

NOTE ON SOCIAL ENTREPRENEURS

In order to make an impact on the common man, Department of Administrative Reforms and Public Grievances (DARPG) submitted a Note before the Committee of Secretaries (CoS) on 'Revamping the Institutional Mechanism for Implementation of Recommendations of the 2nd Administrative Reforms Commission (2nd ARC).' The CoS under the chairmanship of Cabinet Secretary considered the note in its meeting held on 06.11.2012. The CoS, *interalia*, decided that

- a) **DARPG may develop modules to sensitize officers at various levels of All India Services / Central Services and State Services at the training academies / institutes.**

- b) **DARPG may address the Academies, both National and States and the Administrative Training Institutes to include the recommendations of the ARC appropriately as a module in the induction and all mid-career curriculum.**

- c) *DARPG may organize training of the faculty/ trainers and acquaint them with the ARC recommendations. On specific topics like ethics, it may be advisable to have the talk delivered by a person who is widely respected in the field.*

Capacity Building of CTIs and State ATIs

2. (i). In continuation with the direction by CoS, the Department provided financial assistance for development of modules etc. on 2nd ARC to 17 Central Training Institutes (CTIs) and 29 State Administrative Training Institutes (State ATIs).

- (ii). Workshops to discuss outlines of modules with CTIs and State ATIs were held on 17.05.2013 and 29.05.2013 respectively and draft training modules were circulated to them.

- (iii). A national level workshop was held for training of trainers on 2nd ARC was held at National Academy of Customs, Excise and Narcotics (NACEN), Faridabad, on 26-27th August, 2013. The workshop at NACEN was attended by representatives from CTIs and eminent persons invited by this Department. This was followed up by organizing Three Training of Trainers programmes (ToT) for the faculty / resource persons from State level Training Institutes at State ATI, Mysore on 30-31st October, 2013 and at Mahatma Gandhi State Institute of Public Administration, Chandigarh, held on 25-26

November,2013 and scheduled at State ATI, Kolkata, on 19-20th December,2013.

(iv). Through these ToTs, the Department has been able to create a pool of trainers who can be utilized by CTIs and State ATIs for imparting training on 2nd ARC report.

(v). It was decided that CTIs and State ATIs may customize the training module as per their needs and will also develop one -day / half-day module for mid-service training on their own.

Engagement of Social Entrepreneurs with CTIs and State ATIs

3. (i). The CoS in its meeting held on 06.12.2013, *interalia*, decided that **DARPG may organize training of the faculty / trainers and acquaint them with ARC recommendations. On specific topics like ethics, it may be advisable to have the talk delivered by a person who is widely respected in the field.**

(ii). It has been observed that Government officers coming to the CTIs and State ATIs for induction and mid-service level training are not adequately exposed to the outstanding initiatives happening in the social sector outside the Government. They would benefit immensely from exposure to such initiatives and have a fresh insight into the challenges faced by the disadvantaged sections of society and how these challenges can be addressed with innovative and effective use of the available human, financial and technological resources. It was decided, therefore, to have consultation with social entrepreneurs who have successfully ventured into creating social capital in the country, to put in place an institutional mechanism for involving them in the training programme for Government officers.

(iii) Two meetings with selected Social Entrepreneurs of repute took place in the Department on 25.09.2013 and 22.11.2013 respectively. Secretary (AR &PG) informed that creating right kind of motivation in the Government servants and exposing them to good initiatives taking place within and outside the Government is of critical importance for improving the quality of governance. The exposure to experiences of social entrepreneurs will not only help them know the innovative processes adopted for building a collaborative and participative environment, but will also help in understanding the barriers and challenges encountered in implementation of projects. All the social entrepreneurs present in the meetings welcomed the initiative taken by the department and expressed their willingness to be part of the training programmes of the CTIs and State ATIs. It was decided to upload the list of social entrepreneurs on website of the Department i.e www.darpg.gov.in and share it with the CTIs and State ATIs.

Particulars of Social Entrepreneurs, who conveyed their willingness to be part of the training programme

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Shri Anshu Gupta is founder of Goonj. Goonj has demonstrated that 'cloth' can be a powerful development resource for India's last-mile communities. Goonj collects, sorts, repurposes and re-distributes the excess and under-used resources of urban households to the rural and urban poor, where 'material poverty' is the deepest. Village and slum communities, in exchange of cloth and material, conduct self-organized and local development and infrastructure building programmes, leading to more than 500 infrastructure projects every year - such as the setting up of schools, concrete roads, bridges, wells, irrigation canals and toilets across 1500 villages. The 'Cloth for Work' approach spurs behaviour change on both the demand and supply sides: marginal communities begin to believe in their own capacity for catalysing change and urban India learn to contribute material based on what the poor need.

- (ii). Ms. Vanita Viswanth
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Ms. Vanita Viswantah is Chief Executive Officer of Udyogini. Udyogini is reviving stagnant value chains in agriculture and natural resources by empowering women entrepreneurs and business development managers in rural and tribal areas. Udyogini focuses on business services such as training, marketing support, financial linkages and end-to-end solutions from mobilization to market for poor women in socially secluded areas of India. Working in remote districts of 5 states that are affected by poverty, extreme Naxalism and broken enterprise ecosystems, Udyogini has trained and organized 15,000 women producers in differentiated value chain (such as lac, vegetable production, sal, medicinal herbs and plants and incense-stick based value chains) which show potential for growth in shifting market conditions

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Ms. Ajita Shah is founder and Chief Executive Officer of Frontier Markets Consulting Private Limited. Frontier Markets Consulting Private Limited operates as a marketing, sales, and distribution company. The company specializes in selling durables for bottom of the pyramid households in rural and peri-urban India.

[Note: Shri M.Rajesh Kumar from M/s. Frontier Markets Consulting Pvt Ltd attended the meeting in the Department on 25.09.2013.]

(iv). Dr. Bindeshwar Pathak
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Dr. Pathak is founder of Sulabh International Social Service Organization. Sulabh has been working for the removal of untouchability and social discrimination against scavengers, a section of Indian society condemned to clean and carry human excreta manually. Sulabh is noted for achieving success in the field of cost-effective sanitation, liberation of scavengers, social transformation of society, prevention of environmental pollution and development of non-conventional sources of energy.

(v).Shri Anand Kumar,
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Shri Anank Kumar of 'Super 30' fame is the founder of Ramanujam School of Mathematics. Super 30 is a highly ambitious and innovative educational program running under the banner of "Ramanujan School of Mathematics". It hunts for 30 meritorious talents from among the economically backward sections of the society and shapes them for India's most prestigious institution -

the Indian Institute of Technology (IIT). In the last seven years, it has produced hundreds IITians from extremely poor background.

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Shri Arbind Singh, is Executive Director of Nidan. Nidan creates institutions and programmes which promote the economic and social development of India's poorest and marginalized workers. Nidan builds profitable businesses and organizations led by workers from the informal sector, including waste workers, rag pickers, vegetable vendors, construction labourers domestic helpers, farmers and street traders. It does this by tapping into the wealth of the poor, primarily their numerical strength, and then aggregates them into economies of scale. Nidan works with 1,00,000 informal workers and 10000 children. Shri Arbind Singh initiated Nidan Swachdhara Private Limited (NSPL) which works on solid waste management in Patna, Muzaffarpur, Bokaro, Hissar, Delhi and Jaipur.

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Shri Joseph Madiath is Executive Director of Gram Vikas and is with the organization since its inception. Gram Vikas helps villagers to pool resources to set up water and sanitation infrastructure. Thus Gram Vikas improves the quality of life of poor rural communities. Working in extremely impoverished areas of Odisha, Gram Vikas helps tens of thousands of villagers to organize themselves to solve a wide range of social and health problems. Gram Vikas requires participation of each and every adult in its programmes and provides

incentives to encourage villagers to pool their resources to improve village infrastructure and sanitation.

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Ms Neelam Chibber, co-founder of Industree, is an industrial designer from National Institute of Design. Industree prepares low-income artisans to become owners and entrepreneurs in grassroots community enterprises, linking them with market access to India's booming retail sector. Industree focuses on building eco-system for underserved and fragmented artisanal base, which is in serious need of equitable market access, design and updated technical training, and working capital.

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Shri Anoop Kaul is one of the Board of Directors of BASIX. BASIX is a livelihood promotion institution established in 1996, working with over a 3.5 million customers, over 90% being rural poor households and about 10% urban slum dwellers. BASIX works in 17 states - Andhra Pradesh, Karnataka, Orissa, Jharkhand, Maharashtra, Madhya Pradesh, Tamilnadu, Rajasthan, Bihar, Chattisgarh, West Bengal, Delhi, Uttarakhand, Sikkim, Meghalaya, Assam and Gujrat, 223 districts and over 39,251 villages.

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Shri Rajendra Joshi is the founder of Saath. Saath's public-private partnership model is integrating slum residents in Ahmedabad into formal economy while improving their living conditions. Saath's work in Ahmedabad has demonstrated that a market-based approach can successfully generate socio-economic wealth for slum populations while creating market opportunities at the base of the pyramid for companies. Its Integrated Slum Development (ISD) approach offers any array of services across healthcare, education, livelihood development, microfinance, infrastructure and education.

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Dr. Ashwin Naik, is founder & CEO of Vaatsalya Healthcare, an award winning social enterprise, focused on building a network of hospitals in Tier II and Tier III towns of India. With eleven hospitals in Karnataka and six in Andhra Pradesh, totaling 1200+ beds, Vaatsalya is the largest hospital network of its kind in India. While 70% of India's population lives in semi-urban and rural areas, majority of the healthcare facilities are in Urban areas and not accessible to these families. Vastsalya is bridging this gap by building primary and secondary care hospitals in semi-urban and rural areas.

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Ms. Sumita Ghose is founder director of Rangсутra Crafts India India Ltd. Rangсутra is a non-profit venture which sources craft and textiles from villages and retails through Fabinda. It is company of a thousand artisans from remote regions of India - the deserts of Rajasthan, hill regions of Uttaranchal and Assam. The organization's goal is to ensure sustainable livelihoods of artisans and farmers, by creating top quality hand made products based on the principles of fair trade and a celebration of India's rich craft heritage.

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Dr. R.D.Ravindran, is the chairman and managing director of Aravind Eye Care System. Aravind Eye Hospital was founded in 1976, by Dr. G. Venkataswamy. Over the years, this organization has evolved into a sophisticated system dedicated to compassionate service for sight. The Aravind Eye Care System now serves as a model, for India, and the rest of the world.

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