



## Industree: A Montcalm Philanthropic Opportunity

### Opportunities for You to Support Women’s Empowerment

- 1) Tax-deductible donation to Industree Foundation
- 2) Philanthropic Investment Grant from your DAF (donor-advised fund) \$5k min. investment; 3% annual net return to your DAF after 3 years

Funds will provide working capital to purchase raw materials and pay wages to their artisan workers, to fulfill \$1.5M in purchase order agreements with IKEA.

**Industree Foundation** creates sustainable livelihoods in farming and creative manufacturing through the establishment and support of worker-owned enterprises. Underemployed women gain access to consistent regular income and decent and equitable working conditions, providing well-being and resilience for them and their families.

Industree Foundation has developed a replicable model of launching worker-owned cooperative enterprises. For each enterprise, Industree provides critical training and professional development to employees as well as technical and administrative services. This capacity building enables Industree to turn over management, control, and ownership of profitable businesses to workers in their local communities. Industree Foundation’s goal is to provide employment and social empowerment for 100 million women worldwide.

### Untapped Working Potential of Women

Globally, the working potential of women in many rural areas lies unutilized, as they are cut off from urban and global markets. Available employment opportunities for this workforce often require significant travel, and often do not provide safe and healthy working conditions. In India, the female workforce represents a tremendous untapped opportunity:

- Labor force participation among working-age women in India is **22%**
- Working women in India earn just **65%** of what their male colleagues earn for performing the same work
- Increasing women’s labor force participation by 10 percentage points could add **\$770 billion** to India’s GDP by 2025

**There is a clear need for fair, empowering livelihoods that connect women producers with global and national consumer retailers.** Meanwhile, 60% of the world’s consumers are looking for sustainable production in their everyday purchases. In addition, they have growing concern about ethics in practices throughout product supply chains. Retailers also experience pressure from increasing supplier diversity and corporate social responsibility requirements.

The intersection of this consumer demand and a hugely untapped female workforce presents a significant opportunity to create and distribute wealth while addressing global challenges.

### An Industree Company: Bangalore Greenkraft

Bangalore Greenkraft Producer Co. Ltd. (BGK) is the largest enterprise launched by Industree Foundation. With a workforce of 1,100 women, BGK creates natural fiber lifestyle products and home accessories for domestic and international markets, including baskets, mats, shopping bags and planters.

In addition to the female empowerment at the core of BGK’s business model, BGK is committed to creating products made from sustainably sourced materials. The cooperative utilizes dried and treated banana bark, a material that would otherwise be disposed of as waste, as the natural fiber raw material for its products.

### Company Momentum

Since 2012, BGK has built a strong partnership with IKEA, one of the world’s largest homeware retailers. BGK has collaborated with IKEA to design eight homeware product sets for the global retailer. Order volume has increased steadily and BGK is now included in three distinct IKEA product programs. BGK is currently the only sustainable supplier to IKEA that is slated to handle enough volume to be distributed globally.

The business climate during COVID has seen a particularly high demand for household items, resulting in increasing demand for BGK’s line of IKEA products. Bangalore Greenkraft now holds purchase order agreements from IKEA of approximately \$1.5M. In order to fulfill these large orders, BGK seeks working capital from Industree Foundation investors/donors that will go towards the purchase of banana bark materials from farmers and wages to BGK’s artisan workers.

### Industree’s Impact

Impact highlights for Industree Foundation and Bangalore Greenkraft:

- 50% of BGK’s women employees are first-time workers
- 80-90% of the women in the Industree co-op are the main wage earners for their families
- 30% of women employees are single, widowed, or separated and are the sole earners for their children
- 94% of the women are happy with the work culture, citing steady income, prospects for personal development and good work-life balance
- With \$3 million in USAID funding, Industree will be training 3,600 women over the next 3 years
- For every \$1 invested, Industree creates \$3.06 in social value

### SUSTAINABLE DEVELOPMENT GOALS



No Poverty



Gender Equality



Decent Work and Economic Growth



Responsible Consumption and Production