

Progress Report

2015-16

Aashray:

A Techno-Social Business Incubator -

Setting up social enterprises, scaling up innovative ventures and promoting grassroots technologies



TECHNOLOGY
BOTTOM-OF-THE PYRAMID
SUSTAINABLE
 TECHNOLOGICAL GOVERNANCE
 INCLUSIVE DEVELOPMENT
IDEAS
 SEED FUNDING
 ACCELERATOR
SEEDING
SUPPORT
 INNOVATION
SOCIAL
 NGOS FOCUS
FUNDING
TRAINING

ENTERPRISE CREATION

ENTREPRENEURS
HANDICRAFT
SUSTAINABLE DEVELOPMENT
 VALUE CREATION SOCIAL VENTURES
CONSERVATION OF SOIL
 DIAGNOSTICS AGRO SECTOR
ACCELERATION
TRADITIONAL ARTS
 NON-DESTRUCTIVE TESTING
 SANITATION LIFE-SCIENCES
SKILLING
 AIR AND WATER
SCALE-UP

DEVELOPMENT CHALLENGES
START-UP
SOCIAL IMPACT
 LIVELIHOOD NANO
 HEALTH LEGAL
RESEARCH
ENVIRONMENTAL
ENERGY
 FINANCE
 HABITAT
 MEDIA
 BIO
 IT

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1. Introduction

“...ideas and innovations are no longer geographically or politically confined. An invention made today somewhere takes no time to find its market thousands of miles away. The expansion of information and communication technology and the convergence of technological tools are structuring new world

knowledge, where problems of one part of the world can be solved by multiple experts based at different points of the globe.”

- Dr. APJ Abdul Kalam's address at the formal launch of Aashray- Promotion of Social Enterprises Foundation on 20 June 2015



Incube Ventures Pvt. Ltd. and SAATH Livelihood Services in association with Entrepreneurship Development Institute of India (EDI) and Ashoka Innovators for the Public, have set up Aashray incubator, as a Techno Social Business Incubator Platform at Ahmedabad. Aashray has been recognized as a Techno Business Incubator (TBI) by the National Science & Technology Entrepreneurship Development Board of the Department of Science and Technology (DST), Government of India.

Aashray believes that social entrepreneurs and innovations exist in India that have the capability of meeting expectations and needs of society. These entrepreneurs need management, infrastructure and financial support along with training and mentoring for promotion and take-off. Aashray provides an ecosystem for identifying and nurturing social entrepreneurs to create social and economic value, leading to sustainable livelihoods. To achieve its mission, Aashray is creating an ecosystem of institutions, financial instruments and a committed team, and has incubated social ventures across health, education, skilling and livelihoods, eco-tourism, housing and energy. This document showcases the organisations and causes which Aashray supports, outlining the ways of partnership and handholding



2. Relevance of social entrepreneurship

Social businesses not only provide goods, services and employment opportunities, but also inspire and herald long term social change.

Social entrepreneurs bring new approaches and opportunities to solve existing problems.

Social enterprises change the status quo, are sustainable over time, and have a big scalable impact on a large group of people, particularly poorer, vulnerable populations.

Social entrepreneurs are driving societal change with innovative ideas, products and services. Social enterprises stretch across a broad spectrum of social issues and implementation models like affordable healthcare providers who reduce the cost of service delivery through innovative operating models, affordable housing developers who create economic value by minimizing construction cost and completion time through integrative technical solutions and process innovations, those who work in the energy sector by manufacturing inexpensive lamps and selling them in communities that don't have reliable electricity, or organisations which sells fertilizer made from waste streams. Social entrepreneurs are introducing livelihood-focused credit programs attracting a new class of crowd sourced, low-cost, risk tolerant capital and are engaged in varied work like rain-water harvesting, community water treatment, sanitation management, household toilets, pay-and-use community toilets and 'ecosan' toilets, etc. Social entrepreneurs – and the organizations they launch – apply innovative, often risk- taking approaches to create scalable solutions.

Social entrepreneurs enable social transformations through:

- 1 Employment generation
- 2 Developing new goods and services and innovating to address societal problems
- 3 Building Social Capital
- 4 Equity Promotion

3. Significance of business incubators

Business incubators support very early stage start-ups for a period ranging from six months to two years whereas accelerators provide short intensive time based support for early revenue start-ups. Both, in essence, aim to increase the survival rate of start-ups and subsequent commercial success.

Business incubation provides a nurturing, instructive and supportive environment for entrepreneurs during the critical stages of starting up a new business. The goal of an incubator is to increase the chance that a start-up will succeed, and shorten the time and

reduce the cost of establishing and growing its business. Business incubators can help to nurture the companies that will emerge as the wealth creators and employment providers of the nation.

Incubators serve as a launching pad for young and small businesses. Start-ups, which are innately dynamic entities, need access to support, and incubators are a means of providing this. For entities that are already in existence, the incubator will function as an accelerator to scale up its operations to economic levels and beyond.

INCUBATORS HELP START-UPS SURVIVE IN THEIR VERY EARLY STAGES BY PROVIDING

- Physical resources such as office space, communication facilities, conference rooms, library access, etc.
- Business oriented aid like legal services, marketing support, fund raising, business planning, strategic direction, technical assistance and networking support.
- A unique ecosystem of resources, inspiration, and opportunities to grow and have a positive impact on pressing issues

BUILDING BLOCKS OF INCUBATION

Business Modeling

Technology Support

Commercial & Legal Support

Organisation & Management

Marketing

Funding

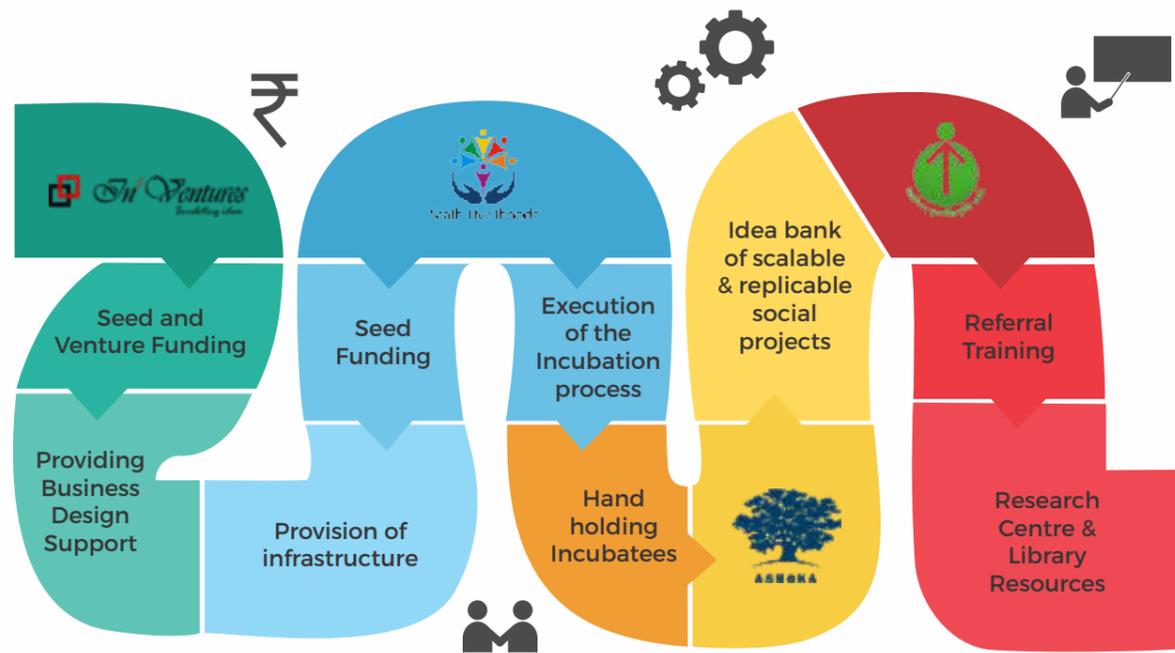
Coaching, Mentoring & Monitoring

The need for Technology Business Incubators (TBI) has been recognised the world over for initiating technology led and knowledge driven enterprises. Studies also show that such mechanisms help not only in the growth of technology based new enterprises but also in improving their survival rate substantially (from 30 per cent to over 70 per cent). TBIs also facilitate speedy commercialisation of research outputs. TBIs usually provide various services namely; market survey/ marketing assistance, business planning and training, organising management/ technical assistance, assistance in obtaining statutory approvals, information dissemination on product ideas/ technologies, syndicating finances, arranging legal and IPR services etc. Thus, besides providing a host of services to new and existing enterprises, TBIs also facilitate an atmosphere congenial for their survival and growth. Through mentoring incubatees in an incubator environment by providing both scientific and entrepreneurship/business expertise, providing state-of-the-art working laboratories, cutting-edge technology platforms and strategically "nucleating" incubators in existing bio-clusters, an ecosystem that nurtures and supports discoveries is created and which puts budding entrepreneurs with exciting discoveries on the path towards commercialization or productization.



4. Aashray Incubator

Rewarding passion, patience and perseverance



Mission

To nurture formation, growth and scaling up of 400 techno-social business ventures by 2025.

Vision

To create an incubation ecosystem that successfully supports transforming of ideas into vibrant and thriving Start-ups.

In order to meet the goal of becoming a developed nation, India would need transformative technologies as well as people-centred actions that could generate productive employment and research. This would eventually lead to contextually appropriate technological developments.

India has scores of exceptional entrepreneurs with a long-term vision who have the potential to contribute significantly to sustainable and equitable development, but need financial support for the realization of their ideas. This country also has numerous individuals and institutions that are creating platforms and ecosystems to channel the entrepreneurial spirit constructively and productively.

The vision of individuals associated with Saath Livelihoods, Incube Ventures, Entrepreneurship Development Institute of India (EDI) and Ashoka India to promote and support entrepreneurship

and competitiveness has led to the setting-up of "Aashray - Promotion of Social Enterprises Foundation, as a techno-social business incubator. The organizations have pooled complementary competencies to create an incubation ecosystem for promotion of innovations, setting-up of social enterprises and scaling-up of innovative ventures and grassroots technologies, that enables transformation of vision of entrepreneurs into successful and contextually appropriate social impact ventures.

Aashray has created an enabling ecosystem to nurture social entrepreneurs. Aashray's understanding is that the building blocks for such an enabling ecosystem are finding and mentoring entrepreneurs, a pool of innovative and replicable ideas, funding for seed and growth stage of enterprises, partnerships with peer organizations and a physical environment that facilitates a virtuous cross-fertilization of processes, techniques and network advantage.

Focus Areas

1 SOCIAL VENTURES

Social enterprises, which directly work towards achieving social or environmental impact, are recognised as sustainable means for poverty reduction. Aashray's focus is on supporting social enterprises that reduce poverty by enhancing livelihoods and reducing vulnerabilities, and/or by providing services or products for BoP communities. This could be through job creation for the unemployed, support for producing own products and creating markets for the same, or job training to help unemployed acquire employable skills.

2 TRANSFORMATIVE TECHNOLOGIES

The technologies' space provides tremendous opportunities for change. Encouraging the development and/or rapid adoption of technologies, including hardware devices (consumer, medical etc.devices) and/or software has the potential of yielding significant benefits to society. Aashray's focus is on supporting transformative technologies in the areas of biotechnology, nano-technology, non-destructive testing & diagnostics, and information & communication related technologies, which have the potential of providing solutions for current and future needs of multiple sectors, especially, healthcare, life sciences and related services, as well as new products, new processes, etc.



Values



Objectives

- Provide a platform for setting-up of appropriate, sustainable and scalable technological and social enterprises.
- Identify innovative business ideas and entrepreneurs, including those that have evolved in not-for-profit organisations, academic institutions, and R&D institutions for setting up techno social business ventures as incubatees.
- Provide optimal incubation support to incubatees, including through collaboration and networking with other entities in the incubation ecosystem.
- Collaborate with financing institutions, funders/ donors and individuals for funding start-ups/ accelerators supported by Aashray.
- Strengthen/ build the Aashray Endowment Fund through CSR contributions and donations from HNIs/ others to make available seed capital for innovations or ideas that may otherwise be shelved due to inadequacy or lack of funding.
- Nurture and provide consultancy support for setting-up of Aashray incubation model/ incubation eco-systems to promote the start-up movement in India (including Gol initiatives such as "Make in India" and "Start-up India, Stand up India").
- Develop appropriate infrastructure including state-of-the-art transitional R&D laboratories and equipment through collaborations.
- Build alliances with government agencies, incubators, industry and academia internationally to create an enabling and inclusive ecosystem for techno-social business start-ups.

Services Provided by Aashray



Aashray Network Resources

KNOWLEDGE PARTNERS

Entrepreneurship Development Institute of India (EDI)

Ashoka (India) a part of Ashoka Innovators for the Public

COLLABORATIONS

C-CAMP, Department of Biotechnology, Gol.

National Centre for Biological Sciences)

IIPHG: Indian Institute of Public Health – Gandhinagar

CBST: Centre for Bio-Separation Technology, VIT Vellore

Technology Development Board, Department of Science and Technology, Govt. of India

Centre for Social Entrepreneurship, Tata Institute of Social Sciences

CII: Confederation of Indian Industry

Central University of Jammu

Ganpat University, Kherva, Gujarat

5. Aashray's Priorities

1. Identify and nurture entrepreneurs

Since the formal launch in 2015, Aashray has incubated 13 start-ups with innovative products, services and technologies, working in domains of education, healthcare, affordable housing, legal services, livelihoods and employment, corporate social responsibility, technology aided monitoring and evaluation, etc.

BUSINESS MODELLING

Mentors of Aashray helped Nyayika conceptualise and introduce Rate card based legal services.

TECHNOLOGY SUPPORT

Aashray has organised research laboratories for Western Range Pharmaceuticals at MS University Baroda and VIT Chennai for the organization's R&D.

IndiQ was assisted in procuring lab equipment for R&D.

COMMERCIAL AND LEGAL SUPPORT

Aashray facilitated the company registration of Rygbee and was involved with Edutech's negotiations with banks, for repayment of past loans.

ORGANIZATION & MANAGEMENT

Advisory services were extended to Disha and Rygbee on shareholding patterns, organisational and management structures.

MARKETING

Aided Disha, 4th Wheel Social Impact Ltd. (4WSI), Green Earth Culture Pvt. Ltd. and Edutech to strategise and develop marketing plans for 2016-17.

Helped incubatees develop networks and facilitated business development meetings for 4WSI, Western Range Pharmaceuticals, and other organisations.

SEED FUNDING

Provided start-up capital of approximately Rs. 55,00,000 to 7 organisations: Rweaves, Nyayika, Urmila Home Manager, 4WSI, Green Earth Culture Pvt. Ltd., Edutech and Varishta.



2. Create social and economic value

Aashray invests in enterprises, which have a social purpose and sustainable revenue models.

ANVESHAN

Enabling access to affordable housing for people with low incomes, especially women and migrant workers, focusing on a financial structure that gives them future security.

GREEN EARTH CULTURE PVT. LTD.

GreenEarth's environmentally sustainable bamboo products are handcrafted by highly skilled and trained artisans, to help traditional, village-based artisans make handicraft production a viable income source.

3. Focus on sustainable livelihoods

The social enterprises that Aashray supports are working towards creating jobs and employment options for vulnerable communities.

RWEAVES

Rweaves aims to sustain traditional arts of weaving and provide rural artisan communities with sustainable livelihoods by establishing an exclusive, high quality brand of hand woven products. RWeaves endeavours to provide these artisans with improved access to affordable credit, contemporary designs, marketing linkages and a strong supply chain.

URMILA HOME MANAGER

Urmila is working towards improving the lives of domestic maids (predominantly women) by providing them skill training, mentoring support and placement. The organisation is creating a cadre of home managers to provide reliable, efficient and specialized services and gives women from underprivileged households' regular income, social security and a sense of pride and achievement.

4. Promote women led social enterprises

We support women-led social ventures to encourage the entrepreneur spirit in women, build bridges and alliances and enable equal opportunities for success.

KONNECT CSR

Led by Ms. Prema Iyer, Konnect CSR offers expertise and services in the domain of Corporate Social Responsibility (CSR) consultancy and social impact assessments. It is aimed at conceptualising projects which create optimum social return on CSR spends and investment.

4WSI

Founded by two women entrepreneurs, 4WSI develops technology aided monitoring and evaluation (M&E) products and services to strengthen project impact, reach and scale. It promotes the use of ICT among field personnel, and builds their skills and capabilities for social impact assessment (SIA) of development projects.

5. Enhance access to products and services for the bottom of the pyramid.

Aashray helps accelerate the growth of businesses which offer innovative and socially relevant products and services for the bottom of the pyramid.

NYAYIKA

Nyayika is an initiative of IDEAL Foundation for Social and Economic Development, which facilitates the creation of a chain of multi-specialty law centres offering affordable professional legal services to vulnerable sections of the society. The organisation aims to simplify and demystify complicated legal procedures so as to make approaching a court of law less intimidating for the under privileged.

WESTERN RANGE BIOPHARMACEUTICALS PVT.LTD

A research and development firm which is engaged with developing innovative therapies that are both efficacious and affordable for unmet medical needs, with a current focus on providing supporting treatment for cancer. The organisation has successfully developed and tested two technologies in cancer treatment, TheraVacDC+ which is based on training of immune cells to fight cancer from within and Onco-D-Sens which helps in identifying chemotherapy drugs for relapsed patients.

6. Build replicable social businesses

Social business which hold potential to lead to positive impact for a large number of beneficiaries and achieve scale are supported by Aashray.

EDUTECH

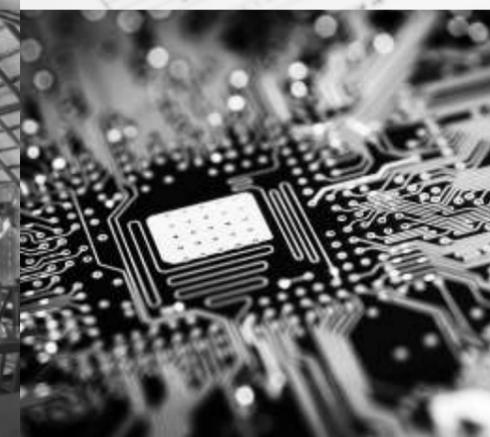
The organisation offers an adaptive learning support platform and after school support system which enables affordable and universal access to quality education- empowering teachers, institutions and parents to help students realize their academic potential.

RYGBEE

Rygbbee has developed an online decision-support-system that goes beyond the contemporary notion of connection-oriented collaboration to the next level of interactive, content-driven, privacy-enabled, trust-centric collaboration. The platform primarily helps students, researchers, and funding agencies across the world find each other based on their current research interests and work profiles, to solve challenging societal problems.



6. Incubated organisations



1. Anveshan Catalysts Pvt.Ltd.



SECTOR

Affordable housing

MISSION

Provide affordable housing for people with low incomes, especially women and migrant workers.

FOUNDED

2014

LOCATION

Ahmedabad

SOCIAL CAUSE

Rapid urbanisation has led to an increased demand for housing among the urban poor. However supply has not been sufficient to meet this increasing demand. The major obstacle towards purchase of affordable houses today is the high cost of acquisition by way of margin money and mortgage costs for unsalaried and informal workers. Ultimately the buyer pays almost 45% of their lifetime earnings to purchase a house. Due to poor maintenance, the resale value of these houses is much less. As a result, low income families are forced to live in rented accommodation which are mostly cramped and sub standard. The access to civic amenities is also pretty low in such houses. This considerably affects the quality of life of the urban poor.



PRODUCT/ SERVICE OFFERINGS

100-500 houses (35 to 65 sq yards) will be built in clusters for the target segment, with options for ownership, dormitories and rent. The project will consider location proximity to employment generators, public transport linkages, community facilities and other essential services. The scheme will have provisions for people with disabilities, would protect and enhance the environment and will have sustainable drainage and waste disposal systems. Clusters will have satisfactory standards of personal safety, traffic safety and shall be well maintained.

The project offers rental and hire purchase options, wherein the rental option can be converted to purchase option when convenient, which makes it affordable. Anveshan would also ensure social security by provision of life insurance as an integral part of ownership. The targeted group would have a lifetime asset that can be leveraged for pension after retirement, ensuring sustainability of the offering.



BUSINESS OBJECTIVE

To offer affordable housing options and assets for the poor and marginalised sections of society, providing social security.

TARGET MARKET

- Lower income groups with families earning up to Rs.16,000 per month.
- Women and migrant populations.

ASSOCIATION WITH AASHRAY

Business planning, strategic direction and financial planning

Anveshan
Catalysts Pvt. Ltd.

MARKET SIZE ESTIMATION

According to Government of India estimates, there is a shortage of more than 18 million homes, of which 95% are in the Economically Weaker Section (EWS) and Low Income Group (LIG) segment. This segment requires Government subsidies to be able to afford housing. There is an estimated need of 15 million homes for these low-income customers, which translates into an opportunity of Rs. 9 lakhs crore for developers and Rs. 7 lakhs crore for housing finance companies.

COMPETITION ANALYSIS

The competitive advantage of Anveshan lies in its ability to create an attractive, affordable and sustainable offering for the lower income group. The purchaser does not have to pay any margin money (mandatory with other builders), which makes the project attractive to the target segment. Anveshan ensures best return on investments through quality maintenance of the scheme and maximization of the value of property. (The promoter will be involved in the project as co-owner and will ensure maintenance of the property).

2. Edutech Educational Services Pvt. Ltd.



SECTOR

Education

MISSION

Provide learners in India an online educational platform and after school support system that enables affordable and universal access to quality education, and a personalised support system that is responsive to individual levels of understanding of a subject/ theme.

FOUNDED

2015 as a Private Limited Company

SOCIAL CAUSE

The current education system in India is mired with a lot of shortcomings. The inherent weaknesses of the system do not allow the students to excel and perform to their potential. The teachers follow a uniform approach to teach all students, even though each student is unique and requires personalized attention. The current infrastructure does not allow for appropriate parental and after school support. The situation is further compounded by the fact that there is a wide gap between the quality of instruction, education facilities and infrastructure available in urban and rural areas. There is a need to address this grim scenario so that the nation grows through its students.

LOCATION

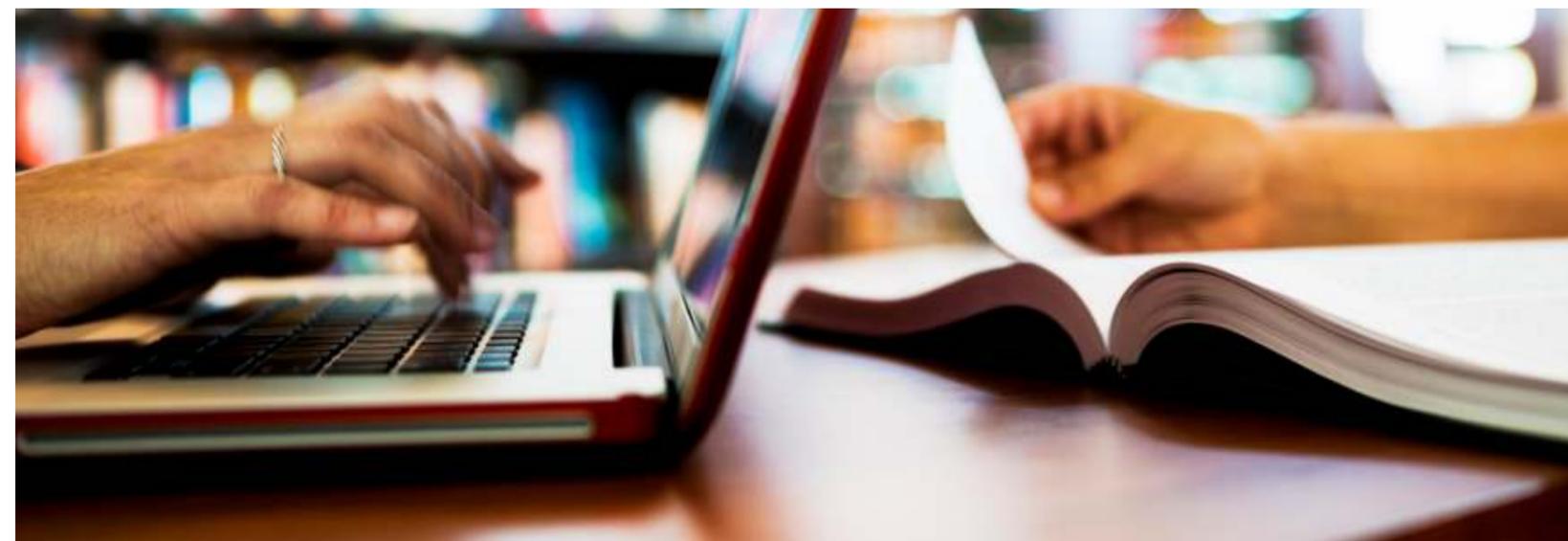
Ahmedabad

BUSINESS OBJECTIVE

1. To provide an online after school support system to every student
2. Create livelihood options and teaching/ mentoring jobs
3. Bridge the gap between urban and rural divide in education
4. Increase use of technology to improve quality of education
5. Facilitate E-governance in academics by bridging the gap between academics and administration

TARGET MARKET

- Students
- Teachers
- Parents
- School Management
- Coaching institutes
- Colleges/Universities



PRODUCT/ SERVICE OFFERINGS

The online platform developed by Edutech is accessible at www.coreacademics.in and the system is known as FASSS (Faculty aided student support system). It provides supportive tools to all the stakeholders in the education sector. Tools for students- Edutech provides multiple tools to students to improve their learning capabilities and academic performance. The system offers diagnostic tests to identify the micro-concept gaps of learning of the student and offer remedial measures, learning aids and guidance in overcoming the same.

- **Tools for Teachers-** The system provides for multiple tools to enhance the effectiveness of teachers. Teacher analysis reports alerts the teacher about concepts which most students of the class have difficulty in learning; and guides the teacher with hints and special learning resources to enhance the teacher's capability. Teachers have access to a centralized knowledge bank which contains more than 50,000 questions with solutions, feed-back system, video lectures and other learning resources. This enables preparation of question papers on-line to match the proficiency level to be assessed and the preparation of customised question papers for different students of the same class.
- **Tools for Parents-** Edutech's parental feed-back system provides performance reports on each student with chapter and topic-wise diagnostic reports. This helps the parents in providing timely and effective guidance to their children. Various study tools are made available to parents for their children's academic support.
- **Tools for School Management-** A centralised monitoring system provides course progress, student- performance and teacher performance reports to the school authorities to carry out mid course corrections wherever necessary. A centralised feedback system has been developed to assess the quality of teaching imparted in each session, which provides the school authorities a tool to evaluate the quality of academic delivery.

MARKET SIZE ESTIMATION

India has more than 1.4 million schools with over 227 million students enrolled and more than 36,000 higher education institutes. As of now the education market is worth US\$ 100 billion. Currently, higher education contributes 59.7 per cent of the market size and school education 38.1 per cent, which are the immediate potential clients for Edutech's product and services.

COMPETITION ANALYSIS

Edutech faces competition from online educational platforms who offer self paced courses, alternate teaching aids with digital board content and freely available online teaching resources.

Edutech provides 360 degree solutions for all stakeholders in the education sector, as against others who address the need of one or two stakeholders only. It is a multi- feature platform with secured content delivery making it robust.

ASSOCIATION WITH AASHRAY

- Incubated in 2015
- Received financial aid to fasten product development

KNOW MORE

Website-
www.coreacademics.in
Email-
edutechindia@gmail.com

3. Rygbee

SECTOR

Education

MISSION

Facilitate interaction and collaboration among researchers, students and funding agencies by harnessing the power of the internet.

LOCATION

Ahmedabad

BUSINESS OBJECTIVE

Facilitate scientific research across the world, by enabling students, researchers, and funding agencies find each other based on their current research interests and project statements.

TARGET MARKET

- Universities and colleges
- Government research laboratories
- Corporate research bodies
- Funding agencies

MARKET SIZE ESTIMATION

The potential market for the service across the world is 18000+ research universities, 150 million university students and 6 million+ university faculties.

SOCIAL CAUSE

Networking, information and idea sharing platforms in the scientific research space are very few. There are millions of underexposed researchers who lack avenues and access to connect and collaborate with experts and peers in their fields. Research collaborations usually take place among known networks and groups which results in clique-based research groups, and a compromised research agenda. On the other hand, research organisations (Government, private sector, scientific research laboratories, etc.) find it difficult to find the right talent with matching interests and needed capabilities, for ongoing / proposed research projects. There is a need to create and strengthen platforms which will build connections among professionals for collaborative research projects.

PRODUCT/ SERVICE OFFERINGS

The platform provides for students and researchers to post and share research ideas that they are interested in working on or are already engaged with. Rygbee will introduce open problems on their platforms which young researchers and students in that discipline can work on. Additionally, this will help senior researchers to search for potential young talent for their research projects. The system will also generate a personalised news feed comprising of recent papers, upcoming conferences, new research problems, invitations to join projects, details on research grants and call for proposals. It will enable project team members to collaboratively execute their research by sharing files, version controlling, conversing, and writing documents together. Rygbee provides for confidentiality of research materials submitted and also ensures that all collaborations go through proper IPR agreements and closures.



COMPETITION ANALYSIS

ResearchGate and Academia.edu also offer online collaborative services for research projects but are not India centric and is not used as much by academicians, scholars and education institutes of the country. While ResearchGate follows a policy of wait and watch to find potential collaborations, Rygbee actively searches the right kind of people, who are open to partner on projects of common interest, taking adequate measures for privacy control and IPR agreements in a systematic manner. Rygbee intends to reach universities, students and organisations across the world, but focuses primarily on India to provide a platform which will help in searching, connecting and collaborating in the research space.

ASSOCIATION WITH AASHRAY

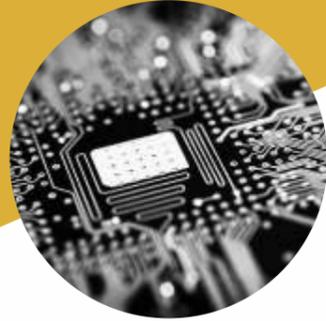
- Mentoring support through idea validation, legal assistance and budget analysis
- Registration assistance underway

KNOW MORE

Website- www.rygbee.com
Email- sourish.rygbee@gmail.com



4. IndiQ Inspection and Diagnostics



SECTOR

Consultancy and Technology Services

MISSION

Emerge as a centre of excellence in the field of quality enhancement through inspection and diagnostics, nurturing superior talent and capabilities in R&D and offering appropriate solutions to problems of industry and society.

FOUNDED

2014

LOCATION

Ahmedabad

TARGET MARKET

- Small and medium sized industries
- Students and Universities
- Government Bodies

SOCIAL CAUSE

Innovation is the need of the hour in today's globalised world. Research and Development (R&D) is a component of innovation and is situated at the front end of the innovation lifecycle. However, R&D efforts are risky as they involve uncertain time periods and the return on investments is unsure. There is a serious need for an R&D centre that provides an opportunity and avenue for young students to carry out research in their interest areas and contribute towards nation building through science and technology.

BUSINESS OBJECTIVE

- Develop new methods, processes, equipment, norms and standards for inspection and diagnostics for various sectors and applications and thereby make them more efficient and market oriented.
- Empower industry and research institutions with scientific knowledge.
- Provide solutions to problems related to science and technology for the progress of industry and society.

PRODUCT/ SERVICE OFFERINGS

- Training services to disseminate hi-tech knowledge to industry and research institutions.
- Development of new technologies to improve testing and diagnostic services in the country.
- Provide access to world class laboratory facilities at a minimal price to students and universities who cannot afford such facilities due to the costs involved.

ASSOCIATION WITH AASHRAY

- Incubation support to register IndiQ as a Section 8 company
- IndiQ and Aashray have initiated the set up a functional laboratory for techno- entrepreneurs to test their ideas and prototypes.

KNOW MORE

Email- vasuep@yahoo.co.in



5. RWeaves



SECTOR

Handicraft Development and Promotion

MISSION

To sustain local traditional arts and crafts (Tangaliya and Patola from Gujarat) and support rural artisans to ensure sustainable livelihoods.

FOUNDED

2007

LOCATION

Ahmedabad



SOCIAL CAUSE

Rweaves is cooperation between SUVAS (Surendranagar Vankar Samaj- a federation of independent rural artisans) and Saath Livelihood Services. Its aim is to sustain and promote traditional arts of weaving namely Patola and Tangaliya. Production processes in handicrafts are time consuming, raw materials are expensive and marketing is a problem too. Most artisans are not organised and have to find markets independently. RWeaves works to improve access to affordable credit, develops product designs and creates a link between the artisans and the market. Artisans are equipped to develop their own marketing strategy and determine their own prices.

TARGET MARKET

- Individual customers
- Corporate houses
- Online retailers

ASSOCIATION WITH AASHRAY

Rweaves received financial support from Aashray in 2015 to strengthen backward linkages and marketing efforts. It also receives constant mentoring support in the form of marketing ideas and business linkages.

BUSINESS OBJECTIVE

- Sustain local traditional arts and crafts
- Support rural artisans to ensure sustainable livelihoods
- Support fair pricing for honest products
- Provide quality Tangaliya and Patola products

MARKET SIZE ESTIMATION

The Indian handicraft industry is a \$100 billion industry and is one of the largest employment generators, accounting for a large share in the country's exports. In 2014-15, Indian handicrafts exports stood at US\$ 4.5 billion. The handicraft industry is showing a continuous growth rate of 20% every year.

KNOW MORE

Website- www.saath.org
Email- rweaves.sls@gmail.com

COMPETITION ANALYSIS

Rweaves currently faces competition from other handicraft promotion organisations which have well established marketing linkages. Interesting elements to RWeaves includes providing credit to the artisans through Rang De (a Bangalore based micro credit institution) and the registration of Tangaliya for geographical indication.

PRODUCT OFFERINGS

- Traditional fashion
- Home furnishings
- Lifestyle products
- Customised products
- Hand-woven cotton products and recycled products

6. Urmila Home Manager



SECTOR

Livelihood development

LOCATION

Ahmedabad

MISSION

Empower and transform the lives of domestic home maids, adding quality and dignity to their work. Started operations in 2004, under the aegis of Saath Livelihood Services (a section 8 company).

SOCIAL CAUSE

Domestic work employs a considerable number of people in the informal economy of India. This occupation is primarily pursued by women, who face various challenges. Female domestic workers suffer from physical, psychological, sexual and financial abuse by their employers, have limited access to legal processes and are invisible workers with no options for skill training and professional development, no bargaining power for their wages or social security benefits.

BUSINESS OBJECTIVE

Develop a system to bridge the gap between service providers and service users, thereby making housemaids' working professionals, and bringing dignity into their work.

SERVICE OFFERINGS

- Professionally trained domestic help in the form of Home Managers. An exhaustive training is given to selected beneficiaries, which covers personality development, communication skills, grooming, housekeeping, fire safety, first aid, security etc.
- A highly experienced team provides mentoring support to domestic help
- Placements for house maids, monitoring progress and evaluating performance based on client feedback
- Reliable home managers which have police and health clearances
- Specialists in old age care, child care, patient care, housekeeping in commercial establishments, home maintenance etc.



MARKET SIZE ESTIMATION

In India due to limited amount of data, ILO estimates that there are 4.5 million domestic workers, majority of which are women, and the industry is currently worth \$7 billion in India.

COMPETITION ANALYSIS

Urmila faces competition from other established local players in the market and the sector is driven by geographical considerations. Domestic workers prefer to work in close proximity to their residence and there are other players whose offices are spread across the city and hence have a better geographical spread than Urmila. Urmila has a strong connect and trust amongst the community, which gives it access to quality manpower. The organisation has a robust system for identifying, recruiting and training women. It has a highly structured system for placement, monitoring and performance evaluation of the house managers, which ensures satisfied clients.

ASSOCIATION WITH AASHRAY

Urmila has received financial support from Aashray in 2015 to expand its geographical reach. Aashray has also been providing mentoring support to the team and guiding them on managerial aspects.

TARGET MARKET

- Individual households
- Corporate Houses
- Commercial establishments

KNOW MORE

Website- www.saath.org
Email- chinmayi@saath.org



7. Greenearth Culture Pvt. Ltd (GCPL)



SECTOR

Green Construction and livelihoods

FOUNDED

Private Limited Company established in the year 2012

LOCATION

Coastal belts of South India and Maharashtra, with an office in Ahmedabad

MISSION

Induce a culture of using renewable bamboo and its products consciously, towards the larger goal of creating a sustainable environment and promoting livelihoods for rural artisans.



SOCIAL AND ENVIRONMENTAL CAUSE

GCPL promotes the use of bamboo (a renewable raw material) in construction. There are around 1500 species of bamboo in the world, which means greater adaptability to a wide variety of environments. GCPL seeks to revive traditional skills for new urban applications by employing local skilled artisans and training semi skilled artisans for delivering products as per international design standards. It creates employment opportunities for people, especially women, and helps to curb migration of rural artisans to cities.



PRODUCT/SERVICE OFFERINGS

The organisation provides high quality pre-engineered bamboo cottages, villas, gazebos, pavilions, spas, pool bars, railings, fencings, gateways, bistros of tropical styling, and others, produced with authentic pressure treated bamboo, with a life expectancy of 25 years. GCPL's bamboo shelters and products are supplied in pre-engineered kits to be assembled in short periods at the site by skilled artisans.

OTHER PRODUCT/SERVICE OFFERINGS

- **CHIVA** - Handcrafted Bamboo Veneer : An eco-friendly alternative to surface lamination, this product is made from bamboo fibre, treated with non-toxic preservatives, stained with natural dyes & woven by traditional skills.
- **BOOTOX** - Contemporary Bamboo Furniture : BOOTOX furniture uses a composition of other industrial materials like faux leather, fabrics, stainless steel, brass, copper, etc.

ASSOCIATION WITH AASHRAY

Received financial aid and mentoring support for business planning and modelling.

COMPETITION ANALYSIS

GCPL 's competitive advantage lies in the graded and pressure treated bamboo they use, their architectural and structural designs to build bamboo shelters, which are aesthetically designed and can sustain extreme weather conditions and tough terrains. Bamboo used by GCPL has an extended life span of up to 25 years and is selected through a carefully standardised procedure. Crafting is done by a small team of highly skilled craftsmen, experienced in working with techniques passed on through ages and hereditary traditions.

BUSINESS OBJECTIVE

- Create a market for bamboo based products in urban areas
- Establish strong backward linkages with rural artisans who are master craftsmen of bamboo products
- Improve income earning capabilities and potential of farmers
- Spread awareness on ecological benefits of bamboo based products and contribute towards environment protection.

TARGET MARKET

- Government (Forest Department, Tourism department, etc.)
- Hospitality and Service industry (Resorts, Boutique Hotels, Restaurants, etc.)
- Home stay development
- Local tourist businesses
- Recreation centres
- Yoga and Meditation centres
- Individual customers and Private Connoisseurs

KNOW MORE

Website - www.greenearthculture.com
Email - george@greenearthculture.com

8. Western Range Biopharmaceuticals Pvt.Ltd. (WRB)



SECTOR

Healthcare

MISSION

To develop innovative therapies that are both efficacious and affordable for unmet medical needs.

FOUNDED

2012

LOCATION

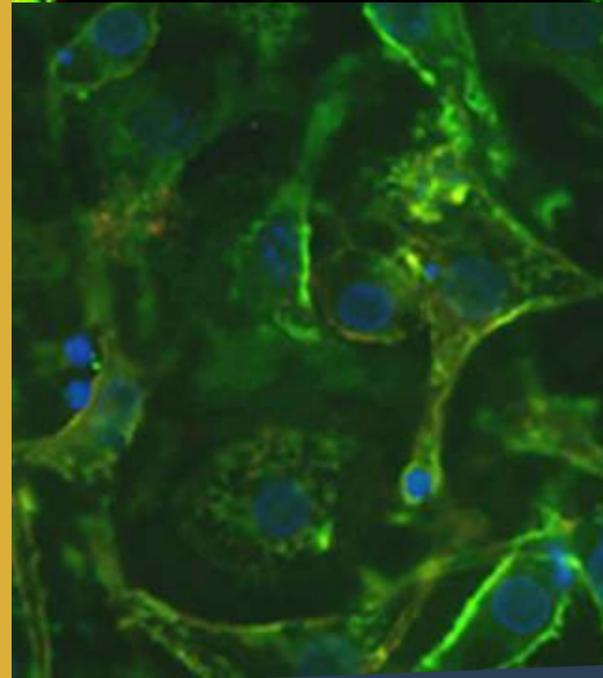
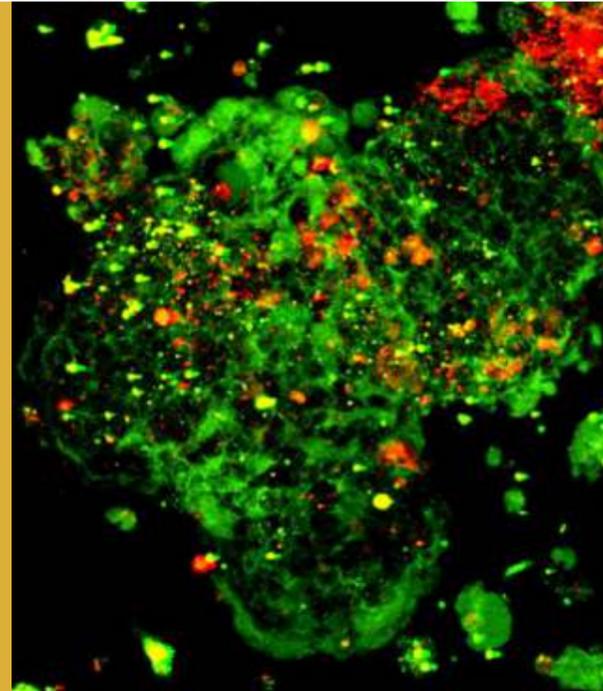
Ahmedabad

BUSINESS OBJECTIVE

Develop and supply indigenously-developed cancer technologies that are both highly efficacious and affordable.

TARGET MARKET

- Cancer patients
- Cancer care hospitals
- Cancer research centres
- Oncologists



SOCIAL CAUSE

Cancer is a growing health menace globally. There were an estimated 14.1 million cancer cases around the world in 2012. This number is expected to increase to 24 million by 2035. As per the Indian Council of Medical Research, the total cancer cases are likely to go up from 979,786 cases in the year 2010 to 1,148,757 cases in the year 2020. Treatment of cancer is expensive. It could cost as low as Rs 2.5 lakhs for six months of treatment, to as high as Rs 20 lakhs. In India, the 5 year survival rates are much lower as compared to other countries, typically half or even lower than the 5 year survival rates in US/EU. In addition to lower survival rates, Indians in their prime and in the most productive group are killed by cancer. In India, the 30-69 age groups accounted for about 71% of the deaths.

MARKET SIZE ESTIMATION

It is estimated that India currently has 3 million cancer patients, and one million are newly diagnosed each year. It is predicted that the number would increase by five-fold in the next ten years. It is estimated that the overall Indian market will be about Rs. 1000 crore for treatment of cancer using cellular therapy.

COMPETITION ANALYSIS

WRB's offerings are more affordable than organisations in India, USA, European Union, Australia and Germany which offer similar treatment modalities.

KNOW MORE

Website -
www.wrbio.com
 Email-
vinod.kuberkar@wrbio.com

PRODUCT OFFERINGS

WRB has successfully developed and tested two technologies in Cancer treatment. The cellular therapies can be used effectively without affecting chemotherapy and radiotherapy.

- **TheraVacDC+** : A cellular immunotherapy treatment which complements the existing treatment modalities like radiation, chemotherapy and surgery. This system is based on training immune cells to fight cancer from within.
- **Onco-D-Sens** : Onco-D-Sens helps identify chemotherapy drugs that have the highest efficacy for a particular patient. Many cancer patients, especially relapsed cancer patients, are often resistant to many chemotherapy drugs. The current practice to overcome this resistance uses a trial-and-error approach which may take about five to six months while the patient continues to deteriorate. WRB's testing allows screening of selected potential drugs using proprietary 3D culture technology (where cancer cells are grown from cancer biopsy tissue) to identify the most efficacious medicines in less than two weeks.

ASSOCIATION WITH AASHRAY

Aashray realises the potential of WRB with respect to the market growth and the impact it can have on the quality and longevity of cancer patient's lives. Aashray has been actively mentoring and providing legal assistance, office space and marketing support to WRB.



9. Varishta



SECTOR

Healthcare

LOCATION

Ahmedabad

FOUNDED

2014

MISSION

Varishta is dedicated to increasing awareness about dementia and mobilising support for those affected.

SOCIAL CAUSE

Nearly 4.2 million elderly Indians suffer from dementia due to Alzheimer's or other diseases. As awareness is low, many are not diagnosed for years, and their symptoms such as forgetting, making mistakes and inability to do normal tasks, are considered a part of normal ageing. The emotional cost of dementia is immense and caregiver stress is extremely high. Early diagnosis and management can help dementia patients and their families reduce the effect the disease has on individuals and families.

TARGET MARKET

- ⦿ Individuals and families tackling dementia
- ⦿ Geriatric care providers
- ⦿ Old age homes



BUSINESS OBJECTIVE

Establish a dementia friendly community by creating awareness about dementia in the elderly caused by Alzheimer's and other diseases, and providing support for elders with dementia and their care givers.

SERVICE OFFERINGS

- ⦿ Early diagnosis and greater awareness on dementia
- ⦿ Specialised geriatric services and respite care
- ⦿ Support services for care givers
- ⦿ Counselling and guidance cells
- ⦿ Day care and residential care services

MARKET SIZE ESTIMATION

In 2010, there were around 3.7 million Indians with dementia and the total societal cost was about Rs 14,700 crores. These numbers are expected to double by 2030 and the cost would increase three times. Family members are the primary care takers and they need support. It is estimated that the cost of taking care of a person with dementia is about Rs. 43000 annually.

COMPETITION ANALYSIS

There is no competition for Varishta at present, since the awareness level on dementia is very low in India and the services available are abysmal.

ASSOCIATION WITH AASHRAY

Varishta has received mentoring and guidance from Aashray. Aashray has also helped Varishta in publishing a book on dementia.

KNOW MORE

Website- www.varishta.org
Email- daksha.bhat@varishta.org

10. Nyayika

SECTOR

Legal Services

LOCATION

8 districts of Gujarat, with the head office in Ahmedabad.



MISSION

To make professional legal services accessible to vulnerable communities through a system that is professional, value driven, accountable and transparent.

Nyayika is an initiative by IDEAL Foundation for Social and Economic Development, which is a Section 8 organization.

SOCIAL CAUSE

The present day Indian legal and administrative system is plagued by many evils which intimidate the downtrodden and the disadvantaged from accessing these services. The legal services today are expensive, time consuming, extraordinarily long, and have complicated procedures. Thus there is a lack of access, at the cost of denying basic rights to citizens. The needy most often do not go to the courts because they cannot afford the court fee and the lawyer's fee. Many times people are totally ignorant about court procedures and hence afraid of facing the judicial machinery.

BUSINESS OBJECTIVE

Develop a chain of multi - speciality law centres offering affordable legal and quasi- legal services, to the lower income groups who cannot usually afford them. These law centres are franchisees and the overall operations are planned, coordinated and monitored by the central team.

TARGET MARKET

The lower middle class, middle class, deprived, downtrodden, disadvantaged sections of society.

ASSOCIATION WITH AASHRAY

Apart from financial support, Aashray has been mentoring the Nyayika leadership and providing guidance on operational and strategic matters.

SERVICE OFFERINGS

Legal aid and advice in all types of matters including civil, criminal, revenue, consumer, labour, etc. The law centres also help people in availing their entitlements under Government policies and schemes by assisting them in the application process and then following up with the authorities. Nyayika charges nominal fees to those who can afford them and offers subsidised rates to those who cannot. The organization works with a human rights perspective and takes up human rights violation cases. It also undertakes awareness generation sessions on law and legal entitlements and conducts outreach programs. Dispute resolution is encouraged through conciliation, saving time and money of the poor. Nyayika is a chain of law centres operating under a common name with a common trade, dressed in a non-profit model. Law centres are owned and operated by lawyers, paralegals and organizations, with a team of trained lawyers and paralegals at each centre. Experienced panel lawyers are available to guide each case. A central monitoring and information system is in place to track the progress of cases, to ensure that there is no unnecessary delay being caused by the lawyer. An affordable fee structure has been devised, with each available service having fixed fees payable as per a payment schedule, designed such that the client is required to pay fees only when the matter proceeds. Fee receipts are issued to clients for each payment made, to ensure accountability. The central 'helpline' service at Nyayika also enables access to legal assistance and for registration of grievances.

COMPETITION ANALYSIS

Nyayika faces competition from state and voluntary organisation sponsored free legal aid systems and mainstream commercial lawyers. Nyayika believes that state and voluntary organization sponsored free legal aid model is flawed due to which they are not accessible, not of good quality and not sustainable. On the other hand, the mainstream lawyers charge fees arbitrarily and offer mediocre services. The Nyayika system offers an alternative to vulnerable communities.

KNOW MORE

Website- www.nyayika.org
Email- sumeys1@yahoo.co.in



11. 4WSI

SECTOR

Consulting and Technology Services

MISSION

Improve the way social programs are conceptualised, implemented, monitored and evaluated, by using technology and improving skills of field personnel.

LOCATION

Ahmedabad and Mumbai with a pan India presence

FOUNDED

In 2015 as a Private Limited Company



SOCIAL CAUSE

Not too much emphasis has been placed previously on how money spent on development projects is creating an impact or even ensuring that the money has reached intended beneficiaries. Due to the increase in the amount of CSR spending, impact based CSR program conceptualisation is becoming increasingly popular. The non-profit sector in India has also been growing at a rapid pace, with increased needs for contextual project management and field data tracking. The statistics on health, education, employment and other social progress indicators of the country, highlight the inefficiencies in programs undertaken by NGOs, social enterprises, CSR foundations, Government bodies and Multilateral international organisations. One of the main concerns is the serious disconnect between strategy, implementation and evaluation frameworks in the Indian social development sector.



SERVICE OFFERINGS

Pulse is an end-to-end project management framework designed to introduce standardised, real-time reporting and data-driven activity to the development sector. The major features of the platform are field reporting, data analysis and tracking in real-time which is shared on the online dashboard and contextual reporting and goal/KPI progress tracking on variances between actions and results observed. The platform enables content sharing and heartland data collection. It Pulse shall be an aid for CSR Boards to track investments, trace project implementation, establish quantifiable impact, gain direct access to beneficiary testimonials, report effectively, make informed decisions for resource allocation and increase management and field personnel interactions

MARKET SIZE ESTIMATION

The total annual spend of the Indian CSR sector alone is expected to be \$2billion. In addition to this, the total estimated spend of private philanthropy and grants on the Indian development sector is estimated at \$4billion annually. These funds are managed by CSR departments and project management agencies in the case of CSR, and by development sector organisations and NGOs in the case of philanthropy. The market for all our services are social project management agencies, NGOs, CSR departments and Foundations with an annual budget of over Rs. 1 Cr., Multilateral organisations, Government bodies, social enterprises and other consultancies and institutions. The estimated size of this market is over 10,000 organisations. About 16,000 companies alone, are eligible under the CSR provision. All of these companies are expected to monitor their programs and submit Annual Reports with details on their spending, programs, area of operation. 5% of the spends are to be allotted for training and Impact Assessment according to the clause.

KNOW MORE

Website - www.the4thwheel.com
Email - csr@the4thwheel.com

BUSINESS OBJECTIVE

- Develop technology aided Monitoring and Evaluation (M&E) products and services to strengthen project impact, reach and scale
- Build skills and capabilities of field personnel
- Promote the use of ICT among field personnel, for social impact assessment (SIA) of development projects

TARGET MARKET

- Private Companies
- Research and Consulting Firms
- NGOs
- Funding Agencies
- Social Enterprises
- Government bodies
- PSUs

COMPETITION ANALYSIS

- No known organisation, software or program using 'voice of field personnel' to track progress and measure impact, with a specific focus on field staff and personnel.
- Specifically focuses on ground level implementation. Moves focus from project management to field management.
- Cheaper than other prevalent technology and is easier to use than most known programs, methods and softwares.
- Faster to achieve scale and measure effectiveness owing to low set up costs.

ASSOCIATION WITH AASHRAY

- Incubated in July, 2015
- Gained access to networks and business leads
- Received 100+ hours of mentoring on business and product development and team building

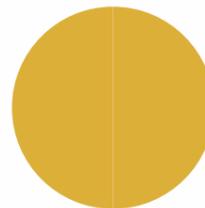
7. Allocating capital for social impact



Key sources of capital for social enterprises are non-institutional debt, equity (mostly self-finance), institutional debt, and grant funds. The transformation of many not-for-profit models into for-profit models is growing and this helps them secure financing to scale up over time. It is encouraging to see the attention being paid by policy makers and academics across the world to the need to invest in social capital.

Unrestricted capital is most precious for social entrepreneurs to expand their mission and organisation. Any form of funding helps an entrepreneur expand their idea and is more likely to succeed than an entrepreneur with no source of seed funding or financial support. Funding and grants is a critical success factor in helping organisations achieve scale. Mainly three forms of funding are available to social enterprises - Grants, Investments and Crowd Funding. With the right financial support, these enterprises can access a much deeper pool of capital than was previously available to them, allowing them to greatly extend their social reach.

Under the Companies Act 2013, companies meeting a certain requirement of net worth and profitability are required to spend at least 2% of their three-year average annual net profit towards CSR activities in each fiscal. As per an amendment to Schedule VII of the Companies Act 2013 made in February 2014, (a schedule listing out activities which can be included by companies in their CSR policies) contribution to technology incubators approved by the Central government is considered as CSR contribution, effective from April 2014. This enables a social enterprise to receive capital - early stage, possibly, non-dilutive funding - to test out business models, and to build newer markets.



CSR funds in seed investments have a great potential as this will encourage communication between industry and technology business incubators and can bring about many successful start-ups.

Corporations bring a host of benefits to the start-up ecosystem including funding, mentoring and access to market. For the corporate sector, backing social enterprises can help further their own CSR aims and the startup benefits from mentorship and visibility the company brings. Large corporations can directly benefit from start-ups, not just through the acquisition of new technologies but also utilize them to infuse an 'intrapreneurial' culture in the organization.

What Corporate India can do

Make credit available and provide entrepreneurs with funds and sustainable funding mechanisms since the lack of finance for the development of social capital is one of the main constraints that social entrepreneurs encounter in fulfilling their social mission

Engage in best practice and information exchange programs, training and education workshops to provide social leaders with skills, information and managerial expertise.



Aashray Endowment Fund

Government of India (GoI) has over the years introduced several policies and initiatives for entrepreneurship development and employment generation. GoI encourages angel investors to finance and mentor small start-ups at a stage where they face difficulties in obtaining funding from financial institutions, banks, etc. with the objective of encouraging entrepreneurship. In 2012, SEBI (Securities and Exchange Board of India) gave a boost to support start-ups and entrepreneurs through the Alternative Investment Funds Regulations, including "social venture funds".

Social venture funds are expected to meet the seed- funding requirements of low-risk/ muted-return technology and social start-ups that generate high social impact while making reasonable financial returns for its investors.

In order to support social entrepreneurs meet the 'financing gap', Aashray has set-up the Aashray Endowment Fund, which is designed to enable continuous availability of funds, especially for funding innovations or ideas that may otherwise be shelved due to inadequacy or lack of funding.

The Aashray Endowment Fund provides opportunities to people and organisations to participate in the process of incubation of social enterprises, which is a national priority.

Aashray, as a Section 8 Company, possesses registrations under Section 80C and Section 12AA of the Income-tax Act 1961. Aashray has a Governing Board and an Advisory Board that guides and monitors its activities.

Donations to the Aashray Endowment Fund

The donations to the Aashray Endowment Fund will be solicited from High Net worth Individuals (HNIs) as well as CSR contributions from various public and private institutions, the private sector, funding agencies etc. The donors, through their contributions to the Aashray Endowment Fund, will be able to support any one or all of the following:

- 1 Aashray and its activities for start-ups and accelerators, and/ or
- 2 Individual incubatees/ projects/ programs of their interest, and/ or
- 3 The replication of the Aashray model in other parts of the country

FOCUS

FOR THE YEAR

Seeding incubated organisations for acceleration of progress

Creating an integrated incubation campus with facilities of transitional labs

8. Progress and future goals

3 KEY GOALS FOR THE COMING YEAR



1

Establish a larger incubation centre which will fuel technology based enterprises by building facility testing and transitional laboratories.

Aashray's current infrastructure enables development, testing, pilot-run and other pre-launch activities involved in evolving innovative ideas into products/ services. The proposed "Startup Transitional Labs" would facilitate the 'last mile to the market developmental research' at a much lower cost arrived at by the virtue of the lab being capitalized by the incubator as well as overheads being shared by multiple incubatees, thereby facilitating lower cost and faster 'lab to the market' transition.



2

Start a research academic arm focusing on the development of incubation centres in India

Aashray aims to develop a research, training and capacity building function in order to understand problems and issues faced by incubators in their operations and growth constraints, document Global Best Practices in the incubation space and develop a bench mark for Indian Incubators; suggest ways and means to strengthen the existing incubators in view of their limitations and international best practices and evolve a strategy and formulate a policy for promotion of incubators in the country.

3

Partner with institutions to start more incubation centres

In order to create, nurture and sustain an innovation economy it is necessary to establish a critical mass of incubation infrastructure in the country. These calls for the development of a new culture and state and its agencies may have to take a lead through a variety of initiatives. The state must also create and nurture an ambience where private players are encouraged and facilitated to create incubation infrastructure. In the transition of the economy towards an innovation-driven stage of development, it is necessary to elicit cooperation and inputs from every segment of the society promptly and diligently. Aashray shall focus on building partnerships and collaborations in this direction.

💡 INNOVATION



Aashray Incubator

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