

Social Innovation in India



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@ Innovation and Governance for Development, UNU-MERIT, Maastricht, 27 November, 2014

Social Innovation: Theory

- NESTA (2009/2010):
 - “New ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations”
- OECD (2011):
 - “There is social innovation wherever new mechanisms and norms consolidate and improve the well-being of individuals, communities and territories in terms of social inclusion, creation of employment, quality of life”
- EU (2013):
 - “Innovations that are both social in their ends and in their means, remaining open to the territorial, cultural variations it might take”

Social Innovation: West

- Social outcomes/change
- Social relations/processes/collaborations
- Closely connected to public sector innovation
- Part of 'Social Economy'

- Anything broadly 'social' - marginalised groups, ageing, citizen empowerment
- Community based initiatives

- Actors driving social innovation thinking and practice:
 - Government
 - Universities and think-tanks
 - Philanthropy, charities and social organisations
 - Social enterprises

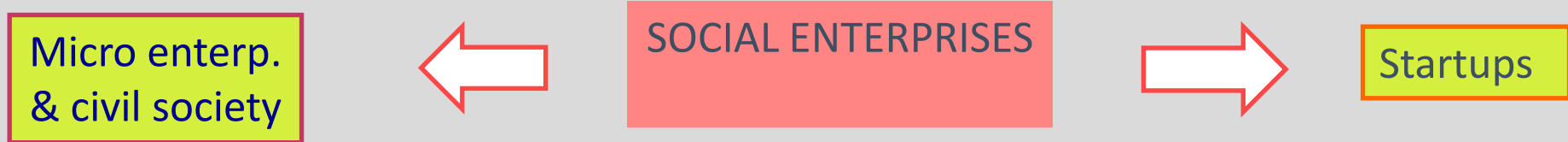
Social Innovation: India

- Long history of innovation initiatives related to 'social'
 - Grassroots innovation (Anil Gupta)
 - Appropriate Technology Movement (Schumacher)
 - Inclusive and pro-poor innovation
 - Jugaad and Frugal innovation
- Drivers of social innovation:
 - High levels of poverty and inequality
 - Large gaps in public service provision (health, education, energy, water & sanitation, livelihoods...)
- Social Innovation Environment:
 - Limited government engagement
 - Limited academic work (no thought leadership; no technology)
 - But plenty of activity on the ground- primarily Social Enterprises

Social Innovation = Development = Poverty Alleviation

Focus on outcome, not processes/relationships

Social Enterprises: Key Social Innovation Actors



- Exist across a spectrum.
- Dual or triple bottom line: for profit + for social (+ for environment)
- Provide goods, services, livelihoods opportunities
- Targets low-income (but generally not the poorest)
- Often relatively new, small
- Innovating beyond actual product/service (upstream/downstream)
 - -> create value chain/markets
- Across critical needs sectors
- Structure: For Profit, Not-For Profit, Hybrid

SMV Wheels:

Cooperative of cycle rickshaw pullers in Varanasi



Zaya Labs:

High quality primary education using tablets

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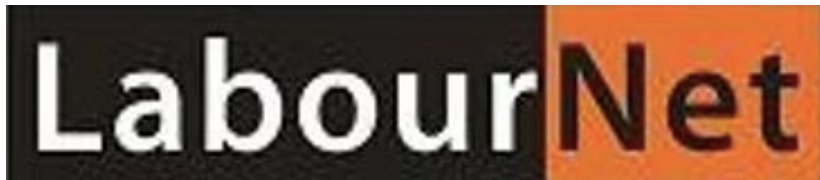
Under the Mango Tree:

Linking bee-keeping rural farmers with upmarket urban retailers through a hybrid social enterprise selling organic honey



LabourNet:

Platform for informal workers to access services usually available to formal sector workers only



Role of Government Policy and Donors

Inclusive Innovation Policy (maybe)

- India Inclusive Innovation Fund -?
- National Innovation Council - ?

Programmes (sort of)

- Samridhi Fund (SIDBI & DFID)
- Millennium Alliance (DST, USAID, GIZ)
- Jeevika/Bihar Innovation Forum (GoB; WB)

Role of Donors (central)

- Direct support – Millennium Alliance, Development Market Place
- Building the ecosystem: finance impact investors, incubators
- Build capacity, create networks, create knowledge

Other Financial and Non-Financial Support

Incubation & Acceleration:

UnLtd India
Villgro
CIIE
Sandbox social innov. hubs
Marico Innovation
Foundation's SI Accelerator

Impact Investors:

Aavishkar
Ankur Capital
Acumen Fund
Unilazer Ventures
Unitus Seedfund
I3N/TONIIC

Tech/Expert Support:

Innovation Alchemy
Ennovent/ Idobro
Impact Law Ventures
Vera Solutions
Karmany

Co-working Spaces:

Bombay Connect

Debt Finance:

Kinara Capital
Intellegrow

Challenge Funds

X-Prize
Mahindra Spark the Rise

Networks/Platforms:

Sankalp
Unconvention-Local
Artha Platform
TiE
National Association
of Social Enterprise
India Impact Investor
Council

India as a Social Innovation Lab

- Plenty of Experimentation and Innovation
 - In social enterprises
 - In support
- Tension: Profit vs. Social
 - Choice of intervention/service/goods
 - Choice of geographic location
 - Choice of target consumers
- Few models 'proven' or able to scale
- Driven to some extent by 'fashion' (and investor interest)
- Impact measurement ad hoc
- Limited documentation or study on what works and why

Social Innovation: Theory vs. Practice

SOCIAL INNOVATION IN THEORY

- Western notion of social processes and social outcomes
- Closely connected to public sector innovation
- Academia engaged in debates on what it is, how it works, measurement
- Wide range of 'social'

SOCIAL INNOVATION IN PRACTICE (INDIA)

- Focus on low-income population, access, inclusion, poverty alleviation
- Primarily seen through/ driven by social enterprise sector
- Lot's of action on the ground
- What is impact discussion driven by funders/donors
- Limited discussion on what it is or how it works
- Limited involvement of government or academia

So how do we connect the two?



OKAPI

Thank You!