Index

Access Program, 61
Accredited Social Health Activists (ASHA), 72
Agro-processing, 177–178
business opportunity creation, 180–181
characteristics of agribusinesses, 179–180
development of governance structure, 187–188
economic outcome, 180–188
future markets, 186–187
marketing for scale generation, 183–185
product development, 181–183
sales amount and profit, 185–186
social impact, 189–194
technology development, 181–183
Alien Tort Claims Act, 12–13
Alignment of partner interest, 171–174
Alliance governance, 37
Aravind Eye Care System, 142, 208, 214–215
community partnership in action, 145–151
healthcare sector, 151–152
knowledge sharing in action, 152–153
outpatient visits and surgeries, 143
outreach camps, 146–149
partnership with communities, 142–151
Arogya Parivar Program (AP Program), 50, 62, 209
synchronized business model of, 63–77
Artemisinin-based combination therapy (ACT), 61
Bottom/base of the pyramid (BOP), 4, 16, 158
Business. See also Inclusive business (IB) organizations, 206, 208–209, 213, 215, 218
social organizations, 208
type of, 206–208
unit, 67, 71, 77, 81
Business Call to Action (BCtA), 46
Clean water, 123–125
Commission on Human Rights (CHR), 13
Community-owned water supply organization (COWSO), 95–96
Companies Act (2013), 211–212
Complementarity, 30–31
Continuing Medical Education Program (CME Program), 74
Cooperative learning, 37, 40, 180
Corporate social responsibility (CSR), 26, 131, 161, 211–213
Credible commitment of people, 51
Cross-boundary cooperation, 35–36, 86, 91, 218–219, 222
Drinking water
private initiatives in, 160–161
provisioning in India, 159–161
as social problem, 157–158
Economic and social effects, 215–219
business organizations, 215–218
social organizations, 218–219
Ethnographic narrative, 145–151
Externalization, 37–40
Family Planning Association of India (FPAI), 75
Formal institutions, 19
Funding, 138–139
problem of, 132–133
Ghana Nuts Company Limited (GNL), 178–179, 206, 208
Global Specialty Oils and Fats (GSOFL), 183–184
Government-centered to market-centered development, 11–12
Health awareness, 61
Healthcare sector, 151–152
Healthy Family Program, 62
Hierarchy-type interaction, 53, 55, 79
Hilton Cataract Initiative (HCI), 151–152
Human resource management, 138 for IB, 133–137
Hybridized inclusion, 23–26
Inclusion, type of, 207
Inclusive business (IB), 2, 9–10, 17–18, 49–50, 86
economic and social effects, 40–42
human resource management for, 133–137
and institutional interconnections, 50–51
institutional interconnections and, 87–89
model, 177
present and reasons for failures, 15–17
projects, 44–45, 89–90, 122, 128
social issues, 43
for substituting institutional voids, 18–23
successful IB cases, 47
India, drinking water provisioning in, 159–161
Indian Companies Act, 167
Indian company, 206–208
Informal institutions, 19
Information, Communication & Education (ICE), 174
Institutional approach, 15–23
Institutional inclusion, 25
characteristics, 26–27, 29, 32
developing, 18–23
diverse types of, 88–89
IB and, 50–51, 87, 89
interaction in harmonizing mechanisms, 54
and organizational interrelations, 51–55
and self-initiating activities, 87–88
and synchronized business model of AP Program, 63–77
Institutional void, 24
Institutions, 2–3, 10–11, 49–50, 86
Interconnections
on hybridized inclusion, 23–26
on mainstream inclusion, 23–26
on marginalized inclusion, 23–26
Intermediation, 37–40
Internalization, 37–40
International Chamber of Commerce (ICC), 13
International Finance Corporation (IFC), 16
International Labor Organization (ILO), 94
International Nonproprietary Names in generic section (INN/generic), 65–66
International Organization for Migration (IOM), 94
Japan External Trade Organization (JETRO), 95
Japan International Cooperation Agency (JICA), 91
Japan Society for the Promotion of Science (JSPS), 5
Knowledge sharing in action, 152–153
Lions Aravind Institute of Community Ophthalmology (LAICO), 151–152
Mainstream and Reactive Hybrid Inclusion, 31, 34, 36–37
Mainstream inclusion, 23–26
Mainstream-institutions-based inclusion, 25
Malaria Initiative, 61
Marginalized and Proactive Hybrid Inclusion, 34, 36
Marginalized inclusion, 23–26
Market-centered to government-centered development, 11–12
Market-type interaction (M), 80
Medicines for Malaria Venture (MMV), 61
Millennium Development Goals (MDGs), 10
Millennium to SDGs, 14–15
Ministry of Economy, Trade, and Industry (METI), 18
Multinational corporations (MNCs), 2, 10–11, 57–58, 86–87
Netra Niramay Niketan (NNN), 152–153
Nippon Poly-Glu (NPG), 89, 206
historical development of project, 93–96
IB Project of, 91–104
operations and interrelations developed among partners, 96–102
orientation of values and goals, 91–92
partner relations, 102–104
Nongovernmental organizations (NGOs), 12–13, 86
NGO-company conflicts, 12–13
Novartis
AG, 206
mission, 57–60
Novartis’s AP Program, 56–57
social business programs, 60–63
Obligation-network-type interaction, 55, 79
Official development assistance (ODA), 95
Organizational interrelations, institutional interconnections and, 51–55
People, planet, prosperity, peace, and partnership (5Ps), 14–15
Positive-sum game, 32–35
Poverty, 9–10
Proactive Hybrid Inclusion, 220
Product development, 181–183
Product innovation, 181–182
Public–private partnership model (PPP model), 171
Razor and blades business model, 158
Reactive Hybrid Inclusion, 36–37
“Ready-to-Eat Meals” category, 186
Refined, bleached, and deodorized (RBD), 184
Reverse osmosis (RO), 161
Risk diversification, 137–138
Safe Water Index, 156
Sanitary pads, 126–127
Scale generation, 183–185
Self-initiating activities, 87–88
Self-initiatives, 106–109
Small-and medium-sized enterprise (SME), 30, 91, 206
Smart village concept, 118
Social contribution and profit making, 208–215
Social impact, 189–194
development of governance structure, 189–190
quality of life improvement, 190–193
reducing high transaction cost, 193–194
Social organizations, 208, 213, 215, 218–219
Social tourism, 127–128
Social unit, 71, 77, 81
Socially responsible investment (SRI), 13
Socioeconomic effects, 104–106
Solar energy, 125–126
business model, 128–132
Sustainable development, 12
Sustainable Development Goals (SDGs), 2, 9–10, 86
from MDGs to, 14–15
Synchronized business model of AP Program, 63–77
business unit, 67–71
separation of business and social units, 64–67
social unit, 71–77
Synchronized connections between business and social units, 77–81

Tanzania Water & Environmental Sanitation (TWESA), 91
Technology development, 181–183
Torture Victim Prevention Act, 12–13
Trust-based governance mechanism, 188
Tuberculosis (TB), 60

U-Respect Foundation (URF), 72
UK’s Department for International Development (DFID), 107
UN Millennium Declaration (2000), 14
United for Hope (UfH), 117–118, 208
business-social configuration, 214
clean water, 123–125
external partners, 138
founder, 119–120

funding, 138–139
government influence, 137–138
human resource management, 138
IB projects, 122–128
management of expectations, 138–139
risk diversification, 137–138
sanitary pads, 126–127
sanitation and cleanliness, 120–122
smart village concept, 118
social tourism, 127–128
solar energy, 125–126

United Nations (UN), 86
United Nations Development Programme (UNDP), 12, 60–61
United Nations High Commission for Refugees (UNHCR), 92

Value
appropriation by WLIP, 165–171
creation by WLIP, 164–165
proposition of WLIP, 163–164
Voluntary Association for Rural Development (VARD), 153

Water and Sanitary Management Organization (WASMO), 160
Water Health International (WHIN), 160
Waterlife India Private Ltd. (WLIP), 156, 161, 171, 206, 208
alignment of partner interest, 171–174
value appropriation by, 165–171
value creation by, 164–165
value proposition of, 163–164
Wicked problems, 157–158
World Business Council for Sustainable Development (WBCSD), 13
World Health Organization (WHO), 65–66

Zero-sum game, 32–35