

CONCEPT NOTE

‘Aashray’

Incubation and Research Centre

for

**Promotion of Innovations, Setting-up of Social Enterprises
and**

Scaling-up of Innovative Ventures and Grassroots Technologies

**Ashoka India
Entrepreneurship Development Institute of India
Incube Ventures Pvt. Ltd.
Saath Livelihood Services**



Introduction

The entrepreneurial canvas has been witnessing a strategic shift with recognition of the fact that innovative solutions for inclusive development and for mitigating complex social problems and market failures are more likely to come from social ventures. Early-stage enterprises require financial support, as well as non-financial services and access to customised services in a structured yet flexible manner.

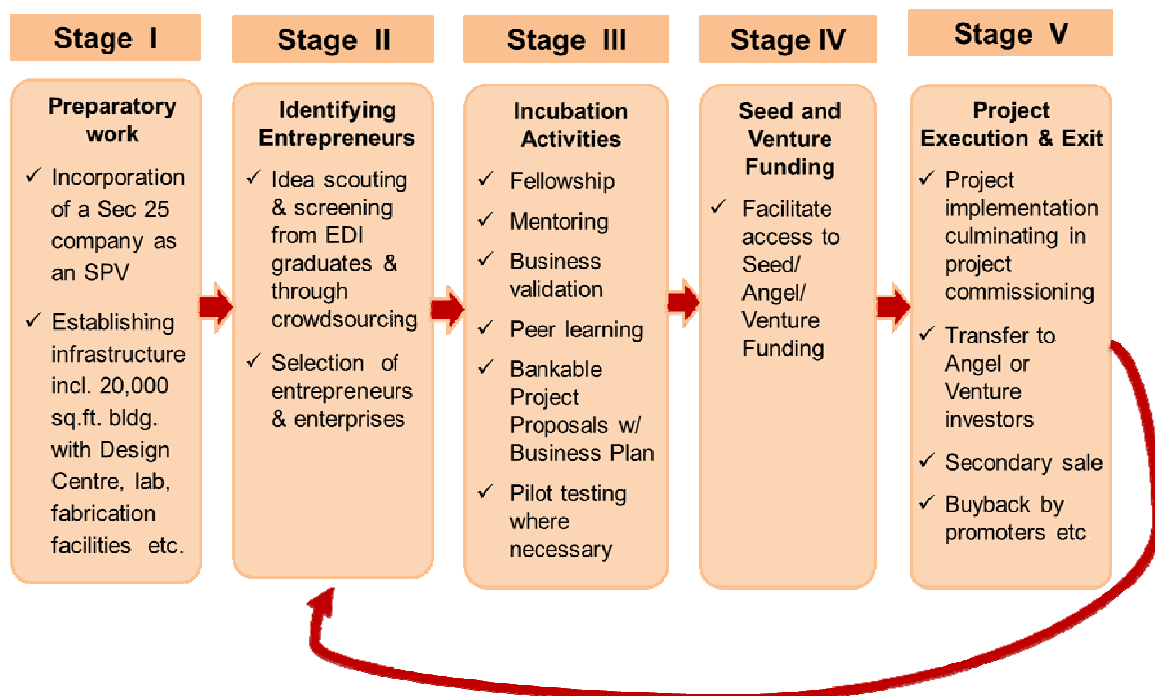
Aashray Consortium

Saath Livelihood Services (Saath Livelihoods) is independently promoting an Incubation and Research Centre for promotion of innovations, setting-up of social enterprises and scaling-up of innovative ventures and grassroots technologies. Saath Livelihoods has approached the Entrepreneurship Development Institute of India, Ahmedabad (Centre for Social Entrepreneurship and Corporate Social Responsibility) to be the nodal management agency for the Incubation and Research Centre. EDI would bring in the expertise of Ashoka India and Incube Venture Private Limited to discharge its duties as a nodal management agency. The Incubation and Research Centre is to be named AASHRAY.

The aim of this initiative is to “create an enabling and inclusive ecosystem” that can provide the capacity building, handholding and incubation support to social enterprise incubators’ who are working towards creating appropriate, sustainable and scalable social enterprises that have a significant social impact.

Social ventures are considered vehicles for mitigating social problems and market failures. It involves the application of business tools/ frameworks and market approaches in the social sector. The Business Model of such entities would be driven by social concern rather than financial or market opportunities. The basic premise is that social problems can be solved better by social entrepreneurship. Social entrepreneurship requires practical knowledge, resources and strategies on social enterprise design. However the paradigm that connects these factors in a social enterprise would be quite different from that in a traditional enterprise.

The consortium will focus on building a pipeline of innovative business ideas and/ or seed early stage enterprises by assisting innovators, entrepreneurs, and researchers. The Five Stage Model for achieving the aim and objectives of Aashray is illustrated in the Figure below.



‘Aashray’ Incubation and Research Centre

The state-of-the art ‘Aashray’ Incubation and Research Centre is to be set-up in existing infrastructure at an independent location around 9.6 kms from the EDI Campus. The Incubation and Research Centre will around 10,000 sq.ft. of built-up space, including laboratories and office space. It also has substantial open space and an open-air theatre.



The Incubation and Research Centre will optimally utilise all resources and at the same time provide an inspirational environment. The Incubation Centre will house a proto-type development. It will include an administrative office, meeting/ conference facilities, computing and documentation facilities and communication systems. This would enable development, testing, pilot-run and other pre-launch activities involved in perfecting the new ideas into products/services. The Incubation and Research Centre will have a few executives to coordinate among entrepreneurs, mentors, facilitators, outside resource-persons etc.

- The lab-cum-working Incubation Spaces will provide fully serviced, furnished, plug and play offices including conference rooms, training rooms, superior IT infrastructure, photocopying, printing, fax, computer, courier and postal mails.
- Mentoring of the incubatees through a panel of experts in the domain areas and business/management aspects. The ecosystem would also have experts on call in the areas of company law, taxation, regulatory, commercial, IPR and other related areas.
- The incubates will be provided appropriate fellowship of six months [or a period as considered necessary] with a business entity in the same/identical line of business as envisaged in the project.
- The ecosystem would provide/facilitate angel funding to the idea till it is converted into a sustainable project of its own.
- The ecosystem, through its mentors, would facilitate the structuring of the projects, incorporation and funding in the most optimal manner. It would continue to monitor and nurture the enterprise all the way till take-off stage.

Institutional Arrangement for Aashray

