Scaling up Inclusive Innovation Activities

Jaideep Prabhu

Symposium on Innovation and Inclusive Growth
March 20-21, 2014
Social Entrepreneurs
Dr Mohan’s Mobile Diabetes Clinic

Source: http://www.drvmohan.com/

Source: http://www.worlddiabetesfoundation.org/composite-2731.htm
SELCO SOLAR
Posted On: April 16, 2009

SELCO Solar Pvt. Ltd., a social enterprise established in 1995, provides sustainable energy solutions and services to under-served households and businesses. It was conceived in an effort to dispel three myths associated with sustainable technology and the rural sector as a target customer base:

1) Poor people cannot afford sustainable technologies;
2) Poor people cannot maintain sustainable technologies;
3) Social ventures cannot be run as commercial entities.

SELCO aims to empower its customers by providing a complete package of product, service and consumer financing through grameena banks, cooperative societies, commercial banks and micro-finance institutions.
Embrace Infant Warmer

Source: http://embraceglobal.org/main/product
Large Organisations
The Nokia 1100

Specifically for emerging markets:

Dustproof keypad and front face

Built-in flashlight

Over 200 million sold since late 2003

World's best selling handset and consumer electronics device

Source: http://en.wikipedia.org/wiki/Nokia_1100
The Proposition Is Simple

Cash In Cash Out
Person 2 Person Transfer
Airtime Top-Up
Merchant Payment
Bill Payment
ATM Withdrawals
Social Payments
International Transfer
Kenya growth

Over 5 million customers registered
Average of 10,000 new registrations per day
M Kopa Solar Lighting Solution
(Uses M Pesa as a Payment Tool)

Source: http://www.m-kopa.com/products/
Tata and the Nano

Tata “Swach” Water Filter

Source: http://news.bbc.co.uk/1/hi/business/8399692.stm
GE and Inclusive Innovation

ECG machine designed specifically for India’s rural markets

Portable, light, battery operated, reliable, cheap

Successful in India and China
Aakash Tablet

$35 Tablet from India
Entrepreneurs Who Scaled
Microfinance

Lack of capital, capacity and cost

For profit model: pay investors high dividends

Business practices to overcome capacity

Use technology to overcome cost
BRAC

World’s largest NGO: employs 100,000 people, reaches 126 million people in over 11 countries

Diversified: health, education, finance and social enterprise

Covers 80% of its costs through own revenues

Best practices from business; constantly learning
Challenges of Inclusive Innovation

Demand side

Supply side

Institutions and infrastructure
Solutions for Inclusive Innovation

Partnerships between small and large, local and global

Government can be match maker

Build infrastructure and institutions
Thank you!