





For more details please contact us:  
[www.bbrcglobal.com/www.boneandbodyclinic.com](http://www.bbrcglobal.com/www.boneandbodyclinic.com)  
[info@boneandbodyclinic.com](mailto:info@boneandbodyclinic.com)  
 +91 992 367 3734 (India)  
 +44 1737 248868 (UK)

## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b>	3
<b>BONE AND BODY RESEARCH CENTRE</b>	5
Background	5
Bone and Body Clinic	5
<b>PROJECT PROPOSAL</b>	6
Treatment	6
Education	8
Research	9
Innovation	9
<b>JUSTIFICATION FOR PROPOSED CENTRE</b>	10
<b>PROJECT PLAN</b>	12
Objectives	12
Organisational Structure	12
Key Performance Indicators (KPIs)	13
Major Milestones	13
Assumptions	13
Potential Constraints	13
Addressing the Constraints	14
<b>STRATEGIC ALIGNMENT</b>	14
<b>FINANCIAL ANALYSIS</b>	15



## EXECUTIVE SUMMARY

The Bone and Body Clinic, which is part of the Bone and Body Research Centre currently runs two popular and highly regarded clinics in India – in Goa and in Himachal Pradesh. Patients from all over the world visit these clinics to be treated holistically for a wide range of musculoskeletal problems and related conditions. The clinics are seasonal (October- February in Goa and May-July in Himachal Pradesh) and operate on rented space. In Goa, we see approximately 60 clients per day and approximately 50 per day in Dharamsala.

We are facing increasing demand at both clinics in terms of number of clients and the variety and seriousness of the conditions people are coming to have treated. To accommodate this demand, to provide more comprehensive treatment to patients and to start training new practitioners, we propose to build a permanent centre in Manipur, the source of our treatment techniques and medicines.

BBRC is already based in Manipur and has a dual vision of protecting and sharing the vast indigenous health systems and techniques of Manipur and helping the local people find meaningful, sustainable development opportunities after many years under AFSPA rule.

The establishment of a holistic health and wellness centre in Manipur would give the practitioners of Manipur a place to practice and share their system. It would also give our clients access to these practitioners and more indigenous therapies as well as access to the potent medicinal plants of this biodiverse region. It would also help us address the constraints imposed by running only seasonal clinics, such as:

**CAPACITY:** The two current clinics operate seasonally, restricting the number of patients we can treat who require longer term care, for

instance paralysis and scoliosis patients. The Himachal Pradesh clinic is not accessible for those with limited mobility.

**OWNERSHIP:** Both clinics are currently located on rented land with short-term leases, which limits us with respect to the construction and physical developments we are allowed to undertake and our ability to make use of them in the future. The cost is also considerable and rent increases are out of our control.

**KEY RESOURCE BOTTLENECK:** Our main practitioner, Ringo Paonam, has a unique skill set and approach to the treatment of musculoskeletal conditions. There are limits to the number of people he alone can treat, which means we are restricted in terms of our total service capacity. The seasonal clinics do not allow him the time, facilities and support to conduct necessary training programmes for new practitioners.

## RECOMMENDATION

Our aim is to develop a new and permanent Holistic Health and Wellness Centre in Manipur, which would operate year round.

Our overall objectives for this Centre are the promotion, development and application of traditional indigenous techniques for the treatment of musculoskeletal and related conditions. Alongside these physical therapies and treatment systems, we will also further develop, make and promote natural plant-based medicines, based upon Maibarol, the indigenous system of medicine, which we will trial and adapt based on western standards.

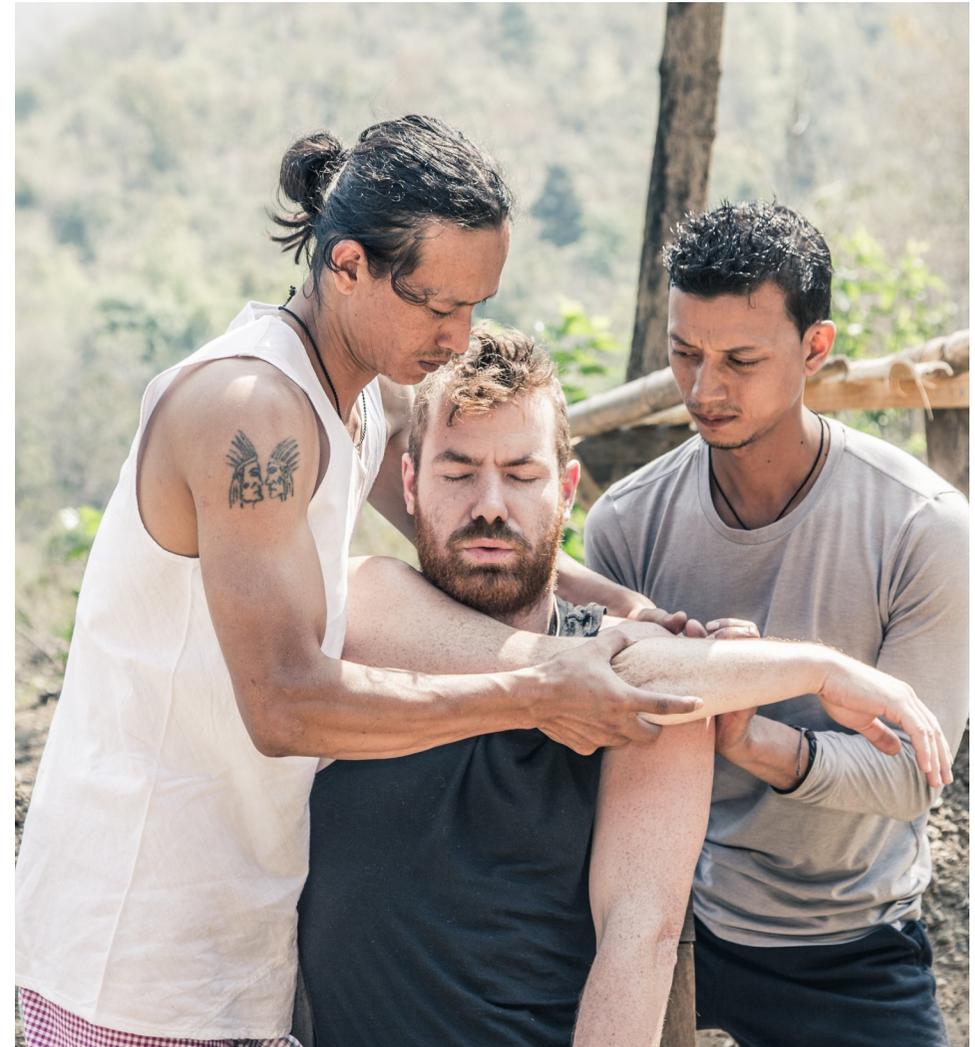
In striving to work in harmony with modern scientific healthcare techniques, our aim for the new Centre is to help a greater number and variety of patients, while at the same time promoting the region of Manipur and its natural medicinal resources in a responsible and sustainable way.

We plan to develop the Centre into a world-class healthcare institution for the research, development, practice and training of these ancient therapies, which we are adapting to address a range of modern healthcare conditions, many of which have no solution in the allopathic tradition.

#### **ANTICIPATED OUTCOMES**

The successful conclusion of this project will enable us to achieve the following:

- Ownership of the land the centre is on and with it, the security of tenancy and knowledge that we will get the full benefits of any further development work we undertake.
- To develop and expand our existing techniques in musculoskeletal realignment, to expand in-patient care and the use and production of indigenous medicines and remedies, which will improve overall outcomes for our clients.
- Establishment of a research facility to prove the efficacy of Manipuri healthcare techniques and medicines according to western scientific standards.
- Establishment of a training center for new practitioners thereby lessening the bottleneck of over-reliance on a single expert practitioner.
- To provide opportunities for Manipuri practitioners to use, teach and develop their skills in an environmentally sustainable, economically productive way.



## BONE AND BODY RESEARCH CENTRE (BBRC)

### BACKGROUND

The Bone and Body Research Centre is a transdisciplinary, integrated health and wellbeing organisation based in Manipur, North East India. We combine traditional practices with scientific methods in our work with the indigenous people, plants and animals of this unique region to creatively advance health, conservation, sustainability and socially responsible enterprise. A central focus of our work is to ensure that the indigenous health systems and medicinal plants of this unique region are not lost to future Manipuri generations and the world at large.

### BONE AND BODY CLINIC

To this end, the Bone and Body Clinic, a part of the Bone and Body Research Centre, currently runs two highly regarded clinics in India. The clinics offer holistic treatment based on the traditional system of medicine developed in Manipur and treat patients from all over the world for a wide range of conditions and disorders. Many come to receive treatment after having sought treatment in the west without successful results.

The indigenous techniques we use for skeletal and connective tissue realignment have allowed us to successfully provide lasting solutions for a wide range of musculoskeletal and neuro musculoskeletal issues and related conditions. This includes degenerative disc disorders, osteoarthritis, scoliosis and paralysis, to name a few. These are conditions for which western medicine has few lasting solutions. We also treat conditions like ACL tears and herniated discs with non-surgical interventions, offering our clients safe, non-invasive treatment.

Our treatment is enhanced and complemented by natural, plant-based medicines, the raw materials of which are sourced from Manipur (one of the leading natural medicinal “hot spots” in the world). They are formulated using the principles of Maibarol, the regional Manipuri version of Ayurveda, and manufactured in a modern laboratory setting.

We currently treat approximately 300 patients in our three-month Himachal Pradesh clinic and over 70 patients daily at our five-month Goan clinic when we are at maximum capacity.





## PROJECT PROPOSAL - HOLISTIC HEALTH AND WELLBEING CENTRE, MANIPUR

In order to expand the capacity of the Bone and Body Clinic we propose to build a multi-faceted Holistic Health and Wellness Centre on a 6.5-acre site at Sangembam in the Imphal Valley, Manipur.

We plan to take direct and complete ownership of this facility and the land on which it is situated to guarantee future freedom of investment, development and expansion and to provide a home for the development and preservation of the Manipuri health system and its practitioners.

The centre will provide the highest standard of holistic care and will include:

- A treatment centre dedicated to holistic, patient-centered treatment and care
- A research facility and laboratory to formulate and trial our original medicines and remedies to ensure their efficacy and that they meet global healthcare industry standards
- An organic herbarium and vegetable garden in which we will grow the plants from which many of our medicines will be made and the food we will feed our patients
- A facility for the provision of inpatient care, initially for 20 patients
- A training facility to teach our patented stretching and rehabilitation programmes as well as longer-term courses in:
  - Skeletal and joint realignment techniques
  - Maibarol medicinal system
  - Tendon realignment techniques
  - Digestive treatment
  - Maibarol nutritional wellness

In short, the centre will focus on **treatment, research, education** and **innovation** in integrative healthcare systems, combining indigenous holistic knowledge with modern healthcare techniques. Below we have included a more detailed overview of these central elements of the proposed centre.

### TREATMENT

**Physical therapies and treatment techniques** - The new centre will enable us to further develop our existing techniques in musculoskeletal realignment and add more techniques with the help of the masters still living and practicing in Manipur. This will serve the dual purpose of providing our clients access to a greater variety of indigenous treatment techniques and trained practitioners and providing a professional and supportive environment for Manipuris trained in these techniques to practice, share and hone their skills.

Conditions we will treat at the new Centre include:

**Spinal conditions** – including osteoarthritis, scoliosis, kyphosis, lordosis, degenerative disc disorders, spondylitis, spondylolisthesis, disc herniation and paralysis

**Joint problems** - dislocation, displacement, and instability in the joints, including knee, hip, shoulder, elbow, wrists, ankles, fingers and toes and jaw; ACL and MCL tears, meniscus tears and other sports-related injuries

**Digestive Disorders** - including Gastroesophageal Reflux Disease (GERD), Irritable Bowel Syndrome (IBS), Crohn's Disease, and Inflammatory Bowel Disease (IBD)

**NATURAL MEDICINES** – In addition to physical therapy techniques, we currently use medicines formulated using the principles of Maibarol, the regional Manipuri version of Ayurveda. The new Centre will allow us to make use of being in one of the world’s most abundant biodiversity “hot spots,” celebrated for its diversity of plant life and nutrient-rich soil. We will grow and maintain an herbarium with the dual purpose of providing our clients with pure, organic plant-based medicines and protecting and conserving the medicinal plants that have started to become rare from deforestation and the growing of high yielding crops which destabilise the hills and need chemical fertilisers to grow.

Some of today’s most difficult and even fatal conditions have been treated successfully with these Maibarol formulas, including:

- Cancer
- Rheumatoid arthritis and other auto-immune diseases
- Lyme disease
- Thyroid conditions
- Diabetes
- Parasites
- Toxicity disorders from exposure to chemical pollutants

**ORGANIC FOOD** – Many chronic illnesses are attributed to modern, processed-food diets and/or the chemicals people are currently exposed to through food, air and water. In addition to growing medicinal plants, we will develop an organic vegetable garden to provide our patients with the highest quality, nutrient-rich whole foods.

#### **GUIDING PRINCIPLES**

We plan to develop the centre into a world class healthcare institution dedicated to delivering the highest standard of holistic

treatment to patients from Manipur as well as people from around the world, using highly-trained practitioners and scientifically-tested, sustainably-produced natural medicines. We strive to ensure that patients are at the center of all we do and that each patient is treated as an individual and involved in decisions about their care. We strive to recognise the diversity of our patients and to respond with compassion and experience to their needs, listening carefully and communicating clearly.



## EDUCATION

The new centre will conduct training programmes for new healthcare practitioners in our integrative healthcare and fitness systems and techniques. We are developing the following core programmes:

**Haksel Kanglon Physical Training Systems** – Haksel Kanglon are exercises based on an ancient form of the Shihan martial arts stretching procedures, which have been adapted by the Bone and Body Clinic to encourage and allow the tendons and muscles to find stable and correct positions in the body. It is an integral part of our treatment.

Our training program will enable professional physiotherapists and other fitness practitioners (personal trainers, sports coaches, yoga teachers, addiction experts) from all over the world to teach others to use HK. We are patenting the unique sequence of stretches we have developed and will roll out this training to schools and in workshops in India and Europe through our ‘train-the-teacher’ programmes. Trainings for trainers will be held in Manipur in April.

**Food and Nutrition Programmes** – Patients and new and aspiring practitioners will learn how to use food to create and enhance wellbeing based on indigenous Maibarolic systems of holistic nutrition. The system is very much in line with the Hippocratic adage, *Let food be your medicine and medicine be your food*. Once their qualities and proper usage are understood, vegetables, roots and herbs can be used in the diet to maintain optimal health, often avoiding the need for other medicines.

Our own organic vegetable garden and herbarium will be training ground for clients and practitioners interested in

using food to improve specific conditions and to optimise overall nutrition for long-term health. We will also provide training for those looking to replicate our nutrition programmes in other settings.

**Mountaineering, Sports Training and Emergency Rescue** – The techniques we use are ideal for mountaineering and other sports since they are well-suited to addressing injuries and accidents as soon as they occur and often allow the person injured to directly resume activity. They do not require special facilities or equipment to safely perform the techniques.

Manipur lies in the lower eastern Himalayan range. The BBRC team includes expert climbers and trekkers who have developed a training programme for serious endurance sports students which will include learning these techniques.

**Other training opportunities** – Longer-term more in-depth study will also be offered for those wishing to train in our musculoskeletal realignment system, supporting treatments such as tendon realignment, blood recirculation and the digestive system realignment process.





## RESEARCH

The indigenous treatment systems and medicines we use are well-established and have been trialled for centuries in Manipur. However, we recognise that all new and old, potentially useful treatments and systems must establish their safety, quality and efficacy before being accepted for use. In practice, this means rigorous testing of new medicines and assessment of the effects of treatments and therapies.

We will further develop and research the natural indigenous medicines and techniques using modern scientific and commercial standards to ensure their safety and make them viable for marketing in the west. To this end we will build a laboratory facility and employ staff trained in western scientific methods and standards. Not only will this allow the medicines and techniques we use to benefit more people but will secure the trust and confidence of our clients, which is of utmost importance to us.

In addition, many of the medicinal plants in the Manipuri apothecary are no longer being cultivated. We have catalogued hundreds of species of plants used in the Maibarol system and their functions and properties. We will begin testing and developing these plants into new formulas that will improve overall outcomes for our clients.

## INNOVATION

The Health and Wellbeing Centre will be the first of its kind in Manipur and in the world. Manipur's unique health system has been closely guarded for centuries. Now one of its leading practitioners has opened the door to making this highly-effective treatment system available to more people. This exchange of

knowledge can most authentically be done in Manipur, the place of the system's origin.

Western medicine has established many important practices in health care, but it has largely forgotten the value of traditional techniques and indigenous knowledge. The centre will be a place to integrate best practices from the west with those of the east. The head of our team itself is a marriage of the two cultures, so BBRC is in a unique place to authentically bring this work forward.

BBRC is committed to working with local people at every level of this project with the long-term aim of reinvigorating the practice and study of the Manipuri health techniques and system by helping current practitioners realise the value of their skills and knowledge with good jobs and the opportunity to share and expand their work, by creating a working environment that integrates indigenous practices as well as scientific method and lessons in sustainability and environmental protection learned from the west. We also aim to make the traditional medicines we have found to be so effective available to people from all over the world by developing them in a pure and sustainable way.

## **JUSTIFICATION FOR PROPOSED CENTRE**

### **PROXIMITY TO THE SOURCE**

The Bone and Body Clinic has eight years of experience running seasonal clinics. We have learned a great deal in these years and have been able to assist thousands of clients. We have also felt the constraints of being far from Manipur and not having a permanent base. As mentioned already, we are limited in our ability to access the medicinal plants that are so helpful in supporting the musculoskeletal treatments. We are also limited by the number of practitioners who can travel with us.

We conducted a pilot study in 2016 in Manipur on an organic farm in Wakha. 10 of our existing patients (some of whom are suffering from very serious conditions such as MND ALS and tumour led partial paralysis) came to extend their treatment from our Goan clinic to Manipur. The patients were given treatment, rehabilitation, natural indigenous medicine and Manipuri food. The results were overwhelming. Within a few short weeks one patient unable to get his breath due to his ALS started to breathe again normally, even using his arms after 2 years of total paralysis. Another two who were paralysed from the waist down started to move about with greater ease using sticks for support. The medicine from the farm for muscle redevelopment started to show results in atrophic muscles within a few weeks. It gave us the true understanding that it is imperative for us to return to the source to make our treatment more effective within a shorter space of time.

### **SUSTAINABLE DEVELOPMENT**

Manipur has been under the Armed Forces Special Powers Act since 1958. This is the longest any state has been under such rule.

It has had an enormous impact on the people of Manipur, severely limiting their ability to develop economically and socially. When the Bone and Body Clinic started, the stigma of political unrest still hovered over Manipur. However, since 2011 there has been no more restricted movement in Manipur. Tourists are permitted to visit and do so safely. The time and place are ripe for growth.

BBRC is striving to make that growth sustainable, growth that values and incorporates the deep traditions and knowledge of this ancient culture and that benefits the local people in a meaningful, productive way. We believe the BBRC Holistic Health and Wellbeing Centre will be a model not only for economic development, providing Manipuris with good jobs/income, but a model for preserving and sustainably using the environment, plants and traditions of the area in ways that benefit everyone involved.

For over 50 years, Manipuris have had very little opportunity or development. They have preserved their traditions but have not been able to realise their value. The BBRC aims to responsibly begin the exchange, bringing people from outside of Manipur in to help Manipuris realise the value of their traditions and techniques and that they can take pride in using and developing them in socially responsible ways.

We want to establish the BBRC Holistic Health and Wellness Centre as a world-renowned treatment facility as well as a centre for teaching the skills, practices and principles which underpin what we do: environmental conservation, economic sustainability, social justice and local empowerment.



## **INCREASING DEMAND/CAPACITY ISSUES**

Our current clinics, though popular and well attended, are seasonal, which limits the number of patients we can treat and our ability to treat more complicated conditions that require longer term, consistent treatment such as paralysis and scoliosis. While our Goa clinic offers some facility for in-patient care, the Himachal Pradesh clinic does not have space or accessibility for those with limited mobility.

Not having a permanent base also limits the research and development and training activities we are able to engage in. We do not have enough land in Goa or Himachal Pradesh to develop our own medicinal and food gardens, which forces us to depend on commercially made Ayurvedic medicines.

## **OWNERSHIP ISSUES**

Because we do not own the land or property where our current clinics are situated, we are subject to constraints imposed by the site owners. For example, increased rental costs have a dramatic impact on our operating budget and our ability to reinvest income generated into our projects and clinics.

Similarly, we face restrictions on how we operate and what we are allowed to build on these sites. Even when given permission to develop these sites, there is no guarantee that we will enjoy the long-term benefits associated with the investments we undertake and the value we add since the leases are short-term and we have no guarantee of having the option to rent them in the future.

## **PERSONNEL AND SKILLS ISSUES**

Ringo Paonam, the lead practitioner at the Bone and Body Clinic, has developed a unique system of osteopathy that draws on his martial arts training and focuses on the realignment of individual joints in the spine and body through physical manipulation and complementary exercise regimes.

Ringo has been developing these techniques for over a decade, during which time he has studied modern, traditional and indigenous bone and body treatments at clinics and temples throughout Asia.

The unique skillset that Ringo has developed and the success he has had in achieving positive outcomes for thousands of clients, has been a major contributory factor in the growing reputation of the Bone and Body Clinic.

The distinctiveness of Ringo's approach and the unique nature of his treatment and therapeutic interventions also place limitations on our development. Having only one practitioner with a full set of therapeutic skills effectively creates a bottleneck which significantly restricts our ability to grow our service capacity and increase the volume of people we treat.

Practitioners skilled in supporting therapies travel with Ringo to the Goa and Himachal Pradesh clinics, but we are limited in the numbers of practitioners that can travel and be accommodated. Having a clinic in Manipur would not only allow us to train new practitioners, but use local, trained practitioners who cannot travel to the seasonal clinics.

## PROJECT PLAN

The following is a broad Project Development Plan followed by a more detailed outline of the objectives to be met within each phase.

Phase 1 – Source appropriate land and agree purchase term and obtain all required licenses and permission from state government

Phase 2 – Design site plan. Clear land and start planting

Phase 3 – Establish initial buildings and infrastructure

Phase 4 - Build training center

Phase 5 - Build research centre and laboratories

Phase 6 - Establish research protocols certification

## OBJECTIVES

**Phase 1 – Source appropriate land and agree to purchase terms and obtains all required licenses and permissions from state government.**

- obtain all required licenses and permissions
- secure funds to buy land
- purchase land
- clearly delineate boundaries and register same with local authorities

**Phase 2 – Design site plan. Clear land and start planting.**

- develop site plan, including location of herbarium, gardens, treatment buildings, in-patient facility, research laboratory, training centre, kitchen and dining hall
- research and decide on sustainable waste management solutions

- research and choose sustainable power supply such as solar or wind, attempt to source technology locally
- complete building design, source local material and labor where possible
- hire contractor
- outline realistic building schedule based on design, materials, and costs
- secure boundary
- prepare land for planting
- hire site supervisor and gardener
- make driveway/path

**Phase 3 – Establish initial building and infrastructure – housing, dormitories, rooms, treatment rooms, training centre**

- start building according to design plan
- start sourcing fixtures, necessary equipment, and furniture
- start marketing and hand picking clients for pilot scheme to take place in March 2019

**Phase 4 – Finish interiors of new structures**

- furnish patient rooms
- equip treatment rooms
- equip training center
- equip kitchen

**Phase 5 - Build research centre and laboratory**

**Phase 6 – Establish research protocols certification**

## ORGANISATIONAL STRUCTURE

Ringo and Miranda Paonam are the project directors who will develop the site plan, hire staff and construction team and oversee the completion of all phases of the project. The project board will consist of Bong Advani to be consulted on the construction and design phases, Dr Kumajit Singh to be consulted on the research laboratory, Vineet Pukrambam to be consulted on the herbarium and Pieter Preston to be consulted on communications and marketing. The site supervisors will be Meanon Singh and Bong Advani and will ensure the construction team is proceeding on time and as per the design plan.

## MEASURING SUCCESS (KEY PERFORMANCE INDICATORS)

At the outset our key performance indicators will be starting and completing each phase of the project as outlined. We will use the following Major Project Milestones as targets, to be reviewed by the project directors every month.

## MAJOR PROJECT MILESTONES

Below is a list of the major project milestones, as identified at this nascent stage of development. As the planning moves forward and the schedule is adjusted, the milestones and the target completion dates may be adjusted to establish the baseline schedule. As with all building projects, we have taken care to ensure there is sufficient contingency in the schedule to allow for unforeseen problems.

Additionally, we have taken a modular approach to the project, so the initial phases of the Centre can go ahead on time while the remaining building work is completed, should this be required.

Phase 1	Secure land purchase	15 <sup>th</sup> April 2018
Phase 2	Clear land and start planting	20 <sup>th</sup> August 2018
Phase 3	Establish initial buildings and infrastructure	15 <sup>th</sup> December 2018
Phase 4	Finish interiors	26 <sup>th</sup> February 2019
Phase 5	Pilot scheme	15 <sup>th</sup> March 2019
Phase 6	Build training and research facilities	15 <sup>th</sup> December 2019
Phase 7	Establish research protocols certification	26 <sup>th</sup> February 2019
Project completion	Fully functioning centre operational	March 2020

## PROJECT ASSUMPTIONS

- Initial funding is raised for land purchase and building work
- Secondary funding is secured to cover running costs until the project is self-sustainable (see financial projection figures for proposed timeframe)
- Regional operational licenses are granted to run the wellness and training centre in Manipur
- Agreement is reached with the national/regional health authorities for newly trained practitioners to operate
- Patents are granted for the training sequence and the musculoskeletal alignment techniques that the BBRC has developed

## POTENTIAL PROJECT CONSTRAINTS

As project planning moves forward and more constraints are identified, these will be added accordingly.



- Securing suitable land
- Local bureaucracy (fees, licences, permissions, etc.) may place significant challenges on the project.
- Attracting sufficient numbers of patients to the area may be challenging due to the relatively remote location and former political unrest and security concerns in the region.

### **ADDRESSING POTENTIAL CONSTRAINTS**

- The BBRC has already identified and begun negotiations to purchase land to accommodate the project at Sanjembam, Imphal East. The original site is 6.5 acres and the adjacent plot of 7 acres is also available to us should we need to expand. In addition, talks have begun with the state government to see what can be achieved in terms of cooperation with the new centre.
- The BBRC has already established relationships with officials from various departments of the Manipuri State government including the departments of Agriculture, Forest & Environment, Health, Tourism, and Commerce & Industry. Our team is made up of mostly native Manipuris and we have an excellent network of local contacts within the Imphal Valley community.
- The BBRC has significant and longstanding experience of working with international clients and partners; we have expertise in planning and executing global marketing and sponsorship campaigns using digital and social media; and we have in-depth experience of the travel and tourism and international events market. Manipur is no longer regarded as a dangerous region of political insurgency – a fact we will be quick to communicate to our potential clients and partners in the international community.
- The location of the land for the proposed center is only 6km from the airport, making it convenient and safe for travelers from outside the area.

### **STRATEGIC ALIGNMENT - Why a holistic health centre in Manipur in 2020?**

Governments, regulatory bodies and private healthcare businesses and institutions are accepting the need for a more diverse approach to the provision of health and wellbeing services.

Patients and many doctors are looking for alternatives to prescription drugs and surgical interventions as primary treatment options. The efficacy of allopathic drugs as well as their safety is being increasingly called into question as are the risks and side effects of surgery. While western, allopathic medicine has a great deal to offer, it often misses looking at the patient as an integrated whole.

The Bone and Body Research Centre offers effective alternatives. It was born out of the belief that genuine health and wellbeing can only be achieved through an integrative, polycultural and holistic approach. The traditional health systems of Manipur offer a vast range of techniques, medicines and knowledge which enable patients to live healthier happier lives.

To date the Manipuri health traditions have been closely guarded and accessible only within Manipur. Ringo Paonam is the first Manipuri to begin opening this system up to western clients. The demand for his treatment is increasing as is the demand to study the system. The combined expertise and experience of Ringo and Miranda Paonam put them in a unique and ideal position to open a more comprehensive wellness centre in Manipur.



## FINANCIAL ANALYSIS

In order to open the centre, we are a looking at the following sources of income:

- Funds through private donations and a Go Fund project to secure the land
- Funds will be made available through the seasonal clinics for building and set up

Once operational, funds will be derived through:

- Patient fees
- Training fees
- Medicine sales

Our goal for this project is to create a financially self-sustainable social enterprise in Manipur. In order to achieve this, our main source of income will derive from payments received from patients.

The training fees we receive from aspiring practitioners and the income we generate from the sale and licensing of patented medicines and therapies will also be significant.

Details of how this income will build over time, together the associated costs and the subsequent ongoing profit and loss and cash flow, are shown in the attached spreadsheet.

A summary of the key details are presented below:

## BASE ASSUMPTIONS

	Monthly	Annual
<b>Inflation – costs</b>	<b>0.41%</b>	<b>5.00%</b>
<b>Inflation - client prices</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Interest rate</b>	<b>0.51%</b>	<b>6.25%</b>

## INITIAL SET UP COSTS

Land purchase	₹ 2,000,000
Land clearing (staff and machinery)	₹ 500,000
Land cultivation	₹ 500,000
Building costs	₹ 6,000,000
Utilities	₹ 200,000
Core staff	₹ 500,000
Ancillary staff	₹ 150,000
Fees	₹ 300,000
<b>Total</b>	<b><u>₹ 10,150,000</u></b>

## ONGOING ANNUAL COSTS

Land cultivation	₹ 500,000
Building costs maintenance	₹ 500,000
Utilities	₹ 200,000
Core staff	₹ 600,000
Ancillary staff	₹ 200,000
Fees	₹ 150,000
Marketing and development	₹ 500,000
<b>Total</b>	<b><u>₹ 2,650,000</u></b>