

At Social Alpha, we are in the middle of a great experiment, and everything will remain a work-in-progress.

IN THE SPOTLIGHT 1/5

Investing in the Unconventional - JSP Enviro

Along with our co-investor Rainmatter, with Social Alpha leading the round, we're excited to announce our investment in JSP Enviro, a Chennai-based industrial waste water treatment company that has introduced an innovative solution – a bio-electrochemical system (BES) utilising Microbial Fuel Cells (MFCs). The decentralised, energy-efficient solution operates at significantly lower costs, making it an economically viable choice for small and micro industries.



SOCIAL alpha

INVESTING IN THE UNCONVENTIONAL



#InvestedInImpact

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Breaking Barriers: Advancing Adoption of Climate-Smart Agricultural Technologies

Building on the foundation of the Climate Smart Agriculture Sustainable and Innovative Finance (C-SATSIF) program, our partner, Samunnati Financials, has initiated the disbursement of loans in rural Odisha. These loans enable farmers to acquire cutting-edge technologies such as Khethworks' sub-HP solar pumps. The first 15 customers were tribal women from the Keonjhar and Mayurbhanj districts, marking a significant stride towards sustainable agricultural practices. Through these loans, the program aims to enhance the adoption of climate-smart solutions, essential for resilience amidst environmental challenges, by removing cost barriers.



THE MONTHLY SCOOP 2/5

Empowering Farmers: Social Alpha's Smart Farming Innovations

Under the Smart Farming Scale-Up program by Social Alpha, start-ups like Magasool and Kalgudi are driving digital solutions poised for scalability and impactful farmer-community connections.

Magasool: Direct Farmer-Consumer Links

Magasool's 'FarmPhone' solution facilitates direct connections between farmers, processors, and consumers through a peer-to-peer channel. With a WhatsApp chatbot enabling urban consumers to access produce directly from farmers, Magasool has onboarded 19,800 farmers and facilitated digital transactions worth INR 4 crore, showcasing a significant shift in farmer incomes.



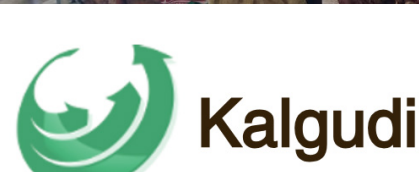
Kalgudi: Connecting Agricultural Stakeholders

Kalgudi, an agri-tech company, aims to impact 10 lakh farmers in Odisha and Andhra Pradesh by fostering robust digital communities. With approximately 3.7 lakh farmers already onboarded in Andhra Pradesh, Kalgudi focuses on establishing market linkages and credit facilities to enhance transaction quality, resulting in tangible benefits such as higher prices and reduced logistical hassles.



To learn more about Magasool

[Click here](#)



To learn more about Kalgudi

[Click here](#)



Nxtqube's Exhibit at Drone Federation of India's Drone Shakti

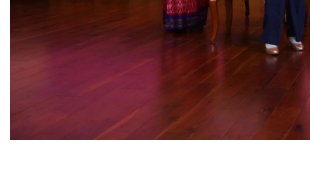
Nxtqube, a Social Alpha portfolio company, showcased their drone docking station at DFI's Drone Shakti event held at Hindan Airbase of the Indian Air Force. As the exclusive exhibitor of such stations, Nxtqube validated use-cases within the defence forces, gathering specific requirements and features. The docking station can enhance the utilisation of drones at scale and in remote areas for border and homeland security, empowering defence forces.



START-UP SHOUT-OUT 3/5

Blackfrog Technologies

Social Alpha portfolio company, Blackfrog Technologies, has been conferred the National Startup Award 2023 for Excellence in Local to Global by the Honourable Minister of Commerce and Industry, India. Their product, Emvólio Plus, has also obtained approval from WHO-PQS under E003 category as a transportable, powered vaccine storage appliance, demonstrating adherence to the highest safety standards through testing under extreme conditions and parameters.



To learn more about Blackfrog Technologies

[Click here](#)

PROGRAMS AND INITIATIVES 4/5

Application Deadline Extension: Techtonic – Innovations for Future Ready Migrant Workforce

The application deadline for the Techtonic – Innovations for Future Ready Migrant Workforce program has been extended till February 16th.

In collaboration with the Migrants Resilience Collaborative, Social Alpha has launched Techtonic – Innovations for Future Ready Migrant Workforce to address critical challenges faced by migrant workers. The primary goal of this program is to create a stack of innovative and viable solutions that collectively catalyse upward mobility for migrant workers, contributing to a more sustainable, inclusive, and equitable future.



To learn more and apply

[Click here](#)

IN THE MEDIA 5/5

Dharaksha Ecosolutions Addresses Crop Residue Burning and Plastic Pollution with its Biodegradable Packaging Material

To read the article

[Click here](#)

At Social Alpha, we are on a mission to drive Economic Growth, Social Justice, and Climate Action through the power of Entrepreneurship and Market-creating Innovations. We will always remain a Work in Progress as we strive to enable meaningful impact through the work we do.

Join our mission and reach out to us through our new application link for efficient responses and relevant feedback.

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