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# DELIBERATION WORKSHOP: ACCELERATING SOCIAL IMPACT SOLUTIONS THROUGH COLLECTIVE ACTION BETWEEN INDUSTRY AND START-UPS

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WORKSHOP REPORT



Network India

APRIL 12, 2019

9:30 AM - 17:00 PM

T-HUB, IIIT CAMPUS, HYDERABAD, TELENGANA

## **BACKGROUND:**

India's private sector, including start-ups, are well positioned to support the centre and state governments in achieving the Sustainable Development Goals (SDGs). There have been several strategic developments related to the UN system recently. The United Nations Secretary General (UNSG) has entrusted the Local Networks with a greater responsibility to increase SDGs impact and UN business partnerships at the country-level.

A key focus area that has been added to the UNGC mandate is inclusion and promotion of innovators in respective countries. The Local Networks are being encouraged to play a significant role in both guiding and supporting start-ups as responsible business locally in collaboration with Government, the UN, and other stakeholders. The UN goals involve complex problems, but when it comes to clever start-ups, a lot can happen between now and 2030.

New technologies are becoming increasingly critical enablers for how the UN undertakes its work. The UN Secretary General Antonio Guterres recently launched an SDG strategy on New Technologies.<sup>1</sup>

UNSG has asked to dramatically accelerate efforts on key 21st-century challenges, namely: the fight against climate change; achieving the SDGs; and stepping up new technologies that can “turbocharge” this work. The only way for new technologies to meaningfully address global challenges he acknowledges is through “agreement about the principles, values, obligations and responsibilities that should guide the design, development and uses of these technologies (innovations).”

Businesses involved in creating a social impact derive many benefits. The altruistic mission of entrepreneurship can be channelled through social impact. End-users and consumers prefer socially responsible business and such companies also attract investors. Employees of socially responsible businesses are more driven, loyal, productive and engaged in their work. These businesses are millennial friendly and attract youngsters as they are keen to work in organizations that are impact driven.

With an umbrella mandate to strengthen its conjoint stand on SDGs and Governance through innovative and indigenous strategies and aligning it with the national schemes and programmes, the Centre of Excellence for Governance, Ethics and Transparency (CEGET) at Global Compact Network India, is committed to bridging the gap between the start-ups and their aspirations in creating a social impact.

CEGET aims to give a platform for entrepreneurs-in-the-making to pitch their impact ideas and solutions for challenges, to a panel of investors and by organizing a deliberation workshop of start-ups and businesses on their contribution in the cause of welfare and impact investment.

With the above-mentioned as background, CEGET, in association with Chalk-Talk, organized a Deliberation Workshop titled *'Accelerating Social Impact Solutions through Collective*

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<sup>1</sup> <https://www.un.org/en/newtechnologies/images/pdf/SGs-Strategy-on-New-Technologies.pdf>

*Action between Industry and Start-ups'*, in Hyderabad on April 12, 2019. The Workshop particularly focused on Urban innovations and solutions related to the Sustainable Development Goals.

### **OBJECTIVES OF THE WORKSHOP:**

- To connect the vision, ambition and innovation of young Indian entrepreneurs with some of the biggest development challenges facing the country, using the framework of the SDGs
- To give a facilitative platform for entrepreneurs-in-the-making to pitch their impact ideas and solutions for challenges, to a panel of investors and businesses
- To create a learning curve for all the stakeholders involved to find out the stories, struggles, ideas, issues and challenges of social transformation
- To understand the ground realities of innovation from thought leaders and passionate innovators
- To discuss and identify potential strategies and solutions for accelerating the implementation and accomplishment of SDGs

### **PROGRAMME AND ORDER OF THE DAY:**

The workshop was divided into four thematic sessions - each based on a specific SDG with speakers presenting on a given thematic topic, followed by Q&A with the audience. The Chief Guest Mr. Jayesh Ranjan (IAS), Principal Secretary, Industries and Commerce & IT, Telangana (GoI) was **indisposed and hence excused himself** from attending the event. The Welcome address was given by Mr. Kamal Singh, Executive-Director GCNI, who greeted the speakers and delegates for their august presence and gave a brief outline of the overall activities and initiative of GCNI in general and CEGET in particular. Ms. Shabnam Siddiqui, Director, CEGET-GCNI gave an overview of the SDGs and laid down the outline for the workshop. Ms. Reema Garg, director, Chalk Talk, **who conducted the event welcomed** all the participants and introduced the speakers.

Mr. Andrew Fleming, British Deputy High Commissioner, Hyderabad gave the Inaugural address. He explained how ecosystems need to be defined and characterised to show better results, including start-up ecosystems. He talked about the importance of partnerships and engagement with the youth. He reminisced about his anti-corruption work in Nigeria which led to changes in legislation and his work in smart cities - Vishakhapatnam and Kakinada, thus explaining, how engaging citizens and being inclusive, helps in the achievement of goals. He stressed on the importance of visibility and effective communication as key to success for workshops and events. He also informed the audience that a delegation of experts from United Kingdom will be coming to Hyderabad in **June** to facilitate the sharing of information, promoting reform that will ease doing business, smoothen investor interactions, and ensure State officials are familiar with the needs of UK business. This will help deliver investment, growth, and jobs in Telangana.

## **SESSIONS:**

(For the Full Agenda, please refer Annexure 1)

### **Session 1**

#### **SDG 9: Industry, Innovation and Infrastructure**

##### **Theme: “Industry and Infrastructure: Quality and Sustainability”**

Ms. Mercedes Gil Juscamaita (Deputy Chief of Mission, Embassy of Peru) gave an account of the rich history and heritage of Peru. She elucidated the fact that Peru is a young nation and thus provides a very organic space for start-ups. Peru occupies the first place in the index of entrepreneur spirit in Latin America, and the fifth around the world **according with** a report made by Global **Entrepreneurship monitor** (GEM). She mentioned about START UP PERU which was started as a competition in 2013 and is a strategy of the Ministry of Production that aims to strengthen the ecosystem of innovative entrepreneurship and facilitate the birth, development and expansion of new ventures based on innovation (start-ups). The major outcomes have been in the shape of 316 start-ups,12 incubators and substantial job creation. She pledged her support for the Indian start-up ecosystem and assured that Peru can help India in terms of best-practices and diverge learnings.

Mr. Rajan Raje (CEO, Nichem Solutions) addressed the need to integrate MSME’s and informal sectors in Value Chains. He talked about Sustainable Urban Development and its characteristics. A gap is created in the development because the industry which has technology hardly gets to meet the administrators and decision-makers. He proposed that the gap may be bridged through Innovation centres which will be a platform for all the stakeholders to share knowledge of innovative technologies and sustainable urbanization. He further explained the model, structure and advantages of such an Innovation centre in collaboration and planning for urban transformation.

Mr. Praveen PA (Director Aerospace & Defense) enumerated the work done by Telangana in the field of innovation. He talked about the formation of Telangana State Innovation Cell (TSIC), which was set up in 2017 and its team led by Chief Innovation Officer, Mr. Phanindra Sama (Co-founder, and Ex-CEO of redBus.in), who work towards nurturing young talent, foster Innovation and Entrepreneurship in the State. He stated that a decentralized setup with innovative funding is the prerequisite for start-ups. Start-ups are the need of the hour as they break the status quo through their technological disruptions. He added that rather than being money-making machines and finding short-cuts to do it, start-ups should add value to the society. Human intelligence is the mightiest weapon and opportunities to showcase them must be exploited. He said that the Government is supportive in terms of providing spaces, skilling and employment and also provides global tie-ups for finishing training with different universities of the world. The Telangana is keen on G2G industrial promotion as well.

Ms. Richa Pant (Head, Group-CSR, L&T Financial Services) threw light on the changing face of CSR. Over the last decade, CSR has come a long way – from a philanthropic and compliance-based regulation to companies showing accountability and giving back to the society. CSR has moved away from just routine activity to creating responsible corporate citizens, who believe in sustainability. This has been achieved through capacity-building, ESG solutions and knowledge enhance through various forums. She elaborated upon a methodical approach, undertaken by L&T, of engaging with start-ups which aims to either address a specific problem statement of its customer or become a part of platforms and solutions being developed to serve the various initiatives. The most commonly used engagement vehicles include one-off events, incubators (idea stage)/ accelerators (product stage), corporate venture capital, corp-ups, and M&As. A huge market can be accessed through grants like – Shell and DFID.

## **Session 2**

### **SDG 8: Decent Work and Economic Growth**

#### **Theme: “Engaging Young India: The job of creating jobs”**

Mrs. Rama Devi (President, ALEAP) gave a presentation on the ‘*Changing Paradigm Through Accelerator Programmes for Start-ups.*’ She briefly talked about her organization Association of Lady Entrepreneurs of India (ALEAP-India), which got registered as a non-profit in 1994. She explained acceleration by providing incubation facilities, Entrepreneurship Development Programmes (EDPs), handholding support for development of MSMEs and cluster development, for female entrepreneurs. ALEAP developed the First Women Entrepreneurs Industrial Estate in India at Gajularamaram, Hyderabad, which has Incubation centres for various eco-friendly products like Jute, Textiles, Paper Products and vermi-compost. **ALEAP-India has come up with a new innovative incubation centre called We-Hub at its Green Industrial Estate at Nandigama, Sangareddy District, Telangana. We-Hub is supported by AIM, Gol and NITI Aayog.**

Mr. Saurabh Jain (Vice President, Paytm) started off with demonstrating as to how a start-up founded in 2010, went on its journey from being a Mobile-recharge platform to a successful e-commerce market. Paytm (an acronym for pay through mobile) was recognized as the ‘Most Innovative Start-Up of the Year’ in 2012 by Franchise India. He deliberated on the risk-taking ability, ingenuity and the constantly expanding vision that an entrepreneur must have giving the example of the founder of Paytm, Mr. Vijay Shekhar Sharma. Mr. Jain, who heads Paytm’s ‘*Build for India*’ initiative, which promotes the culture of grass root innovation in India. It is an ‘Open Source Incubator’ programme and is mentoring several start-ups that aim to make a mark on the tech landscape. He explained how intrapreneurship is no less significant than entrepreneurship. Intrapreneurship is a relatively recent concept that focuses on employees of a company that have many of the attributes of entrepreneurs. An intrapreneur is someone within a company that takes risks in an effort to solve a given problem. By the end of 2025, there will be 1 million entrepreneurs and 10 million intrapreneurs. He stressed on the fact that social impact can be achieved through

promotion of – Social entrepreneurship, open software, open hardware, open content and open education solutions which solve India’s needs.

Mr. M.R.K Murti (AGM, SIDBI) talked about the financial planning and hardships that an entrepreneurship has to face in getting seed funding. He explained in detail the due processes start-ups should follow to get access to funds. He elaborated on the various schemes and verticals under which start-ups can seek funding. One of the major challenges, he said, was loan applications not meeting the funding guidelines of Fund of Funds for Start-ups (FFS) scheme of SIDBI and failing the multiple levels of scrutiny by experts. He also answered many questioned related to funding that came from the audience.

Pranathi Reddy (BD and Ops Manager, We Hub) stressed on the fact that start-up ecosystem should be representative of the entire population and access to an interconnected network of entrepreneurs shall lead to greater success. She briefly elaborated on the importance of hubs for women who face structural challenges and cannot network as much as men. ‘We Hub’ provides a 360-degree support for any aspiring women entrepreneur. Services we provide include seed funding, mentoring, virtual programs (in case women can’t travel), business guidance, Government liaison which will help women establish their own enterprise.

### **Session 3**

#### **SDG 3: Good Health and Well-Being**

**Theme: “Using Technology to increase the reach and multitude of healthcare services”**

Dr. Alope Mullick, CEO, OMNI Hospital expounded the use of IT in healthcare and clinical facilities. He explained how there has been a qualitative enhancement in healthcare delivery due to new technologies which are tested and given a go-ahead for clinical IT-support only if they are safe, efficient, effective and patient centric. He further added that human errors can be minimized by using IT drivers like Computerized physician order entry (CPOE) and Bar Code for Medication. Cumbersome studies and information required for diagnosis can be contained through Clinical Decision Support System (CDSS). He suggested that there is an urgent need for legislative decisions for IT-support in healthcare and policy makers should focus on it.

Mr. Nikhil Gullapalli (Managing Director, Global Strategy Partners) spoke about methodology to innovate and create social impact that offers sustainable and digital solutions to improve mental and physical health. Keeping in mind, the innovations in the field of health technology that have taken a leap ahead, Mr. Nikhil informed that health care spending is on the rise, while providers struggle to improve quality of care, they create opportunities for investments in digital health technologies. He advised on integrating healthcare in urban planning and development.

Dr. Raju S. Gannavarupu (Founder - The Green Mantra) recommended creating value from recycled plastics and thereby reducing plastic pollution. The vision of the Green Mantra is to be a catalyst for Sustainable Impact. The Green Mantra is a clean technology leader that

produces value-added synthetic waxes, polymer additives, and other chemicals from recycled plastics. It is the first company in the world to upcycle post-consumer and post-industrial recycled plastics into synthetic polymers and additives that meet specific performance requirements for industrial applications. He also demonstrated and distributed one of his products amongst the audience – a biodegradable bio-polymer carry bag which had a pocket with seeds that will lead to afforestation once buried.

Ms. Sridevi Jasti (Founder, Vibrant Living Pvt. Ltd.) shared the importance of preparing and offering incredibly pure, organic, antioxidant-rich, high fibre and nutritious foods. Sridevi heads Vibrant Living, which is a healthy gourmet food company based in Hyderabad and specializes in creating uber delicious and healthy gourmet foods. She shared her journey of serving healthy food and how technology helped her to do the job. She also spreads awareness about a balanced lifestyle and good health through workshops and her capacity as a qualified nutritionist. Hers is a vegan company which provides many varieties of healthy snacks and innovative ways to nourish the body.

#### **Session 4**

#### **SDG 17: Partnerships for the Goals**

#### **Theme: “Collaborate to Innovate: Let’s bust the silos”**

Dr. Shanta Thoutam (Vice President Corporate Innovation and BD, T-Hub, Hyderabad) endorsed the mandate of T-Hub. She asserted that T-Hub was India’s largest incubator which hosts 150 mature Tech start-ups. T-Hub creates opportunities to scale through its incubator, accelerator and market access programs curated for both local and international start-ups. It’s a unique public/private partnership between the government of Telangana, 3 of India’s premier academic institutes (IIIT-H, ISB & NALSAR) and key private sector leaders. It stands at the intersection of the start-up, academic, corporate, research and government sectors.

Mr. Varun Pawar (Cofounder, Lakeer) expounded on his dream of creating better cities. Lakeer is a civic intelligence platform that aims to make cities more equitable. He talked about how usage of data driven planning, technologies and frameworks can transform Indian cities. Lakeer builds the case for data-driven governance and inclusive urban planning which is citizen-centric, to administrators who lead the planning, budgeting and day-to-day running of our cities. He emphasized the importance of data by proclaiming that it breaks silos and is a form of ‘cooked advocacy’, which is more effective and saleable. The idea is to build better cities which are more liveable and provide people with equal opportunities because it is in the cities that people break free from their social baggage like caste, creed, gender, religion and all the other chains which otherwise hold them back.

The sessions were followed by Q&A between the speakers and the participants.

### **WAY FORWARD:**

Ms. Shabnam Siddiqui announced that the workshop was to assess the needs and challenges of start-ups and thus will continue in series of workshops in various which have a thriving culture of innovative start-ups. The next deliberation workshop is to be held in Mumbai on 29<sup>th</sup> May, 2019 and will be supported and hosted by Bombay Chamber of Commerce (BCCI).

### **PARTICIPANTS:**

The workshop was attended by representatives of Govt., Industry and start-ups of Hyderabad. The list of **speakers and participants** is annexed as Annexure 2.



## Annexure 1

### DELIBERATION WORKSHOP: ACCELERATING SOCIAL IMPACT SOLUTIONS THROUGH COLLECTIVE ACTION BETWEEN INDUSTRY AND START-UPS

**Date:** Friday, April 12, 2019

**Time:** 9:30 am to 17:00 pm

**Venue:** T-Hub, Hyderabad/Telangana

#### AGENDA

Time	Session	Speaker/s
09:30- 10:00	<b>Registration</b>	
10:00 --10:10	Welcome Address	Mr. Kamal Singh, ED, GCNI
10:10—10:20	Theme Address	Shabnam Siddiqui, Director, CEGET-GCNI
10:20—10:30	Introduction of Guests & Participants	Reema Garg, Director, Chalk-Talk
10:30—11:00	Inaugural Address	<ul style="list-style-type: none"> <li>• Jayesh Ranjan (IAS), Principal Secretary, Industries and Commerce &amp; Information Technology, Telangana (GoI)</li> <li>• Mr. Andrew Fleming, British Deputy High Commissioner, Hyderabad</li> </ul>
11:00—11:15	<b>Tea Break</b>	
11:15—12:30	<p><b><u>Theme 1</u></b>  <b>SDG 9: Industry, Innovation and Infrastructure</b>  <b>Theme: “Industry and Infrastructure: Quality and Sustainability”</b></p> <ul style="list-style-type: none"> <li>• Smart Infra: Energy efficient buildings and industries</li> <li>• Integrating MSMEs and informal sectors in value chains</li> <li>• Enhancing scientific temper through vocational training</li> <li>• Supporting domestic technology: Indigenous innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Ms. Mercedes Gil Juscamaita, Deputy Chief of Mission, Embassy of Peru</li> <li>• Mr. Rajan Raje, CEO, Nichem Solutions</li> <li>• Mr. Praveen PA – Director Aerospace &amp; Defence</li> <li>• Ms. Richa Pant, Head, Group-CSR, L&amp;T Financial Services</li> </ul>
12:30—13:30	<p><b><u>Theme 2</u></b>  <b>SDG 8: Decent Work and Economic Growth</b>  <b>Theme: “Engaging Young India: The job of creating jobs”</b></p> <ul style="list-style-type: none"> <li>• Start-Ups and Businesses: Issues, Challenges and</li> </ul>	<ul style="list-style-type: none"> <li>• Mrs. Rama Devi (President, ALEAP)</li> <li>• Mr. Saurav Jain, Vice</li> </ul>

	<p>Opportunities</p> <ul style="list-style-type: none"> <li>• Women entrepreneurs: Impact and obstacles</li> <li>• Migration related solutions: Value-addition and labour-intensive sectors</li> <li>• Access to financial services: Govt. Policies and Best-practices</li> </ul>	<p>President, PayTM</p> <ul style="list-style-type: none"> <li>• Ms. Pranathi Reddy (BD and Ops Manager, We Hub, Hyd)</li> <li>• Mr. M.R.K Murti- AGM, SIDBI</li> </ul>
13:30—14:30	<b>Lunch Break</b>	
14:30—15:45	<p><b>Theme 3</b></p> <p><b>SDG 3: Good Health and Well-Being</b></p> <p><b>Theme: “Using Technology to increase the reach and multitude of healthcare services”</b></p> <ul style="list-style-type: none"> <li>• Rationalizing healthcare costs especially in fighting malnutrition and natal care</li> <li>• Exploring innovative awareness and knowledge platforms</li> <li>• Geriatric care: Sustainable and digital solutions to improve mental and physical health</li> <li>• Smart health: Analyzing big health data for automated lifestyle guidance</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. Alope Mullick, CEO, OMNI Hospital</li> <li>• Nikhil Gullapalli - Managing Director, Global Strategy Partners</li> <li>• Dr. Raju S. Gannavarupu, Founder - The Green MANTRA</li> <li>• Ms. Sridevi Jasti, Founder, Vibrant Living Pvt. Ltd.</li> </ul>
15:45– 16.45	<p><b>Theme 4</b></p> <p><b>SDG 17: Partnerships for the Goals</b></p> <p><b>Theme: “Collaborate to Innovate: Let’s bust the silos”</b></p> <ul style="list-style-type: none"> <li>• Knowledge Transformation: Usage of data driven technologies and frameworks for vulnerable groups</li> <li>• ICT platforms: Digitization for International cooperation</li> <li>• Collective action for social, economic and environmental welfare</li> <li>• Innovation Hubs for SDGs: subject-matter expertise on technology trends and industry-specific insights</li> </ul>	<ul style="list-style-type: none"> <li>• Mr. Varun Pawar, co-founder, Lakeer</li> <li>• Dr. Shanta Thoutam, Vice President Corporate Innovation and BD, T-Hub, Hyd.</li> </ul>
16.45 -17.00	<b>Recapitulation and Way Forward</b>	Ms. Shabnam Siddiqui, Director, CEGET- GCNI

## Annexure 2

