

Press Release

**Pranshu Singhal of KARO SAMBHAV
Wins the 12th Social Entrepreneur of the Year (SEYO) Award - India 2021, presented by
Prof. K. VijayRaghavan, Principal Scientific Adviser to the Government of India**

Noida, October 7, 2021: The Schwab Foundation for Social Entrepreneurship, the sister organisation of the World Economic Forum, and the Jubilant Bhartia Foundation of Jubilant Bhartia Group today conferred **Pranshu Singhal of KARO SAMBHAV** with the prestigious Social Entrepreneur of the Year Award - India 2021. The award was presented by **Prof. K. VijayRaghavan, Principal Scientific Adviser to the Government of India** at a virtual ceremony in presence of eminent personalities from different fields from across the world.

Felicitating the winner and congratulating the finalists of this year's SEYO Award India 2021, **Prof. K. VijayRaghavan, Principal Scientific Adviser to the Government of India** said, *"This global pandemic has been a major crisis and the social entrepreneurs have come forward in each section of the society as emergency rescuers for the most vulnerable, by stretching their means to the maximum possible. We need to take important lessons from these change makers working at the grass-roots offering unique solutions to seemingly impossible challenges. Recognising their ideas, work and contributions towards solving challenges will help them scale their work and increase their efficiency. I compliment the Schwab Foundation and the Jubilant Bhartia Foundation for this unique initiative of recognising these social entrepreneurs for over a decade now."*

The SEYO India Award 2021 winner Pranshu Singhal from Karo Sambhav is working to make circular economy possible and is enabling enterprises to close their material loops. Karo Sambhav covers e-waste, plastic packaging waste, battery waste and glass and continues its exploration towards less scrutinised sectors like mattresses and textiles. Pranshu aims to shape and catalyse the set-up of a well-governed and accountable end-of-life waste management industry with transparent practices.

Ms. Hilde Schwab, Co-Founder and Chairperson, Schwab Foundation for Social Entrepreneurship and Professor Klaus Schwab, Founder & Executive Chairman of, World Economic Forum and Co-Founder of the Schwab Foundation for Social Entrepreneurship commended the role of social entrepreneurs and congratulated the winner & finalists. They shared, *"The global pandemic has emphasised the critical role of social innovators in identifying urgent needs and responding to realities on the ground. This year's winner and finalists of the Social Entrepreneur of the Year India Award represent the ethos of social innovation and entrepreneurship. They are actors who have selflessly dedicated their lives to improving the state of the world by reaching and strengthening marginalised communities on the fringes of society. Social innovators are pioneering agents of change, revitalising the*

way our institutions operate, and are critical to achieving a more equitable world. The Schwab Foundation for Social Entrepreneurship is proud to have been partnering with Jubilant Bhartia Foundation over the past 12 years to award social innovators from India who are not only driving change but are also shifting systems towards a more inclusive and sustainable future.”

Applauding the winner and the finalists, **Mr. Shyam S Bhartia, Chairman and Founder and Mr. Hari S Bhartia, Chairman & Co-Founder, Jubilant Bhartia Group and Founder Directors of Jubilant Bhartia Foundation** said, *“The pandemic brought to the forefront the extraordinary role of social entrepreneurs as front line workers and showcased their vast reach and penetration in the country. The social entrepreneurs have acted as Corporate India’s implementation partners, working hand-in-hand. Despite the shattering second wave of COVID-19, this year we received close to 100 diverse submissions out of which 28 were women social entrepreneurs & two of them have been selected as finalists. The award submissions reflect the indomitable spirit and resilience of the social entrepreneurs. The social entrepreneurs have also set an example for collaborative efforts worldwide by displaying the power of working together and leveraging each other’s strengths. To amplify the work of these social entrepreneurs especially on post COVID rehabilitation, we now part of the World Economic Forum’s initiative - the ‘COVID Response Alliance for Social Entrepreneur’s. The alliance will provide a platform to showcase the work done by the social entrepreneurs in India as well as globally. Kudos to all our finalists and the winner who have made through several stringent rounds of evaluation. This year marks the 12th year of our strong partnership with the Schwab Foundation for Social Entrepreneurship. Over the years we have seen over 1700 high impact submissions. We stay committed to recognising and empowering these high spirited individuals in their endeavours.”*

Pranshu Singhal on winning the SEOY Award India 2021 shared, *“We are today in the decade of action. We need a movement where people, organisations, enterprises, governments collaborate and co-create solutions. I thank the SEOY India Award for kick starting the journey of making things circular. This award will go a long way in helping us be a catalyst in this space.”*

Pranshu Singhal from Karo Sambhav will join the Schwab Foundation for Social Entrepreneurship’s Community, the world’s largest and prestigious network of social innovators from around the world. The winner of SEOY Award also participates in World Economic Forum (WEF) events which offer unique opportunities to engage with global decision-makers from the public, corporate, media, academic and civil society sectors. **The other finalists of SEOY Award India 2021 were Dr. Aparna Hegde from ARMMAN, Seema Prem from FIA GLOBAL and Dr. Shuchin Bajaj from UJALA CYGNUS.**



The SEOY Award aims to recognise promising and successful social entrepreneurs, who are key enablers of inclusive growth addressing challenges in numerous areas with excellence in large-scale, system change models. The SEOY Award - India has established itself as one of the most reputable awards for social entrepreneurs in India. This year the award celebrates its 12th year. In 2010, the Schwab Foundation for Social Entrepreneurship and Jubilant Bhartia Foundation came together to promote social innovation in India through the Social Entrepreneur of the Year (SEYO) Award – India and has since recognised and supported the growing field of social innovation in India.

This year's jury members for the award included, **Ms. Shobhana Bhartia**, Chairperson & Editorial Director, HT Media Ltd; **Ms. Hilde Schwab**, Chairperson & Co – Founder, Schwab Foundation for Social Entrepreneurship; **Mr. T V Narendran**, CEO & Managing Director, Tata Steel Ltd & President, CII; **Ms. Sudha Pillai**, Former Member Secretary, Planning Commission, Government of India; **Mr. P R Ganapathy**, Regional Director, Stanford Seed, India; **Ms. Rohini Nilekani**, Chairperson, Arghyam Foundation; **Ms. Ashraf Patel**, Founder, Pravah & Commutiny Youth Collective Winner SEOY 2020 and **Mr. Ramraj Pai**, Chief Executive Officer, India Impact Investor's Council (IIC).

About the winner:

Pranshu Singhal from Karo Sambhav aims at making recycling a way of life in India and beyond. The organisation is working to make circular economy possible by building systems, platform, and infrastructure for end-of-life (eol) waste collection and recycling, and utilisation of recovered materials. It is creating an inclusive social movement, which drives long-term behaviour change, ensures participation from different sections of the society, is supported by the producers and provides a fair value and opportunity to all the stakeholders involved in the waste management value chain. It collaborates with producers on circular economy and EPR frameworks for multiple waste categories.

Through pioneering practices, and strategic alliances with organisations like IFC, GIZ, ILO, WEEE Forum, PACE, Karo Sambhav's programmes are helping shape contours of the eol waste management industry. Together with the world's leading CPG brands, Karo Sambhav launched India's first industry-led venture to solve the plastic waste crisis. It is the first organisation in the country to design and implement solutions for nationally regulated as well as voluntary waste streams. It covers e-waste, plastic packaging waste, battery waste and glass and continues its exploration towards less scrutinised sectors like mattresses, textiles.

A critical aspect of Karo Sambhav is its engagement with the informal sector (waste pickers, and aggregators). It has helped increase the average incomes of the marginalised informal waste pickers by providing them a fair value, built capacities and created livelihoods. Karo Sambhav's technology platform (mobile and web-app) gives it an edge by establishing



transparency and traceability across the waste value chain and allows multiple stakeholders to be on a single platform. Karo Sambhav has collected and enabled responsible recycling of over 23,000 MT of e-waste and plastics waste in the past four years and has prevented 21,100 MT of CO2 emissions. It has engaged with over 3,000 schools, over 500 bulk consumers, more than 5,000 informal workers in over 60 cities across 29 States of India.

Note to the Editors:

Schwab Foundation for Social Entrepreneurship was co-founded by Hilde Schwab and Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum. For over twenty years, the Schwab Foundation for Social Entrepreneurship has supported the world's leading social innovators in their efforts to create a more just, equitable, and sustainable world. The Schwab Foundation provides unparalleled platforms at the regional and global level to highlight and advance leading models of sustainable social innovation.

Learn more at www.schwabfound.org and follow on:

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Jubilant Bhartia Foundation (JBF), established in 2007, is the not-for-profit organisation of the Jubilant Bhartia Group. It focuses on conceptualising and implementing the Corporate Social Responsibility initiatives (CSR) for the Group. The Jubilant Bhartia Foundation's activities include various community development work, healthcare programs, cultural and sports events, environmental preservation initiatives, vocational training, women empowerment, educational activities and promotion of Social Entrepreneurship.

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