

**ESTABLISHMENT OF CHRISTIAN MEDICAL COLLEGE AND
TEACHING HOSPITAL**

2015

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PART I

1. SUMMARY

1.1 OBJECTIVES,

THEMATIC AREAS AND STRATEGIES OF CHRISTIAN MEDICAL COLLEGE AND TEACHING HOSPITAL (CMC-TH)

CMC-TH IS ESTABLISHED AS NON-PROFIT MAKING COMPANY AND REGISTERED BY COMPANY REGISTERED OFFICE. CMC-TH ADMINISTRATIVE AND OTHER DEPARTMENT OFFICES LOCATED IN GORKHA DISTRICT, PALUNGTAR VDC-10. PRIMARILY, THE CMC-TH IS ESTABLISHED FOR ENHANCING ACCESS OF AFFORDABLE MEDICAL EDUCATION AND SERVICE ESPECIALLY FOR PEOPLE WHO ARE LIVING IN WESTERN DEVELOPMENT REGION (16 DISTRICTS). CMC-TH WILL BE ESTABLISHED MEDICAL COLLEGE, COMMUNITY HOSPITAL AND NURSING COLLEGE AFTER OBTAINING APPROVAL FROM THE CONCERNED AUTHORITIES (TU, IOM, KU, AND CTEVT). THE AFFORDABLE, ACCESSIBLE AND QUALITY HEALTH EDUCATION AND SERVICE TO NEEDY COMMUNITIES AND UNDERSERVED POPULATION IS PRIMARY STRATEGIES OF CMC-TH.

1.2 ORGANIZATIONAL EXPERIENCE

CMC-TH IS NEWLY ESTABLISHED BY PROFESSIONALS AND SOCIAL WORKERS TO ACCESS ENHANCE OF MEDICAL AND HEALTH SERVICE FOR POOR, MARGINALIZED AND DEPRIVED PEOPLE. IN TERMS OF ORGANIZATIONAL EXPERIENCE CMC-TH IS NEW ORGANIZATION, HOWEVER, BOARD MEMBERS AND TEAM MEMBERS OF CMC-TH IS HIGHLY PROFESSIONAL, EXPERIENCE AND QUALIFIED IN MEDICAL EDUCATION AND HEALTH SERVICE MANAGEMENT SECTORS.

1.3 MARKET AND MARKETING STRATEGIES

IN NEPAL DEMAND OF MEDICAL EDUCATION AND HEALTH SERVICE BEYOND THE LEVEL OF IMAGINATION, STILL THOUSANDS OF STUDENTS ARE COMPEL TO GO ABROAD FOR THE MEDICAL EDUCATION. IN OTHER HAND, AFFORDABLE AND ACCESSIBLE MEDICAL EDUCATION AND HEALTH SERVICE FOR NEEDY PEOPLE IS HUGE GAP AND WIDER CHALLENGE FOR GOVERNMENT. SO, CMC-TH WILL OFFER AFFORDABLE MEDICAL EDUCATION AND AFFORDABLE AND ACCESSIBLE HEALTH SERVICE FOR NEEDY POPULATION WHO ARE LIVING IN RURAL AREAS. FIRSTLY, IT AIMS TO CATER 16 DISTRICTS OF WESTERN DEVELOPMENT REGION. THE DESERVING STUDENTS FROM THE ALL GOVERNMENT SCHOOLS SHALL BE PROVIDED SCHOLARSHIP. AND THE AGGRESSIVE MARKETING CAMPAIGN TO ALL SCHOOL AND COLLAGES SHALL BE CARRIED OUT

ABOUT THE CMC-TH'S QUALITY EDUCATION IN REASONABLE COST. FOR FURTHER CAMPAIGNING AND MARKET EXPANSION, THE CMC - TH SHALL PARTNER WITH LOCAL COMMUNITIES, INGO AND NGO.

1.4 FUTURE PLAN

THE VISION AND MISSION OF CMC-TH ENCOMPASSES AFFORDABLE MEDICAL EDUCATION AND ACCESSIBLE HEALTH SERVICE FOR NEEDY PEOPLE. FUTURE PLAN OF CMC-TH IS TO WIDER FACULTIES OF MEDICAL EDUCATION AND NURSING EDUCATION. IN ADDITION, CMC-TH WILL BE LEADING AND PIONEER IN TERMS OF HEALTH CARE RECOGNIZING ESPECIALLY ON HI-TECH AND QUALITY HEALTH DELIVERY TO TARGET POPULATION. CMC-TH WILL ESTABLISH AND PROVIDE MEDICAL EDUCATION, NURSING EDUCATION, PARAMEDICAL EDUCATION, RADIOLOGICAL EDUCATION, PHARMACY AND BIO-MEDICAL EDUCATION TO NEPALI STUDENTS WHO ARE ELIGIBLE FOR MEDICAL EDUCATION. SIMILARLY, CMC-TH WILL BE ESTABLISHED WIDER HEALTH SERVICE DEPARTMENT AND SERVICE SECTORS TO MAKE HEALTH SERVICE ACCESSIBLE AND AFFORDABLE. ON OTHER HAND, HEALTH INSURANCE, SCHOLARSHIP FOR MEDICAL STUDENTS AND OUT-REACH HEALTH CAMP SERVICE WILL BE PROVIDED TO COMMUNITY PEOPLE AND MEDICAL STUDENTS WHO ARE NOT ABLE TO PAY

MEDICAL TUITION FEES BUT THEY ARE STRONGLY QUALIFIED FOR MEDICAL EDUCATION.

1.5 FINANCIAL PROJECTION, NEED ASSESSMENT, FINANCIAL STATUS AND BUSINESS PLAN

CMC-TH BASICALLY AIMS AT SUSTAINABLE PROJECT WITHOUT COMMERCIAL INTEREST. THE RETURN FROM THE OVERALL OPERATION OF THE PROJECT GOES TO STRENGTHENING SUSTAINABILITY AND FURTHER EXPANSION OF THE BUSINESS OPERATION OF CMC-TH ITSELF. THUS, THE PROFIT AND DIVIDEND INJECTION FROM THE PROJECT SHALL BE UTILIZED TO EITHER REDUCE THE SERVICE COST IT CHARGES TO ITS BENEFICIARIES OR FURTHER INVESTMENT SHALL BE MADE TO EXPAND THE OVERALL OPERATION. HOWEVER, FOR OUR PURPOSE WE HAVE PROJECTED THE BUSINESS PLANS BASED ON COMMERCIAL VIABILITY AS OUR PRIME CONCERN IS TO ANALYZE THE REPAYMENT SERVING SCENARIO, CREDITWORTHINESS AND VIABILITY OF THE PROJECT. THE MORE DETAILS OF THE FINANCIALS HAVE BEEN ATTACHED HERE WITH THIS SUBJECTIVE DESCRIPTIVE WRITING, WHICH IS IN ANNEX - I.

1.5.1 THE SOURCES AND USES OF FUNDS

THE TOTAL PROJECTED COST IS ESTIMATED TO BE RS.83, 826,471. OUT OF TOTAL COST 40.35% I.E. RS.33, 826,471 IS FINANCED FROM DIRECTORS OWN SOURCES INCLUDING

FOREIGN DONATION AND REMAINING 59.65% I.E. RS.50,000,000 IS EXPECTED TO BE FINANCED FROM THE BANK LOAN WHICH SHALL BE REPAID WITHIN 10 YEARS.

1.5.2 SALES, GROSS PROFIT AND NET PROFIT

THE SALES IN FIRST YEAR ARE ESTIMATED TO BE RS.10.9 MILLION. LIKEWISE, THE SALES ARE PROJECTED TO BE RS.19.9 MILLION, RS.26.9 MILLION, RS.29.8 MILLION, RS.32.6 MILLION, RS.35.5 MILLION, RS.38.4 MILLION, RS.42.7 MILLION, RS.47 MILLION AND RS.51.4 MILLION IN SECOND YEAR, THIRD YEAR, FOURTH YEAR, FIFTH YEAR, SIXTH YEAR, SEVENTH YEAR, EIGHTH YEAR, NINTH YEAR AND TENTH YEAR RESPECTIVELY.

THE GROSS PROFIT IN FIRST YEAR IS ESTIMATED TO BE RS.5.77 MILLION. LIKEWISE, THE GROSS PROFIT ARE PROJECTED TO BE RS.14.2 MILLION, RS.21 MILLION, RS.23.7 MILLION, RS.27.1 MILLION, RS.30 MILLION, RS.32.9 MILLION, RS.37.4 MILLION, RS.41.7 MILLION AND RS.54.9 MILLION IN SECOND YEAR, THIRD YEAR, FOURTH YEAR, FIFTH YEAR, SIXTH YEAR, SEVENTH YEAR, EIGHTH YEAR, NINTH YEAR AND TENTH YEAR RESPECTIVELY.

THE NET LOSS IN FIRST YEAR IS ESTIMATED TO BE RS.1.48 MILLION BECAUSE OF FIRST YEAR OPERATION OF THE BUSINESS. HOWEVER, THE SAME IS IN POSITIVE FIGURES FROM SECOND YEAR. THE NET PROFIT ARE PROJECTED TO BE

RS.5.9 MILLION, RS.11.7 MILLION, RS.14.2 MILLION, RS.17.3 MILLION, RS.20.2 MILLION, RS.23.1 MILLION, RS.27.2 MILLION, RS.31.3 MILLION AND RS.35.4 MILLION IN SECOND YEAR, THIRD YEAR, FOURTH YEAR, FIFTH YEAR, SIXTH YEAR, SEVENTH YEAR, EIGHTH YEAR, NINTH YEAR AND TENTH YEAR RESPECTIVELY.

1.5.3 NET PRESENT VALUE

THE TOTAL COST INVESTED ON THE PROJECT FROM THE EXTERNAL SOURCE I.E BANK LOAN IS RS.33, 826,471 IN THE FIRST YEAR. LIKEWISE, THE FURTHER INVESTMENT FROM EXTERNAL SOURCES ON THE PROJECTS SHALL BE RS.650 THOUSAND ON THE THIRD YEAR, RS.1 MILLION IN THE FOURTH YEAR AND RS.1.237 MILLION IN THE EIGHTH YEAR. THE NET PRESENT VALUE OF THE PROJECT BASED ON THE DISCOUNTED VALUE OF 9%, 10% AND 11% ARE RS.102 MILLION, RS.95.8 MILLION AND RS.89.4 MILLION RESPECTIVELY. SIMILARLY, THE COST-BENEFIT ANALYSIS OF INTERNAL RATE OF RETURN (IRR) IS 62%.

1.5.4 PAYBACK PERIOD

THE PROJECT'S PAYBACK PERIOD IS EXPECTED TO BE 10 YEARS AFTER GIVEN CONSIDERATION TO THE CASH INFLOWS, DEPRECIATION AND ALL CUMULATIVE CASH OUTFLOWS.

1.5.5 FIXED ASSETS INVESTMENT

THE TOTAL INVESTMENT IN FIXED ASSETS IS PROJECTED TO BE RS.83.8 MILLION COMPRISING OF RS.80.07 MILLION IN LAND & BUILDING, RS.1.9 MILLION IN INNOVATION AND SET UP, RS.719 THOUSAND IN FURNITURE AND FIXTURES AND RS.500 THOUSAND IN VEHICLES. BASED ON THE REQUIREMENT AND FURTHER EXPANSION, THE ADDITIONAL INVESTMENT SHALL BE MADE IN GRADUAL BASIS.

1.5.6 TERM LOAN & REPAYMENT

THE TERM LOAN OF RS.50 MILLION IS PROPOSED FOR THE PROJECTED PROPOSAL. THE REPAYMENT PERIOD FOR THE REQUESTED LOAN IS 10 YEARS. THE MONTHLY EMI IS CALCULATED RS.688,750 BASED ON 11% INTEREST RATE PER ANNUM FOR 10 YEARS. HOWEVER, DEPENDING ON THE FINANCIAL INSTITUTIONS OFFERING, THE MORATORIUM PERIOD OF UP TO 1 YEAR IS ALSO REQUESTED. IN THAT CASE THE CMC - TH SHALL PAY ONLY QUARTERLY INTEREST UNTIL THE MORATORIUM PERIOD.

HOWEVER IN CASE WHEN MORATORIUM PERIOD IS NOT PROVIDED, THEN THE DIRECTORS SHALL INJECT OWN CAPITAL ENABLING THE PROJECT ITSELF SUSTAINABLE TO REPAY THE BANK EMI. AS PER THE PROJECTED EMI SCHEDULE, THE PROJECT SHALL REPAY RS.2.9 MILLION IN FIRST YEAR OF LOAN DISBURSEMENT, RS.3.2 MILLION IN SECOND YEAR, RS.3.6 MILLION IN THIRD YEAR, RS.4 MILLION IN FOURTH YEAR AND

SO ON. THE OVERALL PRINCIPAL REPAYMENT INCREASES AS YEARS PASS.

1.5.7 ESTIMATED WORKING CAPITAL REQUIREMENT

THE CMC-TH HAS COMPARATIVELY HIGHER CURRENT ASSETS THAN CURRENT LIABILITIES. THUS, IT CAN EASILY MANAGE ITS WORKING CAPITAL REQUIREMENT FROM ITS OWN SOURCE. FOR EXAMPLE, THE FIRST YEAR CURRENT ASSETS COMPRISING OF DEBTORS AND CASH IN HAND IS EXPECTED TO BE RS.1.9 MILLION WHERE CASH ALONE IS RS.949 THOUSAND WHEREAS THE TOTAL CURRENT LIABILITIES IS RS.482 THOUSAND. THE SAME STRUCTURE OF CASH BEING MORE THAN TOTAL CURRENT LIABILITIES ARE EXPECTED TO CONTINUE TILL THE 10TH YEAR OF THE PROJECT OPERATION. THERE IS ALSO RECEIVABLE PORTION OF EACH YEAR TO CONSIDER, WHICH IS COLLECTED FROM 1 MONTH TO 2 MONTHS. THEREFORE, CMC-TH CAN EASILY MANAGE ITS WORKING CAPITAL REQUIREMENT AS IT HAS BETTER LIQUID POSITION.

1.5.8 CASH FLOW STATEMENT

CMC-TH HAS POSITIVE CASH FLOW FROM OPERATING ACTIVITIES IN EACH YEAR. THIS INDICATES, IT HAS SUFFICIENT CASH POSITION TO COVER ITS ALL OBLIGATIONS FROM ITS BUSINESS OPERATIONAL LINE OF ACTIVITIES. THE NET CASH FLOW FROM INVESTING ACTIVITIES ARE NEGATIVE IN FIRST

YEAR, THIRD YEAR, FOURTH YEAR AND EIGHTH YEAR THIS IS BECAUSE OF INVESTMENT TO THE PROJECT.

1.5.9 GROSS PROFIT RATIO AND NET PROFIT RATIO

THE GROSS PROFIT RATIO FOR FIRST YEAR IS ESTIMATED TO BE 53.02%. LIKEWISE, THE GROSS PROFIT RATIO ARE PROJECTED TO BE 71.46%, 78.21%, 79.67%, 82.99%, 84.49%, 85.75%, 87.51%, 88.61% AND 89.43% IN SECOND YEAR, THIRD YEAR, FOURTH YEAR, FIFTH YEAR, SIXTH YEAR, SEVENTH YEAR, EIGHTH YEAR, NINTH YEAR AND TENTH YEAR RESPECTIVELY.

THE NET PROFIT RATIO FOR FIRST YEAR IS ESTIMATED TO BE NEGATIVE WHICH SHALL BE ON POSITIVE TRENDS FROM SECOND YEAR. HENCE, THE NET PROFIT RATIO ARE PROJECTED TO BE 28.74%, 42.54%, 46.43%, 50.90%, 54.35%, 57.36%, 60.61%, 63.34% AND 65.76% IN SECOND YEAR, THIRD YEAR, FOURTH YEAR, FIFTH YEAR, SIXTH YEAR, SEVENTH YEAR, EIGHTH YEAR, NINTH YEAR AND TENTH YEAR RESPECTIVELY.

1.5.10 CAPITAL STRUCTURE RATIO

THE CAPITAL STRUCTURE CAN BE MEASURED BY DEBT TO EQUITY RATIO OF CMC-TH. THE DEBT TO EQUITY RATIO OF CMC-TH FOR FIRST YEAR IS ESTIMATED TO BE 82.48%. LIKEWISE, THE DEBT TO EQUITY RATIO ARE PROJECTED TO BE

81.43%, 80.09%, 78.35%, 76.01%, 72.71%, 67.78%, 59.64%, 43.80% AND 0% IN SECOND YEAR, THIRD YEAR, FOURTH YEAR, FIFTH YEAR, SIXTH YEAR, SEVENTH YEAR, EIGHTH YEAR, NINTH YEAR AND TENTH YEAR RESPECTIVELY.

PART II

2 ORGANIZATIONAL OBJECTIVE, BUSINESS PLAN AND STRATEGIES

2.1 ORGANIZATIONAL OBJECTIVE

CMC-TH IS REGISTERED UNDER COMPANY ACT OF NEPAL, OFFICE IS LOCATED IN GORKHA DISTRICT. CMC-TH IS UNDER PROCESS TO ACQUIRE AUTHORITIES FROM THE CONCERNING AUTHORITIES TO ESTABLISHED MEDICAL COLLEGE, NURSING COLLEGE, TEACHING HOSPITAL AND PARAMEDICAL COLLEGE. THE OBJECTIVE OF THE CMC-TH IS AS FOLLOWS;

- 1) TO MAKE THE COUNTRY SELF-DEPENDENT IN THE FIELD OF HEALTH, TO DEVELOP STANDARD OF HEALTH SERVICE BY PROVIDING EDUCATION OF PROFICIENCY CERTIFICATE LEVEL, BACHELOR, MASER LEVEL AND PH.D. DEGREE IN THE DIFFERENT FACULTIES OF MEDICAL EDUCATION INCLUDING MEDICAL, NURSING AND PUBLIC HEALTH FIELD,**
- 2) TO PROVIDE AND TAKE STANDARD HEALTH SERVICES, TO PROVIDE AND TAKE DIFFERENT LEVEL TRAINING RELATING TO**

HEALTH AND TO PROVIDE COUNSELING'S TO / FROM OTHER HEALTH ORGANIZATION AND BODIES.

3) TO CONDUCT HEALTH RESEARCH BASED ON THE NEED OF COUNTRY AND COMMUNITIES,

4) TO ESTABLISH TROPICAL AND INFECTIOUS MEDICINE DEPARTMENT, DEVELOP DEPARTMENT AN "CENTRE OF EXCELLENT" TO PROVIDE MEDICAL SERVICE, ACADEMIC ACTIVITIES AND RESEARCH ACTIVITIES IN TERM OF TROPICAL MEDICINE AND INFECTIOUS DISEASES,

5) TO ENHANCE CAPACITY OF HUMAN RESOURCE THROUGH ON THE JOB TRAINING AND OTHER NATIONAL AND INTERNATIONAL FORMAL AND INFORMAL TRAINING TO ABSORB CONTEMPORARY TECHNOLOGIES AND METHODOLOGIES TO PERFORM ACADEMIC AND HEALTH DELIVERY QUALITY AND COMPETENCIES,

6) CMC-TH AIMS AND WILL DEVELOPED NATIONAL RESOURCE CENTRE REGARDING ON MEDICAL EDUCATION, HEALTH SERVICE AND HEALTH RESEARCH,

7) ESTABLISH OPERATIONAL RELATION WITH FOREIGN UNIVERSITIES AND AGENCIES AND PERFORM MOU TO ESTABLISH MUTUAL COOPERATION BETWEEN CMC-TH AND FOREIGN UNIVERSITIES,

- 8) BUILD STRONG PARTNERSHIP WITH OTHER DONOR AGENCIES AND CREATE FAVORABLE ENVIRONMENT FOR RESOURCE GENERATION, RESOURCE MOBILIZATION AND RESOURCE SHARING ON THE BASE OF MUTUAL RESPECT,**
- 9) TO ORGANIZE NATIONAL AND INTERNATIONAL TRAINING, SEMINAR, CONVENTIONS AND CONFERENCE ON THE HEALTH SECTORS,**
- 10) PUBLICATION OF JOURNAL, RESEARCH FINDINGS AND ACADEMIC LITERATURE,**
- 11) TO CONTRIBUTE NEPAL GOVERNMENT IN TERM OF POLICY ANALYSIS AND FULFILMENT OF GAP IN HEALTH SECTORS,**
- 12) INSTALL MODERN AND HI-TECH EQUIPMENT IN HOSPITAL TO PROVIDE STANDARD HI-TECH HEALTH SERVICE TO NEEDY POPULATION,**
- 13) ESTABLISH AS DEALER, DISTRIBUTOR AND FACILITATOR OF MEDICAL PRODUCTS AND DRUGS TO FULFIL THE GAP OF NATIONAL MARKET,**
- 14) PROVIDE FREE MEDICAL SERVICE TO POOR, MARGINALIZED AND UNDERSERVED POPULATION,**
- 15) CONDUCT OUT-REACH MEDICAL CAMP,**
- 16) CONDUCT COMMUNITY HEALTH PROGRAM,**

17) ESTABLISH PARTNERSHIP WITH LOCAL, NATIONAL AND INTERNATIONAL AGENCIES TO ENHANCE QUALITY OF MEDICAL EDUCATION AND HEALTH SERVICE IN NEPAL.

2.2 STRATEGIES

TO BE LEADING AND PIONEER MEDICAL EDUCATION AND HEALTH SERVICE PROVIDER THE CMC-TH WILL ADOPT FOLLOWING SPECIFIC STRATEGIES-

- o CMC-TH IS NON-PROFIT MAKING COMPANY SO CMC-TH WILL PROVIDE COST EFFECTIVE, EFFICIENT AND EFFECTIVE AND AFFORDABLE MEDICAL AND HEALTH SERVICE TO COMMUNITY PEOPLE**

- o COMMUNITY PARTICIPATION AND COMMUNITY OWNERSHIP IS DECISIVE TO ADDRESS COMMUNITY NEEDS AND FULFIL NATIONAL GAP IN TERMS OF MEDICAL EDUCATION AND HEALTH SERVICE**

- o MEDICAL EDUCATION MANAGEMENT AND HEALTH SERVICE MANAGEMENT IS VERY CRUCIAL ISSUE IN NEPALI CONTEXT, SO EFFECTIVE CAPACITY BUILDING APPROACH FOR TECHNICAL HUMAN RESOURCE WILL BE ADOPTED, LIKEWISE PRACTICAL AND CONTEMPORARY HUMAN RESOURCE MANAGEMENT APPROACH WILL BE ADOPT TO MANAGE HUMAN RESOURCE EFFICIENTLY TO ADDRESS RESULT BASED-MANAGEMENT.**

o GOOD GOVERNANCE AND TRANSPARENCY IS ANOTHER CRUCIAL ISSUE, SO, CMC-TH WILL BE ADOPTED APPROACHES THAT LEAD TO GOOD GOVERNANCE AND TRANSPARENCY IN TERM OF FINANCIAL MANAGEMENT AND OVERALL MANAGEMENT OF MEDICAL EDUCATION DEPARTMENTS AND HEALTH SERVICE DELIVERY UNITS.

o PLAN POLICES, STRATEGIES AND ACADEMIC ACTIVITIES WILL BE MADE IN LINE WITH INTERNATIONAL STANDARDS AND NEPAL GOVERNMENT POLICIES, RULES AND REGULATION.

o MEDICAL EDUCATION AND HEALTH SERVICE UPDATED TECHNOLOGIES AND AFFORDABILITY OF LOCAL COMMUNITY IS VERY CHALLENGING ISSUES, SO CMC-TH WILL BE DEVELOPED AND ADOPTED SYNERGIC APPROACH, RESULTS COMMUNITY PEOPLE CAN AFFORD HI-TECH MEDICAL EDUCATION AND SERVICE.

PART III

3 ORGANIZATIONAL EXPERIENCE

3.1 ORGANIZATIONAL EXPERIENCE

CMC-TH IS NEWLY ESTABLISHED NON-PROFIT MAKING ORGANIZATION BY PROFESSIONALS AND SOCIAL WORKERS WHO ARE KEEN INTERESTED TO ENHANCE ACCESS OF MEDICAL EDUCATION AND HEALTH SERVICE ESPECIALLY IN

WESTERN DEVELOPMENT REGION. BOARD MEMBER, ADVISORY BOARD, CONSULTING INDIVIDUALS AND HUMAN RESOURCE ARE HIGHLY QUALIFIED AND EXPERIENCE IN MEDICAL EDUCATION AND HEALTH CARE FIELD. HOWEVER, TO ADOPT CONTEMPORARY CHANGES IN HEALTH SECTORS, LEARNING BY DOING AND CASCADING APPROACH WILL ADOPT BY CMC-TH TO ENHANCE EFFICIENCY IN TERMS OF MANAGEMENT AND MEDICAL EDUCATION.

3.2 SHARE CAPITAL AND LAND OWNERSHIP

INITIAL CAPITAL OF THIS COMPANY IS RS. 5,00,000 AND INVESTING CAPITAL WILL BE COLLECTED FROM THE PROMOTER MEMBERS. THE PROPOSE PROJECT LOCATION WILL BE PALUNGATAR METROPOLITAN, WARD NO- 9, GORKHA DISTRICT AND MEDICAL COLLEGE AND HOSPITAL WILL BE ESTABLISHED IN OWN LAND, CMC-TH HAS OWN 72 ROPANI LAND FOR CONSTRUCTION OF MEDICAL COLLEGE INFRASTRUCTURE. HOWEVER, COMMUNITY HOSPITAL LOCATION WILL BE LOCATED IN NEEDY PLACE BASED ON THE COMMUNITY NEEDS AND AVAILABILITY OF LAND. HOWEVER, BASED ON THE NEED LAND ACQUIRING ACTIVITIES IS UNDER PROCESS.

3.3 ORGANIZATIONAL CURRENT STATUS

CMC-TH IS NEWLY ESTABLISHED ORGANIZATION, AIMS TO PROVIDE QUALITY AND IN LINE WITH NATIONAL AND

INTERNATIONAL CONTEMPORARY STANDARD MEDICAL EDUCATION AND HEALTH SERVICE IN NEPAL. AT PRESENT CMC-TH IS WORKING TO ACHIEVE AFFILIATION AND APPROVAL FROM CONCERNING ORGANIZATION / AGENCIES TO ESTABLISHED MEDICAL COLLEGE, NURSING COLLEGE, PARAMEDICAL COLLEGE AND HOSPITAL IN GORKHA DISTRICT.

3.4 ORGANIZATIONAL PRODUCTS PROFILE

HOWEVER, ORGANIZATION IS NEWLY ESTABLISHED AND PRIMARY OBJECTIVE OF THE ORGANIZATION IS ESTABLISH LEADING MEDICAL EDUCATION PROVIDERS AND HEALTH SERVICE PROVIDER TO FULFIL NATIONAL UNMET NEED OF MEDICAL EDUCATION AND HEALTH SERVICE ESPECIALLY IN WESTERN DEVELOPMENT REGION.

3.5 ORGANIZATIONAL STRUCTURE AND HUMAN RESOURCE

THE GIVEN ORGANIZATIONAL AND HUMAN RESOURCE STRUCTURE WILL BE ESTABLISHED AND PLACED TO DELIVER QUALITY ACADEMIC ACTIVITIES AND HEALTH SERVICES;

PART IV

3 MARKET AND MARKETING OPPORTUNITIES

4.1 CONSUMER

ESTABLISHING MEDICAL COLLEGE, PROVIDING MEDICAL EDUCATION AND PROVIDING HEALTH SERVICE IS QUITE

DIFFERENT ASPECT THEN ESTABLISHING BUSINESS. REGARDING ON MEDICAL COLLEGE ENERGETIC YOUNG PEOPLE WHO ARE WILLING ACHIEVE MEDICAL DEGREE AND DREAM TO PROVIDE HEALTH TO POOR PEOPLE WHO ARE LIVING IN RURAL AREAS.

MANY YOUNG PEOPLE HAS DREAM TO ACHIEVE MEDICAL DEGREE, PROVIDE HEALTH SERVICE AND LIVES DIGNIFIED LIFE IN NEPAL. HOWEVER, DUE FINANCIAL, LIMITED OF NUMBER ADMISSION QUOTA IN MEDICAL EDUCATION AND OTHER OBLIGATION, YOUNG PEOPLE ARE FAR FROM MEDICAL EDUCATION, OBVIOUSLY, CMC-TH WILL CREATE ACCESSIBLE OPPORTUNITIES FOR THOSE YOUNG PEOPLE WHO ARE WILLING TO BE PROFESSIONAL MEDICAL WORKERS AND WANTS WORK IN REMOTE AREAS OF NEPAL.

UNUSUAL DISTRIBUTION OF HEALTH WORKERS / MEDICAL PRACTITIONERS, THE MAJORITY OF THE HEALTH WORKERS ARE WORKING IN URBAN AREAS. IN RURAL AREAS HEALTH SERVICE ACCESSIBILITY AND AVAILABILITY OF HEALTH WORKERS AND MEDICAL PRACTITIONERS IS CHALLENGING ISSUES FOR MINISTRY OF HEALTH AND POPULATION (MOH), CMC-TH WILL ESTABLISHED HI-TECH TEACHING HOSPITAL IN GORKHA DISTRICTS, WILL PROVIDE AFFORDABLE HEALTH SERVICE TO PEOPLE WHO ARE UNDERSERVED AND LIVING IN RURAL AREAS OF WESTERN DEVELOPMENT REGION AND

ADJOINING DISTRICTS OF WESTERN DEVELOPMENT REGION. ESTABLISHING HOSPITAL IS NOT BIG ISSUES FOR NEPALI COMMUNITIES RATHER THAN PROVIDING ACCESSIBLE AND AFFORDABLE HEALTH SERVICE IS MEANINGFUL STEP TOWARD COMMUNITY.

4.2 MARKET COMPETITION

REGARDING ON MARKET COMPETITION IN WESTERN DEVELOPMENT REGION, CMC-TH WILL BE SOLE INSTITUTION, WHO ARE PROVIDING MEDICAL EDUCATION AND HEALTH SERVICE IN AFFORDABLE COST. IN URBAN AREAS ESPECIALLY FOR PRIVATE HOSPITALS, THEY HAVE FACE HIGH COMPETITION TO GAIN PROFIT. ON OTHER HAND, CMC-TH IS NON-PROFIT MAKING ORGANIZATION, IN THE FIELD OF MEDICAL EDUCATION AND HEALTH SERVICE SECTORS, CMC-TH WILL BE LEADING AND PIONEER ORGANIZATION.

4.3 MARKET NATURE AND OPPORTUNITIES

IN NEPAL ACCESSIBLE AND AFFORDABLE MEDICAL EDUCATION AND HEALTH SERVICE HAS IMMENSE DEMAND AND OPPORTUNITIES, BECAUSE MAJORITY OF THE MEDICAL COLLEGES AND HOSPITAL ESTABLISHING MOTIVE IS PROFIT MAKING. BUT, CMC-TH ESTABLISHING MOTIVE IS NON-PROFIT MAKING AND SERVICE ORIENTED ESPECIALLY FOR POOR, MARGINALIZED AND DEPRIVED POPULATION WHO ARE LIVING IN RURAL AREAS. GRADUALLY, DEMAND OF MEDICAL

EDUCATION AND HEALTH SERVICE IS INCREASING DAY BY DAY.

PART V

5 FUTURE PLAN

5.1 PHYSICAL GOAL

CMC-TH AIMS TO ESTABLISH 500 BED WELL EQUIPPED HOSPITAL IN GORKHA DISTRICT. LIKEWISE, CMC-TH WILL ESTABLISHED AND OPERATE WELL EQUIPPED GRADUATE AND POST GRADUATE (MBBS-MD-MS) MEDICAL COLLEGE, NURSING COLLEGE (PCL NURSING, POST BASIC NURSING AND B.SC NURSING), PARAMEDICAL COLLEGE (CMA,ANM, HA, D.PHARMA / B. PHARMA, RADIOLOGY, PATHOLOGY) AND COMMUNITY HEALTH SERVICE DEPARTMENT. BUILDING (60 CLASS ROOM AND ADMINISTRATIVE ROOM) FOR MEDICAL EDUCATION WILL BE CONSTRUCTED AND HOSTEL HAVING 100 ROOMS ALSO CONSTRUCT TO FOR RESIDENTIAL PURPOSE.

5.2 PRODUCT LINE AND SERVICE NATURE

CMC-TH WILL BE ESTABLISHED GIVEN DEPARTMENT TO PROVIDE MEDICAL EDUCATION AND HEALTH SERVICE TO NEEDY PEOPLE WHO ARE LIVING IN RURAL AREAS OF WESTERN DEVELOPMENT REGION AND PARTIALLY MID-DEVELOPMENT REGION;

- o BIOCHEMISTRY AND MOLECULAR**
- o BIOLOGY**
- o EMERGENCY MEDICINE**
- o EPIDEMIOLOGY AND BIostatISTICS**
- o FAMILY MEDICINE**
- o MEDICINE**
- o MICROBIOLOGY AND MOLECULAR GENETICS**
- o NEUROLOGY AND OPHTHALMOLOGY**
- o OBSTETRICS, GYNECOLOGY AND REPRODUCTIVE HEALTH**
- o MEDICAL EDUCATION RESEARCH AND DEVELOPMENT
(OMERAD)**
- o PEDIATRICS AND HUMAN DEVELOPMENT**
- o PHARMACOLOGY AND TOXICOLOGY**
- o PSYCHIATRY**
- o ANATOMY AND PHYSIOLOGY**
- o RADIOLOGY**
- o SURGERY**
- o TRANSLATIONAL SCIENCE AND MOLECULAR MEDIC
PROGRAM**

- o PUBLIC HEALTH**
- o NURSING**
- o RURAL HEALTH PROGRAM**
- o PARAMEDICAL COURSE – HA, ANM, PHARMACY, RADIOLOGY ETC.**
- o COMMUNITY DEVELOPMENT**

5.3 NATURE OF MARKET AND MARKETING STRATEGIES

IN TERMS OF MEDICAL COLLEGE AND HEALTH SERVICE, QUALITY MEDICAL EDUCATION AND SATISFACTORY HEALTH SERVICE WILL BE BASIC MARKETING STRATEGIES. IN TERMS OF MEDICAL EDUCATION PRODUCTION OF QUALIFIED AND PROFESSIONAL HEALTH WORKERS AND MEDICAL PRACTITIONERS ITSELF OF A MARKETING TOOLS AND METHODOLOGY. ON OTHER HAND CLIENT SATISFACTION WILL BE EFFECTIVE MARKETING TOOLS FOR MARKETING. MOUTH TO MOUTH MARKETING STRATEGIES WILL BE ADOPTED TO INTRODUCE CMC-TH IN MARKET.

5.4 DEVELOPMENT OF SERVICE

CMC-TH AIMS TO PROVIDE ALL FORMS OF ESSENTIAL SPECIALIZED MEDICAL SERVICES (GENERAL, SURGERY, PEDIATRIC, GYNECOLOGY, UROLOGY, CARDIOLOGY, PSYCHIATRIC, FORENSIC MEDICINE, NEUROLOGY ETC.).

LIKEWISE, MEDICAL EDUCATION (MBBS, MD, MS), NURSING EDUCATION (PCL NURSING, BN) AND PARAMEDICAL EDUCATION COLLEGE WILL BE ESTABLISHED AND ACADEMIC PERFORMANCE QUALITY WILL BE MAINTAINED ACCORDING TO INTERNATIONAL MEDICAL EDUCATION.

5.5 ORGANIZATIONAL STRUCTURE

THE GIVEN ORGANIZATIONAL AND HUMAN RESOURCE STRUCTURE WILL BE ESTABLISHED AND PLACED TO DELIVER QUALITY ACADEMIC ACTIVITIES AND HEALTH SERVICES;

PROPOSED AND PLANNED DEPARTMENT IN FUTURE;

IN FUTURE THE POST-GRADUATION (MD-MS), MEDICAL RESEARCH DEPARTMENT AND INTERNATIONAL LIAISON OFFICE WILL BE ESTABLISHED ESPECIALLY IN SOUTH ASIAN REGION TO FACILITATE INTERNATIONAL STUDENTS. IN ADDITION, CAPACITY BUILDING OF HUMAN RESOURCE TO ABSORB MODERN TECHNOLOGIES AND INSTALLING MODERN MEDICAL TECHNOLOGIES WILL BE CONTINUOUS AND RIGOROUS PROCESS TO UPDATE AND UPGRADE ACADEMIC ACTIVITIES AND HEALTH SERVICE.

5.6 HUMAN RESOURCE DEVELOPMENT

CONTEMPORARY HUMAN RESOURCE ACQUISITION, RETENTION AND CAPACITY DEVELOPMENT POLICES WILL BE AMENDED TO MANAGE AND ENHANCED CAPACITY OF

MEDICAL AND OTHER HUMAN RESOURCES. HUMAN RESOURCE POLICES, PLAN, STRATEGIES AND ADMINISTRATIVE RULES AND REGULATION WILL BE FORMULATED BASED ON WORK NATURE OF CMC-TH.

5.7 ENVIRONMENTAL AND SOCIAL IMPACT

IN TERMS OF ENVIRONMENTAL AND SOCIAL IMPACT, THE IMPACTS IS VERY NOMINAL, HOWEVER, MODERN HOSPITAL WASTE MANAGEMENT SYSTEM WILL BE INSTALLED AND MANAGED HOSPITAL WASTE ON UPGRADED TECHNOLOGIES. SIMILARLY, COMMUNITY PEOPLE WILL GET MORE BENEFIT IN TERMS OF MEDICAL EDUCATION, HEALTH SERVICE AND JOB OPPORTUNITIES.

5.8 RISK AND RISK MITIGATION

EVERY BUSINESS AND ORGANIZATION HAS RISK AND CHALLENGES, CMC-TH WILL BE FORMULATED 10 YEARS OPERATIONAL PLAN AND ANALYSIS RISK FACTORS AND RISK PREVENTION AND MITIGATION STRATEGIES. BASED ON THE OPERATIONAL PLAN RISK PREVENTION AND MITIGATION INTERVENTION WILL BE IMPLEMENT TO ADDRESS RISK AND THEIR IMPACTS. HOWEVER, RISK ANALYSIS WILL BE DONE ON TWO CATEGORIES A) EXTERNAL RISK- RELATION WITH GOVERNMENT, GOVERNMENT POLICIES, POLITICAL STABILITY ETC B) INTERNAL RISK- HUMAN RESOURCE MANAGEMENT,

**CAPACITY BUILDING OF HUMAN RESOURCES, MANAGEMENT
OF MEDICAL EQUIPMENT AND SUPPLIES ETC.**

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