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Safaricom, K-Rep win praise from the UN

Written by Jim Onyango



Safaricom house

July 24, 2008: Two Kenyan companies and a non profit-making organisation have won recognition from the United Nations for working with the poor to enhance their well being.

A UNDP report that will be made public today in Nairobi and other cities simultaneously showcases 50 examples of local and international companies successfully integrating the poor into their business models to create wealth, spur growth and spark social change. The report also offers tools for businesses interested in more inclusive markets.

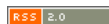
The report names K-Rep Bank—a credit micro finance provider, Safaricom, and HealthStore Foundation, a micro franchise network of pharmacies in Kenya as some of the businesses that have included the poor in their business models.

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