

August 2024

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

## INSIGHTS AND REFLECTIONS



**MANOJ KUMAR**  
Founder, Social Alpha

Over the last decade, India has developed a formidable ecosystem to enhance entrepreneurship. Deep-tech entrepreneurs are stepping up to tackle complex issues around poverty, climate change, pollution, and universal healthcare. With capital, collaboration and policy support, entrepreneurs can tackle critical issues like climate resilience and healthcare, transforming bold ideas into scalable businesses.

Read more on how these innovators are leading a quiet revolution to address our toughest problems and propel India toward a brighter future.

Visit our website for the full story

[Click here](#)

## What is Social Innovation?

Despite being the third largest innovation ecosystem, why does India face challenges in scaling social solutions? On this episode of Decoding Impact, Manoj Kumar, Founder, Social Alpha and Rathish Balakrishnan, Co-founder and Managing Partner, Sattva Consulting, explore this key aspect of social innovation and roadmaps for addressing challenges and creating lasting solutions for India's myriad societal and environmental issues.



To watch the episode

[Click here](#)

### IN THE SPOTLIGHT

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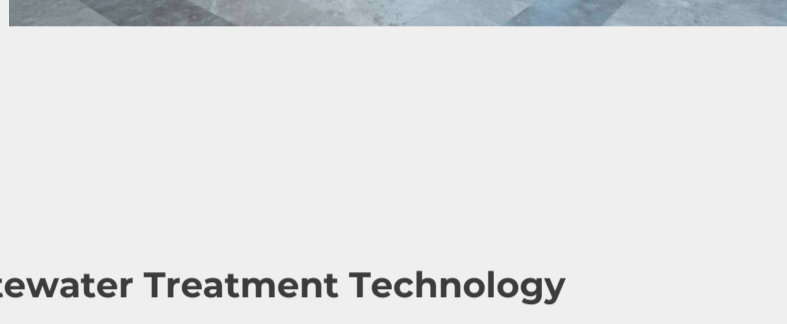
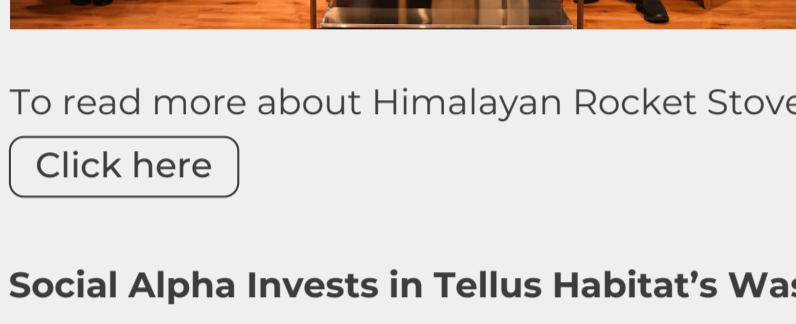
#### Improving Tech Adoption in Indian Agriculture

Product push without a clear understanding of the specific needs and behaviours of the target audience leads to ineffective or underutilised solutions. It is crucial to design innovations within the context of factors like agro-climatic zones, cultural nuances, local infrastructure, and the unique challenges the intended users face. Contextual innovation requires a deep understanding of the environment in which the technology will be deployed. Social Alpha, along with PRADAN and ICAR-CIWA, led a workshop in Bhubaneswar that brought together diverse agri-stakeholders to understand the barriers to innovation adoption amongst smallholder farmers.



#### Innovations in Climate Change Mitigation and Adaptation for the Himalayas: Scaling Solutions

In a dynamic conversation exploring the intersection of innovation, collaboration, and technology, Smita Rakesh, Partner and Vice President at Social Alpha, and the visionary engineer and environmentalist Sonam Wangchuk, shed light on how local contexts enrich our understanding and response to climate challenges. The event, co-hosted by Himalayan Rocket Stove (HRS) and Social Alpha, marked the launch of Eco Duo and Hot Box, that features cutting-edge biomass combustion technology, designed specifically to provide clean heating and cooking facilities to Himalayan communities.

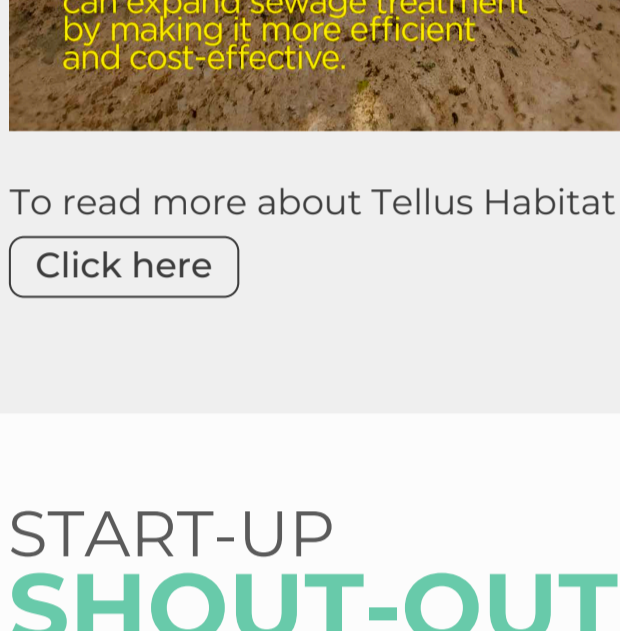


To read more about Himalayan Rocket Stove

[Click here](#)

#### Social Alpha Invests in Tellus Habitat's Wastewater Treatment Technology

India's expanding urban geographies need decentralised wastewater treatment infrastructure to provide water for safe reuse, reducing our dependence on ground and freshwater sources. Tellus Habitat's cutting-edge R3H2O system can revolutionise wastewater treatment by significantly reducing costs and environmental impact. This investment aligns with our commitment to supporting innovative solutions for India's water challenges.



To read more about Tellus Habitat

[Click here](#)

### START-UP SHOUT-OUT!

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#### It's Raining Patents!

Ashaya and uBreathe, two start-ups supported under Social Alpha programs, have just been awarded patents on their groundbreaking technologies, and we are thrilled to celebrate this big milestone with them. Ashaya secured a patent for its chemo-mechanical recycling technology, which they use to transform packets of chips into sunglasses. Meanwhile, uBreathe has been granted a patent for its smart, biodegradable plant pot that monitors and filters indoor air.



To learn more about Ashaya

[Click here](#)

To know more about uBreathe

[Click here](#)

#### AiSteth Shines! Finalist in the Global Health Innovation Challenge

Ai Health Highway, a Social Alpha portfolio company, is making waves with its AiSteth smart stethoscope! This innovative tool, which helps you see sound and detect anomalies with AI/ML integration, has been chosen as a finalist in the prestigious 'Technologies Beyond Borders' challenge.

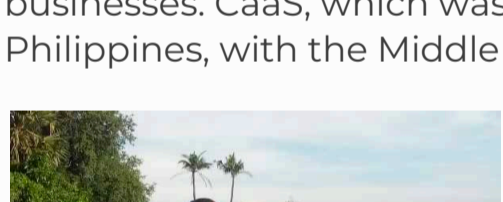


To read more about AiSteth

[Click here](#)

#### DanaMojo Scores a Spot in 'Liftoff Propel' Accelerator Program

Social Alpha's portfolio company DanaMojo, the online giving platform for NGOs, is taking flight! It is one of the 17 start-ups selected for the prestigious 'Liftoff Propel' accelerator program run by I-Venture at the Indian School of Business in collaboration with the Wadhvani Foundation. The three-month accelerator program will help DanaMojo sharpen its product design and expand its circle of impact.

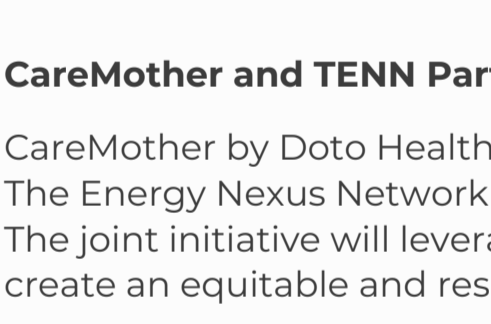


To know more about DanaMojo

[Click here](#)

#### Tan90's Cooling Solutions Go Global!

Tan90, a Social Alpha portfolio company known for its innovative portable cold storage solution, which uses energy-efficient technologies such as Phase Change Materials (PCM) to optimise energy use, is now offering its technology as CaaS (Cold Storage as a Service), a flexible, pay-per-use cold storage service for small and medium-sized businesses. CaaS, which was only available in India until now, is being rolled out in the Philippines, with the Middle East, Singapore, and the UK next in line.

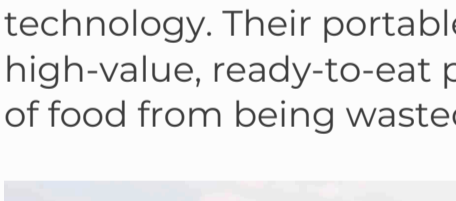


To learn more about Tan90

[Click here](#)

#### CareMother and TENN Partner for Sustainable Maternity Care in Sierra Leone

CareMother by Doto Health, a Social Alpha portfolio company, is partnering with The Energy Nexus Network (TENN) to improve maternity care in Sierra Leone. The joint initiative will leverage sustainable energy and digital health solutions to create an equitable and resilient health system, even in challenging environments.



To know more about CareMother

[Click here](#)

#### MeitY Recognises Raheja's Solar Drying Technology

Raheja Hub, a part of Social Alpha's portfolio, has been recognised by MeitY Startup Hub under the 100Days100Startups for its innovative solar drying technology. Their portable solar-powered dehydrators transform surplus food into high-value, ready-to-eat products. To date, the start-up has saved over 12,200 MT of food from being wasted!



To read more about Raheja

[Click here](#)

#### Kalgudi Unveils KBEP. Could it be the Future of Agri-Banking?

Kalgudi, an agri-tech company supported by Social Alpha's Banking Communities program, has expanded its portfolio to include KBEP (Kalgudi's Agri Banking Engagement Platform). In line with Kalgudi's aim to bring 10 lakh+ farmers into the online financial ecosystem, KBEP is designed to help banks streamline and expand agricultural lending. KBEP builds farmer credit scores and profiles, streamlines loan processing, and fosters deeper farmer connections.



To learn more about Kalgudi

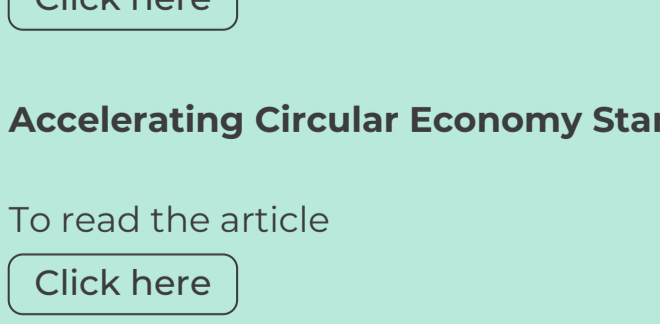
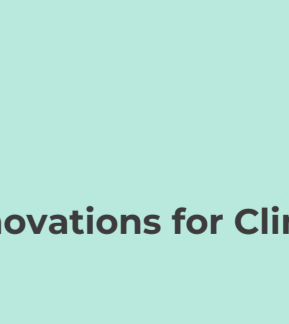
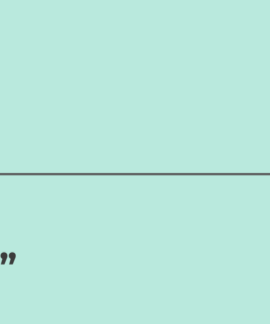
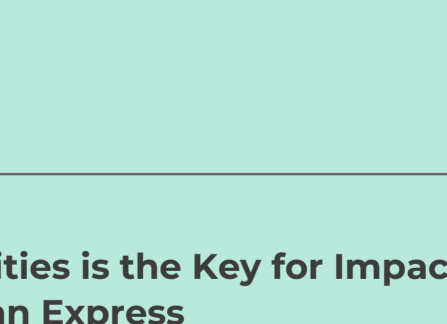
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### PROGRAMS AND INITIATIVES

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#### Introducing the Winning Cohort of Techtonic - Innovations for Future Ready Migrant Workforce

Techtonic - Innovations for Future Ready Migrant Workforce, launched in partnership with the Migrants Resilience Collaborative, aims to address critical challenges faced by migrant workers in India. This initiative sought innovative solutions to enhance the well-being and upward mobility of migrants, who often face poor working conditions and inadequate access to essential services. Congratulations to the 8 winners for their efforts towards creating a more sustainable and equitable future for India's migrant workforce.



### IN THE MEDIA

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#### "Lab to Market to Communities is the Key for Impact," says Manoj Kumar on Indian Express

To read the article

[Click here](#)

#### Krishi Mangal: Scaling Innovations for Climate Resilient Agriculture

To read the article

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#### Accelerating Circular Economy Start-ups Through Pilot Opportunities

To read the article

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#### Rang De: Credit Where It's Due

To read the article

[Click here](#)

#### Rajiv Makhni, India's Tech Guru, reviews uBreathe Mini Lite!

To watch the review

[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.

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