

SYNERGY ANNUAL REPORT 23-24



KEY ACTIVITIES

1. Organized Vincenza 5.0

- Vincenza 5.0, the **Annual flagship event**, epitomizes excellence in fostering interactive skill-building and testing within a dynamic business landscape. This extravaganza is meticulously curated by Synergy, a trailblazer in shaping the future leaders of tomorrow.
- Vincenza 5.0 witnessed a total of over **1,300 registrations** and a digital footprint of **46,000+**. The event saw participation from esteemed institutions from across the nation in both the events: **Corporate Clash** and **Mark-O-Nova**.
- Corporate Clash is the **strategy case competition** which allows participants to prove their mettle as an ingenious consultant. The participants were evaluated on their comprehension of Sustainability, Viability, Innovation and Creation, Presentation, and Analysis.
- Mark-O-Nova, the **marketing case challenge**, stands as an unparalleled stage, beckoning those who can articulate their passion into persuasive pitches, tailored impeccably to captivate the discerning client at precisely the opportune instant.
- Students at Synergy were able to raise sponsorships from reputed companies like **Fateh Education, Drishti IAS, Knittables, DU Club, Leverage Edu** and **SIEC Study Abroad**.
- Synergy also had experienced professionals like **Ms. Paridhi Sharma** (Senior Knowledge Analyst, McKinsey & Company), **Mr. Akshay Kumar** (Assistant Manager - Strategy, EY - Pantheon), **Ms. Aradhika Mehta** (Marketing Leader, Ex - ABFRL; LensKart; Nike) and **Ms. Shivasni Bhan** (Product Marketing Manager, Vyapar) as the judges.

Organized Speaker Sessions

- **GRADMONK:** Gradmonk, a multinational company, sends students abroad. The session by GradMonk is for all those people who are willing to **study abroad**. This session served as the perfect opportunity for students to learn about higher education in your dream country. The session saw a turnout of over **150+ students**.
- **SILVERFERN:** Silver Fern Educational Consultants is a government-registered overseas education consultancy with offices across India and even abroad. Silver Fern helps aspiring

students find a way to a bright career by helping them to secure admissions in top universities across **Australia, the United States of America, the United Kingdom, Canada, New Zealand, Dubai and Ireland**. The speakers at Silver Fern provided a deep insight into the opportunity at Durham University, United Kingdom, one of the best business schools in the world. It also told the students about the process of college and **visa applications** and the prerequisites and requirements.

- **DRISHTI IAS:** Drishti IAS diligently provides steadfast support and expert guidance to aspirants preparing for both **UPSC** and State Services examinations across various States and Union Territories in India. Drishti IAS is dedicated to providing unwavering support and expert guidance for UPSC and **State Services aspirants** across multiple States/Union Territory in India. The session focused on disseminating information about **civil services, preparation strategies**, and career prospects in this field.
 - **SIEC EDUCATION:** SIEC Education Pvt Ltd. is a premier Overseas Education, Migration Services, and Recruitment Consulting Agency, a Gold member of the British Council India, and is certified by AAERI, AIRC, and ICEF. Established in 1995, our vast branch network spans across **3 continents, including 28 offices** across India and **11 overseas branches** in Australia, Canada, Pakistan, Nepal, Bangladesh, Sri Lanka and Bhutan. This session was for helping aspiring students with their admissions placements; selecting courses and study programs, university application preparation, student visa applications, offering financial management advice, and more. The SIEC team of career advisors are credited with a success rate of **1000+ student placements** per year, at Universities and Colleges that we represent across the globe.
 - **MOTOROLA:** Motorola is a renowned multinational telecommunications company that has made significant contributions to the evolution of mobile technology, now it has expanded its reach globally, establishing strategic partnerships and collaborations to enhance its product offerings and services. With a focus on customer centric design and technological excellence, Motorola remains at the forefront of shaping the future of mobile communication. They hosted a rewarding speaker session for the students and helped the students to gain an understanding of the corporate world and how the mechanisms of the corporate world function.
- 2. Organized Case Competition (Partnership with Motorola):** Motorola also provided Synergy with a Case Statement with was based upon a real world problem acted as the Direct PI round case for the society recruitments, here first year students

gained first hand experience on how to address a real world problem and how to tackle the various factors at play in the dynamic corporate environment.

3. Knowledge Sharing Sessions & Workshops

Knowledge Sharing Sessions are taken on a time to time basis to help make the college life of first year students easier. Some of the topics on which KSS were conducted are as follows:

- **Capital Asset Pricing Model:** Capital asset pricing model is a model used to determine a theoretically appropriate required **rate of return of an asset**, to make decisions about adding assets to a well-diversified portfolio. This session focused on how to calculate estimated return of assets using different measures like **Beta**, Risk Free Return, Return on Market and Estimated Risk Premium. Students at Synergy were tasked with performing **CAPM Analysis for different companies**.
- **Valuation:** This session covered the basic assumptions of Discounted Cash Flow and the layout of DCF used in valuation. It covered some other basic topics of finance like **time value of money, cost of equity** etc.
- **Cost of Capital:** This session was centered around 2 topics: **Cost of Capital** and WACC. The weighted average cost of capital is the rate that a company is expected to pay on average to all its security holders to finance its assets. The WACC (**Weighted Average of Cost of Equity and Cost of Capital**) is commonly referred to as the firm's cost of capital. Importantly, it is dictated by the external market and not by management.
- **CV Building:** Students at Synergy were given a session on the details of **Resume Building**. It included how the CV should be **formatted**, including quantified data etc. for better opportunities in the future.
- **Internship Reach Outs:** The purpose of this session was to enable students to find internship opportunities for themselves outside the college as well and utilize their time productively. Students were taught to **mine contacts** and reach the **correct companies** as well.
- **Case Strategy:** With **Case Competitions** always around the corner, Synergy encourages its team to take part in them for a comprehensive development. A workshop on case strategy was given so that students can **formulate better solutions** and think in the right direction.

This enables them to think out of the box and creatively as well.

- **Excel:** This session gave a headstart to the students with basic excel functions and they also learned new topics like using **Solver, LookUps** etc.
- **Presentation Making:** In Case Competitions, a very important aspect of the solution is the **presentation aesthetics and graphics**. This session introduced unexplored tools like **Efficient Elements** to the first years which made their presentations more attractive and made their tasks easier as well.
- **Canva:** Canva is an extremely important part of the everyday life of students at SSCBS. This session helped them to explore **functions of canva** and channelize them in the right way for making the most attractive posts, presentations, posters etc.
- **Consulting Frameworks:** This session gave students an insight into the different consulting frameworks like **BCG Matrix, McKinsey 7S, PESTLE Analysis, Porter's Five Forces**. These frameworks give a head start into the world of consulting and are also useful for different types of analysis.

ONGOING PROJECTS

1. Medulance

- Medulance, a highly acclaimed health-tech startup incubated on **Shark Tank (India)**, has established a formidable presence and reputation across **500+ cities**, boasting an impressive fleet of over **7500 ambulances**.
- Spearheaded a meticulously crafted **Go-To-Market Strategy** for Medulance's groundbreaking initiative in educating professionals on Cardiopulmonary resuscitation (CPR) and proficiently conducting basic emergency procedures, revolutionizing the healthcare landscape.
- Drove the acquisition and curation of a **Comprehensive Dataset** encompassing top-tier colleges, instrumental in Medulance's strategic network expansion and successful realization of its visionary initiatives.
- Orchestrated the creation of a captivating **Pitch Deck**, meticulously tailored and expertly crafted, which garnered widespread acclaim and catalyzed impactful collaborations with leading corporates, further solidifying Medulance's Industry leadership and Innovation prowess

2. MSME Strategy Consultants

- Played a pivotal role in facilitating a young, **dynamic sustainable startup** in securing vital funding through the development of an innovative and irresistibly **compelling pitch deck**, showcasing their innovative vision and potential to investors.
- Demonstrated **exceptional organizational acumen** by seamlessly coordinating a myriad of activities and operational facets, ensuring the seamless and successful culmination of the project, thereby reinforcing the **startup's reputation for excellence** and efficiency.

PAST PROJECTS

1. MagicBillion

- MagicBillion a **360-degree international talent mobility** company that bridges the gap between global employers and Indian youth with their one-stop solution. It has successfully placed over **3,500+ candidates** abroad and has more than **100 global employers**.
- MagicBillion has also achieved a **100% visa success rate**. It has helped its candidates secure placements and jobs in countries like Germany, **USA, Australia** and many other countries.
- Under this project, students at Synergy were engaged at devising a **comprehensive GTM strategy** to tap university and college students across the country. They laid the groundwork for a nationwide outreach program targeting a vast cohort of promising **undergraduates and postgraduates** across the entirety of India.

OTHER ACTIVITIES

CBS Strategy Challenge

- CBS Strategy Challenge is the flagship case competition conducted by Synergy. It takes place during the annual fest of SSCBS, **Crescendo** and takes place through a total of three rounds.
- The first round is a quiz round which selects the best minds for the subsequent rounds: Case Submission and Presentation.
- It will present a **corporate conundrum** in the form of a case study urging trailblazing solutions to overcome them.
- It has seen participation from the entire DU Circuit and other reputed institutions across India in the previous year.
- Synergy also witnessed **Mr. Jasmeet Singh Kohli** (Analyst - Deal Advisory at KPMG) and **Ms. Nandini Poddar** (Lead Marketing at Swiggy) as the judges for this competition.

2. Synergy Investment Fund

- This investment fund will serve as a platform for synergy students to **manage funds** and trade on the stock market.
- This investment fund will be more than just a pool of money. It will function as a platform for synergy students to gain practical experience in managing investments. They could work together to **research investments**, discuss strategies, and make final decisions.
- This would foster teamwork skills and communication. The fund can hence be structured to **encourage collaboration** among students.
- They can also learn about **Portfolio Construction** and **Diversification**; Stock Market Analysis and Research; **Risk management** and **investment** strategies and the mechanics of placing trades.

3. Session on Power BI

- This session will promise to equip attendees with the foundational skills needed to unlock the potential hidden within their data and **analyze** it properly.
- Seniors at Synergy will guide through the process of **importing and manipulating data**, and enlist the techniques for crafting impactful visualizations.
- It will help students at synergy to connect diverse data sources to building **interactive dashboards** and will equip students with the ability to identify hidden trends and tell data-driven stories.
- This session will be particularly valuable for students in **business**, marketing, or anyone interested in the power of data analysis.

CASE COMPETITIONS

The members of Synergy participated in more than 100 competitions, with podium finishes in more than 35 of them. Teams were also sent as a contingent from Synergy to represent the society in other colleges like Lady Shri Ram College, Shri Ram College of Commerce, Hansraj College and more.

- Global rank 3 at Global Microfinance Case Competition
- National Finalist at HSBC APAC Case Competition
- Global Top 20 at Switch Energy Alliance Competition
- National Winner at Netaji Subash Chandra Bose University of Technology
- Asian Finalist at Shri Ram College of Commerce
- National Finalist at IIM Ahmedabad

- National Winner at Hindu College
- National top 3 at IIM Indore
- National Finalist at IIM Rohtak
- National Winner at LSR

TEACHER IN CHARGE:

- Dr. Neeraj Kumar Sehrawat
- Dr. Satish Kumar Goel
- Dr. Kishori Ravi Shankar