



2015-16 MBA Global Consulting Program India/IBUS 579

APPLICATION FORM

Deadline: May 18, 2015

Selection Process. Selection for the MBA Global Consulting Project is competitive and participant spots are limited. The process includes completing this application, finding a strong reference, and taking part in a short personal interview. The program costs \$2250 for all transport, lodging, tourist activities and most meals within India. Participants will also need to purchase airfare to and from India.

Acceptance. Once accepted, applicants will have 10 days to reserve their spot with a non-refundable \$500 deposit. This deposit may be made by check or credit card through Jessica Rush, Assistant Director MBA Programs, UW Global Business Center, 137 Mackenzie Hall, Box 353200, Seattle WA 98195. Phone: 206.616.9565. The remainder of the fee (\$1750) will be due on or before October 5, 2015.

Instructions: Please complete Parts 1-5 and submit them to categ@uw.edu by Monday, May 18, 2015. Earlier application is encouraged.

Part 1: General Information

Name _____ Student Number _____

MBA Degree Program _____ Date of Birth _____

Current Address _____

Email: _____ Telephone _____

Passport (Country and Number) _____ **Expiration Date** _____

(Note: to obtain an Indian visa, your passport must be valid six months beyond the visa's expiration date. You may need to renew your passport if it expires in 2015. Info: www.travisa.com)

Emergency Contact Name: _____

Relationship to You: _____

Emergency Contact Phone and Email: _____

List any Food/Drug Allergies and/or Dietary Preferences: _____

Parts 2-4 may be completed and submitted in a separate document, if desired. 250-500 words.

Part 2: Personal Statement

Please provide some personal background. Why are you interested in this program? Be specific. How does it suit your personal, professional and academic goals? What skills and strengths will you bring to the Global Consulting Program as a whole? What do you hope to learn and gain from this experience?

Part 3: International Experience

Please describe any previous experience with cultures other than your own. Have you traveled or worked in India, countries where you are not a native, or in the developing world? Please be specific. Do you speak languages other than English?

Part 4: Specific Project Preferences

Of the nine SEWA strategy projects listed below, which is your first choice and why? What skills and strengths will you bring to this particular project? If you like multiple projects, please list them here, explain your interest, and describe the skills and strengths you will be able to contribute to each. Please select more than one first choice project if possible so that more people may receive their top preference.

Part 5: A Recommendation

Please provide a recommendation from an instructor or manager who knows you and your professional skills. The name and title of your recommender should be listed on your application. The recommendation itself should be provided in the form of an e-mail or letter sent directly to Program Directors Cate Goethals and Sigrid Olsen at categ@uw.edu and olsens3@uw.edu. The recommendation should contain a phone number for follow-up.

If you have any questions about the MBA Global Consulting India program, its associated winter quarter class IBUS 579, or this application, contact Program Director Cate Goethals – categ@uw.edu, 206.795.3551.

Global Consulting Program India – Project Choices 2015-16

Please select from following strategy projects with SEWA . It's best to have more than one choice, as the final list of projects will be determined by applicant interest. We will take on 4-6 of these projects. Student groups will have 3-5 students each.

All projects are with the world-famous SEWA – Self-Employed Women's Association – in Gujarat, India. SEWA is a livelihoods organization representing 1.7 million very low income grassroots entrepreneurs, organizing them into collective businesses to increase income and opportunities.

1. **Marketing Strategy for a Handicrafters Cooperative.** The SEWA Trade Facilitation Centre (STFC), a cooperative fully-owned by its 35,000 handicrafter members, follows an established production plan enabling women in multiple far-flung villages to produce quality work in specific designs. STFC needs a strategy for marketing the goods handicrafters produce. The MBA group will look at international as well as Indian markets. Marketing or Operations interest helpful. More info: <http://www.sewatfc.org>

2. **Business Plan for SEWA Handicrafts Stores.** SEWA handicrafters sell some of their work through two stores under the brand name Hansiba, one in Ahmedabad and one in New Delhi. The MBA group will review the sales and marketing techniques of these stores, determine the level of sales required for the stores to be self-sustaining, and provide ideas for increasing sales. Marketing, Merchandising, or Finance interest helpful. More info: <http://www.sewatfc.org>
3. **Route Planning and Product Distribution for a Rural Agribusiness Cooperative.** Building on the excellent work of last year's MBA team, a Foster group will develop operations strategy for RUDI, a business packaging and selling the produce of small shareholder farmers. RUDI depends upon grassroots door-to-door Avon-type saleswomen to market and deliver their products. What is the most efficient and cost-effective distribution route and method? Operations or Sales Interest helpful. More info: www.sewarudi.com
4. **Marketing Strategy for a Rural Agribusiness Cooperative.** This project continues the work of previous MBA teams working with the RUDI Cooperative. RUDI now sells primarily to rural customers. How can it strengthen its position in a large urban market? The MBA team will analyze current systems and incentives for sales and make a recommendation. Sales and Marketing interest helpful. More info: www.sewarudi.com
5. **Financing of Solar Pumps for a Salt Farmers Collective.** Salt farming is a grueling livelihood with its practitioners in Gujarat living off the grid and barely earning enough to live. Their jobs would be made much easier and their production made much higher if they had the use of solar pumps. How can groups of salt farmers use microfinance and other mechanisms to afford and use these pumps for a better living? Finance interest helpful.
6. **Green Energy Incentives, Financing, and Training.** Working with SEWA's Hariyali Green Energy group, an MBA team will create a system for village and household energy planning integrating marketing, skill-building and microfinance. How to incentivize sometimes resistant villagers to use clean energy products that improve their health and access to better lighting and other capabilities? Interest in Finance, Marketing and Environmental issues helpful. More info: www.gtnfw.org
7. **Implementation Strategy for a Skill-building Livelihoods Initiative.** SEWA has begun a skills-building initiative to work in tandem with microfinance loans and employment for grassroots women. The MBA team will create an implementation plan and systems, including dashboard annual and monthly monitoring structures to be used in different districts. Operations and Finance interest helpful.
8. **Design and Operations Strategy for a "Blue Fund."** This revolving fund will provide loans for women engaged in water-based livelihoods in two different districts in Gujarat. The MBA group would ensure a sustainable structure and develop guidelines for fund disbursement and risk mitigation. Finance interest helpful.
9. **Determining the Breakeven Point for a Tools & Equipment Library.** Building on the great work of a previous MBA team, a new Foster group will work with SEWA managers to implement the business model recommended by the previous team. The tools library provides equipment to farmers who cannot afford to purchase it. The new team will analyze ongoing operations and make recommendations. Finance or Operations interest helpful.