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C K Prahalad to Attend CII-UNDP-UNIDO Workshop**Regional Conclave on Making Business Work For The Poor***New Delhi, 15 December 2004:*

The two-day Sub-Regional Workshop on “Unleashing Entrepreneurship: Making Business Work for the Poor”, begins here, tomorrow. The Workshop, a joint initiative of the Confederation of Indian Industries (CII), the United Nations Development Programme (UNDP) and the United Nations Industrial Development Organisation (UNIDO), is being held under the aegis of the India Partnership Forum (IPF) – a joint initiative of UNDP and Confederation of Indian Industry (CII) to promote and strengthen public private people partnership for development.

Dr. Hafiz Pasha, UN Assistant Secretary General and UNDP Assistant Administrator, and Mr. Wilfried Luetkenhorst, Director, UNIDO will address the workshop. Policy makers, business leaders and UN System partners from South Asian countries namely Bangladesh, Bhutan, Maldives, Nepal, Pakistan, Sri Lanka and the host India, will participate in the workshop.

The theme of the workshop is based on the Report of the UN Commission on Private Sector and Development, co-chaired by Prime Minister Paul Martin of Canada and Ernesto Zedillo, former President of Brazil. Bringing the informal business sector into the legal and economic mainstream is the principal focus of the Report. One of the key recommendations of the Report is that international development policy must focus strongly on supporting reforms and professionalisation of the small scale sector, the primary engine of employment and domestic commerce in developing countries.

The Report will be launched by the former Finance Minister of Chile, Dr. Eduardo Aninat, who was a member of the UN Commission. Management Guru Professor C K Prahalad of the University of Michigan Business School and author of “The Fortune at the Bottom of the Pyramid” will be one of the star attractions at the workshop. Prof. Prahalad and Mr. Rajat Gupta, Senior Managing Director of Mckinsey Inc were among the members of the Commission.

The Regional Workshop will be preceded by the UNDP-CII Roundtable on Public-Private-Community Partnership in Developing Poorest Districts. The pilot initiative to explore this will be in the district of Dungarpur in Rajasthan.

The Dungarpur initiative encompasses the key principles outlined in the UN Report on “Unleashing Entrepreneurship – Making Business Work for the Poor”. A field assessment mission to Dungarpur comprising a team of corporates including Hindustan Lever Limited, ITC, ICICI -- three of the companies included in Prahalad’s book -- together with UNDP and CII nominees recently visited Dungarpur to identify the opportunities and challenges for public-private-community partnership, and to delineate a suitable strategy for launching this initiative.

The UN Commission on Private Sector and Development was appointed by the UN Secretary General Kofi Annan in the backdrop of the Millennium Summit and the need to focus on meeting the challenge of achieving the Millennium Goals, particularly Goal 1 of halving poverty by 2015. Currently one-fifth of the world population continues to live on less than US\$ 1 a day. The Commission looked at the role and potential of the private sector and

entrepreneurship in developing countries in meeting the challenge of endemic poverty.

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