

# HARBINGERS OF CHANGE

*CASE STUDIES OF INDIAN SOCIAL ENTREPRENEURS*

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**Mr. GIRISH BHARADWAJ**  
**KARNATAKA**

***'Ayas Shilpa*** - *We bridge the gap between places, people and hearts*'. A mechanical engineer of Sulia Village is a successful social entrepreneur who specializes in creating suspension bridges to solve the problems of poor villagers. Till date he has constructed 80 foot bridges in the state of Karnataka, Kerala, Tamilnadu and Andhra Pradesh.

## ***Ms. CHETNA GALA***

*Maharashtra*

***‘Mann Deshi Mahila Bank Ltd - Banking on women’***. For empowering women, she runs Rural Business Management School. She was honored by Harvard University for her work and she has received Janaki Devi Bajaj Puraskar Award for promoting rural entrepreneurship.

## **Mr. INIR PINHERIO**

*Maharashtra*

**‘Grassroutes** - *Promoting rural tourism – for the villages by the villagers*’. He is promoting rural tourism and increasing livelihood opportunities for villagers while preserving the environment and local culture. He is using tourism as a means of creating sustainable opportunities and ensures that local communities are at the centre of entire process including profit sharing.

## **Mr. CHANDRA SHEKHAR GHOSH** **WEST BENGAL**

***Bandhan*** – *poverty alleviation and women empowerment* through microfinance. He is successful in scaling up his activity to his mission of alleviating poverty. He is working in eleven states with 780 branches and disbursed loan of more than Rs.2600 crores. From the detailed analysis of 641 MFIs world wide, Bandhan was ranked first in India and second in the world by international magazine 'Forbes' in the year 2008.

## **Dr. ASHWIN NAIK** **KARNATAKA**

***Vaatsalya*** - *Sustainable and socially responsible health care business*'. Starting from one hospital in the district head quarter in Karnataka, today he has established eleven low cost hospitals to serve rural poor in the state of Karnataka. He is aiming high to establish twenty hospitals in South India within next three years. According to him, there is scope of 400 such hospitals across the country to meet the medical needs of poor people.

## ***Ms. NEELAM CHHIBER*** ***KARNATAKA***

***'Industree Craft*** – *Empowering rural artisans and producers with social mission and market approach*'. Ms. Neelam is empowering women to produce rural crafts using river grass and banana fibers as their material to produce mats, baskets, handbags, gift boxes, etc. and market these products at national as well as international level. She started her business with small amount of loan and today her turnover is Rs. 4 crores.

**Mr. D Vidya Sagar**  
**KARNATAKA**

**‘SKG Sangha – Sustainable energy’**. Mr. Vidya Sagar have been instrumented in setting up ‘Deenbadhu’ designed biogas units in more than 20 districts of South India that benefits to 2.1 lacks people in over 40,000 households. In addition to this more than 2 lacks fuel-efficient wood stoves have been installed as well. His organization is also involved in empowering women and promoting solar power, organic farming and rain water harvesting. He has received ‘Ashden Award’ for sustainable energy in addition to best Social Entrepreneur Award by entrepreneur’s forum.



## **Mr. M.B NIRMAL KISSAN** **TAMILNADU**

**‘Exnora** – *Excellent, novel and radical idea of people’s participation in environmental management.* He has done outstanding work by establishing excellent, novel and radical ideas to tackle civic problems. One of the most successful social entrepreneurs of our country who is considered a world authority on ‘People’s Participation In Environmental Management’. Exnora was judged the best environmental service Organization by the Ministry Of Environment, Govt. of Tamilnadu and has also received Social Entrepreneur Of The Year Award in 2009.

## ***Ms. ROOPA MEHTA*** ***WEST BENGAL***

***Sasha*** – *Crafting a future*. This fair-trade Organization is helping rural artisans and craft persons in marketing their products all over the world. Sasha sources from more than 150 groups of disadvantaged women and marginalized producers from rural and semi-urban areas of West Bengal, Orissa, Bihar, Jharkhand and the North-East. Starting from the turnover of Rs.40,000/- today they have reached to Rs.8 crores. Members of the craft producers company own 40% of the shares while Sasha owns remaining 60%. The profits are ploughed back into the business.

***Dr. H HARISH HANDE***  
***KARNATAKA***

***Selco*** – *Power of solar power*. SELCO sells small modular solar photovoltaic (PV) systems to households and businesses in the villages of Karnataka, Kerala, Andhra Pradesh and Gujarat. Selco won the ‘Ashden Award’ for social enterprise in 2005. They have more than 200 employees, 25 service centres and they have sold more than 50,000 solar home systems serving around 2.2lakhs poor people.

## **Mr. P Mukundan** **TAMILNADU**

***‘Servals Automation Pvt. Ltd – service with values’***. Mr. Mukundan is a social entrepreneur who has invented the Venus brand burner for the poor people so that they can save money spent on Kerosine as the burner uses 30% less fuel and lasts twice as long. It also reduces pollution and respiratory diseases as the consumption of the fuel are lower. With the help of social venture capitalist he successfully scaled up his operation throughout the country.

## **Mr. CHINNU SRINIVASAN**

### **GUJARAT**

***‘Locost – Healthcare for the poor’***. Locost based at Vadodara in Gujarat provides low cost healthcare medicines to poor people in India. The company makes more than 60 essential medicines in 80 formulations (liquids, capsules and tablets). Locost is also active in pharmaceutical policy advocacy at regional and national level. They do not supply medicines in the retail shops. They ensure that poor people get it through working with government and NGOs only .

**Ms. RUNA BANERJEE**  
**UTTAR PRADESH**

**'Sewa Lucknow** – *Empowering more than 7500 women artisans of chikan hand embroidery*'. Ms. Runa Banerjee empowered women artisans involved in the chikan hand embroidery work and her initiative that was started in a small room in Lucknow has reached out to nearly eleven districts of Uttar Pradesh positively affecting the lives of nearly 7500 women artisans working with her.

THANK YOU

Ajay Dixit