



Investment Opportunities

- RTBI, 3rd March 2010



- fable of the shoe salesmen
- opportunity or no opportunity



- Entrepreneurial interventions have the potential to impact bottom of the pyramid

Micro equity investments into MSME can spur economic activity at BOP and be an engine for social change

Correlation between financial returns and social impact, rather than trade-off

“the bottom line is simple: it is possible to do well by doing good”



What interest investors :

- * Replicability
- * Scale
- * Commercial attractiveness arising from the above



Models reflect social enterprises :

- * high volumes
- * creation and better distribution of wealth
- * creating local entrepreneurship



Zameen Organics :

- * Fair Trade cotton trading
- * > 15,000 acres of land
- * > 6000 farmers



Saraplast :

- * Indian Railways
- * Construction Workers
- * Places of Congregation

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