



Bridges for Enterprise, New Delhi Chapter (SSCBS)

Activity Report (2021-2022)

Background and Formation

Bridges for Enterprise empowers early-stage social entrepreneurs to scale their ventures and expand their impact. It is a community of students and professionals providing pro-bono services to early-stage social enterprises in emerging economies. The New Delhi Chapter of *BfE* was established in 2021 with the aim to make a sustainable and inclusive future through impact consulting.

Points of differentiation

- **No Outreach Work** - The global leadership at *BfE* has a bi-annual startup review meeting to decide upon the projects that all the chapters would be working in that cohort. These projects are brought on board by students of universally acclaimed universities like **Cambridge** and **NYU**, thereby increasing the quality of projects manifold.
- **Flexibility in choice of projects** - The organization allows freedom for the choice of projects; it is unlike other organizations where one needs to look for projects to work upon. It gives the society members the much-required liberty to work on the consulting engagement.



Activities Round Up (2021-22)

October to December

- **New Delhi Chapter established at SSCBS**

After getting the chapter approval from BfE Global and the college. BfE New Delhi was established as **India's first chapter at SSCBS**, with their global chapters being at Cambridge, New York, Singapore, Vancouver and Rotterdam. Apart from the founding team members, we recruited core team members at BfE New Delhi who were further appointed as heads of consulting engagements. After getting our official BfE domain email IDs for all members, we set up BfE New Delhi's official social media accounts on Instagram and LinkedIn. We also got the official CBS domain email ID for our chapter for easier communication with the students during time of recruitment and other events.

- **Project Selection**

After receiving a list of all startups that applied to BfE Global for this semester, we indicated our preferences and attended the pitch meeting by all startups to give our final choice of startup (consulting engagement we want to undertake). For this semester we undertook the consulting engagement with **Ladewin Education**, a startup focusing on adult literacy based out of **Abuja, Nigeria**.

January

- **Orientation Session with Annie**

An orientation session was organized for the new batch. **Annie Wang** (BfE Global Strategy Head) was invited to share her experiences and talk about everything that BfE has to offer! We saw a very positive response from the students thereafter during the recruitment.

- **Recruitment of Junior Consulting Associates**

Junior Consulting Associates were recruited via 2 rounds of thorough personal interviews. **BfE Bridge the Gap** – a case competition was also organized which provided the winners with a direct entry to the Final PI round. Thereafter, recruitment results were announced and team socials were organized for a better team bonding among the new recruits.

- **Knowledge Sharing Sessions**

Before starting the project, multiple knowledge sharing sessions were organized on a plethora of topics. This allowed for a much-required knowledge base for the upcoming tasks. The sessions were mostly around Case Competition Basics, Consulting Frameworks, Basics of PPT and Slide Designing, Excel for Finance & Consulting and Valuation Basics.

- **First Client Call (Founder of Ladewin: Mr. Segun Abiri)**

In mid-January, an introductory client call was arranged with the founder of *Ladewin Education (Startup based out of **Nigeria**)* – **Mr. Segun Abiri**. Mr. Abiri gave us a basic introduction about his organization, its current structure, learning model/operations, curriculum, pricing and revenue stream etc. He also explained to us about the conundrums that Ladewin Education is facing in its operations and also apprised us about the organization's future plans.

- **Project Introduction to the entire team**

Soon after the client call, a project introduction meeting was held to disseminate information to the team. After thorough discussion on the existing issues and understanding the scope of an international engagement, the team commenced the research stage of the project. After identification of the bottlenecks and specificity of the project, the junior consultants were bifurcated into 3 teams.

February

- **Meet with Tag Yujie (Engagement Manager, Mckinsey Singapore)**

In the first week of February, the team was introduced to **Tag Yujie**. He was assigned as BfE New Delhi's mentor on the current Ladewin Project. Later on, he shared his ideas and understanding about the project and helped in clearly defining the problem statement and gave some intrinsic guidance to our consulting team.

- **Group Discussion with Ladewin Education**

To better understand the problems faced by the students & teachers a focused group discussion was held to get better insights, the pain points clearly and get some clarifications to support the then current findings & research.

March

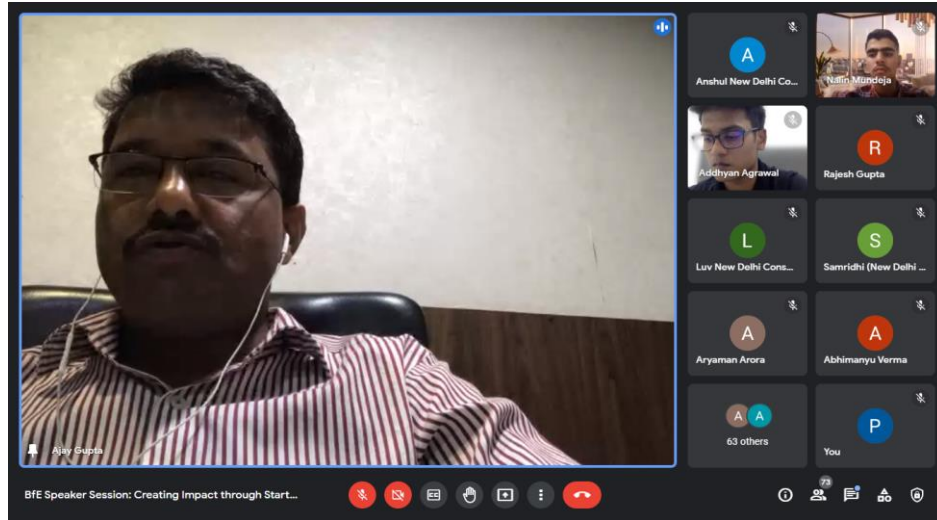
- **Consulting Bootcamp for the Junior Consultants**

- It was conducted in a span of 6 sessions in the month of March with various topics that the senior consultants deemed fit.
- The sessions were headed by the Senior Consulting Associates as well as Consulting Directors.
- They were fundamentally Intended to introduce the basics of consulting interviews to the Junior Consulting Associates which would help them in their future prospects.
- They commenced with deliberation of unconventional cases followed by conventional cases; the discussion allowed for each participant to chip in with their inputs.
- The bootcamps comprehensively covered various cases & frameworks such as the profitability framework, MECE approach, Business situation framework, Mckinsey and A framework, Market Entry problems etc.



April

- **Speaker Session: Creating Impact through Startups (conducted by Mr. Ajay Gupta)**
 - The online session was conducted on **14th April**, 2022 witnessing concurrent attendees greater than 80. The event was conducted under the **IIC-IQAC initiative**. The aim of the session was to make attendees aware of the startup ecosystem in India and what impact do startups create in financial and economic terms.
 - **Mr. Ajay Gupta**, a global business leader who was most recently the Country Head & President of Eli Global, led the session. He's also the CEO of iRapido, a global BPM company. He also works at Atal Innovation Mission as a transformation mentor. He made the subject simple to grasp by illustrating it with intriguing instances.
 - The webinar was attended by students from a plethora of backgrounds, including management, finance, and science. This interesting mix of students helped create an insightful session.



- **BfE Global Check-ins**

A meeting was held with the BfE Global team to discuss the future plans of the New Delhi Chapter and get them up to speed on our current project status.



May

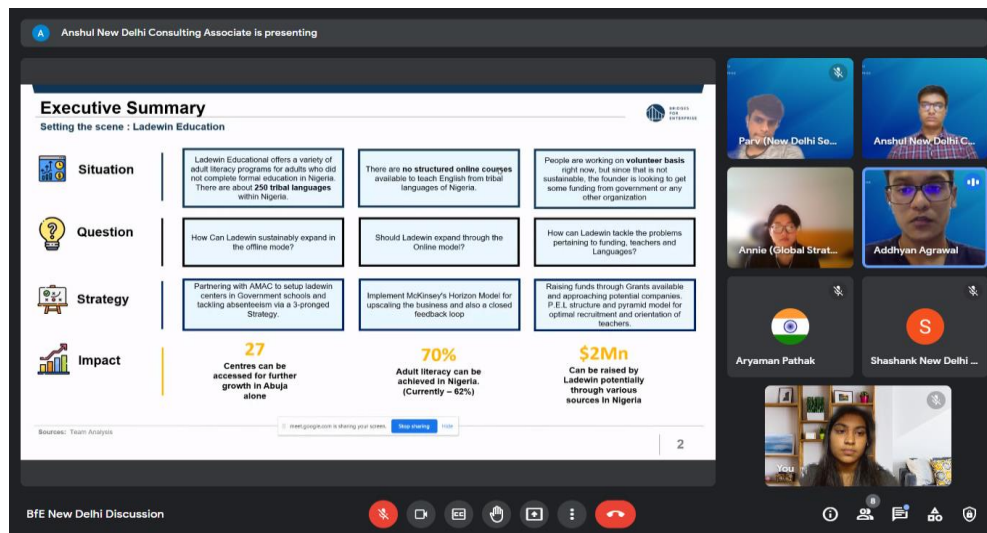
- Meeting with our Mentor**

Bridges for Enterprise New Delhi began the month with a meeting with Tag Yujie, our Singaporean mentor, to discuss our consulting engagement. A final meeting with the client was scheduled after we took into account his feedback and incorporated it into our deliverable.



- Finalizing the consulting engagement**

During the month, the said engagement with Ladewin Education, a Nigerian company, came to a close with a final meeting with the founder Segun Abiri, he was pleased with the final deliverable and had positive feedback for the team.





- **Expanding the Team**

Following the completion of the engagement, we proposed a joint research report with the Vancouver chapter of Bridges for Enterprise. The team then went on to hiring Senior Consulting Associates for 2022-23, with the goal of taking on more engagements and working on a casebook for the next semester.

Future Plans

- **Bfe Talks:** BfE is inviting **InsideIIM** to provide the students at SSCBS insights into the best post-graduation institutes of the country. The session is to be held in the month of June or July.
- **Casebook:** We've started working on the case book/interview guide in earnest. Industry oversights, off-campus placement advice, interview tips, interview transcripts etc. Due to the society's backdrop, we want to place a **special emphasis on social impact cases** from Dalberg and Samagra, making it the book's USP.
- **Financial Advisory:** The Society will start a financial advisory that will work in partnership with international startups and provide financial consulting services to the same. The project will be allotted to the society within the month of July.
- **Resume review:** In order to help BfE juniors, **bootcamp sessions of resume reviews** will be held before the commencement of the next internship season, which will allow society members to intern at the best companies.
- **International report with global BfE chapter:** We have pitched BfE Vancouver to collaborate with us to publish an international report on the topic "social startups and business situation in Canada and India. We aim to publish it as a combined resource by both the chapters. This will be taken up in the month of September. We are still in touch with BfE Singapore, New York and Cambridge to gauge their interest in this.

Differentiators

- **Preparation of a comprehensive casebook** – The group has begun to work on a comprehensive Case Preparation Handbook for aspiring consultants. The book will be based on the experiences of our graduates who participated in the 2021-22 placement season. The unique selling point of this book will be that it will concentrate on Social Impact instances that are currently scarce. While several case books are emerging from other colleges, none of the casebooks of this sort or from our college exist.
- **International Projects allotted** – BfE Global has a startup review committee that prepares a list of startups that the 5 BfE global chapters get to prepare a list of preferences to choose from. BfE is the sole society in the college which has the opportunity and advantage to choose amongst numerous countries and their respective projects. This ensures that the members are offered opportunities to interact with international clients, research about international issues and are kept up to date with international relations.
- **International mentor board** – With allocation of each project, the society also gets to choose from a list of international mentors placed at prestigious consulting firms like MBB, etc. Thereafter mentors are allocated to each engagement. For our engagement with Ladewin, Tag Yujie, an engagement manager from Mckinsey Singapore was allocated to BfE New Delhi as our mentor.
- **Financial Advisory** – We've been granted the green light to launch a financial advisory team at BfE New Delhi after a successful consultancy engagement. This will mostly involve consulting from a finance point of view (valuation, revenue strategy, pricing models, etc.), which has never been undertaken by any society at SSCBS yet.
- **Consulting bootcamp** – Bridges for Enterprise New Delhi is the only society in the SSCBS that offers consultancy bootcamps to its members. The purpose of these sessions is to teach Junior Consulting Associates the foundations of



consulting interviews, which will help them in future interviews, as well as brainstorm and discuss ideas that may be translated into unique, inventive solutions to the problem. It's a great way to keep the staff interested in the process, and we'll be using it again in the future.

- **Case competition wins**

- a. HSBC Global Finals
- b. BrAINWARS National Finalist
- c. IMA National Second Runners Up
- d. Duff and Phelps National Runners Up & Many more.....