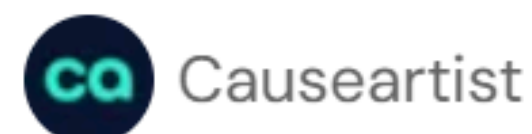


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## 40 Social Entrepreneurs to Watch for in 2022



This marks the 9th edition of the Causeartist – Social Entrepreneurs to Watch for List.



This marks the 9th edition of the Causeartist – Social Entrepreneurs to Watch for List. If you would like to check out the [previous years](#) of social entrepreneurs you can view them below.

[2014](#) / [2015](#) / [2016](#) / [2017](#) / [2018](#) / [2019](#) / [2020](#) / [2021](#) / [2023](#) / [2024](#)

Over the past eight years I've had the great pleasure of speaking with over 750 social entrepreneurs around the world. It has been a tremendous journey and absolute pleasure to interview so many leaders within impact investing, sustainable fashion, climate technology, cryptocurrency, regenerative agriculture and others. Each year, I sit down and assess the interviews from the past year, the stories I've read, and the podcasts I've listened to. Every year my feelings of inspiration and hopefulness remain the same. The negativity and the fear we seem to have coming from all directions of our society is not what I see day to day.

What I see are inspiring people from all over the world dedicating their lives and skills to create a better world. I created Causeartist to do my small part in spotlighting these courageous and creative individuals for their daily commitment to solving problems and creating sustainable and regenerative impact. Of course these are not all the amazing people around the world doing spectacular things. These particular social entrepreneurs to watch for in 2022 are the ones that stood out to me.

## **Social Entrepreneurs to Watch for in 2022**

**Hardika Shah // Founder of Kinara Capital**



Hardika is the Founder & CEO of Kinara Capital driving financial inclusion for small business entrepreneurs in India.

Hardika has built Kinara from a vision in her mind to it becoming one of the leading financial inclusion fintechs helping small business entrepreneurs in India.

Kinara Capital is addressing the *missing middle* credit gap in India for the micro-small-medium enterprise (MSME) sector by providing collateral-free funding to the underserved entrepreneurs. More than 70% of Kinara's customer base was new to formal credit.

The overall impact of Kinara Capital is \$100 million in incremental income generation for small business entrepreneurs. Our small business customers report a typical income increase of 20-25% and this impact has led to the sustenance of over 250,000 jobs in India, of which 71,000 are new jobs.

Globally recognised for her passion and innovative work, Hardika is an Ashoka Fellow, has received the Financial Inclusion Award by the Sankalp Forum, and won the People's Choice Live Audience Award at The Wall Street Journal's Financial Inclusion event.

Hardika earned her MBA from Columbia Business School and UC Berkeley's Haas School of Business joint program. She holds a B.A. in Computer Science from Knox College in Illinois, USA.