

SOCIAL ENTREPRENEUR OF THE YEAR AWARD 2011



L-R: Rajiv Khandelwal, Co-founder & Executive Director, Aajeevika Bureau; Neelam Chhiber, Winner SEOY 2011 & CEO, Industree Crafts Foundation; Adi Godrej, Chairman, Godrej Group; S S Bhartia, CMD, Jubilant Life Sciences Ltd, Prithvi Raj Chavan, Chief Minister of Maharashtra, Professor Klaus Schwab, Executive Chairman, World Economic Forum; Ashwani Kumar, Minister of State for Planning, Science & Technology & Earth Sciences, Govt of India & Sudha Pillai, Member Secretary, Planning Commission

On 12th November 2011, the Schwab Foundation for Social Entrepreneurship, in partnership with the Jubilant Bhartia Foundation, announced Neelam Chhiber as the winner of the India Social Entrepreneur of the Year 2011 in Mumbai. The Chief Guest, **Shri Prithvi Raj Chavan, Chief Minister of Maharashtra** and the Guest of Honour, **Shri Ashwani Kumar, Minister of State for Planning, Science and Technology & Earth Sciences** handed the award to the winner in Mumbai. Industree Crafts Foundation triples incomes of marginal artisans by moving them from being 'piece rate workers' to owners and entrepreneurs of grassroots community enterprises. It works both at the production and market ends of complex supply chains and has impacted more than 10,000 artisans living below the poverty line, by putting them in charge of their own enterprises.

Social entrepreneurs drive social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices.

Social entrepreneurship is about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor.

In India, the Social Entrepreneurs are bringing solutions for the bottom of the pyramid communities with sustainable business approach and strategies. Felicitating such role model will motivate new comers in this field and enhance the impact of the effort and development can

reach to the deprived group of the society in a sustainable manner to bring Inclusive Growth.

The main criteria for selection includes:

- **Innovation**
- **Sustainability**
- **Direct Social Impact**
- **Reach & Scope**
- **Replicability**

For the second year in a row, the Social Entrepreneur of Year Awards received 140 applications from all across India. The outreach process began on April 1st and ended on May 30th, 2011.

After several stages of rigorous assessment, four finalists were chosen. An independent panel of pre-eminent judges met on 12 November to select the winners from among the finalists.





Winner Profile:

Neelam Chhiber

**Industree Crafts Foundation/
Industree Crafts Private Limited**

(Under the Brand 'MOTHEREARTH'):

Field: Rural Development; Enterprise Development; Culture/Handicrafts

Headquartered at: Bangalore

Year of Establishment: 1994

Legal Form of Business: Hybrid Not-For-Profit

Website: www.industree.org.in & www.motherearth.co.in

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At the producer's end, Industree incubates community enterprises and common production entities that are jointly owned by artisans and local entrepreneurs (typically unemployed or under employed youth) . At the market end, Industree's multi-retail brand, Mother Earth, and aggressive sales force, set up with investment from the Future Group, offers the new producer- entrepreneur with a direct market platform to the Indian retail market, ensuring steady business of high volumes and smooth cash flows, year-on-year.

For every 100 Indian rupees of revenue increase for Industree, producer incomes increase by 58 Indian rupees. As a result, community enterprises incubated by Industree, and owned by artisanal communities, break even within their first year of operation. In addition, 13% of the brand Value of Mother Earth has been locked into a MBT for artisans to purchase at par.

As of August 2011, Industree has incubated 13 SHG-based community-owned enterprises and common production units in Karnataka and Tamil Nadu, and directly impacted more than 10,000 marginal producers and their families, of which 61% live below the poverty line, earning less than one US dollar a day. Industree also trains and sources products from 400 crafts-based collectives and SHGs in 10 Indian states, opening up the Mother Earth brand and market platform for them.

In 5 years, Neelam Chhiber and her team aim to directly impact more than 50,000 individual artisans by incubating their enterprises and facilitating their diversification into newer products, brands and markets, beyond those offered by Mother Earth.



"The SEOY 2011 award is extremely significant for recognition of India's artisanal sector that has for too long languished in no man's land. The spotlight has been put on one of India's largest asset bases, a highly skilled and talented mass of more than 40 million people, scattered across 6 lakh villages with no common voice. This is India's traditional livelihoods space, its non-farm sector, the second largest rural income provider, a sustainable and inclusive production base for the globe.

Full credit goes to Jubilant Bhartia Foundation for uniting with the Schwab Foundation to provide the Social Enterprise sector high profile exposure with policy makers, media and hence the common man, about building innovative ways of releasing the tremendous social and entrepreneurial energy that India has, which when combined will take us to the second half of this century"

– Neelam Chhiber

Jury



Ms Sudha Pillai
Member Secretary
Planning Commission



Dr Harish Hande
Managing Director
Selco Solar Light Ltd



Ms Shobhana Bhartia
Chairperson and
Editorial Director
The Hindustan Times



Mr Rajiv Khandelwal
Co-Founder and
Executive Director
Aajeevika Bureau



Mr Adi Godrej
Chairman
Godrej Group



Ms Mirjam Shoening
Senior Director
Schwab Foundation for
Social Entrepreneurship

The other finalists were:

Gyanesh Pandey

Husk Power Systems
(Patna)

www.huskpowersystems.com

Mr. Gyanesh Pandey of Husk Power, Patna: Decentralized generation and distribution of electricity using innovative lowest cost biomass waste. 25-100KW mini power plants and deliver electricity on a pay-per-use. 50% cheaper than solar and wind. Cloud based real time monitoring system. Developed pre paid meter. 80 power plants in 350 villages. Each power plant serves 400 households (who have to commit to paying for electricity) or 2500 people. Team of 350 people.



Sudesh Menon

Waterlife India
(Hyderabad)

www.waterlifeindia.com

Mr. Sudesh Menon of Water Life, Hyderabad: Operation and maintenance (5 to 10 years) through the introduction of user fee approach. (typically Rs.3 to 6 for 20 litres of safe clean water). Work with the government and accredited institutions. 1.1 million people have been directly impacted.



Matthew Spacie

Magic Bus (Mumbai)

www.magicbus.org

Mr. Matthew Spacie of Magic Bus, Mumbai: First sport for development in Asia. MB addresses key issues in education, health, gender and livelihood through rigorous behavioral change processes through a needs based programme - ability to quantify their action. Built revenue verticals to support their charitable activities. 170,000 currently (70,000 through MB's direct activities and 100,000 in state schools and PYKKA programmes)



The electronic media partner of this award is CNBC-TV18

The award has been given annually in the country since 2005 to individuals who have founded organizations or companies with targeted social missions benefiting underserved communities. The winners enter the global network of 200 leading social entrepreneurs of the Schwab Foundation for Social Entrepreneurship, a sister organization of the World Economic Forum.



First in Business Worldwide



Few Glimpses of the Award Ceremony



Chief Minister of Maharashtra, Prithvi Raj Chavan addressing at the Social Entrepreneur of the Year Award Ceremony



Ashwani Kumar, Minister of State for Planning, Science and Technology & Earth Sciences addressing the participants



Shereen Bhan, Rajiv Khandelwal, S S Bhartia, Prithvi Raj Chavan & Professor Klaus Schwab



Sudha Pillai, H S Bhartia and Mirjam Schoening



Rajiv Khandelwal, S S Bhartia and Prithvi Raj Chavan



S S Bhartia, Prithvi Raj Chavan, Professor Klaus Schwab & Ashwani Kumar

BACKGROUND

The **Schwab Foundation for Social Entrepreneurship** (<http://www.schwabfound.org>) is a sister organization of the World Economic Forum. The Foundation provides unique regional and global platforms to promote social entrepreneurship as a key element to advancing societies and addressing social problems innovatively and effectively.

Jubilant Bhartia Foundation, the social wing of the Jubilant Bhartia Group, was established in 2007. As a part of the Jubilant Bhartia Group, the foundation focuses on conceptualizing and implementing the Corporate Social Responsibility initiatives for the group. www.jubilantbhartiafoundation.com



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