

# **Contribution to Development By the GC Participants**

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# Why

**For Nepal, alone US \$ 16,000 m needed, to achieve millennium goals, resource available with the Government is US \$ 4,700m**

**Every Year 300,000 youth seek for jobs  
Private Sector can play a valuable roles.**

**Arranged various meetings to make private sector aware about the MDGs and role of Private Sector**

# What areas of contribution ?

Development  
benefits



**Development**

- Contribution of financial or in-kind resources to development
- projects e.g. earthquake, flood

**Pro-poor business models / missing markets**

- linking larger to smaller/informal business at different levels of the value chain

Business  
benefits



# 1. Development work ( one off activity)

**Choudhary Group (CG):** (donate 10 paisa (a fraction of a penny) for every packet of their noodles that are sold for a month to flood victims)

**Nebico Company** provided packets of biscuits to Flood victims

Cash and kind contribution from other companies

Provided support to flood victims through UNDP's Disaster Project

## 2. Pro-poor business models / missing markets

FOUR BILLION PEOPLE AT THE BOTTOM OF THE PYRAMID

Purchasing power parity  
in dollars

Population in millions

>\$20,000

Upper

75-100

\$1,500-20,000

Upper Middle  
& Middle class

1,500-1,750

<\$1,500

4,000

Win Win Situation when integrating poor into the market economy

Source: Prahalad, C.K., and Allen Hammond.2002. "Serving the World's Poor, Profitably." Harvard Business Review July-August.

## **Business with the poor can be profitable.**

### **Choudhary Group (CG): On going Chilly Power for Noodles**

- 50 metric tons of chilli powder required
- 1000 of women entrepreneurs can be benefited
- Purchasing capacity will be increased of poor
- Ultimately, poor can afford to buy noodles

### **Potato chips**

- Chaudhary group gave sample of potato seed for trial production in Micro–enterprise project



## **Gandaki Bee Concern:**

Train, provide technical training and credit and buy from 500 poor farmers from the remotest parts of the country



# Partnership with Himal Power Limited (Hydropower Company)

## Khimti Neighborhood Development Project (KiND), (\$ 3m)

- Build a mini/small hydropower plant 400 kW: 3000 households to be electrified
- new small enterprises
- 600 toilets
- Various support for schools, Drinking water , Road construction, Rural health/mobile clinics programme

# **SN Power : Establishing a power generating plant (around 6MW – 7MW).**

Electrify the non-electrified households in the project area.

Establish a vocational training institute to use the human resources in the project during construction and enhance skills to enable the students to work on other similar projects in Nepal.

Basic infrastructure in health/sanitation, irrigation, education and production/market access is improved and functional in the project area

Support fish farming through the use of expertise from Norway.

# **Vision : who cares wins**

**Creating a basket of fund ( CSR) initiate a development project**

**Business to Business link ( among GC participants)**



**Vision without action is merely a dream**

**Thank you!**