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INDIA TOWARDS SOCIAL INNOVATION AND GROWTH

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ABSTRACT:

Social Innovations are the diverse intra and extra organizational activities formulated by the profit, nonprofit or public sectors devised to tackle ecological degradation, poverty and deep rooted cultural, economic and social problems from various domains. In this paper, extensive literature has been reviewed on social innovations and its success stories, challenges faced, need of the hour, current

condition and its future scope. Current policies, frameworks, acts, subsidies and schemes and initiatives like Start up India implemented by Government of India for sake of social innovation paradigm have been also discussed. Topics on social innovations inclusive of but not limited to sectors of natural resources and water management, academics, production, agricultural sector, human resource development, medical sector, digital marketing, open source technologies, high emission buildings, role of Small and Medium scale Enterprises (SMEs) in developing social products, social media, sustainable architecture, carbon credits, hotel management, traffic management and transportation sector, waste management and narcotics sectors have been attempted to elaborate in this study. Dynamic attempt has been made in this paper to deliver better perception of social innovation projects for both practitioners and academicians.

KEYWORDS: Social Innovation, Sustainable Growth, Social Entrepreneur.

1. INTRODUCTION

India's father of nation and the person who surpassed his own mere personal desires and devoted his life to eradicate societal problems through innovation, Mohandas Karamchand Gandhi quoted "You must be the change you wish to see in the world" and illuminated the concept of social entrepreneurship in India. J. Phills Jr. et al [1] defined social innovation as "A novel solution

to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals.", which widened the view of study from social entrepreneurship to social innovation. Another classic approach to social innovation was taken by Mulgan et al [2] which defined social innovation as "Innovative activities and services that are motivated by the goal of meeting a social need and that are predominantly developed and diffused through

organizations whose primary purposes are social". Social innovation is any innovation process, product, technology, inter-organizational or extra-organizational activity, movement, legislative framework and rule, an idea, principle or its combination which thrives for betterment of society, solving multi-disciplinary societal issues and creates occasions for social collaborations. Recently, Philanthropists, Researchers, Entrepreneurs and Academicians have been attracted in the possibilities in new management practices, business ethics, ideas,

innovations and business models inspired by corporate social responsibility, social entrepreneurship and organizational sustainability. It was well said by R. Nidumolu et al [3] that "In the future, only companies that make sustainability a goal will achieve competitive advantage. That means rethinking business models as well as products, technologies and processes."

Escalating virtue of social corporate responsibility among the corporate and commercial organizations can be seen through a moral illustration of Parker offering pink colored pens to rise to breast cancer awareness and donating the proportions of total sale to breast cancer foundations. Another one of the many popular examples is of Nihar Shanti Amla Hair Oil [4] which donates 2 percent of its total net profit for social cause of education for children's from economically backward class in India. Socio-Commercial business models and donations such as these illustrate awareness for emergence of involvement in socially conscientious activities.

Internet of things has highly influenced the way individuals interact and share information to keep in contact with each other and devise solution to societal issues. Very few literature and research has been observed on the prospective of digital technologies to tackle social concerns. Digital Social Innovation Research Project [5] has been launched by the European Union in collaboration with different research centers, incubation centers, universities and companies to analyze the prospective of IOT for encouragement of citizens to resolve societal problems. A systematic typology of social innovation has been reported by Tracey et al. [6] which classified it into three major types namely Social Entrepreneurship, Social Intrapreneurship and Social Extrapreneurship. Social Entrepreneurship has been defined as establishing new ventures with an aim to tackle to societal problems. Social Intrapreneurship has been addressed as a way to deal with the social problems within our own established organizations. Social Extrapreneurship has been defined as a way to tackle the social problems and meet social needs by collaborating with different organizations, peoples and communities and moving beyond boundaries of our organizations for a social cause.

Any conversation on social innovation wouldn't be complete without the mention of Indian business magnate, Founder of Tata Group and one of the world's first social entrepreneurs renowned worldwide as Jamshetji Tata. Even long ago before the term Corporate Social Responsibility (CSR) came out, Tata quoted [7] "In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence" and thus, he built an enormous business empire on the core values of both profits as well as social values. Another ethical example is of Amazon conservation teams which assists native folks conserve their environmental and cultural heritage by documentation of information and charting their grounds.

One of the classic example is of Aravind Eye Care System founded by Dr. GovindappaVenkataswamy from Madurai who was inspired by business model of McDonalds and had a vision to provide eye sight restoration procedures to needy and poor at low costs worldwide, which ultimately resulted in treatment of over 2 million patients with eye sight problems in last 30 years giving free treatments to the poorest of them. It's the need of the time that social entrepreneurs and enterprises collaborate with institutions, NGOs and practitioners to cooperatively tackle the social crisis and thus, shaping our society and community via innovation. In Table 1, some of the important Social Innovation Research and Incubation centers, Funding policies, Social enterprises, Subsidies and Frameworks by bodies throughout the world have been incorporated.

Table 1:- Key Social Innovation Centers, Reports, Funds, Policies and Strategies throughout the world

Sr No	Social Innovation Facilities	Location
1	Mindlab	Copenhagen
2	Mars Solution Lab	Toronto
3	Centre for Social Innovation	Toronto
4	Centre for Social Innovation	Stanford Graduate School of Business
5	Centre for Social Innovation	Australia

6	Skoll Centre for Social Entrepreneurship	UK
7	Social Innovation Research Group	Taiwan
8	Lien Centre for Social Innovation	Singapore
9	Dasra	India
10	Tilburg Social Innovation Lab	Netherland
Official reports on and strategies for the implementation and introduction of social innovation in foreign countries		
Sr No	Social Innovation Policies, Funds, Reports and Strategies	
1	Europe 2020	
2	Horizon 2020	
3	Science for Environment Policy In-depth Report: Social Innovation and the Environment (2014)	
4	Implementing a Scottish Social Innovation Strategy 2014-2020	
5	Australian Innovation System Report 2014	
6	Outlines of Social Innovations in Lithuania 2013	
7	The Japan Vision: Health Care 2035	
8	EU Programme for Employment and Social Innovation (EaSI)	
9	The Theoretical, Empirical and Policy Foundations for Social Innovation in Europe (TEPSIE)	
10	Social Investment Package (SIP)	
11	PROGRESS (financial instrument supporting the development and coordination of EU policy in the employment, social inclusion and social protection, working conditions, anti-discrimination and gender equality)	
12	European platform against poverty and social exclusion	
13	Building a European Network of Incubators for Social Innovation (BENISI)	
14	Social Business Initiative (SBI)	
15	Social Innovation Europe Initiative	
16	European Innovation Partnership on Active and Healthy Ageing (ECEIPAHA)	
17	URBACT (Social innovation in cities)	
18	Regio Stars	
19	Digital Social Innovation	
20	Innovation Union and Digital Agenda for Europe	
21	Collective Awareness Platforms for Sustainability and Social Innovation (CAPS)	
22	European Social Fund	
23	European Regional Development Fund	

Present paper highlights current overview of framework, policies, rules and regulations, subsidies, models and schemes in India in government, public and private sectors on social innovation and social entrepreneurship in brief. A multiple case study approach has been taken to incorporate social innovation research, activities and case studies from multiple disciplines and sectors. Research gaps have been identified from the literature and future scope has been suggested along with potential socially innovative business models for upcoming time.

2. RESEARCH METHODOLOGY

Main aim of this paper is to provide the current overview of social innovation, social entrepreneurship, social policies, frameworks, and schemes, current work carried out by NGOs, Corporate Social Responsibility, Public and Private Sectors in India. Hence, this paper is based on secondary data collected from reliable sources of government agencies, journal and conference papers with high impact factors, media releases, government publications and press release etcetera. A thorough literature review of current status of social innovation in India is conducted. Case Studies of Social Innovations and Social Enterprises from different sectors inclusive of natural resources and water management, academics, production, agricultural sector, human resource development, medical

sector, digital marketing, open source technologies, high emission buildings, role of SMEs in developing social products, social media, sustainable architecture, carbon credits, hotel management, traffic management and transportation sector, waste management and narcotics sectors has been incorporated in this paper. Useful insights on future scenario in CSR activities by public private partnership have been predicted in conclusion.

3. SCENARIO OF SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP IN INDIA

Mahatma Gandhi established the All India Spinners Association to promote the use of Indian commodity, "*khadi*" and became the pioneer of social innovation in India. DrKurien started Kaira District Cooperative Milk Producers Union Ltd (KDCMPUL), which is now popularly known as AMUL to transform India from milk importer to the largest producer of milk in the world and thereby forging millions of micro entrepreneur. P.K. Sethi developed the famous prosthetic Jaipur foot which permits running, climbing and pedaling for the handicapped at extremely affordable prices. Dr. BindeshwarPathak revolutionized the sanitation in India by creating an enormous network of toilet facilities called as "*SulabhShauchalaya*". SELCO was founded by social entrepreneur Harish Hande with a core aim to deliver sustainable energy to deprived communities. Economic Diplomacy Division of the Ministry of External Affairs in collaboration with Atal Innovation Mission and NITI Aayog organizes National Social Innovation Contest to give platform for budding social innovations and social entrepreneurs [8].

As per the 2016 Social Enterprise Survey report of 258 social enterprises in India by British Council [9], only 5% social enterprises deals in low cost residences, 14% in sanitation and water, 16% in nutrition and food, 17% in non-farm occupation, 22% in healthcare, 26% in zero emission energy, 26% in monetary services, 28% in farming, dairy and fisheries, 30% in edification and 53% of social enterprises thrives to improve skill development in Indian youth. Financial and funding problems were faced by 85% social enterprises. Woman empowerment is a major aspect social enterprises as 24% managers and directors 25% full time employees, 65% part time time employees are women. 27% of social enterprises are governed by the individuals aged less than 35 years. Mutual Interests of social enterprises were to support other social organizations (20%), tackling financial inclusion (31%), stimulating education (32%), women empowerment (33%), Agriculture sector (36%), tackling social exclusion (40%), environmental awareness (40%), Healthcare (41%) and employment generation (62%). Income and capital source for these enterprises were through loans (17%), government contracts (17%), government grants (21%), Commercial Loans (24%), monetary grants (26%) and via donations (26%).

Rockefeller Foundation, Lemelson Foundation and Michael and Susan Dell Foundation, Villgro, Ashoka, GIZ, DIFD, Nesta Support are actively engaged in incubation and research in social enterprise sector. DFID's Samridhi Fund, Small Industries Development Bank of India, USAID, Federation of Indian Chambers of Commerce and Industry offer grants, loans, seed fundings and incubation through alliances. Social Media Blogs and Platforms like YourStory, The Better India, Think Change India, The Alternative, Outlook, India Today, Mint and The Economic Times have covered the success stories of social entrepreneurs and social innovation in India. Seed Initiative Award, NASSCOM's 10,000 Start-Ups, Unconvention by Villgro, Tata Social Enterprise Challenge, Smart India Hackathon, Kerala Startup Mission's Fablab, Workbench Project in Bengaluru, Schwab Foundation's Social Entrepreneur of the Year Award and the Manthan Award are some of the competitions, activities and events which encourage social innovation and entrepreneurship in India. Nowadays, Hackathons are new ways to encourage utilization of the web, digital and ICT solutions for tackling real life societal issues, resulting in promotion of social innovation.

Department of Public Enterprises issued guidelines to Central Public Sector Enterprises (CPSE) as per which, board of directors of each CPSE considering the Profit After Tax (PAT) of preceding financial year will have to allot budget for the social CSR projects[10]. As per these guidelines by DPE, CPSE's with PAT in previous year less than INR 100 crore, INR 100 to 500 crore and above INR 500 crore will have to make a budgetary allocation of 3-5%, 2-3%, 1-2%, respectively on CSR and

sustainability activities. These CSR guidelines by DPE have also made provision for reporting and disclosure of CSR budget and activities by CPSE. Companies Bill 2012 [10] has provided framework for both public and private companies for implementation of CSR activities, which directs companies to formulate board committee for formulating and implementing CSR policy. Expenditure of 2% of PAT on average of three preceding FY's, on CSR activities has been directed by the Clause 135 of Companies Bill (2012), if failed in doing so board of the companies will have to comply with providing reasons for backing out from CSR monetary budget allocation.

India has aimed to promote innovation by introducing "Decade of Innovations 2010-20" strategy dedicated in elevating the technology, science and innovation capabilities by increasing the expenditure on RandD activities to 2 percent of its GDP by the year 2020[11]. Startup India and Make in India initiatives have its core objectives to promote entrepreneurship, manufacturing, self-sustainability and upbringing of social innovation in India. Ministry of Micro, Small and Medium Enterprises (MSME) and Ministry of Finance [12] has framed numerous government policies, subsidies and schemes to support and promote the rise and growth of social activities in India in direct or indirect way. Some of the Important Schemes by GOI are Micro Finance Program by GOI in association with SIDBI, Prime Minister Employment Generation Program, GraminBhandaranYojana, Scheme for Small Farmers' Agriculture - Business Consortium - Agriculture - Business Development, Post-Harvest Technology and Management Scheme by Government under the bilateral contract of Self Help Group of farmers and Cooperative Societies with the ICAR, Capacity Building to enhance competitiveness of Indian Agriculture and Registration of Organic Products Abroad, Dairy Entrepreneurship Development Scheme, Fodder and Feed Development Scheme, Mega Food Park Cluster, Cold Chain, Rajiv AwasYojana, National Urban Livelihoods Mission, Jawaharlal Nehru National Urban Renewal mission, Aajeevika - National Rural Livelihoods Mission, Swarnjayanti Gram SwarozgarYojana, Pashmina Wool Development Scheme, Historic Farmer Income Support scheme (From Interim Budget 2019) and Mudra Yojna. Impact Sourcing [13] is emerging social innovation of providing underserved communities with digitally enabled outsourcing tasks. Impact sourcing delivers IT Business Process Outsourcing (IT-BPO) services considering the societal challenges like unemployment faced by underserved communities. Rockefeller Foundation, Provincial Indian State Governments and NASSCOM Foundation have previously associated and worked with impact sourcing companies. Karnataka Government in south India has made provision for startup grants up to 32,000 US dollars for impact sourcing entrepreneurs [14]. National Government and Industrial bodies must play an active role to assist impact sourcing companies to develop required knowledge and skills for getting enhanced networks of business opportunities. With companies getting criticized for their casual approach towards CSR, Impact Sourcing highlights as best option to showcase them in global market as a socially responsible and conscious company.

Donations on digital platforms like Paytm for poor farmers, education for children's from poor communities, sufferers from war and natural calamities, Streaming of game plays by gamers on social media platforms like YouTube and Twitch, to collect donations for social cause are prominent examples of social innovation in India. This streaming in turn also, gets them more attention, potential visitors and subscribers. Research and incubation centers awarding post-graduation degrees, diplomas, certifications and honors in social innovation have been set up in various parts of the country. One such example is of Integrated Program in Management at IIM Indore, which aims in bringing awareness of CSR and societal awareness among the new generation. [9] As per a survey by British Council, Social Entrepreneurship and Innovation courses have been offered by over 42 institutions like Entrepreneurship Development Institute of India (EDII), Ahmedabad, Indian Institute of Forest Management, Bhopal (IIFM), Institute of Rural Management Anand (IRMA), Indian Institute of Management, Ahmedabad (IIM-A), Indian Institute of Management, Bangalore (IIMB), Ambedkar University, Delhi (AUD) and Tata Institute of Social Sciences (TISS), Mumbai.

4. CASE STUDIES OF SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP IN INDIA

This section put forth short cases of remarkable examples set by companies, enterprises, NGOs, alliances and corporations in both public and private sectors for sake of social innovation in India. Different case studies of different companies engaged in various sectors working for betterment of society have been covered in this section. Table 2 illustrates social innovation by different companies in the field of natural resources and water management, academics, production, agricultural sector, human resource and skill development, medical sector, digital social marketing, open source technologies, high emission buildings, role of SMEs in developing social products, sustainable architecture, carbon credits, catering and hotel management, traffic management and transportation sector, waste management and narcotics sectors.

Table 2:- Social Innovation Case Studies in India

Sr. No.	Sectors and Associated Companies		Social Innovation
1	Agriculture Sector and Allied Sectors		
	a.	Amul, India	The motto of Amul is to connect consumers with producers so that largest share earned through sale is benefited to producer. Over the years, Amul has worked not only for women empowerment and education but also to bridge the social division of religion, caste, creed, language and race at villages by offering voluntary and open membership in organization.
	b.	Sahyadri Farms	Sahyadri Farmers Producer Company Limited is a Non Govt Organization formed by mutual collaboration between group of farmers similar to their company motto, "of the farmers, by the farmers and for the farmers" [15]. Sahyadri Farms works for the wellbeing of farmers and aiming for sustainable green supply chain. It provides farmers with effective risk and financial management knowledge in difficult times and also mentoring them to increase their production and quality harvest up to the global standards for increased income.
	c.	Agrostar	Agrostar is a platform for farmers where farmers can meet their agricultural needs of seed, crop nutrition, crop protection and hardware just by calling on the toll free number of the company or visiting their web portal. Agrostar is motivated to provide Convenience, Quality, Availability, Price, services and ease of use to the farmers.
2	Social Innovation through Digital Social Marketing[16]		
	a.	Sneha Foundation	Sneha foundation works for awareness and encouragement of healthcare services and schemes by government. Foundation works to bring women empowerment in urban slums.
	b.	BookBox Pvt. Ltd.	BookBox works for language and skill development and encourage reading habits by creating animated stories for the targeted audience through digital social marketing.
	c.	Milaap	Milaap is the best example of digital social marketing firm which is an online platform for gathering crowdfunding support for those with distress due to illness, operations, cancer treatments, illiteracy, physical disabilities and other societal issues such as donations for supporting families of martyrs. Milaap has supported over 100,000 social causes and

			raised funds of over 330 crores as of April 2018 [17].
3	Social Innovation in Education		
	a.	Open Edx	Massive Open Online Courses (MOOCs) are emerging as an effective modern day tool of education, promoting ubiquitous learning in an open, feasible, affordable and diversified way with several advantages over traditional teaching methods [18]. Edx Platform provided online certified courses, diplomas and micro-master's degree in diverse areas free of cost with nominal charges for certification.
	b.	NPTEL	The National Programme on Technology Enhanced Learning (NPTEL) was started with cooperation between network of all Indian Institute of Technology (IITs) and Indian Institute of Science (IISc) in 2003. NPTEL provides online video courses and lectures in various engineering and non-engineering areas free of cost, with nominal charges for certification exam.
	c.	Hewlett Packard	HP has taken big steps in social innovation for transforming education through its HP Catalyst Initiative [19] by bringing organization from all over the world together to inspire students from secondary education upto the university level and utilize use their technical creativity and intellect to solve social issues. HP's Education Innovation Funds are granted to important colleges in India and China for betterment of education sector. HP Life Initiative offers valuable business skills, mentoring, networking and IT training to aspiring startups and entrepreneurs on online platform free of cost.
4	Healthcare, Drug Delivery and Narcotics Rehabilitation Sector		
	a.	Kripa Foundation	GOI, Ministry of Social Justice and Empowerment has set up Scheme of Assistance for the Prevention of Alcoholism and Substance (Drugs) Abuse [20] offering financial support up to 90% for setting up organizations dedicated to Regional Resource and Training Centres (RRTCs), Rehabilitation Centre for Addicts (IRCAs), for holding Awareness-cum-de-addiction camps (ACDC) and Workplace Prevention Programmes etc. Kripa Foundation works for rehabilitation of those affected by chemical abuse addiction and HIV/AIDs by empowering them through meditation, care, treatment and later employment.
	b.	Operation ASHA	Operation ASHA [21] is driven by motivation to provide healthcare and Tuberculosis (TB) treatment in rural parts as well as urban slums of India. This is one of the largest NGO which has served and treated over 8.9 million underserved peoples and communities through more than 4000 treatment centers throughout the India.
	c.	Cancer Patients Aid Association	From over 49 years CPAA has been dedicated to provide "Total Management of Cancer" in India. CPAA offers rehabilitating facilities, tobacco advocacy, cancer awareness, resolving psychological problems of cancer patients and also supports in the therapy of cancer patients.
5	Social Innovation in optimizing scenario of High emissions in buildings		
	a.	Selco	Approx. 40% of total primary energy consumption is utilized by building energy consumption in United States and E.U [22].

			As per the Energy Performance of Building Directive for European member states, Nearly Zero Energy Building will be compulsory condition for all new buildings constructed by ending of the year 2020 [23]. Selco thrives to provide sustainable energy solutions to rural and underserved parts of India. Selco deals with Solar LED, Solar Water Heaters, Micro grid, pumps, inverters and other sustainable energy solutions and products.
	b.	Ankur Scientific Energy Private Limited.	This company aims to provide low cost, sustainable and clean energy alternatives by their flagship biomass gasification and solar water heating technologies served over to more than 800 houses resulting in huge savings in fuel consumption and cost [24].
	c.	Pollinate Energy	Pollinate Energy [25] is dedicated to improve the lifestyle of poor societies of India by providing sustainable energy products such as Sunking Home, Sunking Lanterns, Sunking Wind Fan, Lifestraw Water Filter, Infocus Smartphone, EnvirofitCookstove and Nokia 130. It has sold 111,931 systems, reached 556,512 people, served 1235 communities, saved 1.2 billion Rs, 28 million liters of kerosene and 65173 kg of CO2 emissions
6	Social Innovation in Catering and Hotel Management		
	a.	ITC Hotels	Corporate Social Responsibility is an integral part of ITC's core values of corporate strategy[26]. Throughout the years, ITC has become carbon, water and recycling positive and has won several international awards due to their green and clean supply chain. ITC is engaged in several social activities of employing disabled people, greening supply chain, vocational training of orphans and eco design programme for students and teachers.
	b.	The Oberoi Group	The Oberoi Group [27] has contributed in educational activities for poor children's from underserved communities, Commonwealth Human Rights Initiative, Save our Tigers Campaign of the Wildlife Conservation Trust, PurbachalUdayanSangha for books and medicinal support to deprived communities, audio books for blind school children's, Marathons, charity and fund raising events for social cause as a part of its CSR activities
7	Social Innovation in Human Resource and Skill Development		
	a.	Skill Development Schemes by GOI [28]	DeenDayalUpadhyayaGrameenKaushalyaYojana, PradhanMantriKaushalVikasYojana, Financial Assistance for Skill Training of Persons with Disabilities, National Apprenticeship Promotion Scheme, Craftsmen Training Scheme, Apprenticeship training, PradhanMantriKaushal Kendra, Skill development for minorities, Green Skill Development Programme.
	b.	YuvaParivartan	YuvaParivartan [29] is Mumbai based NGO with over 650 branches across 18 states collaborating with more than 600 partnership centres, 5 jail centres and over 3000 mobile rural camps and collectively working for empowerment of Indian

			youth from deprived communities by providing trainings and employment opportunities.
	c.	Humana People to People India	Humana People to People India's (HPPI) [30] aims to develop economically deprived communities from rural and urban sectors of India through the implementation of socially innovative projects focusing on life skills, health and sanitation, improved livelihoods, education, environment protection and women empowerment.

5. CONCLUSION AND FUTURE INSIGHTS FOR SOCIAL INNOVATION IN INDIA

There is a paradigm shift in the mindset of Indian Entrepreneurs from CSR to Social Innovation and Social Entrepreneurship. Over the period, the scope of social entrepreneurs and investors in India has gone beyond agriculture and financial services to other sectors such as healthcare, sanitation and energy as businesses. Different business models have been adopted by social enterprises within various sectors to meet their goals. There is need for SEs to evolve over time and make changes in its policies for sustainable operation of the organization for longer time. Researchers have studied over 13 different sectors and provided guideline for both practitioners and academicians that social innovation is highly demanded for survival and sustainable development of any organization irrespective of its sector.

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