



# UK - India Social Innovation Challenge

*User guide for Applicants*

The **UK-India Social Innovation Challenge** invites you to propose  
an innovative sustainable solutions to the problem of  
**Clean water and sanitation.**



## Who can Participate?



Any current university student  
from any year of study or  
discipline from the UK or India.

## Until when I can apply?

**START:**



**END:**



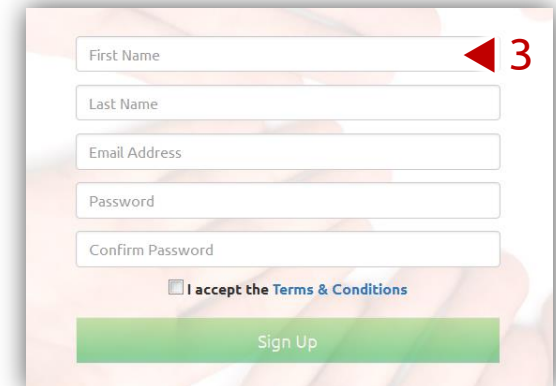
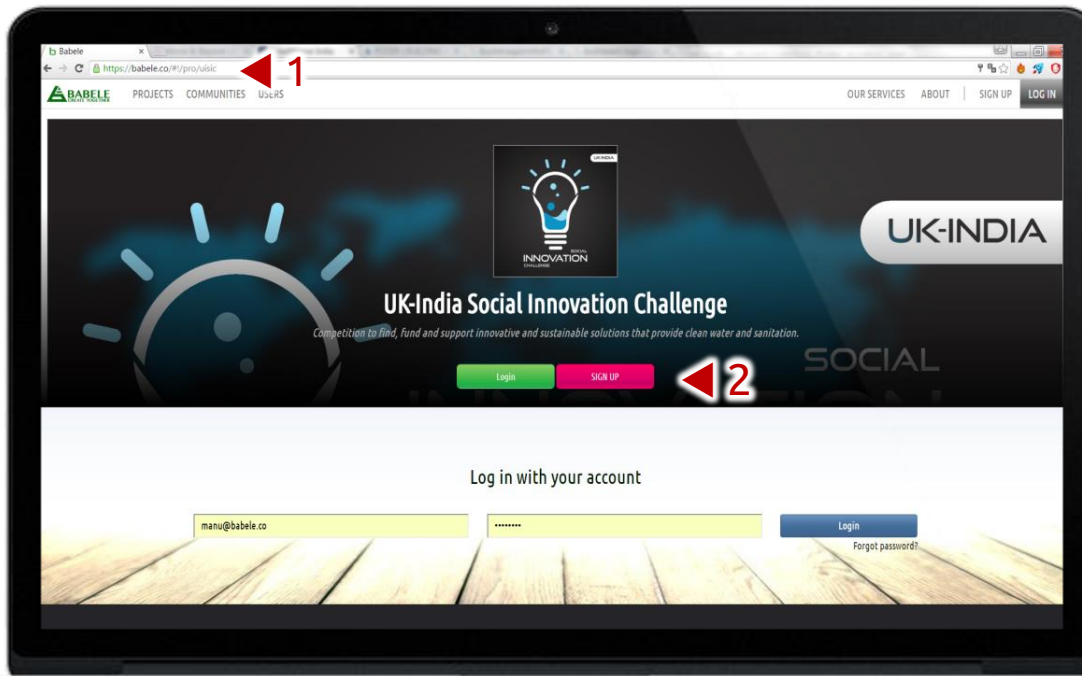
## What are the rewards?



# Join the Community!

## CREATE YOUR ACCOUNT

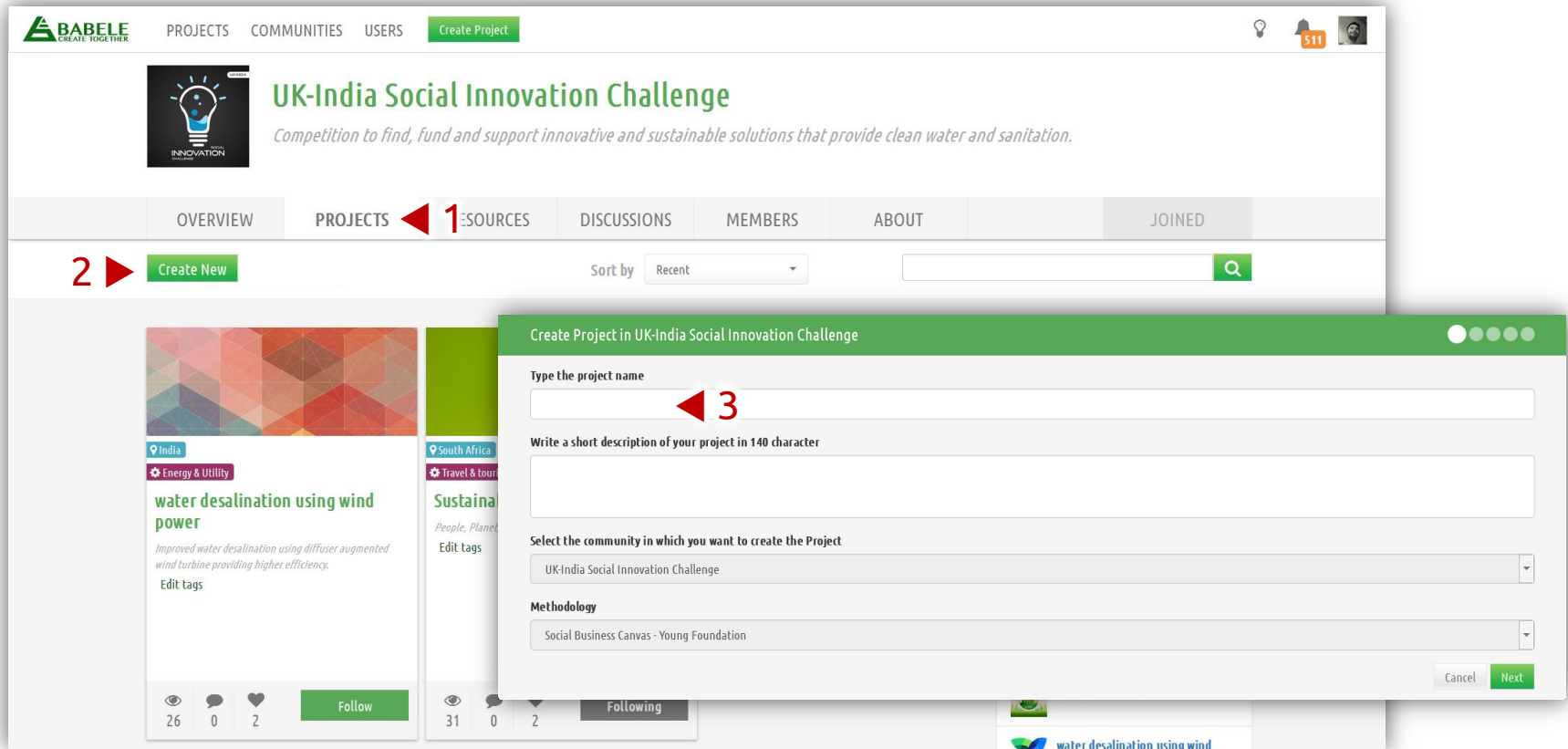
1. Open the **Social Innovation Challenge** at [THIS LINK](#);
2. Click on the **pink sign-up** button;
3. Follow the step-by-step tutorial to **create your account**;  
\*You will receive a **confirmation email** with a link to login.

A sign-up form with a light pink background. It contains five input fields: 'First Name', 'Last Name', 'Email Address', 'Password', and 'Confirm Password'. A red arrow labeled '3' points to the 'First Name' field. Below the fields is a checkbox labeled 'I accept the Terms & Conditions' and a green 'Sign Up' button.

# Post your Social Venture Idea

GET STARTED  
IN LESS THAN  
**1 MINUTE**

1. After you log-in, click on the Tab **Projects**;
2. Click on the green button **Create New**;
3. Follow the **step-by-step tutorial** to submit your idea.



The screenshot displays the UK-India Social Innovation Challenge website interface. The top navigation bar includes 'PROJECTS', 'COMMUNITIES', 'USERS', and a 'Create Project' button. The main header features the challenge logo and the text 'UK-India Social Innovation Challenge' with the subtitle 'Competition to find, fund and support innovative and sustainable solutions that provide clean water and sanitation.' Below the header, a tabbed interface shows 'OVERVIEW', 'PROJECTS', 'RESOURCES', 'DISCUSSIONS', 'MEMBERS', 'ABOUT', and 'JOINED'. The 'PROJECTS' tab is active, and a 'Create New' button is visible. A modal form titled 'Create Project in UK-India Social Innovation Challenge' is overlaid on the page. The form contains the following fields and options:

- Type the project name:** A text input field with a red arrow pointing to it and the number '3'.
- Write a short description of your project in 140 character:** A text area.
- Select the community in which you want to create the Project:** A dropdown menu with 'UK-India Social Innovation Challenge' selected.
- Methodology:** A dropdown menu with 'Social Business Canvas - Young Foundation' selected.
- Buttons:** 'Cancel' and 'Next' buttons at the bottom right of the modal.

The background shows a list of projects, including one titled 'water desalination using wind power' with a 'Follow' button.

# Choose your challenge!



Ensuring access to  
drinking water



Adequate and equitable  
sanitation and hygiene



Improving  
water quality



Increase water-use  
efficiency



Protect and restore  
water-related ecosystems



Support and strengthen  
local participation



Find the Full Explanation for each challenge at

[THIS LINK](#)

# Manage your venture page

## Overview

Here you find the wall where you and your team can share news & updates

## EDIT Project

Click this button to upload a logo, video or tags

## Discussions

Here you have a space to post discussions, challenges & debates for your advisory network

## Network

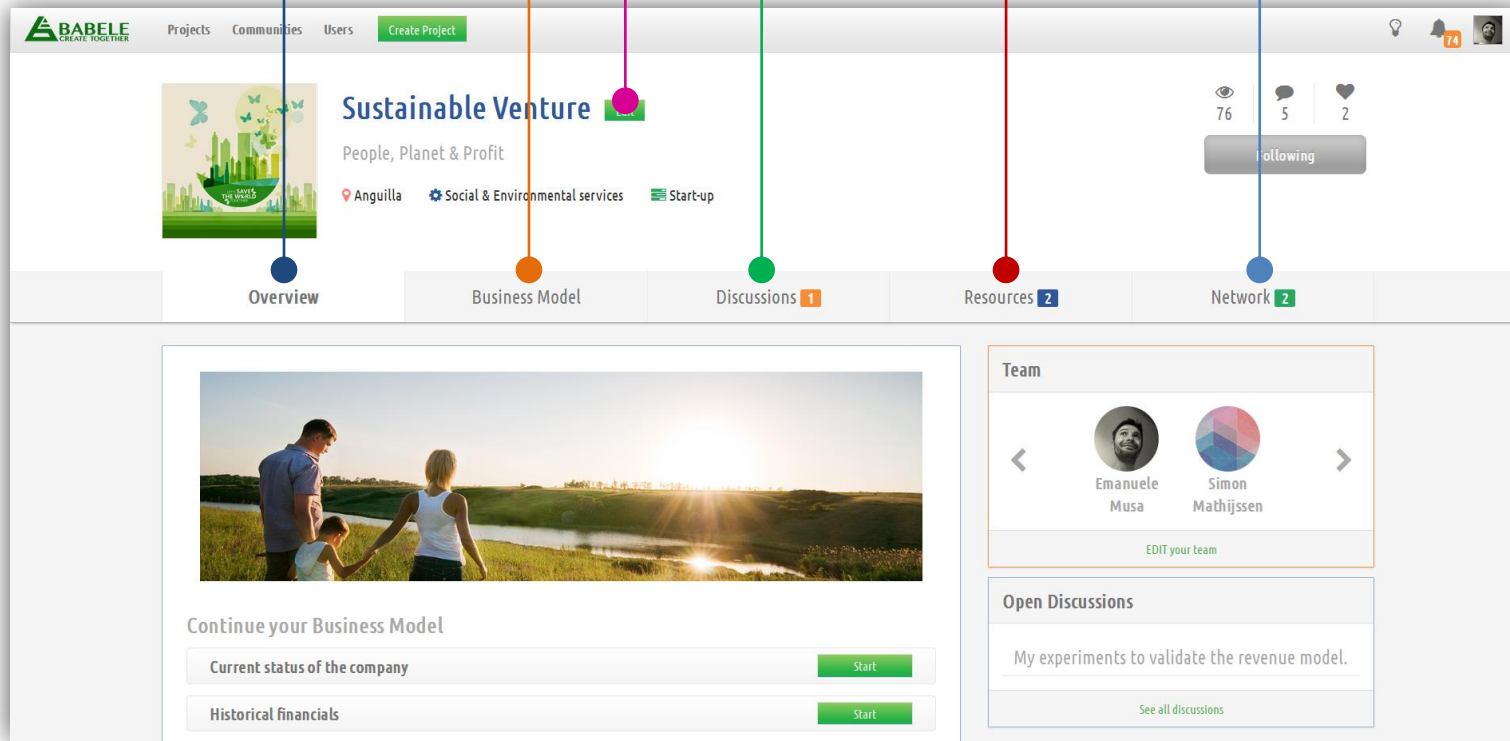
Here you find your venture's team & your network of mentors

## Business Strategy

Here you find all the activities for the challenge

## Resources

Here you have a database where you can upload relevant files & docs

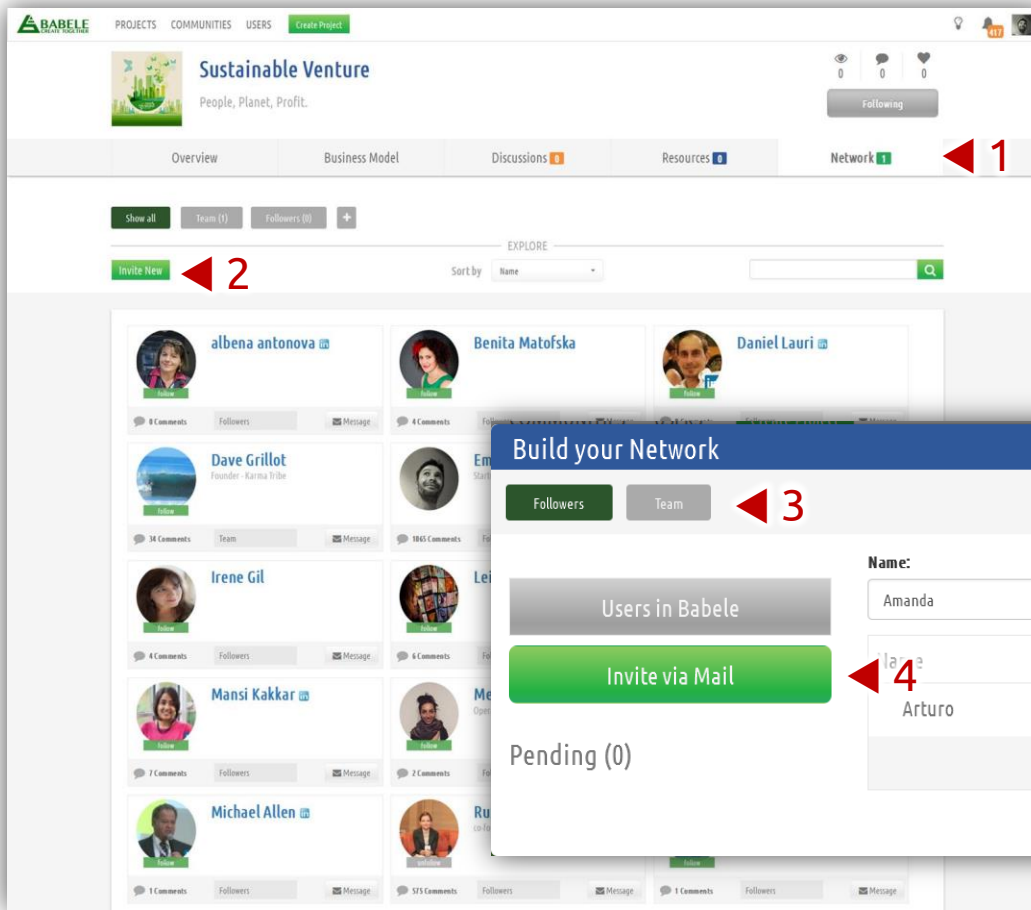


The screenshot displays the BABELE platform interface for a venture named 'Sustainable Venture'. The top navigation bar includes 'Projects', 'Communities', 'Users', and a 'Create Project' button. The venture's header features a logo, the tagline 'People, Planet & Profit', the location 'Anguilla', and tags for 'Social & Environmental services' and 'Start-up'. The main content area is organized into five tabs: 'Overview', 'Business Model', 'Discussions 1', 'Resources 2', and 'Network 2'. The 'Overview' tab is currently selected, showing a large image of a family walking in a field at sunset. Below this image is a section titled 'Continue your Business Model' with two buttons: 'Current status of the company' and 'Historical financials', each with a 'Start' button. To the right of the main content is a sidebar with a 'Team' section showing two members: Emanuele Musa and Simon Mathijssen, and an 'Open Discussions' section with a text input field and a 'See all discussions' link.

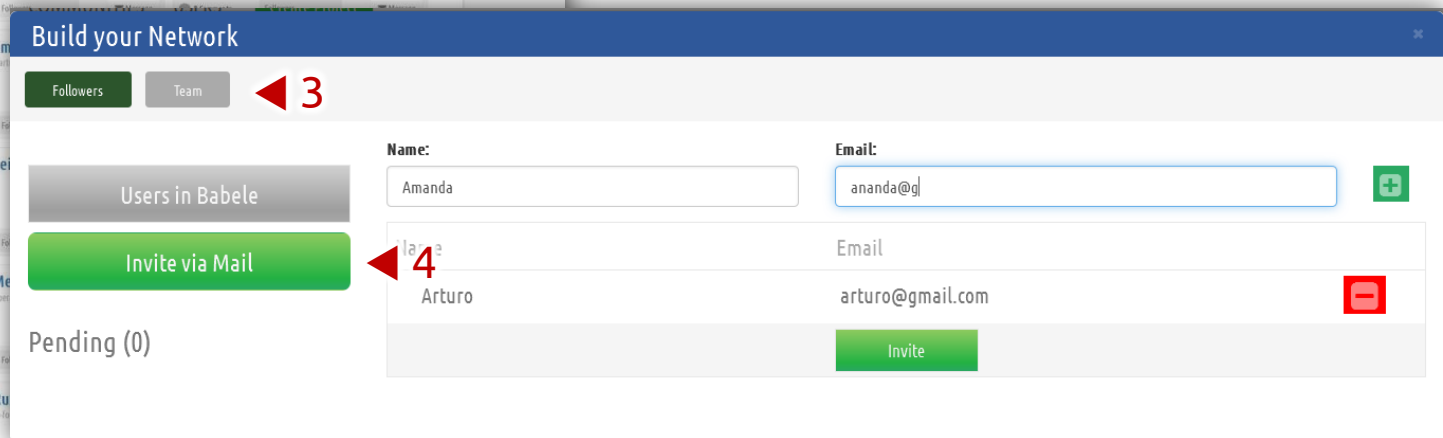
# Engage your supporters!



Involve your network of friends and mentors to get as much feedback as possible, and improve your business strategy **collaboratively** within the shortest period of time.



1. Open the Tab **Network**;
2. Click on the green button «**Invite New**»;
3. Choose if to **invite a mentor or a team-member**;
4. **Invite via email** the people you think will share a useful feedback to improve your business idea.



# Develop your solution

## BUILD YOUR SOCIAL BUSINESS STRATEGY

1. Open the Tab **Business Model**;
2. On the right you will find **all the topics to describe your social business idea**;
3. **Customise the privacy** of your strategy >> you can **share only with your TEAM**!
4. You can find all details of your task in the **light-blue tutorial**;
5. Complete **your answer** and don't forget to click on **SAVE**.

The screenshot displays the BABELE platform interface for a project titled "Sustainable Venture". The top navigation bar includes links for "PROJECTS", "COMMUNITIES", "USERS", and a "Create Project" button. The main content area shows the "Business Model" tab selected, with a "Problem Landscape" section containing a tutorial and a text editor. A "Navigation Menu" on the right lists various topics like "PURPOSE", "CUSTOMER SEGMENTS", etc. Red arrows and numbers 1-5 highlight specific steps: 1 points to the "Business Model" tab, 2 points to the "Navigation Menu", 3 points to the "Privacy" dropdown, 4 points to the tutorial text, and 5 points to the text editor.

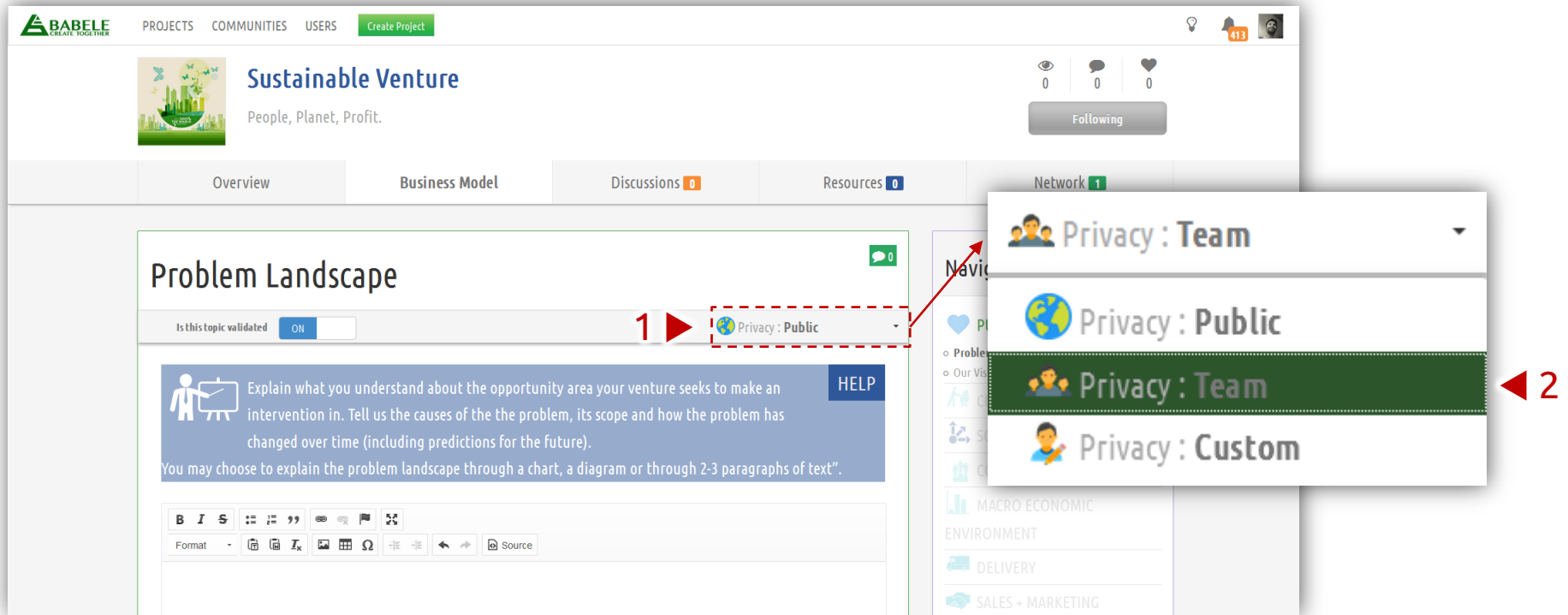


# Manage your Privacy

## CUSTOMIZE **PRIVACY** AT EVERY LEVEL

You can customize the privacy of each section of your **Business Model**!

1. Click on the **Privacy Option**;
  2. Choose **with whom you want to share the topic**!
- \* From the tab **NETWORK** you can organise your supporters in CIRCLES and customize the privacy for each business topic with the right group of people.

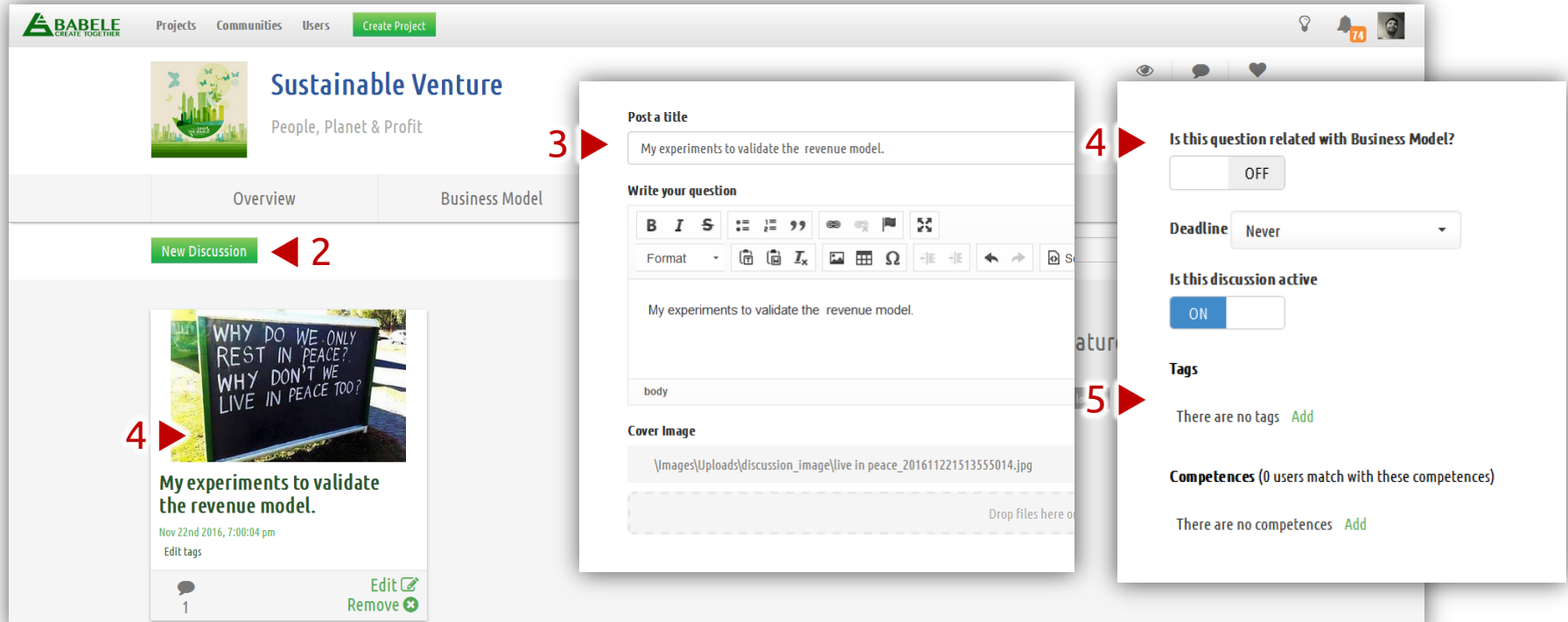


The screenshot displays the BABELE platform interface. At the top, the navigation bar includes 'PROJECTS', 'COMMUNITIES', 'USERS', and a 'Create Project' button. The main header shows the 'Sustainable Venture' profile with the tagline 'People, Planet, Profit.' and a 'Following' button. Below the header, there are tabs for 'Overview', 'Business Model', 'Discussions 0', 'Resources 0', and 'Network 1'. The 'Business Model' tab is active, showing the 'Problem Landscape' section. A red dashed box highlights the 'Privacy : Public' dropdown menu, which is open, showing options: 'Privacy : Team', 'Privacy : Public', 'Privacy : Team' (highlighted with a green background), and 'Privacy : Custom'. A red arrow points from the 'Privacy : Public' option in the dropdown to the 'Privacy : Team' option in the main menu. A red arrow points from the 'Privacy : Team' option in the dropdown to the 'Privacy : Team' option in the main menu. A red arrow points from the 'Privacy : Custom' option in the dropdown to the 'Privacy : Custom' option in the main menu. A red arrow points from the 'Privacy : Team' option in the dropdown to the 'Privacy : Team' option in the main menu.

# Post your questions & challenges

ENGAGE YOUR  
**CROWDS**  
TO TACKLE KEY  
CHALLENGES

1. Open the Tab **Discussions**;
2. Click on the green button «**New Discussion**» ;
3. Choose a **short title** and write the **details of your question/challenge** ;
4. You can **link your discussion** to any topic of your business strategy;
5. You can **add tags** to better contextualize your threads.



The screenshot displays the BABEL platform interface. At the top, the navigation bar includes 'Projects', 'Communities', 'Users', and a 'Create Project' button. The main content area shows the 'Sustainable Venture' community page, which has a profile picture and the tagline 'People, Planet & Profit'. Below this, there are tabs for 'Overview' and 'Business Model'. A green 'New Discussion' button is visible. A red arrow points to this button, labeled '2'. Below the button, a discussion post is shown with a title 'My experiments to validate the revenue model.', a date 'Nov 22nd 2016, 7:00:04 pm', and a comment count of '1'. A red arrow points to the title, labeled '4'. A modal form for creating a new discussion is overlaid on the right. It has a 'Post a title' field with the text 'My experiments to validate the revenue model.', a 'Write your question' field with the same text, and a 'Cover Image' field with a file path. A red arrow points to the title field, labeled '3'. To the right of the modal, a settings panel is visible with options for 'Is this question related with Business Model?' (OFF), 'Deadline' (Never), 'Is this discussion active' (ON), 'Tags' (There are no tags), and 'Competences' (0 users match with these competences). Red arrows point to these settings, labeled '4' and '5'.

# Upload anything

You can SHARE  
**Excel files**  
Docs, links,  
**pictures...**

1. Open the Tab **Resources**;
2. Click on the green button «**New Resource**» ;
3. Give a **title to your document** and write a **short description** ;
4. **Upload anything**: a presentation, a link to a google Document, your financial plan ;
5. Add **relevant tags** to organise your shared docs & files.

The screenshot displays the BABELE web application interface. At the top, the navigation bar includes 'Projects', 'Communities', 'Users', and a 'Create Project' button. The main header shows the 'Sustainable Venture' project, described as 'People, Planet & Profit', with 76 views, 5 comments, and 2 likes. Below this, a tabbed interface shows 'Overview', 'Business Model', 'Discussions' (1), 'Resources' (2), and 'Network' (2). The 'Resources' tab is active, showing a list of resources. A green 'Add Resource' button is visible. An 'Edit resource' modal is open, showing the following details:

- 3** Name: Our First crowdfunding campaign!
- 4** Description: Best start ever!
- 5** Source: \Images\Uploads\resource\_files\KKBB\_201611221526509770.jpg
- Drop Files here or click to upload
- Url Link: [button]
- Upload from PC: [button]
- Choose from Dropbox: [button]
- Icon: [dropdown menu]
- Tags: pictures × Add

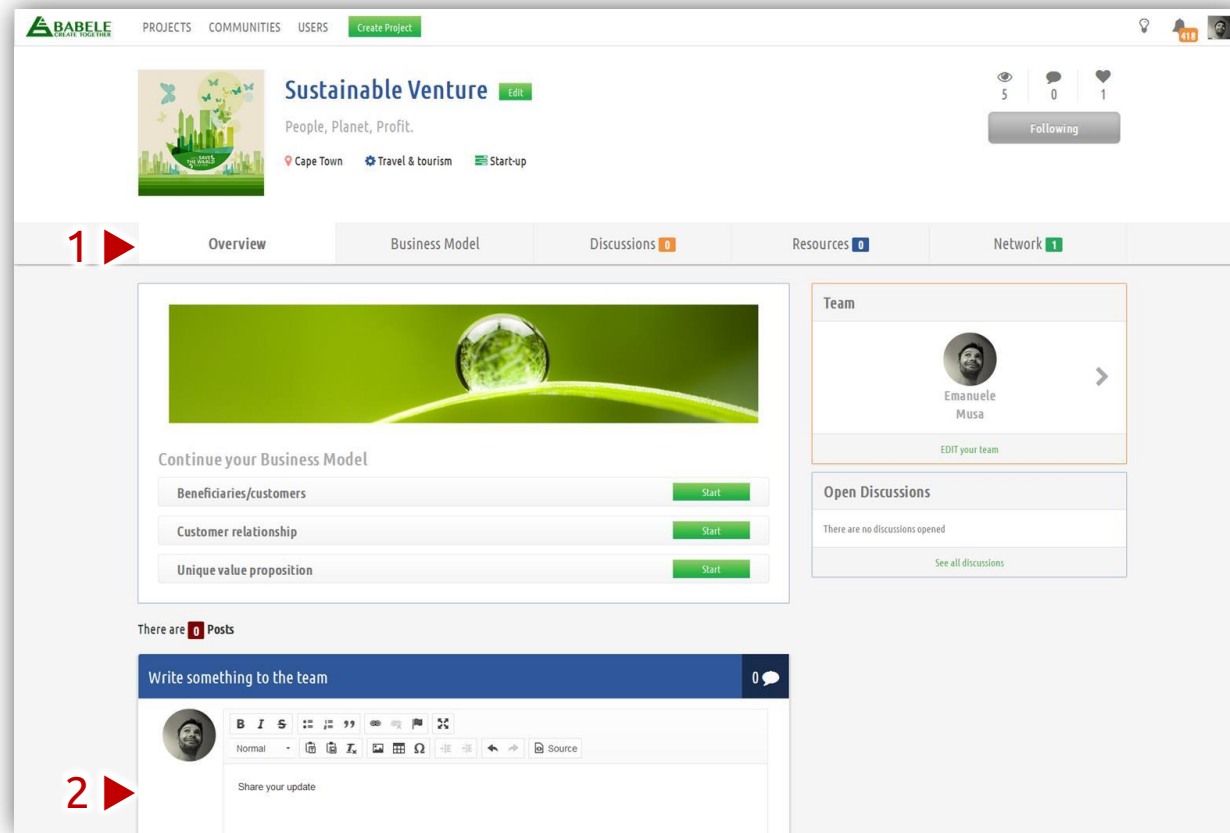
The modal also includes 'Save' and 'Cancel' buttons at the bottom.

# Share your progress



KEEP YOUR  
COMMUNITY  
UP TO DATE

1. Open the Tab **Overview**;
2. Scroll down until you find **the Wall** ;
3. Post **progress and performance** updates .

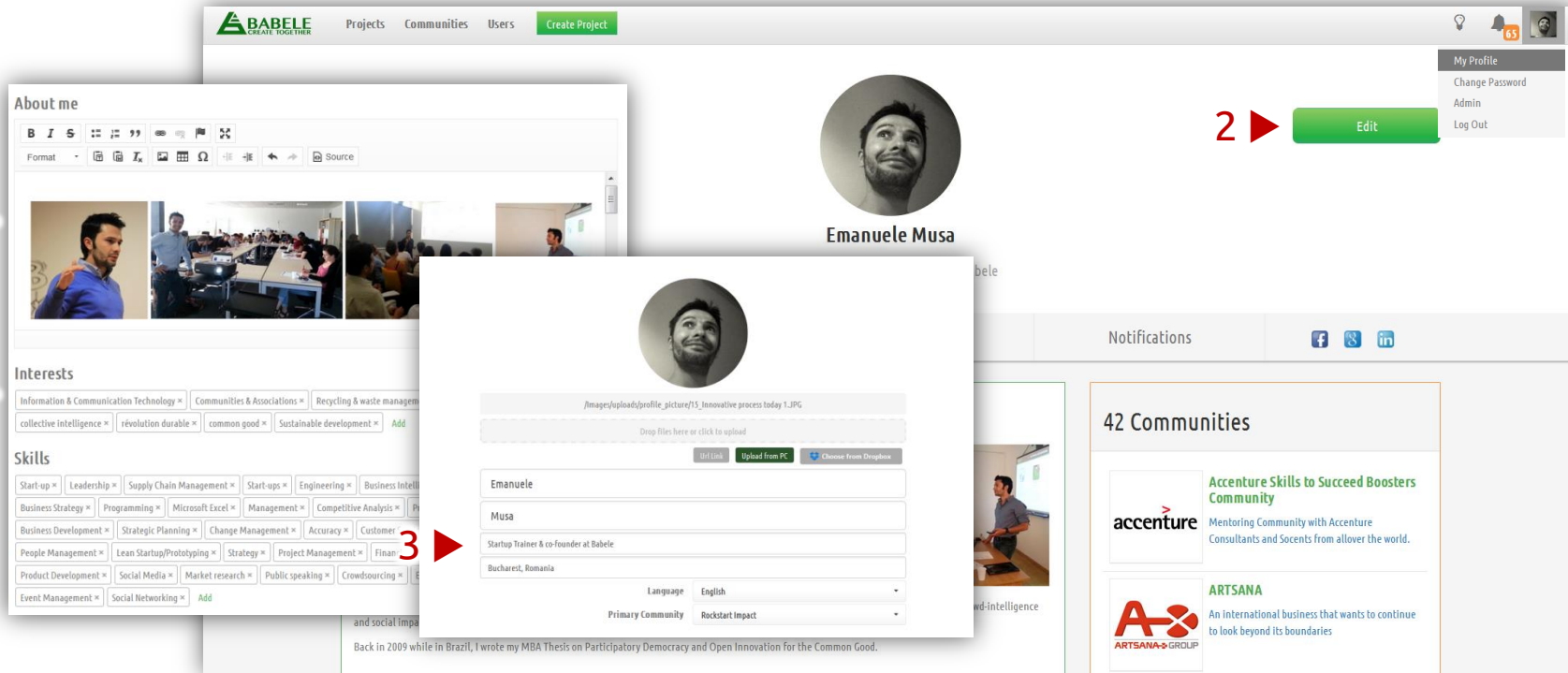


The screenshot shows the BABELLE project page for 'Sustainable Venture'. The page has a header with navigation tabs: PROJECTS, COMMUNITIES, USERS, and a 'Create Project' button. Below the header, the project name 'Sustainable Venture' is displayed with a green 'Edit' button. The tagline 'People, Planet, Profit.' is shown, along with location 'Cape Town' and tags 'Travel & tourism' and 'Start-up'. A 'Following' button is visible. The main content area has a tab bar with 'Overview', 'Business Model', 'Discussions', 'Resources', and 'Network'. The 'Overview' tab is selected, indicated by a red arrow and the number '1'. Below the tab bar, there is a section titled 'Continue your Business Model' with three buttons: 'Beneficiaries/customers', 'Customer relationship', and 'Unique value proposition', each with a 'Start' button. To the right, there is a 'Team' section showing a profile for 'Emanuele Musa' with an 'EDIT your team' button. Below the team section is an 'Open Discussions' section stating 'There are no discussions opened' with a 'See all discussions' link. At the bottom, there is a 'Write something to the team' section with a text input area and a 'Share your update' button, indicated by a red arrow and the number '2'.

# Your User-profile (optional)

TELL US  
ABOUT  
YOURSELF

1. Click on **your user-picture** on the top-right of the page to **open the user menu** ;
2. Click on the **EDIT Button** to build your profile;
3. Complete your **basic information** (Full-name, picture, current role);
4. **Present yourself**, your ambitions, goals and challenges;
5. **Update your interests and competences**, to join the most interesting threads.



The screenshot shows the BABELLE user interface. At the top, there's a navigation bar with 'Projects', 'Communities', 'Users', and a 'Create Project' button. On the right, a user menu is open, showing 'My Profile', 'Change Password', 'Admin', and 'Log Out'. A green 'Edit' button is highlighted next to the user's profile picture. The profile picture is of Emanuele Musa. Below the picture, the name 'Emanuele Musa' is displayed. To the left of the profile, there's a section titled 'About me' with a text editor and a gallery of images. Below that, there's an 'Interests' section with tags like 'Information & Communication Technology', 'Communities & Associations', 'Recycling & waste management', 'collective intelligence', 'révolution durable', 'common good', and 'Sustainable development'. There's also a 'Skills' section with various tags like 'Start-up', 'Leadership', 'Supply Chain Management', 'Start-ups', 'Engineering', 'Business Intelligence', 'Business Strategy', 'Programming', 'Microsoft Excel', 'Management', 'Competitive Analysis', 'Business Development', 'Strategic Planning', 'Change Management', 'Accuracy', 'Customer', 'People Management', 'Lean Startup/Prototyping', 'Strategy', 'Project Management', 'Finance', 'Product Development', 'Social Media', 'Market research', 'Public speaking', 'Crowdsourcing', 'Event Management', and 'Social Networking'. At the bottom, there's a section titled '42 Communities' with two featured communities: 'Accenture Skills to Succeed Boosters Community' and 'ARTSANA'.

1. Click on your user-picture on the top-right of the page to open the user menu ;

2. Click on the EDIT Button to build your profile;

3. Complete your basic information (Full-name, picture, current role);

4. Present yourself, your ambitions, goals and challenges;

5. Update your interests and competences, to join the most interesting threads.

# THANK YOU



**“Innovation is not about solo genius,  
it’s about collective genius.”**

Linda Hill – Harvard Professor