



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

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ACCORD TO GROW SOCIAL AND TECH TIES WITH INDIA

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres today signed an agreement for NSW technology firms to provide new solutions for the Indian market.

The Memorandum of Understanding (MoU) with not-for-profit group Social Alpha, supported by India's Tata Group, will help develop Indian communities and promote new trade pathways for NSW companies.

It forms part of the NSW Government's \$1.58 million Access India initiative to build technology links with India, delivered over the past 18 months.

"The NSW Government is already working closely with Social Alpha," Mr Ayres said.

"This MoU is an important step in formalising that relationship, demonstrating we are committed to helping NSW companies grow in India."

Social Alpha's mission is to address some of India's most complex social, economic and environmental challenges with innovative technology.

The MoU will explore co-incubation and acceleration opportunities to support Australian innovators and entrepreneurs and facilitate collaboration by recommending start-ups with relevant solutions.

Andrew Mears, Founder of clean technology company SwitchDin, participated in the NSW Government's Access India initiative during 2019 and was recently selected as one of the winners of the Social Alpha Energy Challenge 2.0.

"SwitchDin is proud to collaborate with Social Alpha to bring its virtual power plant and micro-grid software solutions to the Indian market," Mr Mears said.

"Social Alpha and SwitchDin are aligned by our shared commitment to ensuring the proliferation of renewable energy is inclusive and leads to broad social and environmental benefits," Manoj Kumar, CEO and Founder of Social Alpha, said.

“The partnership with NSW Government will drive convergence between the objectives of entrepreneurs seeking support and the providers of risk capital, market access and technical expertise. We are excited to partner with NSW Government that is equally encouraging of the innovation and entrepreneurship ecosystem. Together we will support, mentor and engage mission driven entrepreneurs that are developing high-impact solutions to address poverty, climate change, energy access and energy efficiency in India.”

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About Social Alpha

Social Alpha promotes innovations and entrepreneurship with a mission to create large scale social, economic and environmental impact. Social Alpha nurtures start-ups through their lab to market journey, helping them create high quality, commercially viable, accessible and affordable solutions. Foundation for Innovation and Social Entrepreneurship (FISE) forms the core of the Social Alpha architecture, and operates through a nationwide network of technology and business incubation infrastructure sponsored and enabled by Tata Trusts, Government of India and several academic, philanthropic and corporate partnerships. Social Alpha is focused on catalysing entrepreneurship for impact and provides critical technology and business incubation support to the mission driven start-ups. For more information, please visit www.socialalpha.org

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