

Social Innovation in Industry 4.0
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Lecture 03
Social Innovation as a Unique Concept

Welcome to the next lecture on Social Innovation as a Unique Concept.

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In this lecture, we will be covering Introduction, then Requirement of Social Innovation, then Core Elements of Social Innovation, Characteristics of Social Innovation. These three are a bundle together. Requirements, Core Elements and Characteristics, then Types of Social Innovation, which is very important.

What are the different types of Social Innovation? What are the different types of PISA's? You will be happy to know. Same way what are the different types of Social Innovation? In the previous lecture, I covered what is the difference between Social Innovation and other Innovations.

So, here we will try to cover Types of Social Innovations, then Relationship between different sectors for promotion of Social Innovation, then Process of creating a Social Innovation, Challenges and Barriers in Social Innovation, Enabling Social Innovation Ecosystem, Ethical Consideration for Social Innovation. So, this is nowadays becoming very very important. We are all struggling because we do not have an enabling clause for

our innovation to make Social Innovation prominent. So, you will get an understanding by going through this, then Ethical which is very important, value based systems, Ethical Consideration in Social Innovation, Conclusion and a Reference book which I have used for making this lecture notes.

Introduction - What is social innovation?



Social innovation is about coming up with

- New and creative ideas to solve social problems or
- Improve the efficiency of the existing solution

to improve people's quality of life.

It can include things like **Social Innovation in Industry 4.0**

- creating new technologies, **Dr. J. Ramkumar**
- business models, **Dr. Amandeep Singh**
- policies
- Product or services

Examples:-

- *Micro/financial institutions providing banking services to the unbanked (Grameen Bank)*
- *Social enterprises working for environmental causes*

Social innovation is about coming up with

- New and creative ideas to solve social problems or
- Improve the efficiency of the existing solutions.

We can come up with new and creative or we can improve the efficiency of existing solutions, such that the quality of life of people is improved.

This Social Innovation includes

- creating new technologies
- business models
- policies
- product or services.

Some of the examples include micro financing institutions providing banking services to the unbanked or I will put it into Grameen Bank. This is an example which is coming up with a business model, and the next thing can be social enterprises working for environment costs. All these things are few examples of Social Innovation which can be done in the product or service.

So, for example, a group of students who join hands in going door-to-door understanding the need of the people or trying to reduce the water wastage. The group of students move house-by-house and look into all the taps into the house what is the current status and what is the wastage of water happens through those pipes.

They try to revive it, they try to repair it, they try to add some innovative technological house, and then they try to save water for the community and they also make an innings by doing the repair in a very very primitive price.

So, their model is monthly you give us 20 rupees, we will come and check all the pipes, the water management in your house and try to avoid water leakage.

Today, India is talking about Smart City Concepts. In under Smart City Concept water wastage is also one of the prime focus. Today, the water getting supplied to the house is meter. So, you will have to pay for every unit volume of water so much of x dollar or x rupees. So, now wastage becomes an important thing and there are people who do that.

Similarly, one of a group of students from IIT Kanpur have gone ahead and then they said they would try to clean and maintain cars with a monthly base amount of rupees 400. They will do washing of your car depending upon the status of your car. Status means the dirt condition or the outside condition of the car.

For example, if I say monthly, 4 times a week, I try to clean your car. So, then if your car is not even moving or you have not taken it for a drive. So, it is stationary, but every week I come and clean your car and go.

So, there is wastage of time, wastage of effort, wastage of water. So, the group of students, they had a social cause of reducing water, but maintaining the car exterior neat and clean. So, they clubbed these two and then they went out as a social entrepreneur to the market.

They were able to keep people safe, happy, they were also able to slowly get their business by integrating maintenance component while they clean car also into it.

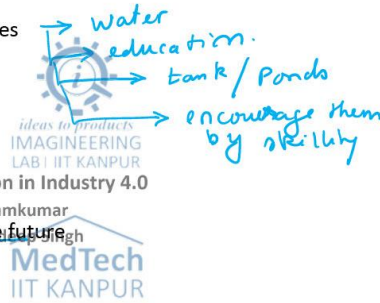
Slowly, the Social Innovation has happened and it has expanded into an entrepreneurship. It started with 3 people, today they have 100 people who go around the city, as part of their company to maintain and clean cars, a social entrepreneurship approach.

The cause, they started was to reduce wastage of water for car cleaning. An example; it is a service given, it is a betterment for the society. The previous example leaking taps can be arrested, wastage water can be arrested. They have integrated IoT to it, moment there is a continuous flow of water for a couple of minutes. Immediately, the IoT rises an alarm to the house owner saying that there is a tap which is leaking in your house continuously.

And, how does it work? They have integrated a pressure sensor and based upon the pressure, it goes high, it creates, a signal and that signal is given to your smartphone. This is also a Social Innovation and Societal Entrepreneurship integrated to it.

Why Social Innovation is required?

- Addressing complex social challenges
- Driving systemic change
- Inclusivity and participation
- Collaboration and co-creation
- Adaptability to changing needs
- Creating a sustainable and inclusive future
- Unlocking creative solutions



Why Social Innovation is very much required?

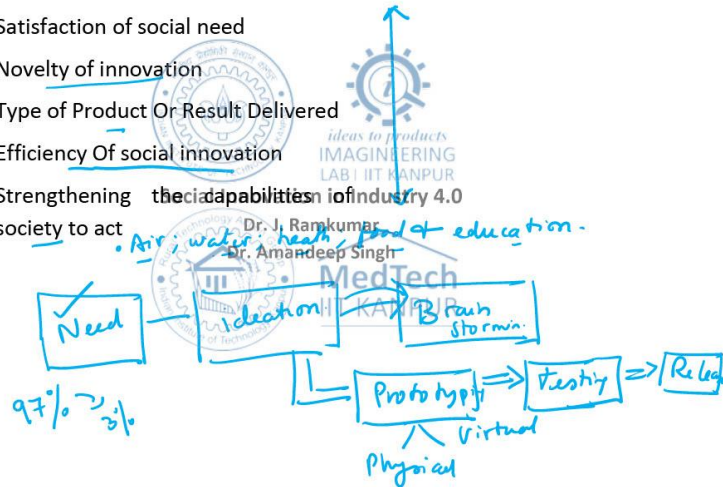
- Because, it is 'Addressing complex social challenges'. The example whatever I gave was for water. The another example whatever I gave is for education. I have given 2 things water, education. The third thing can be how to maintain the tanks and ponds without polluting it. It is addressing a complex social challenge. These are challenges, saving water is a challenge, educating people, reducing crime is a challenge. So, you try to do it as part of Social Innovation. And the next one is, people who are trying to do something, you are trying to imbibe or encourage them by skilling, trying to teach them short course to enhance their livelihood, encourage them by those small amount of skilling and bringing. So, these are all if you do, it will try to address a complex social challenge and try to remove.
- Then, 'Driving systemic changes'. The old bad practices can be changed, good practices has to be preserved, and technology has to be integrated into it, such that we drive systemic changes. I do not have to change, the system changes. Today, everybody is started using Paytm which is India's grand success. So, they are trying to integrate payment of money through a digital portal, and trying to reduce the intermediate handling of money which tries to reduce in printing of currency.

There is a systemic change requesting more and more people to use. So, today India, majority of the younger community, they use only digital money, they use digital wallet, they transact money without money getting involved intermediately. So, there is a systemic change. That innovation is required for making a systemic change.

- 'Inclusivity and participation' is very much required. As I told you co-invention or co-participation having stakeholders together. That inclusivity and participation is very much important for Social Innovation, without that you cannot do.
- Next is 'Collaboration and co-creation'. Collaboration happens between two different departments who are complementary to each other. Co-creation means you try to solve a problem along with the customer.
- Then, 'Adaptability to changing needs' is very important, from physical money to digital money, from paper to digital. Adaptability to changing needs which is very difficult, it is not so easy. So, Social Innovation is required at this place, adaptability of changing needs. Today the needs are changed, the needs are completely changed. Earlier kids used to write on a slit, then they started writing on a piece of paper. Today we have moved to start writing it on monitors, on iPads we started writing. So, now you see digitization has come up in a big way. Earlier when we used to take photograph, it was a film based, a roll based photograph. They used to be a restriction of 36. Today you can get events which are happening or changing in microseconds recorded. This is adaptability to change needs. People's requirement are different. So, change yourself. Social Innovation is required, so that it can meet the adaptability to changing needs.
- Then, 'Creating a sustainable and inclusive future'. When you are trying to look at future, tomorrow, you should look at everybody's future. You should look at a country's future, not male's future, female's future, upper class people, lower, bottom of the permit future, it should be inclusive. When there is a delta x improvement happening for bottom of the permit, the delta x also should happen for middle of the permit and top of the permit. So, creating a sustainable and inclusive future.
- Then 'Unlocking creative solutions'. So, all these things are required in Social Innovation. Because of these points, we are trying to do more and more Social Innovation.

Core elements of social innovation

- Satisfaction of social need
- Novelty of innovation
- Type of Product Or Result Delivered
- Efficiency Of social innovation
- Strengthening the capabilities of industry society to act




What are the Core Elements of Social Innovation?

So, first one is the Need, then we try to make Ideation, then we try to do lot of Brainstorming, or I would say part of Ideation is Brainstorming. Then, afterwards, we try to move towards Prototyping, then we do Testing, then we do Release to the market. These are the steps involved.

If you see, it has to be the core elements of Social Innovation. It should satisfy the unmet needs. The need is giving good health, clean air, clean water and education. These are the five needs air, water, health, food and education. These are the most important things which are generally given, and which is always an unmet need for human beings.

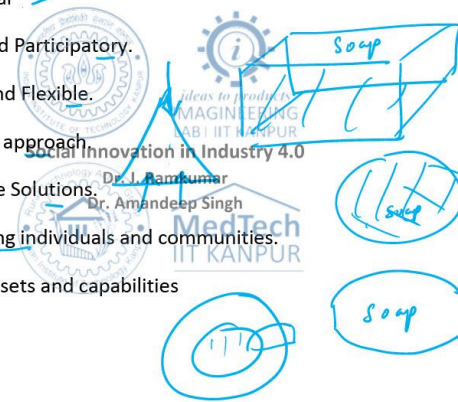
- So, the satisfaction of social needs is the first element of Social Innovation. If there is no need, then there is no innovation. You try to produce something which is not used to meet out to the customers, sorry, it is not going to get into the market.
- After doing or noting down the need you try to do ideation. What is ideation? You try to develop multiple solutions by doing brainstorming. There are so many techniques of creativity. Use those so many techniques of creativity provide a innovative idea. Innovation and invention are different. Innovation means there has to be a customer for your developed product that is called innovation. There has to be a novelty of innovation, a newness in your innovation. Innovation is not necessary that it has to be new of its kind completely. It can be mass customization to meet out to your requirement.

- Type of products or results delivered. This is prototyping. After the ideation, you try to develop prototypes and these are called types of products or prototypes. This can be both physical and this can be virtual. Then, whatever you have developed, you have to do a testing in the market, so that you try to get the feedback from the market, and then you try to release it to the customers.
- Then, efficiency of Social Innovation is another important thing and finally, whatever you release to market, you have to make sure that it is sustainable.
- Strengthening the capability of society to act. So, all these things are core elements of Social Innovation. So, satisfying customers need or societal needs, novelty of innovation, type of products, then efficiency of Social Innovation, then strengthening the capability of society to act.



Characteristics Of Social Innovation

- Intersectoral
- Inclusive and Participatory.
- Adaptive and Flexible.
- Bottom up approach
- Sustainable Solutions.
- Empowering individuals and communities.
- Develop assets and capabilities



ideas to products
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What are the Characteristics of Social Innovation?

- It has to be Intersectoral, that means to say, it has to be a combination of several sectors, intersection, intra section. It is intersection. Between two different sections it tries to look at a common space. Intra section means within that section you divide it into small subsections and do it. Here it looks at intersectional. These are the characteristics of Social Innovation. It has to have multidisciplinary that is what they are saying.
- Then, Inclusive and Participatory. Whatever you try to develop your solution should be participatory developed, that means to say you keep the customer into your loop and then try to develop the output. So, it is inclusive and participatory.

- It is adaptive and flexible. Flexible means scaling up. You make a red soap tomorrow if you want to make a white soap you should be able to make. I know the algorithm for making a soap. So, now adding ingredients are different. I know to make a box type.

Now, I would like to make a ring type soap flexible. All the soaps whatever we do are almost cuboidal in shape, maybe some of them are something like a doughnut shape. So, solid filled with and side view looks like this. Many times we hold the soap exterior. Can we think of developing a soap like this which is something like a doughnut, and here the hand or the finger can go inside and it can lock the soap, and you can use the soap like a brush and you can do it strip wise. A soap like this can be made like a ring type also.

The company should be able to think of it. Why is it? Many a times what happens, the internal portion whatever is the soap or as the soap gets thinner and thinner, we try to throw this complete solid box. So, here the amount of wastage can be reduced. Of course, this is a wild idea but you can start thinking about it. Adaptable and Flexible.

Today government of India is spending lot of money in developing ayurvedic soap for skin improvement. Again, all this knowledge is available with a tribe of people in the northern India. They try to give the recipe, that recipe is now converted into a start-up, social entrepreneurship, and it is now delivered to customers. By doing so, the tribal people have started getting some income, so that they can try to send their wards for education and having a good health care.

- Bottom up Approach. Always the Social Innovation starts from the bottom and goes up. It is not a top down approach. The approach starts from here, and as and when I go up, I try to evolve and go. The other one, top down approach is, here is a boss who says do it, and then the rest of the community does it. In Social Innovation, it always looks for bottom up approach.
- We always look for Sustainable Solutions.
- We Empower Individuals and Communities. So, this is what I said, intersectorial, inclusive, and empowering individuals are almost the same. It overlaps, inclusive and participatory, empowering individuals and communities.
- Develop Assets and Capabilities are some of the characteristics of Social Innovation.

Types of Social innovations



Social innovations have a Flexibility about their mechanism that results in different kinds of social innovations that are-

1. New Products and services
2. New Processes → Solar into business → (food/health care)
3. New Market → Social Innovation in Industry 4.0
4. New Platform → Agriculture → market → sell his product
5. New Organizational Forms → MedTech IIT KANPUR
6. New Business Models → Car → sub let for taxi correct

What are the different Types of Social Innovation? The different types of Social Innovation are:

- 1) New Product and service
- 2) New Process
- 3) New Market
- 4) New Platform
- 5) New Organization forms
- 6) New Business Model.

New products, many new products are coming up. Many herbal products are coming into cosmetic industry. The bags which are getting built are coming with new products. The wood carving, carpentry segment, cluster, they are coming up with new varieties of idols and stem tools. So, all these things are new products which are again developed by working with a community of people, skilling them, and then trying to help them to find a business, new products.

New services, Ola, Uber, online delivery of items, online delivery of food is services. Services like, lot of micro financing are part of Social Innovation which is a new service.

New processes, the way you extract, the way you transform, the raw material into a finished product is called new processes. There can be integrating of solar into the business, and business is what, the food and health care. Now, people are using it in a very very big manner, health care. So, new processes can be integrating solar into the process and developing products.

Next is New Market, finding out a niche market for selling your product. For example, you identify school going kids, college going kids, then say practicing ones, then you say middle aged people, then you say aged people or retired people, these are some of the classifications you have, you try to identify a new market with the existing one, that is one of the biggest thing in Social Innovation, identifying and developing new markets.

New platforms, platform can be digital, can be physical. A digital platform is a platform where in which you integrate with so many vendors, so many different stakeholders try to develop. The other thing platform can be, a single place where you can come, and sell your products, that also can be there. So, here you can put it in business or you can put it in platform.

So, an agriculturist produce agricultural production, comes to the market, and here the farmer comes to the market and sells his product, without any middleman they try to sell it. So, here is a single platform. This can be digital or physical. New platform is given, such that you try to produce the required output.

New organizational forms is also Social Innovation. A complete reform which is happening in improving transparent governance is part also Social Innovation.

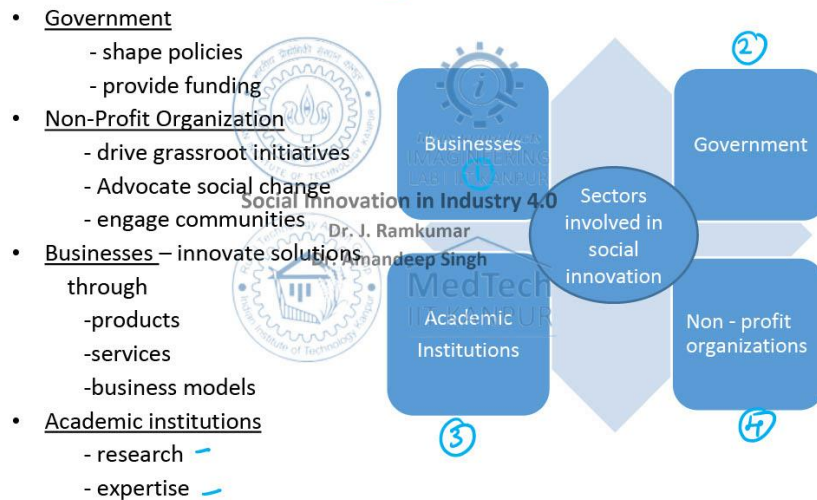
And, New Business Models also can be there. For example, I buy a car and I try to sublet my car for taxi service which is not correct, but many people do it. So, what I am doing is, I have a car, I have a customer, I try to find out the sublet business what I can do with it, or I try to come up with a model. The business model can be any.

Siru coffee, which is a coffee chain, which is started by Japanese entrepreneurs. They are basic, it is a cafe, the basic model is, you do not pay for the first coffee whatever you drink, but you pay for the next and the subsequent thing.

Their business model is, they advertise where lot of young generation come and sit in the shop or in whatever place. So, they try to promote different products, but their business model is promotion of the products in front of the younger community by providing free coffee, new business model.

Here, the students all join together and run this business, and here you also have a cooperative style. So that means, a student contribute to develop it, and then do it, business model.

Sectors Involved In Promotion Of Social Innovation



There are several Segments or Sectors which are Involved in Promotion of Social Innovation.

- 1) First one is going to be Businesses.
- 2) Next one is going to be Government.
- 3) The third one is going to be Academic Institute.
- 4) And, the fourth one is going to be Non-profitable Organizations.
 - So, when we talk about Government, the shape policies and providing fund are part of governments responsibilities.
 - When we talk about Business, the innovation solutions through product, process, business models are business, which are involved in promotion of Social Innovation.
 - What do the Non-profitable Organizations do? They try to drive grassroots initiatives. They try to find out a young fellow, or a young man, or a freshman, or a native intelligent person. They try to identify his capability and his knowledge on developing products. Then, first they try to nurture, then they try to promote him for producing innovative products which are socially relevant.
 - Drive grassroots innovators. There are several students today and these students can be college, school going students, they come up with lot of grassroots innovation.
 - Then, advocate social changes and engage communities. So, these are all the responsibilities of Non-profit Organization.

- Academic Institution, they try to do research, and they try to bring in expertise, in promoting Social Innovation into the market.

The Relationship Between Sectors for the Promotion of Social Innovation

The relationship between sectors for the promotion of social innovation is characterized by -

- Collaboration
- Resource sharing
- Policy support
- Market based approaches
- Community engagement
- Co-creation
- Scaling efforts

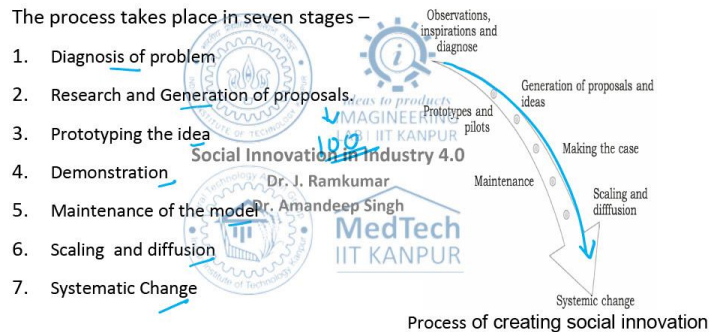
What is the relationship between sectors for the promotion of Social Innovation?

The relationship between sectors for the promotion of Social Innovation is characterized by:

- Collaboration
- Resource sharing
- Policy support
- Market based approach
- Community engagement
- Co-creation
- Scaling efforts

All these things are very much important in developing relationship between the sectors.

Process of Creating Social Innovations



Source: Luis Portales, Social Innovation and Social Entrepreneurship, 2019

When we try to see the Process Chain of Creating Social Innovation:

- 1) Diagnose the problem
- 2) Research and Generation of proposals
- 3) Prototype the idea
- 4) Demonstration
- 5) Maintain the model
- 6) Scale the model and diffuse
- 7) Systematically change

So, this is a process of creating a Social Innovation, from here to here. Let me give you another example, the village house in rural areas, there are few streets may be 10, 20, 30. It is always expected that the government comes forward in maintaining the streets, which is very difficult due to population and due to lot of other constraints. The money is not getting dispersed, the roads which are laid or the streets are not maintained properly in the villages. Because of this, improper maintenance of roads and drainages, there are always lot of disease spread, burst of disease spread. And, there is lot of people who fall down or the vehicle gets damaged very fast because of improper roads.

So, there were again a set of engineering students from a national institute started a Social Innovation and an entrepreneurship. They went to every house and they said we will try to clean up the garbage, we will try to maintain the drainage, we will try to clean up the roads, and make your roads healthy, safe to drive, and safe place to live. For which they said every month from every house they would collect a subsidy of 100 rupees.

So, 6 o'clock to 8 o'clock, a bunch of students started, going, cleaning, maintaining the drainage and so on and so forth. Slowly-slowly first they took up one street, then they

started getting four streets, now they are trying to do for several villages.

So, this social initiative is more towards cleaning and maintaining. Initially, with 100 rupees they started, today the base of people who are working for a social entrepreneurship company has increased from 3 to 300, its annual turnover is few 10 crores. No capital investment, it is only a social investment, Social Innovation. They tried to identify the problem, then they tried to generate solutions and there is nothing called new innovative solutions, and then on top of it, they also said that you can take a picture of the garbage bin, if it is full, you take a picture and send it to me. Immediately, they will send their person or truck or something, clean up the bin and replace the bin. So, all you have to do is, use technology for communication, then they take a decision, then collect it. So, diagnosing of the problem is very very important.

There is another company which is in the northern part of the Uttar Pradesh state, three students join hands and their objective is to make sure, wherever there is a public toilet, there has to be water filled in the tank, such that it gives a commune that it gives a better ambience, or it gives a healthy ambience in the bathrooms, it can be restrooms and bathrooms. So here, what they did was, they try to tie up with the government, and they said that every day they will try to make sure the water is filled in the tank, such that they do not undergo any difficulty with the customers.

They integrated IoT, they went and said our objective is only to fill up water, and by doing so, slowly-slowly they started taking a segment of money for maintenance, and now, they have become self-sufficient in running and maintaining bathrooms and restrooms in and around a particular zone. They make a huge profit and it is also trying to solve a social cause.

The research and generation of proposals are very important. First you have to clearly define the problem statement, and you have to produce multiple ideas research and generation of proposals or ideas. For a single problem there has to be at least 100 different types of solutions. Moment, you have 100 different types. In this 100 different types 3 or 4 will be viable, rest all will get integrated or it will be eliminated.

So, on that you try to develop the idea. The developed idea should be demonstrated. You should allow this demonstration to happen, it is not a one day show you come create a show and go back. You have to take it to villages, you have to take it to community of people you have to take to an inclusive society, start talking to them, demonstrate what you have developed, or you just throw the product in front of them, allow them to demonstrate for themselves what is a product, and then you go.

Then, after you demonstrate, you have to maintain the model, then once you have maintained a small model, the model should be scalable and there has to be systemic

changes which gets involved while creating the Social Innovation. Systematic changes are the ultimate.

Challenges and barriers in social innovation

- Funding ⇒ includes time.
- Resistance to change ⇒ 12 year girl, 21 year - girl, 27 year - girl → dady
- Lack of awareness and understanding
- Policy and regulatory constraint
- Sustainability
- Scaling and replication ⇒ 100 person

Logos: IIT Kanpur, MedTech, Dr. J. Ramkumar, Dr. Amandeep Singh, MedTech IIT Kanpur

What are all the challenges and barriers in Social Innovation?

- First is Funding. When I say funding, it also includes time. Today, time is something which people do not have. Everybody is fastly moving. So, we are looking at funding and time. Quick funding for a reasonable solution, for a reasonable problem, quick money coming and implementing funding.
- There are lot of people who even today resist changes for example, the marriage age of India. I am talking about my grandmother, 2 generations ago, it was 12 years for a girl they get married. And my mother, next era, she got married at the age of 21, girls get married. This was my grandmother, this was my mother. And, from 12 to 21, it took them a generation, may be 60 years, 8 years. From here, it has now gone to 27 years for a girl to get married, girl or a lady to get married. So, from here to here this could move fast in within one generation, is because of the education. Other, if the basic education is not given, it would take 80 years for a transformation to happen. People have lot of resistance to change, it can be you and me if somebody comes and says change tomorrow, it is not possible we will take time or we will try to take a least resistance path.

So, resistance to change is a big barrier, moving out of plastics today is a big barrier. It came before 25 years, we have started living with the plastics, now when we say no plastics, it is becoming tougher and tougher.

- So, resistance to change is one thing, lack of awareness and understanding, this is very important. People without even understanding, and people who are having very little awareness of a solution, what we talk is going to be the biggest barrier. Again, I would say girl students getting educated. The girl students more and more they get educated it is betterment for the society. So, lack of awareness and understanding is a major barrier for Social Innovation.
- Policy and regulation constraints. Today, all the regulatory bodies which are there, or the policies which are being drafted, are not social innovative friendly. There has to be a big change in the policy and regulatory constraints which will try to promote Social Innovation.
- Sustainability of Social Innovation is extremely difficult, I said any innovation you do in Social Innovation it has to be participatory. That means to say, every stakeholder plays a very-very important role. So, since you have so many people playing an important role. Sustainability becomes a big challenge and a barrier for Social Innovation.
- Scalability, a good model which is there is not being able to scalable or it is not repeatable which is again a barrier to make the solution financially stable. It is good in a domestic house to prepare food for 10 people and serve, persona and serve. Moment, I increase 10 to 25 persons, where I have to use the same kitchen and try to serve, it is going to be challenging. The process for 10 was easy, now when I move to 25, it is going to be challenging. From here, if I move to 100 percent, I wanted to feed them, lunch and dinner, with a domestic kitchen not going to be possible, not at all. So, whatever solutions you do, it has to be replicable. So, there is a challenge for developing solutions which can be scalable and replicable.

Enabling Social Innovation Ecosystems



It involves the following –

- Government – Establishing supportive policies and funding
- collaboration between sectors
- supportive infrastructure
- networking platform
- Culture of promoting social innovation



So, the Enabling of Social Innovation Ecosystem is, it involves the following:

- Government- Establishing supportive policies and fund.
- Government has to do Collaboration between sectors have to happen.
- Supportive infrastructure has to be there.
- Network platforms should be in existence.
- Culture of prompting Social Innovation is also important.

These are some of the enabling Social Innovation, enabling clause in Social Innovation Ecosystem Government collaborating between sectors, for supportive infrastructure networking and culture of promoting Social Innovation.

Ethical Considerations in Social Innovation



The following key ethical considerations are relevant-

- Social justice and equity implications
- Inclusion and diversity
- Responsible innovation
- Balancing profit and social impact



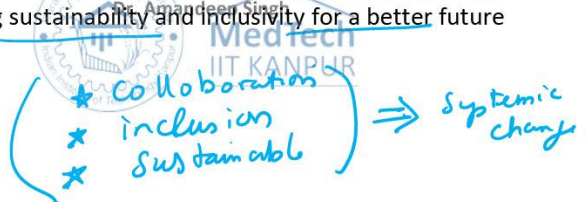
Why is ethics very important to be considered in Social Innovation? Because the following key Ethical Considerations are very relevant.

- Social justice and equity implications, Inclusion and diversity is very very important, you have to understand everybody, and you have diverse thought, diverse people, diverse thought, diverse culture.
- So, Inclusion, diversity is part of the basic human values or ethics which are to be considered in Social Innovation.
- Responsible innovation is also important. You cannot try to develop a piecemeal solution which is not sustainable, Responsible innovation.
- And, the last one is Balancing profit and social impact, amongst the participating people.

CONCLUSION



- Social innovation: Unique concept for addressing complex social challenges
- At its core - collaboration
 - inclusivity
 - experimentation
- Challenging the status quo and driving systemic change
- Prioritizing sustainability and inclusivity for a better future



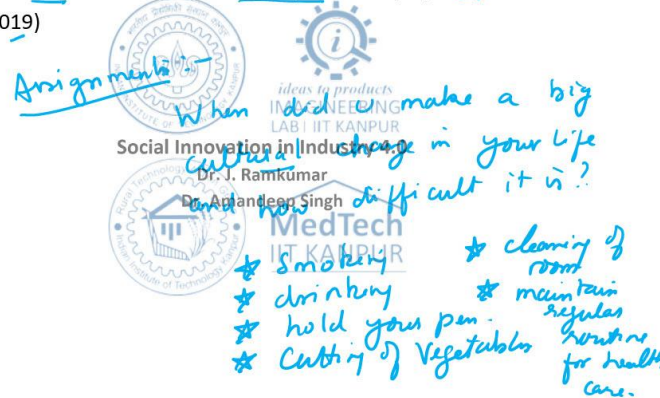
In a conclusion for this lecture, we saw:

- Social Innovation is a unique concept for addressing complex social challenges.
- At this core Social Innovation we have collaboration, inclusivity, and experimentation very important.
- Then, challenging the status quo and driving systemic change very important, driving systemic change. We saw Social Innovation, all the steps finally lead to systemic change, innovation developing, prototype, etcetera.
- Prioritizing sustainability and inclusivity for a better future is very important. If you ask me, the important words are going to be collaboration, inclusion, sustainable, solutions which leads to systemic change.

References



Book: Social Innovation and Social Entrepreneurship by, Luis Portales,
(2019)



The reference for this particular lecture is been taken from the Social Innovation and Social Entrepreneurship by Luis Portales, which was published in 2019.

So, here is an assignment for you. Here, you would like to see when did you make a big cultural change in your life and how difficult it is? For example, you would have done smoking, drinking, holding your pen, cutting of vegetables, cleaning of room, maintaining regular routine for health care. You are there in one particular chain and you have been practicing.

Now, I am asking you when did you change from the existing to the new development which has a cultural change in you, and then how difficult or how easy is it. Because here, when we do Social Innovation, we always say that it is always for the betterment and you have to be inclusive and diversity should inclusion and diversity should be maintained and you should have a systemic change which is very important for you.

So, as part of this assignment, I would request you to do this exercise, make a small report, two page report or a three page report, try to write down what are all the difficulties you faced, how difficult or easy for you to do that change.

Now, you will understand how do you expect a common man, for whom you teach and expect him to change him to change. Though, it is very easy to say change yourself, but it is very difficult to put it in practice. So, the Social Innovation to a large extent fails miserably because the systemic changes are not inclusive. Thank you.