



**Online**

### **Tatas to widen scope of entrepreneurship initiative**

TSEC will help establish a network between entrepreneurs and funding partners.

Enthused by the success of its two-year-old Tata Social Enterprise Challenge (TSEC) programme in promoting socially relevant entrepreneurship, the Tata Group is now planning to widen the scope of the programme in the coming fiscal .

The competition is a joint-venture with the Indian Institute of Management Calcutta (IIM-C) to mentor business concepts that has large scale social impact.

This year's winner, MicroXlabs, for example, proposed to miniaturise a key pathological testing kit by using latest technology. The proposal, if transformed into a successful business, may prove extremely useful for rural healthcare.

"We plan to widen the scope of the competition next fiscal and have a larger format with more participants and workshops," Atul Agrawal, Vice-President, Corporate Affairs, Tata Services.

According to him, widening the ambit of the competition would include having multiple workshops across different locations with IIM-C being the culmination point. Currently, the entire competition is held at IIM-C.

He however, did not elaborate on the plans and said discussions would be taken up soon. "We are yet to finalise the details," Agrawal said.

### **Incubation**

Over the last two years, TSEC has received over 160 applications annually.

Awards or cash prizes were given to two organisations in the first year. This year, there were three winners.

Apart from the cash prize, 20-odd participants (called semi-finalists), including the winners, would be eligible for selection to the incubation programme of the IIM-C.

Four participants have already been selected for the incubation programme last year. Selection to the incubation programme would be made later this fiscal.

### **Networking**

According to Agrawal, TSEC would help boost not just the start-up ecosystem and entrepreneurial spirit; but also help establish a network between entrepreneurs and funding partners.

In addition, the short-listed participants receive mentorship from experts, social entrepreneurs and social VC's along with an opportunity to pitch to social VCs for funding.

"TSEC will help improve networking between the participants and VC partners," he said adding that winning ideas or ventures are not automatically eligible for VC funding.

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### **Tata-IIMC host social enterprise challenge**

The final felicitation ceremony of Tata Social Enterprise Challenge 2014, involving the Tata Group in a joint initiative with the Indian Institute of Management, Calcutta (IIM-C), was staged on Friday.

With the aim to foster social entrepreneurship environment in India, the national level challenge put forth its purpose of raising awareness about social entrepreneurship and encouraging the youth to become the next generation entrepreneurs.

In his welcome address, IIM-C director Shaibal Chattopadhyay said that the social entrepreneurship instills discipline of modern business with the core thought of the social entrepreneurship instills discipline of society.

With having about 165 entries in this year's competition, he upheld the possibilities of social entrepreneurs from India being provided with the wide range of capital in the near future.

Ashok Banerjee, dean of new initiatives and external relations who also heads the Alumni affair of the Institute, said that participation in social enterprise in the Indian scenario was bleak, for which IIM-C had signed an MoU (Memorandum of Understanding) with the West Bengal government, becoming the knowledge partner in instilling the skills of social entrepreneurship down to the district level.

Atul Agarwal, Vice-President, Corporate Affairs, Tata Services, discussed the main purpose of social entrepreneurship that is value creation with a commitment to return.

Shankar Venkateshwaran (Chief, Tata Sustainability Group) cited examples of Tata Chemicals, which is an enterprise completely driven by women, that produces garments based on core rural skills.

He mentioned Tata Motors, which supports Dalit entrepreneurs in its supply chain with total commercial deals.

He added that to master the realm of social enterprise is to combat the processes of exclusion regarding gender, disability and ethnicity.

The Raman Magsaysay Awardee, Harish Hande (Co Founder, MD, SELCO, India) corrected the perspective of social enterprise as he said that, solutions and the needs of the society and not the assumptions and ideas, are to be focused upon.

He said upcoming entrepreneurs should strive to strike a balance between sustainability and embed themselves in the rural infrastructure to create inclusiveness in the true sense and make a successful enterprise.

The top three winners of the challenge were felicitated by S. Venkateshwaran, S. Chattopadhyay and H. Hande.

The second and the first runner ups were Green Agrevolution Pvt. Ltd and Bodhi Health, Education, respectively.

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The top 3 winners were MicroXlabs, Bodhi Health Care and Green Agrevolution Pvt. Ltd, winning a prize money of Rs 1.75 lakh, Rs 1.25 lakh and Rs 1 lakh, respectively.

The first prize winner MicroXlabs, developed a technology to count the blood cells based on upcoming technology of Lab on Chip and MEMS (Micro electro mechanical systems) which miniaturizes the instrument with all the reagents pre-loaded into the cartridge, providing ease of use, portability and low cost, making it useful for rural healthcare and also usable at the point of care.

The winners Prabhat Kumar and Prakhar Jain from MicroXlabs, Bangalore said, "We are very happy that our idea has won the first prize in Tata Social Enterprise Challenge this year. This is very encouraging for students like us both in terms of getting recognized and winning patronization of big names like Tata group and Indian Institute of Management."

On the future plans for their social venture, the second prize winners, Abhinav Girdhar and Shrutika Girdhar from Gurgaon, said, "We have started Bodhi Health Care taking into account the low literacy levels of the health workers. Complex medical topics have been explained using simple, illustrative videos which connect to the bottom of the pyramid segment and their issues."

They said, "The concepts are explained in regional languages and with minimum content to be read. We would like to continue working towards creating resources which are helpful for them, as we believe that learned and confident health workers will make the society better."

The third prize winner Shashank Kumar is from Patna.

Commenting on his project, he said, "Green Agrevolution's entire business model is based on the gap between growers and consumers of food and agriculture sector. On one side, they provide support to growers during the production cycle and by doing so, they also assure quality production as per the market demand. On the other side, they supply quality products directly to the end users without any intermediaries. Hence buyers get competitive price and high quality as well."

Tata Social Enterprise Challenge 2013-14 kicked off in October last year and invited social entrepreneurs who either had an early stage venture (not older than 3 years) or a promising idea with a plan that could create sustainable social impact in India.

There was no restriction on the business model, and it could be for-profit, not-for-profit or even hybrid, but it was necessarily required to demonstrate significant social impact through results or proof of concept.

Impact Proposals (detailed Business Plans) were invited in the areas of education, health, agriculture, technology, sanitation, and handicrafts, among others.

This year's edition attracted over 160 entries from across India, including Assam, Odisha, Mumbai, New Delhi and Kolkata, among others, and an entry from Bulgaria.

The challenge was divided into three rounds.

The ventures were judged on three parameters - Business Model, Social Impact and Sustainability.

The final two days of the event included sessions and workshops by eminent speakers including Paul Basil, Founder & CEO of Villgro, Professor Paul Lillrank, Aalto University, Finland and Manoj Sinha, Co-Founder of Husk Power Systems.

Professor Saibal Chattopadhyay, Director, IIM Calcutta, Harish Hande, MD of SELCO-India and Shankar Venkateswaran, Chief - Tata Sustainability Group gave away the awards to the winners.

Speaking on the occasion, Venkateswaran said, "Tata group is very happy to host Tata Social Enterprise Challenge jointly with IIM - Calcutta. This year the programme is in its second year and holds special reference to us since this is the 175th birth anniversary of Jamsetji Tata, who believed in the ideology that 'Community is not just another Tata, who in business but the very purpose of its existence'."

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The winners Prabhat Kumar and Prakhar Jain from MicroXlabs, Bangalore said, "We are very happy that our idea has won the first prize in Tata Social Enterprise Challenge this year. This is very encouraging for students like us both in terms of getting recognized and winning patronization of big names like Tata group and Indian Institute of Management."

On the future plans for their social venture, the second prize winners, Abhinav Girdhar and Shrutika Girdhar from Gurgaon, said, "We have started Bodhi Health Care taking into account the low literacy levels of the health workers. Complex medical topics have been explained using simple, illustrative videos which connect to the bottom of the pyramid segment and their issues."

They said, "The concepts are explained in regional languages and with minimum content to be read. We would like to continue working towards creating resources which are helpful for them, as we believe that learned and confident health workers will make the society better."

The third prize winner Shashank Kumar is from Patna.

Commenting on his project, he said, "Green Agrevolution's entire business model is based on the gap between growers and consumers of food and agriculture sector. On one side, they provide support to growers during the production cycle and by doing so, they also assure quality production as per the market demand. On the other side, they supply quality products directly to the end users without any intermediaries. Hence buyers get competitive price and high quality as well."

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reference to us since this is the 175th birth anniversary of Jamsetji Tata, who believed in the ideology that 'Community is not just another Tata, who in business but the very purpose of its existence'."

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### **MicroXlabs wins Tata Social Enterprise challenge**

MicroXlabs, Bodhi Health Care and Green Agrevolution have been chosen as the winners of the second edition of Tata Social Enterprise Challenge, hosted by the Tata group in partnership with the Indian Institute of Management Calcutta (IIM-C).

The winners MicroXlabs, Bodhi Health Care and Green Agrevolution received prize money of `1.75 lakh, `1.25 lakh and `1 lakh, respectively. The challenge aims at discovering, encouraging and mentoring the next generation of social entrepreneurs. The first prize winner MicroXlabs developed a technology to count the blood cells based on upcoming technology of Lab on Chip and MEMS (Micro electro mechanical systems) which miniaturises the instrument with all the reagents pre-loaded in the cartridge, providing ease of use, portability and low cost, making it useful for rural healthcare and also usable at point of care.

The first prize winner MicroXlabs developed a technology to count the blood cells based on upcoming technology of Lab on Chip and MEMS

Prabhat Kumar and Prakhar Jain from MicroXlabs, Bangalore, said, "This is very encouraging for students like us both in terms of getting recognised and winning patronization of big names like Tata group and Indian Institute of Management." On their future plans for their social venture, the second prize winners, Abhinav Girdhar and Shrutika Girdhar from Gurgaon said, "We have started Bodhi Health Care taking into account the low literacy levels of the health workers. Complex medical topics have been explained using simple, illustrative videos which connect to the bottom of the pyramid segment and their issues. The concepts are explained in regional languages and with minimum content to be read." The third prize winner Shashank Kumar from Patna, said, "Green Agrevolution's entire business model is based on the gap between growers and consumers of food and agriculture sector. On one side they provide support to growers during the production cycle and by doing so they also assure quality production as per the market demand.

On the other side, they supply quality products directly to the end users without any intermediaries. Hence buyers get competitive price and high quality as well." The ventures were judged on three parameters - Business Model, Social Impact and Sustainability. Apart from the top 3 winning ventures, seven other ventures that made to the top 10 are Mobile Harvest, Pollinate Energy, NewLeaf, PragathiHandyCrafts, Chipo Labs, ERC Eye Care and eSwaraj. In addition to mentorship, investment opportunities, incubation opportunities and cash awards, during the course of the initiative, the finalists of 'Tata Social Enterprise Challenge' will receive continued support from IIM Calcutta, post the event, through cells on campus including Entrepreneurship-cell (Mentorship Support) and INCA (Pro-bono Consulting).

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**Winners of Tata enterprise challenge named**

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## **Social Entrepreneurs From Across The Country Submit Over 160 Innovative Ideas For The Tata Social Enterprise Challenge 2013-14**

The winners of the second edition of Tata Social Enterprise Challenge, hosted by the Tata group in partnership with the Indian Institute of Management Calcutta (IIM-C), were announced today at a grand closing ceremony at IIM Calcutta. The challenge aims at discovering, encouraging and mentoring the next generation of social entrepreneurs, and the top 3 winners were MicroXlabs, Bodhi Health Care and Green Agrevolution Pvt. Ltd, winning prize money of Rs 1.75 lakh, 1.25 lakh and 1 lakh, respectively. The ceremony featured special talks by Dr. Harish Hande, Co-founder & Managing Director, SELCO India and Mr. Shankar Venkateswaran, Chief 'Tata Sustainability Group.

The first prize winner MicroXlabs developed a technology to count the blood cells based on upcoming technology of Lab on Chip and MEMS (Micro electro mechanical systems) which miniaturizes the instrument with all the reagents pre-loaded in the cartridge, providing ease of use, portability and low cost, making it useful for rural healthcare and also usable at point of care. Elated at their victory, Prabhat Kumar and Prakhar Jain from MicroXlabs, Bangalore, the winners, said, 'We are very happy that our idea has won the first prize in Tata Social Enterprise Challenge this year. This is very encouraging for students like us both in terms of getting recognized and winning patronization of big names like Tata group and Indian Institute of Management.'

On their future plans for their social venture, the second prize winners, Abhinav Girdhar and Shrutika Girdhar from Gurgaon said, 'We have started Bodhi Health Care taking into account the low literacy levels of the health workers. Complex medical topics have been explained using simple, illustrative videos which connect to the bottom of the pyramid segment and their issues. The concepts are explained in regional languages and with minimum content to be read. We would like to continue working towards creating resources which are helpful for them as we believe that learned and confident health workers will make the society better.'

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This year's edition attracted over 160 entries from across India, including Assam, Odisha, Mumbai, New Delhi and Kolkata, among others, and an entry from Bulgaria, showing wide interest in the area of social entrepreneurship. The challenge was divided into three rounds:

Round 1 ' Teams were required to submit Impact Proposals online in the format specified

Round 2 ' The Semi-finals ' 20 teams were selected from Round 1 to go through a 3-week mentorship programme. These teams pitched to a panel of esteemed judges consisting of social venture capitalists, social entrepreneurs, Tata executives and faculty from IIM Calcutta.

Round 3 - The Grand Finale ' 10 teams from the 20 semi-finalists were selected for the Finals and out of these the 3 winning teams were selected. The 10 teams pitched to a panel of esteemed judges, including CS practitioners, social venture capitalists and entrepreneurs and faculty from IIM Calcutta.

The ventures were judged on three parameters - Business Model, Social Impact and Sustainability. Apart from the top 3 winning ventures, the 7 ventures that made it to the Top 10 are Mobile Harvest, Pollinate Energy, NewLeaf, Pragathi HandyCrafts, Chipo Labs, ERC Eye Care and eSwaraj.

Over 20 established social entrepreneurs, IIM Calcutta faculty and mentors from various mentorship organisations were engaged in mentoring the top 20 teams. The social VC partners of the initiative were Acumen Fund, Ankur Capital, Ennovent, Villgro and Yunus Social Business Fund Mumbai. The teams also got an opportunity to network with mentors, experts and fellow social entrepreneurs.

The final two days of the event included sessions and workshops by eminent speakers including Mr. Paul Basil, Founder & CEO of Villgro, Professor Paul Lillrank, Aalto University, Finland and Manoj Sinha, Co-Founder of Husk Power Systems. Professor Saibal Chattopadhyay, Director IIM Calcutta, Dr. Harish Hande, MD of SELCO-India and Mr. Shankar Venkateswaran, Chief ' Tata Sustainability Group gave away the awards to the winners.

Speaking on the occasion, Mr. Venkateswaran said, 'Tata group is very happy to host Tata Social Enterprise Challenge jointly with IIM - Calcutta. This year the programme is in its second year and holds special reference to us since this is the 175th birth anniversary of Jamsetji Tata who believed in the ideology that 'Community is not just another stake-holder in business but the very purpose of its existence'.' He further cited entrepreneurship promotion examples by Tata companies including Okhai enterprise in Saurashtra and affirmative action programmes.

In addition to mentorship, investment opportunities, incubation opportunities and cash awards, during the course of the initiative, the finalists of 'Tata Social Enterprise Challenge' will receive continued support from IIM Calcutta, post the event, through cells on campus including Entrepreneurship-cell (Mentorship Support) and INCA (Pro-bono Consulting).

'Tata Social Enterprise Challenge' is a unique initiative, undertaken jointly by an educational institution and a business group, to promote the spirit of social entrepreneurship in India.

For more details and updates on the 'Tata Social Enterprise Challenge, please log onto <http://www.tatasechallenge.org/>.

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