

UPAYA SOCIAL VENTURES
ACCELERATOR PROGRAM

2017 COHORT: FORMALIZING
THE INFORMAL SECTOR





PARTNERS **12**

JOBS CREATED
4 0 3 4

LIVES CHANGED
192,555

Overall increase in jobholder income after securing employment with Upaya's partners **91%***

ABOUT UPAYA

Upaya creates dignified jobs for the poorest of the poor by building scalable businesses with investment and consulting support. Since 2011, Upaya has supported 12 small and growing businesses in India with investments and expertise. As of December 2016, Upaya partners have created more than 4,000 jobs. With offices in Seattle, Washington and New Delhi, India, Upaya has committed to a goal of helping partners create 15,000 jobs by the end of 2019.



ACCELERATOR PROGRAM

2017 COHORT: FORMALIZING THE INFORMAL SECTOR

In 2017, Upaya is launching a focused accelerator program to support a larger number of entrepreneurs and their business ideas. Workshops will be held over a 6-month period, starting in April 2017. These will culminate in an Investor Showcase, which will put entrepreneurs directly in front of impact investors and other potential partners.

Our first program theme focuses on companies that provide job placement, particularly through formalizing the informal sector in India. In selecting participants for our first cohort, we have prioritized companies that demonstrate strong potential to create hundreds, if not thousands, of dignified and reliable jobs.

Meet the 8 companies working with Upaya Social Ventures from April to September 2017.



HELPER4U

Headquarters: Mumbai

Website: www.helper4u.in

Helper4U is an online service that connects employers with semi-skilled and unskilled workers searching for jobs in roles such as housekeeping staff, cooks, child care workers, and other positions in the informal jobs sector.

They have used a simple phone to empower the job seeker at the Bottom of the Pyramid. In the process, they have minimised the jobseekers' exploitation by middlemen and helped employers save the time and money spent on hiring.

They have been recognised at various forums as an innovative social as well as tech enterprise. They received an award from Internet.org in India in 2015, for helping migrants using technology, and were recently recognised as one of the top 100 social enterprises by Action For India.

Helper4U has facilitated 5,000 job placements so far. They plan to expand to more cities, with the goal of further penetrating the BoP and providing them with gainful employment opportunities.



Meenakshi Gupta Jain

Founder and CEO

In 2014, Founder and CEO Meenakshi Gupta Jain started Helper4U after hearing stories of maids and domestic helpers that were exploited by job agents and abused by employers.

As an entrepreneur, her goal is to use technology to impact the lives of those at the "Bottom of the Pyramid".

She received her Bachelor's degree in English from JMC Delhi University and her Masters degree in Child Speech Development from Jawaharlal Nehru Vishwavidyalaya. She has 10+ years of experience as an instructional designer.



ZERO WASTE INCORPORATION

Headquarters: Rishikesh

Website: www.zerowasteuk.co.in

Zero Waste is a Solid Waste Management consultancy and service provider based in Muni ki reti, Rishikesh, Uttarakhand, India

The company covers 20,000 households and 900 commercial properties in two municipalities of Uttarakhand, managing waste through the usage of proper segregation methods and technology.

They also engage in recycling of waste - compaction, shredding and extrusion of plastic to make granules for further recycling.

Zero Waste Inc.'s efforts have been recognized with various awards from the Indian government.



Amit Lingwal

Founder and Managing Director

Amit is the founder of Zero Waste Inc. and serves as its Managing Director. He has five years of experience in working in the automotive sector

He has completed his Bachelors in Automotive Design Engineering

JOBNUKKAD

JOBNUKKAD

Headquarters: Mumbai

Website: www.jobnukkad.com

JobNukkad offers an online portal for entry-level and blue collar employees seeking clerical, government, bank, data entry, and business process outsourcing jobs.

The company addresses the large and informal job market by allowing job seekers to view employers' requirements before applying, instead of looking through newspaper advertisements or paying placement agencies without assurance of a job.

They bring together training institutes, placement agencies and employers on a single platform to provide an efficient service

JobNukkad has been operational in Mumbai for the last 18 months and has clients such as Ola, CCD, Burger King, Hinduja BPO, Tata BSS, Care24, Big Stylist, Sodexo, Swiggy etc.



Ankur Mehta
Co-Founder and CEO

In 2014, Co-Founder and CEO Ankur Mehta started JobNukkad to make hiring faster and cheaper by connecting employers and job seekers.

Prior to building JobNukkad, he worked for 9 years in Private Equity investments.

He is a Chartered Accountant with a Bachelor's degree in Accountancy and Finance from Sydenham College.



KABADIWALLA CONNECT

Headquarters: Chennai

Website: www.kabadiwallaconnect.in

Kabadiwalla Connect uses the power of ICT to help urban residents in India send their recyclable waste to kabadiwallas ("local scrap dealers") and reduce the amount of waste sent to landfills.

Their programs include Recykle, an app for urban residents that provides tips on segregating waste, allows sign-ups for local events (e.g. composting and rooftop gardening workshops), and connects them with kabadiwallas in their area.

Kabadiwalla Connect has won several international competitions, including the grand prize of the Global Shapers Community by the World Economic Forum. They were also one of the six winners of the LAUNCH Nordic Innovation Challenge.

In 2017, Kabadiwalla Connect was one of the 10 projects of the World Bank-funded Global Partnership for Sustainable Development Data.



Siddharth Hande
Founder and CEO

Founder and CEO Siddharth Hande is a geo-spatial analyst by training, and he and his team spent three months mapping kabadiwallas before creating the information system behind Kabadiwalla Connect.

Prior to starting Kabadiwalla Connect, he worked as a consultant in some of India's premier urban policy and research think tanks.

He received a Bachelor of Science degree in Advanced Zoology and Biotechnology from Loyola College in Chennai, and his Masters degree in Environment and Sustainability from Monash University.



KHANAGADI

Headquarters: Jaipur

Website: www.khanagadi.com

KhanaGaDi delivers clean and delicious food from certified vendors to train passengers in over 300 stations in India

They empower micro entrepreneurs & woman household group to provide quality meals to train passengers via robust Tech Logistics framework. KhanaGaDi serves over 25k menu items through its powerful 400+ vendor network.

Passengers can place their orders through the KhanaGaDi's website and mobile app, and then pay online or via cash on delivery. The 24/7 delivery service's menu offers more than 25,000 food items, including food for passengers with special dietary preferences, such as Jains and people with diabetes.

The delivery system is working to cover more train stations and testing new delivery models. In 2017, KhanaGaDi's goal is to serve more than 1,000 customers a day.



Amit Deep Kumar
Founder and CEO

Founder and CEO Amit Deep Kumar started KhanaGaDi after he struggled to get good food during a long haul train journey.

He built his business after 18 years in the food and beverage industry, including in quick service restaurants and food retail.

He received his Bachelor's degree from the University of Rajasthan and has a postgraduate diploma from the Indian Institute of Tourism and Travel Management in New Delhi.

He also holds a certificate in advanced operations from McDonalds University in Dubai and is Six Sigma Green Belt certified.



UPSKILL MANAGEMENT SERVICES

Headquarters: Mumbai

Website: www.upskillindia.co.in

UpSkill Management Services is a social impact venture that provides vocational training for underprivileged youth to help them find sustainable jobs. The venture aims to build a practical education system linked directly to the requirements of industries.

They have been the implementation partner for the Ministry of Minority Affairs and the Ministry of Rural Development having trained close to 4400 students under their skill development schemes.

In 2016, UpSkill launched a mobile app called NARAD that enables all the relevant stakeholders in skill development to communicate with each other seamlessly and thereby optimize the skilling life-cycle

More than 2,300 students have used the app for training and job placement. UpSkill aims to train close to 43.5 million youth in the next ten years.



Mansi Agarwal
Co-Founder and CEO

In 2014, Co-Founder and CEO Mansi Agarwal started UpSkill to make skills-based education more accessible to underprivileged youth in developing countries.

Mansi received her bachelor's degree in Architecture from the University of Pune and her Master of Science in Sustainable Design from Carnegie Mellon University.



THE SHOE MEN

Headquarters: Delhi

Website: www.theshoemen.com

The Shoe Men is a professional cleaning and repair service provider, for mid to high range footwear and other leather products in Delhi NCR

Customers can request for a pick-up, or fill out an order form online.

They have been supported by the Indian Angel Network, and plan to develop a franchise model to expand to more cities.

By the year 2020, The Shoe Men aims to be a dominant player in the industry, employing hundreds of semi-skilled & unskilled workers in the country involved in the un-organized shoe & leather care ecosystem of India.



Saral Budhiraja
Founder and CEO

Founder and CEO Saral Budhiraja started The Shoe Men in 2009 after struggling to find quality footwear and leather products cleaning services.

Saral received his bachelor's degree in Economics from Delhi University and has an MBA specializing in Marketing and Finance from IMI Belgium.



SMV GREEN SOLUTIONS

Headquarters: Varanasi

Website: www.smvwheels.org

SMV Green Solutions is a social venture that aims to bring dignity to rickshaw drivers through asset ownership and other value-added services.

Rickshaw ownership will put drivers in less risk of abuse and exploitation from rickshaw owners, who charge exorbitant daily rental fees. In addition, drivers are able to establish a credit history, which gives them access to more financial products.

The social venture provides insurance for life, disability, accident, and rickshaw theft, and it also assists them with procuring the appropriate government licenses.

They started this initiative in 2016 and till date have benefitted 152 drivers along with building the necessary eco-system in the way to scale this initiative at the national level. They intend to upgrade 10,000 manual cycle rickshaw pullers in coming 3 years and bring about an instrumental change in the scenario of last mile green transportation in India.



Naveen Krishna
Managing Director

Naveen Krishna has 8 years of diverse experience in Community Development, Microfinance & Management of Social Enterprises

In 2016, Naveen Krishna started SMV Green Solutions to improve flaws in rickshaw distribution and help drivers buy their own vehicle without charitable help.

He was awarded the Social entrepreneur of the year by CNBC Awaaz & SONA Group 2014-15

He received a Bachelor of Arts degree from University of Lucknow and a Masters in Social Work from Banaras Hindu University.



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