Expert group meeting:
Promoting Inclusive Business Across Asia and the Pacific

Bangkok, 22 February 2023
Opening remarks

Jonathan Wong
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Introduction remarks

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Agenda

• Session 1: Country presentations

• Session 2: Opportunities, challenges and the way forward
  • IB Accreditation - Fireside chat with Cambodia and Viet Nam
  • IB Business coaching - Fireside chat with RaiSE and Ecociate
    Discussion among participants on regional collaboration

  [COFFEE BREAK]

  • IB Measuring & managing impact - Fireside chat with Business Call to Action
  • IB Access to finance - Fireside chat with ADB, GSG and Grameen Capital
  • IB Supporting SMEs along the value chain - Fireside chat with ASEAN BAC and OECD
    Discussion among participants on regional collaboration

• Session 3: Options for regional action
Promotion of Inclusive Business in India
About Us

INVEST INDIA
NATIONAL INVESTMENT PROMOTION & FACILITATION AGENCY

MAKE IN INDIA

The Prime Minister’s Science, Technology and Innovation Advisory Council (PM-STIAC)

#startupindia

National Single Window System
Agriculture Sector in India

1st
Leading global producer of Spices, Pulses, Milk, Tea, Cashew, Jute, Millets, Sugarcane

2nd
Largest global producer of Wheat, Rice, Fruits & Vegetables, Cotton

3rd
Largest global producer of eggs, rapeseed & total cereals

GVA Contribution to the Indian economy in FY 22
18.8%

Agriculture is the primary source of livelihood for ~58% of the Indian population
58%

Exports of Agri products in FY22
$ 50 Bn +

Key Challenges:
• Declining per capita land availability
• Decline in agriculture yield due to climate change, land degradation and water unavailability
• Low access to credit
• Lack of awareness regarding technology and mechanization
• Poor infrastructure for farming
• Lack of marketing and supply chain
Government Initiatives for Maximising Impact

Multi-faceted Focus on Doubling Farmers’ Income

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<td><strong>Subsidy support</strong></td>
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<td>Jan-Dhan</td>
<td>1. Pradhan Mantri Kisan Sampada Yojna (PMKSY)</td>
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<td>2. Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME)</td>
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**Ease of Credit availability**
1. Agriculture Infrastructure Fund (AIF)  
2. Animal Husbandry Infrastructure Development Fund (AHIDF)

**Sub Mission on Agriculture Extension**
Demographic Strengths for Promotion of IB in India

1. Emerging Innovations and infrastructure
2. Field level extension and support services
3. Diverse and rapidly-maturing market
4. Conducive Policy structure and ecosystem
5. Community institutions for scale and scope
6. Capacity of Public Private Partnerships
Case Study: Wingreens Farms

Model

1. Land leased from farmer (higher than his produce income), provided fixed income
2. Families employed at farm and business at additional wages
3. Traditional crops replaced by high value herbs- Oregano, Basil, Stevia, Lemongrass etc.
4. Women labour hired and skilled for additional work
5. Use of drip irrigation. Emphasis on composting, water harvesting and other sustainable agricultural practices

Impact

1. Substantial increase in farmers income ~10X
2. Sustainability: Conservation of fast depleting water resources and improving soil quality
   - Savings of 2.5 mn litres of water per acre
   - 756 units of electricity per acre saved
   - 0.6 tn of CO2 per acre
3. Opportunities for women labour and a better quality of life
4. Helping farmers maximise their income from land by introducing them to crops that fetch a higher revenue
5. Brand creation
Case Study: Wingreens Farms

Traditional crops growing in Dadu before Wingreens Farms

Before

After
Challenges in Promotion of IB in India

- Absence of:
  - Digital and Physical Infrastructure
  - Skillset and institutional capacity
  - Framework and Accreditation for standardised practices

- Lack of:
  - Access to Finance & Funding Network
  - Infrastructure & Market Linkages
  - Awareness and Information
Program for promotion of Inclusive Business in Agri and Food Systems:

- Stakeholder discussions for promoting IB
- Pilots to be initiated in two states: Haryana and Telangana
- IB coaching for companies
Thank you

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Viet Nam effort to promote inclusive business in private sector driven sustainable growth

PM’s Decision 167 to support private enterprises in sustainable businesses (2022)
• Circular economy model
• Inclusive business model
• Other sustainable business models

Support activities:
• Sustainable Business Support Ecosystem: platform, data collection, toolkit, consultant network.
• Support for sustainable businesses/SMEs: training, coaching, consultancy, technology application, digitalization, access to finance, market expansion

• IB Landscape Study (ESCAP, iBAN 2019)
• IB raising awareness: workshops, seminars, ASEAN IB Awards (2020, 2021, 2022)

Going
• IB accreditation system
• IB toolkit
• Pilot promoting IB in agriculture & food system (IB Agri, ESCAP- Bill & Melinda Gates Foundation)
• ESG initiatives (USAID IPSC)
Lessons learnt

✓ High-level Government commitment (PM’s Decision on a national program)

✓ Raising awareness for both public and private sectors (triple winners)

✓ International technical assistance (knowledge, experience, funding) piloting in some potential areas

Challenges

○ Limited knowledge & experience on IB (public & private sector)

○ Lack of IB accreditation system

○ Lack of financial incentives
Promoting Social Enterprises in Singapore

raiSE
Social Enterprise Ecosystem Developer

- Sector Growth
- Capacity Building
- Venture Building
Learning Points

- Build the sector first, before developing the ecosystem
- A diverse public-private Team & Board is important
Challenges

- Talent attraction / retention will be the cross-cutting challenge we will all face
Options for regional action..

**IB Accreditation**
- Training of government officials and of experts (business organisations, consultants)
- Accreditation to be supported by international organisations – to give credibility
- Opportunity to link to investment – build regional investment pool

**IB Coaching**
- Building regional pool of coaches (Training of experts, Academia, Access to a broader range of experts)
- Coaches coming together to share experiences while recognising they come from different system
- Offer expertise to impact firms on how to expand to another country

**IB Measuring & Managing impact**
- Support measuring and managing impact regionally, it can inspire countries to do work in this area – highlight opportunity for firms, investors and governments

**Financing and investing in IB**
- Work with NABs (nationally, regionally)
- Explore smaller ticket financing opportunities
- Keep shining the light on social impact, not only environmental sustainability
- Sharing best practices on regulatory issues
- Line of credit to clusters of firms

**IB supporting SMEs along the value chain**
- Pay attention into value chain from a social perspective
- Promote brokers that support SMEs to integrate into value chain
- Invest more on developing inclusive value chain (investment, coaching)

Collab at regional level can influence policy, and influence different government agencies and firms to promote IB.
Agenda item 5: Enabling business innovation for inclusive and sustainable development

Conference room 1, 10 am – 12 noon, Thursday 23 February

- Presentation by the secretariat
- Country statements
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