



CREATIVITI COUNCIL

2021-22

ANNUAL REPORT

MESSAGE

FROM THE FOUNDERS

It gives me immense gratitude to announce that our wonderful journey has completed almost 4 years now. The years from 2020 to 2022 have been crucial in this noble mission as they served to be extremely gratifying and rewarding for Creativiti Council in all our core areas of intervention. Developing products for bedridden is one of our focus areas and our much awaited our product CICARE self-operated backrest is launched. After vigorous felid testing with various patients and gaining approval from Timed SCTIMST (our incubator), the product was launched in February 2021 under the programme "Help them Rise". CICARE was extremely helpful for the bedridden patients to lift their upper part of the body. The first product was deployed at Hope Foundation in Cochin. Hope Foundation has always supported us in promoting new initiatives and Innovations since the beginning. We would like to express our greatest gratitude to Ian Correa Executive Director of Hope Foundation World Wide for being the greatest supporter of our mission.

Promotion of grassroots innovation is yet another area of our focus and the fruitful Implementation of the project "commercialization of cassava and weed plucker", developed by Jose VV and Jose Cheriyan under green innovation fund of UNDP, KSUM and Haritha Kerala Mission is likewise another milestone during this year. We have introduced cassava and weed plucker in high-risk areas of Wayand, Idukki, Thrissur and Ernakulam and has benefited more than 100 farmers

Creativiti Council has also been selected by Karl KübelStiftungfür Kind und Familie (KKS) & Federal Ministry for Economic Cooperation and Development (BMZ) for feasibility study of project implemented by St Thomas Mission Society Mandya. Linkages with national and international agencies such as UNDP, Haritha Kerala Mission, Government of Kerala, KKS, BMZ are other major achievement of the current year.

We thank the donors, consultants and all other stakeholders to support us in our mission. Nothing could have been possible without your kind and sincere efforts. Looking forward for continuous support

T J James & Bobby Isaac



ORGANIZATION



Creativiti Council is a non-profit section 8 company founded in 2017, promoted by a group of professionals and practitioners in the field of creativity, innovation and entrepreneurship. The organization is based at Thrissur, Kerala. The main objective of the organization is to address unmet and neglected societal needs through creativity, innovation and entrepreneurship. The organization works with various stake holders including student community, rural and grassroots innovators, SME, NGOs, research institutes, foundations etc. Developing and delivering of affordable technologies in palliative care, transforming young and student community through innovation and entrepreneurship and promoting innovations of grassroots innovators and SME are the current focus.

Help them

rise...

'Help Them Rise' is movement triggered by Creativiti Council to instill confidence and self-reliance among bed ridden/elderly patients. Under this programme, we are developing and delivering affordable products and services for catering the needs of palliative/elderly care.



NEEDS OF PALLIATIVE CARE /BEDRIDDEN PATIENTS

With gradual deterioration of abilities, the aged face extreme difficulties to meet their daily needs. It has been noted that with the loss of autonomy and freedom of movement, life becomes miserable for the aged and they struggle to meet basic needs like using toilet, bathing, climbing staircase, taking medicines, communication, transfer etc. The situation is even worse for palliative care patients (bed ridden patients). It has been noted that the majority of the technological needs of palliative care patients are yet to be identified and catered. Lack of assistive and affordable technology has made the life of palliative care patients extremely miserable and their dependency on others for their day-to-day

activities make the situation worse.

Creativiti council has conducted a detailed study and survey among the elderly people and patients in palliative care and identified more than 20 technological needs of palliative care /elderly patients from lower income groups. We have been working since last four years to develop affordable products and service.

20 +

pressing needs

3

new projects



CI CARE

SELF-OPERATED MANUAL BACKREST:

'Difficulty in getting up from bed' is one of the most common problems faced by paralyzed (hemiplegic, paraplegic and quadriplegic) patients. The available technologies like hydraulic bed, motorized backrest and fowler/semi fowler bed available in India are costly and are not affordable to the low-income groups. In addition to this, many of these devices need a bystander to operate.

Creativiti Council with the support of TIMed - Sree Chitra Tirunal Institute for Medical Sciences and Technology' under Nidhi Prayas has developed self-operated recliner for beds. The product is extremely helpful to the bed ridden/elderly patients, paraplegic

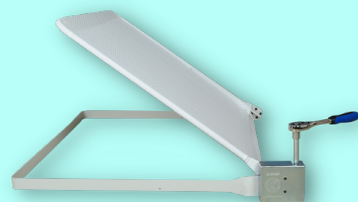
and hemiplegic patients for getting up from bed without the support of a bystander. He can perform some basic activities like eating/drinking, reading, watching TV, etc. by himself with the help of this backrest. The inclination of the backrest can be adjusted at any convenient position by the patient himself while in the laying position. This will enhance the self-esteem and self-confidence of the bedridden patients and a relief for the bystanders.

Two types of affordable recliners - manual and electric have been developed and products are ready for deployment. Both devices can be placed over any cot (household cots and hospital cots) to use.

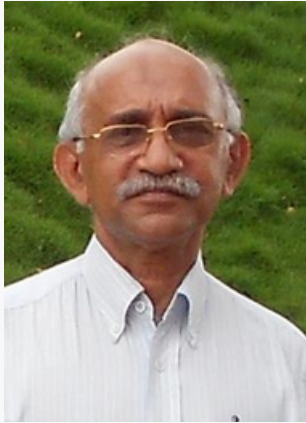
The deployment

of CI CARE

After rigorous trials with users from various old age homes, pain & palliative care centers and physiotherapy centers and with the final approval from SCTIMST - TIMed, the Ci Care backrest has been deployed at the field level. This launch is an after-effect of over two years of intensive research and rigorous hard work. There are a number of stakeholders and individuals in the journey to whom we would like to extend our gratitude; who stood by, contributed, and supported this journey of innovation and creation.



The Mentors



Dr. Jippu Jacob

Professor, Amaljyothi college of
Engineering, Kottayam,
Kerala



Dr. Jose Babu

Medical Director,
Alpha Pain and Palliative
Care, Thrissur, Kerala



**Mr. Shebeer
Mohammed**

CEO, enCAD Technologies,
Kochi, Kerala

CASE STUDY

HELP THEM RISE: Story of Alice



Isolation and solitude haunted Alice for the past few years. Being paralyzed and helpless to take care of herself, Alice felt as if she was burdening her loved one's while, at the same time, felt burdened by her own self. Ci Care was her glimmer of hope. After using the backrest for a brief span of time, a strange spirit of self-sufficiency overwhelmed her, so much so that she had tears in her eyes. She felt capable and independent. This new sentiment provoked in her feelings of confidence and determination. With one hand paralyzed, she used her other hand to work the lever of the device to lift her upper body.

SELECTED FOR



CiCare -Self-Operated Backrest developed by Creativiti Council has been selected by Venture Centre Pune for showcasing in TechEx.in. TechEx. Matchmakers are aimed at matchmaking of solution speakers/funders. Creativiti Council is one of the 6 companies selected at national level in rehabilitation sector for match making.

Promotion of grassroots innovations

GREEN INNOVATION FUND, UNDP

The promotion of grassroots innovations by providing support systems for rural innovations is one of the major focuses. Creativiti Council has been selected by UNDP, KSUM, and Haritha Keralam Mission under a fund-linked accelerator programme for commercializing selected rural innovations. The manual plucking tool, an innovative technology developed by the grassroots innovators, Jos V V and Jose Cheriyan has been promoted under this project.

Cassava is one of the major crops cultivated in Kerala, especially in high ranges. Kerala is the second largest producer of cassava in India. The total area under cassava cultivation in Kerala is 72.47 ha. At present, all the cassava farmers in Kerala resort to the conventional practice of harvesting. Manual harvesting of cassava is tedious and involves a lot of drudgeries and thus, back pain due to bending for harvesting cassava is a common problem among cassava farmers. Usually, women are involved in the harvesting of cassava. Manual harvesting causes the loosening of topsoil. Acute labor shortage for harvesting cassava and plucking weeds is another major problem faced by the farmers.

The product is simple & Sturdy and could be used effortlessly without leaning forward. No tillage is needed to loosen the earth for plucking. Also, the damage to tubers is minimum with this tool. This gender neutral equipment can uproot a minimum



of 2 cassava roots and 4 deep-rooted bushes in a minute. The product is an ultimate solution for labour shortage.

We have networked with local NGO's and Farmers groups for the deployment of the product and business development (VSSS Munnar, Avarad Bhavan Chalakudy, KADS Thodupuzha, WSSS Wayanad, Mattathur labour cooperative society.

The product was introduced among various users in Idukki, Ernakulam, Thrissur and Wayanad districts of Kerala in collaboration with NGO partners. Feedback has been collected from the users for necessary modification and refinement. Based on the feedback, we have designed a prototype and validated it scientifically. Various brochures, pamphlets, and notices were prepared for the promotion of the product.

Regarding marketing, establishing networks with various local NGOs, farmer cooperatives, FPOs is one of the strategies/models experimented. A formal association has been established with KADS Thodupuzha, VSSS Munnar, Avarad Bhavan Chalakudy, Mattathur Cooperative Society, and Wayanad Social service Society for marketing the product. The involvement of local NGOs and FPOs helped us to reach deserving farmers from remote villages. Marketing through local shops (hardware/ agro machinery shops) has also been tried out in Ernakulam, Thrissur, Wayanad, and Idukki districts. Regarding advertisements, social media platform such as Facebook, WhatsApp, and television local channels has also been done for creating demand for the product. Demonstrations have been made in various remote villages of Idukki, Wayanad, and Thrissur to create awareness about the product.



It has been observed that most enquires and orders are received from Idukki. We expect more demand for our product from other parts of Kerala soon. We already sold more than 100 units in Kerala, generating a revenue of Rs 50000.



Regarding the social impacts, many of the users opined that the use of this plucker has reduced their drudgery and efforts. Previously they used to suffer from back pain after the harvesting of cassava. A few respondents mentioned that, since the tool can be used effortlessly by anyone including women and children, it supports the concept of family farming. The plucker was particularly useful, for those who were involved in commercial cassava cultivation in which labor shortage was one of the major problems. The use of this product was a great help for them..

The medicinal plant collectors also shared the same opinion after using the weed plucker for harvesting 'Kurunthotti'. The popularization of the new models after design and cost optimization will further reduce the efforts of harvesting cassava.

FEASIBILITY STUDY

supported by

Creativiti Council has been selected by BMZ Germany (Federal Ministry for Economic Cooperation and Development) & KKS (Karl Kübel Stiftung für Kind und Familie, Germany) for conducting major feasibility study of the project "*Strengthening of vulnerable communities with focus on women and girls in the Mandya district, Karnataka, India*". The project developed by St Thomas Mission Society, Mandya Karnataka is aimed at introducing interventions based on women empowerment and social changes. The study analyzed the viability and feasibility of various interventions and suggested modifications and recommendations for better implementation of the project.



Federal Ministry
for Economic Cooperation
and Development
BMZ



Karl Kübel Stiftung
für Kind und Familie



**STRENGTHENING OF VULNERABLE COMMUNITIES WITH A
FOCUS ON WOMEN AND YOUTH IN THE MANDYA DISTRICT,
KARNATAKA, INDIA**



FEASIBILITY STUDY
FINAL REPORT
JAN 2022

PREPARED BY



Karl Kübel Stiftung
für Kind und Familie



Federal Ministry
for Economic Cooperation
and Development
BMZ



OTHER INTERVENTIONS

Prolinnova South India

The Prolinnova South India, a network of various stakeholders for promoting farmer innovations was co-founded by Creativiti Council in February 2020. The network brings together NGOs, academic institutions, students, the private sector, and ARD institutions. The founding members of the network are Peermade Development Society (an NGO working in the area of farmers' innovation for more than 2 decades), Creativiti Council (a nonprofit company providing support systems for local innovators), St Thomas Mission Society (NGO specialized in rural development), Marian College (academic institution and Lacon India (private company for certification of organic products).

The Prolinnova South India has constituted a national steering committee (NSC) for spearheading the activities and members are Dr. Haridas V R (National Head for Climate Adaptive Agriculture), Caritas India, Mrs. Suzanna Ommen (Asst Professor, Marian College), Mr Mathew Abraham (Agricultural officer, Agricultural Department, Govt of Kerala). Peermade Development Society is the host organization of the Prolinnova network.

Prolinnova South India has undertaken /participated in the following activities in the year 2021-2022.

Virtual Farmer Innovation Fair

Following innovators from Prolinnova South India participated and presented their innovations in the Global Farmer innovation Fair held in January 2021. Mr. Jose V. V. and Mr. Jose Cheriyan (Cassava Plucker), S. Boregowda (Rice variety), and Simi K V (agricultural practice) are the innovators participated in Virtual Farmer Innovation Fair.

Prolinnova Media workshop

Mr. Stebin K Sebastian and Mr. Stephen from Prolinnova South India have participated in the Prolinnova Media workshop organized by Prolinnova and A Growing Culture (Sep 2021)

Concept note: Farmer innovations and climate change

The network is developing a concept note/project proposal for 'promoting local innovations for climate change mitigation and adaptation' activities in rural villages of Kerala and Karnataka and also, we are exploring with various donors for supporting these initiatives.



Appropriate technology magazine features Prolinnova achievements

The June 2021 issue of the Appropriate Technology magazine (Vol. 48, No. 2) brings three articles about Prolinnova – one on social innovation for improved food and water security in KwaZulu-Natal, South Africa; another on setting up a multistakeholder platform to promote farmer-led research and innovation in Benin; and a third one on the election of three new members in the Prolinnova Oversight Group (POG) – Ibrahima Seck from Senegal, TJ James from India and Violet Kirigua from Kenya.

COVID-19 response:

During the difficult time of the Covid Pandemic, it is our responsibility to contribute towards the safety and welfare of the doctors and healthcare workers who are risking the life of their own and family. Creativiti Council has partnered with TRYASRA Tech Solutions - Thiruvananthapuram to develop and distribute COV GUARD - the safety Face Shield for Medical Practitioners, Police force, volunteers, and common people to combat COVID-19 with the support of Nidhi Prayas - DST, Govt. of India and SCTIMST -TIMed. We are at the forefront to fight the pandemic with our product from the early stages of the lockdown in India. We have distributed more than 8000 COV Guard to various hospitals, volunteers, and healthcare practitioners during 2019-2021.

Community Partner: Kerala Startup Mission

Kerala Startup Mission, the nodal agency under the Government of Kerala for promoting Startups in Kerala has selected Creativiti Council for the third consecutive year as their community partner for boosting the Startup ecosystem of grassroots innovations and the disability sector. Under this initiative, Creativiti Council has supported various innovators from the rural sector to develop and commercialize their innovations. Creativiti Council has extended handholding support to innovators to develop pitch deck and mobilize funding for their innovations and also helped in networking with various stakeholders.

Rural Innovators Meet (RIM)

T J James, founder of Creativiti Council has been invited by The Kerala State Council for Science Technology and Environment Gov of Kerala for an expert talk on "Grassroots Innovations into Enterprises" held at March Gregorious Renewal Center Thiruvananthapuram

The Kerala State Council for Science, Technology, and Environment (KSCSTE) is an autonomous body under the ministry of S&T, Kerala, constituted in November 2002 bringing change and development through science and technology. The session discussed various bottlenecks, constraints, and prospects for converting innovations into enterprises. Creativiti Council provides a support system for rural innovators to convert their innovations into enterprises

Novartis Social Impact Jumpstart Programme

Creativiti Council has been selected for Novartis's Social Impact Jumpstart program. Under this programme, skilled corporate employees of Novartis volunteer worked with Creativiti council to scale the impact footprint by working in areas of mutual interest. The programme is coordinated and facilitated by Goodera, NGO based in Mumbai. The volunteers developed a database of pain and palliative care centers of Kerala, Maharashtra, Karnataka, and Tamilnadu CSR agencies and prepared posters and promotional materials for the promotion of Ci Care backrest.

