



Social Entrepreneur from INDIA to participate in ASHOKA GLOBALIZER

A new initiative that brings together Social Entrepreneurs and International Business Leaders to globalize social innovations.

INDIA - Vijay Pratap Singh Aditya from India has been selected as one of only 25 Social Entrepreneurs from around the world to participate at the Ashoka Globalizer. The Ashoka Globalizer is a new initiative that brings together the most advanced social entrepreneurs with leading business entrepreneurs at the Hofburg palace in Vienna, Austria, on August 1st to help them globalize their projects.

ABOUT FELLOW'S PROJECT: Vijay Pratap Singh Aditya provides cell phone based platforms for financial services delivery in remote under-served markets. He also provides localised-personalised value added services via cell phone to farmers and small entrepreneurs about their business environment, such as current market price, weather forecast, soil and crop management, availability of irrigation, thus allowing them to make informed choices on farm to enhance crop productivity and identify when and where to sell their produce. All service requests are processed through ekgaon servers connected to clients systems through middleware software systems. This system serves the need of under-served people not having access to financial services and agro-advisory service support for enhancing productivity and accessing markets. Since Vijay launched ekgaon's services in India in 2006, his technology has expanded to Sri Lanka and Nepal. Vijay is now ready to expand his model across South Asia and globally to Africa, South & Latin America and CIS countries.

Vijay Pratap Singh Aditya was elected Ashoka Fellow in 2008.

The Ashoka Globalizer

With its new initiative that will run on a yearly basis, Ashoka will bring Vijay Pratap Singh Aditya and 24 other social entrepreneurs together with leading entrepreneurs from the private sector, to match social innovations with the resources needed to rapidly achieve global scale. **The Ashoka Globalizer will start on August 1st**, when business entrepreneurs such Nihar Kothari is the Director and Executive Editor of the Patrika group of companies, will share their insights into strategies for rapid growth, and draw on their own experiences to help the social entrepreneurs ask the right questions, formulate the best strategies and create the proper partnerships.

About Ashoka

Ashoka is the world's leading network of social entrepreneurs – extraordinary changemakers, who find new solutions for social problems; like Muhammad Yunus, who pioneered the microfinance sector. Founded by Bill Drayton in 1980, Ashoka supports social entrepreneurs with stipends, professional support, and/or access to its large network of global peers. Ashoka has to date elected and supported more than 2,500 social entrepreneurs in 70 countries.

For more information, please visit www.ashoka.org.

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