

Promoting Innovations and Scale-up in Social Sector

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SEARCH, Gadchiroli

Outline

- **Case study**
- **Six challenges**

India



New Delhi

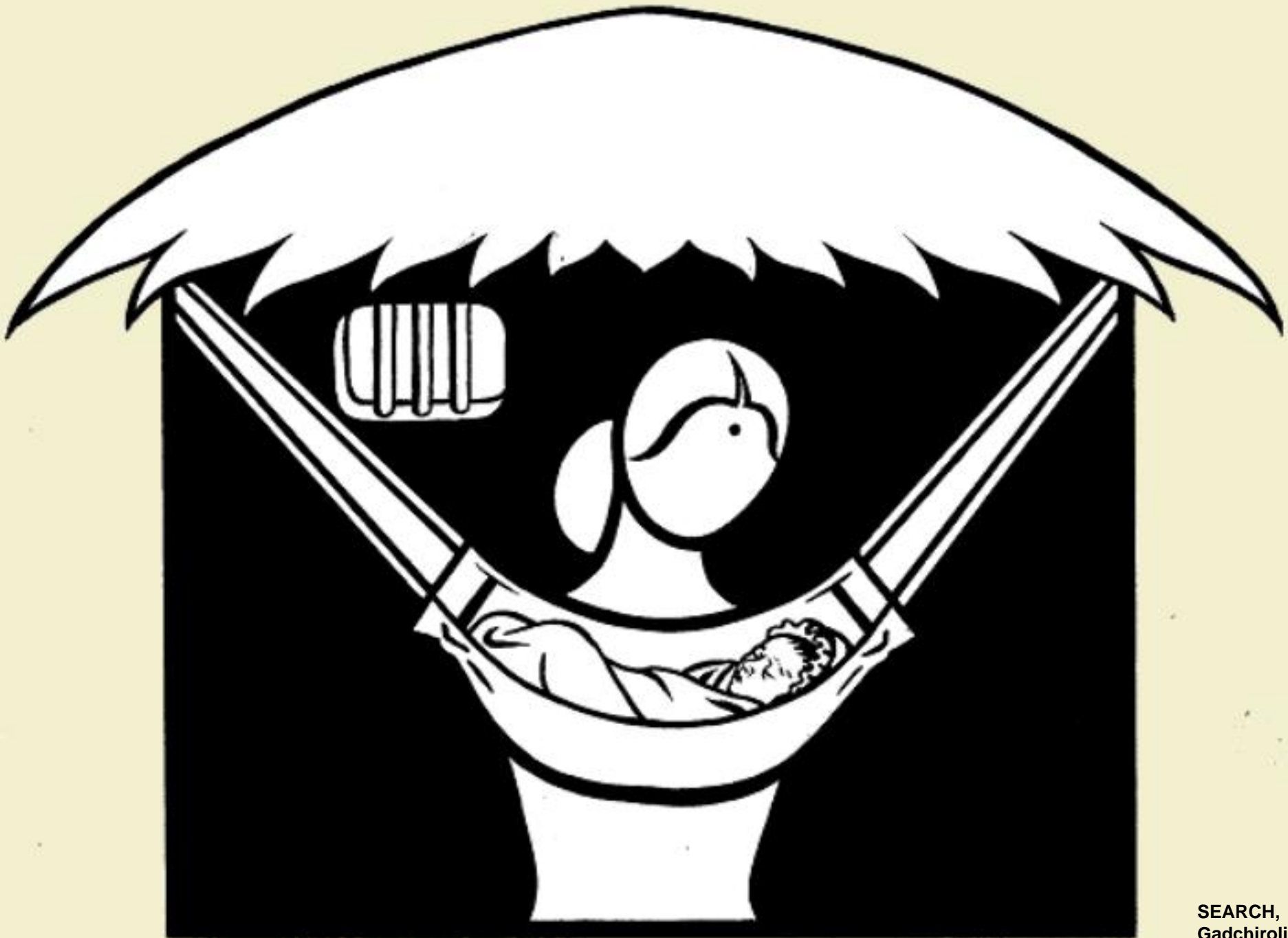
Bombay

Maharashtra

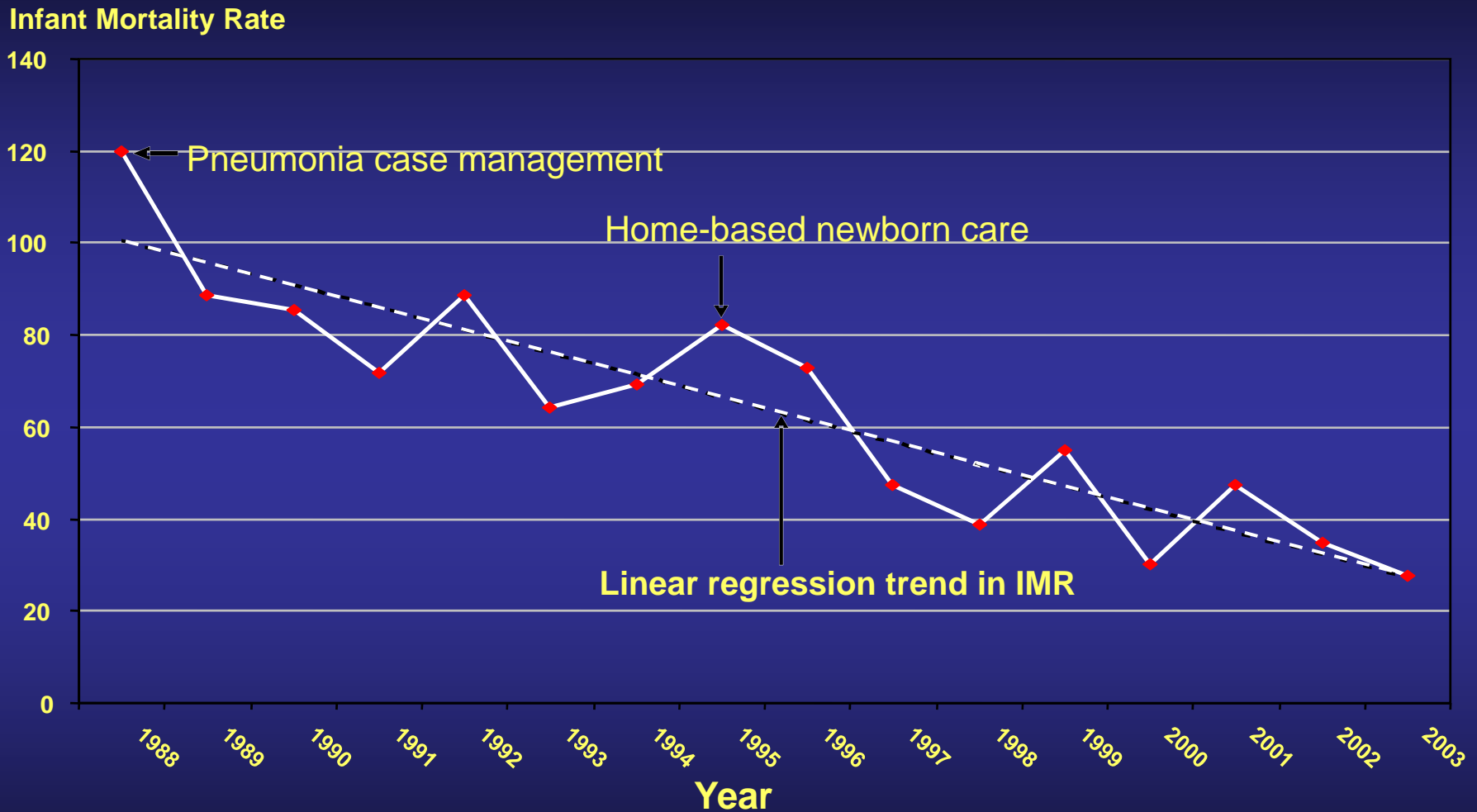
Gadchiroli







The Infant Mortality Rate in Gadchiroli (1988 – 2003) 39 intervention villages

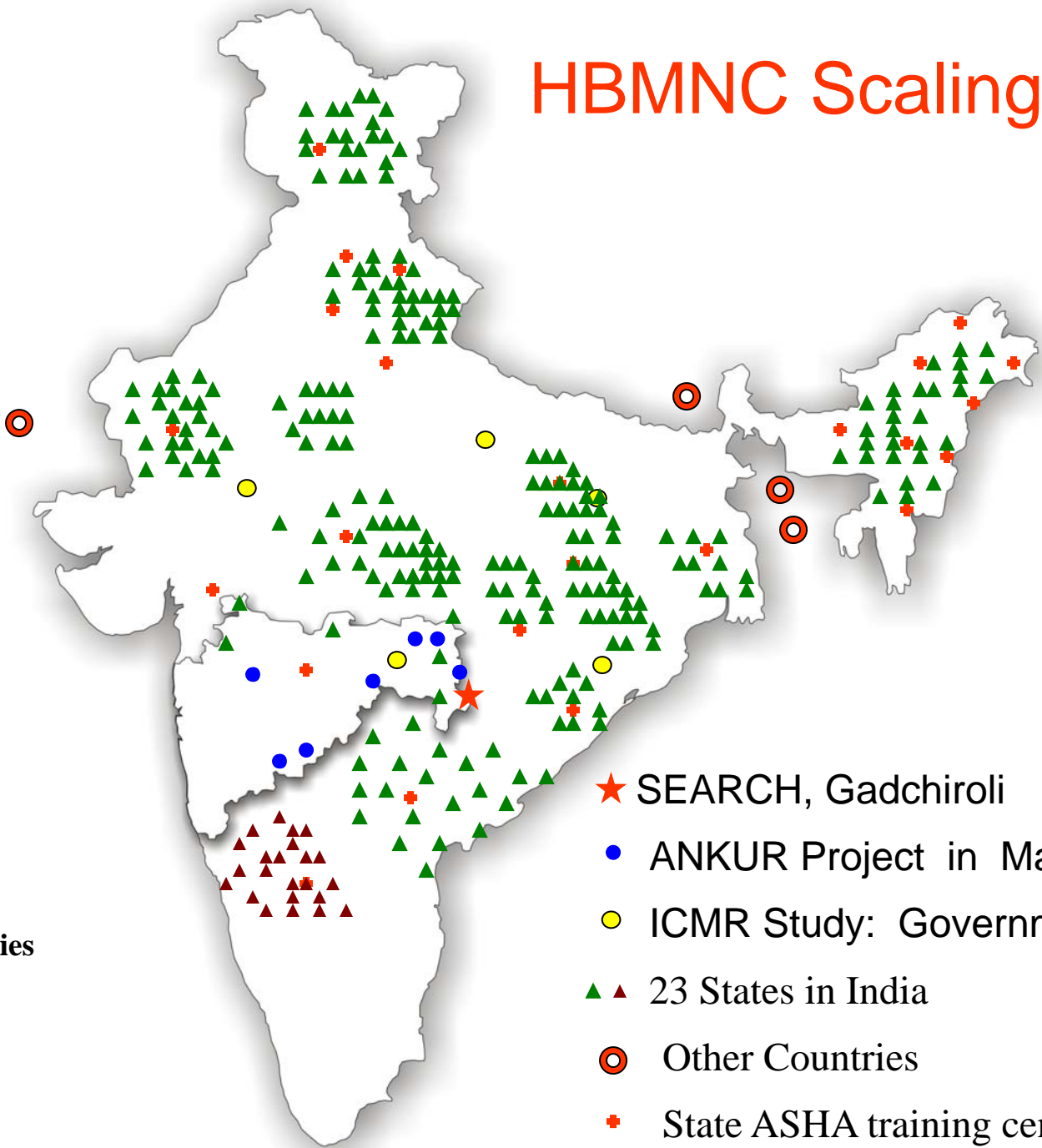


Reduction in IMR = 6 points per year

11th Five Year Plan

- **HBNCC Gadchiroli model to be the main strategy to reduce IMR in India.**
- **Introduce HBNCC in all districts with IMR > 45**

HBMNC Scaling up




Africa
4 countries

A man under an apple tree

Challenge no. 1

How to bring face to face the problems in the society and the socially sensitive innovative minds?

Challenge no. 1

- National Innovation Foundation
- Nirman
- 10,000 young innovators
- Education system

Challenge no. 2

How to bring scientific rigor to the social innovations and social realism to the scientists ?



SEARCH, Gadchiroli

Seven game changing ideas

- **Study of gynecological diseases**
- **Childhood pneumonia**
- **Home-Based Newborn Care**
- **Social control of alcohol**
- **Tobacco in rural area**
- **Back pain and joint pain in the community**
- **NIRMAN**

Challenge no. 2

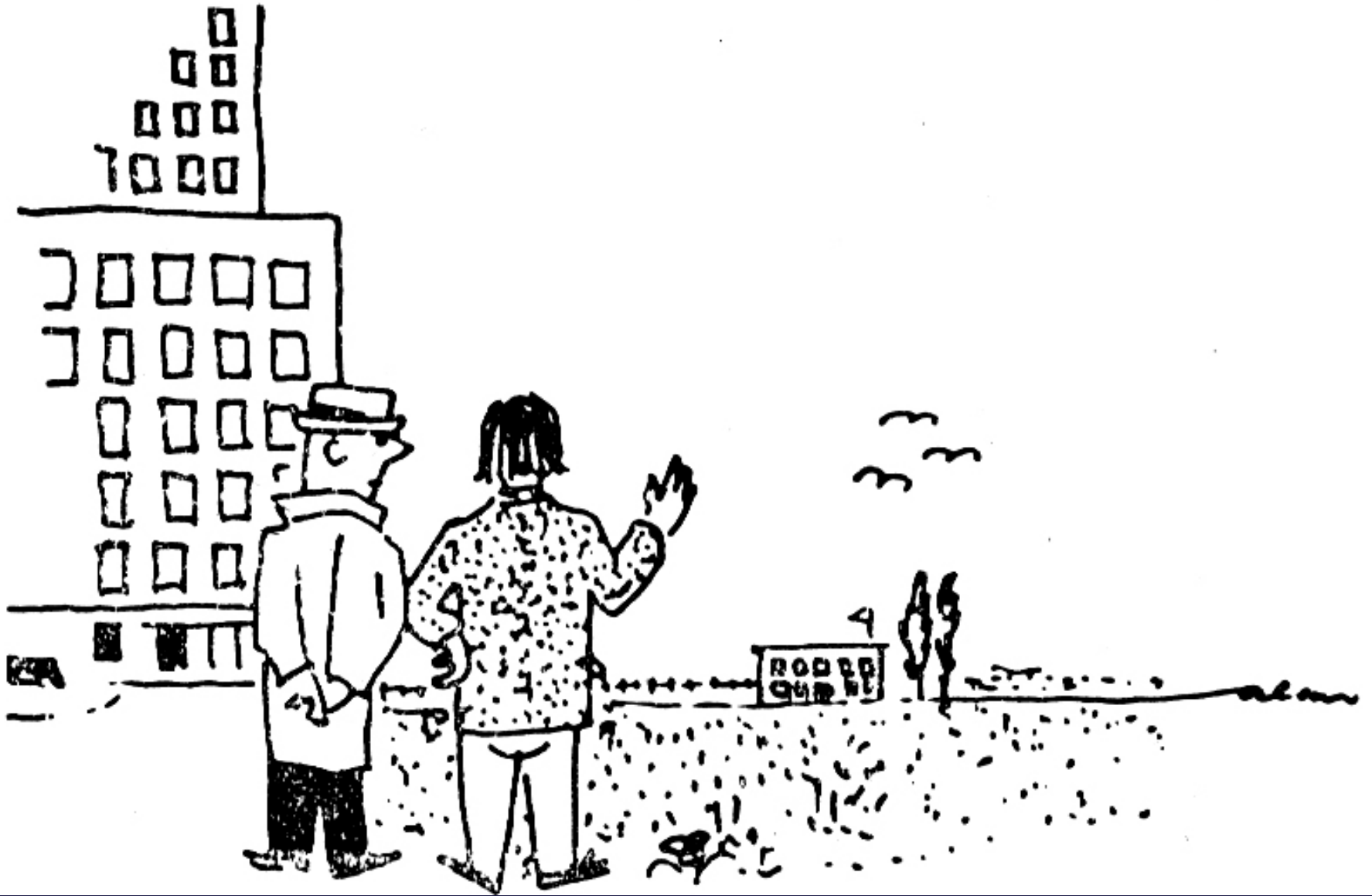
1000 community laboratories
for social innovation



On the weekends we too become rural oriented

Challenge no. 3

Politics of policy



No, the health center is the building on the right. On its left is the health management building

Challenge no. 4

Program management :

The ultimate graveyard of social
innovations

Challenge no. 4

How to achieve the scale, quality, speed and accountability ?

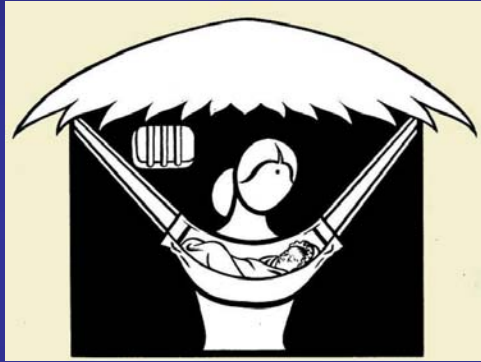
Bureaucratic vertical model of command and control is the very anti-thesis of social innovation.

Challenge no. 5

What are the other possible avenues of scaling-up ?

- NGOs : too limited
- Market : equity ?
- Social sector – CBOs , SHGs, PRIs
- Knowledge diffusion and changing the cultural practices

Newborn Mortality



1988 - 2012

One generation

22 million neonates died in India alone

Challenge no. 6

How do we speed up the process of change ?

To summarize

Short term

- 1) 10,000 young innovators
- 2) 1,000 community labs
- 3) Alliances and partnerships
- 4) NGOs , Market , District model
- 5) e- communication
- 6) Finance : Government, market, philanthropy

Long term

- 1) Education system change
- 2) Living universities
- 3) Political institutions and linkages
- 4) CBOs, PRIs , Cultural change.
- 5) Decentralized decision making
- 6) Government , market, philanthropy

