

Introduction to the GMS Group

GMS Group and Naturenomics™

The Globally Managed Services Group (GMS Group) which was founded by Ranjit Barthakur and Dipak Kripalani in 2002. The GMS Group comprises of around 60 people in Singapore, Bangkok, Hongkong, Washington DC, Mumbai, Delhi, Guwahati, and Kolkata.

GMS is the architect of the thought process of Naturenomics™, which relates to an alternative approach to **capital formation** for a region or organisation through the **creation of ecologically 'compliant' assets** in a **sustainable manner**.

We believe that Naturenomics™ is a compelling and differentiated alternative approach to economic development for countries and organisations, to address the stressed relationship between economy and ecology. This stress has been created through the traditional economics – centric approach to wealth creation, resulting in a 'sustainability gap'. There is a critical emerging need for a new development framework focussed on addressing the sustainability gap.

The following underlie the principles of Naturenomics™:

- **Challenging the conventional choice** – you don't have to choose between economic development and sustaining natural resources – they can be done in an interdependent manner
- **A major paradigm shift** - adjusting the balance of power by displacing economics at the heart of all activity, and replacing it with nature assets as the soul of all activity
- **Re-thinking the unit of measurement** – corporate or national wealth should not only include physical wealth, but also natural capital, human capital and social capital
- **Securing key natural assets** – secure land, water, energy, air, and bio-diversity through sustainable economic activities

GMS has embarked on Naturenomics™ initiatives in the areas of bio-diverse agriculture, fisheries, bio-diverse forestry, water management, clean energy and environment, and nature tourism. Some of the key GMS group entities are as follows:

Balipara Tract & Frontier Foundation (BTFF)

BTFF was instituted as a 'Not for Profit' NGO with the mandate of facilitating and driving community level involvement for employment / income generation through social entrepreneurship in Naturenomics™ initiatives that are economically self sustaining. BTFF is located in a Natural Tourist Resort, "Wild Mahseer", in Balipara Division of Adabari Tea Estate, District Sonitpur, Assam, India.

The specific objectives of BTFF are:

- Creating Sustainable livelihoods for the Rural underprivileged.
- Maximize potential of Resources through the three R's- Recover/Reuse/Recycle
- Nature Capital Formation through Natural Resource Management
- Creation of a Knowledge Capital Bank through Experiments, Tracking & Monitoring
- Partnering Projects/Initiatives that follow the Naturenomics™ Principle

BTFF is currently engaged in community level initiatives in the areas of:

- Land
 - Organic agriculture
 - Bio-diverse agriculture
 - Vermiculture
- Water management
 - Waste water recycling
 - Rain water harvesting
- Clean energy
 - Solar applications (cookers, lighting, water heating)
 - Bio-gas

- Waste
 - Solid waste management

The areas of activity of BTFF will be expanded to include bio-diverse forestry, clean air and nature tourism.

Through the initiatives, BTFF has built a tremendous amount of Naturenomics™ Knowledge Capital in the areas of:

- Crop experimentation and techniques – package of practices
- Climate tracking
- GIS
- Training materials – internal and external
- Organic agriculture package of practices
- Local farmer database

NatureFirst

NatureFirst, promoted by GMS and Samir Menon, has been developed with a vision to design and implement sustainable ecology driven strategies using the principles of Naturenomics™ with a focus on the 3 'Ps' within an integrated model – Planet, People, and Profit.

NatureFirst has about 30 professionals working across its 2 business areas – Naturenomics™ Services, and Naturenomics™ Ventures.

Naturenomics™ Services relate to:

- “Eco-Balance” strategies for governments and corporations
- Customised products
 - Naturenomics™ Consumption Footprint (NCF)
 - Naturenomics™ Building Systems (NBS)
 - Naturenomics™ Employee Personal Sustainability (NEPS)
 - Naturenomics™ Supply Chain (NSC)
- “Green” accounting for governments and corporations

In addition to services, NatureFirst has recently started looking into investment opportunities in the areas related to clean energy, waste management, water management, environment, etc. In addition to investing itself in these ventures, NatureFirst also works with potential investors who may be interested in such opportunities.

AgriQuest

AgriQuest, promoted by GMS, is a sales and marketing driven entity for agricultural and processed food products nationally and internationally, with an initial focus on sourcing products from the North East, and eventually India and global sourcing. AgriQuest will be targeting 4 core areas for strategic value creation:

- Sourcing and aggregation
- Packaged food and beverage
- Retail
- Differentiated products

In terms of business lines, AgriQuest will have the following 4 revenue generating streams:

- Sales and marketing of agricultural products (with a focus on organic products)
- Procurement services – sourcing base for aggregation of large volumes of agricultural products for large institutional buyers
- Packaged products – fresh, staples, bottled water, etc
- Retail – emerging organised retail, kiosks, own retail

Contact Us

If you wish to learn more about the GMS group, please do not hesitate to contact Sonali Bhatia at sonali.bhatia@gmsworldnet.com