

Social Innovation Living Lab In India

**Doing “Social Good”
accelerates
growth of corporations and
people**

Objective

This project aims to create global innovation and develop sustainability of the company through ideation and implementation of sustainable activities as Japanese corporations.

GDP growth rate of India is a double of the world average. However, there are still many social issues such as air pollution, undeveloped education system, poor infrastructure which lead the low standard of living.

As it's difficult to subsidize India permanently, this project aims to solve social issues with strengths of Japanese corporations.



Overview

The ideation of new business, the hypothesis testing and the formulation of the business model will be implemented in three months.

In this project, sponsors will gain

- ① Understanding of real social issues and exploration of business opportunities
- ② Embodiment of an efficient innovation cycle in short time
- ③ Development of global leaders to the next generation

■ Schedule: 11th April, 2 hours
25th April, All day
19th – 25th May, All day
12nd June, All day
26th June, 2-3 hours

■ Requirements: Generally, to participate all scheduled days above. To focus on assignment.

(Proceed the project through collaboration of project members from your companies and PwC)

■ Target Participants: Leaders who will bear the next generation.

■ Program: See the next page.

■ Expenses: About 1 million Japanese yen per person.

※The Expense includes 「①Participation fees for the programs in Japan and India」

AND 「②Costs of staying in India EXCEPT travel expenses」



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Program

※The dates and the details are subject to change.

Dates	Contents	Details	Place
25 th April	Idea Creation Workshop	<ul style="list-style-type: none"> Session ~Macroeconomics, Social Issues and Business Environment in India and Global~ Create India's SDGs Portfolio, and Personas of 2019 and 2030 Consider new value provided to India and the compensation 	Tokyo
19 th May	Field Research	<ul style="list-style-type: none"> Kick Off Dinner 	Gurgaon
20 th May	Field Research	<ul style="list-style-type: none"> Slums Tour <ul style="list-style-type: none"> ➢ Visit houses in the slum ➢ Visit a school in the slum Eethnography <ul style="list-style-type: none"> ➢ Visit a middle class family ➢ Explore a market ➢ Experience digital services ➢ Cook with ingredients from the market ➢ Discuss satisfaction of their life and vision of the future 	Gurgaon, Delhi
21 st May	Field Research	<ul style="list-style-type: none"> Session <ul style="list-style-type: none"> ➢ Consider social issues and social business Visit an incubation center <ul style="list-style-type: none"> ➢ Meet up with an Industry Association ➢ Meet up with two startups 	Gurgaon
22 nd May	Field Research	<ul style="list-style-type: none"> Meet up with a startup in logistics industry Session <ul style="list-style-type: none"> ➢ Analyze business models with PwC's framework 	Gurgaon
23 rd May	Field Research	<ul style="list-style-type: none"> Meet up with startups in waste management Meet up with startups in agricultural industry Session <ul style="list-style-type: none"> ➢ Elaborate the new value and the compensation considered on the workshop 	Gurgaon
24 th May	Field Research	<ul style="list-style-type: none"> Seminar by PwC India Session <ul style="list-style-type: none"> ➢ Create a draft of a new business model ➢ Prototype web pages of the new business ➢ Wrap up 	Gurgaon
12 nd June	Business Model Designing Workshop	<ul style="list-style-type: none"> Consider and brash up the new social innovative business model 	Tokyo
26 th June	Report	<ul style="list-style-type: none"> Present the future scenario Present what kind of services / products should be provided for the future of India Present how your company and yourself need to be changed to contribute to social issues in India and the world 	Tokyo

Program Operator : PwC Consulting LLC (PwC Japan Group)

- Lead Partner: Masaki Yasui



Joined PwC Consulting LLC in 2014.

He has specialized in supply chain management; Global SCM construction, Inventory reduction, Distribution cost reduction. He also has delivered services including strategic planning, business process re-engineering, IT system building and so on. Recently, he focuses on projects for social issues with NPO and his clients.

- Project Manager: Isao Miyama
- Subject Matter Expert: Masahiko Nakama