



CONNECT TO GROW

Supporting enterprise growth through innovation and partnership

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CONNECT TO GROW

Supporting enterprise growth through innovation and partnership

Home Page

NEW: Online searchable database of 200+ organisations that provide financial and technical support to SMES

Connect to Grow is a first-of-its kind enterprise matchmaking initiative, designed to help ambitious enterprises grow!

It does this by creating partnerships between Indian enterprises and enterprises across South Asia and Africa, to improve people's health and agricultural prospects.



Connect

We match enterprises in India with enterprises in sub-Saharan Africa and South Asia for profitable and socially beneficial partnerships



Collaborate

We help partnerships to develop their proposition, agree a suitable partnership agreement and implement a well designed partnership venture



Grow

We support partners in accessing finance and creating a plan to scale the venture. In turn, both enterprises grow through partnership resulting in increased profitability and social impact

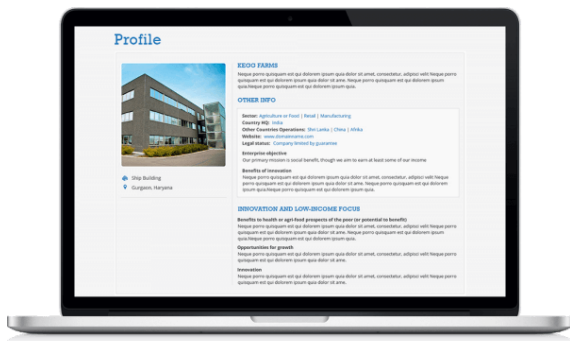
Your Journey as an Indian enterprise with Connect

Your Journey as a South Asian/African enterprise with Connect

How does it work?



I am an Indian enterprise,
with a proven innovation,
looking to enter new markets



The registration phase of Connect to Grow is now complete.

The programme has reached the full quota of businesses it can support and is, therefore, no longer accepting new enterprises on the programme. If you would still like to browse our enterprise marketplace and connect with registered enterprises, then click here.

I am an Indian enterprise,
with a proven innovation,
looking to enter new markets
Am I Eligible?

I am a South Asian or African
enterprise
with an established market, interested
in adopting a proven innovation
Am I Eligible?

Implementation



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About

Meet the Team

Connect to Grow is implemented by international development consultancy [IMC Worldwide](#) in partnership with [Ashley Insight](#) and [Innovation Alchemy](#). The Connect to Grow team has a wealth of experience working with social enterprise and social innovators, brokering partnerships and running private sector development programmes. The team has a local presence in India, Africa and the United Kingdom.

David Irwin

Team Leader

David has a background in supporting new and growing businesses. In 1980, he co-founded Project North East (PNE), one of the UK's leading enterprise and economic development agencies, and was its chief executive for 20 years. From early 2000 till 2002, he was Chief Executive of the UK Government's Small Business Service, an executive agency of the Department of Trade and Industry, with responsibility for managing all of the UK Government's small business support programmes and a role as the "strong voice for small business at the heart of Government". He is now a consultant in enterprise and economic development working with clients such as DANIDA, Department for International Development, International Labour Organisation, International Trade Centre and Sainsbury Family Charitable Trusts. David is based in the UK.

Baiju Vaidya

Deputy Team Leader

Baiju Vaidya is a Senior Consultant at IMC Worldwide and Deputy Team Leader for Connect to Grow (Connect). Baiju is an expert in enterprise support and innovation promotion, with a wide range of skills acquired through working with MSMEs, corporates, NGOs, and government. Baiju has over 8 years' experience working for both non-profit and for-profit sectors, with strong expertise in programme management, finance mechanisms, corporate governance, corporate responsibility, MSME development and innovation promotion. Baiju has worked on programme design, implementation, monitoring and evaluation including on DFID's Ideas to Impact and the World Bank's Development Marketplace. Baiju previously worked with at a think tank supporting corporates in becoming more responsible businesses, and with the Red Cross in leading on a results-based financing initiative. He has worked across Africa and Asia. Baiju is based in

Daniel Idowu

Partnership Manager, Comms associate

Daniel is a Partnership Manager for Connect and leads the programme's communication with enterprises. Daniel has 10 years of professional experience, including: enterprise promotion, diagnostic and development, facilitating communications and learning and adaptive program management. Daniel works for IMC's Inclusive Growth team. His work centers on supporting entrepreneurs to start, grow and develop their businesses. Specifically, he focuses on enabling early stage entrepreneurs to develop products and services using lean-start up and high growth models. Prior to joining IMC, Daniel worked for Solve, where he supported and managed enterprises under their £4 million-pound program designed to accelerate social ventures. Daniel is based in the UK.

Graham Smith

Programme Manager

As Programme Manager, Graham is involved in coordination and administration, managing contracts, finances, budget and grant spend. [Read less](#)
He is a Senior Consultant in IMC Worldwide's Project Management Unit, where he is the project manager of Connect and Climate Change Compass. He has significant experience in operations and programme transformation across a number of geographies and transitioned into the humanitarian and international development sector in 2011. He is a PRINCE2 Practitioner certified project manager. Graham has significant delivery expertise having led the operations for, among other projects, the installation of a water supply network whilst living in an insecure, highly complex and rapidly changing environment, South Sudan. Graham is based in the UK.

Nada Ibrahim

Programme Support, Partnership Manager

Nada supports the programme by coordinating with intermediaries and outreaching to enterprises. Her overall development experience includes working on institutional policy assessments as well as inclusive development. Nada's prior experience involved co-founding a social enterprise focusing on the trade of ethically sourced, organic agricultural commodities such as gum Arabic, sesame seeds and hibiscus. She has also worked for the World Bank in Sudan across 2 projects where she conducted policy research on the effects of sector reforms in improving producer livelihoods and supported M&E operations. Nada is based in the UK.

Caroline Ashley

Knowledge Management And Results Lead

As Results Director on Connect to Grow Caroline is responsible for the overall tracking and reporting of progress, and for the lesson-learning and exchange component [Read less](#)
Caroline's expertise is in business models that deliver both social and commercial return, and the measurement of that impact. Caroline has worked with challenge funds, impact investors, social enterprises, MNCs and donors on the contribution that business can to international development. She has lived and worked in Africa and Asia, and is also Editor of the Practitioner Hub for Inclusive Business. Caroline is based in Twickenham, UK.

Carolin Schramm

Monitoring & Evaluation Manager, Partnership Manager

Carolin manages the programme's results and reporting activities and is also a Partnership Manager on the programme. Carolin has ten years experience working in international development. Before joining Ashley Insight, she worked at the Overseas Development Institute (ODI), the German Development Agency (GIZ) and PwC's international development team where she managed multi-year international donor programmes. Carolin's specialist technical areas include design and implementation of monitoring & evaluation frameworks, inclusive business model appraisal and roll out of learning and communication strategies. She has worked in various developing countries including Kenya, Nigeria, Malawi, Zambia, India, Bangladesh and Peru. Carolin is based in Nairobi, Kenya

Lara Sinha

Knowledge and Learning Manager

Lara manages and coordinates the knowledge creation and dissemination activities of Connect to Grow. She also manages the programme's website and marketplace. As an Associate with Ashley Insight, Lara is also the Manager of the Practitioner Hub for Inclusive Business where she engages in the daily practicalities of inclusive business by developing and curating resources for practitioners. Lara's core areas of expertise are in knowledge creation and management, communications and research in the inclusive business space. Previously, she has undertaken a number of research projects as part of the Ashley Insight team. Most notably, she was the finance sector lead on a 2015 project identifying business model innovations for the World Bank Innovations team and the Research Manager and Co-Author of the [2014 Business Call to Action Flagship Report](#). Lara is based in Mumbai, India.

Anne Salter

Programme Support, Online Associate

Anne manages and coordinates the social media strategy for Connect to Grow. As an Associate with Ashley Insight, Anne is also the Marketing Co-ordinator of the Practitioner Hub for Inclusive Business where she engages in the daily practicalities of inclusive business by developing and curating resources for practitioners. Anne's core areas of expertise are in knowledge creation and management, communications and research in the inclusive business space. Previously, she has undertaken a number of research projects as part of the Ashley Insight team with clients including the World Bank Innovations team, Business Call to Action and the Global Innovation Fund. Anne has previously worked with the Federation of Social Organisations in Costa Rica, Ashoka Mexico and Social Enterprise UK.

Parvathi Menon

India Delivery Lead

Parvathi is Managing Director, Innovation Alchemy Consulting, and the India Delivery Lead for the Connect to Grow programme. [Read less](#)
She has extensive experience in working with entrepreneurs, social innovators and the social enterprise ecosystem in India and the sub-continent region. Under her leadership Innovation Alchemy has led the design & delivery of large scale innovation facilitation programs such as the India Development Marketplace for the World Bank; the Marico Innovation Foundation Social Innovation program and the Innovation Capacity Building program for Municipal Leaders in India in collaboration with Bloomberg Philanthropies, Smart Cities Competition

Gautam Shivaswamy

Deputy Lead India Delivery

Gautam Shivaswamy is a Senior Project Manager at Innovation Alchemy and is the Deputy India Delivery for the Connect to Grow programme. [Read less](#)
He has implemented evaluation and facilitation processes for Innovation Alchemy's acceleration programme, working across diverse sectors including agri-produce & processing, healthcare, waste management, livelihoods, urban planning and technology entrepreneurship. For Connect to Grow he leads the India Research to identify relevant business models & enterprises in Agri & Healthcare, to be connected to African and South Asian demand.

Programme Support Partners

The [Connect to Grow team](#) works with numerous partners in Africa and South Asia that support the programme with on-ground outreach and promotion activities. These partners have vast, in-country experience and networks and will be called upon to provide technical assistance to enterprises and partnerships facilitated by Connect, depending on their area of expertise.

[dkompany](#) is a specialised economic consultancy providing strategic advisory services in the field of trade, investment and development, as well as law, regulation and compliance.

[Ejo Partners](#) is a small consultancy that provides tailored solutions to organizations and entrepreneurs who want to grow businesses. In addition we strive to provide our customers with support in creating their own network of entrepreneurs and investors.

[Romis](#) is a Firm of Integrated Management, Investment, Training, Industrial and Economic/ Social Survey Consultancy with over 20 years of experience. They have a large base Clientele that include Micro, Small and Medium Enterprises (MSMEs), Large Enterprises (LEs), Federal Government Agencies, State Governments and International Donor Agencies like UNDP – Nigeria and The World Bank.

[TGT](#) act as a catalyst for SME and farmer development. They provide a range of support services including online mentoring using international mentors particularly for women entrepreneurs on a Cherie Blair funded programme. They link enterprises with mentors and financiers and have a virtual incubator called Mkubwa.

[BSpace](#) is the premier Social Enterprise in Uganda founded with sole mission of accelerating inclusive business in Uganda. BSpace was founded in 2013 by development partners SNV, BoP Inc and Oxfam Novib. Although BSpace sources for paid-for services to guarantee its long term sustainability, It was set up with a not-for-profit motive and is registered as a company limited by guarantee and as such does not pay out dividends to its shareholders. All profits are re-invested in the company. Recent and current partners and clients include SEED Initiative, European Union, UNEP, ICCO, Enviu, World Bank/DI international, MVO Nederland, CSR Netherlands, GOAL, Endeava, TASLAF, and Aspen Network of Development and Entrepreneurs.

The Project Development Objective for the [PACT](#) is to improve the competitiveness of project supported smallholder farmers and agribusinesses within selected commodity value chains. The project intends to achieve the PDO by assisting agro-enterprises, commodity associations, cooperatives and registered farmer groups with integrating emerging and competitive commodity value chains. The PACT uses competitive matching grants as a core instrument to achieve this goal by co-financing beneficiaries' innovative proposals.

SIX AFRICA is registered as non-profit organization based in Dakar (Senegal). They are the first regional platform connecting investors, entrepreneurs, project developers and funds to raise capital and catalyze the creation and development of ventures (for profits as well as non-profits) that have demonstrable social and environmental impact.

[Synergy Social Ventures](#) is a non-profit organization supporting entrepreneurial solutions to global problems. Synergy's primary activities include: providing high touch advisory services and philanthropic investment for early stage social ventures, educating new philanthropists about new philanthropic and investment tools through giving circles and advisory services, developing a stronger support ecosystem for social ventures in Asia and building connections between Asian and global actors in the philanthropic and social venture sectors.

[AGRIinsight](#) is an online web-based platform for the agribusinesses sector. AGRInsight brings together multiple sources of information, translates them into rich, relevant, geo-visual representations that brings fresh insights. Using the various tools made available users can develop and communicate with networks of supply chain partners. They can also store private operational and monitoring information and visualise this in the context of other publicly available information such as infrastructure, soil and climatic conditions.

The [Consortium for Enhancing University Responsiveness to Agribusiness Development limited](#) (CURAD) is one of the six agribusiness incubators in Africa supported by the Forum for Agricultural Research in Africa (FARA) under the UniBRAIN facility with funding from DANIDA. It is a non-profit geared towards starting and supporting profit oriented youth and women led agribusinesses. CURAD was voted the leading incubator among the 6 started and supported by the Danish foreign office in Africa by the African Agribusiness Incubators Network (AAIN).

[AfriLabs](#) is a Pan-African network of 40 technology innovation hubs in 20 African countries. Founded in 2011, AfriLabs works to build a community around tech hubs in Africa and an innovation infrastructure that will encourage the growth of Africa's knowledge economy by supporting the development of start-ups, technology, and innovation.

[Antarprerana](#) is a private company that supports Nepali entrepreneurs, who are looking for investment and mentorship. The entrepreneurs that Antarprerana supports are from different stages of business cycle, namely Start-up, Growth and Change-management. Antarprerana also assists Nepali Diaspora who wants to come back to the country and do business.

Contact Us

Contact the Connect team at info@connecttogrow.org

Subscribe to our Newsletter

Email Address *

First Name

Last Name

[subscribe](#)

FAQs

About Connect to Grow

- Q. What is Connect to Grow ? Connect to Grow is a programme that has been designed to support inclusive enterprises to build mutually beneficial and commercially viable partnerships which promote the spread of proven innovation from India to South Asia and Sub-Saharan Africa, to improve people's health and agriculture prospects. Connect matches enterprises in South Asia and sub-Saharan Africa which already have a market and are looking to grow by innovating, with enterprises in India who have a proven innovation and want to expand into new markets. The match-making takes place once enterprises have registered on the Connect marketplace.
Read more about the programme [here](#).

Q. What support is offered to enterprises? A range of support is accessible to suitable enterprises that register on the Connect marketplace:

- An online marketplace with access to a wide range of suitable and trusted potential partners.
- Travel grants to allow potential partners to meet.
- Tailored advice, guidance and support in brokering a range of different partnership arrangements (be it a licensing agreement, franchise, joint venture or other).
- Technical assistance and grant funding towards the cost of implementing a pilot venture.
- Advice, guidance and support to raise money to scale up successful pilot ventures.
- Opportunity to link with a range of private or public sector intermediaries who may boost the partnership's prospects.

- Opportunities for wider promotion and marketing.

Q. How is support offered to enterprises? Enterprises that sign up and complete their profile details on the Connect marketplace will be reviewed by the programme team and, if suitable, will be matched with enterprises that could be potential partners. The team will facilitate communication between potential partners and will guide them along the partnership process.

Q. Who funds Connect to Grow? Connect to Grow is funded by the UK's Department for International Development.

Q. Who manages the programme? The programme is managed by IMC Worldwide. Key implementing partners include Innovation Alchemy and Ashley Insight. The Practitioner Hub for Inclusive Business is the knowledge and website partner for the programme.

-Eligibility

Q. Which types of enterprise can register for Connect? Enterprises that register for Connect can be for-profit, not-for-profit, hybrid and NGO models. While enterprises do not necessarily need to be commercially viable, the partnership project that they set up through Connect will have to be. Enterprises will need to demonstrate that they are sufficiently entrepreneurial, ambitious and proactive to create a commercially viable partnership venture.

Q. Which sectors are applicable for the Connect to Grow? As the partnership ventures set up through Connect must have potential to contribute towards improving the health, nutrition or agricultural productivity of poor people in South Asia and Africa, the programme will largely focus on enterprises directly operating in the Health and Agri-food sectors. However, enterprises from any sector are eligible as long as the partnership venture satisfies the aforementioned criteria.

Q. Which countries are applicable? Connect will help facilitate partnerships between enterprises in India and those in a number of countries in South Asia and Africa. A full list of the applicable countries in South Asia and Africa is available [here](#). Indian enterprises need to have their headquarters in India while South Asian/African enterprises need to have their headquarters in one of the countries in the list but can operate in other countries as well.

-Registration process

PLEASE NOTE: The registration for Connect to Grow is now closed. The programme has reached the full quota of businesses it can support and is, therefore, no longer accepting new enterprises on the programme. If you would still like to browse our enterprise marketplace and connect with registered enterprises, then [click here](#).

Q. How do I register my enterprise for the Connect to Grow programme? Please sign up and complete the registration form on the Connect marketplace. Please make sure you fill in at least all mandatory fields (those marked with a *) and click the Submit button at the end of the form.

Q. How do I make sure the Connect team has my details? You need to ensure that you click the Submit button at the end of the registration form. Please ensure you provide the correct contact details in your form so that the Connect team can follow up on your registration.

Q. Can I add more information to my profile at a later date? Yes. Once you click the Submit button, your details will be saved and you will be able to log back in to the marketplace at any time to amend or add more information. Please remember that every time you make a change or addition you will need to click the Submit button.

Q. What happens once I have registered? Once you have submitted your registration information, your details will go into the Connect database where the programme team will review the information. A member of the team will contact you soon to go through your registration and discuss next steps.

Q. Can I contact potential partners directly through the marketplace? You can. If you are interested in speaking directly to any of the enterprises whose profiles you see on the marketplace, all you need to do is click on the 'Connect with this enterprise' button in their profiles and send them a message. They will receive your message and email address, and will reply directly to your email if they are interested in connecting. Please note, any connections you make directly are independent of the Connect to Grow programme. However, if there is partnership potential after the initial connection, Connect may be able to provide support so do keep in touch with any developments!

-Partnership process

Q. What sort of partnerships does Connect help facilitate? Connect will support all partnerships that plan to add value in some way in the African or South Asian country. This could mean that some manufacturing takes place or a service is delivered in such a way that new jobs are created. The partnership could be a franchise, or governed by a Memorandum of Understanding, or a technology licensing arrangement or a Joint Venture.

Q. How are partners matched? Partners are matched first on the basis of the need identified by the African or South Asian business and the potential of an Indian innovation to address that need, secondly on the type of market sought by the Indian enterprise and the extent to which the African or South Asian enterprise is in that market and then thirdly on the basis of the skill and resource needs of the African or South Asian business and the ability of the Indian enterprise to fulfil those needs

Q. How will partnerships be selected for the travel grant? Once an enterprise has registered, we will appoint a partnership manager. The partnership manager will work with the enterprise to refine their ideas, to select a potential partner and to initiate a discussion. As soon as it appears that there is a need to meet, the partnership manager will make a recommendation that a travel grant be awarded.

Q. How will partnerships be selected for further grant funding? Once enterprises have met, and had a chance to explore what they might do together and how, they will be able to start preparing a pilot venture plan and a partnership agreement, with advice and guidance from the partnership manager and if necessary external advisers. As soon as the plan is complete, it can be submitted, with a short application form, to seek a grant towards the costs of implementing a pilot venture and to secure further technical assistance.

Q. What sort of technical assistance will the programme provide partnerships? Technical assistance could cover any area of the business activity. It will not generally provide people to do things for the business but rather to offer advice and support. It could for example cover the need for ensuring that the business meets the regulatory requirements, or preparing and implementing a marketing plan, or legal advice in relation to finalizing the partnership agreement

Q. How much funding will successful partnerships receive? A travel grant will be up to \$2,500. A grant for a pilot venture will be up to \$50,000. In both cases, the less that is sought and the higher the contribution from the venture, the greater the likelihood that we will be able to provide support. Technical assistance could be worth several thousand dollars more.

What We DO

Programme Logic

The Challenge

Enterprises, particularly SMEs, are key drivers of economic growth and job creation, and form a large part of the innovation landscape in developing economies. Yet many enterprises lack the time and resources to innovate and grow—be it developing their product or service, or improving their business model. Innovation could help them grow considerably, yet many see innovation and exploring new growth opportunities as too risky with their limited resources. There are also enterprises, which have a proven innovation and are looking to grow by expanding into new markets, but face challenges and risks in so doing. These challenges include finding new customers, understanding different markets, having local knowledge and building local networks. Spreading innovation by supporting the growth of inclusive enterprises, i.e. those which integrate or address the needs of the poor, can lead to both economic and social impact. Impact may result from cheaper or better products or services, pro-poor job creation, increased incomes or better access to markets.

The Opportunity

India has a flourishing landscape of inclusive enterprises which have a proven track record of developing innovations which address the wider development challenges of the country. There are developing countries in Sub-Saharan Africa and South Asia that face similar challenges to India, and which local enterprises are aiming to address. There is potential to create partnerships between inclusive

enterprises in India and developing countries which overcome the barriers both face to growth. The result would be faster and more sustainable growth than either could achieve on their own. Connect to Grow has been designed to support inclusive enterprise to grow by building mutually beneficial partnerships which diffuse proven innovation from India and promote innovation in South Asia and Sub-Saharan Africa.

The Programme

Connect supports the creation of sustainable partnerships between enterprises in India and enterprises in developing countries across South Asia and Sub-Saharan Africa, within the Health and Agriculture sectors. It helps Indian enterprises that are looking to enter new markets partner with enterprises in South Asia and Sub-Saharan Africa that are seeking proven innovations to grow their business. The programme provides a range of support services to develop potential partnerships including funding and technical assistance.

Defining Partnership

What do we mean by partnership?

By partnership, we mean a long-term collaboration, whereby two (or more) partners design and implement a venture together. Whilst partnerships will evolve over time, an interest to pursue a long-term, commercial partnership needs to be present early on, when Connect to Grow commits its support.

Principles of partnership

- There is a **shared goal** and **shared objectives**. Both partners have a **mutual interest** in the venture succeeding. This might be to exploit the market potential for a specific product or service, or adapt products or services to meet the needs of new or existing customers.
- The relationship is expected to be **collaborative rather than transactional**. This means that the partnership will involve more than just buying and selling the product or service of an Indian partner. So the purchase of new equipment with no other engagement is unlikely to count. Similarly, repeat transactions of items for resale, especially where the Indian partner takes no risk, would be unlikely to count. Ideally, there should be value addition in the target country. Furthermore, collaboration implies the partners will work together to set the direction and targets.
- There must be a **continuing contribution from both partners**. The contribution could come in the form of knowledge (e.g. about the buying habits of particular markets), expertise (e.g. about the most cost effective way to manufacture a specified product or the delivery of a particular service or an innovation) or resources (e.g. people, money, technology, equipment). If one partner expects to be paid on a commercial basis for their technical assistance or know-how, this is unlikely to count. We recognise that partnerships may not endure for ever, but there is an expectation that the relationship will be long-term.
- The partners **share in the rewards**: if the activity flourishes, then both partners benefit. This can be structured in many ways and may include financial and non-financial benefits (such as brand or reputation). It is likely, however, that the benefits will be directly related to the level of sales (though may be tempered by the level of contribution).

- The partners **share in the risks**: a key reason to work in partnership is to reduce risk, but no business activity is entirely risk free. Ideally, the level of risk is clear at the outset and will usually not exceed the committed investment of time and resource, but sharing the risk will align the partners in seeking success. This risk might be financial or non-financial (such as brand or reputation).

What forms can partnerships take?

Connect to Grow does not prescribe specific organisational or legal forms for partnerships. But the following types of partnerships can be useful to consider. Below are examples of partnership structures that Connect could support:

Type of partnership	Example
Franchise	African company dealing in FMCG sets up as a franchisee of an Indian FMCG company, selling its product and meeting its other brand norms (and pays franchisor)
Licensing arrangement	African company seeking a system innovation (such as warehouse receipting, low-cost eye surgery) sets up and uses the innovation of an Indian company, paying a royalty for doing so
Distribution partnership	African company providing consumer durables or manufacturing equipment for sale partners with an Indian company to develop the product or market together for long-term expansion with the Indian company as the supplier, African company as distributor, and both investing for return (share of revenue is agreed based on input of effort and risk)
Joint Venture	African company seeking innovation in a manufacturing process jointly sets up a new business with an Indian company that deploys the Indian company's process
Investment	Indian company that manufactures machinery, takes an equity stake in an African company which then uses the Indian company's machinery
Strategic alliance	African agribusiness agrees jointly with an Indian agribusiness to develop new seed varieties for the African market, with an agreed cost and revenue sharing formula.

It is important to note that in most cases, the form that the partnership will take between two enterprises will only become clear once significant interaction has taken place between the possible partners and the Connect team. The Connect team will help enterprises come to the most suitable partnership agreement.

More information

Read the partnership considerations on the [Indian](#) and [South Asian/African](#) eligibility pages for more information about the partnerships Connect can support.

Read [this Checklist](#) to learn more about developing a mutually beneficial partnering agreement.

Find out more about how Connect Partnerships work in our video [‘Two hands are better than one’](#)

Supporting Health and Agricultural Outcomes

While Connect to Grow works with enterprises in any sector, the programme only facilitates and supports partnerships that will deliver health or agricultural outcomes. I.e the partnership needs to have a beneficial impact in the health or agricultural sectors even if the partnering enterprises don't operate directly in those sectors. A host of different approaches exist that deliver outcomes in agriculture and health. Some of these models are listed below.

AGRICULTURE

- **Access to inputs:** provision of quality inputs such as seeds, fertilizers and crop protection products can increase quality and productivity of yield.
- **Access to finance:** provision of loans to smallholders can provide capital for farmers to buy inputs and other requirements to increase productivity. Agri-insurance provides protection against unforeseen losses.
- **Contract farming:** contracting farmers directly can ensure security and fair pricing for farmers, leading to increased income.
- **IT & mobile enabled solutions:** provision of agri-information about weather, market prices, best practices etc. through mobile and internet platforms can provide vital inputs to farmers that increase yield and productivity
- **Market creation and intermediation:** improving market access to farmers by consolidating them into producer organisations, acting as aggregators etc can provide security and fair pricing.
- **Post harvest collection, storage and logistics solutions:** provision of post harvest services such as central collection centres, cold storage facilities, transportation services.
- **Promotion of organic and sustainable farming:** provision of technical assistance and training on sustainable and organic practices.
- **Standards and certification:** provision of organic and fair trade certification may open up premium markets for farmers
- **Technical assistance and training:** provision of training that enables farmers to improve farm management and operations.
- **Value chain integration:** provision of 'one stop shop' solutions to farmers across the entire value chain.

HEALTH

- **Specialized healthcare:** provision of highly specialised medical care that is often far out of reach for poor people. These includes clinics providing eye-care, dentistry, dialysis etc
- **mHealth and telemedicine:** provision of health services and information via mobile technology improving the health outcomes of any person with access to a mobile device. This could be through SMS or web applications or over voice based services through phone calls.
- **Women's Health:** provision of quality reproductive health services to poor women including family planning, STI treatment, safe abortion and post abortion care etc.
- **Microinsurance:** provision of affordable health insurance to poor people allowing protection against steep out of pocket medical expenses.
- **Nutrition products:** provision of nutritious products to poor people through food fortification, specially formulated food for infants, pregnant women etc.
- **Sanitation services:** provision of sanitation services and products such as low-cost toilet facilities, sanitary napkins, hygiene products for poor people.

- **Clean cook-stoves:** provision of clean cook stoves and clean energy to replace traditional wood-fired stoves, reducing incidences of indoor smoke inhalation and respiratory disease. view some examples of enterprises that Connect is working with to deliver health or agricultural outcomes through partnership.

Your Journey: South Asian/African Enterprises

This infographic details the journey your enterprise will take when you join Connect to Grow

After meeting your potential partner and you both feel like you want to continue to your business relationship, the collaboration phase can begin

PLEASE NOTE: The registration phase of Connect to Grow is now complete. The programme has reached the full quota of businesses it can support and is, therefore, no longer accepting new enterprises on the programme. if you would still like to browse our enterprise marketplace and connect with registered enterprises, then [click here](#).

Your Journey: Indian Enterprise

The infographic below details the journey your enterprise will take when they join Connect to Grow.

After meeting your partner the Collaboration Phase can begin.

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Eligibility

Indian Enterprises

To be eligible for this programme you must fit the below criteria.

- You are a for profit, not for profit or social enterprise based in India. You may be private or state-owned.
- You have a proven innovation, whether it be a technology, product, service, or approach.
- You may operate in any sector. However, please note the programme will only support partnership ventures which relate to health or agriculture in some way.
- You are keen to expand into international markets in South Asia or Africa. See list of applicable countries here.
- You are interested in scoping out enterprises in South Asia or Africa with whom you can explore mutually beneficial partnerships.
- You are interested in pursuing a profitable and socially beneficial partnership venture. (Visit our defining partnership page to see what we mean by the term 'partnership'.)
- You are a well-managed and ambitious enterprise that can make a difference to the lives of the poor.
- You must be willing to invest some of your time and resources into making your partnership a success.
- You are a fully competent English speaker.
- You have internet connectivity and access to email services.

If you meet these criteria, then Connect to Grow is right for you!

FIND OUT WHAT YOUR JOURNEY COULD LOOK LIKE WITH CONNECT TO GROW

Why do you need a partner?

- You may lack an existing market and customer base in the country into which you are looking to expand.
- You may lack the local context and knowledge, be it regulatory, legislative, cultural or other, successfully to expand internationally.
- You may lack the time or resources to expand internationally, or may find the prospect of doing so too high risk.

How will the Programme support you?

- Access to a range of potential South Asian and African enterprises who are keen to explore partnership with you.
- Dedicated one-to-one support from the Connect team to help you find and build a relationship with a prospective partner.

- Travel grants of up to US\$2,500 to allow potential partners to meet with you.
- Tailored advice, guidance and support to develop a relationship and your proposition together.
- Tailored advice, guidance and support to broker an appropriate partnership arrangement (be it a licensing agreement, franchise, joint venture or other).
- Technical assistance and financial support up to US\$50,000 towards the cost of implementing a pilot venture in the South Asian or sub-Saharan African country.
- Advice, guidance and support to raise money to scale up successful pilot ventures.
- Opportunity to link with a range of intermediaries who may boost the partnership's prospects (from foundations, government, investors, associations, NGOs, Multi-Nationals, or other).
- Opportunities for wider promotion and marketing..

Key partnership considerations

- Proposals must be for formal, mutually beneficial partnerships where the Indian Enterprise will add value and promote innovation, and the South Asian or African enterprise will bring local expertise and market knowledge.
- Connect to Grow will not support proposals for partnerships which are simply designed for the Indian Enterprise to set up their own operations in South Asia or sub-Saharan Africa.
- Enterprises must be ambitious, entrepreneurial and well-managed, with some available resource to invest in developing a partnership.
- Partners must be aiming to set up a venture together in South Asia or sub-Saharan Africa which is designed to be commercially viable, that is, not reliant on grant funding.
- Enterprises may be from any sector, but partnership proposals must justify how they improve people's health or agri-food prospects, particularly the poor.
- Proven innovation from India must be diffused to the enterprise in South Asia or Africa.

PLEASE NOTE: The registration phase of Connect to Grow is now complete. The programme has reached the full quota of businesses it can support and is, therefore, no longer accepting new enterprises on the programme. if you would still like to browse our enterprise marketplace and connect with registered enterprises

South Asian / African Enterprises

To be eligible for this programme you must fit the below criteria.

- You are based in Asia or Africa. See list of applicable countries here.
- You are a growing enterprise (Preferably, you have been in operation for at least 1 year, and have at least 4 members of staff).
- You are well-managed and ambitious, with an established market and an existing customer base.
- You are articulate and clearly able to explain your business model, your market, and your revenue streams.
- You might be for-profit or not-for-profit, but you must be socially motivated.
- You are interested in scoping out proven innovation from India which can be adopted or adapted to your context. This may be a technology, a product, service or an approach.
- You are interested in pursuing a commercially viable and socially beneficial partnership venture with an Indian enterprise. (Visit our defining partnership page to see what we mean by the term 'partnership'.)
- You may operate in any sector. But the partnership venture must directly contribute towards improvements to people's health or agricultural prospects.
- You are willing to drive the partnership forwards and invest the time and resources required to make it a success.
- You are a fully competent English speaker.
- You have internet connectivity and access to email services.

If you meet these criteria, then Connect to Grow is right for you!

FIND OUT WHAT YOUR JOURNEY COULD LOOK LIKE WITH CONNECT TO GROW

Why do you need a partner?

- You may lack the time, resources or knowledge to exploit opportunities and fill gaps which could help you grow
- You may lack the knowledge of existing innovations, be they products, services or business models which could be adapted to your situation.
- You may lack expertise or resource to innovate and pilot by yourself, or you may find the prospect of doing so too high risk.

How will the Programme support you?

- Direct support from the Connect team to fully define your needs and opportunities for growth.
- Access to a range of suitable innovation and Indian enterprises who are keen to explore partnership with you.

- Travel grants of up to US\$2,500 to allow you to visit potential partners in India.
- Dedicated one-to-one support to find and build a relationship with a prospective partner.
- Tailored advice, guidance and support to broker an appropriate partnership arrangement (be it a licensing agreement, franchise, joint venture or other).
- Technical assistance and financial support up to US\$50,000 towards the cost of implementing a pilot venture in the South Asian or sub-Saharan African country.
- Advice, guidance and support to raise money to scale up successful pilot ventures.
- Opportunity to link with a range of intermediaries who may boost the partnership's prospects (from foundations, government, investors, associations, NGOs, Multi-Nationals, or other).
- Opportunities for wider promotion and marketing..

Key partnership considerations

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Resources

Publications and tools

Programme learning

- **Lessons from supporting African and south Asian enterprises to grow through partnership and innovation:** this learning 'snapshot' shares lessons learnt and insights gathered midway through the Connect to Grow programme. It shares interim lessons on the types of enterprises that have applied for support, what innovation and partnership means for these enterprises and how the programme mechanisms have supported the process.
- **Supporting SME growth through innovation and partnership – a review of the landscape:** this report provides a baseline for what is currently known about the role of innovation and partnership in SME growth and draws on analysis of 70 different initiatives that offer support to SMEs to provide a comprehensive picture of the current approaches, trends and gaps in this space.

Looking for financial and technical support for your business?

Search the online database of more than 250 support organisations to find the right support for your business. The database has been developed by Connect to Grow and partners.

Tools for partnering:

- [Checklist](#): How to develop a partnering agreement
- [Connect partnership MoU template](#) (this is an example of an MoU that Connect supported enterprises may sign eventually with partners)
- [Partnerships Know-How page](#): information and resources about inclusive business partnerships

Value chain innovation in India:

- [Cassava Cultivation](#)
- [Fisheries Value Chain](#)
- [Banana Value Chain](#)
- [Poultry Value Chain](#)

Introducing the programme:

- [Programme Introduction](#)
- [The Connect flyer](#) for South Asian and African Enterprises
- [The Connect flyer](#) for Indian Enterprises
- [Podcast](#): Connect Team Leads David Irwin and Baiju Vaidya talk to IMC about the key objectives of the programme

Want to scale your business in Base of the Pyramid markets? Join the [Inclusive Business Accelerator](#) to promote your venture, access the mentorship marketplace and start a fundraising campaign to connect with investors.

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Other resources and support for entrepreneurs

The [Practitioner Hub for Inclusive Business](#), knowledge partner of Connect, provides a wide range of practical resources and tools for inclusive business practitioners and entrepreneurs to help their ventures grow. The goal of the Hub is to support the effective implementation of inclusive business on the ground. **Whether you are an enterprise looking to grow your business, or are just interested in the latest developments in the inclusive business space, the following resources will equip you with the right information.**

Checklists – 2-4 page documents that provide a quick and simple guides to determine how effective an idea, tool or model might be for your inclusive business project.

Search Inclusive Business – the first ever database of inclusive business publications includes almost 1,400 resources useful to entrepreneurs.

Database of financial and technical support – A database of over 200 organisations and initiatives that provide financial and/or technical support for inclusive businesses. It acts as a ‘one-stop shop’ for information about organisations that offer critical support for businesses working at the BoP.

Good practice blogs – The latest insights from entrepreneurs on the ground and key stakeholders including investors, donors and other support organisations.

Database of financial and technical support

This database contains information on organisations that offer financial and/or technical support to Small and Medium Enterprises (SMEs) in developing countries.

The listing helps companies and entrepreneurs find initiatives that could provide the support they need. Focusing on organisations operating in Connect to Grow countries, it is particularly relevant for companies and entrepreneurs in our programme and those registered on the Connect Marketplace.

The database has been developed by [Connect to Grow](#) and the [Practitioner Hub](#), in partnership with the [Asian Development Bank](#). It includes descriptions of over 200 relevant organisations, the support they offer, where they operate, and a link to further information. Filters and keywords allow you to search the database for resources that match your specific needs.

We recognise that this is not an exhaustive list and our aim is to add more organisations on a regular basis. We encourage and welcome your feedback and any suggestions of other organisations that could be included. We would also value feedback on the usefulness of this database to your work. Please have a look and [get back to us!](#)

Partnership pilot ventures

Through Connect to Grow, a number of partnership pilot ventures are underway between enterprises in India and enterprises in developing countries across South Asia and Sub-Saharan Africa, within the [Health and Agriculture sectors](#). The profiles below provide details about each pilot venture that Connect is supporting including information about the market opportunity, the partnership, the impact it hopes to have and the support Connect is providing.

Africa

Agriaccess
Drip irrigation, Ghana

Agromite
Mechanisation Services, Ghana

Melach
Mechanised Coconut Processing, Ghana

Nyabon
Agricultural mechanisation, Kenya

eTrash2Cash
Waste collection, Nigeria

Kings and Queens
Cassava processing mechanisation services, Nigeria

Afrilife

Honey, Tanzania

Nzua & Msigani JV

Poultry, Tanzania

Mukusu

Small scale agri-mechanisation, Uganda

Pure Products

Water ATMs, Uganda

Grain Solutions

Grain Feed Mill, Zimbabwe

Ziweto Enterprise

Poultry Vaccinations, Malawi

Masole Ammele

Aquaculture, Malawi

Insurance for All

Health insurance, Kenya

South Asia

ECO International

Sanitary napkins, Bangladesh

Greenovator

Agricultural software applications, Myanmar

Shreenagar Agricenters

Poultry feed manufacturing, Nepal

R&D Innovative Solutions

Market for local produce, Nepal

THE BAZAAR

Market for local produce, Nepal

Luniva Care

Health data system, Nepal