



## Foreword from the Core of '20-'21

*"Coming together is a beginning, staying together is progress, and working together is success"*. This one-line quote by Henry Ford summarizes the story of 180DC NITT 2020-21.

After two years since the club's inception, the Academic Year 2020-21 has been the best year so far in terms of achievements, projects completed, and impact created.

All of us have seen COVID-19 rock the entire world, a pandemic that is still ongoing. As the entire nation went into lockdown, several start-ups and NGOs were struggling to cope with the tsunami of changes that followed. This gave an opportunity to the student consultants at 180DC to truly live by our motto:

*"Creative Ideas. Practical Action. Lasting Change"*. Out of the 10 projects we worked on this year (with start-ups and NGOs from various sectors), we as a club feel grateful that we were able to provide solutions to 3 pan-Indian NGOs, thus directly impacting the social space in India during these tough times.



Case competitions were something new that we tried out this year, as the team wanted to test out their skills against consulting enthusiasts across the nation. Having secured podiums at four national-level case competitions and reaching the finals of two more, we feel this year has been a great starting point for the team to go out and explore more such opportunities looking forward.

We are also happy to have established a good brand presence on campus, and it is excellent to see consulting enthusiasts popping up all over NIT Trichy. This year has given us a head-start in improving the consulting culture on campus, and we are excited to see all the new opportunities that might spring up for the whole institute in the days to come.

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.

Finally, we wish to appreciate the efforts taken by every single member of our team in helping us lay a solid foundation for the club this year. We are excited to see what the future holds in store for the club. As we always say, Onwards and Upwards!



# INITIATIVES

## **Cuddles Foundation:**

Cuddles Foundation is the only NGO in India providing holistic nutritional support to underprivileged kids fighting cancer. The 180DC team worked closely with the organization to create a risk management framework. With the help of the framework, the 180DC team was able to perform risk analysis for the entire organization and came up with 44 potential risks and their preventive measures & mitigation strategies.

## **Metvy:**

Metvy is a Delhi-based start-up developing a hyperlocal networking app. The team helped them with identifying their target customers and also in formulating a Go-to-Market Strategy.

## **CRY Foundation:**

CRY - Child Rights and You is an NGO that works towards restoring fundamental rights and upliftment of underprivileged Indian children. We at 180DC worked with the organization for the following: Strategize an alumni event for CRY to bring together all their volunteers and interns (past/present). Create a Virtual Volunteering/Internship Program Strategy for CRY to implement in both Offline and Online Mode.

## **ConnectMeUp:**

ConnectMeUp is an employee engagement firm founded by IIT-B alumni. The team worked on developing a client acquisition strategy and content strategy for them.

### **Masters Mentor:**

Masters Mentor is an Ed-tech venture that helps students upskill themselves in the latest management and analytics technology. They also help with profile building for applying to top B-schools. We helped them devise a pricing model for their digital marketing course, helped them run Social Media and Email Marketing campaigns. We also optimized the client's website and the enrollment process providing better brand reach and better awareness.

### **Nalandaway Foundation:**

Nalandaway Foundation uses visual and performing arts to help children from disadvantaged communities in India. The problem statement was to develop a growth mindset amongst pre-adolescents aged 10-13 in Child Care Institutions in India. We at 180DC helped design a program based on habit formation as a primary means of intervention.

### **Tread:**

Tread is a SaaS-based platform for fitness trainers to give workouts remotely to their customers. 180DC helped Tread with achieving Product-Market Fit and also developed a Go-To-Market Strategy.

### **Management Masters:**

Management Masters is an admissions consulting firm that focuses on coaching MBA aspirants to get into their desired B-Schools. 180DC helped them with a strategy to sell their Strategy Ebooks to MBA aspirants.

### **CAAPID Simplified:**

A dental admissions consulting firm based out of the US. 180DC helped them with strategies to scale their YouTube Channel. We also developed an analytics tool to help predict the chances of admission for a candidate applying to dentistry programs in the USA and Canada.

# EVENTS

## InHoTT - Case Study

InHoTT is the flagship event of 180DC NIT Trichy in collaboration with Pragyan and the Technical Council. The event is intended to introduce case solving and 180DC NITT as a club. Conducted in January 2021, the major highlights of the event are:

- Active Participation of 120+ 1st year students (Batch of '24)
  - 20+ Mentors from 180DC NITT to assist the freshers
- Continuous 4 hours of case solving session along with PPT preparation.

## Management 101 from a Startup Founder

An interactive session by Nitish Mathur, CEO, 3Cans - A Growth Marketing Company. He is also the bestselling author of the book - Growth Hacking. This session was conducted on 4th April 2021.

Highlights of the session are:

- 1.80+ Registrations for the session.
- 2.Focus on the various management concepts applied in a startup.
- 3.Open to Internship opportunities for the Students of NIT Trichy and a brief overview of the experience.

# COMPETITIONS

- Winners of CAFTA EY Case Championship 2020
- Winners of Sparsh Case Competition at IIM-B Vista
- National Finalists, HSBC India Business Case Competition
- National Finalists Solve! Global Challenge 2020 by CaseSolvers
- Top 10 in India for PM Live case competition conducted By Redbricks summit, IIM-A
- Top 150 in ZS Campus Beats Competition
- 3rd Place in Yukti, IIM Trichy Case Competition
- 1st and 2nd Place at Sangam Case Competition, NIT Trichy's Pragyan

# COLLABORATION

## **CaseSolvers:**

Case Solvers is a consulting training and talent delivery organization based out of Hungary.

We partnered with them to help publicize their flagship international case competition - "Solve!" - in the Indian student community.

## **Partnership with the Consulting Clubs of:**

- IIM Bangalore
- IIM Lucknow
- IIM Kozhikode

The consulting clubs of these B-Schools will help the members of 180DC in Case preparations, which is a fundamental part of any consulting interview.

# CAMPUS DEVELOPMENT

## **Green Impact Fund:**

Assisted in developing a pitch deck detailing the launch of the green council under the student council. The objective being - taking steps towards making the NITT campus carbon neutral.

## **Coursefair:**

We at 180DC assisted the Students' Council in scheduling the course timetable for the academic sessions this year.

## **Institute Reopening Plan:**

We at 180DC assisted the Students' Council in developing a presentation for NIT Trichy's Admin regarding plans for reopening the institute. We also helped with primary research regarding students' needs to return to campus.