Social Entrepreneurship
An Indian Perspective ↗

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Context & Agenda

*A need to leverage **technology**, **talent** and **capital** to solve large scale socio-economic problems across India.*

Current Landscape

Defining Social Enterprises

Why do they matter?

Ecosystem Enablement

Working Models

Scale + Innovation

Challenges & Opportunities

Current Landscape

India has ~2 million social enterprises (WEF)

57% founded in the last 5 years (British Council)

US$ 2.9B in impact investment (2023) (IIC India)

47% women-led (British Council)

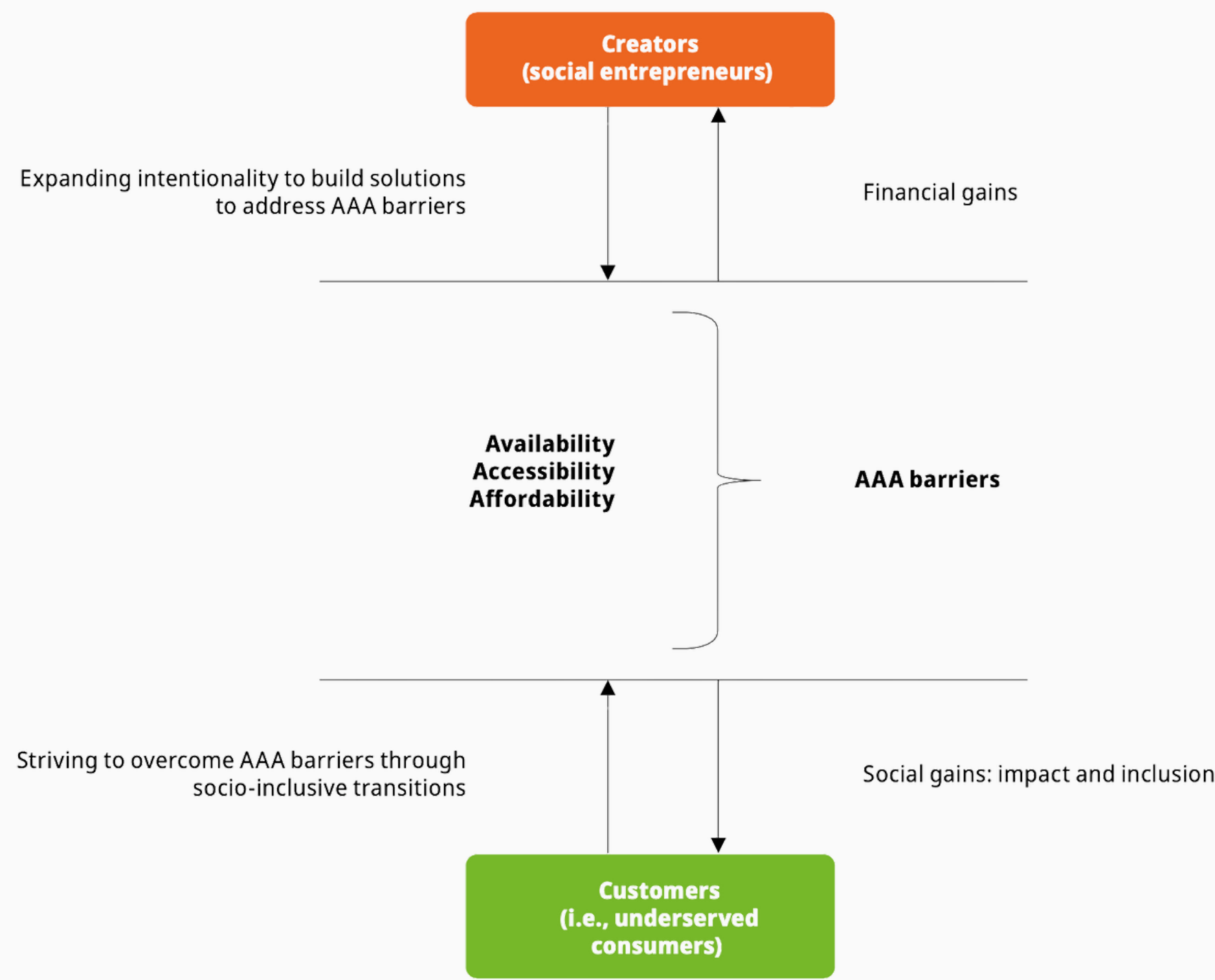10.05 crore women in SHGs

1.2 crore MSEs accessible through ONDC/GeM

India is among top countries piloting social procurement at scale (WEF)
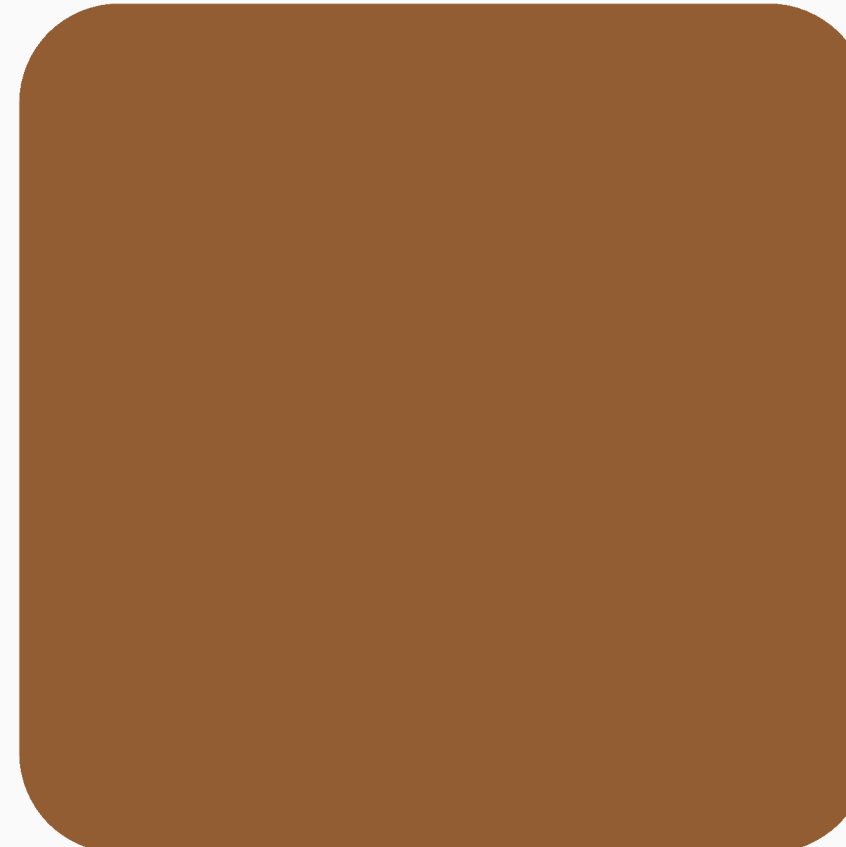
Let's Define
Social Enterprises

Parameter	Characterized by
Availability	Uneven distribution of resources, social exclusion, infrastructure deficits
Accessibility	Barriers of language, discrimination, digital divide
Affordability	High costs, hidden costs, ineffective social safety nets, institutional voids

Creators (social entrepreneurs)

Expanding intentionality to build solutions to address AAA barriers

Financial gains

Availability
Accessibility
Affordability

AAA barriers

Striving to overcome AAA barriers through socio-inclusive transitions

Social gains: impact and inclusion

Customers (i.e., underserved consumers)

Why It Matters

The Role of Social Entrepreneurs

Government brings scale, mandate and infrastructure; entrepreneurs bring agility and innovation and real impact happens only when both work together.

India

Last mile problems
Underserved markets
Economic participation
Inclusive growth

Society

Adoption as barrier
Community origins
Friction in sensitive areas
Social fabric

Government

Limited bandwidth
Innovation is mostly external
Scale platforms
Micro problems

Coming Together

Ecosystem Enablement

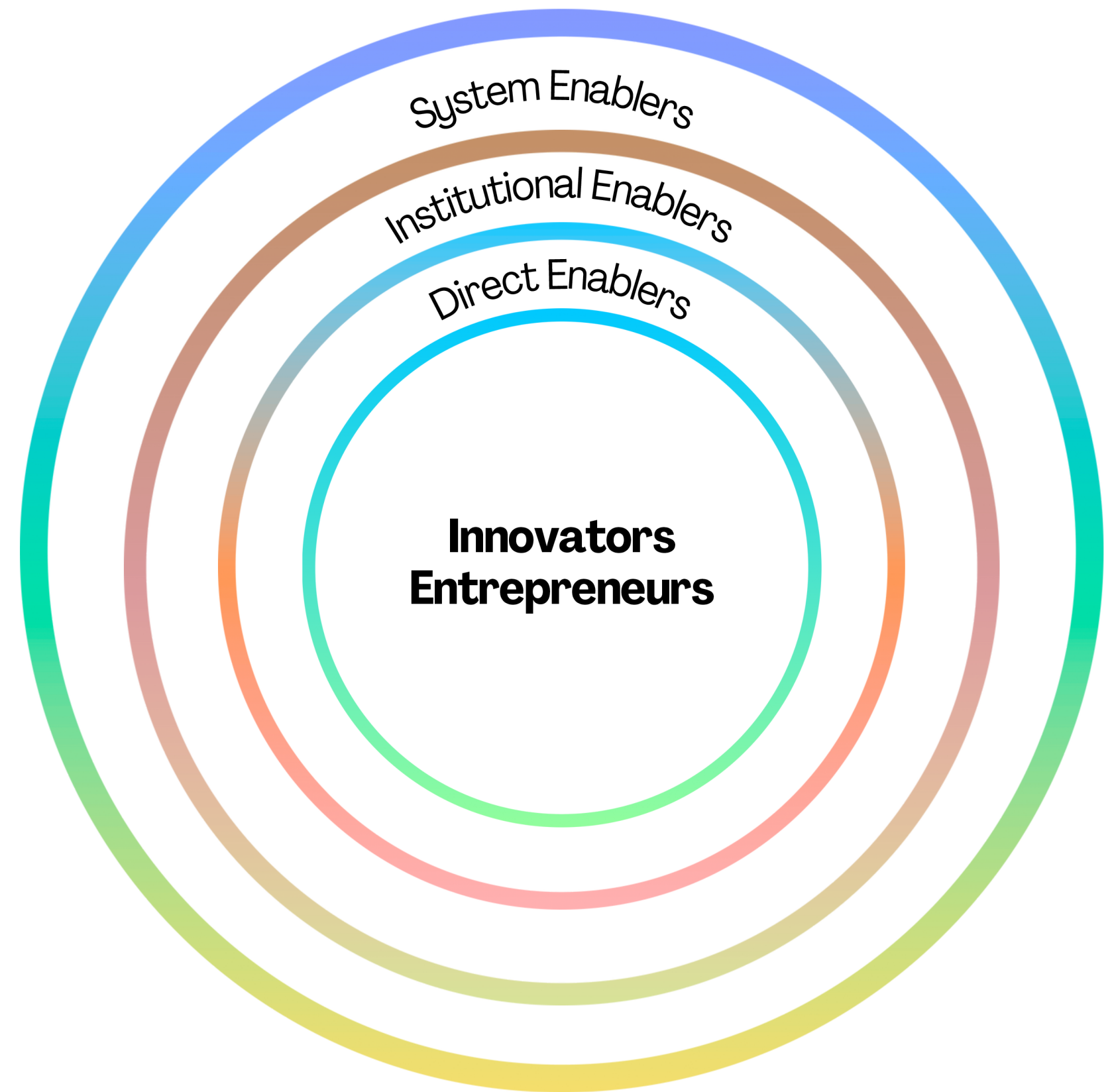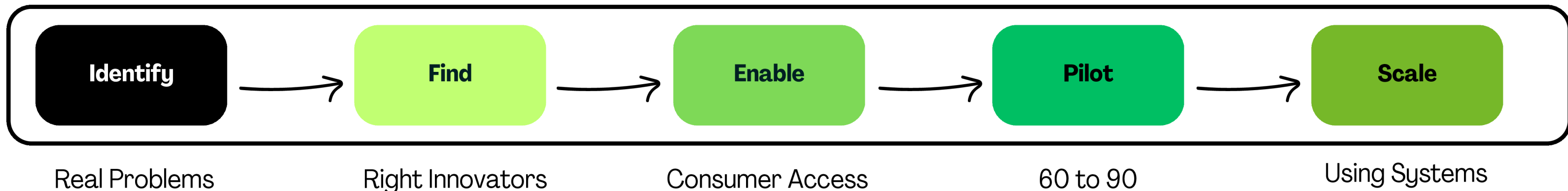Social entrepreneurship doesn't operate in isolation.

Direct Enablers

System Enablers

Institutional Enablers

- System Enablers
- Institutional Enablers
- Direct Enablers

Innovators Entrepreneurs

How do we Enable?

Government Innovation

Identify	Find	Enable	Pilot	Scale
Real Problems	Right Innovators	Consumer Access	60 to 90	Using Systems

Problem to Pilot Program

Government as a Platform (GaaP)
The 3 Department Loop
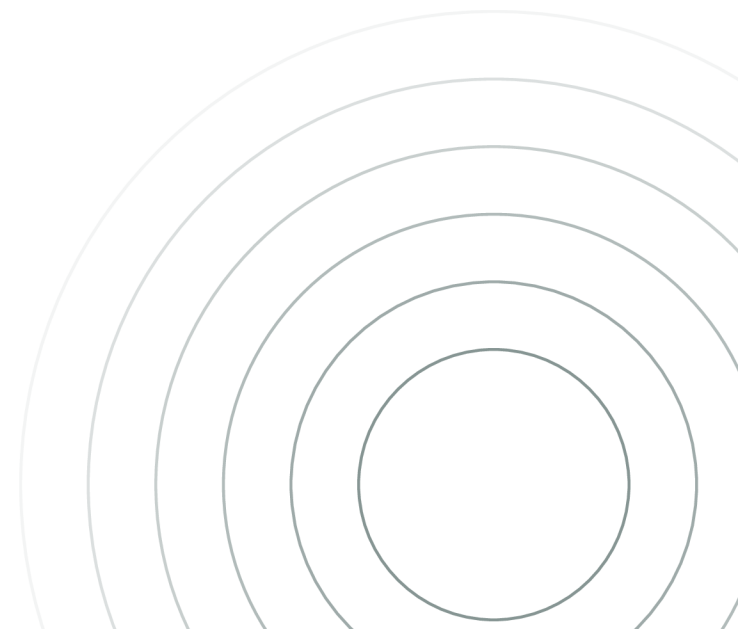
Scale + Innovation

mygate — Bengaluru police partners with MyGate to issue e-passes to delivery personnel during COVID-19.

RBIH Reserve Bank Innovation Hub — Focuses on fostering an innovation ecosystem, incubating startups, developing digital infrastructure.

SATPUDA FOUNDATION / ForestFire.Tech — The first AI-based forest fire detection system to be installed among any of India's tiger reserves in Pench

MARUT DRONES / IFFCO — Marut Drones, IFFCO tie up for drone spraying over 5 lakh acre farm land in TS and AP

Indian Railways Innovation Portal — Invites startups and individual innovators to submit innovative proposals to address problem statements.

The Silver Lining

Challenges & Opportunities

Challenges

Long government sales cycles
Payment delays
Capital prefers profit-first
Administrative & political churn
Slow behaviour change
Talent drain

Opportunities

Digital Public Infrastructure
State missions & convergence
Corporate social procurement
Climate innovation demand
District innovation funds
Market access platforms
Growing impact investment

Thank You!

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