Villgro

exists to spearhead a movement that helps enrich rural lives through innovation.
The Rural Innovation Cycle

Innovations → Commercialized as Enterprises → Gives immense benefit to Rural Users → Inspires to have more → Villgro → Helps create more or enhance Rural Prosperity
The Villgro Difference

360,000 rural users impacted

Identified over 2000 innovators

Generated sales of 1.6 million USD

Created social returns/consumer surplus worth 5 million USD
RAMP

The Recognition & Mentoring Programme funded by the Lemelson Foundation.

Incubate social enterprises with innovations in

Agriculture, Diary, Water and Energy.

Seed Funding  Networks
Mentoring  Capacity Building
Marketing  Talent
Recognition  Villgro Stores
User Centric Innovation Development

- tests innovations in specific geographies
- to assess and evaluate their suitability for local and extended rural conditions
- cost, utility, and acceptance
User Centric Innovation Development FY 09-10

Products Scouted - 176

Products tested - 61

Products added to portfolio - 28
Villgro Innovations Foundation

Villgro Fund

Innovations

Rural Prosperity

Enterprises

Rural Users

Villgro Innovation Marketing Pvt. Ltd (Villgro Stores)
Venus Burner

Delivers 37% savings in kerosene consumption, lasts longer, is safer to use, makes less noise and is easy to maintain.

Venus Burner now sells 70,000 units a month.

Raised VC investments.

Exit to GBF – proving the sustainability of investments in social enterprises and BOP clean tech solutions.
Sustaintech

High efficiency cook stove manufacturers

Targets rural micro establishments rather than domestic users.

50 + % savings

A great example of user centric design AND marketing

Still in the process of raising next stage funding – proving to be a challenge.
Early stage Social Enterprises, including those in the clean tech space are walking a lonely road in India.

Venture capitalists consider the ticket size too small.

Start up enterprises with proven track records are being left behind despite being poised for growth.
Opportunities for Partnership

• The Climate Innovations Centres with its powerful institutional and financial backing will potentially address some of the issues facing small innovative enterprises.

• Villgro has worked for 10 years in this space, identifying and incubating these enterprises.

• The CICs and Villgro should capitalize on this opportunity and work together to ensure a conducive ecosystem to enable social enterprises in the clean tech space to flourish.
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