Promoting Innovations and Scale-up in Social Sector

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SEARCH, Gadchiroli
Outline

• Case study
• Six challenges
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**

- SEARCH, Gadchiroli
- ANKUR Project in Mahatashtra
- ICMR Study: Government of India, five states.
- 23 States in India
- Other Countries
- State ASHA training centers

**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?
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

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<th>Short term</th>
<th>Long term</th>
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<td>1) 10,000 young innovators</td>
<td>1) Education system change</td>
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<tr>
<td>2) 1,000 community labs</td>
<td>2) Living universities</td>
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<td>3) Alliances and partnerships</td>
<td>3) Political institutions and linkages</td>
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<td>4) NGOs, Market, District model</td>
<td>4) CBOs, PRIs, Cultural change.</td>
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<td>5) e-communication</td>
<td>5) Decentralized decision making</td>
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