

## 2007 GSEC Teams

UNIVERSITY	TEAM & PLAN DESCRIPTION
Bharathidasan University, Tiruchirappalli, Tamil Nadu, India	<p><b>BANYAN:</b> “BANYAN” is a venture that aims to address this key issue of environmental protection by manufacturing wood-free hand made paper. Banyan also aspires to provide self-sustenance for poor rural households by giving them employment and ownership in business. Every year, around 500 billion (500,000,000,000) plastic bags are used worldwide. So many that over one million bags are being used every minute and they're damaging our environment. India's plastics consumption is one of the highest in the world. The alternatives to plastic bags are paper bags, jute bags and cloth bags. Paper, Jute and Cloth are eco-friendly. The pulp and paper industry is a chemical process industry with major impact on the environment. The potential pollutants from a pulp and paper mill can be classified into four categories: (1) liquid effluents, (2) air pollutants, (3) solid wastes and (4) noise pollution.</p>
ICFAI Business School, Hyderabad, Andhra Pradesh, India	<p><b>Curb Carbon Ltd.:</b> Curb Carbon intends to extract and process biodiesel from Jatropha seeds, set up a cooperative business model, and help educate the farmers to utilize wasteland to cultivate Jatropha and earn a steady additional income. The biodiesel extracted from Jatropha seeds, when blended with conventional fossil fuel, will help to reduce the carbon dioxide emissions into the environment and the carbon emission reduction can be traded in International Carbon Trading markets which will increase cash flows into the project. Curb Carbon hopes to setup a viable business model which will eventually help increase understanding and awareness of energy issues and contributing to the betterment of society as a whole.</p>
Peking University, Beijing, P.R.C.	<p><b>Dr. Seed:</b> Seeks to increase resistance to extreme conditions and overall yield through a seed growth enhancement technology that utilizes a patented plasma treatment. Already one of the lowest income occupations in the country, the adverse effects of global warming in recent years has multiplied the effects that drought and infertile land have had on the livelihood of over 900 million farmers in China. As a result, many have been forced to abandon their hometowns, usually with infants and children, in search of a better source of income – begging and foraging in big cities. The deployment of the product, the Plasma Seed Processor (PSP), to farming villages throughout China will not only help farmers increase overall yield and subsequent income, but also help alleviate the impact of droughts in the region. The social return on investment (SROI) analysis projects the increase in yield per each type of most commonly grown crops, and the social and environmental returns associated with the Plasma Seed Processing machine.</p>
Bang College of Business, Almaty, Kazakhstan	<p><b>Energy+ Kazakhstan:</b> Energy+, a non-profit organization, is working in a partnership with a commercial manufacturing partner in Kazakhstan. The business plan aims to manufacture and market small-scale wind turbines for nomad sheepherders in the Karaganda region, Kazakhstan. Energy+ has positioned itself as a provider of a reliable low-cost mobile solution for energy generation for sheepherders in remote areas. There are a considerable number of families (approximately 200,000 people) raising cattle in remote areas of Kazakhstan who do not have access to electricity or other amenities provided by electricity. Local sheepherders have historically traveled with their livestock in search of better pastures in summer and safer shelters in winter.</p>

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University of Washington, Seattle, Washington, U.S.	<p><b>FarmersJoy:</b> Aims to provide a direct sales model of produce from small family farmers to urban households and in the process alleviate rural poverty through economic and efficiency improvements with focus on rural China. FarmersJoy.com provides a business platform that enables individuals to combine their purchasing powers to buy specialty food products at low wholesale prices and then distribute them in an efficient manner to all the major Chinese cities. This sales model enables a distribution system that eliminates layers of distributors, wholesalers and retailers by partnering with local farm communities and leveraging e-commerce to bring the freshest seasonal produces from farms to dinner tables as directly as possible.</p>
University of Washington, Seattle, Washington, U.S.	<p><b>Guadini.com:</b> Guadini.com will provide an online tradeshow for entrepreneurs in Ghana to gather market information and establish connections with other business entities. Its mission is to provide small and medium sized business owners in Ghana access to finance and market information that will stimulate entrepreneurial activity in Ghana. Guadini will be a for-profit organization.</p>
Georgia State University, Atlanta, Georgia, U.S.	<p><b>Harrapa:</b> Seeks to supply sustainable electric power and bio-fuels to a rapidly growing Indian economy while building rural communities to take part in the country's expansion. Harrapa proposes to produce and market fuel grade bio-ethanol from sweet sorghum and sugar cane in order to meet the current demands of the market and create a stronger economy for India within a socially responsible framework. Additionally, Harrapa will reduce transmission losses in electricity distribution through co-generation of electricity at its facility.</p>
Alakhawayn University, Ifrane, Morocco	<p><b>Moroccan Spirit:</b> Seeks to provide a solution for the poor population of the region of Souss especially in the village of "Tamanar". The plan aims to create "Tanmiya" Cooperative for Argan oil production in order to enhance both the social and the financial situation of this community. This local community does not benefit from the abundance of the unique Argan trees which grow only in Morocco. We will target 40 poor women and share with them this business adventure believing that this will help them improve their lives. In the long term, we expect to employ more women, increasing the SROI of this project.</p>

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Narsee Monjee Institute of Management & Higher Studies, Mumbai, Maharashtra, India	<p><b>Muskaan:</b> Seeks to enhance oral health care access for underserved people in our community and to provide high quality, convenient, and economical dental treatment to using mobile clinics. The state of health care in India today is inadequate and does not match global standards: physicians per 1000 are roughly half the world average; there are fewer beds per 1000 in the low income countries; and there is acute shortage of equipment, materials, and other facilities relative to population. Health expenditure in India is at a mere \$23, or 5% of the world per capita expenditure, compared to \$2736 in high income countries. Private expenditure constitutes a majority of the total health care expenditure, whereas public expenditure is only 17.8%. The scenario is opposite in high income countries which have better government &amp; public health services. There are less than 10% of the doctors available to more than 70% of India's population residing in rural areas. Within health care the state of dental care is even worse in Rural India. More than 90% of the rural population suffers from some form of dental ailment and less than 5 % of dentists are available. There are no dental surgeons posted at the level of CHC and PHC in most of the states. Thus there exists a potential market for providing Dental Care services in rural areas which will provide a solution to the Dental care needs of this segment and with rising incomes in India, we would expect to see a higher level of private expenditures on medical care in the future.</p>
Johns Hopkins, Thunderbird & Kellogg, Washington, DC; Glendale, AZ; Chicago, IL, U.S.	<p><b>Planting Empowerment, SA:</b> Planting Empowerment will improve the living situation of rural Panamanians through the reforestation of leased land with native species and sale of these trees through an innovative investment product. Planting Empowerment (PE) presents an alternative to rainforest conservation in Panama by encouraging land owners to lease their land for reforestation initiatives, which in turn offers an economic incentive to rural Panamanians not to log. PE will partner with individual and institutional investors and conservation groups to establish sustainable timber plantations. Planting Empowerment's four founders were previously Peace Corps Panama volunteers who wish to address the root causes of deforestation and increase awareness of sustainable investing.</p>
Centre For Humane Education, Accra, Ghana	<p><b>WOSPRO:</b> WOSPRO is a Marketing Agency and Logistics Coordinator managing and facilitating the supply chain from small scale farmers in rural Ghana to organic foods distributors and consumers in the United Kingdom, and eventually the rest of Europe and the United States. We rely on patentable web technologies and superior management techniques to brand and package Ghana's many competitive advantages in the massively expanding European and American organic sector, impacting positively on community sustainability in Ghana and on healthy diet choices in the Global North.</p>