

Emerging India Research Program

Creating Impactful Leaders for Emerging India

The Emerging India Research program is unique in that empowers highly driven high school students to understand the significant disruptions taking place in Emerging India and to deep dive into them by creating a research-based article. Students are mentored by industry experts, and learn to write and publish research articles.

Brought to you by
The Village Square,
from TRIF (Transform Rural India Foundation)



in partnership with Futureworks Consulting

“Someone's sitting in the shade today
because someone planted a tree a
long time ago.”

Warren Buffet

Innovation in India's Rural Economy: Disruptive Business Models are Stimulating Inclusive Growth

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Rural Economy is Large & Growing

India's rural economy is 46% of GDP and growing steadily at 10% p.a., supported by government and private sector improvements to physical & digital infrastructure.

Agricultural economy is on the cusp of massive disruption

Companies that address inefficiencies across the value chain will have explosive growth potential and technology will drive the agriculture value chain.

Financial Inclusions is a big focus

The sector needs faster and better access to financing. Innovative business models and technology adoption is driving access to microfinance, agri, and consumer loans.



Surge of Start Ups Focused on Rural India

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New players are offering technology-based solutions like offtake marketplaces, storage and transportation services, and agronomy advisory services.

Large traditional players are adopting technology to reduce operational costs and scale, either by developing in-house solutions or by partnering with emerging players.

Several global tech giants (e.g., IBM, Microsoft) see this space as a new growth opportunity and are investing in innovative solutions for crop health monitoring and yield estimation.

Valuation: \$3.5 billion

The logo for Indigo, featuring a red circle with a white dot inside, followed by the word 'indigo' in a bold, blue, lowercase sans-serif font.

Agronomy advisory, quality testing to increase yields & a marketplace to connect buyers and sellers.

Valuation: \$815 Million

The logo for Ninjacart, featuring the word 'ninjacart' in a bold, green, lowercase sans-serif font.

Pioneers in the tech-driven supply chain space for fresh produce

Transformation of Rural India is Creating Big Opportunities for Future Leaders & Entrepreneurs

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But our media isn't covering this (only 2% of stories are on rural India) and our curriculums can't capture it either, leaving urban educated youth in the dark about Rural transformation

We must give today's youth a preview of the significant opportunities arising from the transformation of Rural India – ranging from Agritech to Women Empowerment to Financial Inclusion.

Agritech

HealthTech

EduTech

**Women
Empowerment**

Livelihoods

**Financial
Inclusion**



VILLAGE SQUARE
Stories & Insights from Rural India

To become the type of leader who plants the tree (not the follower who sits in the shade)

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Understand Emerging Trends



**Build Research Skills,
Fundamental to Innovation**



**Learn to communicate your
ideas with passion & purpose**



VILLAGE SQUARE
Stories & Insights from Rural India

Introducing the Emerging India Research Program (EIRP)

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A unique program designed to give students

**Deep Insight on
how Rural India is
Transforming**

**Important for the next
generation of leaders
and entrepreneurs**

**Research &
Writing Skills**

**21st century skills
critical for success in
college & beyond**

**Industry
Mentorship**

**To hone students skills
and direct their
passion**

Program Structure

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In this unique program students not only gain exposure to industry experts, but learn how to write a research-based article and have the opportunity to get it published

1 Week Program

Build deep insight into Emerging Opportunities
Learn how to write an impactful research article

2 Month Mentorship

Under the guidance of Industry Experts, students develop an effective research article

Publish Research- Based Article

Top articles will be published on The Village Square
Students will be advised on other places to publish their articles

1-on-1 guidance session

Students are guided on how to take their passions forward

Overview of One Week Program

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Deep Dive Into Opportunities emerging in Rural India

- Education
- Health
- Livelihood
- Women Empowerment
- Financial Inclusion
- Agritech

How to develop a Research Based Article

How to select a Topic for an Article and conduct a literature review

Students Select a topic and present their idea for feedback

How to Find Evidence to develop and support your argument

How to interview sources

How to write impactful Headlines, Sub Headlines, Body Paragraphs and Conclusions

How to Develop a Photo Essay

Pairing up with Mentors

Structure of 2 Month Mentorship

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Having been trained in how to write a research based article and create a photo essay, students embark on creating their piece.

They will have 2 months to complete their article/photo essay during which time they will have 5 group mentorship sessions to gain feedback on refining

- ▶ the topic and line of argument they are pursuing
- ▶ structure and sources they plan to use
- ▶ any problems/difficulties they are having in putting together a cohesive piece.

Publish Research-Based Article

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- ▶ The best articles will be published in The Village Square.
- ▶ We will also conduct a one hour 1-on-1 session to help students understand
 - ▶ How they can get their article published on other platforms
 - ▶ How they can take their interest and ideas forward and reflect that in recommendations and essays.

10 000+

students (1-on-1 & workshops)

97.5%

of students get into one of
top 4 choices

\$15M

in Scholarships

500+

Offers to Ivy's

98%

of students invited to
Oxbridge for interview

100%

of students invited to
Oxbridge for interview in
2021-22 were admitted



Where waste 'lights up' villages

Jency Samuel | Dec 16, 2022

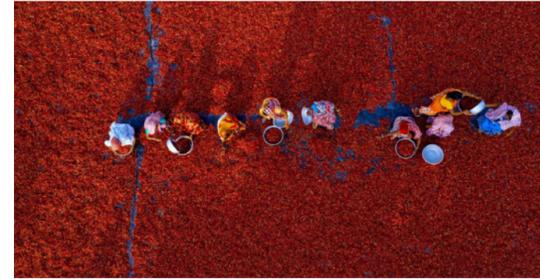
While waste disposal is a huge problem – moved from neighbourhoods to dump yards – villages in Tamil Nadu are turning their wet waste into biogas to generate electricity.



Teachers turn rural house fronts into classrooms

Gurvinder Singh | Oct 30, 2020

Teachers of a government school in a Jharkhand village have turned exterior walls of mud houses into blackboards and raised platforms into seats, to ensure students continue their education



Rural women farmers plough their way to financial freedom

Rakhee Roytalukdar | Jan 04, 2023

With a good push from self-help groups and NGOs, women who had never stepped out of their house without a man, are now earning a decent living and a lot of respect from farming.



Money blooms in India's 'flower village' of Nikamwadi in Maharashtra

Hiren Kumar Bose | Dec 30, 2022

Farmers have almost abandoned water-thirsty sugarcane for more colourful, and profitable, crops – marigold and chrysanthemum – which fetch them around Rs 10 lakh a year.



Digital tech in curriculum enriches participatory learning

Shruti Dutta | Sep 11, 2019

By enabling teachers design applications and help students create artifacts, best practices in use of technological tools can facilitate contextualized learning and its application



Want bumper paddy harvest? Breed fish, say Bihar farmers

Mohd Imran Khan | Nov 22, 2022

Digging ponds to breed fish as a livelihood brings multiple benefits to Patna farmers - fish pond water for irrigation, reduced use of chemicals and reverse migration to name a few.



Tinker labs kindle rural kids' technical creativity

Tazeen Qureshy | Apr 11, 2022

By learning to code and tinker with salvaged electronic items, children in rural Odisha are getting hands-on learning, fostering curiosity and honing their natural scientific innovation to grasp lessons beyond the curriculum.

Faculty & Mentors: Program Director

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Kavita Singh
CEO, FutureWorks
Coached 10,000+
students

BA, Oxford University
MBA, Columbia
Business School

Kavita founded Futureworks to help students become high achievers and live with purpose and passion. Kavita studied at the world's most competitive universities and was recruited by top companies in the US such as Mars, Colgate-Palmolive, and WebMD where she won several key performance and leadership awards for her ability to drive innovation and achieve outstanding results.

Understanding what it takes to succeed in college admissions and in your career, Kavita founded Futureworks to enable students to achieve their highest potential. Kavita has worked with 10,000+ students and designed a 4 credit college course for IES Abroad, helped to design and pilot a high school program on Entrepreneurship with Columbia Business School. She has sat on research approval committees for SIT Abroad and several other scholarship committees, such as those run by TGELF and the Oxford and Cambridge Society of India.

Under her leadership Futureworks has worked with schools, colleges & organizations such as The Shri Ram School, Doon School, Scottish High, OP Jindal University, Shiv Nadar University, Teach for India and McKinsey India to deliver workshops and with The Princeton Review in India (Manya Group) to train their counselors.

Faculty & Mentors

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Country Director,
Digital Green



KRISHNAN PALLASSANA

With 20+ years of international experience in low carbon, climate resilience & sustainable development Mr Pallssana was previously COO, Population Foundation of India

Senior Agritech
Consultant



ADITYA SETHI

Investment banker turned social entrepreneur, Aditya worked with Barclays Investment Bank & TD Asset Management and then became Co-founder & CTO, Loop & also MD, Technology, Digital Green

Director,
Project Concern International
India, Health & Nutrition



DR AMRITA MISRA

Before joining PCI India, Dr Misra worked with John Snow India as Senior Technical Advisor, the UN and WHO

Director,
YouthHub



VINAY KUMAR

An international development professional with 35+ years' experience in public, private and non-profit sectors primarily in Asia and Africa. He has led large international nonprofits to exponential growth ad India director at PATH, Regional lead for Asia/Near East at University of North Carolina at Chapel Hill, USA, an Advisor at Ministry of Science & Technology, an officer at the Reserve Bank of India and as Chief Operating Officer at Digital Green

Faculty & Mentors

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Chief Editor & Producer



LYNDEE PRICKETT

International journalist and award-winning digital storytelling pioneer, Lyndee also co-hosts the critically acclaimed world news podcast for kids, [Newsy Pooloozi](#), with her ten-year-old desi daughter. She also contributes to *Monocle*, the *New Statesman* and BBC regional radio, where she first started her career. Lyndee has extensive international media experience working with Thomas Reuters for 10+ years.

Associate Dean (ex).
& Consultant



SWATI SETHI

Swati was Associate Dean, PGDM-Rural Management at Prin. L.N. Welingkar Institute of Management Development and Research and is now a Consultant at Village Square while also pursuing a thesis on the buying habits of rural consumers

Yale Academic



UDIT BERY

With a undergraduate and postgraduate degree from Oxford University, Udit is now at Yale where he teaches first year students and is pursuing his PhD.

Oxford University Press

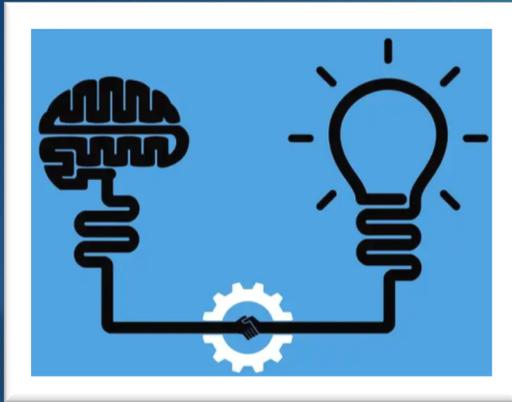


VINAYAK DEWAN

With an MsT in English from Oxford University, Vinayak now works with Oxford University Press and was a Founding Member of AshokaX

Skills Learned

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- Research
- Critical Thinking
- Media & Information Literacy
- Writing
- Communication
- Disruptive Mindset

Transform Rural India Foundation & Village Square

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Village Square is a unique platform by the Transform India Foundation to share stories and insights about rural India.

TRIF is supported by

Bill & Melinda Gates Foundation

Tata Trusts,

Azim Premji Philanthropic Initiatives

Ikea Foundation

Standard Chartered

Aspen Institute

CAF America

& many others

TRIF works across

4 states

73 districts

18,000 villages

Village Square: Editorial, Data Intelligence Unit and Youth-Hub

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Editorial

The Village Square is driven to find insightful stories coming out of rural India, too often ignored by mainstream media.

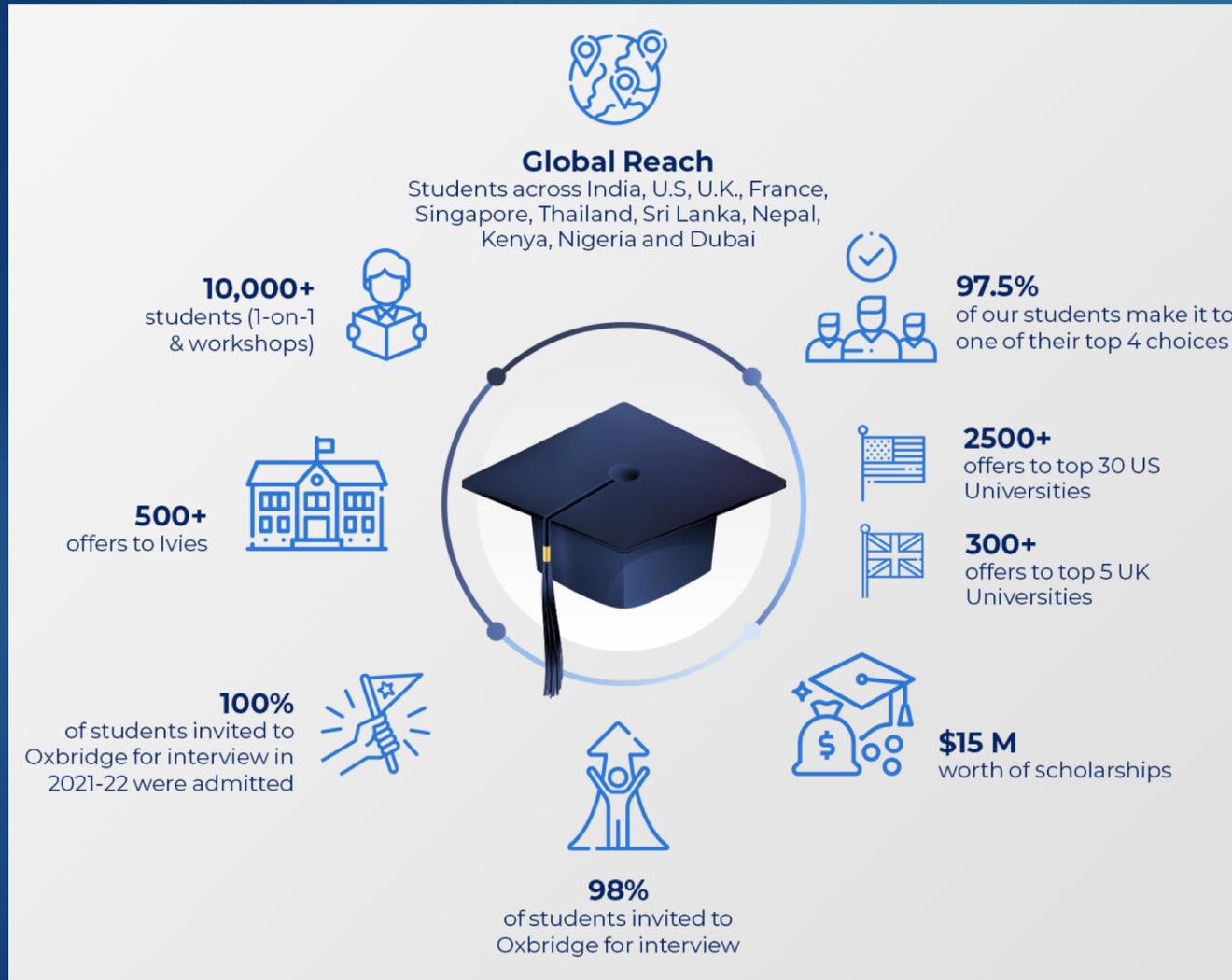
Data Intelligence Unit

DIU specializes in evidence based insights that create impact for governments and non-profits.

DIU also has a Data Policy fellowship programme for early-career professionals

Youth-Hub

Youth Hub aims to sensitize urban educated youth to issues, problems, complexities and opportunities of rural India and the development space. Youth Hub has launched several successful programs from internships to a Rural Media Fellowships for experienced journalists.



PROGRAMS DEVELOPED INCLUDE:

- Columbia Business School's Global Entrepreneurship Program for High School Students
- 4 credit college course for IES abroad
- Critical Thinking and Research Program for Vasant Valley School
- FutureAchiever's Program to Develop Curiosity & Motivation

The Opportunity to Transform Rural India is Now

