



BUSINESS CALL TO ACTION

Improving Lives through Business Innovations

August 3rd, New Delhi

The Business Call to Action (BCtA) is a global initiative that seeks to harness the power of business to reduce extreme poverty and improve the lives of millions.

Launched in 2008, the BCtA challenges companies to develop inclusive business models that offer the potential for development impact along with commercial success. In more than 20 countries, business leaders are spearheading efforts to provide poor people with the tools and resources they need to succeed and promoting job and opportunity creation to benefit many more.

The BCtA provides member companies with the opportunity to showcase results at high-visibility events around the globe and within its network of donor partners.

This highly participative workshop will focus on learning in India, support your company efforts, and address the following key questions:

- What are 'inclusive business models' and why include the poor?
- How to create an inclusive business model, what barriers are there and what resources are available to help?
- How to have your commitment to inclusive business recognized by the UN system and the Business Call to Action

Draft Agenda

- 09.00 Registration / Breakfast
- 09.30 Welcome
- 09.40 Business Call to Action, Improving lives through business innovation
- 09.50 Discussion: inclusive growth in India
- 10.10 Case studies and Discussion
- 11.00 Break/Coffee
- 11.15 Break-out groups – identifying opportunities
- 12.15 Break-out summary and Discussion
- 12.40 Lunch
- 13.30 Support for Inclusive Business: Business Innovation Facility; Effective Partnering in Inclusive Business
- 14.15 Discussion
- 14.35 Ideas for Action –break out group
- 15.50 Summary and Discussion
- 16.15 Closing remarks

BCtA is supported by the United Nations Development Programme (UNDP), the United Nations Global Compact (UNGC), UK Department for International Development (DFID), the Australian Agency for International Development (AusAID), the Clinton Global Initiative (CGI), and the International Business Leaders Forum (IBLF).

