

# Executive Summary



## Name of the program

# Tech4Positive Futures

NSRCEL - Capgemini Social Incubation Programme



## Implementing agency

**IIMB - NSRCEL** (Indian Institute of Management Bangalore - Nadathur S. Raghavan Centre for Entrepreneurial Learning)



## Program duration

December 2019 to December 2022



## Financial assistance

 **₹ 6.30 Crore**



## Beneficiary

**13** social ventures in two tracks

## Key interventions

- Hands-on workshop covering modules on areas like business communications, organisation and legal framework, fundraising, financial forecasting and budgeting, digital marketing, and social media outreach, etc.
- 150 mentoring sessions conducted by experts. 150+ hours of mentoring received by the participants.
- Week-long bootcamp
- Providing Ecosystem Connects, field visits, and ad-hoc support.

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**150+**

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# Key findings

## Tech4Positive Futures

- All **13 incubated social ventures** received a sum of **₹ 5.01 crore** towards seed grant.
- The surveyed social ventures faced the following key challenges prior to joining the incubation programme:
  - **Lack of Clarity**  
Many projects started without a well-defined product/service offering, specific target audience, or a clear business model.
  - **Funding**  
A major obstacle for all ventures, especially securing short-term funding to meet immediate needs.
  - **Team Building and Management**  
Some struggled with finding and managing the right team or initially lacked a strong, cohesive team structure.
  - **Exposure and Reach**  
Projects benefited greatly from the increased visibility and connections they acquired, highlighting an initial challenge in reaching the right audiences.
- **100%** of the interviewed social ventures confirmed that they **benefited from the programme**.
  - **60% of them** gave the programme a score of **5 out of 5**, while the rest gave a 4, indicating their satisfaction with the efficacy of the programme.
- The surveyed ventures mentioned the following as the **KEY IMPACTS** of the programme:

### Achievements

#### The ventures reported the following achievements after participating in the programme

- Increased revenue and profit
- Expansion of team size
- Widening reach of operations or services
- Government-level partnerships
- Improved overall operational efficiency
- Developing sustainability-focused mindsets and nurturing leadership capacity within the organisations.
- Adoption of technology.

#### Business Acumen

**Gained** clarity on product/project definition, business planning, and cost structures.

**Developed** financial management and funding strategies (including utilizing CSR channels).

**Improved** pitching and communication skills with corporates.

#### Operational Efficiency

**Learned** frameworks for setting goals, monitoring progress, and ensuring employee responsibility.

**Built** strong teams focusing on collaboration and problem-solving.

**Understanding** of logistics and marketing, especially in challenging contexts.

#### Leadership & Mindset

**Nurtured** leadership capabilities within their teams.

**Embraced** a sustainability mindset for long-term impact.

**Improved** awareness of the social landscape they operate within

#### Capacity Building and Resources

**Received** valuable mentorship and guidance throughout the process.

**Gained** access to funding opportunities.

**Built** essential connections, networks, and partnerships, sometimes as significant as government partnerships.