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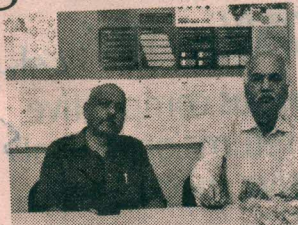
Biz incubator Aashray to focus on creating affordable services

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With a focus on developing innovative social ventures that would use technology to create affordable, quality services for the bottom of the pyramid, a techno-social business incubator Aashray has been set up in Ahmedabad by a consortium of institutes, venture funds and network of social entrepreneurs.

Incube Ventures Private Limited (Incube Ventures) and Saath Livelihood Services (Saath Livelihoods) in association with Entrepreneurship Development Institute of India (EDI) and Ashoka India have come together to form Aashray that aims at creating



(From left to right) Rajendra Joshi, managing director, Saath Livelihoods and Arun Tiwari, chairman, Incube Ventures brief the press in city on Friday. PHOTO: YASIN D

an enabling and inclusive ecosystem for social to create replicable models for technical and business incubation, and incubate enterprises that enhance access to innovative and socially relevant products and services for the bottom of the pyramid.

The idea is to offer incubation services to social-entrepreneurs, nano, bio and ICT-technologies and innovations that promote inclusive development, and sustainable agriculture, energy, housing and sanitation.

Arun Tiwari, chairman Incube Ventures, said that nearly 80 per cent of India's workforce is in the informal sector, and there is a need to create livelihood for them which is not possible through the formal sector. Also, as this segment is willing to pay for quality services there is also a need to create affordable quality services in sectors like education, health, housing, etc.

Former president of India A P J Abdul Kalam will inaugurate Ashray on Saturday.