

PURPLE INNOVATIONS



illustrations by
Rising Flame
and Sightsavers

“Problem solving to build innovative and sustainable solutions for and by people with disabilities”



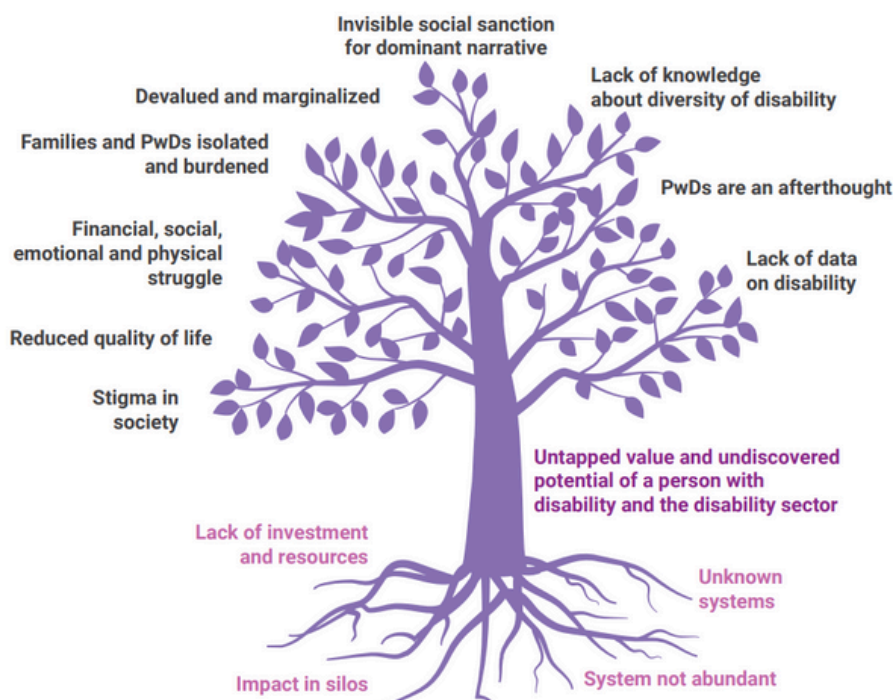
Introduction

Disability in India remains a deeply challenging issue, affecting millions of people across the country. Many individuals with disabilities still face barriers in their day-to-day lives. These barriers range from lack of access to proper healthcare and education to limited opportunities for meaningful employment and so on. In rural areas, such issues are even worse with poor healthcare facilities, inaccessible public transportation, and a general lack of awareness about the rights of people with disabilities.

The name "Purple Innovations" embodies a powerful commitment to inclusion, accessibility, and empowerment. Purple symbolizes the inclusion of people with disabilities, representing their experiences and journeys and transforming it into a badge of identity and pride for disability communities. Developing a "purple economy" has the potential to create hundreds of thousands of entrepreneurial opportunities, as disability support systems become integral to mainstream activities.

The Purple Economy emphasizes making the needs of persons with disabilities visible to various societal actors—civil society, government, and markets. It encourages innovation and entrepreneurship to address unmet needs, tapping into significant economic potential. This initiative shifts the perception of disability from viewing individuals as dependent to recognizing them as active contributors. A core principle of the Purple Economy is empowering persons with disabilities to actively shape their own opportunities. Ultimately, the Purple Economy aims to integrate individuals with disabilities into the economic and social fabric of society, ensuring equal opportunities for contribution, growth, and influence in their environments.

PROBLEM TREE OF THE DISABILITY SECTOR



Graphic by Enable India

About the Challenge

EnAble India is a not-for-profit organization working for economic independence and dignity of persons with disability (PwDs) since 1999, impacting thousands of PwDs and stakeholders. In the past 24 years, EnAble India has collaborated with 810 companies, 234 partner organizations across 1364 locations in more than 100 countries and impacted almost 5 Lakh individuals including persons with disabilities and their families in 35 states and union territories in India.

SELCO Foundation was established in 2010, as a not-for-profit organization. The foundation focuses on climate smart solutions for under-served communities. The three key pillars of the foundation are ecosystem building for innovation and scale and enterprise incubation.

The **Purple Innovations** is a challenge where EnAble India and SELCO Foundation ('We'/'Our') jointly aim to foster inclusive entrepreneurship by building innovative, sustainable, and accessible solutions for and by person with disabilities (PwDs). This initiative is part of a broader strategy to **enable equitable access to self-owned livelihoods and address the multidimensional poverty that person with disabilities often face at scale.**

Our collective mission is to ensure an accessible, inclusive and equitable future for Persons with Disabilities now!

Challenge Overview

We are looking for persons with disabilities, designers/ engineers, enterprises and individuals with sector level passion and interest in solving and finding solutions for persons with disabilities accessing livelihoods and essential services in rural contexts.

What we are offering

Build Capacity with EnAble India + SELCO Foundation network and systems thinking approach



Access knowledge resources



SUPPORTS

10-12 Solutions
(3-5 members* each)



Award monies upto INR. 20 Lakhs/Solutions



Connect with mentors and experts

Access to Problem statement + Learn from PWD peers and grassroots NGOs



Selected finalists will receive a range of support, including:

- Award money to further develop and implement their solutions
- Access to networking and collaboration opportunities
- Promotion and visibility for their innovations

Note:

SELCO shall have the right to determine the award money awarded to each participant.

Processes & Timeline



Thematic Areas of the Solution

Solutions for Person with Disabilities in rural communities can include products or product-service systems, specifically hardware-based, addressing the needs of people with disabilities, various age groups, and vulnerable populations.



Livelihood Solutions: Develop affordable technology solutions that enhance the livelihoods of people with disabilities, focusing on sustainable income-generating activities.



Accessibility Solutions: Design to enable access to livelihoods like mobility, built environment, assistive tech etc. solutions that improve efficiency, accessibility, and independence (bridge gaps in day-to-day functioning of a business/ learning gaps for individuals) across geographies and terrains.

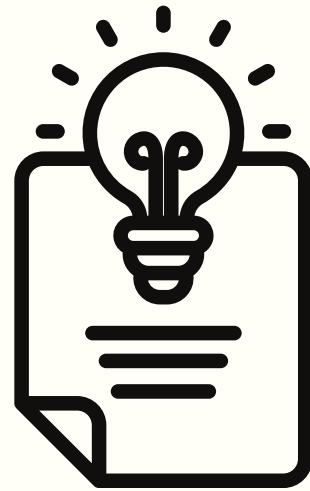


Learning Solutions: To ensure access to ecosystem services like financing, trainings, marketing etc. to support kickstarting a business as well as making existing livelihoods efficient and successful.

Category of Applications

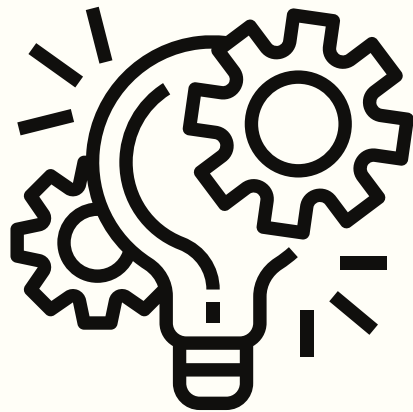
CATEGORY 1

Propose an idea/concept, with a vision statement, problem statement with estimation of need and demand; idea or concept description in written or video format, images, drawings of the idea/concept, 2D or 3D sketches and models.



CATEGORY 2

Propose a solution which is in prototype or MVP or production stage which must have a Vision Statement, problem statement with estimation of need and demand; detailed description of solution, in written or video format and images of the solution.



**Scan Here For
Apply**

WHO CAN APPLY?

Applicants can be enterprises, individuals, technology developers and innovators (each team must have a core team member with disabilities*).

Post selection, the participating teams can change the individuals involved by sending an email to catalysetech@selcofoundation.org with the title Purple Innovations – Change of Team Members. This email shall include the details of the new participant of the team along with the details of the old participant who is no longer participating in the challenge.

The award will be given to the selected applicants who have registered for the challenge. Applicants are required to submit all requested compliance documents to SELCO Foundation as per legal requirements.

Applicants who are NGOs cannot apply for this challenge. Any application received from an NGO cannot be considered.

*The organizers can help connect you if requested during application process

Register via the registration [link](#) here

Applicants will be required to fill out the following details accurately on or before 10 pm on 30th November 2024:

- Name; Names of core team members and links to public profiles
- Organization Name (if applicable):
- Email Address; Address (including state and city); Contact Number
- Relevant Thematic Areas; Problem statements with estimation of need and demand
- Title of your solution; Vision Statement
- Stage of your solution (Idea/Prototype/MVP/Production)
- Brief Overview of Proposed solution; Working video or photos of solution or a Deck
- Type of Support required (Gap support, mentoring, prototype and field testing etc.)
- All documents submitted must be within 2 MB.

Note:

- The applications will be reviewed and moved to the next stage on a rolling basis.
- Once selected, applicants will be involved in knowledge sessions
- The selected applicants will undergo a service agreement with SELCO Foundation before the award money is transferred.

FAQ

1. What is the Purple Innovations Challenge?

The Purple Innovations Challenge, launched by EnAble India and SELCO Foundation, aims to promote inclusive entrepreneurship by building innovative and sustainable solutions for and by people with disabilities (PWDs). The challenge encourages the development of assistive and livelihood hardware technologies that empower PWDs, particularly in rural and underserved areas.

2. Who can apply to the challenge?

Applicants can be enterprises, individuals, technology developers and innovators (each team must have a core team member with disabilities*).

The participating teams can change the individuals involved upon informing us by sending an email to catalysetech@selcofoundation.org with the title Purple Innovations – Change of Team Members. This email shall include the details of the new participant of the team along with the details of the old participant who is no longer participating in the challenge.

The award will be given to the selected applicants who have registered for the challenge. Applicants will be asked to submit all requested compliance documents to SELCO Foundation as per legal requirements.

Applicants who are NGOs cannot apply for this challenge. Any application received from an NGOs cannot be considered for this challenge.

The organizers can help connect you if requested during application process

3. What is the aim of the challenge?

The challenge aims to foster inclusive entrepreneurship by building innovative, sustainable, and accessible solutions for and by person with disabilities (PWDs). This initiative is part of a broader strategy to enable equitable access to self-owned livelihoods and address the multidimensional poverty that PWDs often face at scale.

4. What types of solutions can be proposed?

Solutions for Person with Disabilities in rural communities can include products or product-service systems, specifically hardware-based, addressing the needs of people with disabilities, various age groups, and vulnerable populations.

- **Livelihood Solutions:** Affordable tech solutions to enhance sustainable income-generating activities for PWDs.
- **Accessibility Solutions:** Solutions that bridge gaps in mobility, built environments, and assistive technologies.
- **Learning Solutions:** Solutions that provide access to essential ecosystem services like financing, training, and marketing to support and scale livelihoods for PWDs.

FAQ

5. What types of awards are available?

The challenge offers award money for up to 10–12 applicants, with award monies up to INR. 20 Lakhs/Solutions*. Total prize money of the challenge INR. 2 Crore

*SELCO Foundation shall have the right to determine the amount awarded to each participant.

6. What kinds of support can be expected?

- Build Capacity with EnAble India + SELCO Foundation's network and systems thinking approach
- Access knowledge resource
- Connect with mentors and experts
- Access to Problem statement + Learn from PWD peers and grassroots NGOs
- Award money to further develop and implement their solutions
- Access to networking and collaboration opportunities
- Promotion and visibility for their innovations

7. What are the selection and disqualification criteria?

Solutions will be evaluated based on their:

- Relevance to the problem statement
- Innovation and sustainability
- Impact on PWDs, particularly in rural or underserved areas
- Feasibility and scalability of the solution

Disqualification Criteria includes but is not limited to*:

- In the event the Participants provide any misinformation the Participant is liable to be disqualified from the challenge.
- If the solution provided is not in relation to hardware-based solutions.

***SELCO Foundation and EnAble India shall have the right to disqualify any participant at its sole discretion. Further, in the event a selected participant becomes ineligible or does not comply with the terms of this challenge for any reason, the participant shall be disqualified immediately.**

FAQ

8. Who all will be the Jurors for each session?

The initial evaluation will be conducted by a panel consisting of members from SELCO Foundation and EnAble India. The final pitching session will be with a jury of experts in the sector.

9. How will I receive selection updates?

You will be informed about the selection results via email or phone call within two weeks of shortlisting (which will be on a rolling basis).

10. What knowledge sessions are planned and what will the sessions cover?

The knowledge sessions (online or offline) are designed to engage with shortlisted candidates after the initial evaluation.

- Technical sessions for product development/ product refinement
- Design thinking workshop
- System thinking workshops
- Scaling & Operations
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Disclaimer:

- This challenge will not involve any introduction or networking with Venture Capitalist, Incubators and so on.
- Learning Sessions are not mandatorily conducted. EnAble India and SELCO Foundation shall have the right to not conduct such sessions at their sole discretion.
- You own all the information you submit to us through your application. SELCO and EnAble India shall process and treat all information submitted to us in accordance with applicable laws.
- Selection of the applicants is prerogative to SELCO Foundation and EnAble India only. A participant can be disqualified under any circumstance and SELCO and EnAble India shall have the right to not provide any explanation in this regard.
- SELCO and EnAble India shall not be held liable for any wrong or misinformation provided by the participants. The Participants shall be solely held liable and shall further indemnify and protect SELCO and EnAble India from any third-party claims in relation to the participants misinformation.

Apply [here](#) for Purple Innovations

In partnership with



Application will be open till 30th November 2024

FOR QUERIES CALL AND WHATSAPP ON: **+91 76191 26028**
EMAIL US ON: **catalysetech@selcofoundation.org**