

# MEET & MULTIPLY

29 JUNE 2015

MEXICO CITY, MEXICO

A SIDE EVENT OF THE **BASE FORUM**

## A FORUM FOR REPLICATING INCLUSIVE BUSINESS MODELS

*FOSTERING THE REPLICATION OF INCLUSIVE BUSINESSES*

Applications are now open for entrepreneurs and organizations interested in bringing or expanding these successful inclusive business models in Latin America and the Caribbean.

Apply now to meet the founders and explore how to make this happen at the Meet & Multiply event on June 29 in Mexico City, where you will also meet potential partners to support you.

It does not end with the event! We will continue to follow up with throughout this year to link you with relevant partners and support you in the replication process.

## Who You'll Meet

You'll meet the founders of inclusive businesses that are operational, profitable, and have demonstrable social impact. They seek potential partners and collaborators to replicate their model in Latin America.



**Jain Irrigation**

*Going beyond irrigation to provide an integrated farming system for smallholders.*

### CHALLENGE

87% of farmers in India are small, ie. less than 2 acres, and have limited resources.

### SOLUTION

Jain Irrigations Systems (JISL) has built a global business providing micro-irrigation systems (MIS) to smallholders in water-scarce regions. MIS drastically improves the efficiency of water and energy use. In addition, JISL provides an integrated system to ensure farmer success, including high-quality agricultural inputs, capacity building, and a buy-back program which provides the fruits and vegetables for its food-processing unit.

### IMPACT

Customers of JISL achieve annual yield increases between 60%–130%, and income increases between \$500–\$6,000 per farm. The use of MIS reduces water consumption by up to 70% compared to flood irrigation.



**eKutir**

*Creating wealth for small holder farmers through ICT, support and market linkages*

### CHALLENGE

Smallholder farmers lack relevant data to make informed business decisions.

### SOLUTION

The innovation of eKutir is in designing this decentralized, risk-averse, and transparent infrastructure for the entrepreneurs and farmers that uses ICT as a tool for scale and replication. ICT applications include a Farmer Portfolio Management Tool that captures all transactions of the farmers during the year and helps to reduce risks.

### IMPACT

Currently eKutir reaches around 70,000 marginalized farmers with major impacts on income, nutrition and sanitation of farmers. Farmers working with eKutir earn at least 200 USD per month by increasing yields and reducing the cultivation costs.

APPLY AT **MEETANDMULTIPLY.ORG**

*Bringing back the family physician model to all socio-economic levels in India*

### CHALLENGE

Low-income populations do not have good quality primary health care.

### SOLUTION

Ross Clinics offer continuous and personalized care to individuals and families at all levels of the socio-economic spectrum. The clinics charge on a sliding scale and offer yearly health plans to ensure that care is affordable. The clinics value building a relationship of trust between the doctors and their patients.

### IMPACT

Families have access to ongoing primary care, leading to lower catastrophic health expenses, less days of income, less disability cost, and overall better physical and financial health.

The cost structure allows low-income patients to access high-quality care; 15-20% of walk-ins are lower-income.

*Providing world class quality care that is affordable, compassionate and at scale.*

### CHALLENGE

It is difficult to maintain quality in healthcare while increasing scale.

### SOLUTION

Narayana Health, headquartered in Bengaluru, is a complex of health centres that offers economical health care to at a huge scale. Narayana offers a health insurance plan for low-income clients and their discounted rates are compensated by higher-income patients who pay full price or opt in for additional benefits or services. The company relies on standardization of processes, strict monitoring, and economies of scale to bring down the cost of procedures.

### IMPACT

Narayana has been able to offer health insurance coverage to farmers for as low as 22 cents (USD) a month in premiums. The procedures they offer are at about 40% of the cost of other private hospitals.



## Our Partners

Meet & Multiply is backed by various partner organizations who can provide additional support to the replication process. The event itself takes place at the IDB's Base Forum, a conference that brings together leaders in the area of market solutions targeting the base of the pyramid in LAC.



CONNOVO



INCLUSIVE BUSINESS  
ACTION NETWORK



SNV

## APPLY TO ATTEND MEET & MULTIPLY

Meet & Multiply is an exclusive invitation-only event. We are accepting applications from entrepreneurs and organizations who are interested in attending as adopters of one of the business models. Adopters would include the business model into their existing companies or start a new business.

Interested?

- Visit our website [www.meetandmultiply.org](http://www.meetandmultiply.org)
- View the detailed profiles of the model that interests you
- Check if you match the adopter profile for the model
- If you do, apply!

The deadline to apply is June 12. However, there are only 10 seats available per model and applications are approved on a rolling basis so apply early to avoid disappointment!

**[WWW.MEETANDMULTIPLY.ORG](http://WWW.MEETANDMULTIPLY.ORG)**