

## North India HR Summit in Lucknow

I was invited by Shri Vijay Sahi the President of Lucknow chapter of NHRD to give a keynote address in the summit. The theme of the summit was “Striving for Change ---- through Social Entrepreneurship”.

The summit took place in Taj Vivanta in Lucknow on 25<sup>th</sup> February 2012.

The summit was well attended and it was a great learning experience for me to hear the wonderful stories of successful social entrepreneurs from Northern India. They included a rural BPO, cycle rickshaw enterprise, slum schools graduates running successful catering service for Lucknow corporate houses, among others.

The event was nicely covered in the local mass media.

Below is my keynote speech together with clippings from newspapers.



Inaugural speech

# Social Entrepreneurship, Nation Building and Happiness

*(Keynote address at North India HR summit in Lucknow, 25/2/2012)*

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# Talk structure

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- ◆ What is social entrepreneurship (SE) and nation building?
- ◆ Issues involved in rural development.
- ◆ Why and how corporate world should be involved in SE and rural development?
- ◆ NARI's solutions for rural development.
- ◆ Possible social enterprises.
- ◆ How we can become happy by helping our fellow citizens – essence of social entrepreneurship and nation building.

# What is social entrepreneurship (SE)?

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- ◆ Many definitions. Basic definition of entrepreneur (17<sup>th</sup> century French); Somebody who undertakes a significant project or activity.
- ◆ 19<sup>th</sup> century French economist Say; " Entrepreneurs create value".
- ◆ Most accepted definition by US economist Schumpeter; "Entrepreneurs are catalysts and innovators behind economic progress".
- ◆ Social entrepreneurs; **catalysts and innovators behind social and economic progress**. Gandhi ji was a social entrepreneur.
- ◆ Attributes of social entrepreneurs:
  - ◆ Attack underlying causes of problems rather than treating symptoms.
  - ◆ They reduce needs rather than just meeting them.
  - ◆ Others see problems. They see opportunity.
  - ◆ Are persistent and tenacious. Also not fainthearted.
  - ◆ Do not let their limited resources keep them from pursuing their visions. Skilled at doing more with less. Follow nature's evolutionary strategy

# SE contd...

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- ◆ Regular enterprises create wealth. Social enterprises should create wealth and happiness!
- ◆ All enterprises should create happiness since they provide goods and services to make life simple. In practice they provide fodder for greed.
- ◆ SE is to further social and environmental goals. In true form SE should solve social and economic problems of downtrodden and create wealth and all round happiness.
- ◆ 65% of our population live in rural India. Most of them are poor. Social entrepreneurship should be geared to improve their quality of life.
- ◆ Helping these rural poor to improve their quality of life is true nation building.

# What is nation building ?

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- ◆ All life forms want a comfortable and happy life. In case of human beings it is a sum of 2 things; personal happiness and better environment.
- ◆ Personal happiness can be obtained from variety of ways. We will talk about it later.
- ◆ Environmental improvement is what I call nation building. It is the enabling environment which makes you feel happy to live in, work in and just be a part of it. This environmental happiness also gives us a sense of belonging, makes us feel proud and gives us a sense of ownership.
- ◆ Environmental improvement can only happen with inclusive growth and when quality of life of rural population improves and they are brought in mainstream.
- ◆ Issues in rural poverty and development.

# Issues involved in rural development

- ◆ 60% of our rural population live in primitive conditions. They have almost nonexistent electricity.
- ◆ They use very inefficient kerosene lanterns for light and biomass in primitive cook stoves. Modern technology somehow has not touched their lives.
- ◆ Besides the low quality of energy, indoor air pollution kills about 3 lakh people every year and lack of clean drinking water kills about half million children.
- ◆ Without these people getting into mainstream, India cannot progress and join the developed nations. Helping the rural poor is the biggest challenge for all of us.
- ◆ 54% of India's population is below 25 years of age and most of them live in rural areas and are unemployed. Mass media (cell phones, TV etc.) has fueled their aspirations.
- ◆ Creation of sustainable rural enterprises is the best bet to create wealth and improve their quality of life.



# Why SE is good for corporate world?

- ◆ Corporate India cannot survive without the 60% of rural poor (involved in farming) coming in mainstream.
- ◆ We need food to survive and not software or nuts and bolts! Besides food, agriculture can also produce electricity and liquid fuels.
- ◆ Helping the bottom of pyramid population also makes business sense. C.K.Prahalad's thesis. [Need to reduce profit margins for rural poor.](#)
- ◆ But more than the profits, we should give something back to the society. Gratitude is the essence of being human.
- ◆ Purpose of our existence is to increase personal and societal infrastructure.
- ◆ Personal infrastructure: personal health, happiness and well being. Giving back to society increases societal infrastructure. Both these activities give us a great joy and satisfaction.
- ◆ After our basic needs are satisfied we long to do something meaningful. Helping others is one such activity.
- ◆ Sobering thought. 1/3<sup>rd</sup> India under Maoist rule. Tremendous impact on national economy and development. Aspirations for good life fuelled by mass media. Their march to achieve that is unstoppable.



# What can you do now or in future?

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- ◆ In order to understand rural problems, interact with a rural areas and rural NGOs. Examples. [NARI's center for sustainable development](#).
- ◆ Once you have resources from your own enterprises, in corporate and other sectors, use them to help rural areas.
- ◆ Even if you go abroad think how you can create conditions to improve the lives of these people. This is your contribution to the society.
- ◆ For some of you who are or will go in banking and finance, help create venture and other funds so that rural enterprises can access soft funds.
- ◆ SE will also help you play a much larger and important role in India's development. May also help you getting in politics.
- ◆ Students from technology background should work in technology areas and not in management. Example of Steve Jobs, Dean Kamen and Bill Gates.
- ◆ World moves because of technology. Other "things" needed to facilitate this movement. Even Harvard Business School and other B Schools are following this philosophy now.

# NARI's contribution to rural development

- ◆ Part of Saffola oil from some of our varieties. Whole plant approach. Petals as herbal tea to reduce hypertension. Safflower is poor man's crop.
- ◆ Pioneered the development of sweet sorghum for ethanol production. All India coordinated project with 2 dozen organizations participating.
- ◆ Cooking and lighting technologies for rural households. Received the **Globe Award**.
- ◆ Pioneered the concept and development of electric cycle rickshaws. **Energy Globe Award**
- ◆ NARI was principal author of national biomass power generation policy. Run by MNRE.
- ◆ Issues in agriculture and water.
- ◆ Introduced FecB gene in local sheep for twinning. **CSIR's highest award for rural development**.



# Sweet Sorghum

- ◆ Introduced sweet sorghum in India in 1970s.
- ◆ Whole plant approach. Food (grain), fuel (ethanol) and fodder from same piece of land.
- ◆ Solar distillation and detoxification.
- ◆ Ethanol as cooking and lighting fuel.



HRLKO

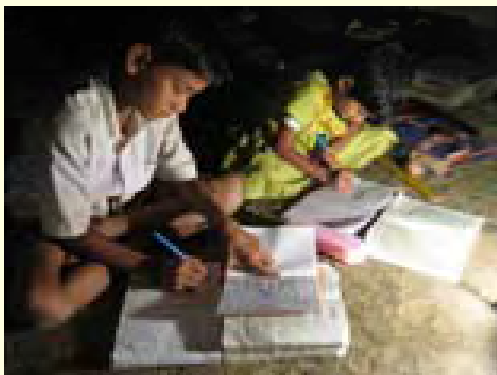


# LANSTOVE™

- ◆ Developed the concept of kerosene Lanstove.
- ◆ One device produces excellent light (250-300 W), cooks a complete meal for family of 4-5 and boils 10 liters of water. **3-5 times more efficient than electric cooking and lighting.**
- ◆ Tested in 42 huts which never had electricity. Excellent response. Present cost Rs. 7000/-. House wives ready to pay Rs. 20/day. **Business plan needed.**
- ◆ Excellent combustion in lanstove.  $\text{CO} < 3\text{-}4 \text{ ppm}$  and particulate emissions less than WHO standards. Chulhas produce high particulates and  $> 200 \text{ ppm}$  of CO.
- ◆ Lanstove is as easy to use and clean as LPG. **Need to incorporate TE element for cell phone charging.**
- ◆ Design outcome from ethanol lanstove. Draconian excise laws.



Lanstove



# Energy and Wealth from agriculture

- ◆ India produces 800-1200 million tons of agricultural residues/yr.
- ◆ Mostly burnt in fields as a part of waste disposal. Loss of tremendous energy besides creating pollution. Brown cloud over subcontinent.
- ◆ Has the potential of producing 90,000 MW of electric power (>55% of installed capacity) or 80% of total liquid fuel supply of India.
- ◆ Energy from agriculture could be an order of Rs. 400,000 crore/yr industry.
- ◆ Tremendous wealth flow to rural areas. Can solve the twin problems of rural employment and urban migration. India then can join the ranks of developed countries.
- ◆ NARI's work on Taluka energy self sufficiency became a national policy in 1996. Biomass gasifier.



**10 MW biomass power plant**



**NARI's 500 kW<sub>th</sub> gasifier**

# Possible social enterprises

- ◆ Small water utilities for villages. [Forerunner for Water Act.](#)
- ◆ Micro power utilities (100-500 kW capacity) running on renewable energy. Lease of SEB infrastructure.
- ◆ Taluka power utilities. 10-20 MW biomass based plants. 140 such plants exist.
- ◆ Mobility issues. Electric (hybrid) cycle rickshaws. [Business plan needed.](#)
- ◆ PV powered fans and refrigerators. High quality end use requires high technology.
- ◆ High tech agriculture. Solar powered scarecrow, intelligent weed remover, precision and user friendly farming tools powered by farm derived fuels.
- ◆ IT based medical diagnosis and solutions. BP checking, ECG, eyes (Aravind EH), snake bites, plant identification, etc.
- ◆ Spreading lanstove type technologies. Cooking/lighting and clean water for rural areas. [Business plan?](#)
- ◆ Providing eating facilities for rural and urban poor. [Business plan?](#)
- ◆ Need for setting up small rural based meat processing plants.
- ◆ [Modification in curriculum to incorporate SE issues. Social entrepreneurship should be taught to all management students.](#)

# How to create personal Happiness ?

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- ◆ Happiness is a state of mind. You start feeling happy when you become internally secure.
- ◆ Deep thought or Sanyam helps in creating internal calmness and security. A powerful mind can move mountains. Besides it makes you very sensitive to surroundings and gives a perspective in life. That is the genesis of wisdom and nonviolence.
- ◆ This internal security also helps us become less greedy for materials and resources. This is the genesis of spirituality and creation of corruption-less society.
- ◆ Spirituality helps us in simplifying our lives and becoming more sustainable. *Simple living and high thinking.*
- ◆ With this motto one can live a decent and fulfilling life with 50–60 GJ/person per year (HDI of 0.8; European lifestyle of 1970s). Present Indian consumption is 18 GJ/person (HDI~0.6). US uses ~350 GJ/person!

# Sustainable living

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- ◆ If every citizen of India follows US consumptive lifestyle, will need all the resources of earth to sustain it. Could lead to WW III !
- ◆ Urban elite as role model? Need for all of us to live simply.
- ◆ High technology with spirituality should be the mantra of development and basis of nation building.
- ◆ With the reduction of greed we can become happy and the environment also improves.
- ◆ A happy individual can then give back to society both knowledge and resources. This is the essence of SE and nation building.

## Thank You



# Useful sites

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[www.nariphaltan.org](http://www.nariphaltan.org) (*Institute*)

[www.nariphaltan.org/writings.htm](http://www.nariphaltan.org/writings.htm) (*AKR articles and writings*)

[www.nariphaltan.org/simplelife.htm](http://www.nariphaltan.org/simplelife.htm) (*my experiment in simple living*)

[www.nariphaltan.org/ncsd](http://www.nariphaltan.org/ncsd) (*Center for Sustainable Development at NARI; works in promoting NGO/corporate partnership*)

[www.nariphaltan.org/kerolanstove.pdf](http://www.nariphaltan.org/kerolanstove.pdf) (*kerosene lanstove*)

## BOOKS

[www.nariphaltan.org/usexp.pdf](http://www.nariphaltan.org/usexp.pdf) (*my US journey and back*)

[www.nariphaltan.org/thoughtbook.htm](http://www.nariphaltan.org/thoughtbook.htm) (*Essays on spirituality, technology and sustainable development*)

Email: [nariphaltan@gmail.com](mailto:nariphaltan@gmail.com)

## SOCIAL ENTREPRENEURSHIP

# Let's promote motorised rickshaws: NARI director



■ Dhiraj Dolwani being given the social entrepreneurship award.

### HT Correspondent

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**LUCKNOW:** Pedal rickshaws are supposed to be the best pollution-free mode of transportation. But now we need to promote the motorised version in order to make the job less tedious for the rickshawpullers, said Anil K Rajvanshi, director and honorary secretary of Nimbkar Agricultural Research Institute (NARI).

He said this while delivering keynote address at the northern region HR summit on 'Striving for Change through Social Entrepreneurship' held on Saturday. "The little technology could trigger a big change and also bring a humane touch in the life of the rickshawpullers," he added.

He had even made a model of motor driven pedal rickshaw and floated the idea. But none came forward, he rued.

Organised by Lucknow chapter of National HRD Network, the summit was aimed at bring-

ing change through social entrepreneurship. "Priced at ₹35,000, the three-speed gear fitted motored pedal rickshaw would make life easy for rickshawpullers. They will just have to switch on the motor when the road is tough," he said.

Rajvanshi said: "India cannot progress without rural development. With 65% of country's population residing in rural India, their interest needs to be protected. Promoting social entrepreneurship in rural area is a must. Gandhiji was the biggest social entrepreneur and thus, the corporate world must cut on their profitability and give something back to the society."

Dhiraj Dolwani, who runs BPO in rural area and is also a recipient of social entrepreneurship award has set up BPOs in rural Uttarakhand, trained locals and gave them employment. "It is a myth that rural youth cannot match the potential of urban youth. This I can say from my own experience," he said.



