



# Scaling Grassroots Innovations

Insights from Pilot Interventions in  
Indian Villages

**Authors:** Prathyusha T, Ankit Somra, Anamika Dey, Ramadevi G, Anil K Gupta, Uday B Desai

# GRIPP: A Joint Initiative

## Unmet Needs

Addressing challenges in rural communities.

## Collaboration

Grassroots Innovators leveraging Suzuki's resources and networks through civil societies (GIAN).

# Sourcing and Shortlisting

1

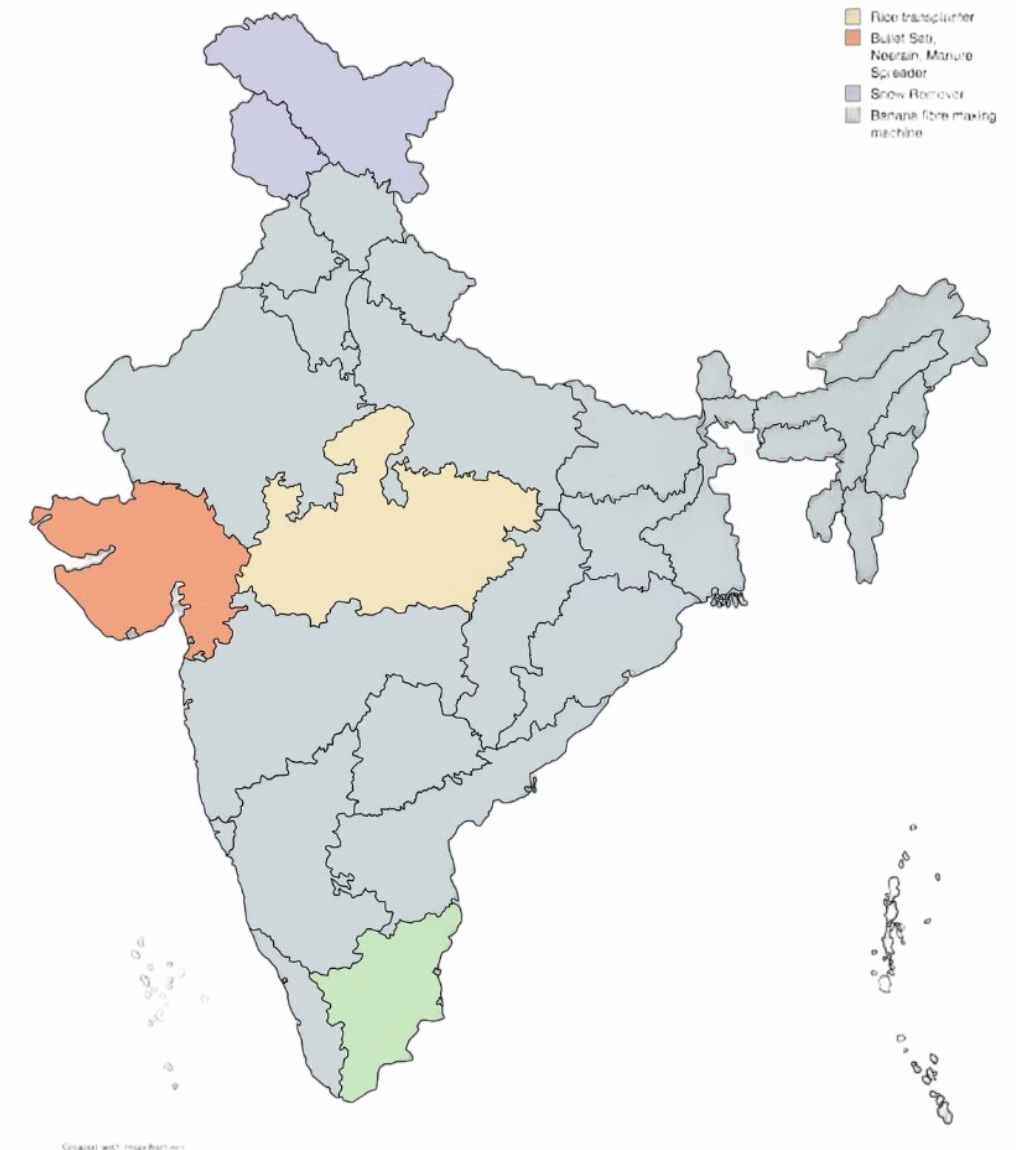
Honey Bee Network  
Over 10,000 grassroots  
innovators

2

Selection Criteria  
Social impact,  
innovativeness, and  
adaptability

3

Pilot Project  
7 innovators chosen across diverse regions







# Designing Interventions

## Needs Assessment

Identifying areas of support for innovators

## Action-Research

Designing interventions based on innovator needs

# Intervention Areas



## Design Improvement

Redesigning and field-testing



## Marketing and Customer

### Engagement

Building brand awareness and customer relationships



## Financial Strategies

Securing funding and investment



## Management and Legal

### Support

Guidance on business operations and legal matters



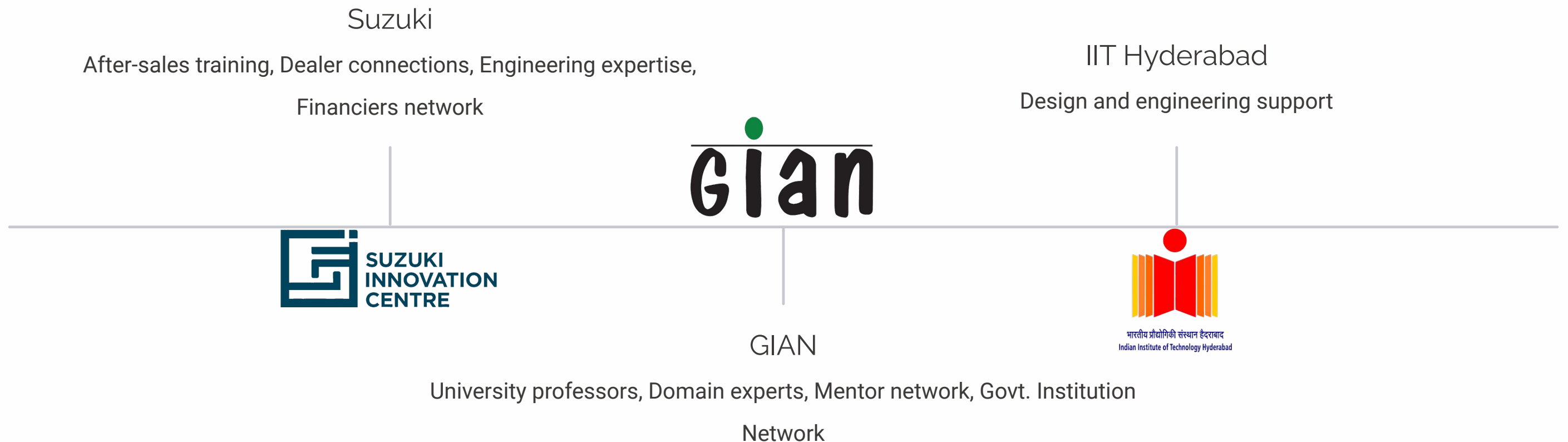
## After Sales, Marketing

### Collateral

Developing After Sales Service Program, Manuals and Marketing Collateral



# Building the Ecosystem





# Intervention Examples

## Paddy Transplanter

Design of new Model, Ergonomic improvements, Field testing, and Market linkages.



## Groundnut Digger

Dealership partnerships, field demonstrations, and marketing support.



## Bullet Sati(Sanedo)

Capacity building for After-sales from Experts.



# Results and Discussions

10%

Sales Increase

Groundnut Digger sales growth

4

Innovators

Supported with after-sales service manuals

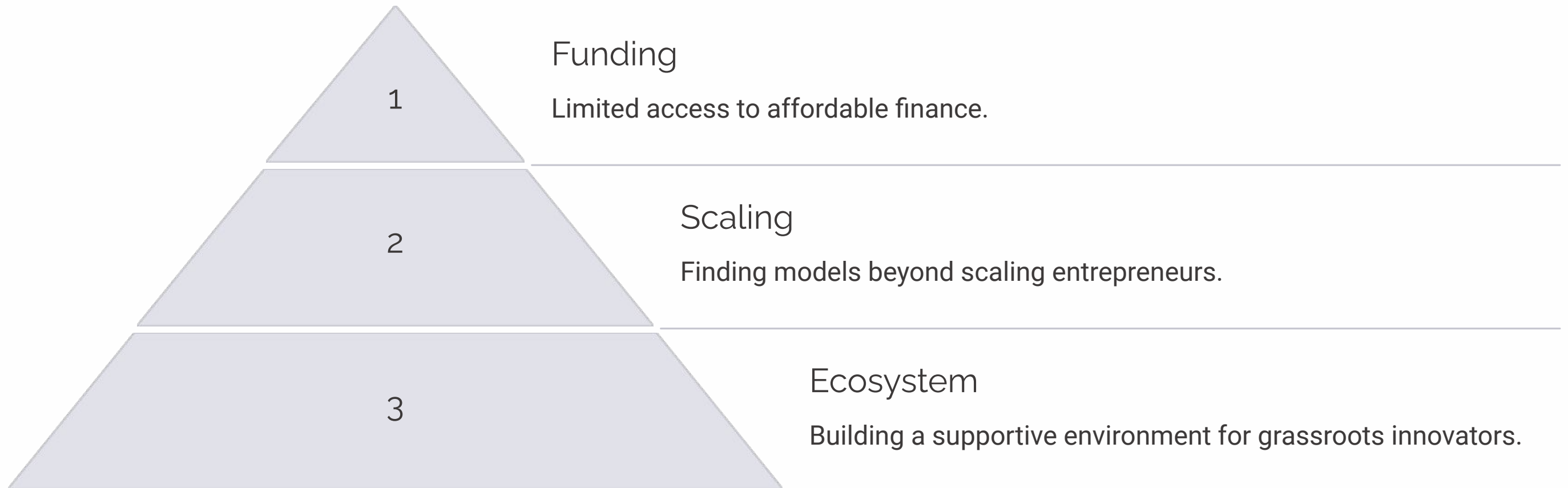
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Design Improvements

Snow Remover & Paddy Transplanter



# Challenges and Opportunities



# Recommendations

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## Ecosystem Building

Outsourcing agencies, Supply chains, Rural Marketing P/F and Rural Databases, Human Resource bank, Association of small Dealership networks

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2

## Government Collaboration

To streamline testing and certification processes

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3

## Capacity Building

Developing skills and knowledge for grassroots innovators

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4

## Funding

Need more research on gaps & developing funding models for Investment and product finance

Thank you!