



ANNUAL  
REPORT  
2015-16

**IDEI** works exclusively with the smallholder farmers in India and realises that people do not chose to live in poverty. But their circumstances get them only so far. IDEI believes that every smallholder farmer has an innate potential to become a successful entrepreneur and only lacks a suitable environment that could nurture it. Therefore, IDEI believes that smallholders are not mere recipients of charity but customer entrepreneurs and so uses a market-development model that envisages the integration of poor smallholders with markets, both as buyers of inputs and as vendors of high-value agricultural produce. The starting point for this prosperity-enabling approach is strengthening smallholder farmers' access to affordable, efficient irrigation technologies. These technologies facilitate increases in agricultural productivity and related income, which can then be spent on better housing, healthcare, education for children, and asset building.

In order to deliver the technologies to smallholders, IDEI has adopted an innovative "Profit for Progress" methodology, creating and nurturing private sector supply chains engaged in the manufacture and distribution of the technologies, at fair prices which incorporate a profit margin for the manufacturers and distributors. With assured access to irrigation, smallholder farmers are empowered to undertake the journey from rain-fed subsistence farming to remunerative commercial cultivation of marketable crops.

IDEI has promoted its affordable, gender friendly technologies with over 1.38 Million smallholder farmer(s) households (cumulatively) which is about 7.4 Million people. User farmers have generated over USD 1.2 Billion as net additional income. 9,563 irrigation devices have been adopted by farmers. With this adoption about 6.6 Billion Cu Meters water, 682 Million litres diesel and 884 Million kWh electricity has been saved. With diesel savings about 2.64 Million tCO<sub>2</sub> equivalent carbon has been offset.

This year IDEI conducted the voice of customer survey to receive customers feedback on the product and the efficiency of the delivery channel. An internal impact study was conducted in the state of Uttar Pradesh.

IDEI made submissions for the compendium collated by the Centre for International Projects Trust (CIPT) of the Columbia Water Centre.

IDEI participated in the Earth Overshoot Day that was hosted by the Global Footprint Network and generated awareness about the day through social media network. IDEI was featured in the Global Chorus Book.

IDEI hosted two interns for high impact project. One of the intern's was from the Dartmouth Humanistic Engineering college worked at IDEI's i2i centre. He worked on developing a prototype of solar driven treadle pump. The second intern came through the Schwab Foundation Social Entrepreneurs site and undertook detailed research for the drip programme.

## OUTREACH & IMPACT

Cumulatively IDEI has promoted its technologies amongst 1.38 million smallholder households. This includes water lifting technologies (bamboo treadle pump, surface treadle pump, rope and washer pump) and; other programmes such as sustainable agricultural practices.

Farmers have generated over USD 1.2 Billion as net additional income (cumulatively).

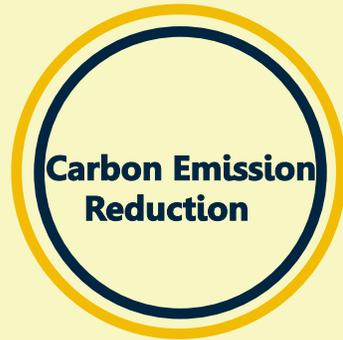
This year 9, 563 farmer households adopted the treadle pump and its variants.

## CUMULATIVE IMPACT

### SROI- ENVIRONMENT



**682** million litres



**2.64** million tCO<sub>2</sub> eq  
(when monetised US\$  
19 million)



**6.6** billion cubic  
meter (US\$ 2.7 million)



**884** million kWh  
(US\$ 13.3 million)

## SROI- EMPLOYMENT

**Farmer Income**

US\$ **1.2**  
billion

**Supply Chain**

**0.3** million  
person days

**Manufacturing**

**0.8** million  
person days

**Installation**

**1.3** million  
person days

**On Farm**

**610** million  
person days

**a) Market Development Activities:** In 2015-16 also IDEI developed several promotional materials to promote its technologies amongst the smallholder farmers. The static materials includes handbills, wall paintings at strategic locations in the villages, KB Umbrella, banners to complement other activities such as demonstrations, campaigns and farmer meetings, dealer boards were made to attract farmers to the dealer shops, KB Kiosks to disseminate information about KB brand and technologies, newspaper advertisements, trans light films to promote the product at dealer points and, danglers. To promote the technologies several dynamic promotional activities were also undertaken. These include establishing demonstration plots at village level, conducting demonstrations in local fairs/ mela, short campaign, dealer meeting, video van shows, farmer meetings, haat demonstrations, village demonstrations and running television commercials. Jingles were also developed to promote the technology in the respective regional languages.

IDEI establishes a private supply chain to sell its products to the smallholder farmers. This includes manufacturers, dealers and village-based mechanics.

**b) Impact study in the state of Uttar Pradesh:** The study was conducted in Sitapur district of Uttar Pradesh. The study was conducted with the following objectives: a) to make a profile of the TP user farmers with respect to their social life, livelihood, occupation and income and; b) to understand the impact of TP on the TP user and their family with respect to their income, nutritional status and health.

The team conducted discussion with user farmers and collated a voice of customer based on the responses. About 95 percent of the respondents were satisfied with the pump. All satisfied users will recommend the pump to other farmers. In fact few of them shared they have already spoken about it with their relatives in other villages. 96 percent of the respondents were very satisfied with the services provided, these included the availability of the pump at the dealer shop and installation. For 96 percent of the farmers, the pumps were installed within three days of purchase and for another two percent it was installed within seven days. About 80 percent of the user farmers find the aspect of water independence as the key feature of the use of this pump and remaining 20 percent find no recurring cost as the distinguishing characteristic when compared with other existing modes for irrigation such as the diesel pump. Overall it could be said that farmers have found the treadle pump as a very effective and efficient means of irrigation. They have been able to increase their incomes within one cropping season and are keen on using the pump for the rest of the year. Farmers along with their families cannot wait to reap the benefits of the pump in leading respectable, secured and healthy lives.

c) IDEI launched a pilot project titled, “An Anarchy Within Canal Irrigation: Identifying Practical Solutions”: The programme was implemented in the tail end of Hirakud dam in Subarnapur district of Odisha. Farmers from six villages were identified and user and control groups were established. Each demonstration plot consisted of water storage structure, water lifting device (diesel pump of 1.5 HP) and water application devices (drip irrigation systems). Water meters were installed for measuring the water used for cultivation and to calculate the increase in yield with water availability. The team approached and consulted with the irrigation department of the state and the respective block to collect different data. The water flow data of the canal was collected. This included data on frequency at which the water is received at the village level and the quantity received. This information was instrumental in designing water storage structures. Based on the information dug wells of 20 feet depth and 7 feet diameter for storing the water received in the canal were established. Overall the pilot programme was successfully completed. A short movie titled, “Last Mile, Last Drop” was made to generate awareness and in informing people at large about the canal irrigation system and its challenges. It could be watched at <http://www.ide-india.org/media-listing>

d) The Centers for International Projects Trust (CIPT) is the India Office of the Columbia Water Center. Affiliated with the Earth Institute at Columbia University in New York, USA, CIPT is working across Punjab, Gujarat and Jharkhand in the areas of water, agriculture, livelihoods, extension education and natural resource management.

In collaboration with government agencies, civil society and private sector partners, CIPT aims at providing rigorous, research-based knowledge as the foundation for various field based initiatives involving local communities. CIPT developed a compendium of the best practices highlighting success stories across several categories and IDEI shared its story under the category of Innovative technologies/practices for water/ energy savings in agriculture. The compendium will help in building a comprehensive knowledge base in the above areas across different geographies. CIPT will disseminate these success stories in various parts of India and less developed economies of Africa and south Asia.

IDEI shared its success story of both water lifting and water application devices.

e) **Sustainable Agriculture:** IDEI is continuing its work on promoting sustainable agriculture amongst smallholder farmers in India. IDEI is working at three levels to support the farmers and these are as follows:

Input Stage	Involves promoting IDEI promoted affordable irrigation technologies and establishing and training local youth as nursery growers, sustainable agricultural practices entrepreneurs.
On Farm	This involves identifying low cost and risk reduction alternatives for agriculture and increases the productivity. This involves collation of traditional, inherent knowledge and dissemination amongst the user farmers. Promotion of border plantation is one example of the same.
Output Market Stage	This involves identification of markets, selection of local traders and creating interface between the farmers and the market stakeholders.

Sustainable Agriculture Practices, including nursery plantation, preparing bio-dynamic fertilisers, vermi-wash and cow pat pit.

Through trainings, exposure visits and demonstrations, IDEI continues to train the farmers on all these practices. IDEI is focussing on working with women under this project and at the end of the year a total of 335 champion women entrepreneurs (CWE) were trained and of that 250 started to earn a decent livelihood through their (above entioned) entrepreneurial activities. About 7, 102 farmers have adopted products promoted by the CWE. IDEI has developed a document titled, Sustainable Agricultural Products: Standarding Orgnic Formulations. In addition to the existing information on plant nutrient, detailed information about border plantation has also been added.

**f) Voice of Customer Survey:** This survey is conducted to assess the view of the KB customers who purchase the treadle pump during the year 2014-15 on different aspects such as purchasing, installing and service after sales. The major findings were as follows: a) Majority (68%) of the respondents were smallholders who belonged to SC, ST and OBC category; b) the product was delivered to 86% of the respondents the same day and 6% received the second day and 8% received within a week; c) the key reason for 75% of the respondents who received the product within a week was lack of stock at the dealer point; d) for 92% of the buyers the pump was installed within two days of the purchase. And for another 10% the pump was installed within a week; e) within two days the complaints for 88% respondents were attended to; f) more than 99% of the respondents expressed their satisfaction with the product and the services provided and; g) given a chance, all 100% of the respondents will recommend the products to others.

**g) Visits:** This year Mr. Rajshree Bedmutta, professor with the IIT, Guwahati visited Odisha. He visited to evaluate the project implemented by GFN in partnership with GFN. In addition, Mr. Heiner Baumann also visited the IDEI office for an update on the Assam programme.

**h) Earth Overshoot Day:** IDEI participated in the Earth Overshoot Day (EOD) along with the Global Footprint Network. Earth Overshoot Day marks the date when humanity's demand for ecological resources and services in a given year exceeds what Earth can regenerate in that year. We maintain this deficit by liquidating stocks of ecological resources and accumulating waste, primarily carbon dioxide in the atmosphere. To determine the date of Earth Overshoot Day for each year, Global Footprint Network calculates the number of days of that year that Earth's biocapacity suffices to provide for humanity's Ecological Footprint. The remainder of the year corresponds to global overshoot. Earth Overshoot Day is computed by dividing the planet's biocapacity (the amount of ecological resources Earth is able to generate that year), by humanity's Ecological Footprint (humanity's demand for that year), and multiplying by 365, the number of days in the year. The EOD for 2016 fell on the 8th of August 2016!

**i) Global Chorus: 365 Voices on the Future of the Planet:** Global Chorus is a publication which is compilation of 365 write up's. Each is a groundbreaking perspective on our environmental future. The work has been put together by Todd E. McLean is a freelancer journalist who has been an environmental columnist on CBC Radio, a commentator on CBC TV and a weekly columnist in PEI's The Guardian Newspaper. Amitabha Sadangi was approached by the author for sharing his perspective on the future of the environment.

## ■ AMITABHA'S PIECE WAS AS FOLLOWS:

I strongly believe in hope and in the fact that if we just focus on what "is," then probably we will never be able to think of what "could be." The term "human" (Latin = "wise man") includes in it "wisdom," which is not a lower-rung emotion, but a higher-order capacity to guide action! Today's reality includes an unstable political environment and therefore a lack of desire for public welfare. This translates into action that probably is further promoting greed and a desire to possess instead of a collective understanding/action. However, I believe that this political environment is of our own making – and it is the most informed decision/ action that I as an individual can take that will surely contribute to resolving these seemingly complicated "global issues": there is a need to deconstruct these issues and bring them down to an individual level of awareness and therefore action. In my life of working for the smallholder farmers, I realized, from the very first day, the importance of connecting with each farmer and making an effort to understand their life (not just their problems). From these interactions emerged their joys, sufferings, victories and challenges. This helped in identifying them not as mere helpless people out there but as entrepreneurs waiting for the optimum environment for their blossoming. An effort to respond to their challenges helped us develop this repertoire of technologies that best respond to their needs, with a framework for implementation that they could most benefit from and that could help them unleash their tremendous potential. A small start in a small village of one state of India has grown to fifteen states (and globally) today, and its recognition as one of the most important solutions for the global irrigation problem, water conservation, building food security and saving the environment. Who could have thought of this? The thought of over six million people walking with their heads held high is both humbling and heartening.

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In my opinion, the need is to have belief in the inherent potential. This, coupled with appropriate direction and guidance, can definitely help resolve even the gravest of problems and situations.

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**j) Interns at IDEI:** This year IDEI hosted two interns to support two projects. At the beginning of the year IDEI received Mr. Tucker Oddliefson. Tucker was studying engineering at Dartmouth College and was particularly interested in how technologies can be designed around human-centered needs to create a meaningful social impact. Outside of his classes at Dartmouth, Tucker pursues this interest with a student organization, Dartmouth Humanitarian Engineering, to design human-based technologies in countries like Tanzania, Rwanda, and Nepal.

During his internship period of two months, Tucker worked with IDEI to design an improved treadle pump and a solar-powered water pump. On his experience, Tucker says, "From the user-research in the field to the prototype testing at IDEI's i2i centre, the design experience was very challenging, fascinating, and in the end very rewarding. I feel encouraged to think of the tangible impact that these technologies promise to make for small-plot rural farmers". Read more at: <https://ideindia.wordpress.com>

IDEI received a second intern from the Schwab Foundation Social Entrepreneurs site. Deepa G. Interned with IDEI for few months and helped in conducting secondary research for a project. Her work was very helpful.

**k) State Fair Award:** In addition to the mela/ fair at the village or district level, every year there is a state level fair that is held in Bhubaneswar. It is organized by the Institution on Management of Agricultural Extension (IMAGE), Siripur, Bhubaneswar. It is a reputed fair that is attended by both Government and Private Agencies that display their Products and Services. There were a total of 450 stalls. IDEI too participated and displayed its various technologies and services like KB Pump, Rope & Washer Pump, Nutrition Garden Kit and products of Sustainable Agriculture Practices with live demonstration.

A team of government officials visits all the stalls on all 4 days of exhibition and rate the participant stalls. Among all the 450 stalls, IDEI was ranked No-1 and was felicitated with a Trophy and Certificate of Excellency from the Department of Agriculture & Farmers Empowerment, Government of Odisha. The prize was honored by the honorable Minister, Cooperative and Excise, Government of Odisha on the presence of Minister, Agriculture and Farmer Empowerment, and Minister, Food and Civil Supply.

**l) IDEI in the Media:** John Hoffmire featured IDEI in the Deseret News Opinion in an article. The article was titled, "The importance of environmental practices in poverty alleviation". The article highlighted the fact that reduction of poverty and environmental protection can go hand in hand and that there is a clear link between poverty and environmental degradation.

The article could be read at <http://www.deseretnews.com/article/865650069/The-importance-of-environmental-practices-in-poverty-alleviation.html?pg=all>

m) A case Study on IDEI was developed and posted at the [Caseplace.org](https://www.caseplace.org): The case study was titled, "Caseplace IDE-India (A,B): Bringing Valuable Water to the Bottom of the Pyramid in Agriculture. Through the case study the following pedagogical questions were raised: a) Evaluate the different approaches NGOs can take to market their products as well as the advantages and disadvantages of these (e.g., dependability on the funding of the NGO); b) Understand that in this case, a private supply chain with small profit for each step supports sustainability and decreases dependency on IDEI's funding situation; c) Understand the consequences of different pricing strategies for NGOs, including the fact that charging the full price to the bottom of the pyramid is not necessarily a negative approach for an NGO. Each NGO needs to make choices like these and not approaching the target customers as charity recipients, can have a positive long term effect. More could be read at: <https://www.facebook.com/ide.india/>

n) IDEI featured in the book titled [Social marketing in India](#); by Sameer Deshpande & Nancr R. Lee with foreword by Philip Kotler: The book is an adaptation of Mr. Kotler and Nancy Lee's book titled, "Social Marketing: Influencing Behaviours for Good". While the Indian text retains the foundational conceptual knowledge and a few relevant examples, it is substantially modified with the inclusion of numerous high-quality case studies, examples and insights specific to the Indian context and sensibilities. Although government and nonprofit organisations are primarily involved in social marketing efforts, it would be unwise to neglect involvement of the corporate sector. The authors thus address a wide gamut of social problems and highlight the role of social marketing in addressing these. The book is categorised into five sections- namely, Understanding Social Marketing, Analysing the Social Marketing Environment; Developing Social Marketing Strategies and Managing Social Marketing Programmes. Part three under the chapter Identifying Barriers, Benefits, The Competition And Influential Others, carries a detailed write up on IDEI. The feature is titled, "Promotion of sustainable agriculture among small land holders." The feature provides detailed situational analysis, information on target audience, marketing objectives, factors influencing adoption of behaviour and so on and so forth. The article captures the entire process of marketing as undertaken by IDEI and uses it effectively to illustrate the theme of chapter.

## ABOUT IDEI BOARD MEMBERS



Mr. GHYANENDRA NATH BAJPAI

A distinguished leader in Indian business and expert on financial markets was the Chairman of the Securities and Exchange Board of India (SEBI). Earlier Mr. Bajpai was Chairman of the Life Insurance Corporation of India (LIC). Mr. Bajpai is known for his visionary leadership and exemplary integrity. He has served/serves as non-Executive Chairman and a Director on corporate boards in India and other countries, received awards for contribution to business, and authored several books. Mr. Bajpai has been Chairman of the Corporate Governance Task Force of International Organization of Securities Commissions and the Chairperson of the Insurance Institute of India, (III) a counterpart of Chartered Insurance Institute UK.

As Chairman of SEBI, Mr. Bajpai oversaw the orderly functioning of India's securities markets. With a vision to make India a global benchmark, Mr. Bajpai initiated numerous reforms and innovations in India's securities markets. The Indian securities market now ranks as one of the most advanced in emerging markets and may well surpass developed markets in certain respects.

As Chairman, Mr. Bajpai transformed LIC to meet the challenges of deregulation and competition from global insurance companies. Under his leadership, LIC became a financial powerhouse with the largest asset base in the Indian Sub-Continent.

Mr. Bajpai has been a member of Board of Directors at General Insurance Corporation of India, ICICI Bank, Unit Trust of India, UTI Bank now Axis Bank, Tata Chemicals, Jindal Steel, Thane Electric Supply Co., National Housing Bank, Discount & Finance House, Indian Railway Finance Corporation, India International Insurance Ltd., Singapore and Ken-India Ltd. Nairobi (Africa).

Mr. Bajpai was also Non-Executive Chairman of National Stock Exchange, Stock Holding Corporation of India, LIC Housing Finance Ltd, and LIC International EC Bahrain and LIC Nepal Ltd.

Currently, Mr. Bajpai is Non-Executive Chairman & Non-Executive Director of several Corporates in India.

Mr. Bajpai is on the Board of Advisors of Indian Army Group Insurance Fund and Member of Governing Board of National Insurance Academy. Mr. Bajpai was the Chairman of Indian's National Pension Trust. Earlier he has served on the Governing Board of Indian Institute of Management, Lucknow.

He has been a visiting faculty at leading institutes of Management and Training. He was the visiting Prof. of Middlesex University, London. He is being regularly invited to speak at seminars in India and abroad. He has delivered lectures including at London School of Economics (LSE), Harvard University etc. and also addressed OECD & IMF seminars. He has written three popular books: The Securities Market, Marketing of Insurances, and How to Become a Super Successful Salesman.

He received among others the "Outstanding Contribution to the Development of Finance" award from the Prime Minister of India. Mr. Bajpai holds a Master's Degree in Commerce from the University of Agra and a Degree in Law (LLB) from the University of Indore. Mr. Bajpai is an avid golfer.



## AMITABHA SADANGI

Amitabha Sadangi holds the position of the Executive Director of IDE India (a section 25 not for-profit company). Mr. Sadangi holds a Post Graduate Degree in Labor and Social Welfare with an additional Degree in Law. But abandoned a promising Government employment in 1982 and decided to focus on issues of poverty and development.

Mr. Sadangi spent his early years in a small place called Gallery in Orissa state of India, which gave him an opportunity to meet rural folk who would often end up working in construction sites. During interactions with them, Mr. Sadangi realized how unhappy they were at the prospect of leaving behind their home and families and staying in poor living conditions. He realized that if they were able to earn a living in their village, they would never consider an opportunity to work as laborers in semi-urban and urban areas. This was an initial learning in life - one could create happiness in the lives of people by providing them an opportunity to create livelihoods in their own villages.

Mr. Sadangi has spent 34 years in various aspects of rural development work. Starting his career in development sector with Churches' Auxiliary for Social Action (CASA) & implementing grass roots rural development programs in the state of Orissa, India, after five years he moved on to OXFAM GB, where he helped several organizations initiate micro enterprises development programs. Despite achieving success in career until then, he always wondered how long a donor agency could support program where technologies and services were given away free of cost and were not necessarily valued by villagers. A specific example was where smallholder farmers were given a water source, agriculture inputs free of cost. After a couple of months, it was seen that the farmers had sold all the agriculture inputs to richer farmers to get cash. The water source was never used. All the money spent by the NGO implementing this program went down the drain. This was learning in life – one could feel happy by offering technologies and services free of cost, but neither was it sustainable, nor was it necessary that recipients would use them. Mr. Sadangi then joined IDE International, in India and worked on all elements of its operations, including program design, field program management, staffing, finances, marketing, strategic planning, fundraising, donor relations and new product development. To achieve the mandate forward, Mr. Sadangi founded IDE-India and to build IDE India into a fully-fledged organization with strategic reach and impact throughout India, under Mr. Sadangi's leadership, IDEI created an exemplary treadle pump supply chain that has provided over 940, 000 treadle pumps in India as of March 2016.

While taking a rare break from work, while vacationing in Mysore, in Karnataka, Mr. Sadangi met farmers who had sold their land and were using manually driven rickshaws to transport passengers for a livelihood. On striking a conversation with them Mr. Sadangi realized that there was a huge scope to develop technologies to generate livelihood for them. This was a learning in life –continuous interaction with the rural poor in diverse areas leads one to learn of new opportunities. Thereafter, Mr. Sadangi led the introduction of a low-cost drip irrigation technology with the potential to dramatically improve incomes for smallholder farm families living under 1\$ a day poverty. As of March 2016, over 418,000 smallholder farm families have adopted this technology and marching out of poverty. In 2001, Mr. Sadangi, led IDE India's transition to an autonomous Indian organization. Mr. Sadangi is the founding member of IDE (India) and serve on its board. At the time of the transition, Mr. Sadangi was selected to serve as the first Executive Director of IDE (India).

Mr. Sadangi is passionate about the issue of poverty and committed to a market-based approach to addressing the critical needs of those living under 1\$ a day poverty. Mr. Sadangi's vision of social change sees small-scale farmers as consumers with a basic right to products and services that address their needs. Mr. Sadangi also sees the need for social change organizations to achieve sustainability, and has sought to generate innovative models for revenue generation for IDE (India). In the same way that the poor suffer through short-term subsidized programs, Mr. Sadangi believes IDEI will suffer if it remains dependent on donations.

Mr. Sadangi's entrepreneurial approach to addressing the needs of poor farmers has led him to develop some of the most effective marketing and distribution strategies currently deployed in India, Pakistan and Sri Lanka. As a team, Mr. Sadangi and his staff seek direct feedback from farmers, with each employee responsible for speaking with 100 individual farmers each year.

Mr. Sadangi's efforts in the development sector have won recognition from many organizations, including Tech Laureate 2010 (under economic development category) & 2004, the Finalist Zayed Future Energy Prize (2010), Ashden Award for Sustainable Energy 2006, Ashden Outstanding Achievement Award For Sustainable Energy 2009, Schwab Fellow Of The World Economic Forum 2008, Skoll Award for Social Entrepreneurship 2005, and others.



### SHUBHASHIS GANGOPADHYAY

Mr. Shubhashis Gangopadhyay, a Ph.D in Economics from Cornell University, Ithaca, New York, USA. He joined the Delhi Centre of the Indian Statistical Institute as a Lecturer in 1983. He became a full-time Professor in 1991. He took over as founder-director of IDF in July 2002. He has published widely in journals on development economics, international trade, industrial organization, regulatory economics and finance. He has also co-authored and co-edited a number of books in economics and finance. He is the Chief Editor of the journal of Emerging Market Finance and is the President of two professional societies, the society for Economic Research and Financial Analysis (SERFA) and the Society for the Promotion of Game Theory and its Applications (SPGTA). He has been on many government committees and consulted with various ministries and private business.



### AJAY SUD

Mr. Ajay Sud, a lawyer by profession is admitted to the Bar at Delhi and is a Fellow Member of the Institute of Chartered of Accountants of India. He has experience of over twenty eight years providing professional support in law, taxation, regulatory and management advisory services to national and international organisations with special focus on Voluntary Sector Organisations. Formerly, Executive Director and Senior Advisor, International Development Services at KPMG India, he is a founder and member of the Governing Boards of prominent not-for-profit institutions such as The Prince of Wales Bhumi Vardaan Foundation, Access Development Services, Sesame Street Workshop India Trust and Foundation for MSME Clusters.



## SANJIV PHANSALKAR

Mr. Sanjiv Phansalkar received his PhD from the Indian Institute of Management, Ahmedabad, and taught management and marketing courses for a number of years at the Institute for Rural Management at Anand (IRMA). He is a well-known author on business subjects, and consults with government, businesses and non-profit organizations. He has worked with IDEI both as a consultant and as an advisor to SDC. He is familiar with the IDEI's programme and is much appreciated by the intellectual communities. Mr. Phansalkar was Professor in IRMA, Anand for more than dozen years and was the Director with International Water Management Institute and is now with Sir Dorabji Tata Trust as the Programme Leader.



## VIVEK VIG

Mr. Vivek Vig was the MD & Group CEO of Destimoney Group of Companies, a full service retail financial services company until April 2015. At Destimoney, Mr. Vig performed the entrepreneurial role in retail financial services backed by New Silk Route. He managed the joint ventures with PNB HFL for housing finance and Dhanlaxmi bank for Equity broking and retail mortgage distribution. He has over 25 years of experience in Retail Banking and Financial Services in countries including Poland, Taiwan and India. After terms as the Country Head (Consumer) of Citibank in Turkey and Saudi Arabia, he ran the retail Bank of Centurion Bank of Punjab, successfully concluding its merger with HDFC. He is an alumni of IIM- Bangalore.



## SUSHIL KUMAR JIWARJKA

Mr. Sushil Jiwajka, a prominent industrialist is the Chairman of Artheon Group of companies. He is also the Chairman and Managing Director of Essjay Ericsson Pvt. Ltd, a Joint Venture between himself and LM Ericsson of Sweden. Artheon Group has interests in Telecom, IT, Renewable energy and security.

Over the years, Mr. Jiwajka has set up Joint Ventures and held long term partnerships with some of the world's largest companies including Ericsson of Sweden, Matsushita of Japan, and HP Global Finance of the US. Recently, Mr. Jiwajka has promoted Omnigrd Micro Power Company Pvt. Ltd., which has developed patented Services Solution for providing Clean Power using Renewable Energy for telecom sites and rural communities. This Company has recently won The Economic Times Telecom Award and the World Economic Forum Global Technology Pioneer Award.

Some of the important Positions held by him are mentioned below: Chairman- FICCI (Federation of Indian Chambers of Commerce & Industry), WRC (2000- March 2013); Chairman - Indo Arab Chamber of Commerce and Industry,(2005-March 2013); President- Infrastructure & Logistics Federation of India (ILFI); International Chamber of Commerce: India Past President & All India Organization of Employers: Past President Mr. Jiwajka has been a member of several Central & State Government Committees & is an independent Director on the Board of several companies.A keen enthusiast of Indian Film music, Mr. Jiwajka is associated with several social and cultural organizations.



## SAMIR SHAH

Mr. Samir Shah is a finance professional who has returned to India after a period of 26 years. He currently advises on the investments of the Sattva Funds and is an active investor in Indian companies.

In Hong Kong, Mr. Shah was the Managing Principal of Sattva Investment Advisors Limited, a company regulated by the Securities and Finance Commission (equivalent of SEBI) in Hong Kong, licensed to conduct asset management and investment advisory services, since 2004. He is a founder Director and was the Chief Investment Officer of the Sattva Asia Opportunities Fund, which invests in listed assets and unlisted assets in Asia across asset classes, with a primary focus on India.

Mr Shah has been involved in financial markets for the last 26 years, beginning in New York, with over 13 years in Hong Kong. During his career in the financial markets, Mr. Shah has been involved in multiple aspects of the securities business, including trading of US dollar fixed income securities, derivative products, convertible bonds, emerging markets, distressed assets; risk management of fixed income portfolios; capital markets origination; new product development and structuring and building new businesses within global institutions.

Prior to forming Sattva in 2004, Mr. Shah worked as Executive Director in the Fixed Income Currency and Commodities Division at Goldman Sachs Asia LLC from August 1999 to August 2002.



## VIKAS SAINI

Vikas Saini, Chief Financial Officer, oversees finance and accounting, financial planning and analysis, strategic planning, grants and contracts management, IT infrastructure and administration. He is responsible for all financial aspects including accounting practices, budgeting, investments, legal, tax, regulatory and compliance requirements. Vikas holds Bachelor's of Commerce degree from Delhi University and Post Graduate Diploma in Management from Lal Bahadur Shastri Institute of Management, New Delhi with specialization in Finance.