



Let's incubate resilience

# Shine Program

**APPLY  
NOW!**

In partnership with





“In a gentle way you can  
shake the world.”

Mahatma Gandhi

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## Foreword

Our vision at Swiss Re is to make the world more resilient, and this has inspired us to contribute towards economic and social development for more than 155 years. Through Shine, our social entrepreneurship program launched in 2018, we empower and enable those who are passionate about working towards building resilient societies.

We all have a collective responsibility towards the communities in which we operate, and I strongly believe the solutions to most of our pressing social challenges will come through innovative and entrepreneurial thinking.

The Shine program, under the aegis of Swiss Re Foundation, supports next-generation social innovators in translating their ideas into scalable business models to maximize social impact. Shine accelerates the entrepreneurial journey of social innovators by creating an ecosystem of business experts and leadership coaches around them. At the completion of the program, the social innovator is awarded up to INR 15,00,000 to transform their idea into a tangible social enterprise, or to scale up their emerging set-up to benefit a much larger number of people.

I encourage all aspiring social entrepreneurs to seize this opportunity and partner with us to help boost socio-economic development in our communities.



### **Amit Kalra**

Head – Global Business Solutions Centre  
Bangalore, Swiss Re

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## Overview

The Shine program offered by Swiss Re in association with BOOKBRIDGE, a social enterprise, and Ashoka, a leading NGO nurturing social entrepreneurs, will support ideas that address challenges in any of the areas of Climate Smart Agriculture, Disaster Risk Reduction, Access to Health & Economic Inclusion through innovation for social resilience, pertaining to any region in India. These areas in addition to the on-going focus areas of education & water conservation from Swiss Re Bangalore. We will select an aspiring /early-stage entrepreneur based on his/her holistic understanding of the social challenge and innovative approach to the solution, among other parameters.

This innovator will then undergo a six-month immersive program during which he/she will collaborate with experts, business coaches, and leaders in Swiss Re to develop a financially feasible and scalable business plan. Following this, the progress of this new social enterprise will be monitored to analyze impact.

We are positive that this experience will not only help the winner realize his/her vision but also help the person grow professionally and personally.

**Social  
Innovation**



**Swiss Re  
Employees**



+

**Ecosystem  
Connect**



×

**Nurture**



=

**Social  
impact**



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# Phase 1

## Social innovator award

The ideas presented by the applicants will be evaluated and a winner shall be chosen, who will then move to the next phase. To mark this achievement, the winner will also receive Swiss Re's Social Innovator Award with a prize money of INR 5,00,000.

Evaluation topics: Innovation / Social impact / Business model



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## Phase 2

### Action learning program

The social innovator will team up with Swiss Re employees to design, implement and evaluate a tangible social enterprise. In the six-month part-time Action Learning Program, they will together define customer needs, develop a viable business plan, pitch it in front of the Shine Panel of Experts and aim to earn a funding of INR 10,00,000. During this process, they will be accompanied by a professional business and leadership coach in an open workshop setting. The Action Learning Program will be delivered in collaboration with BOOKBRIDGE.

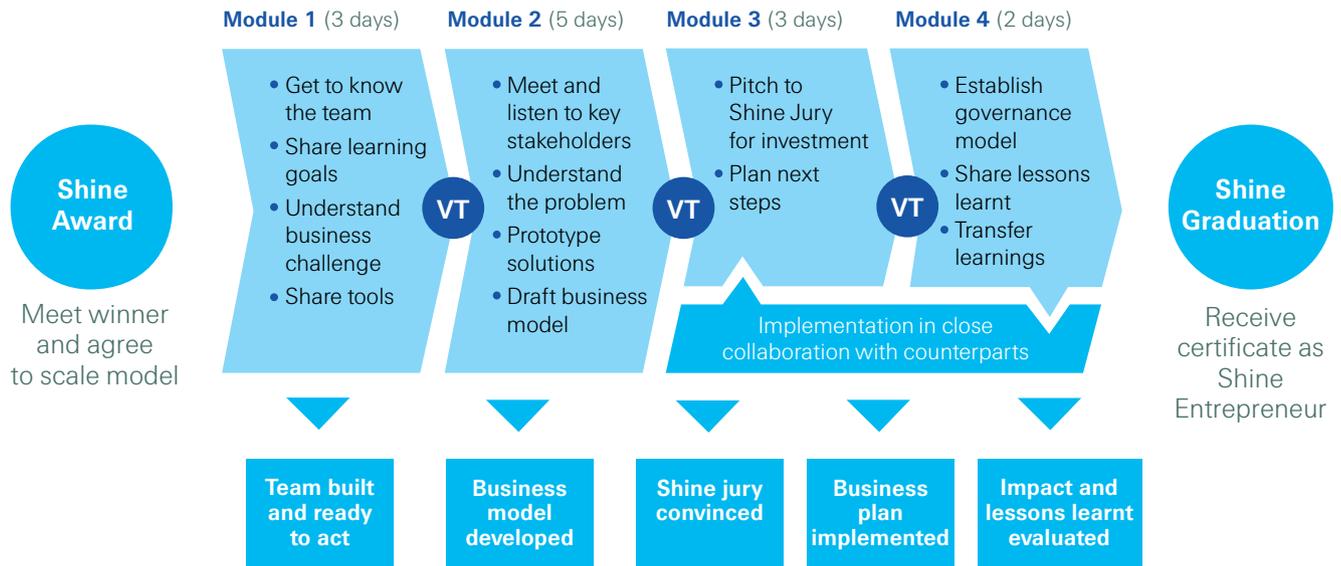
Evaluation topics: Financial feasibility / Business scalability



# Phase 2

## Structured learning process

Action learning program is split into four modules spanning 6 months as detailed below:



The modules to span over 13 dedicated days in a workshop setting (virtual or in-person)

**VT** In between modules, candidates will spend 3–5 hours on virtual teamwork (VT)

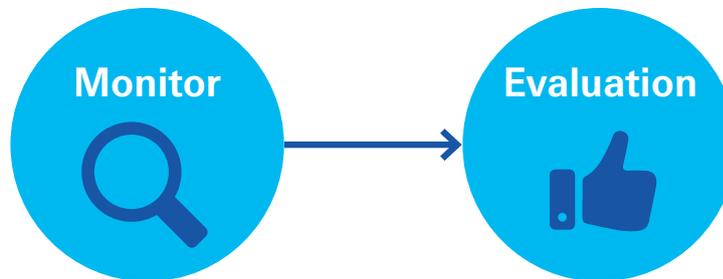
**The above structure is indicative and likely to be adapted to prevailing COVID-19 situation**

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## Phase 3

### Impact assessment

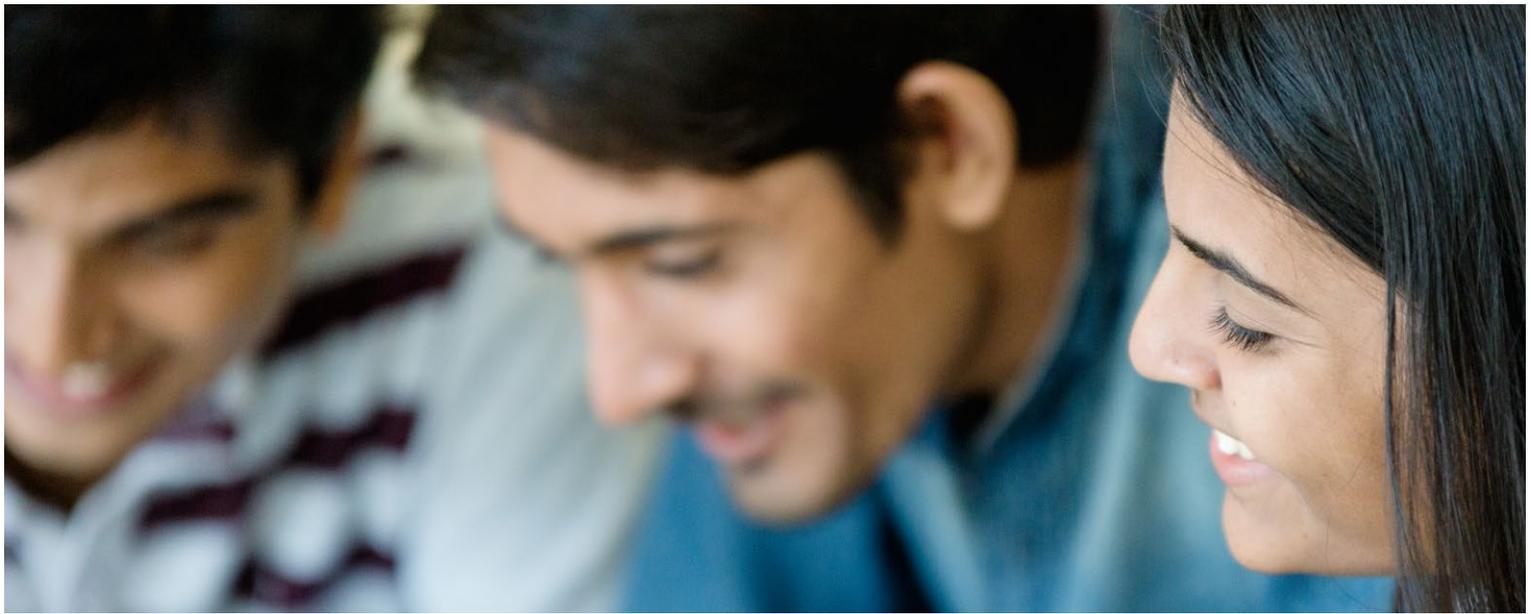
Swiss Re will monitor and evaluate the performance, impact and sustainability of the social enterprise to ensure stability and growth.





# Time schedule





## Eligibility Requirements

Shine program is open to all social innovators and early stage entrepreneurs based in India, wanting to contribute with an innovative solution to address current social challenge.

## How to apply

Please fill in the [application form](#) and we will get back to you.

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## Contact us

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Swiss Re Bangalore

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## About



### **Ashoka** (Outreach partner)

Ashoka builds and cultivates a community of change leaders who see that the world now requires everyone to be a change maker. Together, we collaborate to transform institutions and cultures worldwide so they support change making for the good of society.



### **BOOKBRIDGE** (Action learning partner)

We believe in a world where people do what they really are. We empower people to become self-confident responsible citizens by running experiential learning programs which result in the setup of sustainable social enterprises.



### **Swiss Re Foundation** (Program sponsor)

Swiss Re Foundation is a non-profit organization committed to care and concern for society and the environment. We empower vulnerable communities to become more resilient to risks and adapt to changing circumstances. Increasingly we support social entrepreneurs, complementing their skills with the competencies of Swiss Re employees.

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