THE INDIA DEVELOPMENT MARKETPLACE PROGRAM

SUPPORTING INNOVATIVE SOLUTIONS THAT SCALE
Multi-stage support to inclusive innovation

1. Crowd-sourcing
   - Competitive grants for proven innovations with social impact (for-profit/nonprofits)
   - Funding to scale/replicate the innovative business model in a new geographies

2. Support and learn
   - Build organizational capacity for sustainability of business models
   - Collect evidence on performance
   - Identify and address systemic constraints

3. Connect
   - Develop a portfolio of innovative business models
   - Disseminate lessons of experience through South-South exchange
   - Strengthen the Inclusive Innovation Ecosystem
DM India Portfolio

Target States: Low-income & special category states

Proposals:
- Network or 650+ applicants
- 34 grantees
- Grants of USD 50,000–150,000

Innovations include:
- Health (Operation Asha, Real Medicine, Healing Heritage, Dimagi)
- Education (Educate Girls, Agastya Foundation)
- Energy (Saran, SELCO, Esaf, Vgyan Ashram)
- Livelihoods (Industree, Rangsutra, Sadhna, Under the Mango Tree, iMerit)
- Mobile technology to access public services (Babajob, WOSCA, AID)
- Water and sanitation (WaterLife India)

Results since 2011
- Reach an additional 300,000+ poor
- 12 grantees have secured external funding
- 4 grantees formed partnerships with state governments
1. Open Innovation Mechanisms to Surface Innovative Business Models

2. Develop learning as to opportunities and constraints for scaling the business model

For Example:

- **Key Opportunity**
  
  Low quality of math & science education in schools

- **Constraint**
  
  Low interest and motivation of rural students

- **Model Design**
  
  Agastya Foundation
  
  80 mobile labs, 35 science centers, training of 200,000 teachers

- **Applying Model**
  
  Creativity Labs campus, science camps, student engagement

3. Establish an environment for scale and increased impact

**Government Collaboration**

Partnerships with schools and State government, supplement to public services

**Peer-to-peer learning**

Beneficiaries engaged in active dissemination of new learning practices and become drivers of change

Example: Support to a Growing Business Model
DM range of business models: tradeoffs for scale

CONTINUUM OF INNOVATIVE BUSINESS MODELS

<table>
<thead>
<tr>
<th>Subsidy-Dependent</th>
<th>Self-Sustaining</th>
<th>Profit-Generating</th>
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<tr>
<td>• Mission rather profit-driven</td>
<td>• Potential for long-term sustainability</td>
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<td>• Often more cost efficient than government offerings</td>
<td>• Scale up driven by private investment</td>
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<td>• Questions about steady-state funding/sustainability</td>
<td>• Questions about viability for the poorest of the poor</td>
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<td>• Risk of donor capture</td>
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Development Marketplace: Exploring Pathways to Scale

- Impact investment
- Uptake by public sector
- Ecosystem