltd. • Industree
Health, Water and Sanitation	<p>Arun Diaz, Independent Management Consultant (Moderator)</p> <p>Shekhar Kundur, General Partner, Ventureast (Sector Expert)</p> <p>Anurag Agrawal, Senior Vice President, Investment Banking, Intellecap)</p>	<p>Emerging:</p> <ul style="list-style-type: none"> • Kanak Resources Management Ltd. • Technology and Action for Rural Advancement • Piramal Water Pvt. Ltd. <p>Established:</p> <ul style="list-style-type: none"> • 3S- SHRAMIK a division of SARAPLAST Pvt. Ltd. • G.V.Meditech Ltd. • Environment Planning Group Ltd. (EPGL)
Inclusive Education	<p>Steve Hardgrave, Senior Managing Director, Gray Ghost Ventures (Sector Expert)</p> <p>Kabir Narang, Associate Director, FIL Capital Advisors India (Moderator)</p>	<p>Emerging:</p> <ul style="list-style-type: none"> • Butterfly Fields Ltd. • Mirakle Couriers Pvt. Ltd. • Pipal Tree Ventures Pvt. Ltd. <p>Established:</p> <ul style="list-style-type: none"> • IL&FS Education and Technology Services Pvt. Ltd. • TeamLease Services Pvt. Ltd. • Hole-in-the-Wall Education Ltd.
Clean Energy	<p>Jasjit Mangat, Investment Director, Omidyar Network (Moderator)</p> <p>Unmesh Brahme, Senior Vice President, Corporate Sustainability, HSBC (sector expert)</p> <p>Atreya Rayaprolu, Vice President, Investment Banking, Intellecap</p>	<p>Emerging:</p> <ul style="list-style-type: none"> • Artin Dynamics • Skyshade Daylights • GreenOil Energy Sciences Pvt. Ltd. <p>Established:</p> <ul style="list-style-type: none"> • Kotak Urja Pvt. Ltd. • Arctic Holdings • Servals Automation Pvt. Ltd
Technology for Development	<p>Sandeep Farias, Founder and Managing Director, Elevar Equity (Moderator)</p> <p>Dr. Paul Polak, Founder, International Development Enterprises (Sector Expert)</p> <p>Rahul Tandon, AVP Banking and Microfinance, Atom Technologies</p>	<p>Emerging:</p> <ul style="list-style-type: none"> • Wonder Grass Initiative Pvt. Ltd. • Source Pilani • Husk Power Systems <p>Established:</p> <ul style="list-style-type: none"> • Skymet • Shree Kamdhenu Electronics Pvt. Ltd • Integra Micro Systems Pvt. Ltd.

Sankalp 2010- Additional Activities

Sankalp is designed as a collaborative action platform for promoting impact/ social investing. Additionally, the platform allows exchanging ideas, learning new models from social businesses, and educating the investors about the space. As a result, Sankalp goes much beyond a traditional Award Ceremony and Conference. Several activities planned around Sankalp, make it more interactive, interesting and invite greater participation.

a. Design Your Session @ Sankalp 2010

Each year Sankalp promises to be more interactive, innovative, relevant and exciting than before. Towards this goal, Sankalp 2010 invited four sector stakeholders to conduct parallel sessions on topics as varied as marketing and branding to leadership strategies and investment standards. Each of these sessions may differ widely but were bound by the simple guideline: to bring value to the social entrepreneur who's trying to scale up and build capacity.

Developing your Enterprise Brand

Conducted by: Centre of Gravity Consulting



Through experiential illustration, participants were walked through the process that Centre of Gravity follows to help enterprises unravel the uniqueness of their brand. Through a set of simple but insightful questions, participants were able to look at their enterprise from the eyes of a stakeholder. The questions were organized around 3 domains of the core belief system of the enterprise, its value delivery model and the distinctive benefit it stands for. The session was structured as a conversational workshop with a bit of “show & tell”. Deceptively simple yet intuitively designed, this time-tested process combined the best thinking distilled

from studying some of the most unique and iconic enterprises from across the world.

The organization:

Centre of Gravity is a specialist firm helping enterprises create compelling differentiation in the minds of their stakeholders. Commonly addressed as ‘branding’, their process gears towards the needs of enterprises and goes way beyond the superficial notions of logos and taglines. Their approach identifies and pulls together the various strands of differentiation that exist across the organizational belief system, competencies, value delivery model as well as the distinctive benefit it offers its stakeholders, into a unique central idea that guides and inspires all activities.

Human Resource Management Strategies for Sustainability of Social Enterprises

Conducted by: Third Sector Partners and CoCoon Consulting



This interactive session conducted jointly by Third Sector Partners and CoCoon Consulting examined the cultivation of talent at all levels of an organization for scale and impact, whether one is working to convert local beneficiaries into operational staff, building a team to scale one's organization at a global level, or strategizing around succession planning. They drew on the experience of top-level social entrepreneurs, consumers-turned-managers, and sector consultants to help solve the toughest HR challenges. Delving into the role of the Board and best practices, the session aimed to add depth to the management team of social enterprises.

The Organization:

Third Sector Partners is a not for profit executive search firm committed to enhancing leadership caliber and proficiency in the socio-developmental sector. Their core competency is talent management and they are India's first and boutique high-end executive search firm for NGO and corporate sector clients. They work across industry verticals

of sustainability, Corporate Social Responsibility, education, health, Bottom-of-Pyramid markets, social venture and many other converging disciplines.

CoCoon Consulting provides business enabling people solutions to mid-sized and large organizations, as well as entrepreneurs looking to scale or build their organizations across sectors.

Media & Marketing: Lights, Camera and Action – Impact!

Conducted by: Idobro Media & Marketing Services Pvt. Ltd.



Marketing is an art and a science and happens in many forms, direct marketing, indirect marketing and digital marketing. The use of technology, social media and public relations would go a long way in showcasing the organization and its products or services. A specific message, the right medium and appropriate promotion can be the difference between success and failure.

The session provided an appreciation of the various Market approach strategies and the use of distinct media channels to achieve ones promotion and communication goals. A judicious mix of Media, Marketing and Social experts

would give a comprehensive insight into the issues and ideas for the right approach to the market. Case studies in the movie format were used to make the session riveting.

The Organization:

Idobro provides last mile market linkage to social and green entrepreneurs. It offers media and marketing services to NGOs, women, differently-abled, rural, green and other micro producers, enterprises and service providers with an objective to build consumer awareness and sensitivity for Fair Trade, Impact Shopping, Conscious Consumerism, Inclusive Growth and Sustainable Development, to promote social and eco-friendly products and services into the active consideration set of consumers and corporate / industry supply chain, and to generate employment and livelihood for the socially challenged.

Measuring Your Impact: Introduction to Impact Reporting and Investment Standards (IRIS)

Conducted by: Global Impact Investing Network (GIIN)



GIIN's session at Sankalp 2010 provided an overview of IRIS (Impact Reporting and Investment Standards), a common framework for defining, tracking, and reporting the performance of impact investments. IRIS has been developed in collaboration with a wide range of stakeholders and is overseen by a governance body comprised of experts representing a variety of sectors and regions. IRIS has been piloted by several leading impact investing funds and many others are currently looking to adopt the standards.

The Organization:

The Global Impact Investing Network (GIIN) is a not-for-profit organization dedicated to increasing the effectiveness of impact investing - for-profit investment made to solve social and environment problems. The GIIN supports collaboration, develops industry infrastructure, and undertakes research and advocacy to foster a coherent impact investing industry. The GIIN coordinates the development of industry infrastructure that benefits all impact investors by addressing common challenges and creating a more efficient marketplace.

b. Sankalp Wall of Fame

As the name suggests – the Sankalp Wall of Fame will showcase the 15 winners of Sankalp 2009. The aim of the Wall of Fame is to highlight change makers in each of the Sankalp 2009 sectors – Agriculture, Food and Rural Business, Education, Healthcare, Clean Energy and Highly Scalable Models, and to bring recognition to Sankalp's winning enterprises and to acknowledge the tremendous efforts of the Sankalp alumni.

c. 180 Degree Perspective

In the endeavor to bring new and innovative formats to the Sankalp stage, the “180 Degree Perspective” was conceptualized in a high-powered debate format. Pitting two powerful speakers against each other to battle out topics that divide many in the social enterprise space, the format was very well received by attendees.

Is Social Incidental? There are no Social Businesses, Social is just Incidental

Speakers:

Sunil Handa, Chairman, Eklavya Education Foundation

Vs

Dr. Paul Polak, Founder, International Development Enterprises

Summary:

This debate, which featured two social enterprise heavyweights, produced a healthy mix of sage advice, controversial viewpoints and catchy sound bites, in almost equal measure. Paul Polak, a septuagenarian businessman, who also happens to be a psychiatrist and has produced low-cost, income-generating products to farmers in the developing world, believes, "Social is absolutely integral, not incidental." Stating that the triple bottomline concept is "useless" Polak said that the social aspect of a business should form the mission and vision while the bottomline should be all about profit. Sunil Handa, a social entrepreneur, activist and academic all rolled into one, countered by claiming that profit need not be measured only in monetary terms but also by gauging how "happy" people are. Handa also urged the audience, many of whom were aspiring entrepreneurs, not to bow down to the whims and wishes of investors. "If you have an idea and want to run a business, don't allow anyone else to run your business," he declared. However, Handa and Polak both agreed that the legal form of an enterprise - be it an NGO or a for-profit venture - matters far less than a business' ability to have a measurable positive social impact.



Value Creation or Wealth Creation: Are Entrepreneurs & Investors Aligned?

Speakers:

Mahesh Murthy, CEO and Founder, Pinstorm

Vs.

Anurag Gupta, Founder and CEO, A little World

Summary:

When it comes to Value Creation, between the entrepreneur and the investor, who creates and who harvests? In the debate between maverick and serial entrepreneur Anurag Gupta and investor-orator cum entrepreneur Mahesh Murthy at Sankalp 2010, made for interesting discussion. The debate was moderated by Vineet Rai, Co-Founder and CEO, Aavishkaar Venture Management Services, who has seen both sides of being an investor as well as an entrepreneur. Entrepreneurship and Investing are believed to be two sides of same coin and yet when arranged against each other when it comes to value creation, take fierce opposition. Anurag Gupta began by strongly defended his venture and stood by the concept, despite candidly admitting to recent loses and setbacks. As an entrepreneur he felt that it is hard to “reach out to an investor’s heart” and to have them buy into the idea and stand by it. Mahesh, on the other hand, made the distinction between grant money and an investment that needs to be turned around in a 6-7 year time frame in order to reap its true benefits. Vineet Rai too pitched in bringing to the discussion his own experiences with his first investment that he stuck to despite the ups and downs, which is now at a stage where it’s attracting a second round of funding. The Q&A session that followed saw the entrepreneur community questioning the very term “social investor”, given there’s no extra leeway for long gestation periods for social enterprises, the involvement of investors other than just bringing capital to the table and the need to have an investor buy into the entrepreneur’s dream.



d. Mentoring Pit-Stop

The Sankalp 2010 Mentoring Pit-Stop, powered by TiE Mumbai was a first-of-its-kind initiative to facilitate one-on-one interactions of social entrepreneurs with TiE Charter Members (www.mumbai-tie.org). Through this initiative, 13 interactions between investors and entrepreneurs of 45 mins each took place over the two days of the event. Mentees, who were Sankalp award applicants sent a detailed application for mentorship which was shared with a suitable mentor and at a mutually acceptable time through the event, a meeting was facilitated so as to provide support and guidance to the mentee. A dedicated lounge space created at the venue for these interactions served as a “Mentoring Pit Stop” and was used widely for such interactions. A list of interactions thus facilitated is given below:

Mentor	Mentees	Company
Ajay Aggarwal, Chief Customer Experience Officer –KLISMA, Persistent Systems	Sulax Shah	Shree Kamdhenu Electronics Pvt Ltd
	Raminder Rekhi	Industree Crafts Private Limited
Paula Mariwala, Managing Director, Seed Advisors Pvt. Ltd.	Mayank Sekhsaria	Greenlight Planet
	Kishor Kanthikar	Sunrise enterprises
	Venugopal Narayan Suvarna	VISHAL ORGANNIX
Prashant Bhaskar Founder & CEO, Plug HR Services Pvt. Ltd.	Jay Subramaniam	Piramal Water Private Limited
	Manoj Vasudevan	SourcePilani
Sandeep Singhal , Managing Director, Nexus India Capital Advisors Pvt. Ltd.	Stewart Craine and Pranav Nahar	Barefoot Power and Arctic Holdings
	Sekhar Nori	Skyshade Daylights
Sharanya G Ranga, Partner at Universal Legal(Affiliated to The Chugh Firm), Attorneys at Law, Mumbai	Anupam Jalote	GreenOil Energy Sciences (P) Ltd
	Deepinder Mohan	Environment Planning Group Limited
Sumir Verma , Partner at Merisis Capital Advisors	Sourabh Sharma and Mayukh Choudhury	Milaap Pte Ltd.
	Mahesh Kumar Jain(Manjunatha attended)	Integra Micro Systems (P) Ltd
Manoj Gupta, Vice President at Nexus Venture Partners	Mayank Sekhsaria	Greenlight Planet

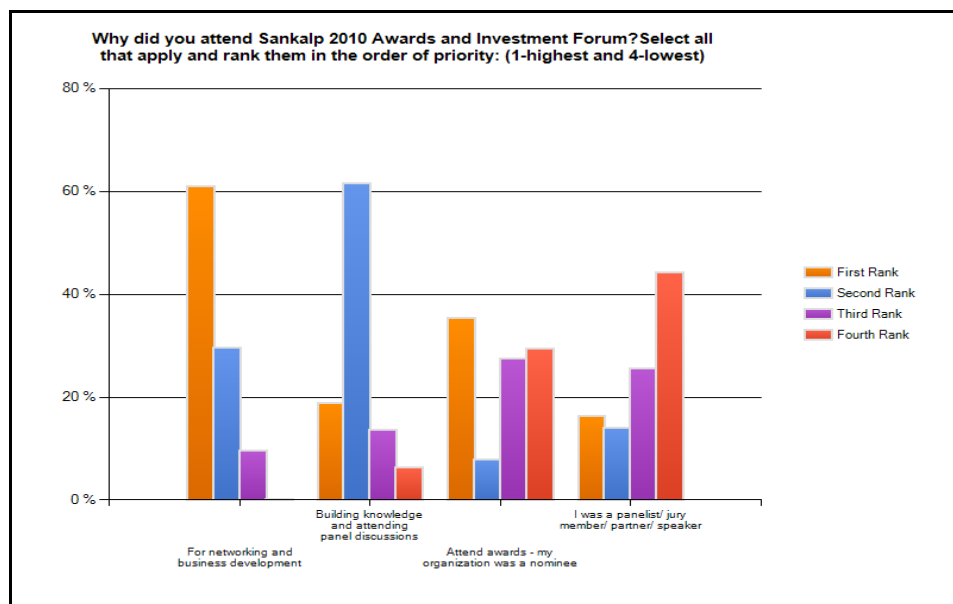
Feedback on Sankalp 2010 – Survey Results

The Sankalp 2010 organizing team believes that it is not only important to organize a successful event, but to understand the success factors and to constructively take feedback on areas of improvement. The post- Sankalp survey was thus an exercise undertaken to match expectations of the target audience and to take feedback on various aspects of the event including content, logistics, motivation to attend and the perception of brand Sankalp.

The post event survey of Sankalp 2010 sent to all attendees saw complete responses from 105 respondents and was extremely useful in the analysis of the content, process and success factors of the forum. The results of the survey have provided deep insight into the perceptions of attendees and preferences of formats that will help in the planning of future forums.

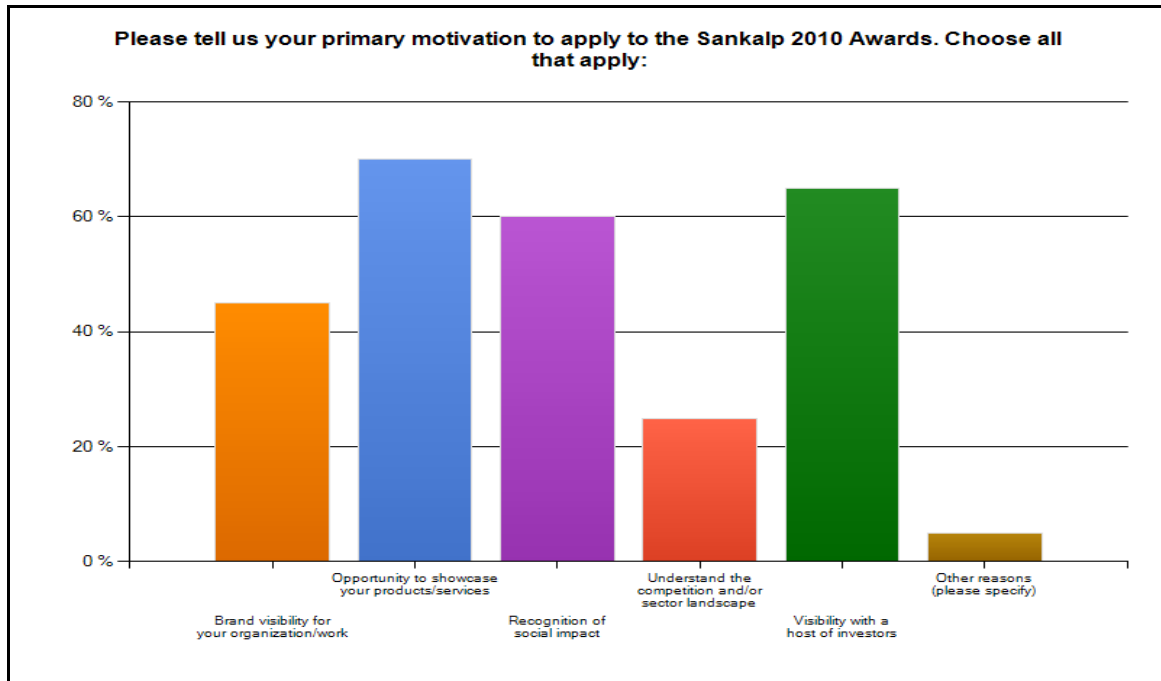
Reasons for Attending Sankalp

- ✘ Most respondents (61%) who attended the event said their main reason to attend the event was for networking and gave it the highest priority.
- ✘ 61.5% of the respondents gave second priority to building knowledge and attending panel discussions.

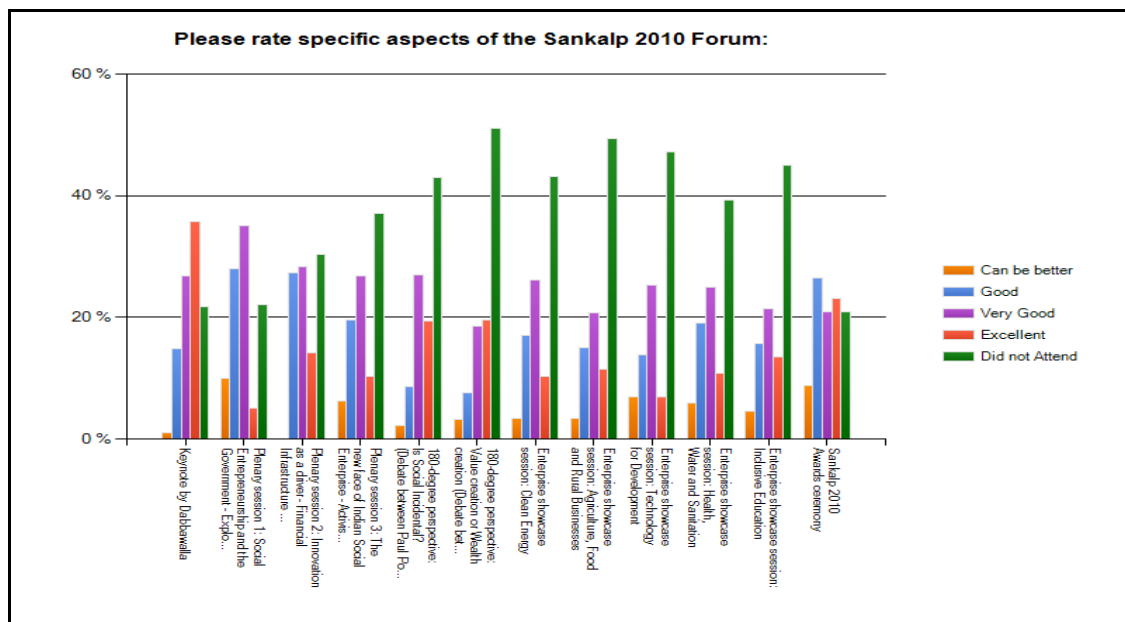


Motivation to Apply for the Sankalp Awards

- ✘ Primary motivation: Opportunity to showcase product or services (70%)
- ✘ Secondary motivation: Visibility with a host of investors (65%)
- ✘ Recognition of social impact (60%) emerged another important reason why the respondents applied for the awards.

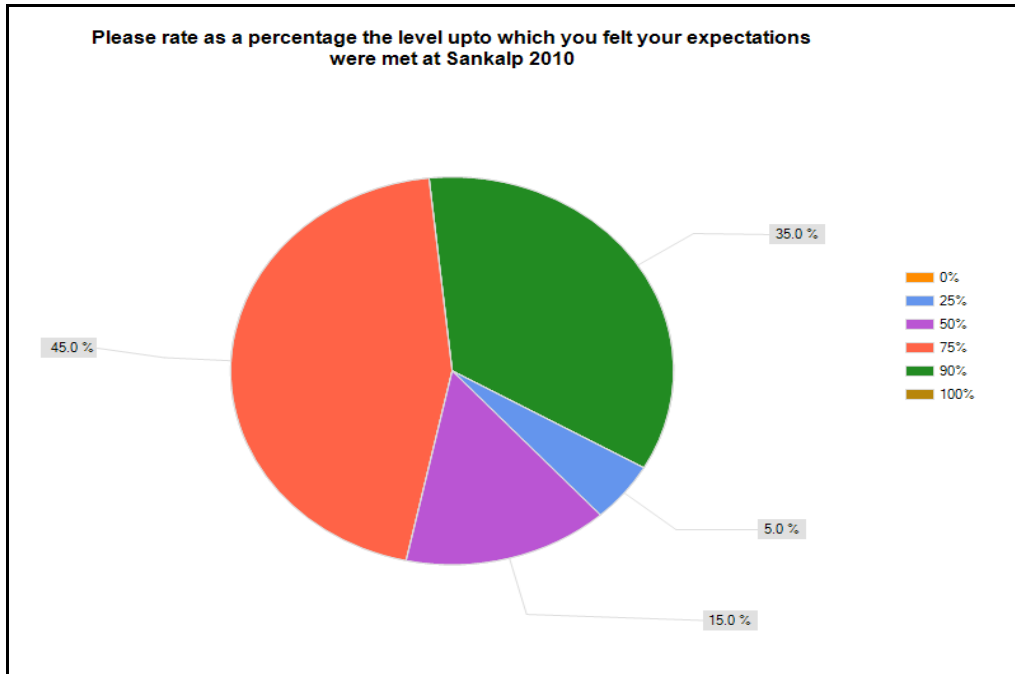


Content Analysis- Sessions

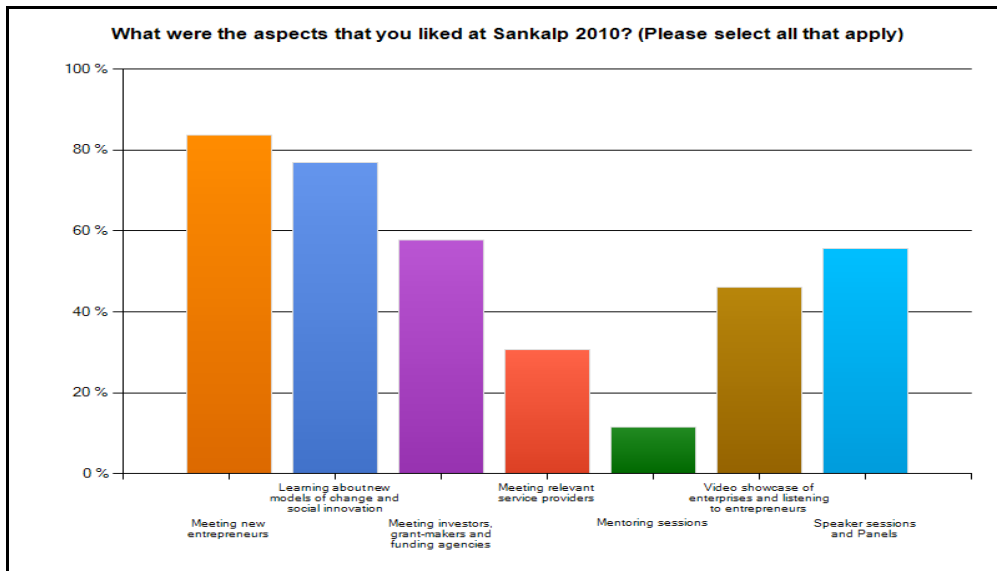


Level of Meeting Target Audience Expectations

- ✘ 35 %of the respondents mentioned that their expectations from Sankalp 2010 were met to 90%
- ✘ 45 % of the respondents mentioned that their expectations from Sankalp 2010 were met to 75%



Factors determining Success of Sankalp 2010



ANNEXURES

Annex I: About Intellectap (Organizer)



Intellectap is a pioneer in providing innovative business solutions that help scale profitable and sustainable enterprises dedicated to social and environmental change. The company's unique positioning at the intersection of social and commercial business sectors, allows it to attract and nurture intellectual capital that combines business training of the commercial world with passion and commitment of the social world to create distinctive solutions that include best

practices and principles of both cultures.

Intellectap was started in 2002 with a vision to apply enterprise-based approaches to development. The company's key shareholders are its employees and Legatum Ventures, a global proprietary investment fund. Today, Intellectap has two subsidiaries, Intellectap Inc. in Palo Alto (California, USA), and IntellectCash, a Non Banking Financial Corporation in Delhi (India), offices in Mumbai and Hyderabad, and employee strength of 65 domain experts and professionals from international backgrounds and well-respected management institutes.

Intellectap operates in multiple capacities in the social-commercial space: facilitating investments, providing strategic consulting and business advisory services, supporting operational planning and implementation, and developing information-sharing and industry-enhancing platforms that promote and build **SUSTAINABLE, PROFITABLE** and **SOCIALLY RESPONSIBLE** enterprises. For details visit

www.intellectap.com.

Annex II: Profiles of Jury Members of Sankalp 2010

Arindom Datta

Director and Head of Rural & Development Banking / Advisory, Rabo India Finance

Arindom Datta is Director and Head of Rural & Development Banking / Advisory at Rabo India Finance. He graduated from St. Stephens' College, Delhi, and has an MBA degree with specialization in finance and strategy from IIM (C). Arindom has over 18 years of experience in cooperative banking, rural finance, microfinance and agribusiness, having worked earlier in NABARD, IDBI Bank and CARE India.

His current responsibilities include rural and microfinance banking and advisory portfolio for Rabo India Finance, as well as projects in the agriculture, rural and microfinance business of the Rabobank Foundation.

Kartik Srivatsa

Investment Manager, SONG Investment Advisors

Kartik Srivatsa is currently the investment manager at SONG Investment Advisors. SONG is an early stage venture fund backed by Soros Economic Development Fund, Omidyar Network and Google with the Indian School of Business as a strategic local partner focussed on funding sustainable small and medium enterprise (SME) businesses in India that can create social impact in sectors such as agriculture, healthcare, education and financial services. Prior to SONG, Kartik was with Lightspeed Venture Partners, a global venture capital firm where he was a founding member of the India practice. He was earlier a consultant with McKinsey and Company, advising corporations in the energy and information technology sectors across various functions. Kartik received his B.Tech in Mechanical Engineering and M.Tech in Energy Technology, both from the Indian Institute of Technology, Madras

Paul Basil**Founder and CEO, Villgro Innovations Foundation**

Paul Basil is founder and CEO of Villgro (formerly known as Rural Innovations Network), an organization committed to commercializing rural innovations that benefit rural consumers and contribute to sustainable wealth creation. Over the last eight years, Paul has worked with hundreds of innovators and innovations. Among his achievements, he co-founded the Lemelson Recognition and Mentoring Program for Innovators in collaboration with IIT-Madras, and also co-founded Villgro Store (Samruddhi), a unique rural retail chain for innovative products that markets innovations to and for the rural poor.

Paul was one of the founding team members of the marketing department in the Kerala Horticulture Development Programme, a joint initiative of the EU and the government of Kerala. He has also worked with the tree grower project of the National Dairy Development Board. By training, he is a mechanical engineer and has a postgraduate degree in management from the Indian Institute of Forest Management, Bhopal, India.

Smita Aggarwal**Independent Financial Services Professional**

Smita Aggarwal is a Chartered Accountant by education and has been a financial services professional with 20 years of experience in cross-functional areas like project finance, treasury, retail banking, general insurance, microfinance and social development. During her career she has held senior management positions at ICICI Bank, ICICI Lombard Insurance (Head of Rural and Agri Business Group) and Fullerton India (Executive Vice-President, Microfinance and Corporate Sustainability). Smita has travelled extensively within and outside of India and has also been a regular speaker at seminars and conferences on financial services. She is presently a visiting faculty at the Narsee Monjee Institute of Management Studies for Advanced course on Microfinance and is associated with several social service organizations.

Vipin Sharma**CEO, ACCESS Development Services**

Vipin Sharma is the founder and CEO of Access Development Services and is also the Managing Trustee of Access ASSIST, a specialized affiliate of ACCESS to support the growth of microfinance in India. Prior to this, he was Program Director, Microfinance at CARE India and a member of the CARE Regional Leadership Team for over 6 years. Vipin began his career at RBI in 1980, and later moved to NABARD in 1983. Between 1996 and 2000, he helped the Government of Rajasthan to set up and operationalize the Rural Non Farm Development Agency as its founding Executive Director to support the promotion of rural industry sub sectors in the state.

Manoj Gupta**Vice President, Nexus Venture Partners**

Manoj Gupta is currently Vice President at Nexus Venture Partners, a leading \$320 million venture capital fund in India. He is very active in CleanTech, Wellness and Agri/Rural ecosystem in India and is involved in grooming highly scalable businesses in these sectors. Prior to Nexus, Manoj co-founded a semiconductor technology company, WIT, in US which was later acquired by Chrontel.

Manoj has an MBA from IIM, Ahmedabad, B.Tech from IIT Bombay, MS from University of Illinois, Urbana-Champaign, and CPhil from University of California, San Diego. He has published several papers in IEEE journals and has filed several patents in the US. Manoj is a TIE Mumbai Charter member and also chairs the TIE CleanTech SIG in Mumbai.

Neeraj Doshi**India Representative, Artha Initiative**

Neeraj Doshi is working with the Artha Initiative, a program associated with Rianta Capital, an investment advisory to a family trust based in Mayfair, London. The Artha Initiative is designed to pursue the goal of realizing sustainable development through enterprise in India, and is focused on helping the poor and marginalized serve themselves and their environment. Previously Neeraj spent almost 2 years working with The Small Scale Sustainable Infrastructure Development Fund (S3IDF) in Cambridge, USA.

Neeraj holds two masters degrees, one in International Relations from The Fletcher School of Law and Diplomacy at

Tufts University with a focus on Environment Resource Policy, Development Economics and Sustainable Energy Policy and the other in Business Management from D.A. University, India.

Susanne Grossmann

Managing Partner, BTS Investment Advisors

Susanne Grossmann, Managing Partner at BTS Investment Advisors, holds a masters degree in history and economics and has held various positions within the Swiss Government, with a focus on private sector financing in emerging markets. From 2004-2007 she was member of the management team of the Swiss Organization for Facilitating Investments (SOFI), a private public partnership helping Swiss companies setting up partnerships and businesses in developing countries. In BTS, which manages private equity funds in India and is in the process of launching a Clean Energy Fund, Susanne assumes responsibility for the social and environmental aspects of investments. She is also active in advising social investors.

Unmesh Brahme

Senior Vice President for Corporate Sustainability, HSBC

Unmesh Brahme is a World Fellow at Yale and founder of Climate Civics Institute, a climate change adaptation policy think tank. Unmesh Brahme's experience in the corporate responsibility and sustainability space spans over eighteen years across niche disciplines and issues at the corporate-community interface. He has worked extensively in community development, corporate responsibility, sustainability, advertising, marketing, brand management and strategy with corporations, development agencies and many civil society institutions. Unmesh has contributed in a significant way to the development of corporate responsibility and strategic philanthropy during his extensive work with OXFAM, World Bank, Ogilvy & Mather, and more recently HSBC, among other leading institutions.

Unmesh presently serves as Senior Vice President for Corporate Sustainability for HSBC India where he has successfully launched a number of business aligned corporate sustainability initiatives including significant Bottom of Pyramid (BOP) work in microfinance, financial literacy, environment, sustainability, climate change and stakeholder engagement. Unmesh is also leading HSBC's involvement in renewable energy, clean technology, water, livelihoods and social enterprise investment.

Unmesh also serves on the Global Board of Net Impact, a US based CSR organization driving sustainability thinking through structured intervention amongst students and alumni at leading business schools worldwide, including US and European markets. He also plays an enabler role for Frontier Markets, a BOP strategy firm and PoverUp, a US university-based microfinance network.

Ashvin Chadha

Vice President, India Equity Partners (IEP)

Ashvin Chadha joined IEP in 2006 as a Vice President. Prior to this, he worked as an investment professional at General Atlantic LLC, where he focused on private equity transactions across consumer, media and marketing services industries. Ashvin has successfully invested over \$200 million in private equity transactions in companies based in India and the US. Previously, he worked in Morgan Stanley's Investment Banking Division in New York, focusing on M&A transactions for companies in the North American banking and financial services sectors. Ashvin also helped establish Morgan Stanley Advantage Services, Morgan Stanley's Indian captive knowledge process outsourcing subsidiary, in Mumbai, India. Ashvin serves on the Board of Manappuram Finance and holds a BA in Economics from Wesleyan University as well as a General Course Certificate in Accounting and Finance from the London School of Economics.

Satish Chaluvadi

Vice President, Matrix India

Satish Chaluvadi is vice president at Matrix India. Through college and graduate studies at Indian Institute of Management, Satish gained a deeper understanding of the complex aspects of business. ICICI Ltd gave him an opportunity to hone his skills in corporate finance, distressed assets and wholesale banking (credit and relationship functions). While there, he was exposed to corporations at various stages of their life cycle, from high-growth to near-distressed and turnaround situations. He believed private equity could provide the depth that he sought along with a better risk-adjusted return for the firm's capital. After a short stint at Standard Chartered, he joined Kotak Private

Equity. The fund focused on investing in emerging and mid-size enterprises and provided the ideal platform for him to execute transactions across growth, buyout and venture stages. He joined Matrix India in 2008 as a part of the core investment team.

Shekhar Kundur
General Partner, Ventureast

Shekhar Kundur has an extensive international education, business and entrepreneurial experience. Prior to working in venture capital, he was part of the brand management team responsible for one of P&G's largest-ever detergent product introductions, Tide Liquid. He also has close to two decades experience in investing in real estate in India, with a particular focus on distressed properties. His diverse experience includes co-founding a multi-cuisine restaurant and angel investments in IT and biotechnology companies in India. Shekhar is a member of the AP State Biotechnology Advisory Committee. He has also been an active participant as a member of the Board of Governors in the continuing development and enhancement of the Hyderabad public school system. His other activities include yoga and marathon running. He holds a Postgraduate Diploma in Management from IIM Bangalore and Master of Management degree (Marketing, Finance and Corporate strategy) from the Kellogg School of Management at the Northwestern University in Illinois, USA.

Anjana Kaul
Managing Director, Footprint Ventures Team

Anjana Kaul has 17 years of experience in the software industry and has been involved in the design and execution of strategic initiatives. She has extensive experience in software product design and development and has been Chief Operating Officer at Aditi Technologies where she was part of a turn-around that re-focused the company around a differentiated niche for Outsourced Product Development in the IT Services industry. Anjana has also served as VP Engineering at Talisma Corporation, where she was founding member of the company that created one of the first software products to be designed and built in India. Anjana has done her MS in Computer Science from DAVV Indore and BS in Computer Science from Delhi University.

Bejul Somaiya
Managing Director, Lightspeed Venture Partners

Bejul Somaiya focuses on Lightspeed's investment activity in India and brings over 14 years of operating, entrepreneurial and investment experience in the US and India to his role at the firm. His background and investment interests encompass technology and non-technology businesses and he currently sits on the boards of Itzcash Card, Four Interactive and the Great Indian Restaurant Company.

Prior to Lightspeed, Bejul was Co-Managing Director of Twiga Fiberglass, a leading manufacturer of thermal and acoustic insulation solutions in India and a partner of Saint Gobain, one of the largest building materials companies worldwide. Before moving to India, Bejul was Co-Founder and Principal Investor of Open List, a US-based vertical web-search company that was acquired by Marchex, Inc.

Prior to founding Open List, Bejul was a Principal at General Catalyst Partners, a leading East Coast venture and growth equity fund where he focused on early- and growth-stage investments in internet, media, travel distribution, loyalty and other consumer-facing applied technology businesses. Previously, Bejul was on the startup team of edu.com, a strategy consultant with Bain & Company and an equity capital markets banker at Salomon Brothers. He holds a BSc in Economics from the London School of Economics and an MBA from Harvard Business School.

Kabir Narang
Associate Director, FIL Capital Advisors (India)

Kabir Narang is an Associate Director at FIL Capital Advisors (India) Private Limited, where he focuses on sectors that include energy, education, media, IT and financial services. Kabir brings over 12 years of experience in running his family owned business, management consulting and private equity.

He has worked at leading consulting firms, McKinsey & Co. (India) and the Boston Consulting Group (USA). His consulting projects were focused in the areas of strategy and business building in the US, UK and India. Most recently, Kabir was with Warburg Pincus where he completed investments in a leading budget hotel chain, a port and a BPO

company in India. At the firm, he worked extensively in healthcare delivery, financial services (including managing portfolio investments in Kotak Mahindra Bank, Max India) and IT Services/BPO. Kabir holds a BA Hons degree in Mathematics from St. Stephen's College and an MBA from the University of Oxford.

Sarayu Natarajan

Program Manager, Gray Matters Capital

Sarayu Natarajan is responsible for the design and expansion of Gray Matters Capital's (GMC) innovative micro-grants program to Affordable Private Schools. In addition, she builds and manages Gray Matters Capitals' grant portfolio. Prior to GMC, Sarayu worked at Elevar Equity, a microfinance and social investment fund. Sarayu has also worked as a management consultant in McKinsey and Company working across sectors for multiple clients (healthcare, emergency management, retail) across functions (strategy, operations, organization). During law school, Sarayu was a law clerk with a Judge at the Supreme Court of India. Sarayu brings experience in strategic and operations consulting and venture investing. Sarayu graduated from the National Law School of India University in 2006. She is passionate about classical Indian dance and running.

Anand Lunia

Partner, Seedfund

Anand Lunia is a partner at Seedfund, a leading firm in technology, internet, education and retail venture investments. Previously, he co-founded Brainvisa, India's leading e-learning company, where he created the business plan and strategy and led operations. After Brainvisa, he worked as Executive VP Operations of Hurix - a leading publishing KPO – and as Delivery Head at L10nbridge, the world's largest localisation company. He started his career with positions at Asian Paints and the ICICI Treasury. He holds an MBA from IIM and a Bachelors of Engineering. He is a regular Guest Faculty, Biz-plan mentor and Jury member at IITs, IIMs, SP Jain, NITIE and TiE Forums. Anand loves to motivate entrepreneurs, help them in structuring their finances, handle legalese and be a sounding board on day to day operations. His recent angel investments include Inkfruit, a garments brand based on crowdsourcing.

Brian Cayce

Principal, Gray Ghost Ventures

Actively involved in establishing the strategic direction of GGV's impact-oriented venture capital investing, Brian Cayce currently leads the analysis, evaluation, execution and governance of venture capital investment opportunities for Gray Ghost Ventures. He manages a varied portfolio and has sourced, executed and performed governance roles for the following investments: MicroPlace (2006 – exit via acquisition by eBay in 2006); RentBureau (2006); ParaLife (2006); United Villages (2007); CellBazaar (2007); d.Light (2007); SourceTrace (2007); Suvidha BEAM (2008), Emergence BioEnergy (2008), iSend (2009), Movirtu (2009), mDhil (2009), and PharmaSecure (2009).

In addition to his corporate board service, Brian serves on the boards of local nonprofit organizations, and facilitates a financial management workshop for at-risk homeless families in the Atlanta area. Brian graduated Summa cum Laude from the University of Georgia, and earned an MBA in Finance from Georgia State University. He is a member of Phi Beta Kappa. Brian speaks Russian proficiently and knows basic Spanish, Turkish and Arabic.

Kaushik Mazumdar

Director and Co-Founder, IncValue Advisors Pvt. Ltd.

Kaushik Mazumdar is a founder director at IncValue. He holds a PGDM from IIM Ahmedabad, and is a Chartered Accountant by profession. Kaushik's experience of over 20 years includes large and diverse companies such as Citibank NA (India, Europe, North America), Tata - AIG (India), Slash Support (India – Start up venture) and General Atlantic Pvt. Ltd (Private Equity). His key areas of expertise include operations, delivery and customer service, start-ups and general management, leadership and execution and value creation within portfolio companies of PE firms.

R. Sriram

Co-founding Director, Next Practice Retail Pvt. Ltd.

Sriram's passion for books was serendipitous and led him to establish various bookstores – he started with Landmark in Chennai, set up Walden in Hyderabad and then the Crossword chain. He co-founded Crossword with Ms. K. Anita in

1992 and helped build it into India's leading bookstore chain. He arranged for the buyout of Crossword by the current owners Shoppers' Stop Ltd. in 2000 from the initial investors India Book House Ltd. He stepped down from Crossword in August 2006 to co-found "Next Practice Retail", which offers business design, incubation and consulting services for consumer and retail businesses. He is an Independent Director on the Boards of Camlin Limited and Gini & Jony Limited.

Sriram is President-Elect of The Indus Entrepreneurs (TiE) Mumbai, the global not-for-profit organization that fosters entrepreneurship. He is on the advisory boards of Pratham Books, the non-profit trust that seeks to publish high-quality books for children at an affordable cost in multiple Indian languages, and SNEHA - the non-profit Society for Nutrition, Education & Health Action for women and children in urban slums.

Annex III: Profiles of 30 Finalists of Sankalp 2010

Agriculture, Food & Rural Businesses

Rachna Advisors Pvt. Ltd.

The “Home in the Himalayas” (HITH) brand, managed by Rachna Advisors, aims to build robust and sustainable tourism models that simultaneously protect the environment. Through HITH, tourists are connected with local hosts, generating livelihoods for marginal rural families and preventing over-development of the area. It is a community-based, eco-tourism brand that aims to conserve the ecologically-fragile Gangotri region of India, while offering its guests the highest standards of village hospitality in pristine Himalayan locations.

www.homeinthehimalayas.org

ROPE Enterprise Pvt. Ltd

The mission of Rural Opportunities Production Enterprise (ROPE) is to create a commercially viable and replicable model of large scale rural manufacturing to leverage the full potential of the human capital and renewable resource bank of Indian villages. With a successful hub-and-spoke model, ROPE provides employment to rural artisans and other skilled and semi-skilled rural workers by linking them with global customers. To the customers – typically retail chains, large export houses and international buying houses – ROPE offers eco-friendly home decoration, packaging, and storage solutions made of locally-sourced natural plant fibers. Thanks to its model design, ROPE makes large scale production possible with consistent quality at competitive prices.

www.ropeinternational.com

Greenlight Planet

Greenlight Planet manufactures and sells award-winning solar home lights at a price that is affordable to the nearly two billion villagers that live out of reach of grid electricity. To reach these remote areas effectively, Greenlight Planet is building a massive proprietary direct-to-village sales force, comprised of local residents. These agents- called Sun King Saathis - leverage their relationships and trust networks to sell their products directly into their communities, allowing better market penetration, cheaper delivery and more effective customer conversion.

www.greenlightplanet.com

Jaipur Rugs Company Pvt. Ltd. (JRCPL)

One of the leading manufacturers of handmade carpets in India, Jaipur Rugs specializes in hand-knotted carpets. Over the years, they have continued to perfect techniques and to bring India’s rich heritage of designs into homes and businesses in more than 25 countries around globe. Through its welfare initiative, Jaipur Rugs Foundation, the company is working toward increasing opportunities for employment, employability and entrepreneurship in the disadvantaged communities in which artisans often live. The Foundation’s initiatives include cluster development, skill up-gradation, design inputs, market linkages, technical support including provision & ownership of handlooms and establishment of rural business hubs. Renowned management thinker Late Prof. C.K. Prahlad conducted a case study on Jaipur Rugs which is published in his best seller book “Fortune at the Bottom of the Pyramid”

www.jaipurrugsco.com

Aakruthi Agricultural Associates of India Pvt. Ltd

Aakruthi Agricultural Associates of India (AAI) is promoted by a group of Agricultural professionals working towards agricultural extension for rural transformation. AAI works with the farmers by promoting Agri-Knowledge Centers (AKCs). Each centre typically covering 15-20 villages and provides information services to the farmers at their doorsteps. AKCs can act as an interface with the farming community facilitating exchange of the latest agricultural technologies, success stories, market news, new inventions and demos through trained employees.

www.aaiagri.com

Industree

Industree is a social entrepreneurship venture based in Bangalore that works toward supporting rural artisans all over India. Their MotherEarth brand was launched a year ago as a planet-positive brand selling fair trade, green products and encouraging conscious consumption in India. Industree was set up as a result of their realization that the craft sector in India is completely unorganized and artisan education and training services are needed in order to improve the lives of the craftsmen, who often work in exploitative work conditions. Industree has created a dedicated craft brand for the products of rural artisans in the remotest of Indian village, provides them with training to improve the marketability of their products, and gives artisans a stake in the company.

www.motherearth.co.in

Clean Energy

Artin Dynamics

Artin Dynamics is one of the few companies in India working solely in the Artificial Intelligence (AI) domain. They aim to be the pioneering company in AI-based products, known not only for their technological advances but also for being the most employee friendly, client-centric and socially-conscious company in the corporate segment. Their product, SPARA, curbs the 97% of power loss that is caused by machines left in standby and switch off mode and also controls run time power loss.

www.artindynamics.com

Skyshade Daylights

Skyshade is a leading provider of integrated solutions for daylighting and shading for buildings by manufacturing and erecting skylight domes, shading structures, and tensile fabric structures. By using the the natural dynamics of the sun and wind, Skyshade provides creative and architecturally engineered solutions to its clients. They offer light transportation pipes, a system of pipes that can capture ambient sunlight, convey it to the desired location, and diffuse it in building spaces.

www.skyshade.in

GreenOil Energy Sciences Pvt. Ltd.

GreenOil's vision is simple - to prove a replicable model that would allow villagers and rural communities to reclaim wasteland as well as generate renewable, clean electricity locally for their own use.

GreenOil uses fundamental and applied research to provide a renewable, environmentally-friendly biofuel to tackle the dual challenges of fuel security and global warming. They utilize afforestation-based biodiesel and its by-products, blend them with locally available organic waste and use anaerobic digestion to convert it into bio-methane. High-quality organic fertilizer is created as a by-product while the methane is used by gas-based engines to generate clean, renewable electricity. Through this model, GreenOil has created a financially viable, scientific, environmentally and socially sound business that can be replicated globally and scaled up seamlessly.

www.greenoil.in

Kotak Urja Pvt. Ltd.

Kotak Urja is dedicated to the promotion of global eco-friendly renewable energy propagation and implementation. The company is also engaged in the manufacture, integration, installation and commissioning of solar photovoltaic modules and applications, as well as solar thermal panels and applications. Their Solar Remote Village Energy Solution is a unique amalgam of technology, powered on solar, to connect remote rural villages to the rest of the world and create a sense of ownership and belonging.

www.kotakurja.com

Arctic Holdings (Barefoot Power Pvt. Ltd. and Arctic Energy Systems Pvt. Ltd. In partnership)

Barefoot Power and Arctic Energy have designed affordable high quality LED home lighting systems and initiated mass manufacture of these products. Through a process that reverses the traditional process of rural electrification, these products are bringing electricity to millions of people that currently use kerosene lighting. Their development philosophy have drastically reduced the period of customer payback and investor exit compared to traditional 3-10 year horizon, to the point where they were the first global supplier of solar LED home lighting affordable to the mass market without loans.

www.barefootpower.com & www.arcticholdings.com

Servals Automation Pvt. Ltd.

Servals Automation (SAPL), part of the SERVALS Group, is engaged in the production, marketing and research & design of rural energy products – primarily cooking stoves and lamps, targeted at the rural poor. SAPL offers a complete basket of products suited for every fuel use – kerosene (burners and stoves), biomass (TLUD gasifier wood stove and plant oil stove and lamp). Their Top Lit Up Draft (TLUD) gasifier technology is an improved biomass cook stove that represents a higher order of fuel efficiency, user friendliness, safety and reduction in air pollution.

www.servalsgroup.blogspot.com

Health, Water & Sanitation

Kanak Resources Management Ltd.

Kanak Resources Management (KRML) is a joint venture company promoted by IL & FS waste management and urban services and centre for development communication. It is a first of its kind initiative in the country wherein a financial institution and a NGO have partnered to form a company that creates livelihood opportunities for the weakest segments of society while improving the environmental health of urban India. Their mission is to provide world class services in collection, segregation, transportation, trading of municipal solid waster using appropriate technology. Kanak resources has been implementing India's first Bin Free city Project in India catering to a population of a 2.6 million and providing dignified employment opportunities to nearly 1500 people.

www.kanakResources.com

Technology and Action for Rural Advancement (Jal TARA)

TARA (Technology and Action for Rural Advancement) is the large scale delivery arm of Development Alternatives (DA) group. TARA designs and delivers technology, solutions and training suited to local needs, and works with rural entrepreneurs to help generate profits on a sustainable basis and create employment opportunities. The Jal TARA water purification system is distributed through local entrepreneurs, who are given financial, logistical, and maintenance assistance as well as installation training.

www.devalt.org

Piramal Water Pvt. Ltd.

Sarvajal, incorporated as Piramal Water Private Limited, is a social enterprise in India that develops sustainable drinking water solutions for rural populations where the quality of water is often the cause of more than 60% of common health ailments. Their business is designed around scalable innovations, technical/process improvements, ensuring livelihoods for local entrepreneurs, and developing customized community water filtration systems that can produce ultra-affordable drinking water. Sarvajal deploys their solutions through a franchise business model, fulfilling their commitment to make purified drinking water accessible and affordable to all while creating employment opportunities.

www.sarvajal.com

3S- SHRAMIK a division of SARAPLAST Pvt. Ltd.

Saraplast provides high-quality, eco-friendly portable sanitation products and services. Their brand Shramik 3S is unique in the field of portable sanitation and liquid waste management. The company manufactures and services/cleans portable and other public restrooms for events, construction sites, slums, urban/rural requirements, large gatherings and un-served settlements and are currently developing a franchise pay-and-use toilet model, as well as projects to improve the sanitation systems in schools.

www.3sindia.com

G. V. Meditech Ltd.

G.V. Meditech Ltd. has been serving 7.1 million people in 15 districts in and around Varanasi and has been providing service for the last 18 years to the eastern region of Uttar Pradesh, Western Bihar, parts of adjoining Jharkhand State and even parts of Nepal. They are also planning projects that increase access to health care in rural areas that currently lack basic facilities. Recognized as one of the best medical clinics in Varanasi, The Apollo Clinic, is an initiative of the prestigious Apollo Hospitals Group for which G.V.Meditech has been a franchisee since 2005. The Clinic is managed by Dr. Indu Singh a leading gynecologist along with 66 other doctors on the panel who are notable pioneers in their field.

www.apollovaransi.com

Environment Planning Group Ltd. (EPGL)

The Environment Planning Group develops self-sustainable reverse osmosis (RO) water purification systems to produce affordable drinking water. Their entrepreneurial initiatives fulfill the drinking/kitchen water requirements of communities at a capital outlay of 1 USD per beneficiary and recurring charge of USD 0.25 per beneficiary per month. Their systems are currently in place at 35 locations in villages, housing societies, slum resettlement colonies, schools/colleges, malls, offices/commercial complexes.

www.epgindia.org

Inclusive Education

Butterfly Fields Ltd.

Butterfly Fields believes in learning by doing. Their core offerings are custom-designed activities and projects (pertaining to grades 3 to 10) which are specifically designed to make the child understand the underlying concepts or principles while also having fun. The content is available in digital form, with activity videos and interactive learning modules (based on a concept map framework) in the online portal. The online content is used to supplement the kits, innovative games and tools provided for hands on learning. While working on these innovative projects and activities, children get an opportunity to apply what they learn, work in teams, and think laterally – key skills for succeeding in the 21st century.

www.butterflyfields.com

Mirakle Couriers Pvt. Ltd.

Mirakle Couriers offers a highly professional on time courier service for a number of clients, including Aditya Birla Group, Godrej & Boyce, JSW steel, Mahindra & Mahindra, Bain Capital, and Infomedia 18. Mirakle Couriers hires and trains deaf adults from low-income backgrounds who have had difficulties finding employment or are only casually employed in the informal sector. Beyond income, the enterprise also gives its employees bank accounts, PAN numbers and Provident Funds - fundamental rights in our modern economic society which have been denied them so far.

www.mirakleCouriers.com

Pipal Tree Ventures Pvt. Ltd.

Pipal Tree Ventures Private Ltd. (PTVPL) provides vocational training, specifically construction industry skills, to unemployed rural youth, giving them a 100% job guarantee. The training is offered through a one month exclusive residential program followed by eleven months of on-the-job training. In turn, the company charges students certain fees, a part of which is given by the student while the balance is deducted from their salary over next 12-18 months. Pipal Tree also provides a performance guarantee to its customers for services provided by all students.

www.pipaltreeventures.com

IL&FS Education and Technology Services Ltd.

IL&FS Education and Technology Services Limited is a social infrastructure arm of IL&FS with specific interests in education and training through formal, non-formal and technology learning mediums. IL&FS Education recently started its new media in education division that plans to use technology and social media in disseminating education and information to the underserved populations of India.

English Seekho is India's first interactive multi-lingual english learning program for mobile phone users. Launched in association with Tata Indicom, the service has delivered mobile based English learning lessons to over 200,000 subscribers.

www.ilfsets.com & www.englishseekho.in

TeamLease Services Pvt. Ltd.

TeamLease Services Pvt. Ltd. is the largest staffing solutions company in India and a pioneer in temporary staffing (temping) in India. The organization is actively converting the unorganized sector into organized employment patterns by providing youth with job opportunities and all the statutory benefits that an employee is entitled to. TeamLease works with a number of state governments in creating livelihood options for India's youth through job fairs, assessment and evaluation platforms for job candidates, training and skill enhancement platforms, and job placement.

www.teamlease.com

Hole-in-the-Wall Education Ltd.

Hole-in-the-Wall Education Ltd. (HiWEL), was born out of a path-breaking learning methodology called "Minimally Invasive Education" (MIE), devised by Dr. Sugata Mitra. Initiated as a research experiment in 1999, HiWEL was established as a social enterprise in 2001 in a joint venture between NIIT Ltd. and IFC (the World Bank group). It established its pedagogical innovations as Hole-in-the-Wall Learning Station, to realize its vision of using technology as a tool for empowerment by providing free and unrestricted computer access and educational content to children in open, unsupervised settings. HiWEL over the years has been committed to the mission of bridging the digital divide by offering exciting and effective education and learning experiences to underserved groups. A HiWEL Learning Station acts as the information hub of the community, used by children as their windows to education and information.

www.hiwel.in

Technology for Development

Wonder Grass Initiative Pvt. Ltd.

Wonder Grass is an entrepreneurial initiative that strives to bring bamboo and bamboo-based building systems into the mainstream construction industry and provide 'habitat solutions' that are sustainable and beautiful. Wonder Grass is structured such that it operates across the value-chain of a building project-cycle, providing its clients with a single window access to range of building products and building services in a 'one-stop shop' format; to make bamboo-based building systems accessible, available and affordable. A sustained market-driven effort in development of bamboo construction technology and its subsequent delivery to consumers will continuously bring down the building-cost. As the efficiency of supply-delivery chain improves with time, high quality bamboo-houses delivered at an extremely competitive price-point to the end user will be possible in the near future.

www.wondergrass.in

Source Pilani (Pilani BPO Pvt. Ltd.)

Source Pilani is a for-profit social enterprise that employs rural talent and inexpensive infrastructure to provide quality BPO services at an unmatched price. Launched in 2007, Source Pilani is a village-based BPO company that has three major service verticals – Medical Transcription, Social Media, Transaction Processing and Regional Language Call Center Support. Clientele include both Indian corporations and government agencies. Source Pilani is unique in the sense its growth strategy revolves around the innovative BOOF (Build, Own, Operate, Franchise) model, the focus being on turning their rural BPO centers into employee-owned franchises.

www.sourcepilani.com

Husk Power Systems

Husk Power Systems (HPS) is electrifying rural India. The social enterprise is a power generation and distribution company serving off-grid rural Indian villages. HPS designs, owns, and operates 35-100kW biomass gasification plants that use waste rice-husks as feedstock. The enterprise generates revenue by selling electricity (per kWh) to residential, industrial, and agricultural customers, selling the waste product of its process (rice husk char (RHC)), and selling carbon offsets in the industrial market.

www.huskpowersystems.com

Skymet

Skymet is India's first private sector weather forecasting company, supplying accurate weather information to farmers, the energy and insurance sectors, and power companies in order to reduce carbon footprint and greenhouse gas emissions. For 600 million farmers (most of whom are dependent on ground water pumps that run on diesel or electricity from coal or gas powered plants), an accurate rain forecast makes a huge difference to their costs. Nokia (mobile manufacturer) through its life tools services text service is providing Skymet's weather forecasts to farmers.

www.skymet.net

Shree Kamdhenu Electronics Pvt. Ltd

Shree Kamdhenu Electronics Private Limited (SKEPL) is an end to end solution provider for milk cooperatives of India. SKEPL provides solutions that help milk cooperative improve efficiency, transparency and quality of its milk collection. Their products are sold under the "AKASHGANGA" brand name and provide complete automated solution to rural milk cooperatives from milk quality monitoring to milk accounting thereby improving timely collection of milk resulting in generating higher earnings for milk producers.

www.akashganga.in

Integra Micro Systems Pvt. Ltd.

Formed in 1982, Integra is a leading provider of high technology products and solutions for the global customers in the Government, Banking, Financial Services and Insurance and Telecom with an emphasis on the Indian market. Their product iMFAST is a business correspondent assisted portable financial transaction terminal, with associated software at the back-end for identifying, authenticating the users of the system and interfacing with the bank's existing database. The terminal provides all the features and functionality of a Kiosk or ATM, with optional automatic cash disbursement. The iMFAST platform offers features that exceed the expectations of inclusion: lower cost, mobility, varied connectivity, identification, authentication and multiple applications.

www.integramicro.com