

# Innovations that Improve Lives



## MESSAGE FROM THE SECRETARIAT

It has been a busy few months for the BCtA Secretariat and we have a lot of news to share. I am pleased to announce that we've added two new member company companies—Monster.com and Ballarpur Industries Ltd. Together, these two initiatives have the combined potential to impact more than one million people living in rural India by ensuring low-income populations have access to regular jobs and incomes.

Projects such as these are directly in support of the United Nations' strategy to meet the Millennium Development Goals (MDGs). A recently released international assessment of the MDGs called on the private sector to increase its contribution to reduce the impact of poverty by implementing pro-poor market-based business models.

During the MDG Summit this September, BCtA member companies will come together to remind the UN member states of the private sector's contribution to development and to inspire other companies to join the effort to accelerate progress towards the MDGs through inclusive business growth.

We invite you to stay connected and to learn more about this event through our Website.

Sincerely,  
Natalie Africa

## MEMBERSHIP NEWS

### Monster.com Joins BCtA and Expands Access to Rural Job Portal across India

In much of rural India, access to jobs and opportunities are limited and most rural youth find that they have to move far away to urban areas to find employment. Monster.com—an online career and job placement service—is committed to helping change that dynamic with its pledge to the Business Call to Action to provide rural job seekers in 40,000 villages throughout India with local employment information.

Rozgarduniya.com, which means “the world of employment opportunities” in Hindi, is a joint initiative between Monster.com and ITC e-Choupal to provide qualified candidates in rural India with access to information about employers hiring locally. Launched in August 2009, Rozgarduniya.com is an online job portal accessible at Internet-enabled kiosks set up by ITC Limited in villages across India.

Currently available in more than 3,000 villages, the portal is expected to help more than one million rural jobseekers connect with employers seeking to hire rural talent. This initiative is in line with Indian Government's efforts to promote inclusive growth and development in underdeveloped areas of the country.

### Coca-Cola Success Story: Lillian Nale



In 2007, 37-year-old Lillian Nale had no business experience when she signed up to open a micro-distribution center for Coca-Cola products in Dar-es-Salaam, Tanzania. Nale didn't let this lack of experience prevent her from following her dream of opening her own business. With the help of Coca-Cola Kwanza—the local bottler—Nale learned the basics of running a micro-distribution center, including account development, product availability tracking, and merchandising.

Today, Nale is the owner of a growing enterprise that employs four workers. Things have not always been easy for Nale, but despite setbacks thrown her way she has persevered. “Being (an) MDC owner has empowered me (in) business skills and management as a whole. My dream is to continue building this business to make it stronger and more successful for our future.”

## **Ballarpur Industries Limited (BILT) Promotes Sustainable Tree Farming with BCtA Commitment**

In central India, degraded farmland once used for growing food but now infertile, is being put to good use with the help of Ballarpur Industries Limited (BILT)—India's largest paper and pulp company. BILT has joined the Business Call to Action with its commitment to working with smallholder farmers in central India to reclaim degraded land and develop a sustainable tree farming industry.

Through this new initiative, 5,000 smallholder farmers in Orissa and Andhra Pradesh will be given opportunities to participate in BILT's paper and pulp supply chain as suppliers of a key raw ingredient for paper-pulpwood.



Farmers will receive access to finance to purchase seeds for the eucalyptus-type crop, guidance on growing the trees, and an assured market through its guaranteed buy-back program. BILT will also provide farmers with opportunities to diversify their income base through training in agricultural intercropping and livestock husbandry.

By 2015, farmers participating in the program are expected to earn six times more per acre of degraded land than non-participating farmers.

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## **BCtA Hosts Workshop during WEF Africa**

On May 5, the Business Call to Action co-hosted a high-level breakfast during the World Economic Forum on Africa in Dar-es-Salaam, Tanzania for business leaders from around the globe to discuss how market-based approaches to development are changing lives and creating opportunities in Africa and beyond. The workshop brought together more than 50 executives from a diversity of industries including SABMiller, Sumitomo Chemical, and The Coca-Cola Company, among other Business Call to Action members. The workshop provided participants with an introduction to successful inclusive business models and dealt with the challenges of bringing these models to scale.

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## **Inclusive Business Challenge Launched**

The World Business Council for Sustainable Development (WBCSD) launched the "Inclusive Business Challenge", an easy-to-use presentation and simulation tool to help companies identify and implement models that profitably engage low-income populations across companies' value chains and develop affordable products and services that meet the needs of low-income populations. The tool is now available on the WBCSD Website in English, Spanish, French and Portuguese.

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**Reminder: The 2010 World Business and Development Awards is accepting nominations for exemplary inclusive businesses through July 15. Apply at [www.iccwbo.org/awards](http://www.iccwbo.org/awards).**

## **EVENTS CALENDAR**

### **AUGUST 3: IMPROVING LIVES THROUGH BUSINESS INNOVATIONS**, New Delhi, India

This workshop will focus on learning around inclusive business models in India and support company efforts in this area. The session will include discussions on inclusive growth in India and effective partnering in inclusive business. Please write to [Joe.Phelan@iblf.org](mailto:Joe.Phelan@iblf.org) for more information.

### **SEPTEMBER 21: ACCELERATING PROGRESS TOWARDS THE MDGS THROUGH INCLUSIVE BUSINESS**, New York, NY

As global leaders come together for the 2010 United Nations General Assembly, a number of the world's leading business organizations and development partners are convening a high-profile workshop aimed at rallying business energy and expertise around inclusive business models. Leading experts and business executives will lead sessions on developing inclusive business models.

To RSVP for this workshop, please write to [Natasha.Ncube@businessactionforafrica.org](mailto:Natasha.Ncube@businessactionforafrica.org).

### **SEPTEMBER 21: 2010 WORLD BUSINESS AND DEVELOPMENT AWARDS**, New York, NY

The 2010 World Business and Development Awards will recognize the key contributions private enterprise has made to the Millennium Development Goals (MDGs), demonstrating how innovative business models, backed by strong partnerships, can enjoy commercial success and at the same time improve the lives of millions of people.

For more information about the awards visit [www.iccwbo.org/awards](http://www.iccwbo.org/awards).