IITK Student Consulting Group

27.07.2018

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Tushar Goswamy

Pratyush Rai

Harshit Bhalla

Shashank Gupta

Prajjwal Mishra

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Mission and Vision

To improve the engagement of the student community with real world corporations and organisations and acquaint them with problems that the world around us is facing. This will give selected students an opportunity to interact with people who are struggling with problems related to their organisations, and to come up with implementable solutions. For the first time, students will be made to feel responsible as someone else's livelihood depends on the quality and feasibility of the solutions that the students propose. We hope that this venture would help in utilising the brainpower of the best minds of the country to solve problems that organisations of our country are facing but they are unable to secure the right guidance due to insufficient budget. This will go a long way in helping students understand how consulting companies work and deal with all sorts of clients. This will also open new avenues for students who are not sure about which field to pursue after college but are enthusiastic about solving real world problems. The entire project will be on a 'Pro-Bono' basis and no monetary compensation will be charged from the client organisations - thereby promoting a culture of social responsibility among the students.

Motivation

1. To create an experience outside the academic world for students that will enable them to develop their social and analytical skills by engaging in real world problems.
2. To inculcate the culture of creating a social impact on society and helping the needy with the resources and talent of the students of IITK.
3. Develop leadership and negotiation skills.
4. Improve presentation skills of students which will be an essential asset for all students when they enter the work environment after graduation.
5. To develop a passion and zeal within students about helping non-profit organisations and making a difference to the communities in which we are living.
6. Help prepare students for case study competitions and interviews by giving them ample hands on experience of case studies.
7. Conduct workshops, information sessions and mock case study competitions to bridge the gap between industry and college and help students interact with veterans from the industry.
8. Invite students from The Berkeley Group, UC Berkeley who have worked on a similar concept to guide the students of IITK in consulting non-profits and NGOs.

Composition and Structure

1. The group will function as a student body with the following verticals:
   1) Project Procurement and Client Relations
   2) Training and Recruitment
   3) Project Completion and Deliverables
   4) Media and Publicity
2. The verticals combined will form the Executive Body for the functioning of the group. The choice of the Projects and the concerned organisations as well as the allocation of these projects to the student members of the group will be under the jurisdiction of the Committee.
3. Selection of the successive Executive Committee will be done by a panel of students comprising of the present executive committee.
4. Each Project will be undertaken by a team of 5 student consultants led by a project leader.

Initial Approach

I.   Selection of the Executive Committee

The first executive committee will be decided by the Founding Members of the group.This committee will be incharge for the group for the entire academic year starting from 2018-19. The successive committees will be decided by the previous committee. The selection procedure would involve a case interview, personal interview and presentation session about how the candidate plans to lead the student organisation body and successfully manage its functioning.

II.   Pilot Projects

When the group is still in its preliminary stages and needs to establish its merit in the market, the executive committee along with project leaders would work towards securing 2-3 projects per semester belonging to various domains. A list of potential organisations will be prepared and the concerned executives of these organisations will be approached for consultancy projects pertaining to either technology or business domains. If corporate, profit-making groups are interested, then their projects will be taken up but in exchange for funds or professional guidance that would benefit the student body. These funds would in turn be utilised to finance the group's pro-bono activities and consulting ventures.

The procedure for contacting the organisations will be through cold calling and emailing. If possible, the concerned alumni may be contacted to aid with the process of procurement of initial projects.

Post successful procurement of projects, each project will be allocated to a team of 5 consultants, each team led by a project leader.

The teams will first undergo training sessions, workshops, case competitions and analysis to make them capable of tackling the case studies. These sessions will be conducted by the founding members as well the executive members of the cell. Executives in various consulting groups or with relevant experience in this domain, professors and students with proper experience of handling case studies will also be invited to guide the student members of the group.

III.   Establishing the Group

As the pilot projects are secured and the deliverables are prepared, the students of the group will gain more experience with handling real life projects, meeting the expectations of clients and preparing the right presentation to suit the client's needs. These students who have worked for a semester or two on projects are then eligible and capable of training the next batch of interested students to work on projects and can themselves take the role of project leader to guide the project team. The working of all the project teams as well as the overall functioning of the group will be handled by the executive committee. The timeframe for the group to reach the level of engagement with the community required to form a cell-like structure would be 4 years from the establishment of the group.

Functioning of the Consulting Group

I. Funding

Initially, when the group is at the grassroot level and is still in the process of securing and completing its initial projects, we will require the gymkhana funds to take care of all expenses associated with the group's activities. Once we have established the group and created a positive image in the market about the credentials of the group, the group will open its projects to corporate organisations who can fund the club's activities in exchange for projects. The funding can also come from the Corporate Social Responsibility of the organisations who simply wish to encourage social consulting. We will also seek funding from the alumni network of our institute to ensure smooth functioning of the club to reduce the dependency on gymkhana funds.

II. Operations

Once the group is established, its operations will primarily consist of securing the projects for a semester, selecting the students to work on the projects, training the selected students, dividing students into project teams and assigning a project to each team. These teams, under the supervision of the Project Leaders and the executive committee members, would be meeting and discussing about the viable solutions to the problems assigned, conducting client meetings if required, and finally submitting the proposed solutions as deliverable. There will be feedback sessions with the client as well as with the senior members of the group to analyse the performance of the project team and identify scope for improvement.

III. Services

The services offered by the club would be

1) Identifying Key Performance Indicators for an organisation
2) Operation Analysis
3) Social Media Marketing Strategies
4) Web Page Designing and Restructuring
5) Surveying User Needs and Analysing Them
6) Market Strategy for Higher Penetration

These are the initial services for which the students will be trained and working on. However, the services will not be restricted to the aforementioned and will depend on the client's requirements. The students will be trained and the deliverables will be prepared accordingly in case the requirements of the project digress from the given services

Acknowledgement