

Foreword from the President:

The year 2021-22 has been a year of embracing changes and getting adapted to the new world. With a strong foundation laid by the ex-leadership team, the current 180DC NITT has achieved its annual goals successfully in terms of projects, collaborations, impact on stakeholders and achievements.

There is no doubt that the world of business as we know it will be altered after COVID-19. However, we at 180DC NITT believe that by working together and partnering with mission-driven businesses and organizations, we can overcome any obstacle, just like we have always done. To assist us in our journey, we were fortunate to have established collaborations with multiple partners and organizations under the mentorship of esteemed industry leaders. “Creative Ideas. Practical Action. Lasting Change”. The team has worked on 10 projects with startups (YC backed) and NGOs, creating a lasting impact on all the stakeholders. We have successfully achieved this academic year’s goal of extending our services to international clients and improving the quality of project deliverables.

We are also extremely elated to announce our partnership with the likes of PwC and Rocketblocks, amongst other industry giants. We look forward to strengthening these connections in forthcoming years.

We have fostered the culture of case competitions, which can be witnessed by the team’s achievement of securing 8 podium finishes, both nationally and internationally.

All of this would not have been possible without the constant support from the Students’ Council and Technical Council, and we wish to extend our heartfelt gratitude to both these student bodies. We are grateful for everyone who was part of this journey in different ways to make it what it is today.

Finally, as the saying goes, “The strength of the team is each member. The strength of each member is the team”. We at 180DC NITT resonate with this and wish to appreciate every member of the team for their contributions. We are thrilled to see what the future holds in store for the club. As we always say. Onwards and Upwards!

Initiatives/Projects taken up this year:

1. AppX

AppX is a YC backed startup that empowers edtech through carefully customized software solutions.

2. Tamasha

Tamasha, the next-generation interactive entertainment platform. We are a stealth-mode startup in the Real Money gaming space, with a vision to disrupt gaming through live social engagement. Tamasha is started by alumni of IIT Bombay and funded by marquee

investors.

3. **Pakka Profile**

PakkaProfile is a one stop shop for assessments and recruitment. PakkaProfile's Game Based Assessment helps evaluate candidates objectively based on their personality competencies, cognitive abilities and language skills- all under one roof! Using sophisticated ML & AI algorithms, we compare job seekers against benchmarked employees to help our clients find the right fit.

4. **Hoggy**

Hoggy is a Kid's platform that focuses on providing interactive learning for kids aged between 2 to 5 years, while maintaining absolutely safe space for kids.

5. **Charco Neurotech**

Charco Neurotech is a Cambridge based med-tech start-up that aims to reduce the pain of people suffering from stiffness and slowness caused by Parkinson's Disease. CUE1 (Charco Trademark Product), a focused vibrotactile stimulation device, has granted all of the pilot participants improved movement.

Over 10 million patients across the world suffer from Parkinson's disease and Charco Neurotech aims to reduce their pain through CUE1.

6. **FindHope**

FindHope is a mental health based startup based out of Hyderabad, India which focuses on making mental health support accessible to everyone. They provide access to clinically certified mental health counselors for free.

7. **NalandaWay**

NalandaWay Foundation is an award-winning NGO, which uses visual and performing Arts to help children from disadvantaged communities in India. Our endeavor is to improve learning abilities, reinforce positive behavior and help children soar high by enabling them to be creative and express through Arts.

8. **iVolunteer**

iVolunteer is a social enterprise that promotes volunteering with the mission to bring volunteers and organizations together to share time, skills, and passion to promote India's social development.

The project is primarily about gathering insights on how NGOs should go about acquiring, engaging & retaining student volunteers. We also analyze the current problems NGOs face with student volunteers (through secondary as well as primary research). We also validate the financial viability of the model iVolunteer has proposed by surveying institute level decision makers.

9. **SaveIN**

SaveIN is a fintech platform that aims to revolutionize how Indians access on-demand credit. We are building novel financial products and experiences in a 100% digital, paperless and mobile first ecosystem.

10. **Timetable draft for NITT students**

Drafted the weekly timetable for students across all departments in NITT for the academic year 2021-2022

Events conducted and related info:

CounterPlot

CounterPlot is a series of 3 engaging events mixed with strategy organized exclusively for the batch of 2024. Participants had to form a group of 2-3 where the benchmarks break and the best ones to survive shall grab prizes worth 5K.

Sangam Case Competition

Sangam, the intra-collegiate technical competition, in partnership with 180DC NIT Trichy this year, brings a platform for business enthusiasts to come together and bring out innovative ideas.

Conclave

- Conclave is an InterNIT competition that takes place on an annual basis.

-As the host college for the 2022 edition, our college's Technical Council partnered with 180DC NITT, the official management consulting club of NIT Trichy, to conduct a case competition called 'Pitch Perfect'.

-The event saw an active participation of 40+ teams, 4 of whom passed the preliminary rounds to reach the finals.

- The case competition was judged by consultants from McKinsey and BCG, Rishabh Mahnot and Nikita Lewis.

External Competitions participated and results:

- 1) National finalist, HSBC India Business case competition 2022
- 2) National Finalists, Econjecture, IIM Indore Economics Case competition
- 3) 3rd place in Dhruva, IIM Trichy case competition
- 4) 2nd place in IMT Ghaziabad case competition
- 5) National Finalists, Sustainable Housing 2030, IIFM Bhopal, 2021
- 6) National Finalists, BVEST 2020, BVCOE
- 7) National Semi-Finalists, MICA Impetus 2.0, 2021

8) IIMC Gray matters, National finalists

Campus Development Initiatives:

Collaborations:

Seekho - Event partner

Seekho is a growing startup that aims at providing industry-relevant education and job opportunities to every youth in an engaging, affordable & scalable way. We collaborated with Seekho to promote a session on “Creating presentations like a consultant” by Abhinav Sengupta (Manager @ PwC).

Rocketblocks - Case prep resources partner

Rocketblocks is an all-in-one interview preparation platform helping aspiring consultants land jobs in top-tier consulting firms. We partnered with them, procuring a student discount for using their resources to upskill the team.

BharatX - Case study competition partner

BharatX is a YC-backed FinTech startup founded by NIT Trichy students. We collaborated with them on a case study competition (Conclave).

Mentors - Collaboration with industry experts

1. Mr. Anandapadmanaban - The Boston Consulting Group

As a partner at The Boston Consulting Group with deep experience in advising large financial institutions (Banks, Insurers, Regulators & other FIs) on Customer Journeys, Digital, Strategy & Transformation across three geographies – India, North America & South East Asia, Mr. Anandapadmanaban acts as a go-to person for our strategy-related queries. He is also an alumnus of NIT Trichy.

2. Ms. Ramya - AT Kearney

Having done her MBA from a top business school in India, Ms. Ramya, presently a partner at AT Kearney drives large-scale business transformation in the automotive, industrial, energy & chemical sectors. She is also an alumnus of NIT Trichy & an acting mentor of the club.

3. Alvarez & Marshal - Satyajit

With 22+ years of experience in a niche industry such as steel & acting as the present director of Alvarez & Marshal, Mr. Satyajit das helps our club members upskill themselves.

4. Karthik vinayagamoorthy - CAAPID

As one of our past client turned mentors, Mr. Karthik Vinayagamoorthy regularly interacts with the team on different topics, expanding our point of view & knowledge every single time. He is a part-time entrepreneur & a full-time consultant.

5. Aditya Muralidhar - Bain & Co.

As a senior manager at Bain having experience working in PE, Consumer Tech & Healthcare, Mr. Aditya Muralidhar engages with the team on different core aspects such as the project engagement model, handling client relationships, etc.