



Society Report (2021-22)



Grandeur - The Consulting and Knowledge Cell of SSCBS

1. **Name of the society/chapter/cell/club:** Grandeur - The Consulting and Knowledge Cell of SSCBS
2. **Information about the cell in brief:** Grandeur, is the oldest consulting cell in the DU circuit, aims to benefit the student body by enhancing their skills and knowledge in consulting and strategy. We solely believe in lurking out the best capabilities that a student possesses.
3. **Teacher In-charge(s):** a) Dr. Kumar Bijoy
b) Dr. Sushmita

How we are unique and different from any other society/cell in SSCBS

Grandeur - The Consulting & Knowledge Cell of SSCBS has a core focus on inculcating research skill sets among its members and hence has proved that with the **maximum number of live projects - 7** during the current session of 2021-22. This is more than any other existing society or cell at SSCBS at the moment which highlights how Grandeur functions differently in comparison to others.

These projects include **both paid and pro bono services** which helped in generating **₹32,000** so far from paid projects in the form of stipend which is distributed among contributing members. This again highlights Grandeur's contribution in comparison to other consulting cells which primarily focus on pro bono services.

Grandeur team members have also worked on **12 reports** of voluntary research analysis on diverse industries and sector organizations to gain a better perspective about the same and also publish it for open use and study by peers.

We are already in talks with 3 more organizations from consulting, and investment backgrounds for future live projects as soon as we are ready with the team bandwidth once current projects are completed.

As we have always presented ourselves as the consulting & knowledge cell we make our members future-ready with the necessary skill sets necessary from various domains be it consulting, research, analytics, finance, marketing, and evenly HR with our initiatives on knowledge sharing sessions both by grandeur members and external experts, industry experts via webinars, and further allow them to apply those skills during research projects we undertake. This highlights how grandeur focuses on the holistic development of its members, unlike other societies and cells at the moment.

Grandeur under the banner of **Invicta** also organizes annual flagship consulting case competition for students across India and also witnessed a 40% jump in participation this year even after a sudden offline college disruption.

Alongside Invicta a freshers only case competition is also organized so as to provide them with a first hands on experience on how to work on case statements and simultaneously contribute to their skill sets as well. Grandeur at SSCBS is the only consulting cell to organize such events and plans on to add more competitions in future.

Summary of work done throughout 2021-22:

(A) Live Projects

In the year **2021-22**, we did **6 live projects** (till now), with one more being underprocess:

1) IndeedVisa: We analyzed the competitors, business environment etc and provided the company a report which included deep insights on improvisation so that it could expand its boundaries.

2) Meteor Venture: We did research on similar companies on the marketing front, getting onboard databases available through public sources, marketing strategies across online and offline channels and reaching out to prospective retail investors and onboarding them.

3) CATALYST IQ: A detailed analytical research report on HR tech and Payroll management which included market size, competitor's analysis, market trends, market share of companies, emerging start-ups which can affect their business.

4) Farm2Energy: Conceptualised Farm2Energy's business proposal for various existing and future stakeholders, strategically illustrating existing information and creating their Company Proposal, conducting secondary research to inspect the existing market, and projecting onto the future plans of expansion.

5) ARC QSR: Provided a proper pricing model to the company according to the services provided, ameliorated the website content for the company and provided low cost marketing tactics in order to boost growth.

6) BAF Consulting(on going): Here we are working as research analysts for Business Development of Family Businesses, creating Prospect Database and conducting research to

identify different types of Family Business and developing strategies to provide solutions to the problems identified.

7) That Culture Thing (upcoming) (Business Consulting):

Here we will be doing research about the company to identify the problems within the company, conducting diagnostics at the client's organization to get insights and generate solutions, designing workshops, case studies, and knowledge pieces and reaching out to HR folks to acquire new clients.

Many of the above projects were paid for being professional consultancy projects from different companies. Overall revenue generated with these projects was Rs. 32000.

Revenue generated from the projects were :-

- 1) **IndeedVisa** - Rs.10000
- 2) **Catalyst IQ** - Rs.6000
- 3) **Farm2Energy** - Rs.6000
- 4) **ARC QSR** - Rs.10000

(B) Research Reports

E-Commerce industry

E-commerce is one of the fastest-growing areas in today's economy, which means it offers a plethora of chances. Thus, in this study, we have provided you with an overview of the e-commerce business in India, including its potential, risks, and prospective trends.

Flipkart

Flipkart is one of the most well-known e-commerce companies in India. In this analysis, we looked at how Flipkart rose to such prominence, the strategies and approaches it employed, as well as the company's future ambitions, to remain at the top.

Meesho

With a valuation of \$4.9 billion, Meesho is one of the Indian startup unicorns. In this company analysis, we looked at how Meesho managed to stand out in the crowded Indian e-commerce market and what we can learn from the methods and approaches used by them.

Pharmaceutical Industry

India is the world's top supplier of generic pharmaceuticals. India is the world's third-largest producer of pharmaceuticals by volume and the fourteenth-largest producer by value. Thus, in this study, we looked at what policies and measures led to such a rise in the Indian pharmaceutical business, as well as what the industry's future holds.

GlaxoSmithKline

GlaxoSmithKline (GSK) is a global pharmaceutical company that develops, manufactures, and markets human health products. It is one of the world's largest research-based pharmaceutical firms. In this analysis, we looked at all of the competitive advantages and strategies that the company has used to be so successful in the pharmaceutical market.

MediBuddy

MediBuddy is a digital healthcare platform that provides users with high-quality healthcare 24 hours a day, seven days a week. It is the market leader in this field. Thus, we have examined all of the ways the company has taken advantage of India's rapid internet adoption rate to enhance its penetration and the benefits it has in this prospective market in our research.

Fintech Industry

“Innovation + Easiness + Reliability + Speed= Fintech”

The FinTech Industry was founded as a disruptor in traditional financial services institutions, taking into account its potential and influence. We looked at all of the ways fintech has been ingrained in our daily lives, as well as the enormous potential for growth and the problems it faces.

Paytm

In this report, we have deep dived into Paytm (pay through mobile) an Indian multinational technology company that specializes in digital payment systems, e-commerce and financial services.

Fampay

Neobanks are one of the fastest expanding sectors in the fintech industry owing to the high internet adoption rate in India thus this report deep dives into one of its major players fampay and how it connects millions of people through its banking services.

Leather Industry

In India, the leather sector plays a crucial role in the economy. It manages a vigorous yearly production of around 3 billion square feet of leather, accounting for around 13% of the world's leather production of hides/skins. It employs the weaker members of society, and by highlighting its significance, we hope to shed some light on this industry.

Kompanero

In this Company Analysis, we have discussed the company 'Kompanero'. Its name is derived from the French dialect which means 'natural companion'. Very evidently, the company has made remarks resonating around its name. The reason is their innovation to come up with the preparation of leather stuff that does not use animal skin.

Bata

In this report, we have discussed the shoemaker 'bata'. The firm is an amazing illustration of keeping things simple but still succeeding in the marketplace. It manufactures shoes and other leather goods that are ideal for the Indian people and climate, which is what makes it so popular.

(C) EVENTS

(1) Invicta

Grandeur's flagship case competition, Invicta, is held every year to embark the spirit and enthusiasm to challenge oneself. The competition comprises a modern-day business problem presented in the form of a streamlined case scenario that gives market participants a view into industry trends and an opportunity to come up with innovative ideas. This year, Invicta gathered over 850 participants from over 50 colleges including top B schools. The competition consisted of 2 rounds. In the first one an online quiz was conducted and in the 2nd one an offline case presentation by shortlisted teams. The teams drafted a comprehensive case study on Car Rental Companies.

Date: Prelims - 11th April 2022
Finals - 19th April 2022

Venue: Prelims: Online on D2C
Finals: Offline at Shaheed Sukhdev College of Business Studies, Delhi

Judges: Ms. Aanchal Goel and Mr. Pinaaki Aggarwal (Co-founders of Brainworks)

Sponsors: iQuanta, The Millennial Kitchen, Finology One, Logyify India, Elearnmarkets, Fuschia, The Bombay Diaries, Travel Professor, Grmiit, Divine Inspirations

Media Collaborators: DuCompetitions, Competition Generators, and Strategy 101

Prizes: **₹25,000 Cash** and others worth **₹20,00,000+ in kind from various sponsors**

Cross College and Community MoU's signed: 7

TICs: Dr. Sushmita ma'am & Dr. Kumar Bijoy sir

Registrations: 852

Team Selected for the Final Round: 12

Conclusion:

The event's successful execution was a tremendous achievement on the part of the team. Both the judges and the participants appreciated the event, and the participants had an enriching learning experience. Subsequently, the judges elucidated the business model of their startup, Brainworks, and provided valuable tips and strategies to ace such case studies.

(2) Ranneeti

In an attempt to incorporate skills such as solving complex business cases and problem solving, Grandeur organized Ranneeti 2.0 among first-year college students. This equipped the newly admitted students with a new era of experience of solving a case study and also helped them realize their competency in the same. This year, we witnessed the participation of 100+ students of our college.

(3) Seminar

WAAT after graduation!!

On 5th May 2022, Grandeur under the IQAC initiative, conducted an offline seminar with Mr. Hitesh Hariramani and Mr. Shashank Gupta as the speakers. The speakers shared their insights on the future of MBA and introduced to an audience of 120+ students to various career paths.

(4) Webinars

Problem Solving and Ideation

Nikhil Chainani, co-founder Suitable and an ex- investment banker shared the process and importance of Ideation and problem solving. He shared how he built a startup out of the same. He also gave insights into various challenges he faced while building a startup.

75 Years of Economic Growth : An Odyssey to \$5 Trillion Economy

Prof. V.K. Kaul Senior Professor (Department of Business Economics, University of Delhi) summarized India's economic progress and challenges over the years. He described not just the historical policies, but also the reasons behind those policies. He suspected what could be the future government policies and consequences.

Search Engine Optimization (SEO)

On 26 Sep 2021, **Ms. Manasi Gupta** (Senior Director GROUPEM), being an industry expert in this domain shared her knowledge with us, teaching us the various aspects of SEO along with the factors associated with it.

Environmental, Social, and Governance (ESG)

On 02 Oct 2021, Mr. Moksh Garg (Alumnus of IIM Ahmedabad and SSCBS) delivered an enriching session on ESG, explaining to us how many brokerage firms and mutual fund companies have started offering financial products that follow a new set of standards such as the ESG Criteria.

How to ACE the SSCBS Case

Aayush Saroha (Core Committee Member, Grandeur) conducted an enriching and interactive session for the freshers on behalf of Grandeur, making freshers understand about what lies ahead of them in the next three years of their college life.

(D) MOUs

MOUs signed with cells and societies of different colleges and universities across India:-

- 1) DTU Consulting Club, Delhi Technological University
- 2) FIC Dravya, Maitreyi College
- 3) Synergy, Hansraj College
- 4) FIC, Shivaji College
- 5) Ramjas Consulting Group Club, Ramjas College

MOUs signed with the collaborators for our event:-

- 1) Insightone
- 2) DU Club
- 3) Competition Generator

MOUs with Sponsors :-

1. iQuanta
2. Finology
3. Logify India
4. GRMIIT
5. Elearnmarkets

MOUs with Companies for live projects :-

- 1) IndeedVisa
- 2) Farm2Energy
- 3) Meteor Ventures
- 4) Catalyst IQ
- 5) ARC QSR
- 6) BAF Consulting
- 7) That Culture Thing

With so many MOUs signed with such groups, clubs and institutions, Grandeur possesses a great value for the college and holds its bit of reputation for the college as well.

(E) Knowledge Sharing Sessions(KSS)

1. **Case Interview:** Knowledge sharing sessions on guesstimates, market entry and profitability cases were conducted which aimed at improving analytical and soft skills of its members and make them comfortable with various consulting frameworks and strategies
2. **MS Excel:** Various sessions were organized to improve proficiency in data analysis using MS Excel which covered Intermediate level excel features like Pivot tables, logical functions, Conditional formatting etc
3. **Python and ML (External):** Sessions on Python and Machine Learning fundamentals were conducted with an aim to familiarize members with concepts of data science and its applications.
4. **Canva and Photoshop:** Skills related to graphic designing were imparted through sessions in softwares like Canva and photoshop.
5. **Time Value Money:** Learning has been one of the primary focuses of grandeur. Session on Time Value Money were conducted to enhance financial acumen of the members.
6. **Power BI:** Continuing the legacy of Grandeur in imparting knowledge to its members, we have conducted various sessions on analytical tools like power BI.
7. **Fundamental and Technical Analysis (External):** We have also conducted sessions on Fundamental and technical analysis of stock market to enhance the knowledge base of our members.
8. **Portfolio Management:** Session on portfolio management with an aim to develop expertise of our members in this domain.
9. **How to build a good resume:** Members were given training sessions on how to build a good resume for tapping good internships and Live projects.
10. **How to conduct research by Dr. Kumar Bijoy:** Session on how to prepare research papers was conducted by Kumar Bijoy sir so that students can benefit from their expertise.

(F) Achievements

S. No.	Name of member	Name of event	Organizing institution	Position
1.	Kirti Sharma	Trail chase- B Plan	Dyal singh college	Winner
2.	Aastha singh	Hooked U/W- Marketing strategy	IIIT Pune	1st runner up
3.	Mayank Gulati	Nitikaar Vittshala	Shri Ram College of Commerce	1st Runner Up
4.	Divyansh Desarda	Parabellum- Simulation	Shaheed Sukhdev College of Business Studies	Second runner up
5.	Shruti Gorain, Urfa Saleem	Ascension'22- Mockstock	Hansraj college	1st runner up
6.	Aditya shahi, Shubham Patel	Vivante- Case competition	Shaheed Sukhdev College of Business Studies	1st runner up
7.	Sankalp Chandra, Yash Vardhan Rajoria	Adwitya'22- Creative writing	Gargi college	1st runner up
8.	Lakshay Jain, Kaartik Mangla	Shodh Equity Research Competition	NIBM, Pune	2nd runner up
9	Aneesh Alagh	Manrawat	IIM Udaipur	Winner
10	Devajay Kapur	Rogue Traders 3.0	Shaheed Bhagat Singh College	Winner
11	Devajay Kapur	Case 180 Consultorium	Shri Ram College of Commerce	1st Runner Up

Our Future Plans

- **Expansion of Invicta** - We aim at expanding our annual flagship event invicta by incorporating more competitions in form of:
 - Case Competition
 - Consulting Simulation
 - Venture Capital Investment Competition
- **Case book** - We are in the process of formulating a case book to help consulting aspirants in enhancing real-time problem-solving skills which are extensively used to screen candidates for their ability to succeed in consulting.
- **KSS from professionals** - Grandeur is planning to associate with business professionals who can impart industry knowledge and enhance our skills and abilities.
 - Consulting Frameworks
 - Valuation
 - Financial Modeling
 - Project Management
 - Time value of money
- **Website** - We aim to have a website of our own for uploading academic and consulting newsletters and uploading the research reports there to increase our credibility.
- **Collaborations with startup incubators** - Grandeur can provide assistance on project to project basis to portfolio organizations through collaborations with startup incubators.
- **Workshops** - We are planning to collaborate with professional consultancy firms to organize some consulting bootcamps for the students of SSCBS as it will also be beneficial for the remaining students other than the members part of grandeur.