



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 of 650+ applicants
- 34 grantees
- Grants of USD 50,000–150,000



Innovations include:

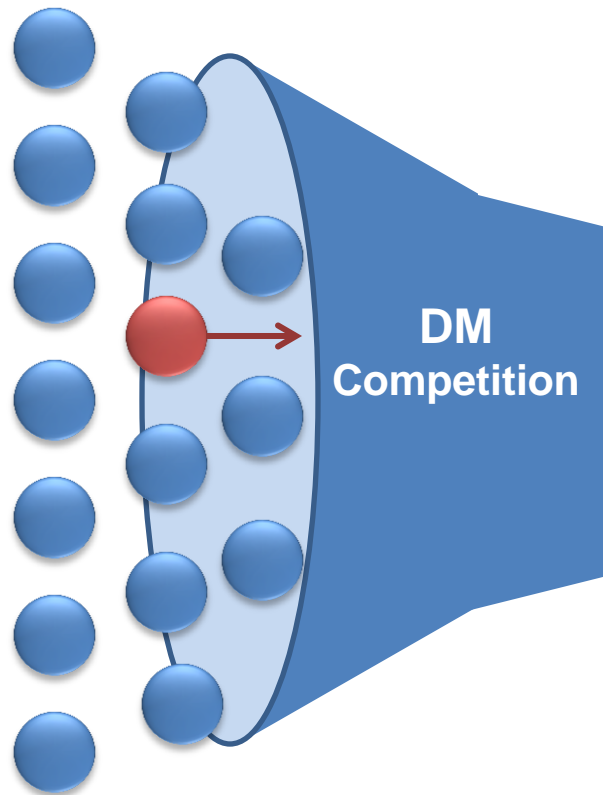
- Health (*Operation Asha, Real Medicine, Healing Heritage, Dimagi*)
- Education (*Educate Girls, Agastya Foundation*)
- Energy (*Saran, SELCO, Esaf, Vigyan Ashram*)
- Livelihoods (*Industree, Rangсутra, Sadhna, Under the Mango Tree, iMerit*)
- Mobile technology to access public services (*Babajob, WOSCA,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

Results since 2011

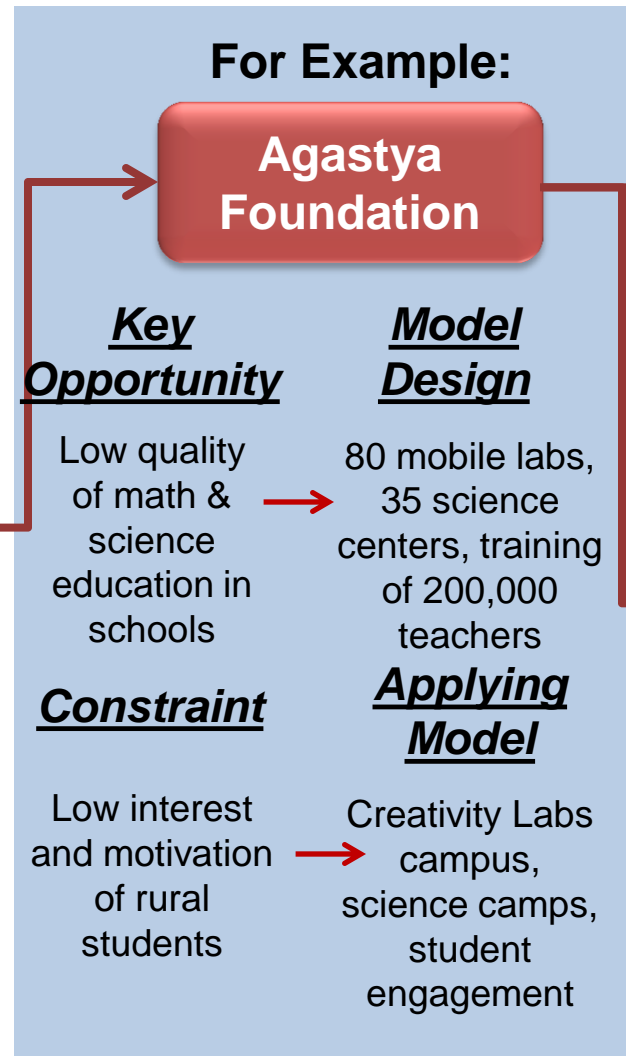
- Reach an additional 300,000+ poor
- 12 grantees have secured external funding
- 4 grantees formed partnerships with state governments

Example: Support to a Growing Business Model

1. Open Innovation Mechanisms to Surface Innovative Business Models



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



3. Establish an environment for scale and increased impact



DM range of business models: tradeoffs for scale

CONTINUUM OF INOVATIVE BUSINESS MODELS

Subsidy-Dependent

Self-Sustaining

Profit-Generating

- Mission rather profit-driven
- Often more cost efficient than government offerings
- Questions about steady-state funding/sustainability
- Risk of donor capture

- Potential for long-term sustainability
- Scale up driven by private investment
- Questions about viability for the poorest of the poor



Development Marketplace: Exploring Pathways to Scale

