

Innovation in India

The Pepal Executive Development Programme

Programme starts **April 26, 2010.**

Contact us now to find out how you can be involved.

INNOVATION IN PRACTICE

“As a country we have been reaching out to women and children for six decades but still only around 45% of newborns and children have access to exclusive breastfeeding and complete immunisation...with the changing funding environment, more and more we need business model innovation and creativity.”

Dr Sunil Mehra, Executive Director, MAMTA

The Pepal Innovation in India Programme strategically pairs individuals from the private and non-profit sectors to work on initiatives that benefit the lives of women, children and other marginalised groups in India.

Participants work together over a six-month period through a combination of on the ground support and remote interaction. During this time, they will develop new business models that allow the Indian non-profit organisations to have a greater impact on the communities they serve. All participants receive training to arm them with the theoretical tools they need to conceive and implement the new business initiatives.

PROGRAMME BENEFITS

- ✓ An opportunity to bring about change in some of India's poorest communities
- ✓ Leading-edge training in business innovation
- ✓ Practical experience in a challenging and unfamiliar environment
- ✓ Increased ability to innovate and problem solve

WHO?

Professionals, ideally with at least five years management experience. All participants should be passionate, committed and open to working with new people in new environments.

THE PROGRAMME

Duration	Six months. Participants normally commit an average of three weeks to the program over the six-month period.
Training module 1	26–29 April 2010, Delhi, India
Training module 2	October 2010 (two days tbd), Delhi, India
Application deadline	31 March 2010
Fees	£3000 to include: selection of non-profit organisations to secure good projects and partners, two training modules, accommodation during the training and ongoing support by the Pepal team.

TRAINING

Pepal has collaborated with the **London School of Economics Department of Management** to deliver the Innovation in India programme. The training and structure will be provided by Harry Barkema, Professor of Innovation Management at the LSE, recipient of the Distinguished Chair in Innovation Management at the Rotterdam School of Management and Executive Director of the Innovation Co-Creation Lab.

The training approaches business model innovation in two ways. First, it facilitates the generation and sharing of insights and capabilities on how to build economically sustainable and scalable business models that address the real needs of people at the base of the pyramid. Next, it explores how building networks with various partners such as multinationals and local companies, NGOs, and governments can lead to the development of better business models.

“To be successful you need to use a variety of strategies to tap the world for great ideas, plus the structures to turn these ideas into reality.”

Harry Barkema



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