**OUR MISSION**

We dream of an equitable world where the poor and marginalised can lead lives that are empowered and just. We believe that this scale of change can be achieved through social enterprises, that is, businesses that place impact at the centre of their mission.

We inspire, mentor, fund and support early stage, innovation-based for-profit enterprises that have an impact on the lives of the poor in India.

---

**OUR VALUES**

1) **Bold**
   - We embrace uncertainty, ambition and believe in possibilities.

2) **Entrepreneurial**
   - We take initiative, and capitalise on opportunities.

3) **Impeccable integrity**
   - We maintain confidentiality while being transparent in our dealings.

4) **Empathetic**
   - We are customer centric, humble and are committed to helping entrepreneurs.

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**ABOUT VILLGRO**

Villgro Innovations Foundation is India’s oldest and foremost social enterprise incubator. Villgro incubates early-stage, innovation-based for-profit enterprises that have an impact on the lives of India’s poor.
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COMPANIES SUPPORTED UNDER ARTHA VENTURES CHALLENGE

EARLY-STAGE INNOVATORS TO TACKLE MATERNAL AND CHILD HEALTH ISSUES

IMPLEMENTED THE BIRAC SIIP PROGRAMME FOR VILLGRO HOSTED NOBEL PEACE PRIZE LAUREATE MUHAMMAD YUNUS

HIGHLIGHTS OF THE YEAR

19 ENTERPRISES CURRENTLY IN PORTFOLIO

19 COMPANIES INCUBATED OVER THE YEAR

8 AT PRE-REVENUE STAGE

7 COMPANIES AT PRE-PRODUCT STAGE

1 AT PRE-REVENUE STAGE

1 AT EARLY GROWTH

7 NEW ENTERPRISES ADDED THIS YEAR

2 AT PRE-SCALE STAGE

2 COMPANIES EXITED

71 MILLION FOLLOW-ON INVESTMENT RAISED

25.6 MILLION SEED FUNDING OFFERED

46 PITCHES

701 PITCH APPLICATIONS

12 WINNERS

12 LAKH PRIZE MONEY AT 8 UNCONVENTIONAL EVENTS

8 COMPANIES AT PRE-PRODUCT STAGE

7 COMPANIES AT PRE-REVENUE STAGE

1 AT EARLY GROWTH

7 NEW ENTERPRISES ADDED THIS YEAR

4 AT PRE-SCALE STAGE

2 COMPANIES EXITED

259 INCUBATION APPLICATIONS RECEIVED

13 COMPANIES SUPPORTED UNDER ARTHA VENTURES CHALLENGE

3 IMPLEMENTED THE BIRAC SIIP PROGRAMME FOR VILLGRO HOSTED NOBEL PEACE PRIZE LAUREATE MUHAMMAD YUNUS

12 WINNERS

CARMEL ORGANICS SELECTED AS FIRST INCUBATEE FROM CNBC’S MASTERPRENEUR TV SHOW
IMPACT STORIES

KAMAL KISAN
Affordable agricultural equipment for small farmers.

PRAKASH SINDAGI
Agricultural Engineer, Agricultural University.

Prakash Sindagi, a farmer from the Bijapur district of Karnataka, claims that since his purchase of Kamal Kisan’s tractor attached mulch layer, he has found that his usual yield of cotton has increased by 50%. “With this machine we can cover up to 1-2 acres in 2 hours whereas, with manual labour, it would take about 10 men to cover one acre. This machine is cost and time effective,” he said.

SHARANAPPA JANAGANDI
Agricultural Engineer, Agricultural University.

Sharanappa Janagandi works as an agricultural engineer in at the Agricultural University. He helped Kamal Kisan conduct workshops and demonstrations of their mulch layer and where it was concluded, by farmers, that the tractor drawn mulch layer would be more efficient. “The reason the mulch layer is important is because labour is expensive and they are not available when needed. Even if we do find labourers, the costs are so high, we are unable to employ them. In such a situation, an innovative and efficient mulch Layer such as this we help save labour costs. More importantly, we can grow varieties of vegetables, be it tomatoes, chillies and many others with this mulch layer,” he said.

ITEACH
A Fellowship for teaching graduates.

MICHIELE BHISEY
iTeach Fellow (2013-14)

“They gave me an opportunity to teach class 8, 9, 10 which normally a fresher doesn’t get. Also I got class-teachership of eighth standard so it was a very good experience for me,” says Michelle Bhisey, iTeach Fellow (2013-14).

VASIFA SHAIKH
iTeach Fellow (2014-15)

iTeach fellow (2014-15) Vasifa Shaikh said that the training opportunities aside, iTeach created a system that motivated her as a teacher. She recounts how “when Soumya and Prashant came and gave the orientation about iTeach, we actually felt there is someone to care about us, there is someone who is going to appreciate us, there is someone who is going to praise us.” In a system where teachers are held responsible for the education sector’s underperformance, iTeach has developed a reliable solution for counteracting this problem.

BEMPU
Developing a temperature monitoring bracelet for newborn babies

Rithiksha wore a bright bracelet for the first three weeks after birth. Rithiksha’s mother, Divya, who had lost her first born to pneumonia, was told that a series of beeps indicate a drop in the baby’s body temperature and the baby needs to be swaddled to regulate the body temperature. Rithiksha’s mother did as she was told. One night, the bracelet continued to beep for six hours. The worried mother called the helpline for the bracelet, where she was advised to take her baby to the hospital. Baby Rithiksha was found to have gastrointestinal infection, and was given complete care in the hospital. Rithiksha made a complete recovery and now weighs a healthy 5 kg at six months. [Source: Socialstory.com]

SUSTAIN EARTH
Affordable biogas plant for rural farm and household use.

MR AND MRS KRISHNA REDDY
Farmers, Andhra Pradesh

“Mr and Mrs Krishna Reddy, farmers in Andhra Pradesh, say: “We supply locally to Vaishnavi Diary. We sell around 100-150 litres every day, which is produced by 13 cows. When I use LPG, I spend 1400 rupees per month on two cylinders. Sometimes I use more than 2 cylinders.

“For LPG, I have to book a cylinder. I have to go to the nearest agency to wait for it to come home. Meanwhile, I have to use a chulha. When we use chulha, we have to bring firewood, and blow on it to get the flame. You will be sweating and will start smelling like smoke. Nowadays, we have to buy firewood as there are no trees anywhere.

“However, biogas is sufficient for a day’s requirement. We use it for cooking heating the animal feed etc. We have stopped using LPG now. By using Biogas, we are not spending money on any other fuel. I am able to save Rs 2000-3000 per month. “In the morning we use it for an hour for cooking breakfast and heating water. In the afternoon we use it for an hour to cook meals.”
Established in 2009, Unconvention is a platform that offers a combination of initiatives focused on inspiring, discovering, and nurturing social enterprises that have the potential for high impact on the lives of the poor in India.

Unconvention Local (Unconvention Local) is a region-centric social enterprise event designed to unearth and nurture social entrepreneurs through pitch contests and mini-conferences with inspirational speakers and networking opportunities. This year we ran a pitch festival across eight locations which focused on unearthing ideas/early stage enterprises and, in turn, building a pipeline for Villgro’s incubation. This pitch festival gave entrepreneurs a chance to win prize money, gain Villgro support and get access to mentors and networks.

DELHI
September 11, 2015
Attendees: 206
Speakers: Richard Everitt, British Council; Jatin Singh, Founder of Skymet; PR Ganapathy, Villgro; Aditya Sood, Adianta School of Leadership and Innovation; Karthik Desai, Asha Impact; Rahul Nainwal, Unit Delhi; Prabhak Tarwar, TIE Delhi; Jui Gangan, Villgro
Partners: British Council, Asha Impact, Adianta School of Leadership and Innovation; Startup Weekend, Unit Delhi, Fifth Estate, TIE Delhi, JEE STEP, 91 Spring Board, Ennovent, Teach for India.
Pitch applications: 118
Final pitches: 6
Winner: Vikas Jhunjhunwala, Sunshine Schools

JAIPUR
October 9, 2015
Attendees: 120
Speakers: Kunal Gandhi, Logic Roots; Chintan Bakshi, Startup Oasis; Shubhankar Agarwal, Ankur Capital; Kunal Upadhyay, CIE; Nagaraja Prakasm, Acumen Fund; Ramana Gogula, Unitus Seed Fund; Somsak Gosh, Contrarian Capital.
Partners: Startup Oasis, TIE Rajasthan, Startup Weekend, You Lead, Jaipuria University, Headstart
Pitch applications: 63
Final pitches: 6

BENGALURU
November 21, 2015
Attendees: 305
Speakers: Sanjay Anandaram, entrepreneur-investor, Advisor - iSpirit; Madan Padaki, Co-founder, Head Held High; PR Ganapathy, Villgro; Reema Suryanarayan, Villgro; Kavita Rajagopalan, Villgro; Kavita Nehemiah, co-founder, Artto; Sameer Sehgal, Founder, Artto; Ganesh Rengaswamy, Cofounder - Quona Capital; Hardika Shah, Founder & CEO, Kinara Capital; Rama Kannan, Villgro; Hitesh Shandilya, Founder, MithilaSmita and Acumen Fellow; Devi Murthy, Founder, KamalKisan; Uthara Narayanan, Chief Changemaker, BuzzIndia; Malini Gowrishankar, Lead, WE@Headstart; Mukund BS, Co-Founder, ReNewIT; Anil Misquith, Operating Partner, Samhita Social Ventures; Tahira Dosani, Director, Accion Venture Lab
Partners: Head Start
Pitch applications: 100
Final pitches: 6
Winner: Sankalp Jain, Swasti Health Resource Center

“The event was a great platform to meet and interact with like-minded social entrepreneurs and a source of inspiration to keep us motivated. The jury feedback and guidance helped me to fine-tune our business model.”
Geethanjali, Adiuvo Diagnostics, Unconvention Chennai 2015 pitch finalist
The young and restless in India no longer want to wait for solutions; they want to be the solution.

Ullas Marar of the Unconvention team talks about his observations and experiences of the Unconvention events in 2015-16:

What I learnt in our search for social entrepreneurs: http://www.villgro.org/blog/what-i-learnt-in-our-search-for-social-entrepreneurs/
Unconvention| Speaker Series is a local hub for social entrepreneurship that supports innovative entrepreneurs who are creating businesses with social impact. Each monthly event presents the stories of experienced entrepreneurs, shares knowledge from experts, and creates networking opportunities.

This year, the events were held in Chennai, Pune, Ahmedabad and Jaipur with speakers like:

- Funding Social Enterprises - Investor & Entrepreneur Perspective by Rema Subramanium, Ankur Capital and Saravanan, Skill Angles
- Skill Development, training and job opportunities by Ravi Venkateshan
- Moving from a corporate career to Social Entrepreneurship by Raghuram
- Understanding Termsheet and Valuations by Sudarshan Lodha, YSS legal
- How to lean prototype your Idea by Dorai Thodla, IITM Centre for Innovation

![Attendees Graph]

<table>
<thead>
<tr>
<th>City</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chennai</td>
<td>584</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>296</td>
</tr>
<tr>
<td>Pune</td>
<td>60</td>
</tr>
<tr>
<td>Jaipur</td>
<td>100</td>
</tr>
</tbody>
</table>

![Attendees Images]
An evening with Muhammad Yunus

Villgro, in partnership with TiE Chennai Social Enterprise SIG, hosted Nobel Laureate Muhammad Yunus in a special event in Chennai in September 2015. Professor Yunus is the father of both social business and microcredit, the founder of Grameen Bank, and of more than 50 other companies in Bangladesh. In 2006, Professor Yunus and Grameen Bank were jointly awarded Nobel Peace Prize; he is one of only seven individuals to have received the Nobel Peace Prize, the United States Presidential Medal of Freedom and the United States Congressional Gold Medal.

Also arranged by Yunus Business, CIRDAP and ICARE, the event saw him in conversation with Villgro founder Paul Basil and was attended by over 240 attendees.
HIGHLIGHTS

- 4 Fellows
- 2 Fellows from outside India, Mexico and Vietnam
- 1 Fellow joining portfolio company full-time
- 1 Fellow working on own startup idea

FELLOWS
IN TOTAL
FROM OUTSIDE INDIA,
MEXICO AND VIETNAM
JOINING PORTFOLIO COMPANY FULL-TIME
WORKING ON OWN STARTUP IDEA

VILLGRO FELLOWSHIP

The Villgro Fellowship aims to create a pipeline of professionals who have the social commitment, leadership and operational skills to contribute to creating change in India through principles of social entrepreneurship while filling a critical talent gap within Villgro’s portfolio enterprises. The Villgro Fellowship sought applications through an online campaign that used a combination of tools such as newsletters, websites, social media channels and ads, as well as referrals through partnerships and other mutual collaborations. Out of the 1125 applications received, a final shortlist of 32 applications went through personal interviews with senior management and entrepreneurs and four Villgro Fellows joined the 2015-16 cohort. This is the last cycle of the Villgro Fellowship. We are now moving to a more customised approach of recruiting talent for our portfolio companies based on their ongoing requirements.

DAPHNE SALINAS
Daphne has a Bachelor’s Degree in International Business from Tecnologico de Monterrey in Mexico and has studies focused on sustainable businesses and development economics from the EICD 3A in France. She has over seven years of experience in the development and investment of environmental and social businesses. Before joining Villgro, she was working for Adobe Capital within the New Ventures Group, a venture capital fund investing in social and environmental enterprises in Mexico. Previously, she ran the programme of strategic support to early and growth-stage business at the New Ventures Group Accelerator and worked in GIS, a think tank focused on green and social businesses analysis. She was looking to learn more about investing in early stage social business in the highly dynamic Indian ecosystem. She currently works as an Investment Manager within the Health team of Villgro and Menterra.

ACHIEVEMENTS
Daphne led the second investment of the Menterra Fund from the due diligence phase to closure. Likewise, Villgro’s Investment Committee approved a healthcare equity investment which she conducted due diligence and was also leading the transaction structure. Daphne has screened and assessed more than 40 enterprises candidates for investment and incubation support within the healthcare sector and provided support to the education and agribusiness teams with business and financial modelling assessments. She also worked in the design of the Healthcare Investment Strategy research framework, to deepen the subsectors knowledge and outline focus areas within them. She created Due Diligence, Project Management, Financial Modelling and Transaction Closure frameworks that would help the organisation in future decision-making processes.

LOOKING FORWARD
Daphne will continue working in an impact investment fund in a different geography to keep gaining experience regarding financial innovation for social impact within different ecosystems. She plans to work within a startup in the areas of business scaling strategy, financial controlling and raising investment and eventually launch a financial innovation platform for social and environmental innovations in the coming years.

“Working with Villgro has been an incredibly fulfilling experience with huge learnings. Without a doubt, what I’ve liked most is the people that work here: super talented, kind and passionate. Likewise, living in India has been a fantastic experience. It is a country filled with enriching cultural and life experiences as well as a very exciting impact investing ecosystem.”
KESHAV KAUL
Keshav has had experience working with Baxter Healthcare, where he was involved in planning, developing, and executing multiple projects. Growing up in India, Singapore, China, and the U.S., he brings with him a strong multi-cultural background and the ability to effectively collaborate with his peers. Through his international exposure, Keshav has also first-hand witnessed basic healthcare being a luxury rather than the norm - which is the driving force behind his passion for healthcare and making a social impact. Keshav holds a B.S in Business Administration from Boston University, double-majoring in Marketing and Operations & Technology Management.

ACHIEVEMENTS
During the course of his Villgro Fellowship at portfolio company Bempu, Keshav has been involved with the nuts-and-bolts of the organization, including managing internal projects and the Bempu website, executing clinical studies at hospitals, identifying vendors to work with, as well as leading the sales efforts during which he made the most sales on the team. Keshav was the fourth team member of Bempu, and has been part of the organisation's tremendous growth over the past year.

LOOKING FORWARD
Keshav will join the Bempu Health team full-time heading their Business Development and Sales. He is excited to lead Bempu Health into the market, and has full confidence that Bempu will achieve its vision.

“After one year of the Villgro Fellowship, I can confidently say that I have achieved, both personally and professionally, significantly more than I ever did in the corporate sector.”

SIDDHARTH NAIR
Siddharth is a Technologist and a keen researcher with an aim to develop cost-effective designs with multi-disciplinary research focus. He is a Biomedical Engineer with post graduate specialization in Medical Electronics from College of Engineering Guindy (Anna University), Chennai. Passionate about accessible healthcare Siddharth got involved with his start-up, Fyrsta Innovations, in 2012. At Fyrsta, he was involved in design and development of medical devices and had successfully developed the product Relive, an innovative tool for chronic disease care. Siddharth has been working on product design and development at Aindra Systems. Some of the projects he is working on include: design and development of low-cost automated stainer for pathological stains; design of a low-cost Image Acquisition Device; recruitment of resources to execute the design and development of the product; contribution towards creation of Intellectual Property and applying for the patent; and so on. He has also been part of the planning processes for the quality control process, device safety and testing processes of the product, regulatory compliance of device, and execution of the capex procurement required for R&D as well as pilot manufacturing.

ACHIEVEMENTS
During the Villgro Fellowship, the focus of Siddharth’s efforts was on social impact. The main reason which drove Siddharth to take part in this structured fellowship was to understand Disciplined Entrepreneurship and at the same time to understand various factors which are involved in success or failure of a start-up in the area of social impact.

ACHIEVEMENTS
Siddharth has been working on product design and development at Aindra Systems. Some of the projects he is working on include: design and development of low-cost automated stainer for pathological stains; design of a low-cost Image Acquisition Device; recruitment of resources to execute the design and development of the product; contribution towards creation of Intellectual Property and applying for the patent; and so on. He has also been part of the planning processes for the quality control process, device safety and testing processes of the product, regulatory compliance of device, and execution of the capex procurement required for R&D as well as pilot manufacturing.

THUY PHAM
Thuy is a business consultant dedicated to helping organizations, companies and enterprises in emerging and frontier markets to achieve social and economical values through strategic management tools and human centric solutions. She’s had experiences consulting for small medium businesses in the US, multinational and state-owned companies in Ghana, and the Nigerian government in areas of management, agribusiness, and capital market surveillance. Thuy holds an MBA with finance focus from California State University, Fullerton. She comes from Ho Chi Minh City, Vietnam where she received her BA degree in International Economics at Foreign Trade University. She has recently helped launch a travel mobile app for a new start-up in San Francisco.

ACHIEVEMENTS
Thuy has helped to create portfolio company Artoo’s marketing and communication strategy where she built the entire tactical communication work plan to develop content and newsletters, improve social media performance and user engagement, and managed communication activities besides revamping the company website and rebranding. She has recently restructured and streamlined Artoo’s new employee orientation and onboarding where she developed a more comprehensive onboarding plan and training materials for new hires.

LOOKING FORWARD
Thuy will be working on her startup idea in social impact toward the partnership model with Artoo in Vietnam, finding prospect partners and studying market adoption. She plans to make a career transition into the field of startup, fintech and financial inclusion.
LEADERSHIP DEVELOPMENT

The Fellows attended an orientation and leadership development week in September 2015. The sessions focused on introducing Fellows to concepts of social enterprise and on-boarding them for the roles with the companies they worked with.

Session 1: Introduction to social sector and overview of Villgro
Session 2: Social Enterprise 101: Concepts and perspectives on impact investing
Session 3: Social Enterprise Business Models: What models are working?
Session 4: Challenges in scaling social enterprise models.
Session 5: Investing and incubating social enterprises
Session 6: Working in a social enterprise: Challenges and Experiences

The Fellows took part in a field immersion week and review in January 2016.

Visit 1. Field immersion with Sustaintech
Visit 2: Field Visit with Aravind Eye Care
Visit 3: Field Visit with AuroLabs
Visit 4: Field visit with SELCO and SELCO Foundation

In addition, Fellows took part in training sessions for professional development. These sessions covered assessing challenges in building social enterprise business models, review of Fellow’s achievements and learning, and goal setting for phase two of the Fellowship. In April 2016, Fellows attended leading social enterprise conference Sankalp Forum, where they took part in knowledge sessions and networked with leading organizations in the impact sector.

The Fellows also chronicled their experiences of this year in articles on the Villgro blog:
http://www.villgro.org/blog/experiencing-artooos-digital-field-application-first-hand/
by Thuy Pham

http://www.villgro.org/blog/product-design-technology-development-two-sides-coin/
by Siddharth Nair

INCUBATION

The Incubation and Investment programme provides early-stage enterprises with funding and mentoring, required to commercialise their innovations and start up and grow. Targeting enterprises that have demonstrated basic viability and customer interest, the incubation and investment programme provides capital of between $50,000 and $100,000 in a mix of grant funding and equity. In addition, ‘incubates’ also get the services of an experienced entrepreneur-mentor, talent through a Villgro Fellow, and access to Villgro’s network of service providers. These companies typically spend 18-36 months with Villgro, during which time they use the capital to commercialise inventions, hire employees, invest in sales and marketing, and grow. By the end of that period, most enterprises have been able raise their next round of larger venture funding, and are considered to have exited the Villgro portfolio.

FUNDING
Villgro provides early-stage social enterprises that pass through its due diligence process with essential seed funding, designed to bridge the gap between the period covered by their personal finances and the point at which they are able to access commercial funding. The funding is designed to address the short-term needs of the enterprise while also demonstrating to the next round of investors that the enterprise is investment worthy. Villgro’s funding is linked with the enterprise achieving specific milestones and adhering to an incubation plan co-developed by Villgro and the entrepreneur.

TALENT
Villgro’s mentors have either led business themselves or led distinct units within much larger businesses. They have sector-specific competence that allows them to make real-world connections with stakeholders, including investors, manufacturers and supply chains. The mentors are able to bring industry’s best practices to the attention of the entrepreneurs while engaging in course correction of strategic plans. Our incubation services also supplement these core needs with:

MENTORING
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T ALENT
Through the placement of qualified, educated, mid-career professionals through the Villgro Fellowship programme.

N E T W O R K S
Via global and local platforms that connect entrepreneurs to the different stakeholders in the social entrepreneurship ecosystem.

During the year, Villgro received around 259 applications, seven companies were added and four companies exited.

NUMBER OF ENTERPRISES

<table>
<thead>
<tr>
<th>STATUS IN PORTFOLIO</th>
<th>NUMBER OF ENTERPRISES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXITED</td>
<td>24%</td>
</tr>
<tr>
<td>ALUMNUS (92)</td>
<td>76%</td>
</tr>
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</table>

Applicants to Villgro’s incubation go through a rigorous selection process that comprises of application review, telephonic discussion, field visits, reviews by Internal Investment Committee and the Investment Committee drafting of an incubation plan and finally the signing of the Incubation Agreement by the company.
**ESDECS**

www.esdecsindia.com  
Entrepreneur: Shourie Chatterji, Soma Choudhury and Samina Alam  
Senior advisor: K Ravishankar  
Portfolio manager: Sudhanshu Malani

**INNOVATION**

A modular skill training solution for high school students and graduates that will lead to better employability.

**SOCIAL IMPACT**

According to the National Skill Development Corporation, the training gap in West Bengal is approximately 4.2 million people while the capacity of institutions in West Bengal to handle skill training is also very low. Students who complete high school are unaware of career choices, have limited choices for higher education, and as a consequence don’t have access to and skills needed for jobs. By offering a comprehensive program (including communicative English skills, IT skills and sector specific skills) in a time-bound manner and at a lower cost, ESDECS is creating job-ready youth in West Bengal and bridging some of the training gap in the state.

**VILLGRO IMPACT**

INR 2 million (~USD 30K) in milestone-linked funding to ESDECS to support pilots, new content development and build team. Artha Venture Challenge also approved and released ~INR 3.15 million (USD 50K) as equity funding. Diagnostic panel was conducted in May 2015 soon after funding was released to help ESDECS build a roadmap for operations for the year. The panel primarily focussed on: creating an outreach plan to attract students, maximizing efficiency of delivery model, deadlines and strategy for content development, responsibilities for team and requirements for additional staff.

Villgro has provided ESDECS with a seasoned Senior Advisor with operational and financial oversight expertise from the corporate sector who will provide strategic input to the company. Villgro has provided input at the board level regarding operating plans and financial plans for the financial year 2015-16.
Recruited and trained 48 students through own and partner centres.

Finalized the partnership with FICCI to be the certificate partner for the training courses provided by ESDECS.

Submitted proposal to government to provide E2E training to 1000 students from government schools in West Bengal.

Secured grant of INR 10 lacs from TATA Petrodyne to provide E2E plus to 200 students.

Secured contract from government for INR 5 lacs to train 100 students; trained and placed 30 students so far.

Winner of CNBC-Awaaz Masterpreneur Season 3 in the Social Enterprise category.

Other than the seed funding, which is extremely critical for a start-up like ours to stay afloat in the formative years, it is Villgro’s ability to provide intellectual depth and direction to the organization’s core through its networks and mentors that is perhaps the most important contribution.

—Shourie Chatterji, co-founder of ESDECS

IGNUS
www.ignus.in
Entrepreneur: Mervin Rosario
Senior advisor: Ananth Aravamudan
Portfolio manager: Kavita Rajagopalan

INNOVATION
Ignus provides students in Tier 2 and Tier 3 towns in India with technology enabled, high quality coaching and academic support needed for IIT-JEE, CET and other competitive examinations.

SOCIAL IMPACT
Students from non Tier-1 cities who want to pursue higher education at some of India’s premier colleges often do not have access to high quality coaching centres in their cities and towns. Students either migrate to other cities, incurring higher costs, or opt not to take these entrance examinations. This means talented students across the country are losing out on the opportunity to study in India’s best colleges. At Ignus, the aim is to identify and hone talent in non-tier 1 cities by removing barriers in availability of quality coaching and preparation for competitive examinations through technology and pedagogical innovations. The enterprise is currently operational in Karnataka and will deepen its impact within the state before expanding to other locations.

VILLGRO IMPACT
Villgro worked with Ignus to identify the initial customer segment and design and run its first pilot. It has helped the enterprise refine its method of service delivery, and overall business model. Diagnostic panel conducted in May-15: The diagnostic panel brought in experts with a background in education operations, and an entrepreneur with a successful exam preparation enterprise to help Ignus build a roadmap for the next 6 months. The panel primarily focused on: maximizing efficiency of delivery model; set deadlines and discussed strategy for content development; provided thought partnership on piloting a B2B model of delivery; assigning responsibilities and building the team.

Villgro approved an additional INR 1.2 million (~USD 18K) in non-dilutive, milestone-linked funding to Ignus to support pilots and new content development.

Enrollments for year 2 operations (April 2015 – March 2016): approximately 100 students enrolled IIT-JEE course and 100 students enrolled in foundation batches across two centers - Hassan and Mangalore.

Increased team size to include team members focused only on content development (math and physics), sales and marketing, expansion to other sites and faculty for all centers.

Completed course content for 11th standard syllabus for all subjects.

HIGHLIGHTS

• Villgro approved an additional INR 1.2 million (~USD 18K) in non-dilutive, milestone-linked funding to Ignus to support pilots and new content development.

• Enrollments for year 2 operations (April 2015 – March 2016): approximately 100 students enrolled IIT-JEE course and 100 students enrolled in foundation batches across two centers - Hassan and Mangalore.

• Increased team size to include team members focused only on content development (math and physics), sales and marketing, expansion to other sites and faculty for all centers.

• Completed course content for 11th standard syllabus for all subjects.
INNOVATION
A one-year programme for fresh teaching graduates that provides them with ongoing in-service training and professional development opportunities while placed at affordable private schools.

SOCIAL IMPACT
One of the main reasons for low student learning outcomes is the lack of high-quality, continuously trained teachers, which in turn affects the students’ academic outcomes. iTeach has created a system of ongoing training and support for teachers through its one year iTeach fellowship which includes a pre-service training academy, 90 hours of ongoing training through the year and a system of rewards and recognition. Participants in the iTeach Fellowship are placed in affordable private schools, thereby working with students from low-income families.

VILLGRO IMPACT
Villgro IC approved INR 2.5 million (~USD 38K) in non-dilutive, milestone-linked funding to iTeach to support pilots and to build a strong Recruitment, Business Development and Program Management team and processes. Villgro provided a Senior Advisor with significant education sales experience to support iTeach during this process. Worked closely with iTeach to build a business and financial model and to implement a fundraising plan. Diagnostic panel conducted in September-15: The diagnostic panel consisted of Villgro team and expert with a background in education to help iTeach build a roadmap for current academic. The panel primarily focused on: pilots to be conducted to reach out to more affordable private schools and recruit teachers in the fellowship, identifying other revenue streams to make the enterprise more sustainable and strengthening the program to provide effective training to teachers.

HIGHLIGHTS
- Recruited and placed first cohort of 11 teachers in affordable private schools; providing them rigorous in-service training.
- Executed business development and recruitment plan towards enrolling 100 Fellows for the upcoming school year; over 80 Fellows recruited and 40 placements secured.
- Hired 4 additional team members for business development and recruitment.
The quality of incubator leadership and learning opportunities provided by Villgro is of substantial value for iTeach’s success. In addition to the formal mentoring, the peers we work with provide much more than emotional support. We will also be able to network, find resources and expertise in areas we need, as well as quick advice from experts in our initial phases of our business cycle.

-- Prashant Mehrishi, co-founder, iTeach

SKILLTRAIN
Entrepreneur: B.Ganesh
Portfolio manager: Kavita Rajagopalan

INNOVATION
Vocational training for rural youth through a combination of mobile-based training modules, certification, practical training and placement.

SOCIAL IMPACT
SkillTrain provides web-based and mobile-based vocational training to rural unemployed youth with the objective of preparing them for jobs or self-employment. It will provide audio, video and simulation based learning material for learners to understand and practice vocational skills. This enterprise will benefit rural unemployed youth and school drop-outs. It enables vocational training, certification, skilled employment and self-employment for the learners. It aims to bridge the gap between the 15 million youth who drop out of schools each year and the projected need for nearly 150 million skilled employees in India by 2020.

VILLGRO IMPACT
Villgro IC approved an additional INR 0.7 million (~USD 10K) in non-dilutive, milestone-linked funding to SkillTrain to develop new content. The diagnostic panel worked with SkillTrain to identify new areas of growth. Worked closely with SkillTrain to raise funding of INR 5.2 million (USD 85K) for development of an app-based model through Mphasis FI Foundation.

HIGHLIGHTS
• Around 400 students trained through center-based blended learning model. Over 21,000 active online users.
• Refining business model by creating content that can be deployed in urban settings, using a center based approach. Center based model has been piloted in Thane and in three centers in Gujarat (Sabarkanta district, Ahmedabad and Vapi).
• Three new courses developed and added to content offerings: dental assistance, 2 wheeler repair and 4 wheeler repair.
• Approved for funding through Mphasis CSR for development of SkillTrain app through which courses can be deployed to larger number of students across India.
VAHAN
Entrepreneur: Madhav Krishna
Senior advisor: Anuja Master Bose
Portfolio manager: Sudhanshu Malani

INNOVATION
A mobile platform that will enable English language learning for students enrolled in skill training and vocational courses.

SOCIAL IMPACT
Despite the fact that India churns out 12 million people to add to the labour force every year, an estimated 50% of them remain unemployable due to a lack of language and cognitive skills. Lack of resources for practicing English is one of the biggest reasons why adults weren’t able to learn the language effectively. The goal of Vahan is to mimic language immersion for low-income English language learners through the app. By helping people in the workforce learn better English more effectively, Vahan helps them find employment in high-growth sectors.

VILLGRO IMPACT
Villgro IC approved INR 1.2 million (~USD 18K) in non-dilutive, milestone-linked funding to Vahan to support pilots and build strong Recruitment, Business Development and Program Management team. Based on achievement of milestones, Villgro can consider Vahan for additional funding.
Diagnostic panel conducted in March 2016, milestones were determined and clear metrics for execution were developed.

We’re looking for access to Villgro’s network of mentors and advisors which will be invaluable given that we’re a young organization with a focus on creating social impact at scale. They will also be able to help us form partnerships with relevant organizations in the education space.

-- Madhav Krishna, founder, Vahan
SENIOR ADVISORS

ANANTH ARAVAMUDAN
An engineer who passionately believes that technology can stimulate social change, Ananth’s career spans more than 20 years of technology development, product R&D and more recently, planning and deployment of technology-driven social impact programs. In 2009, he joined SELCO, a social enterprise specialized in taking renewable energy solutions to people at the base of the economic pyramid, where he was responsible for the creation of SELCO Foundation, which looked into the use of renewable energy and sustainable technologies in the fields of education, agriculture and livelihood generation. In 2015 he was selected as a Fellow of the Chevening Rolls Royce Science and Innovation Leadership program.

RAJESH SHETHIA
After spending over 17 years with proven record in start-ups and scaling-up of companies in the field of Business Development and Marketing with stints at Tata Interactive System (Schools Division) as Senior Vice President - Sales and Marketing, Educomp Solutions as Associate Vice President - Business Development, HDFC Bank as Associate Vice President, Sales and Marketing at Airtel and Hindustan Coca Cola and despite obvious successes, in 2014 I took a leap of faith and started Rajesh Shethia Consultants Pvt. Ltd. with the objective of delivering high-quality Advisory and Services for Educational Institutions from enhancing the experience of students to achieving overall institutional excellence for mentorship.

SUDDR RAJAN
Sunder Rajan’s 30 years of experience spans over multiple geographies and industries, including several years as Chief Executive and Profit-Centre Head of businesses. His experience includes FMCG, Textiles, Dairy & Strategy/Capability Building and Automotive. He was the CEO of Sona Koyo Steering Systems Ltd, a publicly listed company manufacturing automotive components for all the major passenger vehicle makers. He now mentors start-ups, high growth companies, and new companies planning an India entry. He is currently advising three companies in India and New Zealand on their overall business strategy and operational excellence. Sunder has also completed a Certification/Accreditation Programme to be an Independent Director on Company Boards.

K. RAVISHANKAR
Ravishankar is a Chartered Accountant with 32 years of experience in large India-based conglomerates such as Tata Motors, ITC Ltd and BPL Communication Ltd where he worked in finance, private equity, IPO and more, and held various positions including group CFO, COO and held Board positions. He was the group CFO at GMR group, CFO/CEO designate at Allied Distillers and Blenders where he focused on developing new brands, strengthening and streamlining the sales and distribution. He has also been CEO at real estate company Akshaya Group where the focus was on building the brand, marketing and sales portfolios.

HEALTH

AINDRA
Entrepreneur: Adarsh Natarajan
Senior advisor: KC Bhushan
Portfolio manager: Aina Gaur

INNOVATION
Affordable, point-of-sample collection cervical cancer screening device.

SOCIAL IMPACT
One Indian woman dies of cervical cancer every 7 minutes. Cervical cancer results in nearly 1/3 of the total global deaths and approximately 330 million Indian women are at risk of developing cervical cancer. Women need to be screened regularly in order to detect and treat cervical cancer at the right stage. By reducing the cost of the device, and providing point-of-care detection and triaging, the enterprise will significantly reduce the incidence of cervical cancer, especially for women from low-income communities.

VILLGRO IMPACT
Design firm, recommended by Villgro Senior Advisor, finalized for building prototypes of autostainer and image acquisition device. Villgro helped through decision-making process. Villgro Fellow added tremendous value to mechatronics work on the hardware in collaboration with IIT Chennai. Villgro conducted diagnostic panels to streamline autostainer prototyping and characterisation. Villgro recommended partner for image acquisition device technology sharing.

HIGHLIGHTS
- Awarded BIRAC BIG grant of RS 5 million (USD 83K).
- Diagnostic panel prompted shift in priority of customer segments and general product requirements.
- Designed experiments (DoE) for characterization of staining process flow.
BEMPU
www.bempu.com
Entrepreneur: Ratul Narain
Senior advisor: KL Mukesh
Portfolio manager: Paul Belknap

INNOVATION
A low-cost infant temperature monitoring device that will improve detection of both hypothermia and infections, and alert the mother or other caretakers of the condition so that corrective action can be taken.

SOCIAL IMPACT
In India, hypothermia and infections are a major cause of infant mortality and can have serious complications even if the infant survives. Regular temperature monitoring can enable early intervention. However, seemingly simple temperature monitoring often goes overlooked in areas where nurses are few and parents are uneducated. Bempu has developed an intuitive neonatal temperature monitoring bracelet that empowers mothers or other caretakers to better manage their newborn’s temperature and be alerted in case of these conditions thereby preventing such death and illness.

VILLGRO IMPACT
Provided entrepreneur with significant help in completing steps necessary to reach the market including help with a risk assessment and sourcing options. Helping entrepreneur prioritize and structure and execute HR strategy. Support on developing sales strategy. Did preliminary risk assessment with Villgro Senior Advisor and hired Villgro Fellow in full-time generalist role.

HIGHLIGHTS
- Selected for Saving Lives at Birth validation grant of USD 250K.
- Received Rs 10L grant from Villgro.
- Sold 65 units to private sector hospitals
- Completed multiple product iterations and has market ready product in the hands of over 100 doctors.
**NAYAM INNOVATIONS**  
Entrepreneur: Tanuj Gigras  
Portfolio manager: Aina Gaur

**INNOVATION**  
An innovative intra-ocular lens that treats cataract and its post-surgical refractive error complications, giving better outcomes at 1/10th the cost to low and middle-income populations in India and other parts of the world.

**SOCIAL IMPACT**  
Every year, more than 20 million cataract surgeries happen in the world, of which about 6.5 million happen in India. By 2020 this number will go up to 32 million and 8 million respectively. Cataract surgery often leaves patients with sub-optimal vision and dependent on spectacles or having to resort to more expensive corrective technology. For the poor in India, both options are not feasible. Vision impairment and poverty are inextricably linked. In resource-poor settings, it determines one’s prospects for education, employment and dignity of life. For the poor in India, poor vision means low productivity and loss of daily wage.

**VILLGRO IMPACT**  
Villgro organised a two-day diagnostic panel attended by Dr. Premnath (Venture Center), Dr. Ponarathnam, Dr. Julie Kornfield, Mukesh Sharma, Aina Gaur. Bringing all the stakeholders for the panel helped in highlighting key areas of concern to prioritise next steps. Villgro is supporting the entrepreneur with key hiring decisions by screening and interviewing core team candidates. Villgro is also supporting him to assess additional revenue stream opportunities to potentially bring the solution to market earlier.

**HIGHLIGHTS**
- Equity funding of Rs 30 Lakh disbursed
- Supported by BIRAC through BIRAC Ignition Grant
- Determining IP strategy with Formulate IP
- Working towards right macromer by process of elimination.

We were looking for a partner that helps us bridge the gaps in our own in-house knowledge and expertise. The rigor and in-depth evaluation that we have seen with Villgro even during the due diligence process drove us to think more deeply about our strategy and our priorities. The technical mentoring and support from Villgro is helping us augment our own R&D team’s thinking.

-- Sudeshna Adak, co-founder, OmiX Labs

**OmiX LABS**  
Entrepreneurs: Sudeshna Adak, Abhinanda Sarkar  
Senior advisor: Arun Venkatesan, Anil Kalaga, KL Mukesh  
Portfolio manager: Aina Gaur

**INNOVATION**  
Cost-effective DNA testing for pathogens, outside of laboratory settings, for accurate and early diagnosis and treatment of infectious diseases.

**SOCIAL IMPACT**  
Infectious diseases constitute nearly 50% of the disease burden in India and much higher than 50% in people at the base of the pyramid and in children below the age of 5. Delay in diagnosis and late or inappropriate treatment increases the risk of complications, higher morbidity and mortality and increased cost to the patient. Keeping in mind the paucity of primary health centres, as well as the lack of awareness of local medical officers with the wide range of infectious diseases prevalent in regions, OmiX labs offers a more efficient method of DNA testing for detecting disease.

**VILLGRO IMPACT**  
Villgro connected OmiX labs with Karuna Trust Primary Health Care Center to conduct market survey to understand diseases affecting the BoP. Villgro brought on board two senior advisors to support OmiX with experimentation and biochip development. Villgro is supporting OmiX through financial reporting and compliance set up.

**HIGHLIGHTS**
- Prioritizing 3 disease areas (UTI, Hepatitis, Cervical Cancer) subject to continued market/competitor analysis.
- Drafting milestones for next 12 months

We were looking for a partner that helps us bridge the gaps in our own in-house knowledge and expertise. The rigor and in-depth evaluation that we have seen with Villgro even during the due diligence process drove us to think more deeply about our strategy and our priorities. The technical mentoring and support from Villgro is helping us augment our own R&D team’s thinking.

-- Sudeshna Adak, co-founder, OmiX Labs
ONEBREATH
www.onebreathventilators.webs.com
Entrepreneur: Matthew Callaghan MD
Portfolio manager: Aina Gaur

INNOVATION
One Breath’s portable ventilator provides the functionality and performance of current market leaders, enhances reliability and ease of use, and markedly reduces overall cost.

SOCIAL IMPACT
Respiratory illness is a leading cause of hospitalisation and death in developing nations. Each year thousands of patients die because of lack of early access to mechanical ventilation. Based on the current ratio, India’s shortage of bed-to-ventilator is over 1 million devices. New machines cost over $20,000 (Rs12, 00,000 approx) and are often too complex and fragile for use in harsh rural environments. OneBreath is developing an innovative low-cost mechanical ventilator to improve acute ICU care for patients across poor communities. With its low-cost and portable device, OneBreath aims to make ventilators accessible in Tier-2 and Tier-3 town and district hospitals. The device provides the functionality and performance of current market leaders and has ease of use. It incorporates features that make it usable by clinicians and para-clinicians in low-resource healthcare environments, thus creating greater access for millions.

VILLGRO IMPACT
Villgro has connected One Breath to potential funders and investors.

HIGHLIGHTS
- Controlled product launch in India with early adopters is expected end of 2016.
- Currently raising grant and equity funds from number of impact and mainstream investors.
- Strengthened senior management team with 2 additions for business development and engineering/project management.
- A Villgro Fellow from the 2014-15 cohort successfully completed the Fellowship program.

UJJEEWAN
www.healthypariwar.com
Entrepreneur: Manish Kumar Saraf
Senior advisor: Shurio Ghosh
Portfolio manager: Aina Gaur

INNOVATION
Ujjeewan Healthcare has created an innovative hub-and-spoke model called Healthypariwar to connect patients in rural India to trained doctors through a telemedicine system.

SOCIAL IMPACT
Currently operating in West Bengal, Ujjeewan Healthcare will take healthcare access and delivery to the door step of rural poor in the state. This will alleviate the dual pain of cost and lack of access, thereby improving healthcare outcomes and time to intervention for people living in villages and smaller towns in West Bengal.

VILLGRO IMPACT
Villgro worked with Ujjeewan to provide funding, mentoring, access to networks and refining the business model. Exited in June 2015.
VECTORDOC
Entrepreneur: Vincent TP
Senior advisor: Chandu Nair
Portfolio manager: Paul Belknap

INNOVATION
Artificial intelligence based mobile phone app that is intended to be used by a low skill resource to both triage and return a preliminary diagnosis for doctor review with high accuracy.
After gathering standard vital signs, the app guides the user through a brief series of questions that quickly return a small set of conditions and their probability. The goal of the app is to increase the reach of existing doctors in resource constrained rural and urban environments.

SOCIAL IMPACT
There is a serious shortage of good doctors in rural India, leading to lower quality care and higher costs since people have to travel long distances to get good care. This application helps address the growing shortage of doctors in these areas by using their time more efficiently, and can also make sure they serve the most urgent cases first.

VILLGRO IMPACT
Villgro has helped the entrepreneur access multiple pilots of the device in different customer segments. Through our work with the entrepreneur, he has identified the need to focus on customers who each present potential for large scale. Villgro exited in early 2016.

HIGHLIGHTS
• Initiated pilot in September and is seeing promising initial response but needs more data before drawing any conclusions.

WINDMILL HEALTH TECHNOLOGIES
www.windmill-health.com
Entrepreneur: Avijit Bansal
Portfolio manager: Aina Gaur

INNOVATION
NeoBreathe, an integrated neonatal resuscitation device that is easy-to-use is designed to be suitable for field conditions. This device will help frontline health workers to resuscitate newborns effectively.

SOCIAL IMPACT
6 million children across the globe suffer from birth asphyxia each year. While 40% of all deaths under the age of five years occur in the first month, 23% of these are because of birth asphyxia, and up to 86% of these deaths are preventable by basic resuscitation. Primary healthcare workers find resuscitation too complicated to perform and refer babies with asphyxia to bigger hospitals, resulting in loss of time and often lives. The existing intervention is aimed at training health workers rather than innovation around the device. NeoBreathe is an easy-to-use device aimed at neonatal resuscitation, which reduces training requirement, empowers workers and widens the safety net for newborns.

VILLGRO IMPACT
Apart from seed funding, Villgro supported Windmill Health with a mentor who served as a sounding board for the management team in areas of strategy and business model refinement. Villgro has highlighted pros and cons of various go-to-market strategy. At this point interactive in low engagement mode since the entrepreneur is confident to take the device to market. Villgro will monitor progress in passive mode and intervene when necessary.

HIGHLIGHTS
• Awarded BIRAC BIG grant of Rs 3.25 million (~ USD 54K).
• First 20 units fabricated to be placed with key opinion leaders by July for human trials.
DR. GITA ARJUN
Dr Gita Arjun is the Director of Chennai’s EV Kalyani Medical Foundation and a trustee at the Jeevan Public Stem Cell Bank. She retired in 2013 after 32 years as the Director and Obstetrician & Gynaecologist at the EV Kalyani Medical Centre a 67-year-old institution dedicated to women's health. She is the author of the best-selling Passport to a Healthy Pregnancy, first published in 2009.

DR. SRIDHAR NAGAIYAN
Dr Sridhar Nagaiyan is chief of critical care services at Kauvery group of hospitals. He has developed apps for training and education that have been endorsed by NHS Blood and Transplant UK and approved for use throughout all hospitals in UK. He was previously Regional director for Organ Donation in the Midlands region and was part of the faculty for the Focussed Intensive care Echocardiography course in the Oxford deanery.

DR. ROHINI RAU
Rohini Rau is a doctor with Kauvery Hospital, Chennai. She holds an MBBS degree with a distinction in anatomy. She is also India’s top woman sailor and won India’s first international gold medal by a women’s youth team at the Asian Sailing Championship in 2004.

ANANTH ARAVAMUDAN
Ananth is an engineer who passionately believes that technology can stimulate social change. His career spans more than 20 years of technology development, product R&D and more recently, deployments of technology-driven social impact programs. He was responsible for the creation of Selco Foundation which looked into the use of renewable energy and sustainable technologies in the fields of education, agriculture and livelihood generation.

ANIL KALAGA
A process engineer with extensive experience in design development, project execution and operations. Anil has held leadership roles in engineering and management at EPC (engineering, procurement and construction) and E&P (exploration and production of oil and gas) companies such as Connacher Oil and Gas Ltd, Projex and Bantrel.

DR. TASLIMARIF SAIYED
Dr. Taslimarif Saiyed is the Director and COO at the Centre for Cellular and Molecular Platforms (C-CAMP), a Dept. of Biotechnology, Govt. of India initiative, in Bangalore, India. He received his PhD from Max-Planck Institute for Brain Research, Germany, followed by postdoctoral training at University of California San Francisco (UCSF). He is actively involved for promoting innovation in life science.

KL MUKESH
KL Mukesh was the founder of Akeso Healthcare, a company recently acquired by Apollo Hospitals Group. Prior to that, he spent 17 years in the direct-to-home TV business where he specialized in managing large-scale operations and help turn around bankrupt businesses. In 2011 he was named one of the top 10 CIO's in India and has been featured on the cover of CTO Forum.

KC BHUSHAN
KC Bhushan co-founded Cashtech Solutions, a specialist software product organisation. In 2001, Cashtech received funding from Warburg Pincus, a respected venture capitalist and PE firm. Cashtech was acquired by Fundtech Solutions (FNDT) and he exited the business in 2007. In 2005, he also co-founded Samvad HIV Helpline, a service where people could anonymously ask questions about HIV and AIDS. It now operates in Maharashtra and Bihar and is the largest HIV helpline in India. Bhushan is a certified business coach from Coaching Foundation of India (CFI).

RAVI KAUSHIK
Ravi Kaushik has over 20 years of strategic leadership in P&L management, product and business model innovation, sales, marketing, product management in developed/emerging markets (USA, Europe, Africa, SE Asia, China and India). He is currently Country Business Director, Diabetes at Medtronic, a global medical devices company.

ADITYA AJMERA
Aditya Ajmera is the CEO-owner of Chimco Bio Medical Engineering Company, a cluster of companies that provides new and emerging medical technologies to the Indian medical fraternity, from distribution of products to medical technologies to new treatments.
AGRICULTURE

FLYBIRD INNOVATIONS
www.flybirdinnovations.com
Entrepreneur: Satish KS
Senior advisor: Ananth Aravumudan
Portfolio manager: A.B. Chakravarty

INNOVATION
A low-cost irrigation controller that helps farmers irrigate their crops more accurately, increasing yields and quality. The controller offers a variety of options for control including time, volume and moisture sensors, at a much lower cost than competitive offerings, and can easily integrate into existing systems.

SOCIAL IMPACT
Irrigation controllers are typically unaffordable for small and marginal farmers, which means that they have to manually control water flow, often in the middle of the night when power is available, or employ a laborer to do so. Manual control often means that they do not water their crops with the correct amount of water, lowering yields and reducing their income. This device will bring the ability to implement sophisticated water management practices to small and marginal farmers.

VILLGRO IMPACT
Villgro actively supported Fly Bird in the pitch process for Mahindra CSR Funding. Villgro conducted an interim review to identify product vs. market gaps and clearly outlined the actionables to increase market traction. Villgro supported Fly Bird in identifying a business development head who has now been on-boarded.

HIGHLIGHTS
- Obtained NID-Design Clinic funding of RS 0.9 million (~USD 15K) to improve product features.
- Raised equity investment of RS 113 Lakhs from Villgro, Mahindra Finance (CSR), Rianta, CII, a-IDEA, and CIBA
- Selected as one of the awardees of Millennium Alliance receiving RS 54 L in non-dilutive funding.
- Currently developing a lower cost variant of the irrigation controller and has started steady sales traction.

KAMAL KISAN
www.kamalkisan.com
Entrepreneur: Devi Murthy
Senior advisor: Ramkey Anantha Krishnan
Portfolio manager: A.B. Chakravarthy

INNOVATION
Kamal Kisan is developing a range of low cost agricultural implements specifically for small and marginal farmers. The innovations bring the productivity advantages of mechanisation to small and marginal farmers who were previously unable to afford it.

SOCIAL IMPACT
There is an increasing labor shortage in rural India due to urban migration, driving up labor prices and reducing the viability of small and marginal farmers. Mechanisation can reduce these farmers’ dependence on labor, but is typically unaffordable for most small farmers in India. Kamal Kisan’s include a mini rice mill, sugar cane planter and rice transplanter will make mechanisation affordable and make these small farmers more profitable.

VILLGRO IMPACT
Villgro has helped in developing a road map along with financial projections for the next 12 months. Villgro is helping with investor connects for an investment raise. Villgro has appointed a senior advisor who is helping the company with strategy and building processes.

HIGHLIGHTS
- Commercial roll out of mulch layer and vegetable planter: 14 Mulch layer units sold.
- Sugarcane planter initiated commercial pilots.
- Product Development Head inducted to the team in Nov 2015.
- Senior Advisor inducted to advise on business.

Villgro’s network, connections and most importantly mentorship will be the greatest asset to Kamal Kisan. The objective and structure of the programme fits in perfectly with Kamal Kisan’s timelines and we are excited to being embarking on this journey with their guidance and support.

-- Devi Murthy, founder, Kamal Kisan
SENIOR ADVISORS

ANANTH ARAVAMUDAN
An engineer who passionately believes that technology can stimulate social change, Ananth’s career spans more than 20 years of technology development, product R&D and more recently, planning and deployment of technology-driven social impact programs. In 2009, he joined SELCO, a social enterprise specialized in taking renewable energy solutions to people at the base of the economic pyramid, where he was responsible for the creation of SELCO Foundation, which looked into the use of renewable energy and sustainable technologies in the fields of education, agriculture and livelihood generation. In 2015 he was selected as a Fellow of the Chevening Rolls Royce Science and Innovation Leadership program.

KIRAN HOSAKOTE
As former head of the Invention Development Fund, he led a team to build the fund’s technology and IP portfolio spanning the physical sciences, life sciences and IT. As a key member of the global management team, he played a defining role in formulating and implementing go-to-market strategies for the portfolio. He was co-founder and COO of Interaxons, which provided customer management solutions to help scale up in the commercial and social impact space. Kannan has over two decades of corporate experience with strong performance credentials in the consumer goods and FMCG space in general management, marketing, sales & distribution and retail functions. Kannan was Director – Retail for Nokia India, one of the largest retailers in the country. Prior to that, he was CEO of Technopak Advisors, a leading management consulting firm.

RAMKEY ANANTHAKRISHNAN
Senior Management Executive with very strong international business experience spanning 10 countries across the globe. Result-oriented professional with 20 years of experience in various industries – Financial Services, Energy, Automotive & Consulting. An informed risk taker with a strong initiative and a team player with a proven track record of developing non-conventional solutions to meet client needs.

KANNAN GOPALAKRISHNAN
Kannan is passionate about bridging the gap between potential and actual performance. He is keen to mentor start-ups to help scale up in the commercial and social impact space. Kannan has over two decades of corporate experience with strong performance credentials in the consumer goods and FMCG space in general management, marketing, sales & distribution and retail functions. Kannan was Director – Retail for Nokia India, one of the largest retailers in the country. Prior to that, he was CEO of Technopak Advisors, a leading management consulting firm.

TECHNICAL EXPERTS

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ENERGY

SUSTAIN EARTH
www.sustainearth.in
Entrepreneurs: Koushik Yanamandram, Piyush Sohani
Senior advisor: KC Bhushan
Portfolio manager: Paul Belknap

INNOVATION
A low-cost biogas plant for household use in rural communities.

SOCIAL IMPACT
SustainEarth innovatively addresses issues of livelihood and clean energy in rural India, with a pilot in South India and potential to scale across the country. With almost 1.5 lakh dairy animals in the states of Andhra Pradesh, Karnataka and Tamil Nadu, animal waste will be converted into clean biogas fuel using a portable, easy to install and use system.

VILLGRO IMPACT
Villgro identified that product development was progressing slowly and costing more than what was previously anticipated. To address this, we held a design review meeting with the team and a panel of technical advisors who also made multiple site visits to the installed plants. This resulted in a detailed product development roadmap and test plan to structure the product development process more efficiently.

To aid in the product development and characterization effort, we connected SustainEarth to an additional technical mentor who spent approximately one day every two weeks with the team to solve the engineering problems that they are working on. His background is directly related to gas handling and brings in additional practical expertise in this area which has helped the team move forward with their product development efforts.

HIGHLIGHTS
- Received verbal orders for multiple units in Andhra Pradesh.
- Multiple product iterations including one completely new design. Product performance is improving and has been well documented and quantified.
- Significant customer survey performed in Andhra Pradesh and Karnataka.
- Mahindra Finance CSR funding released.
SENIOR ADVISORS

ANIL KALAGA
A process engineer with extensive experience in design development, project execution and operations. Anil has held leadership roles in engineering and management at EPC (engineering, procurement and construction) and E&P (exploration and production of oil and gas) companies such as Connacher Oil and Gas Ltd, Projex and Bantrel.

KC BHUSHAN
KC Bhushan co-founded Cashtech Solutions, a specialist software product organisation. In 2001, Cashtech received funding from Warburg Pincus, a respected venture capitalist and PE firm. Cashtech was acquired by Fundtech Solutions (FNDT) and he exited the business in 2007. In 2005, he also co-founded Samvad HIV Helpline, a service where people could anonymously ask questions about HIV and AIDS. It now operates in Maharashtra and Bihar and is the largest HIV helpline in India. Bhushan is a certified business coach from Coaching Foundation of India (CFI).

ARTOO
www.artoo.in
Entrepreneurs: Sameer Segal and Kavita Nehemiah
Portfolio manager: Aina Gaur

INNOVATION
Artoo has developed an Android and Cloud based platform that allows financial institutions to take all field processes online and track their business with real-time input. They provide 3 offerings: LOS (Loan Origination System), Jugnoo - Under development (Digital Credit), Cluster Finance - Under development (making new borrower customers viable).

SOCIAL IMPACT
Globally, 2.5 billion people do not have an account at a formal financial institution. Organizations that serve this population typically operate through a field agent model that provides financial services at the customers’ doorstep. A big disadvantage though, is that information is either lost or lethargically moving between the field and office. Artoo’s platform allows financial institutions to take all field processes online and track their business with real-time input. Each task performed by the field agent is presented to the user as a mobile application on an Android device, while the backend staff can view the data real-time through a web interface and act accordingly.

VILLGRO IMPACT
Villgro guided the team in their negotiations with Ujjivan team as the engagement contract came up for renewal. Villgro’s HR Consultant, worked out detailed hiring strategy and supported Artoo identifying best hiring practices. Villgro is supporting Artoo develop strategy for next round of fundraising. Villgro conducted a financial reporting and compliance review on Artoo and provided risk areas to the financial team. Villgro Fellow joined Artoo in 2015 to support scaling and replication efforts to Southeast Asia.

HIGHLIGHTS
• Artoo has moved past the pilot stage and deployed the product solution at scale in 5 organisations (1 MFI, 3 SME Lending Institutions and 1 low-cost housing finance company), signing multi-year contracts with each.
• Artoo has served more than 7 million customers and earned over RS 93 lakh in revenue
• Every month 400+ loans are processed on Artoo’s platform, each capturing an average of 800 data points and 5 images, are. Artoo has 3700+ active users
• Ujjivan pilot results: Ujjivan disbursed 700 loans worth Rs 5 crore on Artoo platform; 400% improvement in productivity; 45% drop in cost of customer acquisition; 40% decrease in loan turnaround time; 0% error rate. The pilot for Ujjivan Financial Services ended successfully in July 2014. It has now expanded to around 350 branches.
• Total team strength is 16 and plans to grow the team to 40 by the year end.
Artoo is RBI and ISO 27001 Compliant.

Artoo is working on standardizing engineering process by doing the following:

- Implementing a tool to track, triage and prioritize bug fixes.
- Implemented strict Quality Assurance process – fixes, features don’t get released until it passes Quality Assurance.
- Implementing a robust process for new feature development.
- Working on piloting Jugnoo and Cluster Finance modules.

INNOVATION

RenewIT sources computers from large MNCs, refurbishes and re-markets them, making them affordable for NGOs, schools, small businesses and students.

SOCIAL IMPACT

As per the Census 2011 data, India has an IT penetration of 9.5% at a household level. This means that less than 1 in every 10 households owns a computer. In China, the penetration is more than 30%. For India as a country to progress further – it is important for everyone to have better access to computers. RenewIT’s primary goal is to increase the number of high quality, low-cost PCs and related parts and accessories available to students, NGOs, small businesses and other users. RenewIT mainly sources computers from large MNCs and refurbishes and remarkets them. This helps bridge the large digital divide that exists in a country of over a billion people.

VILLGRO IMPACT

Villgro senior advisor, Kannan, worked very closely with the team in streamlining brand strategy and e-commerce retail. He also supported Artoo in working out detailed CSR strategy to achieve bulk orders.

Villgro senior advisor, Ravishankar, supported the team in bringing in financial and accounting rigor in business plan as well as in building budget for FY 16-17.

Villgro conducted a closing “take-off” meeting to graduate RenewIT from the portfolio. The vision and key activities were discussed going forward.

HIGHLIGHTS

- Focused setting up strong reseller network for sales.
- Devised CSR strategy and package to systematically approach corporates with an end-to-end package deal.
The Social Innovation Immersion Programme (SIIP) has been conceptualised by the Biotechnology Industry Research Association Council (BIRAC), set up by the Department of Biotechnology (DBT), Govt. Of India, under its SPARSH (Social Innovation Programme for Products: Affordable & Relevant to Societal health) scheme.

SIIP intends to create a pool of early-stage social innovators in the health sector to identify and address health problems amongst different communities. Its initial objective is committed to tackling the most severe, widespread problems in Maternal and Child health, at scale. The 18-month entrepreneur-in-residence program provides social entrepreneurs with resources and support to immerse in a problem, identify a need and then develop a solution.

With support from clinical partners and experts, Villgro has facilitated clinical immersion at primary, secondary and tertiary healthcare levels for three innovators. In addition, they have access to business and entrepreneurial mentoring from Villgro’s mentors for design, prototyping, commercialisation and distribution.

ARUN AGARWAL

Arun is passionate about solving grass-root problems through technology. While in college, he founded a venture that tackled social education, where more than 10,000 school students were benefited. His interest in healthcare led him into do a post gradation specialized in biomedical engineering, where he gained experience on government funded healthcare projects. He has more than two years’ experience as a patent analyst in the healthcare sector. He also worked with NGOs in maternal and child care and has been selected as a social innovator for a specific program run by BIRAC (a Govt. of India enterprise) in maternal and child healthcare.

ACHIEVEMENTS

Arun travelled to different healthcare settings across India to identify problems of maternal and child care as part of the observational phase of the programme. After observation, he prioritised the top problems of maternal and child care based on the problem size, social impact, business model and different other key factors. Mentors from Villgro helped with the brainstorming process through highlighting key filters he needed to take into account while identifying top problems in the light of business feasibility.

LOOKING FORWARD

Arun has decided to work on developing a uterine contraction measurement device, which he believes can potentially save lot of maternal and neonatal lives in developing countries. He is searching for a good technical team and other funding sources for the product development and feasibility study.
RIA DAS
Ria has a B.Tech and M.Tech in Biotechnology Engineering from KIIT University, Odisha. While working with various organizations like SIFE, NSS, Bakul Foundation during her graduation, she was drawn to creating solutions with impact. Ria has worked in bioprocessing – marine bioprocessing to extract edible proteins, and weed management to extract polymers for low-cost sanitary napkins. At Nofima AS, Norway, she worked on protein extraction from food by-products.

ACHIEVEMENTS
After spending time in the fields, Ria identified approximately 150 problems that needed to be tackled. All these statements were deeply analysed and screened based on scoring methods comprising market size, social and patient impact, solution landscape, business model innovation, policy, regulators, etc. She identified the top two needs as: mitigation of vaginal infection recurrence during pregnancy; and increasing ORS appeal and faith among end consumers.

LOOKING FORWARD
Ria plans on building more on the initial proof of concept and get end consumers’ perspective as well to work on the top two needs she listed. She aims to finish the early in-vitro studies of the prototype by next year. She intends to contribute ease for consumer’s struggle. After further analysing the reasons why conventional strategies fail to combat the issues and what people demand, she is currently trying to address the sub problems under each need statement. Facing both criticism and appreciation has helped her develop her goal statements, and she is developing the probable solution design in further details.

SHIVI KAPIL
Shivi Kapil is a User Experience Designer-Researcher by passion and profession. She has a Masters degree in in User Experience Design from the National Institute of Design. Her skills and interests include leading interaction design for web-based and mobile application projects, working closely with research, visual design and development teams. She is actively involved in User Research and Experience Design for Indian and global Healthcare problems. Shivi has four years of work experience in Medical Technologies for private and public settings mainly in four sectors - mother and child care, oncology, cardiology and family planning. She is a winner of the of the USAID grand challenge in CAMTech Jugadathon June 2015 and a Fellow for IDDS program run by MIT D Lab in July 2015.

ACHIEVEMENTS
In this 18-month fellowship, Shivi visited multiple subcenters, PHC, CHC, district hospitals in Government settings and private settings and interacted with ASHA workers, ANMs, nurses, doctors in Obstetrics and Neonatology sections. The key insights she gathered from all these stakeholders in their settings were converted into needs statements. Additionally, she attended workshops organized by BIRAC and Villgro support like CAMTech and Regulatory workshops. Mentors at Villgro helped her in filtering need statements from the point of view of feasibility, patentability and viability point of view. The top two needs identified by her were: To design a solution which can monitor reduced fetal movements in pregnant mother to avoid still births in India; and to create a vocabulary-based decision making tool which can help eligible young couples take family planning decisions.

LOOKING FORWARD
Based on multiple reviews on above problem statements, Shivi has decided to focus on RFM- Reduced Fetal Movement. After validating the need with OBGyns in an urban context and receiving positive feedback from doctors in urban settings, she plans to work on positive and negatives of the idea to bring the best out of her efforts and investments. Currently she is working on the solution outline and IP portfolio for the same.
ARThA VENTURE CHALLENGE

Villgro was chosen to be incubation manager to provide/arrange matched funding and close gaps in the business models for the companies who won the Artha Venture Challenge. Villgro conducted detailed diligence and an Internal Investment Committee reviewed these companies and provided inputs and networks to the entrepreneurs to help raise funding. Apart from Artoo and ESDECS, the companies in the portfolio are:

We are delighted to expand and deepen the scope of our partnership with Villgro, as the quality of their team and the depth of their knowledge as an incubator and accelerator is such a strong complement to those of us working to cultivate collaboration amidst investor and financier networks. This partnership is a launchpad not only for ourselves but for those we have co-invested with in managing the trajectory of our impact portfolios in the country.

-- Audrey Selian, Director, Artha Initiative of Rianta Capital Zurich

BOOND
Entrepreneur: Rustam Sengupta
Sector: Energy
Geography: New Delhi

Boond works for ‘affordable clean energy access’ for rural India. They sell solar systems financed by financial institutions and train entrepreneurs to sell and service them. As of 2012, India has about 80,000 non-electrified villages. A majority of villages lie in very remote regions with harsh terrains, and hence they are not suitable for developing grid infrastructure. The only economically viable approach for such regions is to generate energy using decentralised solutions. But one of the major challenges which hinder the promotion of solar energy is its high capital cost requirement.

This challenge can be easily overcome with the support of financial institutions, especially banks. For financial institutions to extend loans, they need to be confident that the system will last beyond the loan period. Hence, it becomes mandatory to integrate after-sales service support into the product package. Boond has set up three energy centers (servicing units) and sold over 6000 products impacting the lives of over 50,000 people. Some of the states that Boond will be operating in over the next five years are Rajasthan, Uttar Pradesh and Madhya Pradesh. The cumulative population of these states is over 100 million with nearly 30% still living in un-electrified or badly electrified conditions. Villgro has inducted a senior advisor with rich experience in consumer business. The advisor has been helping the company with strategy and to build their financial projections for the next 2 years of growth.

FRONTIER MARKETS
Entrepreneur: Ajaita Shah
Sector: Energy
Geography: Jaipur

FM targets the access challenge faced by rural household for quality products. Over half the worlds population uses deadly cooking and lighting practices that kill over 2 million people annually, where half of these deaths are children under the age of 5 (WHO). Product solutions exist to fix this staggering issue, but the problem still lies in the education and distribution channel for these products that does not exist at scale. Frontier Markets responds to the market failure to provide rural BOP villagers in India with access, training, and servicing for clean-energy products. Despite a clear demand, rural villagers are reluctant to purchase clean energy solutions either because they are not educated on how they work, have skewed quality perceptions of solar due to government subsidies and cheap products that flooded the market, and a lack of trust in solar based on an inferior product purchased in the past. Product companies exist that design products with this target customer group in mind, but they lack on-the-ground infrastructure to deliver these to last-mile locations, do not understand the rural customer, and do not have the capability to provide education and servicing after a sale is made. Villgro has inducted a senior advisor with rich experience in consumer business. The advisor has been helping the company with strategy and to build their financial projections for the next 2 years of growth.

KRISHI STAR
Entrepreneur: Bryan Lee
Sector: Agriculture
Geography: Mumbai

Current economic conditions dictate that many impoverished farmers are extremely vulnerable to price risk and low margins. Often, their crops are highly perishable; whatever price is offered, they must sell. For example, according to an Infrastructure Leasing & Financial Services (IL&FS) study, tomatoes sold for between 1.5 and 12 rupees per kg in 2010 in Nashik, Maharashtra (near our pilot site). The same study showed farmers earned only 25% of the end price to consumer whereas international benchmarks are closer to 40-50%. Krishi Star’s focus is on developing products for existing farmer-owned food processing units and then sourcing these products from the units and selling them under the Krishi Star brand. Farmers benefit from their model in two main ways. First, they receive higher than market price for their crops in return for small changes in their harvesting that achieve higher quality. Second, as co-owners of the processing unit, they receive a profit share. For example, with only their initial tomato product, this translates into an overall financial impact per farmer of over 220% increase in income. They monitor three main metrics on their impact – number of farmers, profit generated for farmer-owned units, and inputs procured from farmers.
In the present education system there remains a mismatch between student aspirations and employment opportunities. Private and public sector skill providers have focused on creating courses without understanding student demand, and in doing so, faced the failure of actually getting students into the workforce. Unutilised capacity is a huge challenge for skill providers, placement rates are low in leading colleges, and once placed, workforce attrition in India is as high as 25%. LEAP, which stands for Learning, Employability and Progress, focuses on ensuring the employability of students by enriching the skills they already had with what employers sought. Leap Skills has created an employer-led, demand-driven system for skill development; it screens students through their motivation levels, and can accommodate diverse educational and economic backgrounds.

An employer-led, demand-driven system for skill development. Working with motivated students in non-Tier 1 cities and help them achieve their career aspirations by creating a high-quality large-scale solution with a sustainable cost structure.

A diagnostic panel was conducted in to deep dive into the company’s business plan, strategic course correction suggested and revenue model finalized.

### LEAP SKILLS ACADEMY
Entrepreneurs: Megha Aggarwal, Ankit Durga
Sector: Skill training
Geography: Haryana

MyMela is your personal introduction to the world of the Indian Mela. Through this innovative online marketplace, you can fill your life with distinctive handcrafted artwork while learning about the artisans who created them. At the same time you can forge a personal connection with these same artisans through purchases and loans that allow them the opportunity to live with dignity while ensuring that they can continue to practice their traditional crafts.

MyMela’s vision is to create a dynamic online marketplace for Indian artisans, providing them a sustainable market for their work. Together with their field partner, Asha Handicrafts, they have identified the most skilled artisans to produce a wide range of high-quality handmade products for their site. In addition to purchasing their work, you can choose to further ensure their long term viability by offering them interest-free loans. Your loans will be used to buy materials, make capital improvements or train other workers and will be repaid with interest in credits on the MyMela marketplace.

### MYMELA
Entrepreneur: Navroze Mehta; Sonali Mehta Rao
Sector: Livelihoods
Geography: US

Villgro conducted a diagnostic panel in January 2016. Through this, the panel profiled the target customer and customer segmentation and tackled the top five challenges of the offering. It also defined a growth hypothesis for NubeSol by listing value propositions and the indicators of success.

### NUBE SOL TECHNOLOGIES
Entrepreneur: Suraj Dixit
Sector: Agriculture (Precision Farming)
Geography: Bengaluru

NubeSol Technologies Pvt. Ltd. provides precision farming services to sugar companies by providing ‘on-the-ground’ intelligence about acreage, geographic availability and quality of the crop (sugarcane) by using Remote Sensing Technology and Geographic Information System. The company purchases satellite images taken from Remote Sensing satellites. Based on the analysis using crop signature, they provide information on acreage of sugarcane followed by fortnightly report on disposal. The analysis based on the images is accurate up to 80%. The company has developed a device called Krishi Suchak that improves the accuracy from current levels to 90-95%. The device is a camera with the Infra-red filter removed. Apart from the improvement of accuracy, the device also captures the light absorbance of the crop, analyzing and determining the stress levels of a crop in real time over the cloud. The device is being developed in two variants – a) Drone-mount, and b) Handheld. The drone-mount version is ready for commercialization while the handheld version is still being tested.

Villgro conducted a diagnostic panel in January 2016. Through this, the panel profiled the target customer and customer segmentation and tackled the top five challenges of the offering. It also defined a growth hypothesis for NubeSol by listing value propositions and the indicators of success.
ONERGY
Entrepreneur: Piyush Jaju/Vinay Jaju
Sector: Energy
Geography: Kolkata

ONergy (Punam Energy Pvt. Ltd.) is a leading social enterprise established in 2009 providing decentralized energy solutions to underserved households and institutions. Till date, ONergy has impacted 2,50,000 lives by providing solutions such as solar lanterns, solar home systems, solar water heating systems, solar inverters, solar street lighting, cookstoves, KW installations for households and institutions. ONergy has also launched new and innovative products such as solar TV, solar computer, solar micro grids and solar irrigation systems.

It operates through a network of trained rural entrepreneurs and leveraging the existing networks of local NGOs, SHGs and MFIs. Currently, it operates across West Bengal, Odisha and Jharkhand through a network of RECs that reach out to remote areas.

Villgro has on-boarded a senior advisor who has strong product development and energy background in the company as an advisor. He has been helping the company in strategy, technology and growing the business further.

SAMPURN(E)ARTH
Entrepreneur: Debartha Banerjee
Sector: Livelihoods and Solid Waste Management
Geography: Mumbai

With tremendous growth witnessed in the past few decades, waste management has become one of the key dimensions of sustainability. Sampurn(e)arth provides context based decentralized solid waste management solutions which are environmental friendly, actively engages waste pickers and is profitable. Sampurn(e)arth targets contexts like corporates, educational campuses, residential units and provide solutions to manage both biodegradable waste (handled through compost units or biogas plants) and non-biodegradable waste (channelized to recyclers). Waste pickers are trained and employed to manage these systems. In the next few years, they are looking to reach a handling capacity of about 400-500 MT/day and engage about 1,000 wastepickers.

Villgro has on-boarded a senior advisor to work with the company on setting up processes.

SEVAMOB
Entrepreneur: Shelley Saxena
Sector: Healthcare
Geography: US/visits Bengaluru

Low-income consumers have limited access to primary healthcare and little awareness about insurance. This results in sick days, loss of income and no safety net in case of emergencies. Sevamob provides primary healthcare and insurance to low-income consumers in the developing countries. For just $2/month, Sevamob provides healthcare to students in schools and employees in factories and services organizations. Preventive care and prescriptions are delivered on-premise by mobile clinics with the help of mobile technology. For advanced care, the teams are supported by back-office specialists, a 24x7 call center and a network of 3rd party service providers like Hospitals, Clinics, Pathologists and Insurance.

Sevamob launched the service in Dec, 2011. So far more than 3000 subscribers are paying for this service in Lucknow, Kakori, Mohanlal Gunj and Barabanki. Villgro has on boarded a senior advisor who has rich experience in healthcare to support the company.

SPRING HEALTH
Entrepreneur: Jacob/Kishan Nanavati
Sector: Water and Sanitation
Geography: Bengaluru

Spring Health builds out water tanks in the village kirana shop partners backyard, and treats and tests water to pronounce it safe before it is sold at 0.20p per liter. Delivery to homes is at an additional 10p per liter and delivery at a distance is at an additional 30p per liter. A family of 5 can thus meet their daily need of drinking water for a cost of Rs 2 to Rs 3 with a max of Rs 5 if they are at a distance of more than 2km from the kiosk. The entrepreneur makes a 25% margin on water sales and the benefit of increase footfall to his shop access to other products from the Spring Health stable, and last but not least is the increased status the providing of a basic need to the community creates for him.
Sustaintech is an offshoot of Technology Informatics Design Endeavour (TIDE), a non-profit organization devoted to promoting sustainable development through technological interventions. TIDE recognized that some of their technologies were effective in achieving fuel efficiency, but these products were not realizing their market potential. Due to the unorganized nature of the market, cook stoves that cater to the needs of micro-businesses have long since been the domain of unorganized local manufacturers who pay little attention to quality control or the comfort needs of end users. Poorly designed stoves contribute substantially to indoor air pollution which is a leading cause of respiratory illness in India. Sustaintech’s products were designed keeping all these issues in mind resulting in a product that lasts longer, burns fuel more efficiently and produces less smoke while being more convenient to use. Realizing the power of market-based mechanisms, TIDE promoted Sustaintech in early 2009 to market and sell a range of fuel-efficient cook stoves to roadside eatery owners. Sustaintech now has over thirty employees, has sold over 700 stoves, and has Rs. 7.6 Mn in annual sales.

TPMPL is a producer’s initiative, generating livelihood in rural North East India, by producing and marketing eco friendly arecanut leaf disposable dinnerware. The arecanut palm is one of the important commercial crops of NE. The disposable dinnerware made out of arecanut sheaths have better dimensional stability besides being hygienic, biodegradable and microwave safe. Due to its qualities, it has a huge market in India and internationally. There is more than 100,000 hectares of arecanut plantation in NE and more than 5000 arecanut plate micro enterprises can be promoted if only 30% of the available resources can be tapped. Each unit generates additional livelihood for around 30 people. TPMPL is a company jointly promoted by the arecanut leaf plate producers of Assam, with the objective of generating employment for more than 50,000 of rural youth. Over the last 3 years TPMPL has promoted more than 100 arecanut leaf plate units and thereby generating livelihood for more than 2000 rural youth. Villgro has helped the company with refining the sales and marketing plans and financial projections.

VIMPL/VILLFARM
Entrepreneur: Sundar
Sector: Agriculture
Geography: Bengaluru
Unsustainable farming practice leads to a loss of USD 2000 per year per family. 600 million farmers, i.e. about 150-160 million families in rural India suffers this loss every year which is bigger than their total income. Income of rural poor (farm and dairy sector) can be increased by 30-50% and sustained over current levels if available new technology, product and services made accessible to them. VIMPL employs a holistic approach to solve the problem of unsustainable agriculture by finding superior, sustainable & safe products; making products accessible to un-served/ underserved villages and supporting users with on time – on farm advisory. VIM’s unique product scouting process User Centered Innovation Development ensures actual users are involved in selection of best suited products. Village Level Entrepreneurs make products accessible inside villages and an on demand advisory system helps farmer to use these products in right way.
R. Ramaraj
R. Ramaraj is a serial entrepreneur who has been involved in ventures in IT, cellular and Internet. His last venture was Sify, where he was the co-founder and Chief Executive Officer. Sify was the first Indian Internet Company from India to list on NASDAQ National Market in the US (NASDAQ-SIFY). He was recognized as the ‘Evangelist of the Year’ at the India Internet World Convention in September 2000 and was also voted the IT Person of the year 2000 and in 2001, in a CNET.com poll in India. In 2010, The Confederation of Indian Industry (CII) recognized him with a Life Time Achievement Award for nurturing the Spirit of Entrepreneurship and inspiring and mentoring numerous entrepreneurs.

HARISH HANDE
Harish Hande is the co-founder and Chairman of SELCO Solar Light Pvt Ltd, a social enterprise established in 1995 that provides affordable renewable energy services to the poor and underserved households in rural India. He is the CEO of SELCO Foundation, an open source, not-for-profit platform creating solutions linking sustainable energy to poverty eradication.

ASHWIN MAHALINGAM
Ashwin is an Assistant Professor in the Department of Civil Engineering at IITMadras and has been involved with entrepreneurship and social enterprises for over a decade now. He was involved in setting up the minor stream on Innovation and Social Entrepreneurship at IIT-Madras, and teaches a class on ‘Product Design and Business Models’ for social ventures. He is also on the board of the Center for Social Innovation and Entrepreneurship at IIT-Madras, and is a co-founder of Okapi Research and Advisory.
SURESH SUBRAMANIAM
Over 27 years, Suresh has gained vast experience in auditing and accounting, having worked with several of the big 4 accounting firms in India. He is currently a Senior Partner with the Assurance practice of the Ernst & Young India member firm, SR Batliboi & Co.

MUSTAFA MOOCHALA
Mustafa is a human resources specialist. He established the operations of PRADAN in Madhya Pradesh, after graduating from IIM-A. He then switched to the for-profit sector and was one of the early team members of Ma Foi, a reputed HR consulting firm based in Chennai. Mustafa brings to Villgro a focus on people and related issues.

KANNAN LAKSHMINARAYANAN
Kannan has a track record of successful development and commercialisation of customized solutions in the domain of electro-mechanical engineering, particularly for contexts that are price-sensitive and demand high reliability. He has been a serial entrepreneur, and has founded a number of for-profit and non-profit entities: Sunbeam group of schools, Vortex Engineering, Centroid Design, Fractal Foundation, Microspin Machine Works and Skillveri Training Solutions.

VILLGRO DONORS

ANDE
www.andeglobal.org
The Aspen Network of development Entrepreneurs (ANDE) is a global membership network of organizations that propel entrepreneurship in emerging markets. ANDE members provide critical financial, educational, and business support services to small and growing business (SGBs) based on the conviction that SGBs will create jobs, stimulate long-term economic growth, and produce environmental benefits.

BIRAC
www.birac.nic.in
Biotechnology Industry Research Assistance Council (BIRAC) is set up by the Department of Biotechnology (DBT), Government of India, as an Interface Agency to strengthen and empower the emerging biotech enterprise to undertake strategic research and innovation, addressing nationally relevant product development needs.

MARICO INNOVATION FOUNDATION
www.maricoinnovationfoundation.org
Marico Innovation Foundation strives to unlock the potential of social enterprises in India by building a culture of innovation, to deliver scale and impact; to benefit underserved communities.

MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED
www.mahindrafinance.com
Mahindra & Mahindra Financial Services Limited (MMFSL) is a leading Non-Banking Financial Company (NBFC) catering to the financing needs of the large population residing in rural and semi-urban areas of India. By closely aligning itself to the needs and expectations of rural and semi-urban customers, MMFSL has captured a large segment of this market through a nationwide distribution network. It provides a range of retail products and services, such as financing utility vehicles for personal and commercial use, tractors, and cars, among others.

MICHAEL & SUSAN DELL FOUNDATION
www.msdf.org
The Michael & Susan Dell Foundation is dedicated to improving the lives of children living in urban poverty around the world. The foundation funds programs that foster high-quality public education and childhood health, and improve the economic stability of families living in poverty.
Mphasis enables chosen customers to meet the demands of an evolving market place. Recently named by American Banker and BAI as one of the top companies in FinTech and as the “Most Distinguished Digital Company in 2015” by The Economic Times, Mphasis fuels this by combining superior human capital with cutting edge solutions in hyper-specialized areas.

RIANTA CAPITAL ZURICH’S ARTHA INITIATIVE
www.arthaventurechallenge.com

Artha is focused on impact investment in social enterprise in India, with a concentration on the agriculture, livelihoods and small-scale renewable energy sectors. This program is committed to principles of sustainability in the impact created by motivated entrepreneurs seeking to develop appropriate products and services for the BoP. Rianta Capital Zurich is an investment advisory based in Zurich that provides advice and management support to the trusts and investment companies associated with its Principal Family.

HALLORAN PHILANTHROPIES
http://www.halloranphilanthropies.org/

The Halloran Philanthropies purpose is to support great innovators and enable their success. The Foundation believe that by unleashing the power of technology and innovation through sustainable social enterprise, large numbers of people can be freed from material poverty.

TECHNOLOGY DEVELOPMENT BOARD (TDB), GOVERNMENT OF INDIA
www.tdb.gov.in

The Government of India constituted the Technology Development Board (TDB) in September 1996, as a statutory body, to promote development and commercialization of indigenous technology and adaptation of imported technology for wider application.

THE DEPARTMENT FOR INTERNATIONAL DEVELOPMENT (DFID)
https://www.gov.uk/government/organisations/department-for-international-development

The Department for International Development (DFID) leads the UK’s work to end extreme poverty, building a safer, healthier, more prosperous world for all of us which is firmly in the UK’s national interest. We’re ending the need for aid by creating jobs, unlocking the potential of girls and women and helping to save lives when humanitarian emergencies hit.

THE LEMELSON FOUNDATION
www.lemelson.org

The Lemelson Foundation uses the power of invention to improve lives, by inspiring and enabling the next generation of inventors and invention-based enterprises in order to build a stronger US economy and create social and economic change for the poor in developing countries.

THE NATIONAL SCIENCE & TECHNOLOGY ENTREPRENEURSHIP DEVELOPMENT BOARD (NSTEDB)
www.nstedb.com

The National Science & Technology Entrepreneurship Development Board (NSTEDB), established in 1982 by the Government of India under the aegis of Department of Science & Technology, is an institutional mechanism to help promote knowledge driven and technology intensive enterprises.

ROCKEFELLER FOUNDATION
https://www.rockefellerfoundation.org/

The Rockefeller Foundation’s mission—unchanged since 1913—is to promote the well-being of humanity throughout the world through dual goals: advancing inclusive economies that expand opportunities for more broadly shared prosperity, and building resilience by helping people, communities and institutions prepare for, withstand, and emerge stronger from acute shocks and chronic stresses.

CITI FOUNDATION
http://www.citigroup.com/citi/foundation/

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world.