



## RURAL INNOVATORS STARTUP CONCLAVE (RISC)

### CONCEPT NOTE

#### NEED

'Make in India', 'Startup India' and 'Skilling India' are the flagship initiatives of Government of India to promote innovation and transformation of the country. The initiatives for accelerating the start-up culture in the country have created a great momentum in pushing for innovation especially by the youth power of the country. There are number of innovation incubation initiatives/incubators both private and public to make use of the ecosystem that is created by the above push. However the start-ups that come to surface are mostly IT based or urban services dependent, the benefit of which is mostly limited to upper middle income sections of the country. Since more than 60 per cent of the Indian population lives in the villages, the improvement of their living conditions should be anchored and promoted by innovation and technology development and their dissemination for improving the productivity and wealth creation. Good progress has been made in documenting and scaling up the innovations by National Innovation Foundation (NIF).

Department of Science and Technology, IITs, etc., are also attempting to innovate for the rural areas and are creating incubation capacity. However, there is a lot to do to convert such ideas/raw innovations into technically feasible, practically implementable and financially viable business models. In reality, despite huge potential and efforts by numerous institutions, not much impact is seen in the rural transformation because of such infusion of innovations and technologies. There are number of factors responsible for such disappointing picture especially those related to the long gestation period of such technology scaling to the levels of viable stage, inadequacy of financial support due to high risk element, etc., many rural innovators constrained to get into the networks of promotion as most of them are ordinary people. Many a times, the incubation efforts mostly focus on IT related ideas, which too are limited to urban landscape.

The National Institute of Rural Development and Panchayati Raj (NIRD&PR) has initiated an innovative concept called Rural Technology Park in which the identified innovations/technologies relevant to the rural development are demonstrated with the help of an entrepreneur and are utilised as training-cum-production facilities for the respective technologies. The NIRD&PR has provided hand-holding support along with the physical infrastructure to a private partner who operates and runs the unit. There are about more than 50 technologies that are being displayed and used for training-cum-production facility and large number of rural



people are trained with successful outcomes. The list of farm, non-farm, solar and other technologies is given at Annexure I.

The initiative of Rural Technology Park at NIRD&PR is a small step in this direction of identifying a few appropriate and sustainable rural technologies that could be demonstrated as a single window display of training-cum-production by the technology partners themselves so as to motivate those who are interested in adopting these technologies as part of their livelihoods. The NIRD&PR by playing the role of an accelerator, can really enhance interface, and enable tie-up with appropriate institutions that can cater to the entrepreneurial aspirations of the youth who have been mulling over innovative ideas and hopes of technology startups.

There is a dire need for expanding this support and also connect various agencies/ organisations working in this area both in public and private sectors so that the effort is not wasted by duplicating. This would also help to take the technologies to the entrepreneurs who can explore their commercial potential. Thus there is a need to create an institutional platform to connect all the players who are working in this arena and fill the gap if any, so that the young minds can try out their imaginations and dreams into viable opportunities for rural transformation. The NIRD&PR with its more than two decades of experience in this sector is the right platform to connect the dots. It is in this backdrop that NIRD&PR proposes to organise a two-day event named 'Rural Innovators Startup Conclave 2017', to elicit the talent and facilitate their capacity development by creating a platform for a better and greater learning to strengthen the cadre of young rural innovators and startups.

## OBJECTIVES

- (i) Nudge the innovators/youth to translate their innovative thinking as improved technologies and products relevant for rural transformation by creating an institutional backing, encouragement and promotion
- (ii) Provide a platform to innovators working for rural innovations to put on display, the value of their innovative/improved technology in emerging areas for overall development of rural economy and livelihood and facilitate to create partnership for taking such innovations from idea to pilot, pilot to scale at field level and convert into business models and roll out on a large scale for the benefit of rural economy
- (iii) Creating collaborative and Consortium Partnership for working on rural innovations in selected areas
- (iv) Constantly map the problems of the rural areas and connect with innovative minds in the institutions, or to individuals so that they can take a lead for solving the problems with a viable model. Create challenges for young

minds to solve rural problems in identified areas by incentivising for successful players

- (v) Extend initial support or tie-up such support for the innovators to scale up their innovations.
- (vi) Create innovation labs/design labs for India on the caption 'Design for tomorrows India' in various institutions with the support of various funding institutions.
- (vii) Create a system of mentoring for rural innovators on the platform of NIRD&PR.

## SECTORS

The conclave will broadly consist of (a) Agriculture and allied sector (b) Green Energy Technologies (Solar, wind, bio-gas, hybrid, etc.) (c) Drinking Water, Health and Sanitation, d) Waste to Wealth (Liquid, Solid and Recycling) e) Sustainable Housing f) Livelihood Opportunities. The innovators startups from these fields will be identified and will be invited through social media, websites of NIRD&PR writing to various institutions.

This conclave shall facilitate the interface amongst the Innovators/Technologists/ Entrepreneurs; Appropriate Ministries, Departments of the Government; Private Foundations and CSR initiatives that support innovative technologies in various ways; Bankers that can offer financial support; companies that can commercialise and upscale small scale ventures; and marketers who can reach out to the clientele and so on.

## The Components/Activities

The components for the Conclave proposed are:

1. Showcase of products within the various rural innovation categories
2. Programmes of the various Departments of the Government/Skill Mission/ NSDC, Banks, etc., that support entrepreneurial ventures in various ways
3. Presentations by various Incubators, VCs and Social enterprise support networks
4. Presentations by Rural enterprises/entrepreneurs, narrating their success stories
5. Presentation Pitches by chosen innovative ideas with Prototype/Startups
6. Interaction/mentoring with successful entrepreneurs
7. Selection and awarding of the innovations appropriate to rural India



## THE PARTICIPANTS:

The conclave shall have two sets of participants' viz., Rural Innovators, Startup Technologists Enablers, SRLMs, S&T Institutions, National NGOs, and Corporate Organisations with a mandate to support social enterprises. The conclave has extended their invitation to National and International entrepreneur support networks and grant in aid organisations, incubators and accelerators as well. Besides these, we shall have Bankers, CSR support organisations, and private institutions and Industry who will not only sponsor and help a few innovations but also collaborate with the conclave. The listing of participating Innovators, Startups and Enablers is being done by a small group at NIRD&PR and they will be screened for each sector before they are invited. The same will also be discussed in the advisory group being constituted by the Director General, NIRD&PR.

## FACILITIES FOR PARTICIPANTS:

Since the majority innovators are startups and yet to get stabilised and market their innovations/technology, their participation in the conclave will be **FREE**, besides, logistics which includes To & Fro travel by second class Sleeper/Bus and Hostel facilities. The innovators participating are required to showcase their product/prototype/poster, etc., for which necessary stall will be provided at no cost. The other category of participants may have to participate on their own. However, local logistics will be provided by NIRD&PR on advance intimation to the entire category of participants.

## REGISTRATION PROCESS:

1. Online Registration can be done at [www.nird.org.in](http://www.nird.org.in) / [www.risc2017.com](http://www.risc2017.com)
2. Last Date for Online Registration: 10th March, 2017

## RECOGNITION:

Two innovations in each sector/domain found appreciable and appropriate by the Jury will be awarded the cash prizes and while all other participants will be given an appreciation certificate.



## **EXPECTED OUTCOME:**

The following are the expected outcome of the Conclave:

1. The CIAT-RTP of the NIRD&PR proposes to play the connector through this CONCLAVE, undoing the obstructions for the innovators startups to find their way forward in order to create value to the society and economy
2. Promotion of new product/new technology that reduces drudgery or improve productivity; or an improvement that is environment-friendly, cost-effective, energy saving, time saving, etc., by networking/collaborating with Institutions & Organisations
3. Identifying the selected rural innovations and extend optimum support as a part of incubation
4. NIRD&PR will follow up with different enabling Institutions for upscaling selected innovations

## **DURATION AND VENUE**

It will be for two days during 23-24 March, 2017 at NIRD&PR

## **PARTNERS**

The conclave has invited the partnership of Department of Science and Technology (DST), National Bank for Agriculture and Rural Development (NABARD), Micro Units Development & Refinance Agency Ltd. (MUDRA), Housing and Urban Development Corporation (HUDCO), State Bank of India (SBI), International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Rural Technology Action Group (RuTAG), Innovation Foundation of India, Indian Institutes of Technology (IIT), Council of Scientific & Industrial Research(CSIR) labs, Defence Research and Development Organisation (DRDO), Indian Space Research Organisation (ISRO), Indian Institute of Science (IIS), National Institute of Agricultural Extension Management (MANAGE), National Academy of Agricultural Research Management (NAARM), Autodesk, TiE Hyderabad, Infrastructure Leasing & Financial Services (IL&FS), Ashoka Innovation Foundation, Aspen Network & Development Entrepreneurs, NASSCOM, SANGAM.VC, Crux Management Services (P) Ltd. (CRUX), Syngenta Foundation for Sustainable Agriculture (SFSA), T-Hub, YOURSTORY and Agrowbook.

## ANNEXURE – 1

### **1. Rural Technologies for Creating/Enhancing the Rural Livelihoods.**

1. Handmade paper production and conversion into value added products
2. Leaf plate making
3. Soya bean based value added products
4. Bee keeping
5. Neem seed processing and oil extraction
6. Vermi composting
7. Home care products
8. Mushroom cultivation and mushroom products
9. Artificial Jewellery
10. Herbal care products
11. Handmade soaps (Alovera soaps)
12. Natural dyeing
13. Jute products
14. Millet products
15. Bamboo technologies
16. Compressed stabilized (CSE) block making unit.

### **2. Energy Efficient/Bio-mass /Renewable energy technologies**

1. Bio-mass waste energy efficient cookware technology
2. Biomass/gobar based energy efficient technologies
3. Solar home lighting and street lighting products-making and assembly unit
4. Solar based food processing dehydration technology
5. Thermo Electric self-Power Generation from waste heat/Kerosene Lamp: Green Technology
6. Electro sparks coating (ESC) technology
7. Tube light re-glowing device/technology

### **3. Cost-effective Sustainable Rural Housing technologies**

1. Brick Panel House
2. Bamboo House
3. Stone Patti House

4. Mud Block Structure
5. Laterite Stone Construction
6. Wattle and Daub House
7. Jack Arch Unit
8. Filler Slab Dwelling Unit
9. Traditional Mud House
10. Brick Dome Structure
11. Stabilised Mud Block House
12. Rat Trap Bond House
13. Stone Masonry House
14. Ferro Cement Channel Construction
15. MGNREGA Convergence House

#### **4. Sanitation Park – Cost-effective Sanitation Models**

1. Conventional model based septic tank
2. Two pit latrine with flap seal pan and brick work
3. Twin pit latrine with brick panel
4. Twin pit latrine with pre-cast concrete blocks
5. Circular twin pit toilet with bricks
6. Circular twin pit toilet with pre cast RCC wings
7. Bamboo mat ply super structure
8. Bamboo reinforced leach pit
9. Single leach pit toilet with P- trap pan
10. Burnt clay segment leach pit
11. Modified Midnapur toilet
12. Eco sanitation toilet
13. Anganwadi toilet block
14. School sanitation toilet & urinal block
15. Community toilet & urinal block
16. Soak pit for bathroom platform
17. Spill water recycling model
18. Household vermin compost unit
19. Nedep compost unit
20. Deenbandhu biogas plant with toilet
21. Gappi fish tank
22. Ferro cement tank
23. Bio-Toilet
24. Waterless Urinals