

### SUMMARY

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## M2i's Experience in Advisory to Enterprises

<b>Title of Assignment</b>	<b>Business Model Advisory for Grassroots Trading Network for Women (GTNfW)</b>
<b>Duration (From – To)</b>	Mar 2015-May 2015
<b>Details of Client</b>	Grassroots Trading Network for Women (GTNfW)
<b>Short Description about assignment</b>	
<p>GTNfW is a SEWA promoted not for profit company that facilitates the adoption of clean energy solutions, which have the potential to improve the productivity and income of SEWA members.</p> <p>M2i was engaged to assess the business model of the organization and advise on the strategy. The assignment included review of:</p> <ul style="list-style-type: none"> <li>• Business performance</li> <li>• Product portfolio</li> <li>• Distribution channels</li> <li>• Revenues, costs and margins</li> <li>• Financing</li> </ul> <p>We provided recommendations on business strategy and prepared business plan projections of the organization. M2i's assessment and advisory resulted in modification of GTNfW's future strategy. On recommendations of M2i, the company decided to act as an aggregator of clean energy solutions and finance, for SEWA members as opposed to directly distributing clean energy products that it had been doing previously.</p>	

<b>Title of Assignment</b>	<b>Baseline survey for Biogas initiative</b>
<b>Duration (From – To)</b>	June 2014 – July 2014
<b>Details of Client</b>	Humana People to People India (HPPI)
<b>Short Description about assignment</b>	
<p>HPPI planned to undertake a biogas initiative in Dausa district of Rajasthan. Results of the baseline survey would be helpful in assessment of the impact of the project.</p> <p>M2i developed the baseline questionnaire and conducted the survey with 400 respondents across 20 villages of Dausa district in Rajasthan. M2i also analyzed the data and compiled a report on the findings of the baseline survey.</p>	



<b>Title of Assignment</b>	<b>Business planning of Manglajodi Ecotourism Trust (MET)</b>
<b>Duration (From – To)</b>	May 2014-June 2014
<b>Details of Client</b>	Indian Grameen Services
<b>Short Description about assignment</b>	
<p>MET is a community-owned and managed ecotourism initiative being promoted by Indian Grameen Services (IGS), in Odisha.</p> <p>As part of the exercise, we provided following services:</p> <ul style="list-style-type: none"> <li>• Costing of various packages offered by MET</li> <li>• Articulation of pricing strategy</li> <li>• Forecasting operational and financial performance</li> <li>• Projection of funding plan and strategy</li> </ul>	

<b>Title of Assignment</b>	<b>Impact analysis of the training on Energy Efficiency Finance (EEF) conducted for Bankers in India</b>
<b>Duration (From – To)</b>	Nov 2013-Mar 2014
<b>Details of Client</b>	GIZ
<b>Short Description about assignment</b>	
<p>M2i carried out an impact analysis of the training on Energy Efficiency Finance (EEF) conducted for 2,100 bankers at 50 locations.</p> <p>Under the assignment: M2i interviewed a total of 60 bankers at 7 locations from Mid-December 2013 to Mid-February 2014. The assignment covered interview for bank officials from 25 different banks. Senior bank executives (working at regional or Zonal offices), who had nominated the branch staff for undergoing EEF training, were also interviewed.</p>	

<b>Title of Assignment</b>	<b>Business plan for a residential school</b>
<b>Duration (From – To)</b>	Dec 2011-Jan 2012
<b>Details of Client</b>	Humana People to People India (HPPI)
<b>Short Description about assignment</b>	
<p>HPPI, along with some strategic investors wanted to set up a residential school in Punjab. They engaged M2i to prepare the Business plan to set up a residential school.</p> <p>The business plan covered:</p> <ul style="list-style-type: none"> <li>• Review of possible legal structures</li> <li>• Management structure</li> <li>• Infrastructure requirements</li> <li>• Projected capacity utilization</li> </ul>	



<ul style="list-style-type: none"> <li>• Projected capital structure</li> <li>• Projected financial statements</li> </ul>
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<b>Title of Assignment</b>	<b>Business Planning of Proposed Ecotourism venture in Sundarbans, West Bengal</b>
<b>Duration (From – To)</b>	June 2010- July 2010
<b>Details of Client</b>	RBS Foundation India
<b>Short Description about assignment</b>	
<p>RBS Foundation in India (RBSFI) wanted to promote a community-based ecotourism enterprise at Sundarbans, West Bengal. The assignment required M2i to develop a business plan for the proposed enterprise. The business planning exercise involved the following:</p> <ul style="list-style-type: none"> <li>• Estimation of infrastructure requirements</li> <li>• Market assessment</li> <li>• Product offerings</li> <li>• Pricing strategy</li> <li>• Capital structure</li> <li>• Operational and financial projections</li> </ul>	

<b>Title of Assignment</b>	<b>Assessment for Rural Livelihood Promotion Program through Intervention in Handicrafts &amp; Medicinal Plants</b>
<b>Duration (From – To)</b>	Dec 2009-Jan 2010
<b>Details of Client</b>	RBS Foundation India
<b>Short Description about assignment</b>	
<p>RBSFI had provided grant support to an NGO in South India for a project on handicrafts and medicinal plant. Under the Project, a producer company was set up (gradually incorporating the producers as the shareholders of the company). A study was commissioned to assess the sustainability of the enterprise. Under the assignment, M2i provided following services:</p> <ul style="list-style-type: none"> <li>• Assessment of product costing, pricing strategy, and margins to determine financial viability,</li> <li>• Review of legal guidelines to analyze issues involved in regulatory compliance</li> <li>• Develop a report identifying critical requirements for sustainability of the model.</li> </ul>	

<b>Title of Assignment</b>	<b>Review of business model of Husk Power System (HPS)</b>
<b>Duration (From – To)</b>	Nov 2009-Jan 2010
<b>Details of Client</b>	Potential investors of HPS
<b>Short Description about assignment</b>	



Husk Power System operates Biomass gasifier based power manufacturing and distribution units in rural areas of Bihar and Uttar Pradesh. M2i reviewed the business model of HPS on behalf of potential investors in the enterprise.

The assignment involved, review of:

- Product offerings
- Product costing
- Pricing strategy
- Outreach and financial projections
- Capital structure

<b>Title of Assignment</b>	<b>Feasibility study of setting up community-based enterprise based on agriculture produce</b>
<b>Duration (From – To)</b>	Sep 2009- Dec 2009
<b>Details of Client</b>	RBS Foundation India
<b>Short Description about assignment</b>	
<p>RBSFI had provided a grant to an NGO in Orissa to diversify livelihood options through microenterprise development for promoting sustainable livelihoods and economic empowerment of rural women. M2i was contracted to study the feasibility of creating a community owned organization, involving beneficiaries of the project. As part of the project the following services were provided:</p> <ul style="list-style-type: none"> <li>• Review of legal issues involved</li> <li>• Advice on a suitable legal structure for the Community Institution</li> <li>• Review of pricing strategy and margins</li> <li>• Review of financial performance</li> <li>• Review of business plans</li> <li>• Identification of process of transfer of assets from the NGO to the new institution</li> </ul>	