

Welcome to AFI Newsletter!

Welcome to the September 2024 edition of the Action for India Newsletter! We're excited to bring you this publication dedicated to keeping you informed, inspired, and connected with the Action for India community. This newsletter highlights

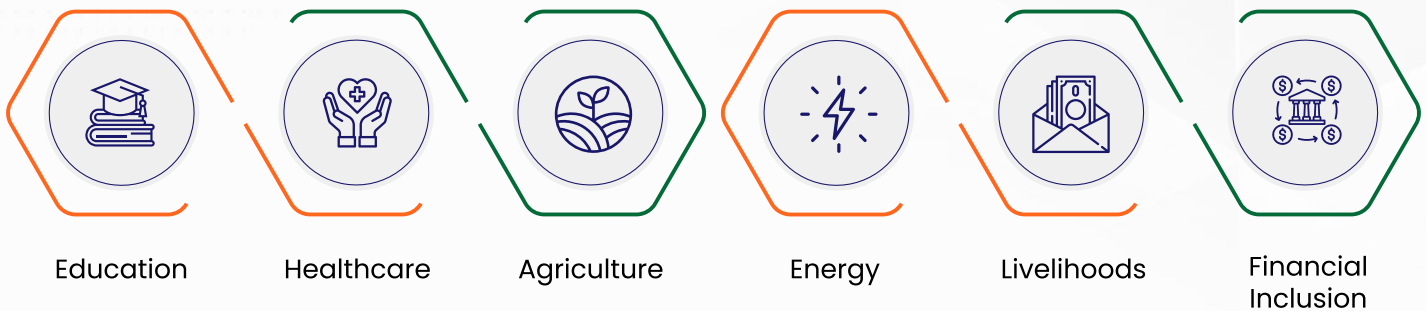
- The achievements of our alumni and current cohort startups
- Shares valuable insights, and
- Provides growth opportunities in your entrepreneurial journey.



AFI's Mission

Action for India's mission is to help high-potential social entrepreneurs overcome barriers to scale and achieve greater impact. We connect social entrepreneurs with impact investors, mentors, technology resources, government contacts, and other ecosystem partners.

AFI mirrors the United Nations' philosophy that sustainable human development happens by enhancing human abilities and creating conditions for growth. In line with the UN Sustainable Development Goals, our focus areas are:



We are excited to introduce new initiatives aimed at accelerating your success:



AFI Update

We are excited to share the latest developments at Action for India, showcasing the progress of our initiatives and the vibrant activities within our community. From onboarding new social impact startups to upcoming events designed to foster innovation and collaboration, this section provides a comprehensive overview of our recent efforts and future plans.

Program Update

Onboarding Social Impact Startups:

- In March, Action for India onboarded 23 social impact startups addressing various SDGs in education, climate, agriculture, healthcare, and financial inclusion.
- Startups received personalized 1:1 mentoring sessions with industry experts.
- Initiated the Agri-Council to further support our agricultural startups in Building knowledge and expertise which enables millions of marginal Farmers by involving relevant mentors, ecosystem players and relevant partners for future initiatives like sector specific cohorts.
- The Agri-Council has three different themes: Precision Agriculture and Automation, Agri Fintech, Dairy and Cattle.

Alumni Engagement Initiatives:

- Launched alumni engagement activities to maintain strong connections and provide ongoing support.
- Created a community group for alumni to share important updates, resources, and collaboration opportunities.



Upcoming Events

Demo Day in August:

On August 2, 2024, Demo Day 2024 captivated audiences as 14 groundbreaking startups took the stage to pitch their game-changing ideas. We were thrilled to host investors from renowned organizations such as

- Upaya Social
- Ankur Capital
- Social Alpha
- SEA Fund,
- Green Trunk
- Fluid Ventures
- Re-balance Accelerator
- Real Time Venture
- Warmup Ventures
- India Accelerator
- Next Bharat Ventures
- 100x.vc.

New Cohort Launch in September:

Launching a new cohort of startups, marking a new journey of innovation and impact.

- This cohort is dedicated entirely to the agriculture sector
- focusing on innovative solutions to address challenges in farming
- supply chains
- sustainability.

We are eager to support these entrepreneurs as they work towards transforming the agricultural landscape and making a significant impact on farmers' lives.

AFI National Forum coming soon:

Themed "Transforming Lives Through Technology and Collaboration.

This event aims to foster

- collaboration
- knowledge sharing
- and networking among startups
- investors
- mentors
- other stakeholders

We are looking to host 200 participants to ensure a dynamic and enriching experience for everyone involved. Our goal is to empower startups with valuable insights and connections to scale their impact. Following the forum, we are excited to organize a Silicon Valley trek to provide our startups with global exposure and opportunities to engage with leading innovators and investors.



AFI Resources

Partnerships with AWS, MSG, and Zoho:

- AWS Activate: Leverage up to \$10,000 in AWS credits, technical support, and training programs to accelerate your startup's growth.
- MSG Partnerships: Benefit from expert marketing strategies and services tailored to enhance your startup's visibility and customer reach.
- Zoho for Startups: Access Zoho's comprehensive suite of business software at discounted rates, designed to streamline your operations and boost productivity.

Please reach out to us at info@actionforindia.org to avail these services and leverage these opportunities for your venture's growth and success.

Alumni Achievement



[Trestle Labs](#), an Assistive Technology company making education and employment digital and inclusive for everyone, founded by [Akshita Sachdeva](#), who has been featured under the [Top 33 Impact Startup Founders](#) by Forbes. is an alumni startup of Action for India, made waves on Shark Tank India, securing INR 60 Lakh in funding. Their innovative approach continues to inspire in the tech startup ecosystem. Know more [here](#).



Akshita Sachdeva



[X Machines](#) an Indian Robotics & AI company which builds innovative products infused with Robotics & AI technologies for consumer and enterprise markets. Founded by [Trivikram Kumar](#), showcased their vision on Shark Tank India, impressing with their cutting-edge technology and securing INR 72 Lakh in funding. Know more [here](#).



Trivikram Kumar



[Farm Didi](#), a FoodTech company on a mission to provide quality food products by empowering 1 million rural women, founded by [Manjari Sharma](#), supported by Action for India, pitched their agricultural innovation on Shark Tank India and received a substantial INR 1 Crore in funding. Their impact on rural empowerment is commendable. Know more [here](#).



Manjari Sharma



[CHIRAG](#), enables variable rate spraying applications, unlocking the potential of each and every crop, founded by [Deepak Chaurasiya](#), an alumni startup funded INR 36 Lakh by DST, continues to thrive with their commitment to sustainable development. Their journey reflects the spirit of innovation nurtured at Action for India. Know more [here](#).



Deepak Chaurasiya



[Navalt](#), stands for progressive, sustainable solutions for locomotion on water and to power up the future, founded by [Sandith Thandasherry](#) has launched India's fastest solar-electric boat, Barracuda, at Mazagon Dock. This initiative aims to revolutionize maritime transportation with eco-friendly technology. [Read more](#)



Sandith Thandasherry



[ZenOnco](#), an Integrative Oncology healthtech platform that provides guidance and end-to-end healthcare services to cancer patients, founded by [Dimple Parmar](#) is another esteemed alumni, has inaugurated a new 50-bed cancer hospital in Varanasi. Their expansion reflects a commitment to improving cancer care accessibility in India. [Read more](#)



Dimple Parmar



[F2DF](#), an eco-system for the Agriculture & allied services sector creating value for all shareholders equally through its unique offline & online approach, founded by [Rahul Dhingra](#) is a proud alumni of Action for India, has been awarded the SFAC tender to organize Kisan Melas and establish market linkages for FPOs across 12 Indian states for the fiscal year 2024-25. This achievement underscores their dedication to agricultural empowerment. [Read more](#)



Rahul Dhingra



[AgriVijay](#), AgriVijay is India's first Marketplace of Renewable Energy products for farmers & rural households, founded by [Vimal Panjwani](#) has been featured in Infocus Media Magazine's June 2024 edition for their innovative contributions in addressing climate change challenges. Their recognition highlights their impactful work in sustainable agriculture. [Read more](#)



Rahul Dhingra



Industry Insights

Latest Trends, Research, and Insights in Social Impact Startups

1

Increasing Focus on the 'S' in ESG Criteria

Social factors within ESG (Environmental, Social, and Governance) considerations are gaining more attention, extending beyond traditional areas like human rights and labor issues to include impacts of supply chains and corporate activities on communities. [Read more.](#)

2

Emerging Technologies and Sustainability

Social impact startups are increasingly leveraging emerging technologies such as AI and blockchain to drive sustainability. For instance, startups like Bluepha are developing biodegradable materials as alternatives to plastic, which aligns with the global push towards reducing plastic pollution and carbon footprints ([TNW | The heart of tech](#)).

3

Impact of COVID-19 on Social Innovations

The COVID-19 pandemic has accelerated the need for innovative solutions in health, education, and financial inclusion. Many startups have adapted to these needs, with venture capital firms increasingly supporting ventures that address social issues and promote sustainable development goals (SDGs) ([impactentrepreneur](#)).



Relevant Tools, Articles, and Books



Books

1. "Impact: Reshaping Capitalism to Drive Real Change" by Ronald Cohen
2. "Lean Impact: How to Innovate for Radically Greater Social Good" by Ann Mei Chang



Articles

1. "VCs Increasingly Supporting Startups that Target Social Impact " on Impact Entrepreneur ([impactentrepreneur](#)).
2. "How Social Impact Startups Influence Global Change" on The Next Web ([TNW | The heart of tech](#)).



Tools

1. **Impact Measurement Tools:** Tools like IRIS+ by the Global Impact Investing Network (GIIN) help startups measure and manage their impact effectively.
2. **Funding Platforms:** Platforms such as Kiva and Indiegogo for crowd-funding social impact projects.



Mentor's Corner

Know what our mentors have to say for building successful startup



Gopala Krishnan

Co-Founder,
Inditech Technology Services

- "Great, committed teams with a tested model and product-market fit are crucial for startup success."
- "Effective positioning and storytelling are essential; your product is a promise, and storytelling drives sales."
- The biggest learning in my mentoring career has been "Mentors should ensure a good fit with mentees and be ready to disengage if their advice isn't implemented."



Shobhit Sharma

Chief of Staff, PeopleShores

- "The technology and infrastructure in the social impact sector have significantly improved, leading to better last-mile connectivity and market access".
- Startups often face challenges with their "go-to-market strategies, securing funding, and building the right team", and navigating these requires "constant networking and engagement".
- The key takeaway for me is the "expansion of my network" and the enhanced understanding of ground-level initiatives through my mentorship experience.

Spotlight Stories



Samrat Singh Chauhan's

Founder - Goplow Ventures,
Entrepreneurial Journey

- I started GoPlow Ventures because of family health issues related to food quality. This motivated me to convert our 22-acre land from conventional to organic farming. We developed AI-based technologies to differentiate pure and impure products. This approach is not just about business; it's about benefiting farmers and consumers while promoting sustainable farming practices.
- I joined the AFI Impact Catalyzer Program based on recommendations from fellow entrepreneurs, and I must say, the AFI team is more professional and responsive compared to other programs I've experienced. The mentorship I received at AFI has provided invaluable insights into branding, marketing, and business development.



Feedback and Engagement:

Your Voice Matters

Your feedback is invaluable to us as we strive to deliver content that is relevant and valuable to you. We invite you to share your success stories, suggestions for future topics, and any resources or opportunities you believe would benefit the community. Please fill in the form [here](#) to provide us your valuable feedback and suggestions. Together, we can continue to build a vibrant community of change-makers and innovators.

Thank you for being a part of the Action for India family. Here's to celebrating your achievements and driving impactful change together!

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