

INCLUSIVE BUSINESS

KNOWLEDGE SHARING TEMPLATE

The aim of this template is to collect experiences, projects, policies or initiatives at local, country and regional level related to the promotion of Inclusive Business.

1. General Information
1.1. G20 Country
Japan
1.2. Project / Initiative / Policy name/title:
Preparatory survey for BOP business on Development of Production Systems for Green Mungbean in Bangladesh
1.3. General objective
Production of high-quality mung beans help to improve Base of the Pyramid farmers' income and nutrition through exporting to the Japanese market.
1.4. Expected results <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
<p>Preparatory survey focused on a market survey in Bangladesh and establishment of instruction methods for farmers' cultivation skill development through pilot project for mung bean production and its evaluation. As a result, by cultivating mung beans with its own management, Grameen Euglena (GE; (formally Grameen Yukiguni Maitake Ltd.), a joint venture in Bangladesh, analyzed the risks and challenges for large-scale mung bean production, then found their solution to ensure a stable supply of high-quality mung bean sprouts.</p> <p>Based on results of preparatory survey, business development of mung bean's mass-production was evaluated as feasible even though problems such as weather and disease risks remained. Farmers who participated in the project have acquired technical skills for cultivating high-quality mung beans, allowing them to improve their unit crop yield and quality, which leads to higher incomes. One positive case shows that in season 1, a farmer in west region increased his harvest at twice and purchased price at 1.5 times comparing to the previous year.</p> <p>Of the mung bean harvested in 2012 and 2013, GE, exported about 40% of purchased mung beans and the rest of mung beans were sold in Bangladesh at original price, improving nutrition of local people. By cultivating mung beans based on its own management, euglena enabled to reduce pesticide residue, bacterial such as fungi and other risks and ensure a stable supply of high-quality mung bean sprouts. In this survey, averaged 7,500 contract farmers were involved in 2012 and 2013. Furthermore, women were actively involved in this project through participating in the process of dust removal, screening</p>

and selling process.

1.5. Intended impact *(outcome-level: income generated or increased, health/education/housing improved, etc.)*

Using the results of this survey as baseline data, business development of the project has been conducted, and at the stage of business expansion, the number of employed contract farmers was expected to be more than 10,000. Thus benefits that this project brings to BoP farmers have been significant. Upon completion of the preparatory survey, continuous selection of project locations, formulation and implementation of training programs for FS as well as improvement of quality control at screening process have been conducted. (In 2015, 1,500 tons of mung beans were harvested and half of them were exported to Japan, thus productivity of mung bean production has been rapidly increased.)

2. Legal framework

2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?

3. Implementation

3.1. Implementation level

- Domestic
- Support of developing and low-income countries (international cooperation)

3.2. Implementing agency *(including link)*

Executing agency: euglena Co., Ltd. (formerly Yukiguni Maitake Co., Ltd.), Grameen Euglena (formally Grameen Yukiguni Maitake Ltd.)
Sponsor: Japan International Cooperation Agency (JICA)

3.3. Direct target group *(MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)*

Base of the Pyramid (BoP) farmers in Bangladesh

3.4. Indirect target group *(SMEs, women, youth, rural/urban communities, etc.)*

3.5. Nº of countries involved *(if project is Regional/Global)*

- 3.5.1. City, Country, Region 1:
- 3.5.2. City, Country, Region 2:
- 3.5.3. City, Country, Region 3:
- 3.5.4. City, Country, Region 4:
- 3.5.5. City, Country, Region 5:

3.6. Project status	3.7. Duration (<i>mm/yyyy – mm/yyyy</i>)
<input type="checkbox"/> Under design <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed	12/2011-02/2014
3.8. Brief description of the link with the BoP <i>How does the project / initiative / policy include the BoP? How does it benefit the BoP? How does it define the BoP and its role?</i>	3.9. Role of the BoP
<p>Through the survey, GE provided agricultural techniques to BoP farmers in order to grow high-quality mung beans. Harvested mung beans were purchased by GE at higher than the market price, and some were exported and distributed to bean sprout retailers in Japan. This contributes to an increase in farmers' income and in employment, especially for women, as well as improvement of nutrition by selling the rest of the mung beans at low prices in Bangladesh. Also, GE reduced pesticide residue, bacteria, fungi, and other risks; and ensured a stable supply of high-quality mung beans.</p>	<input type="checkbox"/> BoP as customer <input type="checkbox"/> BoP as distributor <input type="checkbox"/> BoP as retailer <input checked="" type="checkbox"/> BoP as supplier
3.10. Sector (<i>more than one answer possible</i>)	
<input checked="" type="checkbox"/> Agriculture or Food <input type="checkbox"/> Energy <input checked="" type="checkbox"/> Health <input type="checkbox"/> Education <input type="checkbox"/> Water, Sanitation <input type="checkbox"/> Waste Management <input type="checkbox"/> Housing or Construction	<input type="checkbox"/> Retail, Manufacturing or Consumer Goods <input type="checkbox"/> Information Communications Technology (ICT) <input type="checkbox"/> Financial Services <input type="checkbox"/> Tourism <input type="checkbox"/> Cross-sectoral <input type="checkbox"/> Other: _____
3.11. Topic (<i>more than one answer possible</i>) (*) See Annex for definitions	
<input type="checkbox"/> Inclusive business models and strategy <input type="checkbox"/> Scale <input type="checkbox"/> Policy and government <input type="checkbox"/> Finance for inclusive business <input checked="" type="checkbox"/> Corporates in inclusive business <input checked="" type="checkbox"/> Partnerships <input type="checkbox"/> Environmental impact <input checked="" type="checkbox"/> Gender	<input type="checkbox"/> Results measurement and impact <input type="checkbox"/> "What is IB?" <input type="checkbox"/> Innovation <input type="checkbox"/> Digitalization <input type="checkbox"/> Capacity building <input type="checkbox"/> Data <input type="checkbox"/> Impact investing <input type="checkbox"/> Other: _____

3.12. Main area of intervention / Type of support provided <i>(What is the project's/initiative's/policy's focus regarding the main challenges faced by inclusive businesses -more than one answer is possible-)</i>	
<input checked="" type="checkbox"/> Financial resources <input type="checkbox"/> Rules and regulations <input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity	
4. Funding	
4.1. Origin <i>(more than one answer possible)</i>	
<input type="checkbox"/> Government / State-owned enterprise <input type="checkbox"/> Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI) <input checked="" type="checkbox"/> International Organisations (IOs) <input type="checkbox"/> NGO / Foundation <input checked="" type="checkbox"/> Private sector <i>(impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc.)</i> <input type="checkbox"/> Other: _____	
4.2. Brief description of funding / contributions <i>(e.g. name of funding institution, type of financing instrument, etc.)</i>	
Japan International Cooperation Agency (JICA), Grant provided for survey.	
4.3. Available funds <i>(optional)</i>	
4.4. Value of project	
<p>This project contributes to decreasing poverty in rural area through creation of employment, as well as increasing yields and quality by introducing Japanese agricultural methods, and purchasing crops at adequate price. The pilot project for mung bean production and its evaluation were conducted from 2012 to 2013.</p> <p>As for the business model, euglena provides GE with finance and technologies for producing high-quality mung beans. And Grameen Krishi Foundation provides GE with microcredit schemes for farmers to buy seeds, and supports to establish farmers' networking. With support of euglena and Grameen Krishi Foundation, GE employs contract farmers, and provides instructions to them to produce high-quality mung beans. Harvested mung beans were purchased by GE at higher than market price. Among them, adequate sized mung beans for producing bean sprouts are selected and exported to Japan. The rest of mung beans are sold at cost price in Bangladesh and thus this contributes improvement of nutrition in Bangladesh.</p>	

4.5. Description of financing/procurement process	
JICA calls for proposal to the public, then select the company to support.	
5. Monitoring and Evaluation	
5.1.1. Does the project / initiative / policy involve a monitoring process?	5.2.1. Does the project / initiative / policy involve an evaluation process?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5.1.2. Brief description	5.2.2. Brief description <i>(specify type of evaluation - process, outcome, impact – and methodology)</i>
JICA monitors the project for asking the company to make the development impact	
5.1.3. Lessons learned and results <i>(if applicable)</i>	5.2.3. Lessons learned and results <i>(if applicable)</i>
6. Contact Information	
6.1. Contact Information <i>(if there is a website of the project/policy/initiative, please include it)</i>	
https://development.asia/case-study/improving-yield-and-quality-mung-beans-bangladesh	
7. Supporting material	
<i>Please provide links to or upload any further supporting materials, including: newspaper articles, case studies, toolkits, photographs, and any other relevant materials to help illustrate the project</i>	

ANNEX

BoP as customer: business models that reach low-income consumers (products, services that target low-income consumers).

BoP as distributor: business models that reach low-income distributors (distribution, awareness, market building).

BoP as supplier: business models that engage source products from low-income workers and suppliers

BoP as retailer: business models that sell goods to the consumer, e.g. at the BoP

Capacity building: Lessons learned from capacity building programmes.

Corporates in inclusive business: corporate business models that engage the BoP.

Digitalisation: impact of digitalisation on business and society.

Data: Data and inclusive business. Data and the BoP.

Environmental impact: inclusive business models that mitigate or adapt to climate change.

Finance for inclusive business: finance for inclusive business, e.g. impact investing, accessing funding.

Gender: economic empowerment of women, gender issues.

Impact investing: publications from impact investors and about impact investing in general.

Inclusive business: Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the economic pyramid (BOP) making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. In addition to these commercially inclusive activities, businesses may also pursue broader socially inclusive goals. Inclusive business should promote sustainable development in all its dimensions – economic, social and environmental.

Inclusive business models and strategy: business-planning tools, assessment of models.

Innovation: Innovative business models, importance of innovation and how to be innovative.

Partnerships: business-to-business, business to government, or business to NGO partnerships within inclusive business models.

Policy and government: policy issues and ecosystem for IB; resources from or for donors and policymakers; policy recommendations.

Results measurement and impact: approaches to measurement of results, findings on results of inclusive businesses.

Scale: strategies for scale.

“What is IB?” : introductory literature on IB, discourse papers that define IB.