

# Platform for Inclusive Entrepreneurship





# SOCIETAL PLATFORM



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# Mission

The Platform for Inclusive Entrepreneurship (PIE) will create the opportunity for 100 million artisans and farmers to reach earnings of more than Rs.10,000/150 USD per month by 2030.

Economic opportunity: Micro entrepreneurs earning more than 15 times their current income, improving their resilience to life's crises and building sustainable value chains.



# Problem

Millions of India's artisans and farmers with the unique skills to produce meaningful and wholesome products have been reduced to mere labour in the value chain. They receive meagre compensation and have negligible ownership in what they do.

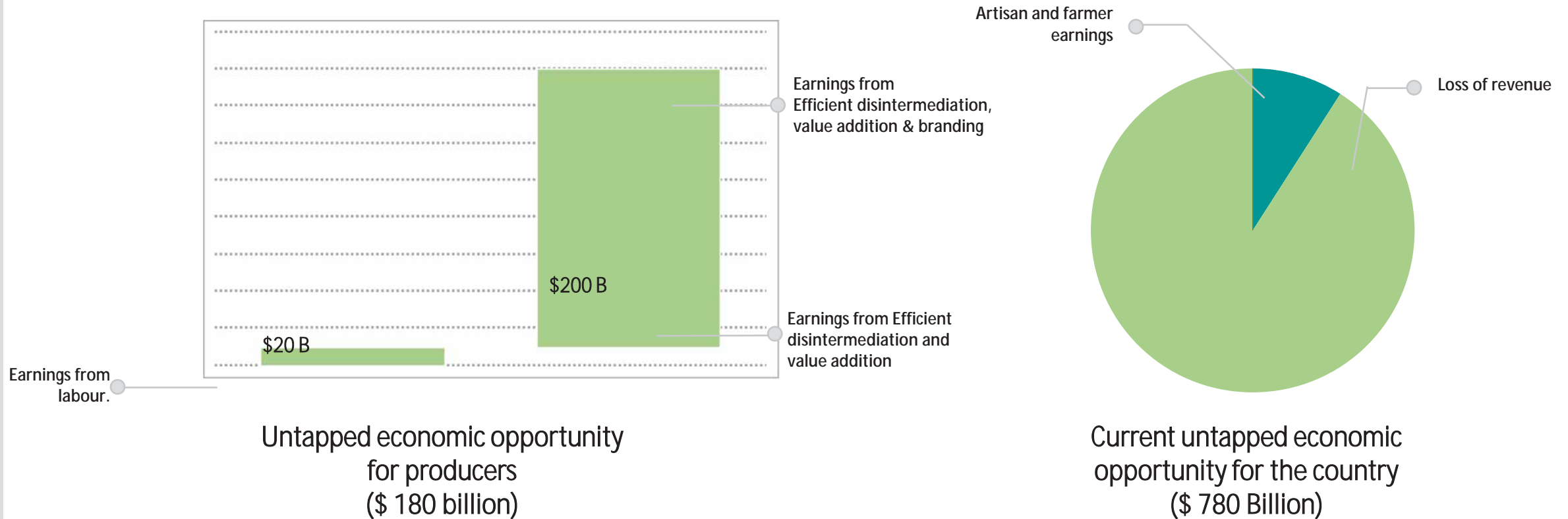
**118+ million** artisan and marginal farmer families

Majority currently earn between **Rs 1,000 to Rs 2,000** a month

India's artisanal and farmer co-op economy is only **1%** of its total economy\*

\*Co-op economy as share of GDP - New Zealand (20%), Norway(18%), France (18%), Finland(14%). These are also countries highest on the social progress index.

# Opportunity (Why)



# Why Now

## DEMAND SIDE FACTORS

Govt. focus on skills and entrepreneurship for job creation.

The Ministry of Skills has been allocated funds and is shifting its focus towards entrepreneurship

State Missions to impact farm and off farm rural producers.

Fund allocations of up to Rs 20,000 cr @ Rs 40,000/person, to impact up to 50,00,000 people per state

NRLM to focus on agri and allied activities.

With proposed fund allocation of 5750 cr. by the govt for financial year 2018 - 19

Shift in global markets.

Evolving customer of the future leading to markets shifting from being supply driven to being consumer driven

Climate for global impact entrepreneurship is growing with trillions of dollars moving into impact investing.

## SUPPLY SIDE FACTORS

Artisans/Farmers make up 75% of eligible workforce, Out of which only 25% are not marginalized.

Next generations of Artisans/Farmers are leaving the trade – rapid loss of marketable skill.

The future of livelihoods is in micro entrepreneurship powered by shared expertise.

Technology today enables disaggregated supply chain and supports distributed manufacturing

The model for the solution is tried and tested and ready to scale.



# The customer of the future



Supply chains are changing to cater to the markets of the future, where consumers are looking for unique, meaningful, wholesome products and experiences.

#whomademybag  
#natural #sustainable



# Vision

A group of men, likely farmers or entrepreneurs, are standing in a field. In the foreground, a man in a light purple shirt is smiling broadly. Behind him, several other men in white and light-colored shirts are looking towards the camera. The background shows a vast, open field under a clear sky.

The Platform for Inclusive Entrepreneurship will restore agency so that artisans and farmers can take control of their destiny and build sustainable livelihoods.

- Fostering ownership and co-creation
- Enabling effective intermediation
- Building new markets
- Creating wealth

In the past, Amul has created a platform to transfer 84% of \$ 5 billion of the brand's revenues into the hands of producer owners, establishing benchmarks in manufacturing, supply chain and market creation.



# Foundation to reach scale

## 6C Model

Each 'C' is a core component critical for building sustainable value chains. The 6Cs need to operate in tandem to ensure the success of an enterprise or an ecosystem.





# Samaaj, Sarkaar, Bazaar Society/Governments/Markets

Bringing together  
community/society, markets and  
government to work collaboratively  
across the 6Cs towards building a  
sustainable ecosystem.





# Tried and tested solutions

- Building producer-owned companies
- Meeting global compliance standards
- Disaggregated manufacturing
- Value-addition and design
- Market building and branding



# Theory of Change





# Impact created

## For the artisan

INPUTS	INCREASE IN EARNINGS
Hand holding and training	X – 10X
Value addition (white label goods)	X – 15X
Branding (branded products)	X – 25X
Wealth Creation (through investments)	25X + interest, property, education

## For the farmer

INPUTS	INCREASE IN EARNINGS
Hand holding and training	X – 3X
Value addition (kitchen ready products)	X – 15X
Branding (branded products)	X – 25X
Wealth Creation (through investments)	25X + interest, property, education.

## Measurable Impact :

	PRE INTERVENTION	PRODUCTION	VALUE ADDED PRODUCTS	BRANDED PRODUCTS
GARMENTS	Rs.40/ day	Rs.400/ day	Rs.600/ day	Rs.1,000/day
SIALI LEAF	Rs.26/ day	Rs.250/ day	Rs.400/ day	
PULSES	Rs.8,000/ season	Rs.25,000/ season	Rs.1,20,000/ season	Rs.2,00,000/ season

# PIE - Value Proposition

## ECONOMIC IMPACT



Increase producer earnings by 10X for artisans and 3X for farmers.

Generate revenues of up to Rs.50000/person/month  
Contribute to the economy through revenues of **\$500 billion** and above across 100 million producers.

## SOCIAL IMPACT



Build resilience to life crises – sustained economic growth.



Build social equity through ownership



Create cultural capital through artisanship

## ENVIRONMENTAL IMPACT



Reduce carbon footprint - Localised supply chains and local consumption



Optimise use of resources through processes and systems backed by data.



Revive the environment - Promoting organic, natural farming and processing practices.

## PROGRESS TOWARDS SDGs





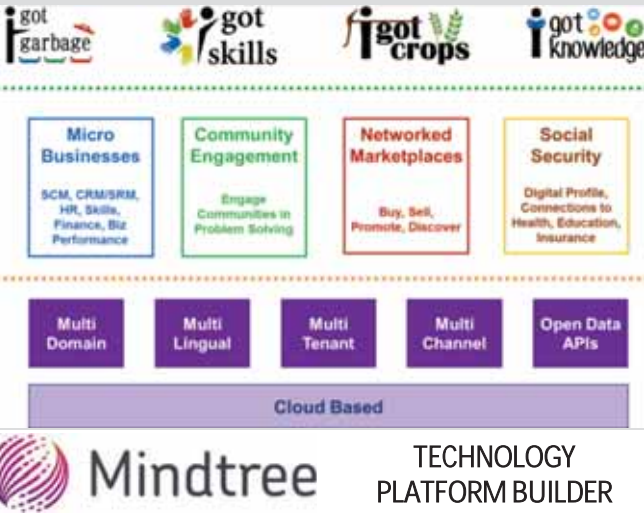
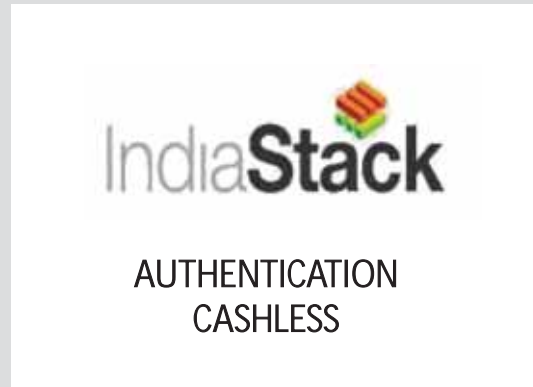
# Underlying Magic

## CO - CREATION



FIRST SERVICES PROVIDER, SOLUTIONS BUILDER AND PLATFORM EVANGALISER

## SHARED DIGITAL INFRASTRUCTURE INTEGRATION



OPEN ACCESS TECHNOLOGY PLATFORM

## CURATED DATA



# Core Partners

400+ person years of extensive collective experience in Grassroots livelihoods, Technology, Micro businesses and Brand creation.



**Industree Foundation** – Industree has set up 2 of India's largest globally compliant and profitable artisan producer companies, jointly earning annual revenues of over Rs 12 crore/2 million USD, and has promoted brand Mother Earth. Industree is setting up- an at scale collectivised, self owned and responsible value chain that encompass food, fashion and home.



**Mindtree** - With the IGX platform, has developed technology-based solutions to empower/enable grassroots entrepreneurs with digital tools to create networked multi-dimensional flows within and across ecosystems, to optimise and achieve scale. Cumulatively, a million plus waste-pickers, farmers, school principals & teachers, and unemployed youth are using its services.



**Vrutti** - Through its '3-Fold Model', Vrutti has impacted over 120,000 smallholder farmers, established 90-odd producer companies and continues to support them. It also supports over 130,000 people who are marginalised and vulnerable to HIV, over 500 micro, small and medium enterprises, and about 40,000 marine fisherfolk.



# Technology and Integration

PIE is built on infrastructure created by Mindtree consulting that is developed with open APIs.

This would mean that existing digital societal platforms such as Sunbird and Avanti with a shared value system could easily integrate with the PIE.

This also means that going ahead further technology based solutions could be built on to the base infrastructure by those who wish to do so, leading to:



**Relevant solutions**  
Through co creation



**Disruptive Innovation**  
New and improved  
ways of functioning



**Impact at scale**  
Building networks that  
lead to new levels of  
efficiency and performance.

# Platform to Platform Integration

## 3 Key platforms that the PIE plans to integrate with.



AVANTI

**Avanti Finance** is a for-profit social enterprise building a **Societal Platform for financial inclusion**. Using the Jan Dhan, Aadhaar and Mobile trilogy, they seek to make timely credit affordable and accessible to the underserved and unserved. The technology backbone is crowdsourced, transparent and trusted, and easily extends to suit other ecosystem players. Impact is delivered by mimicking local lenders, customising for local needs and institutionalizing the process by spreading ownership across stakeholders.



**Sunbird** is an open source, configurable, extendable, **modular learning management platform** architected for scale and designed to support multiple teaching and learning solutions supporting multiple languages and available for online and offline use. Developed by EkStep Foundation and licensed under AGPL licence, Sunbird makes it possible to leverage technology for education by providing building blocks for the creation of learning solutions. Sunbird contains well architected common building blocks that can be orchestrated to create multiple solutions without a need to build from scratch. The architecture also allows for re-use of common infrastructure components for a learning platform such as taxonomy, frameworks, classroom efficiency tools, content assets and machine learning insights.



IndiaStack

**India Stack** is a set of APIs that allows governments, businesses, startups and developers to utilise an unique digital Infrastructure to solve India's hard problems towards **presence-less, paperless, and cashless service delivery**. India Stack provides 4 distinct technology layers: *Presence less layer* where a universal biometric digital identity allows people to participate in any service from anywhere in the country, *Paperless layer* where digital records move with an individual's digital identity, *Cashless layer* where a single interface to all the country's bank accounts and wallets to democratize payments and *Consent layer* which allows data to move freely and securely to democratize the market for data.

# Curated Data

The strong technology backbone of the PIE and other platforms that it integrates with enables amassing big data that can be curated specifically for the benefit of the PIE stakeholders. It also enables traceability.

- Measuring impact
  - Social
  - Economic
  - Environmental
- Identifying market trends
  - Demand
  - Supply
  - Trend forecasting
  - Consumer behaviour





# Solutions that work at scale

VALUE AMPLIFIER  
6Cs

CONSTRUCT

CAPACITY

CHANNEL

CREATE

CAPITAL

CONNECT

CO CREATION  
SOLUTIONS  
BEING BUILT



LEADERSHIP INSTITUTION

Professional  
management training



GRASSROOTS  
BUSINESS LEADERSHIP  
Grassroots professional  
training



MAKE, BUY AND SELL  
Omni-channel market  
connect catalysing supply  
chain



DESIGN

Design and design-led  
services & value addition



SOCIAL SECURITY,  
COMPLIANCE,  
RISK MANAGEMENT,  
CAPITAL

GOING IN SERVICES PROVIDER,  
SOLUTIONS BUILDER



Mindtree

TECHNOLOGY PLATFORM  
BUILDER

SHARED DIGITAL  
INFRASTRUCTURE  
TO BE INTEGRATED

Sunbird  
KNOWLEDGE AND  
LEARNING



FINANCE, FINANCIAL SERVICES AND  
WEALTH CREATION

IndiaStack

AUTHENTICATION  
CASHLESS

# Path to scale - Deep Impact + Broad Impact

\*To reach 100 million people, per 1 person in Deep Impact, Broad Impact will be created for 8 people

Deep Impact

50,000



Broad Impact

$50,000 \times 8 = 400,000$



650,000

$650,000 \times 8 = 5,200,000$

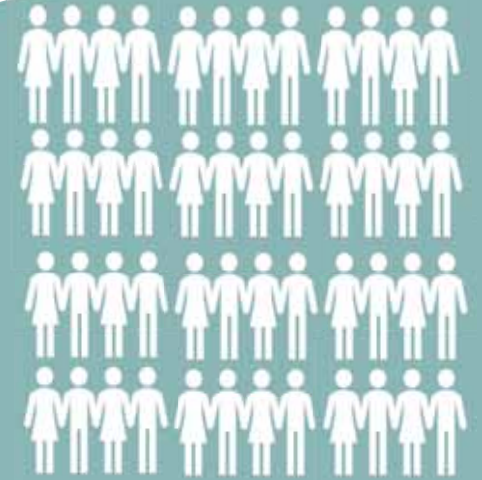
SOCIETIES AND ESTABLISHED NGOS



12,500,000

$12,500,000 \times 8 = 100,000,000$

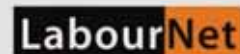
GOVT DATA BASE



Total Impact Goal  
100,000,000  
through Deep and  
Broad Impact


PEER REFERRAL, GOVT PROGRAM

STARTING DATA BASE





# 4 Stages of evolution of PIE in the last 12 months

- 
- A photograph of five women of diverse backgrounds, all smiling and holding large, woven baskets. They are dressed in traditional Indian attire, including sarees and blouses. The background is a plain, light-colored wall. The image is used as a background for a presentation slide.
- Co-created with the grassroots
  - Integrated services - built a services marketplaces
  - Integrated technology - built integration middleware & interoperability standards
  - Partnering with the government to scale



# Partnering with the Government

- AP, Kerala, Bihar for statewide rollouts
- Platformisation of existing programs (not creating new programs but leveraging existing programs by transforming them into platforms)
- Current leverage is 1:10 (\$6 million of spend on platforms is helping leverage \$60 million of government programs)
- Target leverage is 1:100 in 36 months
- Re skilling the department - senior and middle management, extension workers
- Transfer of IP to the government
- Integration with existing government systems and data
- Getting the government to onboard ecosystem players - buyers, suppliers, transport/logistics, warehouses, FPOs/farmers, artisans, trainers



# Open Opportunity and Access

- Federated model - opportunities in Andhra Pradesh instance are visible to seller in the Bihar instance
- Creative Commons content
- Publicly available analytics and insights

# India Agri-Stack

Converting Farmers into Value Chain Owners

7 states

1.3 lakh  
farmers

6  
Interventions

31  
commodities

78 retail  
products

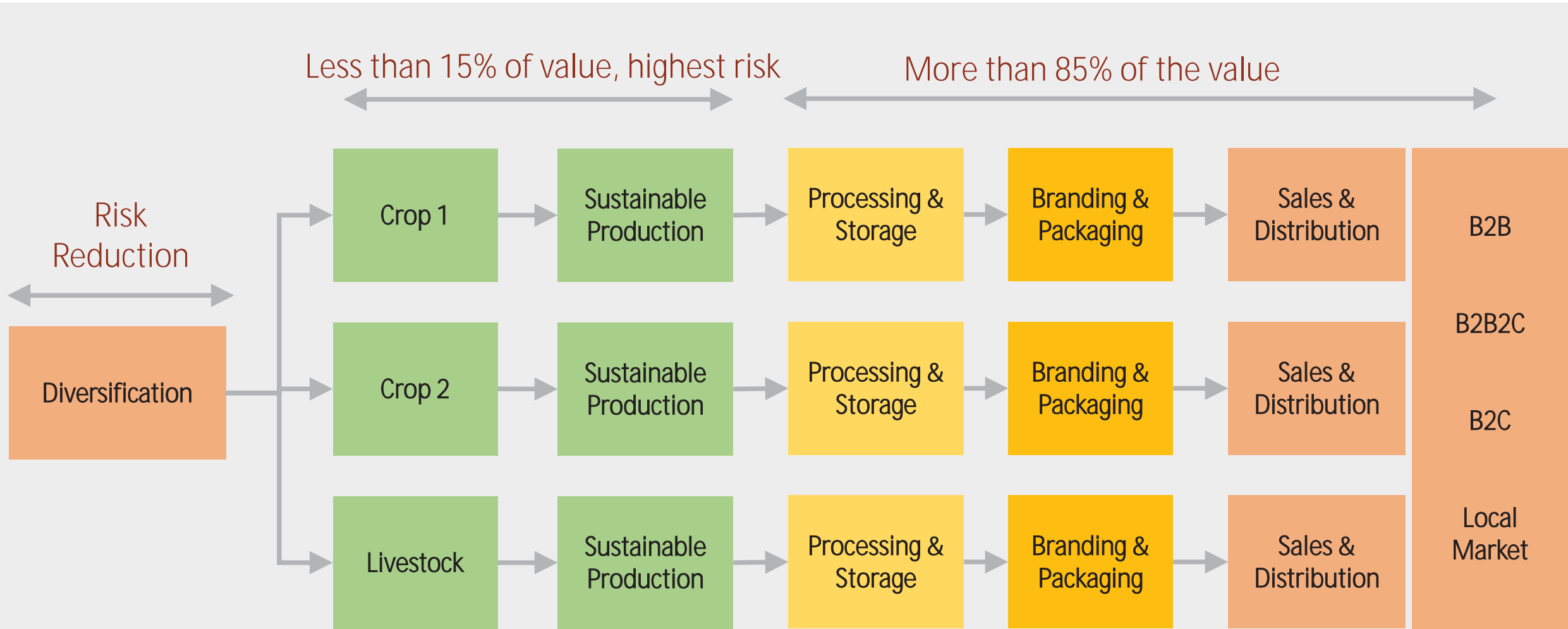
6 start ups  
plugged in



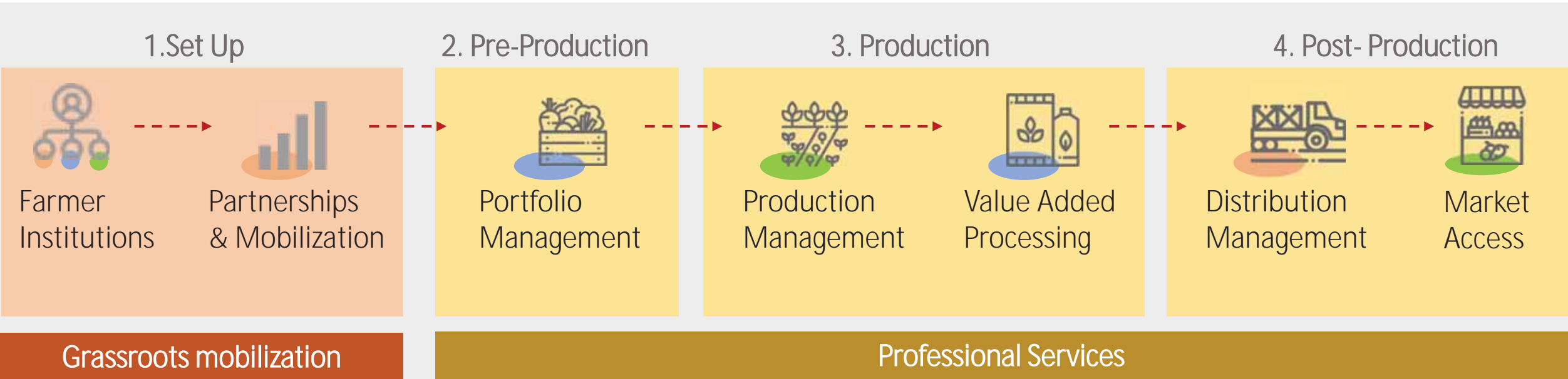
# Enabling smallholder farmers to move from here ...



# To here ...

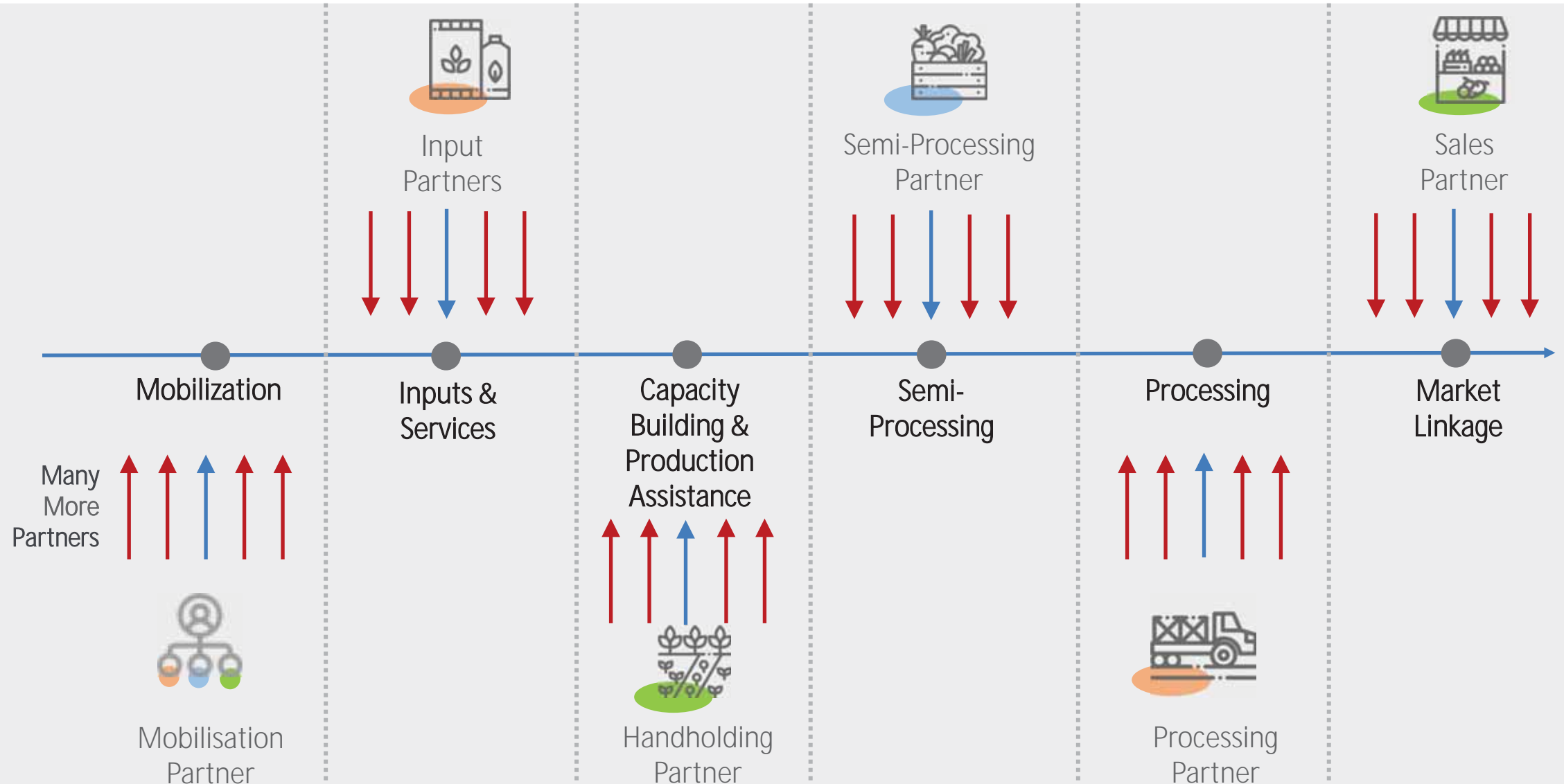


# Value Chain Interventions

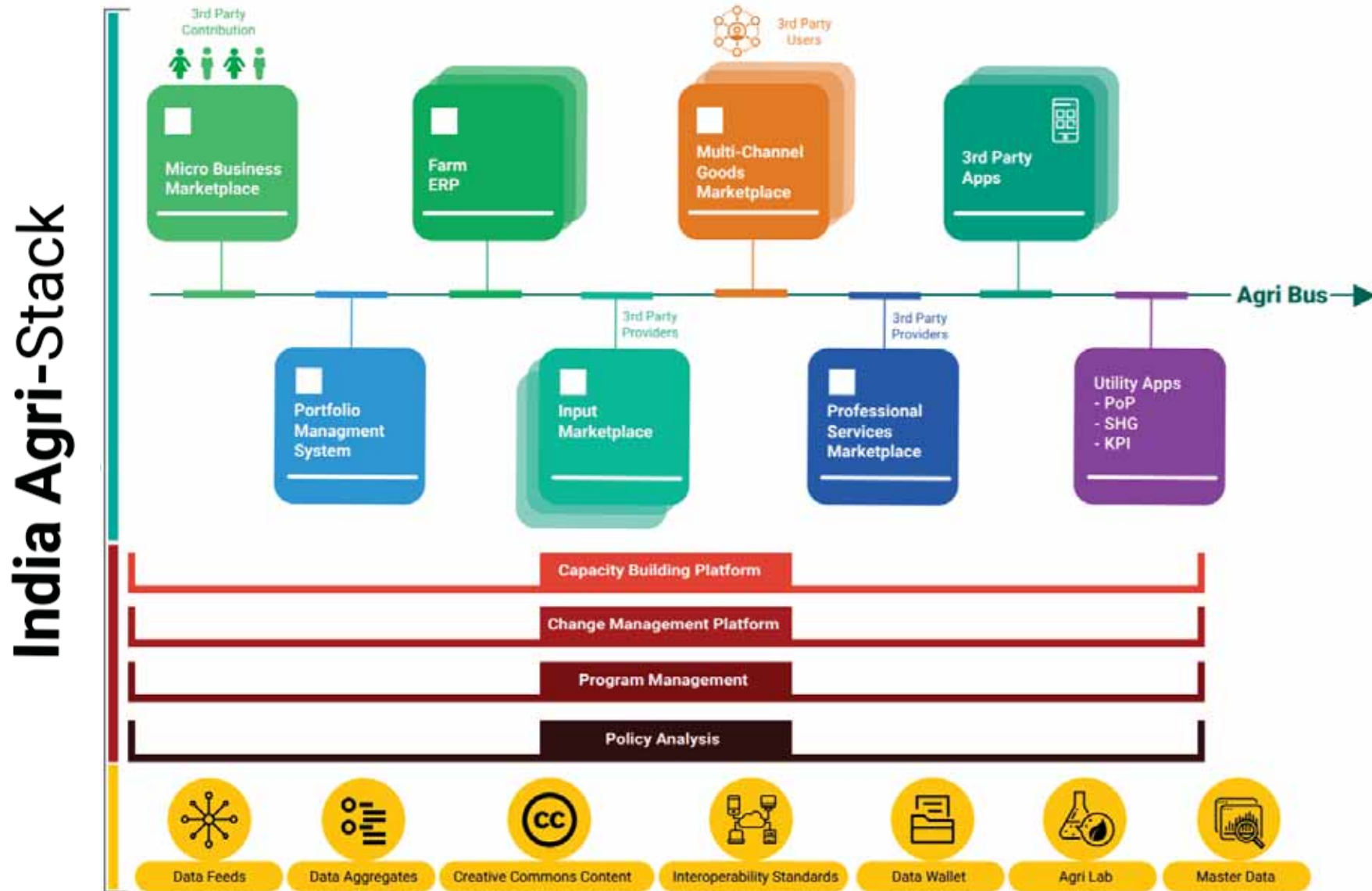


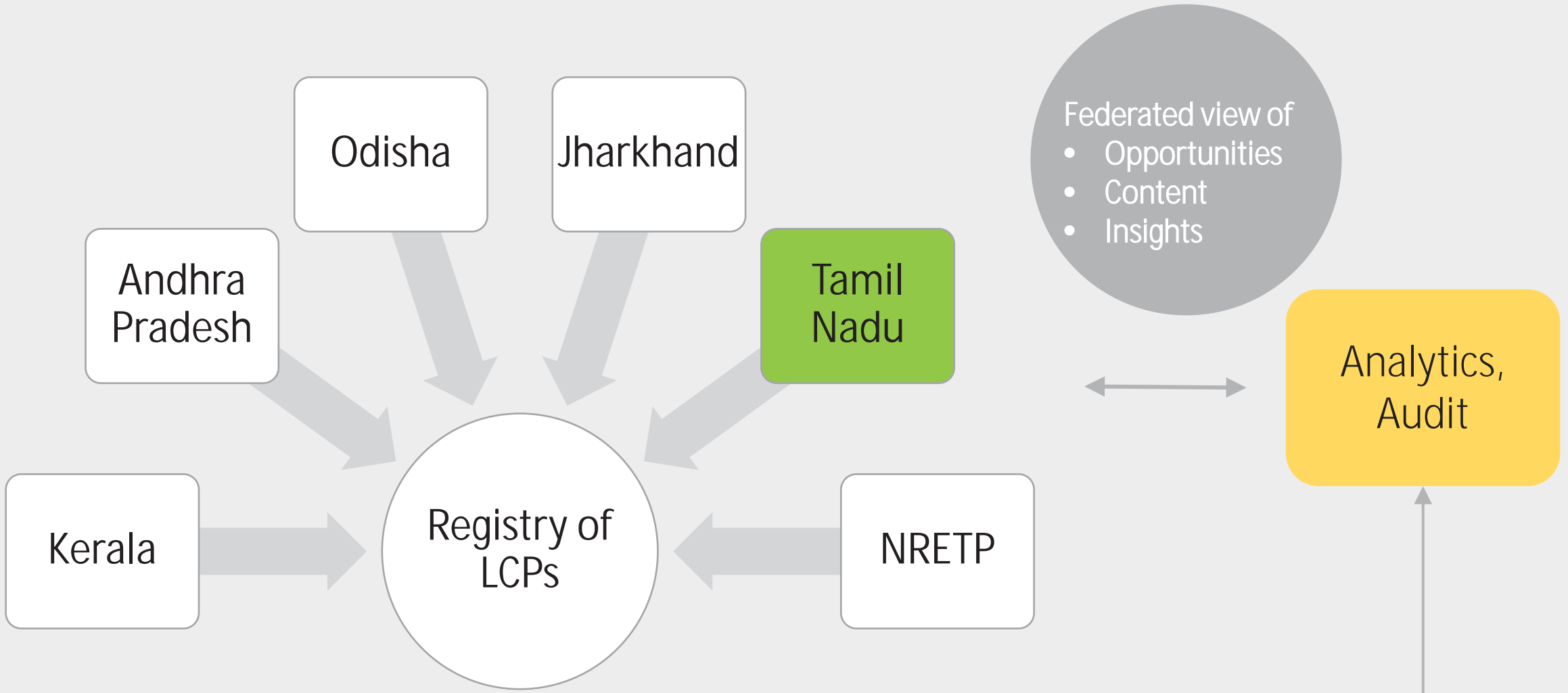


# Integrating Services



# Integrating Technology





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# How are different States using the "India Agri-Stack" Platform

## Andhra Pradesh

Farmer self service

Crop advisory (weather, irrigation, pest)

Multi-sided marketplaces

Omni channel market linkage

Nutrition store

## Kerala

FPC operations

Value chain processing

Nutrition store

Startup incubation and integration

## NRETP

Sector and business model analysis

Business model evaluation

Demand based incubation

Building an enabling ecosystem for micro-enterprises to succeed

Operations management apps for the micro-enterprises

## Karnataka

Market linkage

Branding of farmer goods

Distribution management

## NRLM

PG aggregation

FPC operations

# Shared Infrastructure for the “Independent Farmer”

Personal Growth  
Plan for Farmer

Sustainability  
Practices

Capacity  
Building

Access to  
Market

Inputs &  
Services

Information  
Services

Institution  
Building

Professional  
Services



Processes, Practices

Service Providers

Unified IT Systems

Brand

Widespread Beliefs

Market Relations

Analytical Data

Active Communities

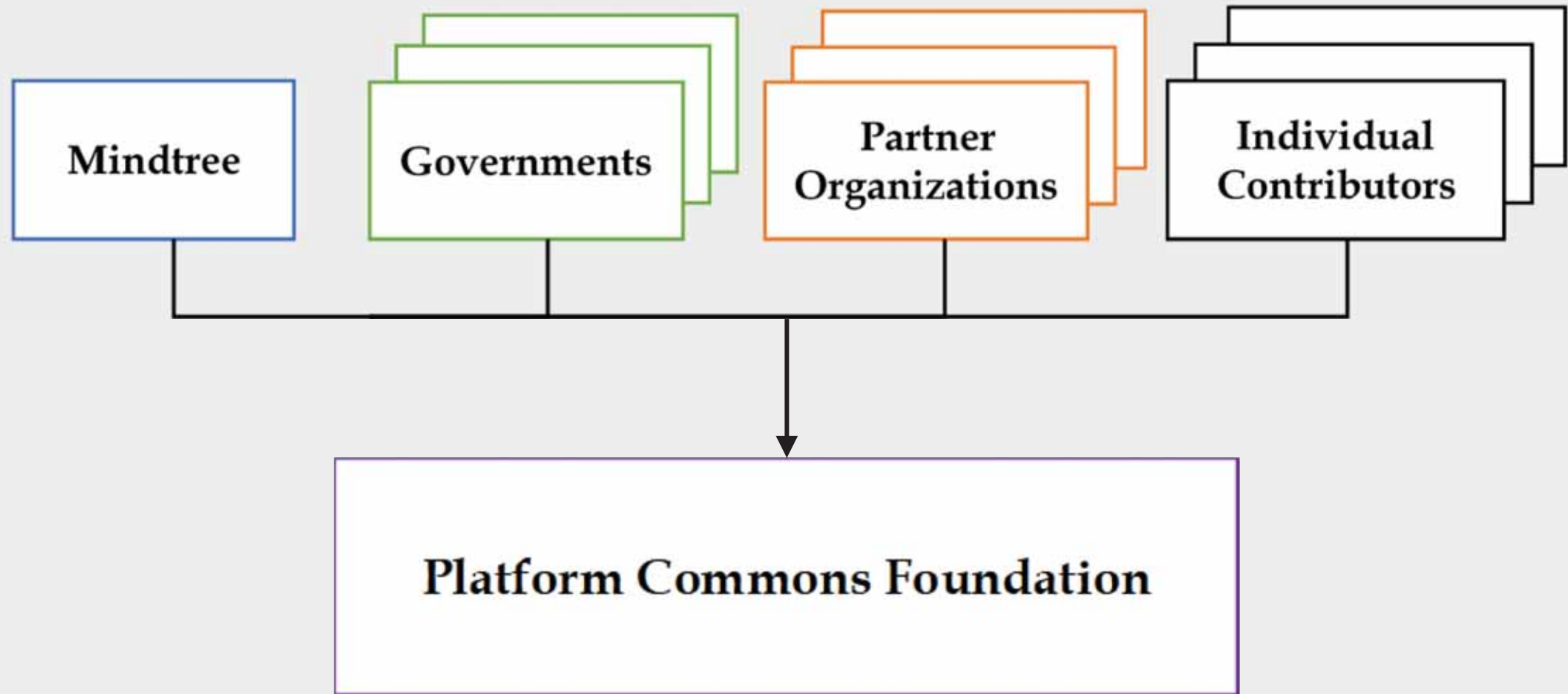
Integrated Policies

Startups

Role Models

...?

# Leveraging the Ecosystem





# Key partnerships





Join the movement to empower 100 million artisans, farmers, service providers and customers through the **Platform for Inclusive Entrepreneurship**, leading to social, economic and environmental sustainability.

