

Best Practice A- Enactus SSCBS

Title

Providing a platform to the students for community service and nurturing their commitment for the society.

Objectives

Shaheed Sukhdev College of Business Studies highly esteems its chosen mission of “To discover new frontiers of knowledge so as to nurture value driven, socially responsive, thoughtful and committed citizens of the world”. In line with our goal, we are endeavoring to create a platform for students to develop into value-driven leaders who can integrate a competitive spirit and an urge to succeed with a sense of integrity and a desire to give back to the society, which owing to the modern scenario, has become the need of the hour.

Our objective is to offer a forum where students can contribute their bit towards not only enhancing the quality of life of those in need but also empowering them to sustain these changes. Because this necessitates the participation of all stakeholders, we also strive to raise public awareness about various social concerns.

The Context

Today, society faces various issues like malnutrition in children, food safety, hygiene concerns, air and water pollution, sanitation, literacy, and unemployment. The people residing in urban slum communities suffer these problems, and many more every day.

With a resolve to work towards these challenges, we have undertaken various outreach projects with the help of NGOs and SOPs. We are additionally using street theatre, sensitization workshops, gamification, and other engaging activities to generate awareness among people about the various social issues that plague our society and their possible solutions.

The Practice

ENACTUS, or Entrepreneurial Action through Us, is an international not-for-profit organisation that works with business leaders and university students across the globe to develop outreach projects aimed at improving the quality of life of people in need. Their approach involves motivating the students to identify humanitarian needs and fulfilling them through innovative social business models.

ENACTUS is a platform where each student gets the opportunity to awaken entrepreneurial spirit along with higher education, thus furnishing one's own skills. The

students become value-driven leaders who can blend competitive spirit and desire to succeed with a sense of integrity and a need to give something back to the society which has become the need of the hour keeping in mind the modern scenario. Learning the importance of entrepreneurship skills along with leadership qualities, team management and the formation of real life business models is equally important for overall development of the individual.

Evidence of Success

One of the most accomplished teams in India, ENACTUS SSCBS has undertaken various successful past projects and is currently working on 2 developmental projects, i.e, Project Basera and Project Pravaah.

Project Basera aims to eliminate plastic pollution and mitigate the climate crisis by creating sustainable solutions and generating livelihood for the homeless. Under our business segments, Dafti, corrugated cardboard boxes are upcycled into robust desks and tables and Inayat, we upcycle synthetic fibers into lightweight, waterproof multi-purpose mats and bags through braiding. To uplift people in the homeless shelters, we registered ourselves under the SWAYAM Prabha Portal, an initiative of the Ministry of HRD to provide 32 High Quality Educational Channels airing hours of new content every day. Our venture has been felicitated by UN OCHCR as having the best COVID-19 practices In India.

Project Pravaah offers holistic clean air solutions at affordable prices while empowering the skilled unemployed youth to raise their own livelihoods. Our offering comprises a low cost air purifier, along with a set of NASA-accredited air purifying plants that are made available in stubble pots. Through engagement with FPOs, we found that both In-situ and Ex-situ techniques of stubble management did not work in the interest of farmers, due to longer decomposition period and distortion of stubble nutrients. With our partner Deutec, we developed a unique pseudo-In-situ technique of stubble management which was recognised by CII, wherein, stubble is converted into manure, ensuring that the nutrients go back into the soil. Partnering with IARI, we also assisted farmers of Pratibha Foods FPO in stubble management by training them to make manure.

Problems Encountered and Resources Required

The projects have led to a significant impact on the society but have also encountered numerous obstacles in the way. A key problem that nearly every project faces is the lack of acceptance of the need for a solution by people in the initial phases of the project. Majority of people fail to acknowledge the necessity for holistic solutions and are reluctant to change their current state of living. Low attendance, coupled with lack of interest in the sessions, also acts as a barrier to getting the desired message through. The search for technical specialists who can aid in developing a value proposition, as well as a long lead time, sometimes slows down the process of supplying consumers

with the most cost-effective solutions. Furthermore, owing to the pandemic, handling logistics has become a challenge with hurdles arising in the process of safe and timely delivery of raw materials to production sites and our products to the customers. With fieldwork becoming more difficult than ever, continuing with production has also been an uphill task. More funds will help in shaping our projects better.

Notes

In the process, our students won many awards and many partnerships were created.

Enactus: Number of achievements of society (2020-21): 16

1. Best Practices Award: United Nations OHCHR
2. Top 12: Race for Climate Action, out of 174 projects across the globe
3. Best Social Startup: Hatch-A-Pitch, Symbiosis Institute of Technology, Pune
4. 1st Position: Seed Sustainability Startup Combat at SDG Council, India
5. 1st Position: Hult on Campus, SSCBS
6. Top 48: 1 Race 4 Oceans, Enactus Global
7. Top 48: Race to Rethink Plastic, Enactus Global
8. 1st Position: Invictus B Plan, NMIMS
9. 1st Position: Startup Combat 2.0, JDMC
10. 1st Position: Avensis 2021, Shivaji College
11. 1st Position: Pitch n Hatch, NIT Karnataka
12. 1st Position: Ideation Oasis, BRAC
13. 2nd Position: National level B-Plan, IBS Hyderabad
14. 2nd Position: Tadbeer Business Plan, Enactus JMC
15. 3rd Position: Croesus'21, Miranda House
16. National Finalist: Kalpvriksha, IIM Indore

Best Practices B

Title

Creating employment-ready under-grad student

Objective

Crafting management and technical professionals to meet the aspirations of the society. For this we are working towards increasing the employability of our under-graduate students.

Context

The majority of the batch is inclined towards profiles in the domain of Consulting and Investment Banking. We worked on bringing more such companies to campus. To

minimize the impact on the placements of next year, we adopted the strategy of focusing on internships which would help students secure PPOs.

Practice

Our endeavours include working towards improving relationships with the industry and taking help from our alumni to further develop the skill set of our students. We have conducted following programmes:

1. Buddy Project:

- Third year students of the college, who have been placed and have started their corporate journey, reach out to mentor the current students
- Data Points - 158 students (2020-21) had been allotted mentors

2. Placement Preparation Sessions:

- Third year students placed at esteemed organizations took educational sessions for students sitting for the upcoming Placement Season on various topics
- Data Points - More than 100 students participated

3. **CARE Programme:** CARE Program where Alumni mentor students from 1st Year 2nd year has really grown, from 38 students, we have made it available for 198 students. From a handful of alumni, we now have 67 alumni registered for CARE Program. We have organized one panel discussion, 9 individual mentoring session one workshop on Unraveling the CBS story.

- Skill Enhancement Workshops
- Online webinars and workshops were conducted to boost the skills of the students and they become industry ready
- Consulting Case Interview Preparation, Creating Impactful Resumes - Putting Your Best Foot Forward, Future Skills to Boost Employability, Data Science Workshop etc.

4. Industry Engagements

- Company sessions conducted throughout the year (eg. Droom, EY)
- Company competitions conducted (EY Corporate Finance Woman of the Year)

Evidence of success:

The following statistics from the past four academic year represent the same:

Details	2017-18	2018-19	2019-20	2020-21 (Subject to change post the conclusion of ongoing Process)
Number of Offers	120	179	175	204
Average Package	6 LPA	7 LPA	7.03 LPA	8.3 LPA
Highest Package	13.9 LPA	18 LPA	18 LPA	19.25 LPA
Number of Companies	36	80	77	88
Placement Ratio	83.42	91.79	86.76	91.86
Number of New Recruiters	20	24	16	30
	Deloitte Duff and Phelps Edge Solutions Zycus Infotech Knowledge Centre The BlueBeans Gra Governance AON Hewitt MagicPin B9 Beverages Consulting Group us Investments U2opia Mobile LeapSkills AT Kearney cture Publishing Pvt. Ltd. App Street Towers Watson nTek Engineers	FTI Consulting Deloitte USI DSV Air & Sea Pvt. Ltd. Times Internet Praxis Global Alliance Dabur India Ltd. InMobi Indospirit Escale Solutions Embibe Xencov Savills India Genpact Growisto Fabhotels HBF Direct HelloTravel	Grofers Goldman Sachs Zilingo MXV Consulting Periscope by McKinsey Udaan BYJU'S Publicis Groupe Edoofa Opslyft Climate Connect Daily Food Company Claro Agro Sinbex Startup Lanes Bharat Bhushan & company	Accenture Strategy Everest Group Macquarie Group White Oak Capital Management Dalberg EY Parthenon BOD Consulting Urban Company Shannonside Capital Bridge To India Chegg Eash Eka Software IHS Markit K12 Techno Services Kaidoko Leverage Edu Mother Dairy Nexprt Peel-Works

	nce (LifeHover)	Jones Lang LaSalle Rise Consulting Flexing It Benori Knowledge Solutions Uno Finance Torch Financial Services White Panda		Philom Quintics Management Consultancy ABC Consultants Spire Research and Consulting StashFin Technopak Advisors The State Plate TravClan Trendy
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Problems encountered and resources required:

Amidst the country-wide lockdown, uncertain situations and a crippling pandemic, initially faced obstacles with regards to onboarding companies for placements and internships. However, we were delighted with the fact that our statistics were still on an increment and did not report a decline in spite of the hiring freeze. We took this as an opportunity to inculcate and hone professional skills within the students. We left no stone unturned to connect the students to the industry and provide them with placement and internship opportunities that pave the way to their career development. Realizing the possible effect of the pandemic on the next placement season as well, the placement cell is ready with its vision to take a step further by expanding its reach to prominent boutique consulting firms capitalizing on the success of this season. With higher number of PPOs and involvement of better organizations in placements, the college is sanguine for another successful placement season, where we can again palliate the impact of the COVID-19 pandemic and make sure we leave no stone unturned to connect the students to the industry and provide them with placement opportunities that paves the way to their career development.