Innovations that Improve Lives

Why Join?
By joining BCtA, a company benefits from:

- A global leadership platform on which to demonstrate a genuine commitment to eradicate poverty and support the MDGs.
- Technical expertise and knowledge on inclusive business models and how to go about incorporating these models in core business activities.
- Partner networks with donor organizations for building partnerships.
- Validation and dissemination of the results of company actions in national, regional and international fora, including the UN.

How Can I Join?
The BCtA invites business to seize the opportunity to make that difference. There is no membership fee; companies are simply asked to submit an application via the BCtA website at: www.BusinessCallToAction.org.

- Initiatives must show that they are:
  - Able to generate economic and development benefits;
  - Clearly linked to the company’s core business;
  - Incorporate a fresh approach to business for the company; and,
  - Generate measurable results.

Limited technical support is provided by the BCtA Secretariat and its partners to help a company identify and develop appropriate company initiatives.

What is the Business Call to Action?
Around the globe, business investments are a powerful driver for economic and social change. These investments have the potential to realize commercial success while also helping people escape from poverty.

The Business Call to Action (BCtA) encourages companies to develop innovative new business models that meet the Millennium Development Goals (MDGs) by providing jobs, contributing to environmental sustainability, addressing healthcare challenges in developing countries, and creating opportunities for women.

The BCtA global leadership platform is supported by the Australian Agency for International Development, the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency, the UK Department for International Development, the US Agency for International Development, the United Nations Development Programme, the United Nations Global Compact, and the Clinton Global Initiative.

The Companies
Worldwide, 83 companies have responded to the BCtA by making commitments to improve the lives and livelihoods of millions through commercially-viable business ventures that engage low-income people as consumers, producers, suppliers, and distributors of goods and services.

BCtA member initiatives include pledges to provide access to financial services for more than 59 million people, promote improved health outcomes for 60 million people, and enhance access to energy for 89 million low-income households.

Contact the Business Call to Action

Email: Secretariat@businesscalltoaction.org  ■  Tel: +1 212 906 5764  ■  Web: www.BusinessCallToAction.org

Photo Credit: Royal DSM Nutrition Improvement Programme
Celebrating 24 New Member Companies

**Ajinomoto** - offering essential nutrients for children and mothers to combat malnutrition in Ghana

**Aravind Eye Care System** - rolling out online learning for eye care professionals

**Babajob** - empowering informal sector job seekers in India

**ClickMedix** - deploying technology enabled community health workers to deliver cost-effective health care in India

**Drishtee Skill Development Center** - providing livelihood skill development in rural India

**DSM** - providing nutritious meals in low income communities of Indonesia

**Envirosfit International** - distribution of clean cooking technology through a partnership in Kenya

**EMPOWER Pragati Vocational & Staffing** - providing skill development for disadvantaged youth in India

**FINO PayTech** - increasing access to financial services for the under-banked in India through a mobile platform

**FirstRand Bank** - extending financial inclusion through branchless banking in urban India

**Global Easy Water Products** - providing affordable micro-irrigation systems for smallholder farmers in India

**Hippocampus Learning Centres** - scaling stimulating early education programs in rural India

**Ikea** - promoting sustainable cotton farming in India and Pakistan

**L’Occitane en Provence** - developing a more sustainable value chain for shea nut butter with women’s cooperatives in Burkina Faso

**Mahindra Rural Housing Finance** - providing home loans to the underserved rural consumer in India

**MicroVentures Incorporated (Hapinoy)** - extending medical products and services to low-income Filipinos

**Novartis** - providing access to affordable medicine and health education in India

**PharmaSecure** - helping patients to better manage their health conditions through technology in India and Nigeria

**PUPA** - serving Brazilian pre schoolers with stimulating educational training

**Ryohin Keikaku (MUJI)** - developing the capacity of handicraft producers in low income countries

**Shree Kamdhenu Electronics** - improving the efficiency of milk cooperatives in rural India

**Banco Santander Brasil** - extending financial services to low-income communities in Brazil

**TTNET** - increasing internet literacy among low-income communities of Turkey

**Ziqitza Health Care Limited** - expanding ambulance services for all across India