

The Duke MBA Global Consulting Practicum 2008-2009 Projects in India

In 2008-2009, Duke University MBA students completed consulting projects with several organizations in Jaipur, India. These projects were part of the Duke MBA Global Consulting Practicum (GCP) which matches student teams with nonprofits, NGOs or for-profit organizations serving base of the pyramid markets.

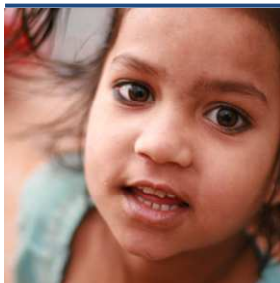
NIDAN – Business Plan Development

Founded by Arbind Singh in 1995, Nidan builds profitable businesses and ‘people’s organizations’ that are led by assetless, informal workers. Nidan has launched a range of cooperatives, Self Help Groups (SHGs), trade unions, and individual and community businesses which have positioned unorganized workers as legitimate competitors in the globalizing markets of India. Arbind Singh, Nidan’s Executive Director and a primary point of contact for the Duke student team, was named the Indian Social Entrepreneur of the Year in 2008 by the Nand & Jeet Khemka Foundation and the Schwab Foundation for Social Entrepreneurship.



The Duke GCP students were asked to help Nidan create a sustainable, profitable street-vending business in Jaipur. The team developed recommendations and created a plan for increasing profit margins, gaining access to a space for selling products, streamlining the supply chain and improving overall perception of street vendors. The team’s recommendations included development of a “street vendor blog” to personalize the lives of street vendors through detailed recording of their struggles, victories, and reflections as well as a “Preferred Buyer program” that would enable members to purchase from select wholesalers at preferred prices.

BODH SHIKSHA SAMITI – Fundraising Strategy



In 1987, Ashoka Fellow Yogendra Singh founded Bodh Shiksha Samiti (Bodh) with the establishment of a community school (or bodhshala) in Jaipur, India. Today, Bodh is recognised as a pioneer in the field of education for the urban deprived, with growing expertise in the rural domain as well. Bodh reaches out to more than 26,000 deprived children through its bodhshalas and government schools in Jaipur and Alwar districts, Rajasthan, India. It has touched the lives of many more children through partnerships with likeminded NGOs and agencies across the country.

Despite this impressive impact, Bodh was facing a funding gap and was relying on a fundraising strategy that could not sustain the necessary growth to achieve their goals. As a result, the student team sought to help Bodh diversify its funding sources and strengthen its fundraising strategy. The team developed a detailed “Fundraising Guidebook” which outlined recommendations regarding development of fundraising policies; detailed action plans for upgrading the Bodh website; a strategy and potential targets to diversify Bodh’s fundraising targets, and recommendations for establishment of a Community Board to help support local fundraising efforts.

CECOEDECON – Marketing & Fundraising Strategy



The Centre for Community Economics and Development Consultants Society (CECOEDECON) was founded in 1982 as a relief agency providing aid to victims of floods in the Jaipur district. The organization has since grown into a multi-dimensional agency that serves the Rajasthan region in many social sector fields, including but not limited to poverty, child development, education, trade, health, community institutions, finance, women's empowerment, equity and human rights.

CECOEDECON's Child Development Program (CDP) works with partner communities to address the educational needs of children and youth. However, without proper financial resources, programs are not sustainable and cannot scale effectively. The Duke GCP team worked with CECOEDECON to create marketing and fundraising strategies to lead the CDP towards financial sustainability. Recommendations included a plan for diversification of the organization's funding in terms of the number, location and type of sources; development of a new staff role responsible for coordinating fundraising logistics for the organization; and recommendations for effective marketing materials that support fundraising, including website, annual report, amongst others.

CENTRE FOR MICROFINANCE – Marketing & Communications Strategy

Based in the Indian state of Rajasthan, the Centre for microFinance (CmF) works to widen, deepen and scale up the microfinance sector. Its objective is to serve as a knowledge and support center for various stakeholders operating in the state. However, surveys have shown that awareness of CmF within and beyond Rajasthan is limited. In order to become more effective at its mission, CmF needed to increase its awareness and determine more effective means for disseminating information in the sector.



In order to help CmF meet this goal, the Duke GCP team conducted research and information gathering to identify priority stakeholder groups and better understand best practices in the field of microfinance administration. While in Jaipur, the team conducted site visits and interviews with various stakeholders to understand each customer segment's (policy makers, banks, and practitioners) information needs. The team's final recommendations identified the gaps in the current knowledge dissemination process and recommended ways in which CmF could more effectively disseminate information to their priority stakeholders. The team also developed a marketing and communications implementation plan which outlined key messages, specific action plans for CmF to implement these messages, proposed timeframes and projected results.

For more information about the Duke MBA Global Consulting Practicum (GCP), please visit:

www.DukeMBAGCP.org

or, e-mail questions to: gcp@fuqua.duke.edu