



180Degrees
CONSULTING
— KIRORI MAL —



2021-22

ANNUAL REPORT

ONBOARDING



In this session, onboarding was done in 2 phases. In 1st phase, we recruited senior consultants and in 2nd phase, we recruited from 1st year. In both the phases students from almost every course were recruited to ensure diversity is maintained within the society.

Phase 1

- Recruitment was done in the month of **July**
- **10 students** were recruited from various courses.



Phase 2

- Recruitment was done in the month of **November**.
- **30 students** were recruited from various courses.

Onboarding

ORIENTATION

The orientation program for the batch of 2024 was held on 28 November 2021 and students registered for the same. The orientation program tried to briefly familiarize the interested candidates with the working, basic features, and goals of the society. The session started with a brief introduction about consultancy followed by what 180 Degree Consulting is, its services, objectives and the recruitment process that it will follow. Information regarding the hierarchy of the core team and mentors of the organisation was taken up. The presenters emphasized well on the importance of the organisation and the learnings and exposure students will be subjected to. The session was concluded with a Q&A session where the doubts and queries of students were cleared.

FORMS

180 Degree Consulting KMC released its assessment forms on 28 November 2021. The forms were open for the Batch of 2024. The forms enabled the team to get a basic understanding of the interested candidates. Through the application forms, the team gathered basic information about the candidates like email address, course, their willingness to join the society, their understanding of consultancy and 180 Degrees, what they can contribute to the society etc. Some basic problem-solving questions, self-assessment of basic skills such as communication, leadership skills, research, technical skills were there in the form.



Onboarding

INTERVIEW ROUND

The interviews were conducted virtually from 6th December to 8th December, where a panel of 4 core team members and senior consultants interviewed the shortlisted candidates. The aim of the interview round was to assess and evaluate whether the candidates were a perfect fit for 180 Degree Consulting. Some basic questions were asked in the interview round to judge the logical and analytical thinking of the candidates. The interview was designed to assess their basic skills such as communication, logical thinking, analytical skills, reaction to stressful situations etc. After proper scrutinization of the candidates, the core team selected 30 students and wholeheartedly welcomed them into the team.

INDUCTION OF SELECTED CANDIDATES

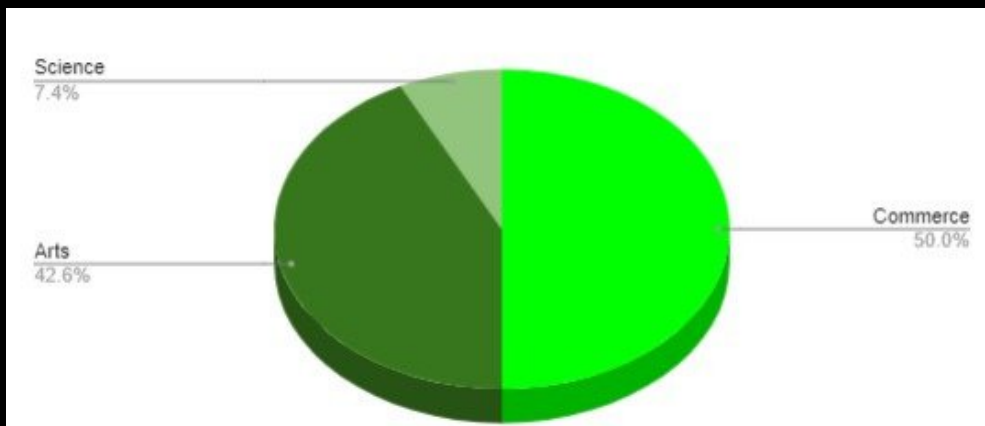
After rigorous evaluation and selection rounds, 30 members were inducted and welcomed by the core team. This was followed by the core team members and the new recruits introducing themselves to each other. Further, the new members were informed about the **functioning of the organisation** along with the working of the different yet inclusive departments. The induction involved discussing important aspects such as work ethics, minimum things expected out of the members and usage as well as expansion of their existing skill sets.

The core team instructed that some skillsets were important and will be refined while working in the organisation. Some stressed upon skill sets were **solution focus, customer orientation, time management, critical thinking, commercial awareness**. New members were informed that they will be subjected to vast **knowledge and exposure** through webinars and learning sessions on topics like guesstimates, case studies, social media marketing and other different skill sets. The induction involved discussing the aspirations and goals of 180 degrees consulting KMC and the motivation and determination to carry it out further and help to reach greater heights.

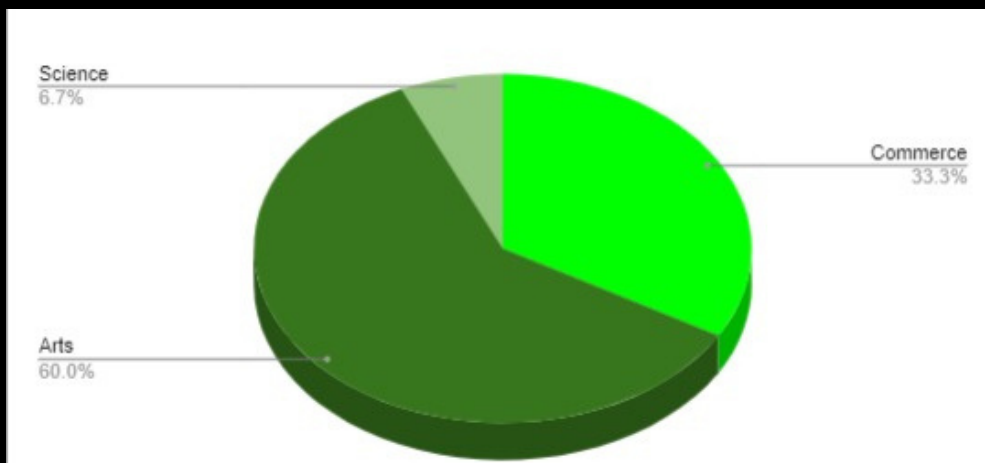


Branch Diversity

BRANCH DIVERSITY



DIVERSITY AMONG NEW RECRUITS



Female:Male
50:50

Client Outreach

180 Degrees Consulting has a **comprehensive client acquisition** process. It initiated its client outreach in the month of February, 2021 by creating a database of NGOs located in the Delhi/NCR region.

Over 150 calls and regular follow-ups were made to the NGOs for client acquisition. **Rising Star Khilte Chehre**, an NGO focused on increasing inclusivity and the accessibility of travel for disabled persons, became the first client with whom the organization signed a Memorandum of Understanding articulating all the details.

After the successful acquisition of a client in the first phase, the next round of acquisition was planned for the month of May, where a similarly exhaustive process was followed. **Peaceful Mind Foundation** and **Sambandh Foundation**, both of which working towards the addressal of mental health issues, were successfully acquired.



This was followed by the next acquisition round for the month of August, when Urja, which focused on the production of biodegradable sanitary napkins, and Zero Period, which provides age appropriate sex education to children across the country, were onboarded as our next clients

The next phase of acquisition began in the month of November, which was centered on tapping live projects and international NGOs. The process began with formulation of a database of over 50+ entries for each of the categories. For effective acquisition, clients were contacted through email and LinkedIn as well. 4 clients showed interest in a collaboration. KLNA and PruVisor became the organization's next clients; the clients represented vastly different fields.

The next phase of acquisition is planned for the month of February, and will aim to tap startups and government bodies, including municipalities. In the future, we hope to continue broadening our clientele, in terms of the number as well as the nature of projects.

Workshops & Sessions

Design Thinking: 180 Degrees Consulting, KMC conducted a session on DESIGN THINKING in which Mr Anand Prajapati, who is currently working on building Infinity Consulting briefed us about design thinking, which is solely based upon understanding customers' needs, rapid prototyping, thinking of some extraordinary ideas and finally coming up with new innovative problem-solving skills. We also learnt about THE FIVE PHASES OF DESIGN THINKING which were Empathize, Define, Ideate, Prototype and Test. At the end, the session was concluded by some questions about tackling different problems, thinking out of the box and we learnt 4 D's (Discover, Define, Develop, Deliver) for scrutinizing Design Thinking.

Role of Entrepreneurs and Corporate During Covid Times:

Our branch in collaboration with Centre Of Innovation And Social Enterprise, KMC hosted a successful Panel Discussion on the theme of ROLE OF ENTREPRENEURS AND CORPORATE DURING COVID TIMES. The discussion was mentored by our Principal-Dr. Vibha Singh Chauhan and moderated by Dr. Roopinder Oberoi. The panel members included Mr. Adil Firoze, Mr. Ajay Muttreja, Dr. KK Upadhyay and Ms. Sharon Kaur Jandu. Experts shared their viewpoint about the effect of pandemic on business worldwide and especially on the domain of "Social Enterprises". The discussion also highlighted the fact that while a large number of start-ups have suffered during the pandemic, COVID-19 has also led to an increase in entrepreneurial activity.

Entrepreneurship and Us: 180 Degrees Consulting, KMC organized a session on "Entrepreneurship and Us: Realising your passion and perseverance to chart a new road" with Ms Barkha Tripathi, who is the Co-founder of The Zero Period - a venture initiated to provide age-appropriate sex education to every child in India. She is an alumni of Kirori Mal College and has also been to CPL. She touched the topics of passion, goals and everything related to what one wants to achieve and the circumstances that refrain us from doing so.

Workshops & Sessions

Panel Discussion On Consulting: 180 Degrees Consulting, Kirori Mal College in collaboration with Seekho hosted the "Panel Discussion on Consulting." The discussion was firmly moderated by Mr Adarsh IR (Consultant at KPMG) and a team of panelist which included Mr Suraj Chakraborty (Strategy Consultant at IBM| SPJIMR), Mr Ankit Jhamb (Sr. Associate Director -Capability Building at KPMG| Advisor BRICS CCI| Author), Mr Saurav Shekher (Sr. Executive at EY| Ex-IBM). The discussion covered every question related to career journey, time management, preparation techniques, case interview and resume building. Experts also consulted about how one could crack their dream B school. All the attendees were provided with E-certificates and a free course on cracking Guesstimates (Certification).

Marketing and Client Acquisition: Aramya Jaiswal & Prateek Arora, our Senior Consultants conducted an interactive workshop on "Marketing & Client Acquisition " exclusively for the newly inducted Junior Consultants of 180 Degrees Consulting. They guided the members on how to reach out to a potential client or sponsor, dos and don'ts during cold calling & making a database. Further, Consultants were walked through the deliverables to be offered & expected from Goodies Brands, Restaurants & Educational institutes. This was followed by a mock call which involved active participation of the members & helped us visualise the real-world scenario. All in all, the workshop proved to be highly fruitful in educating our new members about the basic ethics of consulting.

Filmora: Our Co-President, Aastha Walia, organised a workshop on the basics of Filmora in order to familiarise all the members with the software. Customising videos, animations and elements, adding effects, voice overs & tilt shift are the few heads that were covered in the session. Other than this, the members were asked to make a few videos using this app which resulted in a great learning outcome & also benefited the organisation's social media outreach.

Workshops & Sessions

CV Building and LinkedIn: Ritik Gupta and Anukriti Singh, the Advisory Members of 180 DC Kirori Mal College, took an exclusive workshop for the members of the organization on CV building and LinkedIn profile. They advised the team to focus on networking during college life as this would help them seek more opportunities and at the same time work for the betterment of the team. While covering LinkedIn profile building, the importance of endorsement of skills and recommendations were explained in detail. Furthermore, various courses available on platforms like Coursera and other fellowship and internship opportunities were also discussed and suggested for us.

The Basics of Stock Market: Rachit Kumar and Param, Co-founders of 'Upvested', conducted a workshop on the basics of the Stock Market. The workshop started with basic theoretical knowledge about a stock, types of stock, the procedure for investing in shares, brokers, and type of brokers. Thus, ensuring every aspect was explained from scratch for a clear understanding in the future sessions to be conducted at frequent intervals. It was followed by an introduction to the interface of money control, wherein Param familiarised everyone with the working of the application. Rachit added by explaining how the market has evolved over time. A healthy discussion took place wherein all the members actively interacted and expanded the horizon of discussion to cryptocurrency and bitcoins and various other topics.

Strategy for Reels: This session was conducted as an orientation for the reels team in order to brief them about how the Instagram algorithm works. The strategy for an effective approach towards the content, the target audience, and the presentation was formulated. This session played a huge role in the success of the team's reels which translated in the form of over 30,000 plus views within a few days of introduction.

Workshops & Sessions

Canva: Aastha Walia, the organization's Co-President organised a workshop on the basics of Canva in order to familiarize all the new recruits with the software. Text orientation, application of background, usage of logos were the few heads that were taught in the workshop. Other than this the discussion also familiarized the members with useful resources and websites to be used while designing which included converting images to PNGs, Flaticon for icons and infographics etc.

Guesstimates: The Founding President of 180 DC, Kirori Mal Jayesh Tiwari, took a workshop on Guesstimates which was attended by the members of the Finance & Investment cell as well as the Commerce Society to expand our reach and impart knowledge beyond our boundaries. The workshop helped everyone learn the type of guesstimates and the procedure to tackle such questions when faced in interviews or in real life. The complete procedure was explained in a detailed and effective manner supported with various practical examples.

Cold Calling: The Consulting Director, Nikunj Gulati, took a session on cold calling for all the members. He explained the essence of client acquisition, i.e., explaining the service we provide while also appealing to the needs and requirements of prospective clients. He familiarized all the members about the services 180 Degree Consulting caters to, which included social media strategies, marketing strategies, content management, CSR pitch, grants and concessions, recruitment and volunteer, research, and any other service which might be of essence to the organization as well as the client.

Workshops & Sessions

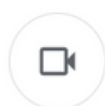
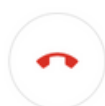
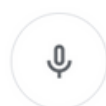
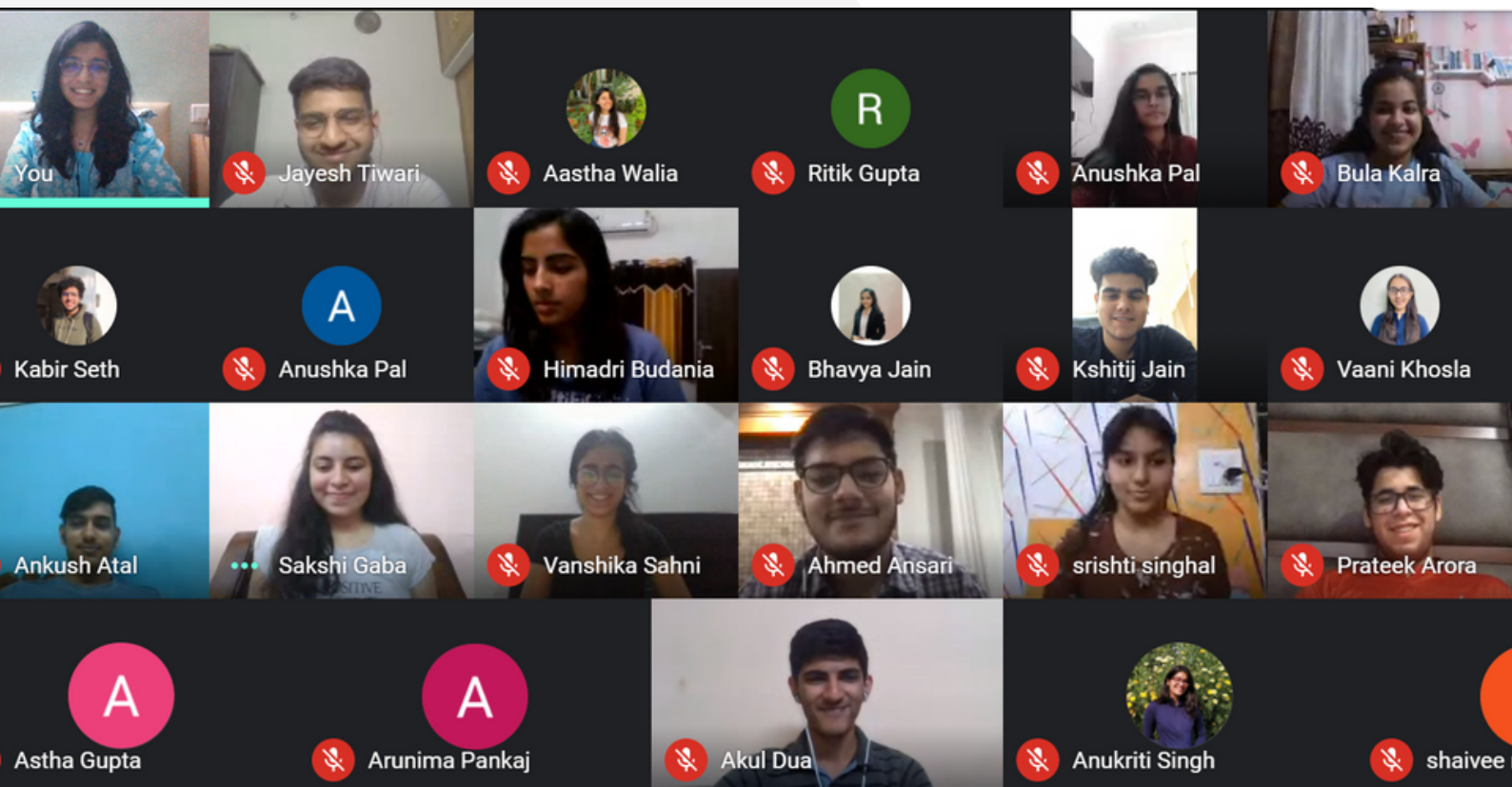
Client Services Department Workshop: Seniors Consultants of our organisation conducted a "Client Services Department Workshop" for Junior Consultants. The workshop acquainted them with past projects, the nature of work done and the impact created. They were guided about the workings of the client department and the deliverables offered. The procedure behind getting a project- the client acquisition process was explained in detail. Other topics covered included the pitch proposals and client meetings. By the end of the workshop, every junior consultant became cognizant of all the unique and learning experiences a consultant at 180 Degrees Consulting, KMC goes through.

Orientation Program: 180 Degrees Consulting, Kirori Mal College has successfully conducted an "Orientation Program" for senior as well as junior consultants. The session introduced the consultants with the core team of 2021-22 and acquainted them with several services, major departments, the mentors, rules and regulations of the organization. The seniors also familiarized about the various workshops conducted during the year and the overview of all the projects undertaken so far. It was a very insightful session which brought a lot of enthusiasm in new consultants to gain practical consulting knowledge, work on live-projects and be a part of the global network through working for the upliftment of social organizations.

Farewell: We from 180 Degrees Consulting Kirori Mal college bade a farewell to our seniors. They provided us with the insights of their learnings from college life as well as from our society. Apart from that, they motivated all of us to take our branch to soaring heights. At the end we all wished them good luck for their future ventures and thanked them all for every single effort done for us!

Team Bonding Sessions

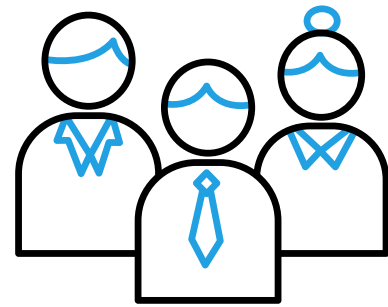
Apart from some extremely informative sessions on academic and practical topics, the 180 Degrees Consulting team was also able to have their fair share of fun and enjoyment via various informal sessions and team bonding activities. These sessions brought out the informal side of each of our members and helped everyone feel welcome. They served as a good stressbuster from the continuous work and helped introduce a family like feeling in the organization. It was understood that these sessions worked effectively in ensuring a healthy working environment for the team members amidst a pandemic where bonding within the organization worked as an encouragement to work together seamlessly.



Our Mentors

The team has been fortunate enough to be able to bring supremely accomplished experts on board as their Mentors. In order to provide the clients with best quality services, we plan to closely work with these mentors and take care of every specificity. They won't just help in formulating practical solutions using knowledge they've gained from working in their respective fields but also conduct sessions for the team and students of our college to give them meaningful insights into various topics.

180DC KMC has 7 Mentors on board, each associated with top notch companies and doing really well in their professional lives.



Divya Surana is an Associate Consultant at PwC India. She is an MBA graduate from the Indian Institute of Management Indore and has completed her Bachelors in Commerce (Hons) from Kirori Mal College, Delhi University. She has also received D2C Top 10 College Champions Award 2020 and InsideIIM Top 50 Most Employable Graduates 2020. Her interests include Strategic Management and Finance. She has also volunteered as a Mentor to guide current B-school students.

Rishabh Singhania graduated from Kirori Mal College in the year 2015 with a degree in commerce. Since then he has gone to work in prolific positions. He was the senior coordinator of the Innovational Project sponsored by the University Grants Commission. He joined the Boston Consulting Group in the year 2015 as an analyst and he has risen up the ranks and is currently working as Assistant Manager in Deal Advisory.

Saransh Gupta completed his Economics Honors from Kirori Mal College in the year 2015. He is currently working with Cognizant Business Consulting as a Consultant in banking and financial services domain. Apart from his proficiency in Finance, he has remarkable social skills, especially in managing people and events. He has previously worked with EY in advisory services as a process consultant.

Supriya Sharma is an alumna of Kirorimal College who graduated in the year 2014. Currently working as Senior Digital Analyst at BCG. With a working experience of 6 years in the industry, her area of expertise is Digital Transformation and she has been working as an analyst for the past 3-4 years.

Barkha Tripathi is a girl with an undying passion to work for women and child development. She currently runs her own startup The Zero Period as a Co-Founder. Barkha completed her Economics Honors from Kirori Mal College in the year 2018. She has also worked as an Analyst at PwC and has also worked as Program Associate at ILSS.

Amrita Nigam is a person with dynamic interests and skills and has research and strategic insights. Currently working as an Analyst at Grail Insights, she is the co-founder of Coalesce Solutions. She has cleared CFA Level 1 from CFA Society and received the certificate for Financial Funds. She graduated with BA (Hons) Economics from Kirori Mal College in 2019.

Shameek Datta after graduating in Economics from KMC, in 2016 went on to work as an Associate Researcher at The BCG. After a year, he went on to pursue MBA from IIM-Ahmedabad. Consequently, he worked as a Senior Associate Consultant at Bain and Co. for almost 2 years. Problem-solving and fascinating business ideas has always interested him. He is currently working as an Entrepreneur in Residence at The Urban Company.

Social Media

180 Degrees Consulting, KMC help organizations to measure their social impact and maximize their reach. We are undertaking the best efforts to contribute to society through our social media presence so that our objective prevails. Social Media has become imperative to any organization operating in the current global environment. With pandemic imposing unprecedented challenges, social media served a much more imperative role in dealing with clients along with spreading awareness regarding the ins and outs of consulting with our students.

We have been able to showcase ourselves online through our social media accounts and activities on different platforms like **LinkedIn and Instagram**. Through our posts and reels we have tried to provide high quality learning experience to students and impart best consulting knowledge.

More than 40 posts were curated by the members of our team in order to develop a **better understanding of consulting** in a broader sense along with calling attention to the various client projects undertaken by 180 DC KMC. These posts included basics of consulting, CSR initiatives of some leading companies, IPO's of various startups like Nykaa and Zomato along with various business models. These posts have helped students from diverse disciplines in various competitions and apply them in **real life business use cases**.

We also created Instagram reels in order to present the information in a gripping and exciting manner. These reels included **Marketing strategies and Analytical tools** used in consulting. Instagram stories and reels were used to spread knowledge about the pandemic , the preventive measures and updates regarding plasma donation and vaccinations were given.

140000+

#VIEWERSHIP

480+

#FOLLOWERS

1000+

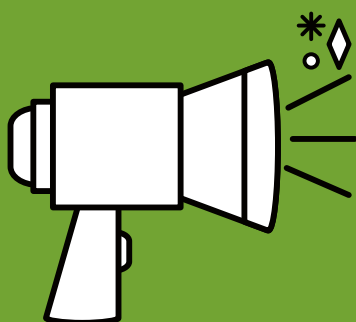
#COMMENTS

13500+

#ACCOUNTS
REACHED

1800+

#LIKES



Our social media presence has been impactful and we have been able to create a difference because of our dynamic post content . We were able to influence and educate the student community through the medium of social media.

Project 1



180 Degrees Consulting was able to bring its first client on board within a month of operation. Since then, they have had the privilege of working closely with **Rising Star Khilte Chehre** and bring about substantial changes in their work. Rising Star is an NGO that works on improving the quality of life of differently-abled people by helping them explore the world by means of travelling. The team worked on providing Consultancy Services to the NGO and brought about substantial changes in their working.

VOLUNTEERSHIP DRIVE

A systematically targeted volunteership drive was organized for Rising Star, where each step was planned in order to facilitate seamless recruitment of talented individuals.

- The team made a database of multiple colleges that can be approached for Rising Star's recruitment drive. The database helped them to narrow down their choices in order to recruit the most dedicated workforce for their fundraiser.
- In addition to that, we facilitated Rising Star's Internship Drive by preparing job descriptions of various Internship positions that were open at Rising Star.

SOCIAL MEDIA

Successful efforts were made by the consultants to improve the social media presence of the **Rising Star Khilte Chehre**. Some specific areas were chosen that played a key role in the social platforms and presence there.

To begin with the team worked on the

- **Content** that would be displayed on their **Website, Twitter** and **Instagram**. This was backed by extensive research work which included understanding the market and cause of the organization.
- **Designing** the posts and presenting the information in a manner that was not only catchy but also professional and in relevance to the seriousness of the cause.
- In addition to all this our Social Media team also worked on **increasing the overall reach** of the NGO, this was done by understanding the **algorithm** of various social media platforms. This included posting on a regular basis and at a specific time of the day.

MARKETING CAMPAIGN

180DC KMC also designed a marketing campaign for the NGO, the objective was to connect maximum people with their cause. This included:

- Curating **effective hashtags** for their physical as well as online campaigns .
- **Organising and designing their online as well as physical campaigns.** In the Social Media Campaign we focused on the donations and increasing the reach of the organization. This was done by spreading the necessity and importance of their cause with the help of several tools such as Instagram stories, Reels etc.
- **Organised an Art and Composition event** to call in entries for artwork, poems, captions and other compositions to **increase their reach and engagements on Instagram.**

RESEARCH WORK

INDIAN INSTITUTES TO APPROACH VISUALLY IMPAIRED PEOPLE FOR TRIPS

The research was done to find various NGOs and institutions for visually impaired people. In this, the focus was on the work they do and services they offer along with campaigns (if conducted any). The prime reason behind this research was to know about the **impact and awareness** they create and what we can learn from their operations. Apart from this, it was done to know about the collaboration prospects as well as the competitors for our client Rising Star Khilte Chehre.

FOREIGN PROGRAMS AND POTENTIAL COLLABORATION FOR VISUALLY IMPAIRED PEOPLE

Thorough research was conducted to find **potential international collaboration** options available for our client to conduct foreign exchange programs. Along with this, we also found options available in which the government of that particular country provides any aid considering the nature of the visit is social service and aids the specially-abled. Our team worked to check the feasibility of such collaborations.

REQUIREMENTS OF VISUALLY IMPAIRED PEOPLE FOR TRIPS

Another research was done to know about the **provisions provided by the Indian government** for tourism of visually impaired and deaf people. The main focus of this research was to find out if any facilities are available all over India in terms of concessions in accommodation, travelling via bus, flight, trains etc. for our client.

GRANTS AND CONCESSIONS

The team also researched about the **grants and concessions that could be favourable** for Rising Star Khilte Chehre and the result came out to be that the client is eligible for a good number of the same that can be favourable for them. They were provided with **30+ options** to apply for.

DONORS LIST

The team conducted a Research wherein we studied different **market conditions** under various situations. We also studied what their causes are, along with to what extent they operate which ultimately attracts people to donate. The team studied various **donation platforms and their feasibility** for society and the associated NGOs. They also collected information to ensure if they are eligible for them. This helped us mark a distinction between the donor market and grants & concession. After differentiating, we examined that market to know about potential donors.

The consultants researched and collated methods for Rising Star to **expand its target audience**. This encompassed researching which group of people they could include as the audience of their campaigns and the ways to expand it thereof. As a result, more differently-abled would be able to receive the benefit of their work.

180DC conducted extensive research on the types of NGOs that exist (for example Trust Society, Section 5 company etc.) and listed the advantages and disadvantages of the same. This research would help Rising Star to decide which **type of NGO it would like to classify itself as** since each brings its own benefits.

Project 2

180 Degrees Consulting had the privilege of working closely with its second client on board **Peaceful Mind Foundation** and bring about substantial changes in their work. PMF is an NGO that aims to promote mental well being, psychological health and peace through consistent efforts making a better Mindscape for tomorrow. The team worked on providing Consultancy Services to the NGO and brought about substantial changes in their working.

SOCIAL MEDIA STRATEGIES

Successful efforts were made by the consultants to improve the social media presence of the **Peaceful Mind Foundation**. Some specific areas were chosen that played a key role in the social platforms and presence there.

- Discovered pain points on PMF's **Instagram** handle and worked to improve these aspects
- Designed **aesthetic colour grids** for the official Instagram handle, making the feed more eye-catching and engaging
- Created posts, story highlights and reels to **generate awareness** about PMF and **mental health**.

SOCIAL MEDIA CAMPAIGN

180DC KMC also designed a social media campaign for the NGO

- Conducted an **online campaign** for PMF via stories, posts, reels and videos to increase engagement
- The campaign was carried out under the title "**Embrace Your Emotions**" and got a positive reception
- A variety of **interesting hashtags** and creative content was used that made the campaign a success.

INCREASING PROEJCTS

- **Extensive research work** was done by the consultants which included understanding the market and cause of the organization
- The team understood the **algorithm** of various **social media platforms**, for **increasing** the overall **reach** of the NGO.

LIVE SESSIONS & WEBINARS

- A **webinar** was conducted in collaboration with 180 DC, KMC on the topic "**Teenagers' Mental Health during Covid times**".
- The webinar focused on how to stay motivated during this tough time and it gave the consultants valuable lessons to keep moving forward.

CONTENT FOR TARGET AUDIENCE

- The team conducted **research** and **drafted content** related to PMF, its functioning, founder, expert panel and mentors and its initiatives.
- Prepared a relevant, brief yet **informative bio** for PMF's Instagram handle.
- Drafted interesting and **creative captions** for every post and reel that was posted on PMF's Instagram handle.

Project 3



180 Degrees Consulting Kirori Mal College had the privilege of working closely with its third client **Sambandh Health Foundation** and bring about substantial changes in their work. Sambandh Health Foundation is a charitable trust working towards finding solutions for individuals who suffer from mental illness and try making a better environment for them. The team worked on providing Consultancy Services to the NGO and brought about substantial changes in their working.

STRATEGIES TO OPTIMISE VARIOUS PLATFORMS

Successful efforts were made by the consultants to optimise various social media platforms of the **Sambandh Health Foundation**.

- The team conducted extensive research to enlist various strategies to effectively optimise various social media platforms like **Twitter, Instagram, Linked In and Facebook**.
- Various analytical tools like **Sprout Social, Instagram Insights, Keyhole, Hootsuite** were used to get a depth understanding of these platforms and provided them with relevant links.

BRAND KIT

- The team prepared a brand kit for Sambandh which contains various **colour schemes** that can be used for different social media posts.
- This brand kit would help them to **increase their reach** and make their social media handles attractive and engaging.

TEMPLATES

- A set of **templates using the same brand kit** was prepared to make it easy for the organisation to post content over their various social media handles.
- This would also help them **increase their reach** and make their social media handles **attractive and engaging**.

SOCIAL MEDIA CALENDAR

- Under this, the consultants provide a **researched-based social media calendar** for various platforms namely Instagram, Linked In, Facebook and Twitter.
- A **planner for three months** was prepared to list the topic and format of the post that should be posted on the above-mentioned platforms
- The planner included **reference links** for better understanding the concept and implementing them flawlessly.

Project 4



180DC KMC is delighted to have its fourth client on board. We had the privilege to work closely with **URJA: Energy** and bring significant changes to their work. URJA: Energy focuses on some of the basics needed for a **healthier & safer environmentally-friendly** existence in the areas like solar-based programs, a sewing school, production unit centre for producing **100% biodegradable sanitary pads**, organic farming and invests in playgrounds for children, libraries & small scholarships. The team worked relentlessly to furnish the NGO with the best possible consulting services to bring a substantial change in their work.

COMPETITIVE ANALYSIS

The team undertook a study of the market in two aspects: **Primary research and Secondary research.**

- **Primary research:** The team conducted **telephonic interviews** with the customers and stakeholders living in local areas.
- **Secondary Research:** A report was prepared, focusing on **three major aspects-** product, pricing in the industry and social media strategies used by the competitors.

CSR PITCH

The team created a **Corporate Social Responsibility pitch** for Urja from scratch. This final pitch covered almost every aspect of i.e. NGO's introduction, mission & vision, future prospects, etc.

FUNDRAISING STRATEGIES

The team created a document outlining various fundraising strategies like tapping into websites for **digital funding, targeted funding**, and **retail fundraising campaigns**. A basic template of certificates, letters and notes was also given to donors as an acknowledgement of their donation.

SOURCES OF FUNDING

A **detailed document** consisting of different international organizations, government organizations, ministries, corporates, bank schemes, etc. with their **eligibility criteria** was curated containing a list of necessary documents and application links.

CASE FOR SUPPORT

It is an **emotional, engaging, and attractive argument**. The final report or case represented URJA's **uniqueness** and the impact that it is creating in the social, environmental and economic domains.

SOCIAL MEDIA STRATEGIES

180DC KMC provided an **extensively researched document** containing effective and result-oriented social media strategies, this included curating a **brand kit, content** for social media platforms, etc.

RECRUITMENT & VOLUNTEERING

A document containing details of **placement cells** of different colleges and of the respective cells that will help in the **recruitment of interns** and **volunteers** was also provided by the team.

TESTIMONIALS

- For **testimonials of workers**, the team with the help of on-ground support from URJA, assisted in the process of refining the content of testimonials to be provided by 180DC KMC. **Telephonic interviews** for recording statements and experiences was assisted.
- For **testimonials of customers**, a few of the regular customers were contacted and then the team devised ways to use the customers' experience in a way that helps the NGO. Strategies for making testimonies look more emotional and appealing was also devised.

Project 5



180 Degrees Consulting had the privilege of working closely with its fifth client **The Zero Period** and bring about substantial changes in their work. The Zero Period is an NGO with a vision to ensure every child in India receives **accurate & age appropriate sexuality education**, throughout their schooling years. It aims to achieve this goal by a **three-way model** of active advocacy, destigmatization initiatives and leveraging young adults for grassroots implementation.

SOCIAL MEDIA PLANNER

Successful efforts were made by the consultants to improve the social media presence of the **The Zero Period**. A **social media planner** including a planned out content calendar for **1 month**. Everything was curated in a customized manner in accordance to The Zero Period's objectives and mission. It included the following:

- Series of **customized social media posts** like simple content; posts, reels, stories, IGTV, etc.
- Different customized content for different social media handles like **Instagram, Facebook, LinkedIn, YouTube**, etc.
- The team also **curated ideas** in the form of **quiz**, weekly or monthly **series of posts, re-postable content**, etc. in accordance to the organization

RESEARCH

180DC team conducted extensive research to curate an exhaustive list of instagram pages of competitors working in the same domain as the Zero Period, to help client analyze thier competitors and further make relevant changes in its present model

SOCIAL MEDIA

180DC KMC also designed a social media campaign for the NGO

- Researched and drafted a topic wise list of posts for their social media platforms which will helped them increase reach exponentially
- Designed 2 posts to help them generate awareness about contraceptives and abortion laws in India

Project 6



180 Degrees Consulting had the privilege of working closely with its client on board KLNA and bring about substantial changes in their work. KLNA is a NGO that aims to provide support to vulnerable families in Lebanon. The team is working on providing Consultancy Services to the NGO and bringing about substantial changes in their working.

We are well underway to assist KLNA with our expertise of fundraising, social media and marketing strategies.

FUNDRAISING STRATEGIES

The team will be creating a document outlining various fundraising strategies like tapping into websites for digital funding, targeted funding, and CSR funding. A detailed document consisting of different international organizations, with their eligibility criteria will be curated containing a list of necessary documents and application links.

MARKETING STRATEGIES

The team will be curating various segments of the market and then provide strategies reports to increase online presence using strategies like SEO tools and email marketing. This would also include a comprehensive report on different kinds of cause driven campaigns which include collaborating with different colleges and increasing volunteers for the same.

SOCIAL MEDIA STRATEGIES

180DC KMC will provide an **extensively researched document** containing effective and result-oriented social media strategies, this will include curating a **brand kit, content** for social media platforms, etc.

Project 7

180 Degrees Consulting has the privilege of working closely with its next client on board PruVisor and bring about substantial changes in their work. PruVisor is a **research based management** consulting firm based in Gurgaon, Haryana.

With a vision to drive the growth of their clients' businesses sustainably and profitably, they offer an extensive portfolio of services which include business growth strategies, market/opportunity assessments and competitive intelligence. The team is currently working on providing Consultancy Services to the firm and bringing about substantial changes in their working.

We are well underway to assist PruVisor with our expertise of researching through **secondary modes** and formulating **extensive documents**. The following have been delivered to our client by our team.

ROAD TRANSPORTATION ACT

180DC team provided an extensive document after comprehensive research on **road transportation act clauses** for modified cars, converters and caravans. The document had the rules for **specific states** including Gujarat, Delhi, Tamil Nadu, Karnataka, Kerala, Rajasthan, Maharashtra, Andhra Pradesh, West Bengal

INSURANCE & BANKING

The team undertook secondary research on **banking rules for loans** to be taken for modified/converted cars. A separate document was also prepared for **insurance rules** and regulations across the nation.

MOBILITY BUSINESS

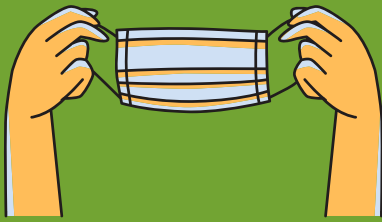
A detail document to study the mobility business of various companies including Zoom, Uber, Suzuki and understanding the scope for the same in **India** and its position in the **global market** is underway.

ED-TECH Sector

We are also working on providing primary and secondary research to facilitate the establishment of a new player in the ed-tech market which is trying to enter the education sector with a unique proposition.



180Covid Shield



The Internet is a pool of information. People around the world could use it to communicate their views to the world. This becomes a problem when this platform starts to serve people who are sharing either fake or wrong information. Credible sources become a must in such a scenario. People are in need of proper guidance and resources to fight the pandemic.

180 Degrees Consulting, Kirori Mal College decided to contribute and try to help those in need. The team has launched **“180CovidShield”** wherein they are trying to create awareness on how people can deal with the pandemic and supply necessary information in form of Instagram reels, IGTVs and Instagram posts. The campaign has started and has successfully reached an average of **5000+ reach and recognition** by various organisations. The team also created a medium to link various **credible sources for Covid related resources** like websites of WHO, ICMR etc, to help people in any and every maner possible.

The team looks forward to creating awareness in the following areas:

1. Precautions to take at home and while going out.
2. Precautions to take while going to the vaccination centres.
3. Sharing the experience of getting vaccinated.
4. Personal experience of covid infected people, like how they dealt or are dealing with anxiety and what helped them to keep themselves engaged amid their quarantine period.
5. Creating awareness regarding that one dose of vaccination isn't enough and for those who think they don't need a mask once they are vaccinated.

Event

Bootcamp

180 DC KMC in collaboration with **CISE** organized its first ever bootcamp on **innovation, entrepreneurship and finance** on 8th and 9th October, 2021. The bootcamp witnessed profuse registrations of **180+ students**. The two-day event of 180 DC, KMC, stands to be evidence of the overwhelming responses shown by the students across the university. The session aimed to empower the student community with skills and knowledge to help make them informed decisions in various areas of entrepreneurship and finance.

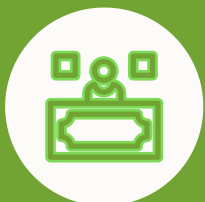
The bootcamp kicked off with an insightful keynote session on the topic **Entrepreneur as an Innovator** where the speaker, **Mr Satish Jha**, an Entrepreneur, Chairman and a CEO shared his experiences of managing and leading complex projects. During the session, he shared his insights on Fundamentals of Entrepreneurship and emphasized on the importance to innovate constantly. The keynote session was followed by another informative session by **Dr. Shalini Singh**, a Professor and an Entrepreneur, with more than 25 years of experience in the field of startups, strategy performance and human resource research. By the end of the session the attendees gained insights about the **importance of market innovation** and developed a basic understanding about analyzing and decoding business models and frameworks. The first day ended with an insightful session with **Mr. Sandeep Taneja**, CFA, as the speaker. He talked about **personal financial management** and highlighted the importance of financial literacy. The interactive session designed by him kept the attendees engaged throughout.

The final day of the bootcamp was stacked with innovative and motivated speakers.

We commenced the final day with a speaker session by **Dr. Hemant Kushwaha**, an Assistant Professor and Coordinator at the Innovation and Incubation cell, JNU. He highlighted the **importance of leadership in entrepreneurship** and the role effective communication skills plays in the same. The last but an engaging session by **Mr. Alok Kedia**, an Entrepreneur, Chairman and a CEO was an insightful experience for the attendees. He discussed the scope of **finance as a professional career** and shared his insights about the skill set which is required for the same.

The attendees truly enjoyed the speaker sessions and were inspired by the ideologies and life experiences of the speakers. The bootcamp was a great learning experience for the attendees as they were able to acquire practical knowledge and were trained for the onset of their professional careers.

180+
#REGISTRATIONS



150+
#ATTENDEES



Event



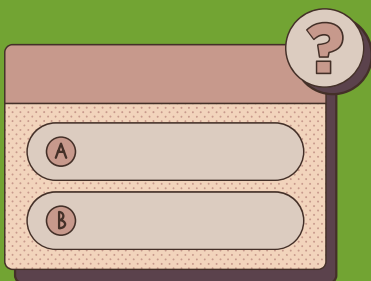
IGNITE180

THINK FORWARD, THINK BEYOND

180DC KMC organized its first successful event, **Ignite 180, a National Level Case Study Competition** which was split in different and exciting rounds. The event witnessed profuse registrations of **320+ students**. On 3rd September, the event was kick offed with a **Preliminary quiz**. Next day i.e., 4th September, an insightful session was organized, where the speaker, Prithvi Sehgal, a Management Consultant at Accenture construed how to crack **guesstimates** and **case studies**. Along with this the top 10 teams who qualified in the first round (quiz) were announced. On 6th of September, the final day of the event took place which included the case study solving and an **interview round** that was assessed by the panel of judges namely Mr. Priyank Ahuja, who is the Product Manager Marketing Strategy Consultant; Ms. Raka Singh who is the founder of Urja Energy and Ms. Barkha Tripathi who the co-founder of the Zero period.

After an enthralling final round, winners of the competition were announced. **Team PC** (Shruti Gupta, Yamini Chetani) **from SRCC** was the winner and **Team Alpha** (Nimish Gupta, Prnay Aneja) **from SSCBS** was the first runner up.

Not only the responses of the contestants was overwhelming but the judges too congratulated the team on organizing it's first ever event with a massive participation and they also awarded the team a score of **9.5/10**.



QUIZ



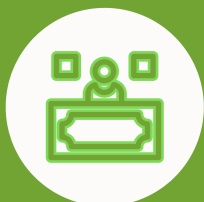
SESSION



CASE STUDY

320+

#REGISTRATIONS



200+

#ATTENDEES



Road Ahead



Our vision is to make 180 DC, KMC a prominent name in the Indian Circuit. We aim to leverage the impact of covid on patterns of entrepreneurship in India to our benefit by onboarding various socially conscious start-ups.

The first step towards the direction of growth would include reintroducing the outreach and client acquisition process and looking forward to **diversifying the fields** we work in. The primary motive of our team will be to explore the field of **startups and for-profit organisations**.

Other than client acquisition, our team will also work towards bringing potential collaborations for our **Annual Event**. This would be a huge level-up in the brand value of the KMC branch of 180DC.

All this while, the team will continue to **network and establish** contacts with various organisations like **CISE and various other consulting organisations** so that we can arrange training and mentorship sessions for our team and even other college students on the topics like design thinking, financial forecasting etc.