



Greetings from the Indian School of Business.

We take pleasure in welcoming you to the Indian School of Business, Hyderabad at the inaugural ceremony of **The 3rd ISB iDiya Challenge**.

Announcing the launch of ISB's 3rd iDiya Social Venture Competition

<p>Keynote speakers</p>  <p>Shaheen Mistry: Teach for India & Akanksha Foundation Founder</p>  <p>Gul Panag Actor and Social Activist</p>	<p>Date: July 30, 2011 Time: 10:30 am- 1:00 pm Venue: Khemka Auditorium</p> <hr/> <p>Detailed Schedule Networking Session (10:30 – 11:00 am) Launch (11:00 am – 1:00 pm)</p> <ul style="list-style-type: none">• Welcome Note• iDiya: Looking ahead and the journey so far• Dean's address• Ceremonial lighting of the <i>diya</i>• Keynote speakers' address students• Q&A session with the audience• Vote of thanks
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About the speakers

Shaheen Mistry is the CEO of the Teach for India Movement, and serves as one of its founding board members. She has earned global recognition for her unrelenting devotion to educating and empowering the less privileged children of Mumbai and Pune.

She founded the first Akanksha Center in 1989, which eventually evolved into the Akanksha Foundation. Over the past twenty years, the Akanksha Foundation has expanded from serving fifteen children in one center to more than 2,600 children in fifty-one centers in Mumbai and Pune. Mistry's achievements through the Akanksha Foundation have earned her numerous awards, including the title of an Ashoka Fellow of the Ashoka Innovators for the Public, a global organization dedicated to promoting the work of leading social entrepreneurs.

Two decades after the inception of the Akanksha Foundation, Mistry has used her conviction and enthusiasm to motivate college students and young professionals to join the Teach For India movement, which has seen two hundred and thirty young people (Fellows of the 2009 and 2010 batch) devote two years of their lives to end educational inequity in India.

Teach For India is a nationwide movement of outstanding college graduates and young professionals who will commit two-years to teach full-time in under resourced schools and who will become lifelong leaders working from within various sectors toward the pursuit of equity in education.

Gul Panag was born in Chandigarh, into a second generation armed forces family. Her father's army career with frequent transfers resulted in her studying at 14 different schools all over India and abroad. Gul has a Bachelors' degree in Mathematics, a Masters in Political Science and a keen interest in sport and public speaking. She has won several debating competitions, including two gold medals at national inter-university debates. Her foray into the modeling and acting professions was a mere extension of her multi-talented personality. She was crowned Miss India Universe in 1999 after which she has acted in several movies with challenging roles. She had won the Zee Cine Critics Award for the Best Actress, for her role in the movie *Dor*.



Gul Panag has always had varied interests – running marathons, reading, traveling, adventure sports and horse-riding. But from the very beginning of her public life, Gul has actively been involved in working for the needy and giving back to the society and the environment. Over the years, Gul has worked for Shraddha (a school that rehabilitates young autistic adults), Shop For Change Fair Trade (a concern that promotes fair trade opportunities for cotton farmers), Green Commandos (a citizen action initiative to save the environment) and several others.

More recently, Gul has been involved with SOAPonline – a Social Outreach Accreditation Program. What is SOAPonline? There is a lack of a credible framework that brings together people who want to contribute to society, NGOs that need manpower and corporates who are ready to incentivize social responsibility. SOAPonline is a platform that attempts to bring together all the stake-holders in a seamless fashion. We wish Gul the very best with this venture.



About the School

The **Indian School of Business (ISB)** was established in 2001 with an aspiration to put India on the global map of management education. In less than a decade since its inception, the ISB has successfully pioneered several new trends in management education in India, and firmly established itself as a world class management institution. In 2008, the ISB became the youngest institution to be ranked among the Top 20, in the Global B-school Rankings by the Financial Times, London, and since then has been ranked consistently among the top B-schools globally. The ISB today has a strong pool of research-oriented resident faculty and invites high calibre international faculty from reputed B-schools to teach in its Post Graduate Programme in Management (PGP), Post Graduate Programme in Management for Senior Executives (PGP MAX), and Executive Education Programmes. In addition to teaching, the visiting faculty also participates in collaborative research with the resident faculty. The school has over 3000 PGP Alumni and 12000 Executive Education Alumni, making an impact on business and society across the world. The ISB is in the process of setting up its second campus in Mohali, Punjab, which will also have specialist Institutes for promoting research and education in areas critical to India's development. The Mohali campus is slated to be operational from April 2012.

About The 3rd iDiya Challenge

iDiya is ISB's national Social Venture Ideas Competition that aims to stimulate, enable and develop high impact, self sustaining social businesses in India. Started in the year 2009, iDiya is targeted exclusively at working professionals in India and focuses on business ideas that create measurable Social Impact. The winners are invited to ISB for an intensive one week boot camp. Industry experts, ISB faculty and entrepreneurs train iDiya winners for challenges they would face in bringing their ideas and ventures to realization. Teams are interfaced with potential investors and are matched with entrepreneurs and organizations that will mentor them post-boot camp. iDiya is in its third year and hence we have named it as - The 3rd iDiya Challenge.

All the official information pertaining to the 3rd iDiya Challenge is available on our website (<http://www.isb.edu/idiya>). Participants will need to log on to this website to submit their ideas.

The Participants

iDiya's vision is to encourage social enterprises en masse. It exclusively targets working professionals in India and focuses on business ideas that create measurable social impact. The challenge is open to:

- Working professionals in India
- Teams who have a social enterprise idea/an existing social venture/NGO (the venture should have been in existence for less than 3 years)
- Teams of 2 to 4 individuals
- Teams with none of the members currently enrolled in an educational institution pursuing a full-time programme.

In store for winners

The winners are invited to ISB for an intensive one-week boot camp. Industry experts, ISB faculty and entrepreneurs train iDiya winners for challenges that they would face on their way

to realizing their ideas and ventures. Moreover, the teams are interfaced with potential investors and are matched with entrepreneurs and organizations that will mentor them once the boot camp is over. A monetary amount of Rs. 3 Lakhs is the prize money for this year's iDiya challenge. Not just this but there are add-ons to the take away with the range of venture capitalists and sponsors who partner with us. To give an idea cKinetics, a venture accelerator in the sustainability space, has offered to provide seed funding of up to Rs 10 Lakhs for the best environmental sustainability idea at the ISB iDiya boot camp.

Over the past two years, iDiya has been received an overwhelming response with more than 500 teams registering each year. This can be attributed to the mentorship, training and support received by the participating teams owing to their association with iDiya which has proved to be a stepping stone in their successes. The quality, diversity and innovativeness of the received plans and the accomplishments of many teams have been extremely impressive and inspirational. Some of the past winning teams at iDiya are:

- SourcePilani – a rural BPO for medical transcription
- Masard - Production and distribution of sanitary napkins by economically marginalized women at affordable cost
- Akshaya Kalpa - Communes for organic milk products production

The potential and promise shown by the iDiya platform has helped iDiya develop strong relationships with knowledge partners who include social VCs such as Acumen fund, Elevar, Intelicap and Grey Matters Capital, corporate partners such as Novartis and Deloitte, and social organizations such as Naandi and Tata Jagriti Yatra. In the past years, iDiya received powerful support from the Wadhvani Centre for Entrepreneurship Development at ISB, SONG Advisors and Caspian Advisors.

Over the past 2 years, the growth and success of the winning teams has continued to inspire and motivate the iDiya team.

Timeline for the 3rd iDiya Challenge

- **Applications Open:** August 1, 2011 - September 1, 2011
- **Declaration of winners:** November 5, 2011
- **Boot-camp at ISB:** December 2-7, 2011