180Degrees
CONSULTING
SRCC

180 Degrees Consulting
Shri Ram College of Commerce



Annual Report

Turning lives 180 Degrees!

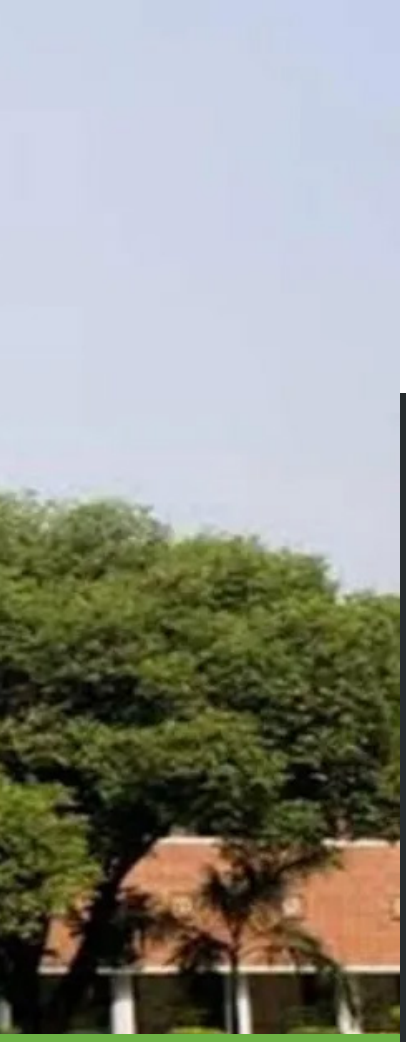
2021-22



Welcome

Annual Report 2021-22

180 Degrees Consulting, SRCC is the first North-Indian branch of an international university-based student run consultancy. We have impacted 200,000+ lives, successfully completing 40+ projects with 200+ consultants! With utmost pleasure we call off the season 2021-22 where the society has achieved new heights from launching of Pratyaksh to our very own Case Interview Guide. As much as we are intrigued with the progress, we have set the aim up high for the next session!



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From the **Presidents**



Saujanya Rauniyar

President



Divyam Gupta

Co-President

As someone who has always valued being at the forefront of academic thought, 180 Degrees Consulting seemed like a natural calling. The SRCC branch is built on the foundations of prioritising social impact, collaboration over competition, innovation and progress. The wide spectrum of opportunities that it provided me with, from in-depth research and analysis to hands-on project consultation, allowed me a steep learning curve. Furthermore, my experiences at 180 Degrees Consulting have formed the bedrock of my analytical acumen as a consultant and conviction as a leader.

What makes 180 Degrees Consulting, SRCC stand apart is its commitment towards being impact-driven, while simultaneously upskilling our consultants to unlock their full potential. Our members have gone on to occupy places in some of the most reputed firms in the corporate geography, further cementing our focus towards the holistic development of our team.

To the future pallbearers of our society, I urge you to dive into its enriching culture, leverage it, maintain it, and take it to greater heights.

With an extremely successful session in 2021-2022, the Annual Report of 180 Degrees Consulting, SRCC, is only a fraction of all that we have achieved, as we march forward towards our mission of being one team, with zero boundaries and infinite impact.

When I had entered college as a fresher, I had little exposure to the outside world- the world full of opportunities knocking at the door. Now that I have graduated, I can confidently say that 180 Degrees Consulting, SRCC has been the most instrumental in providing me that exposure, the opportunity to work with a plethora of organisations ranging from NGOs, think tanks, startups to government organisations not just pan-India but even at an international level. During our tenure, we undertook numerous initiatives to serve our stakeholders to their utmost satisfaction- our clients through a diverse range of projects we undertook, our audience in the form of engaging social media content providing a reflection of our services, and budding consultants through initiatives for knowledge sharing such as Case Interview Guide, Consulting Podcast, Consulting Blog, among others. All this was made possible through the culture at 180 Degrees which is focussed towards continuous learning, growth, collaboration and creativity.

I am truly proud to have been a part of this organisation. There have been ups and downs, highs and lows, some really fond memories and achievements throughout the journey, all of which have become a part of the legacy of the organisation. I'm confident that the incoming batches will carry this legacy forward and take 180 Degrees Consulting, SRCC to newer and greater heights. All the best!

From the

Consulting Directors



Bhavya Gupta

Consulting Director



Anshdeep Singh

Consulting Director

From the beginning, we have been conditioned to believe that luxury is something rare and exclusive. However, my tenure with 180DC, SRCC has changed the way I perceive my privilege. Luxury is enabling organisations to transform, providing unparalleled opportunities for growth, and working with the best set of people to render meaning to numerous lives. I am honoured that luck treated me with 180DC to avail this luxury.

The wide spectrum of operations of 180 provides multiple opportunities for each and every one. You get a chance to work on projects as well as lead them. A sense of satisfaction is instilled in you when you get involved to create impact at the ground level through start-ups, NGOs and think tanks. You are encouraged to take up new initiatives and materialis them into a plan.

180DC gives you a collaborative environment where you have the flexibility to choose a path for yourself, adding value to those who are connected to you in the process. My advice to those who are a part of this organisation would be to leverage on what it has to offer, not holding back on your ideas and experimenting shoes, and not being afraid to fail. It's always better to try, fail and learn from it so that you do it better the next time, rather than not to try at all.

I have just one advice for my juniors - be authentic, do not change who you are to fit in. 180DC, SRCC values individual experience and I believe it will continue to flourish only if we all are true to ourselves and our work.

In the status quo where inequalities have never been wider, there is no bigger privilege than leading an organisation which is creating ground level impact, by fixing these inequalities. A lot of things are not so right with this world, situations which are in dire need to be altered for the better, and that's where 180 Degrees Consulting, SRCC comes in - helping people who are working to make this world a better place to be. From our client engagements to our partnerships and outreach activities, we've strived to create an environment to always go the extra mile, due to which we were able to pull off some remarkable things in the year which has gone by. Some experiences which I'll always cherish include leading an engagement for increasing the grassroot-level impact of an NGO working in the Menstrual Hygiene space, hosting luminaries of the case interview-prep world, while having a lot of fun with the team!

The secret sauce of 180 is its people - I've had the opportunity to work with amazingly smart juniors and in all my interactions with them, I've learned something. As they say, good things don't come by easy and a true testament to that would be the work 180 does as an organisation - never sweating from putting in long hours to get the good stuff pulled off effortlessly. A word for people who will be joining the 180 family soon, I'm sure that this trajectory will continue. 180DC SRCC will help this world be a better place, bit by bit, while also helping you become the best version of yourself..

Our

Legacy

180 Degrees Consulting (180DC) is the world's largest university based consultancy providing high quality, pro-bono consulting services to non-profits around the world. We improve education, reduce homelessness, and alleviate poverty by helping non-profits receive the support and expertise they need to improve and expand their services. At the same time, we develop a generation of future leaders committed to making a difference.

Create Social Impact

Create Future Leaders

Teach Consulting



180 Degrees Consulting, SRCC was founded in 2017 being the first branch of Delhi University. Therefore, for top-quality performance in all parameters, we are acknowledged with Best New Branch Award, Third Best in Asia Pacific & Fourth Best Worldwide.

Today the society has worked on 25+ consultant projects reaching infinite impact. Huge importance is given on training and development of junior consultants by ensuring guidance from our mentor board which comprises the Big 3s (Mckinsey, Bain and BCG).

Our Mission

Our branch functions under the overall vision of 180 Degrees Consulting – to create an ever lasting social impact through our services and making this world a better place to live in. We strive to deliver tangible results for our clients in order to march towards our goals tirelessly. Most of our clients have their motives aligned with the UN sustainable development goals, which makes us directly involved in working towards their attainment.



In our enthralling journey thus far, our dedicated consultants have worked relentlessly to ensure that our clients reach their maximum potential, and implement plans for a sustainable future. We have continuously introduced new initiatives like policy, data & research reports, case interview guide, Colloquium, Case 180, repositories, and much more. Our website brims with useful resources, including a blog which is regularly updated on trending topics.

Moving forward, we aim to keep our operations sustainable and impactful. We explore different options like Global Consulting Bootcamp, Sponsorships during events etc. to raise finances so as to keep our operations running. We regularly ideate new initiatives to give the community that is engaged with us an eye into the world of consulting. Some new initiatives lined up for this session include Pratyaksh (the annual publication), Newsletter, comprehensive data reports etc. We also work on skill development of our members so that the quality of every initiative and project is up to the mark. We aim to impact 1 lakh+ lives, create 400+ consultants and undertake 40+ projects in the coming 5 years. Our structured and detailed plan of action drawn for every month helps us to work in an organised manner.

Campus

Positioning

180 Degrees Consulting, SRCC is the first North Indian branch. we are turning challenges into opportunities and ideas into reality with non profit organisations, welfare foundations and social enterprises.

Our aim is to provide pro bono consultancy to allow social enterprises to create a long time positive impact in society.



40+
Projects



250+
Consultants

Impact

Created

At 180Degrees, everything we do is aimed at maximizing our long-term social impact. Social impact means working for the good of others not yourself, thereby creating systematic social improvements. Conceptually, social returns are the benefits that accrue to other stakeholders (that is, the difference between the aggregate benefits that are created and the realizable benefits to the value creator).

HIGHLIGHTS



2,00,000+
Lives Impacted



24,000+
Hours Dedicated

Our

Projects

FUZE ECOTEER

Fuze Ecoteer Outdoor Adventures is an accredited social enterprise and a Malaysian registered tour operator focusing on conservation and community research projects. They aim to educate people of all ages about conservation by providing them with a first-hand nature experience. 180 Degrees Consulting SRCC researched and suggested several fundraising avenues comprising CSR, Grants and Institutional funding. Furthermore, we identified diverse marketing strategies through website development, social media campaigns, competitive pricing strategies and sustainable long-term collaborations. We also curated a volunteer outreach program through partnerships and organising events with Malaysian universities and counsellors to increase their volunteer base.

BAKED BY KIDS

BakedbyKids is a community-based initiative originating from Bangalore that aims to create a platform for young bakers and help them achieve their greatest potential.
Contributing to this objective, 180 Degrees Consulting, SRCC conducted primary-secondary market research and Industry-wide Macro research on the FoodTech and Bakery Sector. We undertook Competitor Landscaping and formulated ways to increase Digital Penetration in the target audience through social media handles and search engine optimisation.
We also conducted a Stakeholder Analysis and worked on the Business Logistics, Growth Drivers, Collaborations and Plan of Action.

KINE SANCTUARY



Kine Sanctuary is a non-profit, self-reliant organisation aiming to build this world into a better place for a progressive future by harmonising producer-consumer relations and improving health, hygiene & the environment through vegetable powder offerings.
180 Degrees Consulting SRCC undertook a comprehensive industry analysis and conducted a feasibility study of products and competitors. We identified and formulated a holistic process from product acquisition to sale to the end consumer, including a detailed price analysis for each step. We also suggested several fundraising avenues, marketing strategies, product launch strategies and internship opportunities they can provide.

URJA

URJA-Energy revolves around sustainable development in rural areas, mainly through women empowerment through production and sale of biodegradable sanitary-napkins.
180 Degrees Consulting, SRCC conducted an in-depth industry and competitor analysis, helping them develop a sustainable business model. We formulated a cost-optimisation model, identifying and assessing the implementation of offline and online marketing strategies, analysing various potential demand avenues for growth and expansion, designing a fundraising strategy and restructuring the models of monetisation.

ONESTOP MBA

OneStop MBA is an educational start-up allowing students to achieve their dreams of studying at the top MBA and MiM institutes across the globe. They provide a wide spectrum of services including profile building, essay-writing and test preparation at affordable prices to the Indian youth. 180 Degrees Consulting, SRCC conducted in-depth market research and analysed the competitive landscape to arrive at fool-proof recommendations for growth, marketing and expansion for the start-up.

SAMARTHANAM

Samarthanam Trust for the Disabled has been working since 1997 to empower the disabled and underprivileged in India. They support differently-abled people keeping in pace with the rest of the society by providing quality education, nutritious food and vocational training among others. 180 Degrees Consulting, SRCC provided end-to-end consultancy services in the domain of fundraising, volunteer acquisition and management, marketing and outreach along with others. The deliverables were analysed and helped the client in increasing their contribution towards the aim of equal society.

QUA CLOTHING

Qua is a women clothing brand creating a niche in the formal clothing field. 180 Degrees Consulting, SRCC created a market entry strategy for the company trying to enter into the younger women segment. The project was kicked off by surveying the relevant target market and performing secondary research for the same. The team further delved deeper into analysing these results and forming marketing techniques relevant to the client. The project was concluded with a growth and expansion plan which entailed suggestions about new categories that can be introduced, online as well as offline expansion through stores. Each suggestion was evaluated on its viability for the client.

Case

180

POLICY

CONSULTING EDITION

The Policy Consulting Edition is a new vertical amongst the umbrella of Case 180 registrations from different B-Schools, Undergraduate colleges and different corporate specialists. The event was a great success as it collaborated with the likes of GeeksforGeeks, Nirula's, Renous Consulting and Case Ace and many more organisations. The marquee event consisted of different rounds testing the acumen, critical thinking and knowledge of current/ past policies in the light of recent happenings amidst the Russian-Ukraine crisis, budget allocation judgement and presenting a detailed case study in front of Industry experts from the top firms in India.

1250+
Registrations

INR 4 Lakh
Prizes Worth

CONSUL

Consultorium is a first-of-its-ki
ing institutes like ISB and IIMs.
and The Education Tree were sc
others. This edition challenged
lytical skills, but also on strateg
The competition rolled out in
quiz. The shortlisted candidates
discord, wherein they had to u
form teams and move ahead to
teams finally got the opportunit
challenging case study provided
panel of esteemed judges.

1300
Regis

INR
Prizes

MANAGEMENT
CONSULTING EDITION

The Annual Fest of 180 Degrees Consulting Case 180: Management Consulting Edition is the flagship case competition that witnessed successful collaborations with esteemed organisations like EY, Sattva, Primus Partners, Recruise India Consulting and many more. The 2-day event consisted of 8 rigorous rounds testing the analytical and creative wit of the participants through multiple extensive tasks ranging from case study problems and auctions to a live guesstimate battle.

2400+
Registrations

INR 6 Lakh
Prizes Worth



180 Colloquium

2021

180 Colloquium is a series on Consulting conducted by 180 Degrees Consulting, SRCC. This series consists of enriching sessions, covering a plethora of topics from the consulting world.

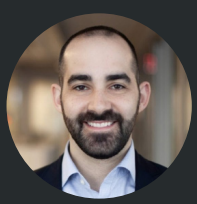
The Summit provides a platform to directly interact with industry leaders and consultancy experts. Every year, we invite esteemed consultants and industry experts from reputed B-schools to mentor the attendees, share their insights and techniques that they have developed through their work in the consultancy field. 180 Colloquium 2021 witnessed 4 intellectually stirring sessions, garnering a participation of over 200 students, making the event a huge success. Sessions discussions are as follows:



Aaditya Agarwal
McKinsey & Co.
Case Solving and Cracking Case Interviews



Mark Cosentino
Founder, Case Questions
Handicrafting Structures to solve a Case



Ben Okon
Bain & Co.
Cracking Case Interviews and How to Prepare for a Career in Consulting



Dr. Natware
Founder and CEO, 180 Degrees Consulting
Stages of Social Impact, Hacks to become Innovative

The **Timeline**

2021

JUNE 5
Announcement of BLT 2021-22

JUNE 9
Releasing 'The Indian Startup Ecosystem' Report

JUNE 12
Demystifying the Data Behemoth Report

JUNE 17
Launching 'Electric Vehicles Industry' Report

JUNE 26
Industry Reports on the Indian Ed- Tech, Indian E-Commerce, Indian IT and Indian Automobile industries

JULY 4
Starting with the C-Starter Pack Podcast

JULY 12
Launching 'The 180 Pulse'

JULY 20
'Climate Change Data' Report released

JULY 31
'FDI Trends Indian' and 'Global Data' Report launched

AUG 21–AUG 29
Organised 'The 180 Colloquium'

SEPT 9
Case Studies Launch

SEPT 23
Growth Strategy PR Campaign

OCT 2
Mergers & Acquisitions PR Campaigns

OCT 17
Declining Revenues PR Campaign

NOV 11
Revenue Models: Uber and Udaan

NOV 17
Consulting Comics released

NOV 24
Session on basics of Consulting and Case competition

NOV 27
Organising the Freshers' Case Battle for the batch of '24

2022

JAN 9
Research Report on Olympic Economics

JAN 12
Announcement of Junior Consultants

JAN 17
Quizzicle Release: Weekly quizzes begin

JAN 28
Indian Pharmaceutical Industry Report

JAN 31
PR Campaign: Transcending Boundaries, Covid Chapter

FEB 2
Guesstimate: Number of ACs sold in Mumbai in a year

FEB 4
PR Campaign: Firm Facts

FEB 7
Guesstimate Guru 2.0

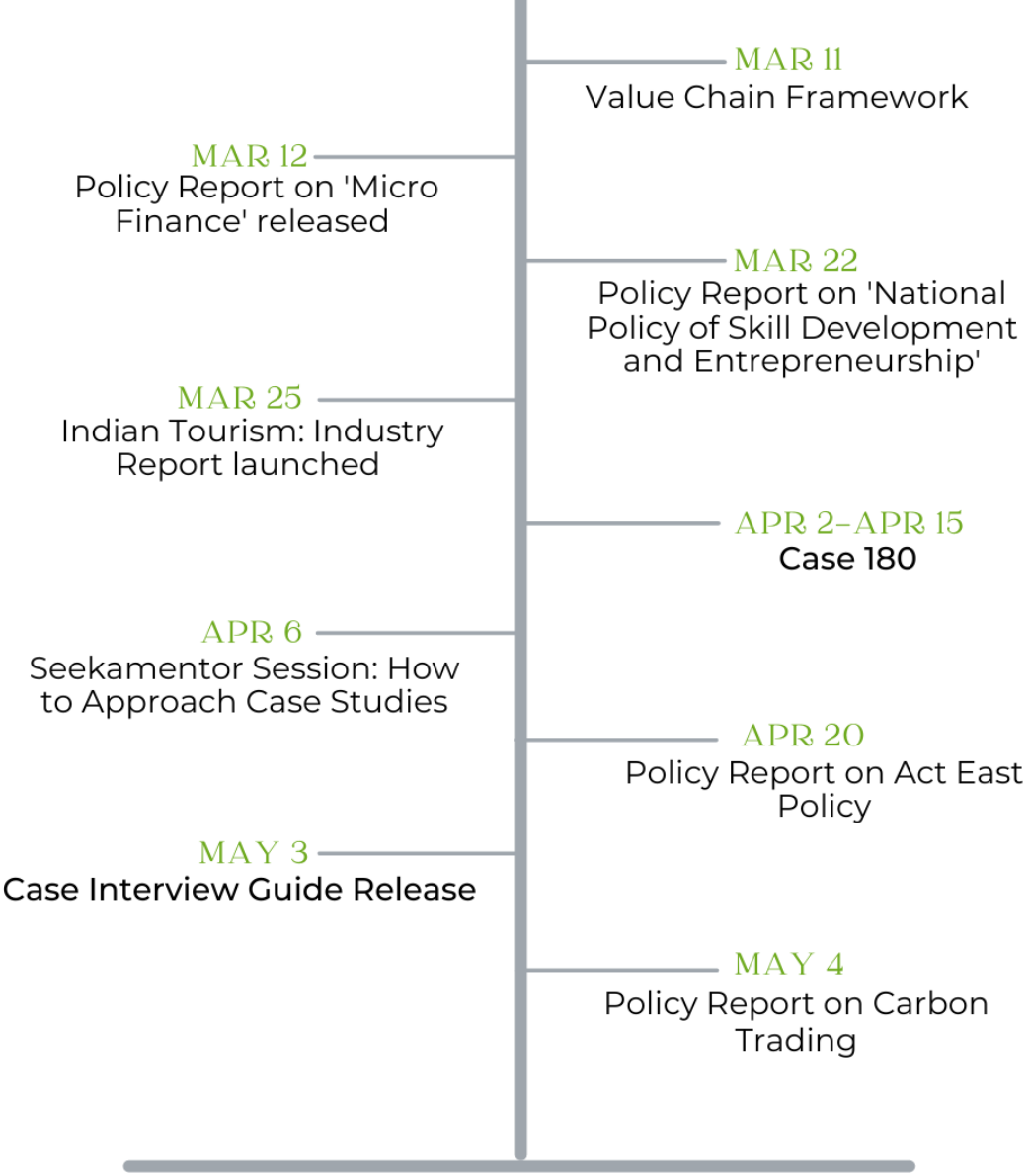
FEB 11
7S Framework

FEB 18
UBlood Past Project Brief

FEB 25
PR Campaign: Generic Giants

FEB 26
Indian OTT Industry Report

MAR 4
Guesstimate number of chocolates sold during Valentine's week in India


MAR 11
Value Chain Framework
MAR 12
Policy Report on 'Micro Finance' released
MAR 22
Policy Report on 'National Policy of Skill Development and Entrepreneurship'
MAR 25
Indian Tourism: Industry Report launched
APR 2–APR 15
Case 180
APR 6
Seekamentor Session: How to Approach Case Studies
APR 20
Policy Report on Act East Policy
MAY 3
Case Interview Guide Release
MAY 4
Policy Report on Carbon Trading

Strategic Decision

Groups

The society has three Strategic Decision Groups (SDG) that are essential for the core functioning of the Branch. The SDGs hold highest degree of professionalism and quality.



RESEARCH AND ANALYSIS DEPARTMENT

RAD CAL
RADiCAL
THE NEXT BIG DISRUPTION

The Research and Analysis Department (RAD) is responsible for maintaining an extensive research repository for 180 Degrees Consulting SRCC on topics of varied interests. The RAD department aims to analyse and simplify issues of contemporary relevance to provide sustainable and rational solutions. With innovation and ingenuity at its core, this SDG is well on track to impart knowledge and insights to its readers. In the session 2020-21, RAD conducted deep-dive research into specific topics and policies, curating four Policy Reports, two Data Reports, the first edition of the Annual Consulting Journal: Pratyaksh and one Research Report.

PUBLIC RELATIONS AND PARTNERSHIP

PRP
Public Relations & partnertships

The Public Relations and Partnerships Department (PRP) acts as the face of the society, representing at the public front. It fosters meaningful collaborations and spearheads partnerships through consulting projects. Striving to ideate and execute unique social media campaigns, it enables sound PR to boost engagement with its audience.



CASE LIBRARY AND RESOURCES

The Case Library & Resources Department is vested with the responsibility of creating a consulting repository for aspiring consultants. Considering the dearth of consulting resources available at the undergraduate level, CLR aims to bridge the gap by providing access to our multi level cases, guesstimates and other resources for beginners as well as advanced level students. The department takes a lot of initiatives including Case Interview Guide, Revenue Models, Frameworks, Project Reports, Guesstimates, Industry Reports, Case Studies, Quizzicle

CASE INTERVIEW GUIDE

180Degrees CONSULTING SRCC Case Library

180 Degrees Consulting, SRCC released the Delhi University's 1st Case Interview Guide. It is a one stop place for pre- interview preparations and can be one of the essential ingredients for acing the interviews. The guide is a comprehensive collection of 25+ cases & 15+ guesstimates from Bain and Co., Boston Consulting Group, Mckinsey, Accenture, Dalberg and many more companies along with cheat sheets, analysis of core skills required and a glossary of terms one should be aware of. It brings out different traits in an individual and substantially highlights the process of case Interviews.

20+
Case Partners

4500+
Subscribers

50+
Resources

Masterclasses

CASE LIBRARY AND RESOURCES



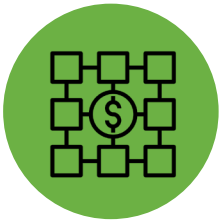
Cases:

Different classes like market entry case, profitability case, etc. were introduced to the newly inducted team. Examples of these respective cases were also given for practice. This session gave freshers an idea about how case competitions work and what kind of cases they can be expecting from such competitions.



Guesstimates:

The junior consultants were given a basic introduction about solving guesstimates and were introduced to the website resources for cheat sheets. Previously solved guesstimates were briefed during the masterclass to give a better understanding to the newly recruited team.



Revenue Models and Frameworks:

Basic and essential frameworks like MECE, BCG Matrix, SWOT Analysis, etc. were explained in detail. Introduction, application and examples were given for each. Revenue models and its utility was also touched upon during the session.

RESEARCH AND ANALYSIS DEPARTMENT



Article Writing and Research:

The junior consultants were taught the nuances of crafting well-written articles. Themes like structuring an article properly, creating impactful introductions and conclusions, substantiating claims with data and akin were covered. Furthermore, methodologies of research were explained along with credible data sources. Following this, the junior consultants were tasked with writing an article each for the society's blog- The 180 Pulse.



MS Excel:

A Data Analysis Masterclass was conducted for the Junior Consultants wherein they were taught the nuances of MS Excel up to an intermediate level. Crucial MS Excel functions, the utility of the software and its pertinence in the corporate world were emphasised upon in this session. The junior consultants left this Masterclass with detailed knowledge of advanced MS Excel functions and their applications.



PUBLIC RELATIONS AND PARTNERSHIPS

Project Scoping:

Since the PRP team is in charge of tapping and converting NGOs and start-ups for live projects, the team was briefed about making client pitches and project scopes to onboard new clients. Project scope involves pitching the potential deliverables to the problems the client is facing. A detailed and tailor-made description is given to each of these problems. Some of the deliverables include Growth and Expansion, Marketing, Pricing Strategies, etc.

LinkedIn tapping:

Prp is responsible for maintaining relationships with external stakeholders. 180 Degrees Consulting, SRCC uses LinkedIn to tap various speakers, sponsors, partners,etc. The juniors are given a detailed master class on how to use the platform and convert positive leads.

Tech Masterclass:

A Masterclass was conducted detailing the functioning of software such as Photoshop and Canva. As the PRP Department is entrusted with generating the content for all social media handles, it is pivotal to familiarise the junior consultants with technology that aids them in the process. Advanced photo and video editing techniques were taught using an application-oriented approach, which allowed the juniors to learn how to create aesthetically unparalleled PR Campaigns.

Our Mentors

Our mentors serve as a major guiding force by improving the quality of our services and increasing the prestige of the society. We have mentors from Big 4 and top consulting firms associated with us. Our mentors undertake master classes and training sessions, imparting knowledge on frameworks, jobs, case competitions and more. We are grateful to them for all the support.



Rutwik Shah
Associate, Bain Capital



Aayush Mittal
Assistant Manager, KPMG



Nikita Das
Associate, Managing Consulting, Mastercard



Arshita Malhotra
Chief of Staff, Apna



Raghaw Jhunjhunwala
Consultant, Bain& Company



Ashray Gupta
Business Lead - CEO's Office, Hirequotient



Aviral Gupta
Senior Consultant, EY



Pranav Obhrai
Angel Investor



Harshita Rathi
Product Manager, Dalberg

Branch Leadership
Team



Saujanya Rauniyar
President



Divyam Gupta
President



Bhavya Gupta
Consulting Director



Anshdeep Singh Chadha
Consulting Director



Abheya Arora
RAD Director



Gunika Gouri
RAD Director



Ishika Vimal
RAD Director



Gaurika Manchanda
RAD Director



Ryan Adit Barua
PRP Director



Harsh Diwan
PRP Director



Gunjan P Khanted
PRP Director



Jayati Mody
PRP Director



Devansh Jajoria
CLR Director



Shruti Indoria
CLR Director



Keshav Garg
CLR Director



Anjali Tanwar
CLR Director

Junior

Consultants

Jay Ambani
Afrah Mundewadi
Suyash Bansal
Pranav Fatehpuria
Keshav Khemka
Shivam Seth
Mugdha Singh
Samarth Pandya
Saniya Bassi
Mehak Goyal
Muskan Luthra
Kriti Panwar
Degain goyal
Sanya Durga
Shashwat Chadha
Rohan Punhani
Juhi
Subhashini
Meghna Arora
Venkatesh Modi
Saumya Agarwal
Kshitij Kaushik

Aman Yadav
Ananya Taneja
Harishraj Srinivasan
Atishaya Jain
Suhani Jain
Ishi Jain
Kavya Aggarwal
Rishabh Luthra
Manya Bagla
Lokesh Somani
Tanvi Vaidyanathan
Rithika Anand
Preksha Nagar
Prerna Nagar
Suhani Bhandari
Sara Bapna
Latika Agarwal
Anubhav Rastogi
Khushi Arora
Ojal Jain
Pakhi Vats
Hitanshi Gupta



Acknowledgements

The session 2021-22 has been immensely rewarding and effectual for 180 Degrees Consulting, SRCC. Our team has continually strived to bring impact in the society that we live in, and turn things 180 in the best way possible. We have fought against odds and converted challenges into opportunities, while developing the consultant in students.

We pledge to continue to uphold the quality of our services, ignite new possibilities and help impact consulting reach greater heights.

We extend our sincere gratitude to all our clients, mentors, team members, alumni, 180 Degrees Consulting Global, our fellow branches and our audience for the consistent support on our way to contribute our bit towards global impact.

