

SHRI RAM
CONSULTING AND
RESEARCH CENTRE



SYMPOSIUM

THE ANNUAL REPORT
2024-25



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CORE NOTE

BHAVIK RAINA, PRESIDENT

SRCRC has been more than an institution; it has been a catalyst for growth, learning, and transformation. In a world driven by quick answers, SRCRC reminded me of the value of deep thinking, rigorous analysis, and the courage to challenge the status quo. Every project we undertook, every conversation we shared, reinforced a belief that research backed by purpose, and consulting rooted in empathy, can create lasting impact. We have consistently pushed boundaries, not just to meet expectations, but to redefine them.

As we reflect on the milestones we have achieved, I am excited for the paths we will continue to forge, together as a society, as a team, and as leaders who will drive change in every endeavor we pursue.



KHUSHI KUMARI, VICE PRESIDENT

Serving as the Vice President of SRCRC has been nothing short of a privilege, one that I will always hold close to my heart. I'm filled with gratitude for a journey that has been nothing short of extraordinary. SRCRC is more than just a society, it is a space that shaped me, challenged me, and gave me a community I'll always cherish. From onboarding clients and organizing competitions to building a team I'm so incredibly proud of, this journey has been amazing, both personally and professionally. From being a JC to leading such an incredible team and contributing to impactful projects, it has been a truly fulfilling experience.

To the incoming cabinet, we leave this legacy in your hands with complete faith. May you lead with gratitude, curiosity and most importantly, the same love for SRCRC that has kept it going. There's so much potential waiting to be unlocked, and I'm so excited to see us grow.



NAIMISH DADHEECH, GENERAL SECRETARY

It's hard to put into words what SRCRC has meant to me because it's never been just a line on my résumé or just another college society. It's been long nights of questioning, discussions that sparked something new, and a quiet confidence that grew with every project, every pitch, every person.

In a space that demands structure and sharp thinking, I found something even more special, people who cared. People who wanted to build, not just impress. Who taught me that impact isn't always loud and that research, when done with heart, can move things forward.

SRCRC gave me more than just a role in a consulting and research society. It gave me a voice in rooms I wasn't sure I belonged in, and the courage to back it with substance. It taught me that data tells stories, but only if you're willing to listen deeply.



**If this report captures what we've done,
I hope this note captures how it felt to do it, together.**

MEET THE TEAM

Cabinet 2024-25



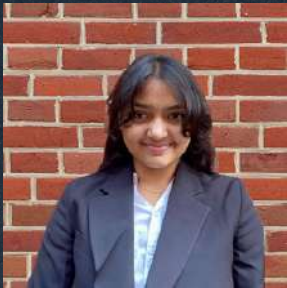
BHAVIK RAINA
President



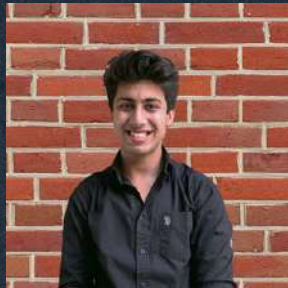
KHUSHI KUMARI
Vice President



NAIMISH DADHEECH
General Secretary



SWARGAM ANUSHKA
Consulting Director



LAKSHAY NARANG
Consulting Director



SARANG V
Research Director



APRATIM TIWARI
Research Director



ARSHIA JAIN
Strategy Development
Director



GURLEEN KAUR
Strategy Development
Director



NILESH PRASAD
Project and
Operational Director



VIJAY PRAKASH
Project and
Operational Director



JAI KHURANA
Outreach Director



ARYAN NANDA
Technical Director



SAANVI MISRI
Editor-in-Chief



ISHIKA VERMA
Anvesh Coordinator



AMAN SINGH
Anvesh Coordinator

MEET THE TEAM

Junior Consultants 2024-25

AAKARSH AGARWAL

ADA ABROL

AKSHAT GUPTA

ANSH SHARMA

ANVI JAIN

ARANYA VEER SINGH

ARCHIT SINGH

ATHARV SHARMA

AYUSH MAURYA

BHAVIKA SHARMA

BHAVYA JINDAL

BHAVYA PANDYA

DEEPANSHU SINGLA

DHRUV UPADHYAY

DHVANI KHANDELWAL

HARSH CHAURASIYA

HIRANYA JAIN

ISHAAN VATS

JHALAK YADAV

KKUSHAGRA JAIN

KRISH BHOLA

KRISH RATHI

KRISHNA JAIN

MANVI

MAYA ONISHI

NIKHIL BAJAJ

NISHTHA PAHARIA

PARAMPARTAP SINGH

MEET THE TEAM

Junior Consultants 2024-25

PARVESH AHUJA

PAVNI SAFAYA

PIYUSH GUPTA

RACHIT AGRAWAL

RASHI AGGARWAL

RIDYAM VERMA

ROHANSH MAHAJAN

SAANVI CHHABRA

SALONI DANGI

SAMRIDDHI VATS

SAMRIDHI GUPTA

SANSKAR MODI

SARVAGYA BATRA

SHAGUN CHAUBEY

SHUBHAM

SIDDHANT JAIN

SIDDHARTH MISHRA

SIYA HEMNANI

TANISHA SAHA

TANVI AGRAWAL

TARANPREET SINGH

VAISHNAVI SINGH

VASU KHANDEKAR

YASH SORATHIYA

YUVIKA SEHGAL



OVERVIEW-SRCRC

The future belongs to those who are willing to question the present, challenge assumptions, and explore the unknown. In times of uncertainty, it is not the strongest who thrive, but those who are most adaptable-those who dare to think differently, act boldly, and transform insight into impact. Research is not just about finding answers; it's about asking better questions. And within those questions lie the seeds of tomorrow's progress.

The Shri Ram Consulting and Research Centre (SRCRC) is a research and consulting organization driven by a group of passionate students at Shri Ram College of Commerce, one of India's most prestigious and historic institutions for Commerce and Economics. Functioning under the aegis of the **Shri Ram Centre for Personal Growth, SRCRC** is guided by an experienced mentor board that supports student leadership and cultivates essential 21st-century competencies.

Our objective is to assist clients in meeting their business goals through **innovative service delivery and strategic insights**, enhancing their competitiveness across diverse market landscapes. SRCRC fosters an intellectually stimulating and hands-on learning environment, offering members exposure through **research-driven projects and pro bono consulting** engagements that build industry understanding, strategic thinking, and valuable professional networks.

This year, the society received over **600 applications, of which only 64 were meticulously selected**, reflecting our commitment to quality and excellence. We are proud to have collaborated with leading organizations such as **UNDP, NTPC, Lenskart, Dabur, BHEL, Bajaj Auto Credit**, and many others. These accomplishments have been made possible under the able leadership of our dynamic core team: **President Bhavik Raina, Vice President Khushi Kumari, and General Secretary Naimish Dadheech**.

Further, we successfully hosted our **flagship annual event "Escapade"**, featuring six distinguished speakers from diverse sectors. The event was complemented by two intellectually stimulating competitions, **Casepresso and Business Propositum** which witnessed enthusiastic nation-wide participation. We also released our annual suite of publications- **Aalekh, along with The Industry Primer, The Casebook, our curated Research Reports**, and the widely circulated newsletter, **Compendium**-each reflecting our society's academic rigour. Our dedicated training vertical, **Anvesh**, also saw exceptional engagement this year, receiving over **120 applications, with 60 candidates shortlisted and 5 successfully inducted as Junior Consultants (JCs)**, marking another milestone in our pursuit of excellence.



MENTOR BOARD

At the Shri Ram Consulting and Research Centre, mentorship has always played a pivotal role in shaping our journey. Over the past year, we had the privilege of being guided by an exceptional group of mentors whose wisdom, encouragement, and insights enriched every step of our experience.

Our mentors for the 2024–25 tenure- **Anindya Longvah**, **Raunak Agrawal**, **Deepshikha Phogat**, **Swati G.**, and **Diksha Mittal**- offered unwavering support and thoughtful guidance, helping us navigate challenges, refine our skills, and grow both individually and as a team. Their mentorship was instrumental in fostering a culture of learning and excellence at SRCRC, and we are deeply grateful for their contributions through the year.

**ANINDYA
LONGVAH**

**TATA GROUP | TAS
OFFICER | IIM-C**



**RAUNAK
AGRAWAL**

**PWC | STRATEGY
CONSULTING**



BCG



**DEEPSHIKA
PHOGAT**

**BARCLAYS | SENIOR
RESEARCH ANALYST |
EY**



BARCLAYS

accenture

**SWATI
GOYAL**

**ACCENTURE | SRCC |
CONSULTING**



**DIKSHA
MITTAL**

**BCG | KNOWLEDGE
SPECIALIST**





LIVE PROJECTS

SYMPOSIUM 2025



ABOUT THE COMPANY

WATSAN (Water and Sanitation Solutions) is a pioneering company dedicated to delivering sustainable, cost-effective water management and purification solutions tailored to both household and community needs. With a strong focus on rural empowerment and environmental sustainability, WATSAN ensures access to clean, potable water through innovative, electricity-free technologies. The mission is to provide innovative, affordable, and sustainable water purification solutions that meet potable water standards, promoting health and dignity in underserved communities.

OBJECTIVES OF THE PROJECT

- To assess water quality, related health issues, and filtration needs in underdeveloped and high-risk areas NCR-Selected areas- Seelampur, Bhalswa Dairy, Kusumpur Pahari.
- To evaluate current water filtration and waste disposal practices in the identified areas through primary research.
- To identify 150+ companies conducting CSR initiatives in the Water, Sanitation, and Hygiene (WASH) sector in NCR.
- To enable WATSAN to tailor its low-cost, electricity-free water purification solutions to real community needs and enhance its outreach through strategic collaborations.

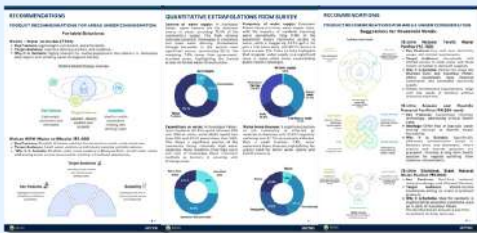
DOMAIN OF THE PROJECT

Market Research | Social Impact Consulting |
Product Strategy | CSR & Sustainability Consulting

METHODOLOGY

- **Area Selection:** Focused on three vulnerable urban settlements-Seelampur, Bhalswa Dairy, and Kusumpur Pahari-identified based on water contamination levels and high population density.
- **Questionnaire Design:** Developed a structured survey blending quantitative scales and qualitative insights to gather information on:
 1. Water sources and availability
 2. Incidence of water-borne diseases
 3. Existing filtration and sanitation practices
 4. Awareness and receptiveness to low-cost solutions
- **Primary Data Collection:** Conducted field research engaging over 300 respondents across the selected areas, ensuring representative sampling.
- **Data Analysis:** Identified recurring challenges, solution gaps, and behavioral patterns through rigorous data evaluation.
- **Strategic Recommendations:** Crafted actionable insights for WATSAN, covering product design, market entry strategies, and CSR partnerships.

OUTCOME AND IMPACT



Project Heads:

Aman Singh
Lakshay Narang

Team Members:

- Archit Singh
- Atharv Sharma
- Bhavya Nilesh Pandya
- Krish Bhola
- Parampartap Singh
- Piyush Gupta
- Sanskar Modi
- Vaishnavi Singh

1. Conducted a comprehensive needs assessment of water filtration challenges in high-risk urban areas
2. Recommended community-specific customizations and new products tailored to local contexts
3. Compiled a database of 150+ CSR initiatives in the WASH sector within NCR to support strategic partnerships and avoid overlap
4. Enabled WATSAN to align its solutions with identified challenges, improving outreach and marketing effectiveness
5. Recommendations set to help WATSAN scale impact by entering untapped segments and becoming a preferred CSR partner in the WASH space



ABOUT THE COMPANY

Lambda Ventures is an emerging venture studio with a mission to redefine how startups are built and scaled. By leveraging a studio-based model, Lambda Ventures provides startups with the resources, mentorship, and funding necessary to thrive from the idea stage. It focuses on empowering early-stage entrepreneurs by offering structured support that bridges the gap between innovation and execution.

OBJECTIVES OF THE PROJECT

- 1.To understand the venture studio ecosystem in developed economies and India.
- 2.To identify major players in the venture studio landscape, including their funding mechanisms, services, and target sectors.
- 3.To analyze investment structures, revenue models, and equity-sharing strategies used by leading studios.
- 4.To assess the type of startups and founders supported by these studios, and the characteristics that define their success.
- 5.To draw comparisons between global and Indian venture studios, highlighting key differentiators and market opportunities for Lambda Ventures

DOMAIN OF THE PROJECT

Sector Focus Strategy | Business Model Innovation | Comparative Analysis | Startup Mentorship | Investment Strategy | Venture Studio Ecosystem

METHODOLOGY

- **Segmentation of Research:**

Divided into two parts- Developed Economies and India.

- **Secondary Research Tools:**

1. Company websites, investment reports, industry articles, and founder interviews.
2. Focused review of high-impact studios: Y Combinator, Antler, Rocket Internet, Blume Ventures Studio, 100X.VC, etc.

- **Key Areas of Analysis:**

1. Services Offered: Mentorship, product development, scaling support, etc.
2. Investment Patterns: Funding range, types of funding (equity, notes).
3. Revenue & Equity Models: Studio earnings and typical equity share.
4. Sector Focus: SaaS, fintech, healthcare, agritech, etc.
5. Startup Profiles: Founding stage, team experience, market traction.

- **Comparative Framework:**

Contrasting developed economy studios with their Indian counterparts to surface opportunities and challenges specific to the Indian startup landscape.

OUTCOME AND IMPACT



Project Heads:

Apratim Tiwari
Nilesh Prasad

Team Members:

- Aakarsh Agarwal
- Dhruv Upadhyay
- Dhvani Khandelwal
- Kkushagra Jain
- Pavni Safaya
- Vasu Khandekar
- Yuvika Sehgal

1. Service Differentiation: Emphasize founder-first frameworks and hands-on co-building in product and market development.
2. Niche Sector Focus: Capitalize on underserved, high-growth sectors like agritech, cleantech, and rural fintech.
3. Hybrid Revenue Models: Explore equity and milestone-based success fees to de-risk investments.
4. Founder Criteria: Identify first-time founders with deep domain expertise and strong problem-market fit.
5. Strategic Positioning: Position Lambda Ventures as a hybrid between VC and startup co-founder for early innovation.

ELEGANT SILVER JEWELLERY



ABOUT THE COMPANY

Elegant Fine Jewellery is a leading player in India's jewellery manufacturing industry, recognized for its intricate craftsmanship, contemporary aesthetics, and large-scale production. With over 10,000 SKUs and 100+ new designs launched monthly, the company caters to both domestic and international markets. Despite a well-defined operational framework and an innovation-driven ethos, Elegant faced key organizational challenges, particularly in workforce efficiency, recruitment, technology adoption, and execution management.

OBJECTIVES OF THE PROJECT

To conduct an end-to-end organizational diagnostic and provide actionable recommendations to:

- Boost workforce productivity and accountability by addressing key performance gaps
- Improve employee retention and enhance engagement among mid-level managers
- Streamline recruitment and onboarding for faster, more effective talent integration
- Promote adoption of modern manufacturing technologies through capability assessment and transition planning
- Resolve order execution inefficiencies and reduce systemic disengagement via workflow optimization and cross-functional alignment.

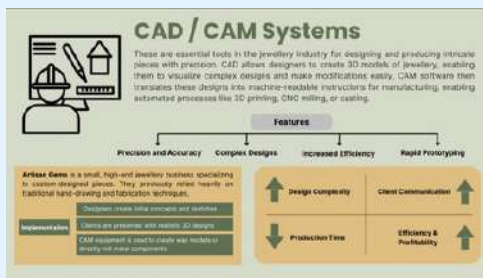
DOMAIN OF THE PROJECT

Human Capital Consulting | Organizational Strategy |
Change Management | Technology Integration

METHODOLOGY

- **Stakeholder Consultations:** Conducted multiple rounds of discussions with leadership to identify operational pain points.
- **Primary Research:** Designed and rolled out a detailed survey across departments; 69 employee responses were collected assessing role satisfaction, compensation perception, growth expectations, and attrition triggers.
- **Qualitative Analysis:** Carried out interviews with managers and staff to explore workplace culture, accountability gaps, and resistance to technology.
- **Data Interpretation:** Mapped tenure trends, performance motivators, and non-monetary benefit expectations; identified core drivers of high turnover and disengagement.
- **Benchmarking:** Studied peer companies like Tanishq, Melorra, and PipaBella to understand industry best practices in technology adoption and workforce engagement.
- **Solution Design:** Proposed strategic interventions in HR, production tracking, recruitment branding, and digital transformation.

OUTCOME AND IMPACT



Project Heads:

Aryan Nanda
Ishika Verma

Team Members:

- Ada Abrol
- Ansh Sharma
- Taranpreet Singh
- Anvi
- Dhruv Upadhyay
- Hiranya Jain
- Kkushagra Jain
- Piyush Gupta
- Shubham Kumar
- Yash Sorathiya

1. Developed an advisory report on workforce retention strategies, including performance-based incentives, growth paths, and non-monetary benefits like training and paid leave
2. Recommended recruitment enhancements through structured onboarding, referral bonuses, and stronger employer branding
3. Proposed adoption of CAD/CAM and 3D printing technologies with training modules to ease adoption and improve precision
4. Suggested engagement initiatives like feedback forums, team-building activities, and manager upskilling programs
5. Delivered a roadmap linking employee satisfaction to operational excellence and strategic outcomes



ABOUT THE COMPANY

Alchemy AI is an emerging startup at the intersection of artificial intelligence and enterprise automation. Leveraging advanced natural language processing (NLP) and machine learning (ML), the company enables businesses to automate and streamline complex, document-heavy workflows.

By transforming unstructured data—such as PDFs, forms, and emails—into actionable insights, Alchemyst AI helps reduce manual effort, improve accuracy, and accelerate decision-making. Its solutions integrate smoothly with existing enterprise systems, offering scalability without disrupting operations.

Serving sectors like finance, logistics, and insurance, Alchemyst AI is helping organizations modernize processes such as compliance, claims, and document processing. With a focus on efficiency, security, and intelligent automation, the company is a key enabler of digital transformation in data-intensive industries.

OBJECTIVES OF THE PROJECT

- To develop a robust go-to-market (GTM) strategy for Alchemyst AI's expansion into the Gulf region.
- To evaluate product-market fit, identify growth opportunities, and benchmark Alchemyst's capabilities against regional competitors.
- To design a scalable lead generation and B2B outreach framework to accelerate client acquisition.

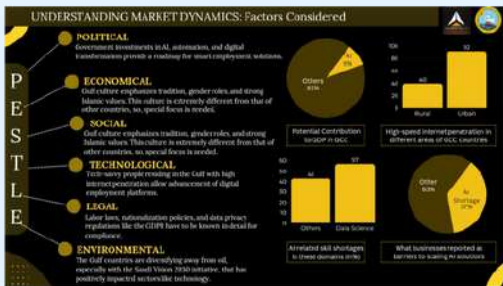
DOMAIN OF THE PROJECT

Go-to-Market Strategy | Market Research |
Business Development | Competitive Benchmarking |
AI Solutions

METHODOLOGY

- **Market Research & Country Analysis:** Conducted in-depth desk research across multiple Gulf countries using government reports, industry publications, and databases to assess AI maturity levels and identify sector-specific adoption trends.
- **Opportunity Mapping:** Analyzed key industry challenges, regulatory landscapes, and evolving demand signals to assess product-market fit and scalability potential across different Gulf markets.
- **Competitor Benchmarking:** Evaluated regional AI players on parameters such as product features, pricing models, go-to-market strategies, and brand positioning to highlight Alchemyst AI's competitive advantages.
- **Lead Generation:** Compiled a focused list of high-potential clients and key decision-makers by leveraging B2B directories, local chambers of commerce, and industry associations.
- **Strategic Roadmapping:** Developed a phased go-to-market (GTM) strategy prioritizing entry into countries based on factors like ease of doing business, AI demand intensity, and infrastructure readiness for seamless tech integration.

OUTCOME AND IMPACT



Project Heads:

Gurleen Kaur
Jai Khurana

Team Members:

- Bhavika Sharma
- Hiranya Jain
- Parvesh Ahuja
- Pavni Safaya
- Rashi Aggarwal
- Sarvagya Batra
- Siya Hemnani
- Tanisha Saha
- Tanvi Agrawal
- Yash Sorathiya

1. Delivered an in-depth market intelligence report covering six Gulf countries.
2. Identified sector-specific entry points and developed a prioritization matrix based on growth and feasibility.
3. Produced a competitor analysis deck that highlighted innovation gaps and value propositions.
4. Provided Alchemyst AI with a B2B-ready lead pipeline and outreach recommendations.
5. Positioned the company for confident market expansion, with actionable insights supporting business development and investor outreach.

BACCA BUCCI



ABOUT THE COMPANY

Bacca Bucci is a fast-growing, youth-centric D2C sneaker brand with a strong digital footprint in India's fashion ecosystem. Known for bold designs, performance-led products, and deep appeal among Gen Z consumers, the brand has cultivated a loyal online customer base. Built on values of individuality, accessibility, and innovation, Bacca Bucci is now steering toward a strategic omnichannel evolution. Aiming to bring immersive, high-touch retail experiences to key Indian markets, the brand has begun charting its offline journey.

In alignment with this vision, Shri Ram Consulting and Research Centre (SRCRC) collaborated with Bacca Bucci to craft a data-driven roadmap for offline expansion-guiding the choice of cities, formats, and consumer strategies for a seamless transition.

OBJECTIVES OF THE PROJECT

The project aimed to gauge consumer appetite for offline sneaker shopping and identify retail formats aligned with Bacca Bucci's audience. Key goals included selecting high-potential cities, evaluating feasibility of retail models, and crafting a targeted marketing approach to attract urban, style-conscious consumers.

DOMAIN OF THE PROJECT

Market Research | Retail Strategy | Go-To-Market |
Brand Marketing | Competitive Intelligence | Financial
Analysis

METHODOLOGY

- **Consumer Research:** A targeted digital survey explored consumer expectations around in-store experiences, personalization, loyalty programs, and exclusive launches. Over 77% of respondents highlighted product availability as a key concern, while 63% expressed interest in in-store perks and rewards.
- **Market Benchmarking:** Secondary research included case studies on D2C brands like Lenskart, Bewakoof, and boAt. Porter's Five Forces was applied to understand competitive dynamics and uncover areas of differentiation.
- **Feasibility & Location Mapping:** Cities were evaluated based on sneaker culture, youth population, and retail readiness. Tier 1 cities like Delhi, Mumbai, and Bangalore were prioritized for flagship stores, while Tier 2 markets like Indore and Surat were earmarked for scalable formats like FOFO and MBO.
- **Financial Assessment:** Each retail model was analyzed for cost-efficiency and ROI potential. COCO was recommended for premium locations, while lean formats such as LOFO were considered ideal for budget-conscious expansion.
- **Strategic Recommendations:** A phased expansion plan was developed with emphasis on immersive experiences, AR integrations, and hyperlocal marketing campaigns.

OUTCOME AND IMPACT



Project Heads:

Jai Khurana
Saarvi Misri

Team Members:

- Ada Abrol
- Anvi Jain
- Bhavika Sharma
- Hiranya Jain
- Piyush Gupta
- Tanvi Agrawal

1. Delivered a phase-wise retail expansion playbook covering flagship, pop-up, and franchise formats.
2. Recommended city-level targeting, inventory models, and operational workflows tailored to market needs.
3. Proposed in-store tech integrations like AR try-ons and QR browsing to enhance customer experience.
4. Designed marketing strategies rooted in community engagement, influencer collaborations, and experiential retail.
5. Equipped Bacca Bucci with actionable insights and a scalable offline model to build deeper brand resonance beyond digital.

PICAPPOOL



Start Pica-Pooling by
clicking on
**CREATE POOLING
& CAB SHARING**



ABOUT THE COMPANY

Picapool is a digital platform transforming urban consumption and commuting through community pooling. By connecting users with shared product needs or travel routes, it promotes collaboration, cost savings, and sustainability. Operating across product pooling and cab sharing, its user-friendly app uses geolocation to streamline experiences.

Winner of the Suzuki Innovation Bootcamp, Picapool is recognized for its disruptive model in the collaborative economy. With a focus on resource optimization and accessibility, it's launching in student-heavy zones- starting with Delhi NCR's Knowledge Park.

OBJECTIVES OF THE PROJECT

- The project sought to understand consumer psychology around pooling models, assess the infrastructural and digital readiness of Knowledge Park.
- Evaluating existing market players, testing financial feasibility, and recommending targeted marketing strategies tailored to Gen Z and millennial lifestyles in Delhi NCR.

DOMAIN OF THE PROJECT

Market Research | Behavioral Analysis | Financial Modeling | Go-to-Market Strategy | Competitive Benchmarking | Digital Product Consulting

METHODOLOGY

- **Area Selection:** Knowledge Park was chosen due to its high student density, mobile-first audience, and vibrant PG ecosystem-making it a prime testbed for pooled consumption models.
- **Questionnaire Design:** A comprehensive survey was crafted to gauge user willingness, preferred categories, price expectations, trust concerns, and interest in app-based sharing.
- **Primary Data Collection:** With over 250 student responses, the survey surfaced actionable insights into product and commuting habits, as well as drivers of engagement such as cashback rewards and social familiarity.
- **Data Analysis:** Survey data was analyzed across behavioral, economic, and digital parameters. Patterns revealed a strong appeal for pooling high-desire, mid-cost items like gadgets and supplements, and an aversion to delayed loyalty benefits.
- **Competitive Landscape:** Analyzed players like UberPool, BlaBlaCar, Zomato, and Blinkit to understand current market gaps, especially around hyperlocal social pooling and community-driven app engagement.

OUTCOME AND IMPACT



Project Heads:

Jai Khurana
Vijay Prakash

Team Members:

- Bhavika Sharma
- Ishaan Vats
- Manvi Dixit
- Nishtha Paharia
- Ridyam Verma
- Saloni Dangi
- Siddharth Mishra
- Siya Hemnani

1. Delivered a localization-based go-to-market roadmap for Picapool's relaunch, tailored to the Gen Z demographic of Knowledge Park.
2. Proposed high-impact engagement strategies including meme-based virality, student ambassador networks, and gamified app features.
3. Recommended an inventory strategy focused on pooling aspirational but cost-sensitive products.
4. Crafted referral and reward mechanisms with a bias towards instant, cash-like incentives to accelerate adoption.
5. Enabled Picapool to differentiate itself through a fusion of social trust, tech-enabled collaboration, and value-based micro-incentives.

THE BELGIAN WAFFLE CO.



ABOUT THE COMPANY

The Belgian Waffle Co. is one of India's fastest-growing Quick Service Restaurant (QSR) brands, renowned for introducing and scaling the on-the-go waffle concept in the country. Since its inception in 2015, the brand has established a wide presence across metro and tier-2 cities, driven by its franchise-based model. Known for its freshly baked, customizable waffles, BWC appeals to urban, youth-centric consumers with a focus on affordability, convenience, and indulgence. Its innovative menu offerings, modern branding, and efficient outlet design have positioned it as a recognizable name in India's dynamic dessert segment.

OBJECTIVES OF THE PROJECT

- To study dessert consumption trends and customer preferences in the Delhi NCR region.
- To assess brand awareness, marketing effectiveness, and loyalty program impact for The Belgian Waffle Co.
- To evaluate the in-store experience, focusing on service quality, hygiene, staff interaction, and ambiance.
- To identify operational and strategic gaps, benchmark against competitors, and propose data-driven recommendations.
- To strengthen BWC's regional presence and customer engagement through actionable insights.

DOMAIN OF THE PROJECT

Consumer Behavior | Market Research | Retail Strategy
| Brand Analysis | Customer Experience

METHODOLOGY

- **Consumer Survey Design & Distribution:** Crafted a detailed questionnaire focusing on brand recall, dessert preferences, frequency of visits, price sensitivity, and marketing awareness. Distributed the survey digitally and in-person across diverse demographics in the Delhi NCR region to ensure comprehensive coverage.
- **In-Store Experience Evaluation:** Conducted field visits to multiple The Belgian Waffle Co. outlets, observing the ordering process, hygiene protocols, staff behavior, waiting times, and store layout. Evaluated the consistency of service delivery across different locations.
- **Competitor Benchmarking:** Analyzed customer experience and branding strategies of key QSR dessert competitors to identify gaps and opportunities for BWC.
- **Qualitative Interviews:** Held informal interactions with store managers and frontline employees to understand operational challenges and customer feedback firsthand.
- **Data Compilation & Thematic Analysis:** Synthesized all primary data (survey + fieldwork) into thematic insights related to consumer behavior, operational gaps, and brand engagement.
- **Insight Generation & Recommendations:** Developed a structured set of strategic and operational recommendations based on the analysis, aligned with BWC's growth goals.

OUTCOME AND IMPACT



Project Head:

Aman Singh

Team Members:

- Atharv Sharma
- Deepanshu Singla
- Dhruv Upadhyay
- Harsh Chaurasiya
- Jhalak Yadav
- Krish Bhola
- Manvi Dixit
- Nishtha Paharia
- Tanisha Saha

1. Gathered robust primary data reflecting real-time consumer sentiment and dessert buying behavior.
2. Identified gaps in brand awareness and marketing effectiveness, leading to targeted suggestions on loyalty programs and combo pack redesign.
3. Offered practical recommendations to improve store experience and operational efficiency.
4. Strengthened SRCRC's consulting profile and delivered tangible value to The Belgian Waffle Co.'s regional strategy.



ABOUT THE COMPANY

Dabur India Ltd., founded in 1884, is a legacy brand that has long been a leader in Ayurveda, health, and natural personal care products across Indian households. Its diverse portfolio spans health supplements, personal care, and food and beverages. Dabur is renowned for delivering Ayurvedic efficacy combined with modern consumer relevance. The oral care segment, particularly Dabur Red Toothpaste, has been a standout in offering natural solutions rooted in tradition.

With over 120 years of legacy and a market presence in more than 120 countries, Dabur has consistently evolved to meet contemporary consumer demands. Dabur's focus on natural ingredients aligns with the growing preference for functional, locally relevant, and sustainable solutions.

OBJECTIVES OF THE PROJECT

The project aimed to evaluate the feasibility of launching a salt-based toothpaste tailored to the Tamil Nadu market. The objectives included:

- Identifying the most suitable salt type for local preferences and oral health benefits.
- Assessing regional consumer behavior, purchasing patterns, and motivations for switching toothpaste brands.
- Developing a strategic roadmap for successful product development, market entry, and targeted communication.

DOMAIN OF THE PROJECT

Market Research | Product Formulation | Regional Strategy Development | Consumer Preferences | Regional Dynamics | Strategic Positioning

METHODOLOGY

• Primary Research:

1. A structured Google Form survey collected 300+ responses from diverse age groups and household roles across Tamil Nadu.
2. Key variables included brand loyalty, switching frequency, flavor preferences, oral health concerns, and familiarity with traditional salts.
3. Notable findings: mothers emerged as primary decision-makers; strong willingness to try new products if health benefits are clearly communicated.

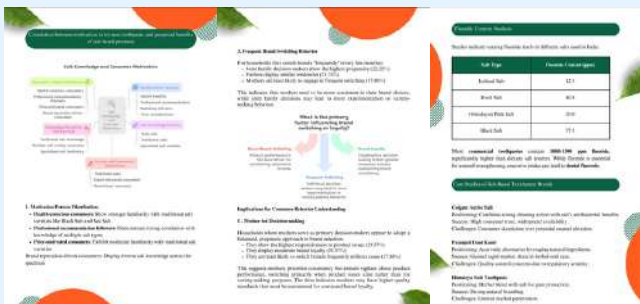
• Secondary Research:

1. Analyzed oral care market trends (national and Tamil Nadu), key competitors (Colgate, Patanjali, Sensodyne, Closeup), and salt types used in oral products.
2. Rameshwaram Salt emerged as a promising ingredient due to its mineral richness, antibacterial properties, sustainable harvesting, and strong cultural relevance in Tamil Nadu.

• Data Analysis:

1. Drew correlations between flavor preferences and dental issues, age-based motivations, and price sensitivity vs. brand switching.
2. Insights informed a segmentation strategy to customize messaging and delivery across consumer groups.

OUTCOME AND IMPACT



Project Heads:

Aman Singh
Vijay Prakash

Team Members:

- Aakarsh Agarwal
- Ada Abrol
- Hiranya Jain
- Krish Rathi
- Rashi Aggarwal
- Ridyam Verma
- Saloni Dangi
- Sanskar Modi
- Tanvi Agrawal

1. Provided Dabur with actionable insights into the Tamil Nadu market for a new salt-based toothpaste
2. Developed a strategy grounded in local cultural relevance, product efficacy, and differentiated pricing
3. Highlighted regional preferences with a focus on health and authenticity to enhance product appeal
4. Enabled successful market penetration by aligning the product with consumer values in Tamil Nadu



ABOUT THE COMPANY

HealthCRAD is a healthcare innovation company focused on bridging medical gaps in rural and underserved India. Its decentralized network of Ordinance and Ordinance Points delivers medical services, supports emergency response, and ensures smooth information flow.

With a vision of healthcare equity, HealthCRAD integrates technology and community-driven solutions to expand access to preventive, primary, and emergency care in Tier 3 and Tier 4 cities. Its core mission: improving medical availability and efficacy across India.

OBJECTIVES OF THE PROJECT

The project aimed to evaluate the systemic challenges hindering healthcare access across India's rural and semi-urban regions. It sought to identify infrastructural, financial, and informational barriers by leveraging multi-source data analysis, including policy reviews and field-level insights. The objective was to generate actionable findings that could inform the strategic design and phased rollout of HealthCRAD's decentralized healthcare ecosystem, ensuring improved accessibility, affordability, and continuity of care for underserved populations.

DOMAIN OF THE PROJECT

Public Health Research | Healthcare Infrastructure
Analysis | Policy Review | Primary Data Collection |
Social Impact Consulting

METHODOLOGY

- **Secondary Research:** Reviewed national healthcare policies, public health reports, and demographic data to classify Tier 3 and Tier 4 cities based on population and access indicators. Assessed the distribution of healthcare facilities, availability of medical staff, and the feasibility of telemedicine as a scalable solution in underserved regions.
- **Primary Research:** In partnership with local NGOs and Rotary Clubs, conducted online and telephonic surveys targeting residents, frontline workers, and healthcare stakeholders. This helped capture localized insights into access challenges, service gaps, and patient experiences.
- **Challenge Identification:** Five key problem areas emerged from the data:
 1. Infrastructure Deficiencies: Limited healthcare facilities, poor diagnostics, and lack of emergency services.
 2. Resource and Staffing Shortages: Inadequate numbers of trained professionals and essential supplies.
 3. Transportation & Accessibility Gaps: Long travel times and poor connectivity to care centers.
 4. Financial Barriers: High treatment costs and limited access to affordable care and insurance.
 5. Low Awareness: Lack of knowledge about preventive healthcare and available public health schemes.

OUTCOME AND IMPACT



Project Heads:

Aman Singh
Anushka Swargam

Team Members:

- Atharv Sharma
- Ishaan Vats
- Parampartap Singh
- Pavni Safaya

1. Identified healthcare blind spots across underserved regions using a blend of secondary mapping and primary feedback.
2. Prioritized the most pressing access challenges using real-world input from affected populations.
3. Delivered strategic guidance for the phased rollout of Ordinants and Ordinance Points across high-need zones.
4. Provided integration models for emergency services, telemedicine, and decentralized support systems to enhance last-mile healthcare delivery.
5. Informed the organization's roadmap to scale its mission in alignment with rural realities and public-private collaboration



ABOUT THE COMPANY

Bharat Heavy Electricals Limited (BHEL) is a Maharatna Public Sector Undertaking (PSU) and one of India's largest engineering and manufacturing enterprises in the energy and infrastructure sectors. Established in 1964, it operates under the Ministry of Heavy Industries, Government of India. BHEL plays a pivotal role in India's self-reliance mission by delivering products and turnkey solutions across thermal, hydro, nuclear, and solar power, as well as in transportation, defense, and power transmission. Its strong R&D foundation and nationwide presence make it a cornerstone of India's industrial growth.

OBJECTIVES OF THE PROJECT

The primary objectives of the project were:

- To critically evaluate and enhance the design, structure, and content of BHEL's Annual Report 2023-24 in line with ICAI's Financial Reporting Excellence parameters.
- To benchmark BHEL's integrated reporting and financial disclosures against top-performing companies such as Infosys, TCS, ITC, and Tata Steel.
- To develop actionable, design-ready recommendations that could strengthen BHEL's visibility and competitiveness for ICAI's Best Financial Reporting Awards.

DOMAIN OF THE PROJECT

Financial Consulting | Integrated Reporting |
Benchmarking & Strategy | Communication Design |
Market Research

METHODOLOGY

- **Diagnostic Review:** Evaluated BHEL's Annual Report using the ICAI framework, focusing on integrated reporting quality, ESG disclosures, stakeholder mapping, and clarity. Identified areas for enhancing transparency and engagement.
- **Benchmarking:** Analyzed leading reports from Infosys, ITC, and Tata Steel to extract best practices in content, design, and narrative, setting benchmarks for user-friendly reporting.
- **Strategic Recommendations:** Suggested improvements, including a hyperlinked table of contents, stakeholder materiality matrix, SDG alignment, and better risk reporting to enhance structure and relevance.
- **Prototype Development:** Created sample design elements like infographic dashboards and redesigned CSR pages to demonstrate how BHEL's report can be more accessible and engaging.
- **Stakeholder-Oriented Refinement:** Refined recommendations based on stakeholder expectations to improve usability and decision-making relevance for investors, regulators, and the public.
- **Alignment with Global Frameworks:** Mapped proposed improvements to global standards such as the Integrated Reporting <IR> Framework, GRI, and SASB to enhance comparability and transparency.

OUTCOME AND IMPACT



1. Delivered a diagnostic report aligning BHEL's disclosures with ICAI's excellence criteria.
2. Compiled a benchmarking compendium of best practices in integrated reporting, ESG, and stakeholder communication.
3. Developed a tailored materiality matrix reflecting BHEL's business priorities and stakeholder needs.
4. Proposed improvements to the Board's Report and Risk Management for better clarity and engagement.
5. Set the stage for transforming BHEL's Annual Report into a transparent, award-competitive document.

Project Heads:

Aryan Nanda
Sarang V

Team Members:

- Ayush Maurya
- Harsh Chaurasiya
- Krish Bhola
- Krish Rathi
- Nikhil Bajaj
- Samridhi Gupta
- Siddharth Mishra
- Taranpreet Singh
- Vaishnavi Singh
- Yash Sorathiya

ZUNO GENERAL INSURANCE



ABOUT THE COMPANY

Zuno General Insurance Company Limited, formerly known as Edelweiss General Insurance Company Limited, is an Indian general insurance company that offers a variety of insurance products. Founded in 2016, the company focuses on providing easy and transparent insurance solutions, with a goal to make the entire process seamless for customers. They offer products like car, health, and home insurance, with a focus on digital and customer-friendly experiences.

OBJECTIVES OF THE PROJECT

- Study international markets to understand bond types, sector applications, and established frameworks.
- Analyze India's regulatory setup, demand patterns, and sector-specific opportunities for surety bonds.
- Map key sectors (e.g., infrastructure, railways, energy, telecom) with potential for surety bond adoption.
- Identify relevant intermediaries and strategic partners to support Zuno's market entry.
- Explore integration with CAR/EAR policies to enhance product offerings and client reach.
- Gather data from target sectors to understand needs, expectations, and entry feasibility.
- Synthesize findings into a comprehensive go-to-market plan for Zuno's surety bond rollout.

DOMAIN OF THE PROJECT

Insurance, Surety Bonds | Regulatory Research | Go-To-Market Strategy | Market Entry

METHODOLOGY

- **Secondary Research:**

Conducted extensive desk research to benchmark global surety bond practices and assess the Indian context. This included analyzing regulatory frameworks, market readiness, and sector-specific opportunities across industries such as construction, railways, aviation, and energy.

- **Primary Research:**

Designed and deployed a structured questionnaire targeting firms across relevant sectors to understand their awareness, adoption potential, and expectations regarding surety bonds.

- **Data Analysis and Visualization:**

Analyzed qualitative and quantitative responses to identify trends, challenges, and industry-specific needs. Key insights were synthesized and presented through visual data representations.

- **GTM Strategy Formulation:**

Developed a customized **Go-To-Market strategy** for each target industry, outlining entry points, client segments, potential partnerships, and integration opportunities with related insurance products.

- **Collaboration With DTU's Consulting Group:**

The Consulting Club of Delhi Technological University (DTU) played an instrumental role in supporting research and strategy development. Their contributions included analyzing the regulatory landscape, co-developing the final Go-To-Market strategy, evaluating integration with CAR/EAR engineering policies, and proposing marketing strategies for Zuno's market entry.

OUTCOME AND IMPACT



Project Head:

Vijay Prakash

Team Members:

- Dhvani Khandelwal
- Parampartap Singh
- Piyush Gupta
- Shubham Kumar
- Vaishnavi Singh

1. Conducted sectoral analysis to identify industries like infrastructure, energy, railways, and urban development as key candidates for surety bond adoption, profiling client types and market trends.
2. Evaluated India's regulatory framework, operational barriers, and institutional readiness to assess market constraints and opportunities.
3. Identified collaborations with brokers, agents, financial institutions, and associations to support Zuno's distribution and underwriting.
4. Designed sector-specific GTM plans aligned with Zuno's brand, operational strengths, and risk appetite, focusing on positioning and outreach strategies.

THE SOUTH ASIAN POLICY INITIATIVE



ABOUT THE COMPANY

The South Asian Policy Initiative (SAPI) is a non-profit policy research organization focused on bridging the gap between youth and real-world policy-making in South Asia. With a network of over 200 student researchers and 5+ active chapters at leading academic institutions in India, SAPI promotes inclusive policy development through evidence-based research, policy dialogue, and civic engagement. The organization works across diverse domains including climate change, governance, social justice, and economic development.

OBJECTIVES OF THE PROJECT

- To establish an operational framework for district-level subsidiaries that can drive democratic reform at the grassroots level through structured voter education programs, community-led civic initiatives, and partnerships with local institutions to foster long-term political awareness and participation.
- To expand the institutional chapter model by designing and implementing standardized systems for governance, recruitment, onboarding, and training. This includes developing leadership pipelines, engagement strategies, and reporting mechanisms to ensure chapter effectiveness and alignment with the organization's broader vision.
- To identify sustainable funding opportunities by conducting a comprehensive assessment of CSR programs, philanthropic grant avenues, and innovative hybrid revenue models.

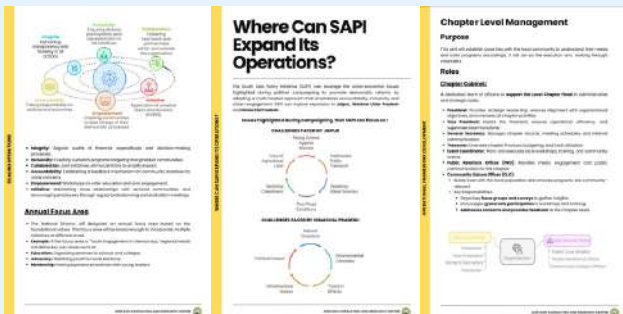
DOMAIN OF THE PROJECT

Organizational Strategy | Policy Consulting | Market Research, Fundraising Strategy | Governance Innovation

METHODOLOGY

- **Subsidiary Development:** A comprehensive multi-tier organizational structure was designed to support the establishment of district-level subsidiaries, with clearly defined roles and operational responsibilities. The model incorporated localized recruitment frameworks and community engagement strategies, including civic workshops, town hall discussions, and collaborations with NGOs to strengthen on-ground impact and regional outreach.
- **Chapter Expansion:** A standardized three-tier management framework-comprising national, regional, and chapter-level governance-was developed to streamline operations and enable scalability. Detailed Standard Operating Procedures (SOPs) were created to guide chapter formation, member engagement, reporting practices, and internal accountability. In addition, structured incentive systems and long-term leadership tracks were introduced to enhance student retention and institutional continuity.
- **Funding Strategy Design:** A targeted funding roadmap was created by mapping potential donors, including CSR initiatives, philanthropic foundations, and academic partnerships. Feasibility assessments were conducted for each funding avenue, followed by the development of outcome-based budgeting models to ensure accountability and impact measurement. Furthermore, the team explored aligned for-profit ventures as part of a hybrid financial model aimed at supporting the organization's long-term sustainability.

OUTCOME AND IMPACT



Project Heads:

Arshia Jain
Lakshay Narang

Team Members:

- Rashi Aggarwal
- Ridyam Verma
- Samridhi Gupta
- Shagun Chaubey
- Siddhant Jain
- Siya Hemnani
- Vaishnavi Singh
- Yash Sorathiya
- Yuvika Sehgal

1. Developed a detailed blueprint for launching local subsidiaries, ensuring operational scalability and impact measurement.
2. Created a standardized model for institutional chapter growth with sustainable training and engagement practices.
3. Proposed diverse and actionable funding models to ensure financial longevity.
4. Empowered SAPI to scale its grassroots democratic engagement and policy education efforts with structure and evidence-backed clarity.

DARYAGANJ



ABOUT THE COMPANY

Daryaganj is a premium Indian restaurant brand that celebrates the timeless and robust flavors of North Indian cuisine, inspired by post-partition Delhi. Founded by the family of Kundan Lal Gujral, credited with inventing Butter Chicken and Dal Makhani, Daryaganj blends age-old Punjabi recipes with a contemporary and memorable dining experience. The brand emphasizes high-quality ingredients, traditional slow cooking techniques, and a nostalgic yet modern ambiance. With a growing presence across major Indian cities, Daryaganj aims to deliver a consistent, heritage-rich experience centered around signature dishes like Butter Chicken and Dal Makhani.

OBJECTIVES OF THE PROJECT

- To understand Gen Z's culinary and dining preferences, especially their tilt towards global cuisines and café culture, and identify strategies to re-engage them with North Indian cuisine.
- To assess the career motivations of hospitality students and chefs, and propose initiatives to position restaurants-especially Daryaganj-as a more compelling career option than hotel chains.
- To devise a comprehensive go-to-market strategy for a new Daryaganj subsidiary in the affordable, quality home food segment.

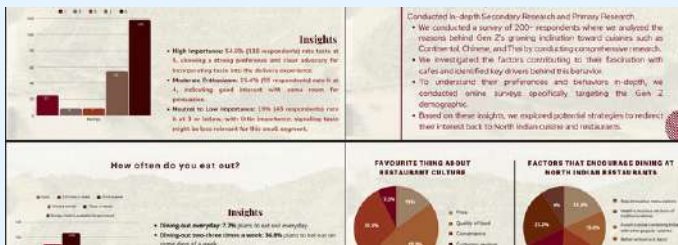
DOMAIN OF THE PROJECT

Food & Beverage Industry | Market Research |
Hospitality Career Development | Go-To-Market
Strategy

METHODOLOGY

- **Secondary and Primary Research:** A comprehensive approach combined secondary and primary research to ensure depth and relevance. Secondary research included literature reviews, analysis of emerging consumer trends, and benchmarking against industry competitors to contextualize findings. This was supported by primary research through structured surveys and in-depth interviews with two key groups: Gen Z-our target demographic-and hospitality management students-our future workforce. These efforts provided insights into both customer preferences and employee expectations.
- **Data Analysis:** Responses were analyzed using both quantitative and qualitative methods. Statistical tools revealed patterns in consumer behavior, while thematic analysis highlighted motivations and expectations from open-ended responses. This dual approach enabled a nuanced understanding of drivers behind engagement, satisfaction, and brand loyalty.
- **Strategic Frameworks:** To translate insights into strategy, we used industry-standard tools. Market segmentation helped classify users by psychographics and behavior. A pricing matrix aligned product value with customer willingness to pay. Distribution strategies identified the most effective touchpoints for outreach and delivery, forming the foundation of a go-to-market plan tailored to Daryaganj's positioning.

OUTCOME AND IMPACT



Project Heads:

Aman Singh
Gurleen Kaur
Lakshay Narang
Jai Khurana
Ishika Verma

Team Members:

- Krish Bhola
- Saanvi Chhabra
- Sanskar Modi

1. Provided Daryaganj with a roadmap to attract and retain Gen Z customers by aligning dining experiences with their preferences.
2. Positioned Daryaganj as a more attractive employer among hospitality students through targeted employer branding and role redefinition strategies.
3. Enabled strategic decision-making for launching a new subsidiary focused on comfort food dining, supporting both brand diversification and growth in a value-driven segment.
4. Strengthened industry-academia collaboration by aligning student career aspirations with evolving roles in the restaurant sector.

ANGEL ONE



ABOUT THE COMPANY

Angel One (formerly Angel Broking) is one of India's foremost full-service retail broking firms. Established in 1996, the company has evolved into a digital-first platform offering stockbroking, investment advisory, portfolio management, and mutual fund distribution. Leveraging AI and machine learning, Angel One provides personalized investment experiences, intuitive tools, and investor education, making capital markets more accessible to retail investors across India.

OBJECTIVES OF THE PROJECT

- To evaluate the strategic feasibility, implementation challenges, and business value of integrating a social community feature within Angel One's trading platform, aimed at boosting user retention, platform engagement, and trade frequency among retail investors.
- To investigate behavioral and psychological drivers behind investing decisions, especially those encouraging dormant users to become active, by leveraging peer validation, community insights, and social learning mechanisms.
- To design a comprehensive roadmap for feature development, including user experience frameworks, regulatory compliance strategies, and data privacy safeguards, aligned with Angel One's broader digital growth and user acquisition goals.

DOMAIN OF THE PROJECT

Product Strategy | Behavioral Research | User Experience Design (UX) | Technology Consulting | Regulatory & Compliance Strategy

METHODOLOGY

- **Phase 1 – Hypothesis Testing:** Conducted secondary research on social investing features in global fintech platforms (e.g., eToro, Robinhood, Zerodha) to understand their impact on user engagement. Supplemented findings with primary interviews from employees of similar platforms to learn about their development process and user response.
- **Phase 2 – User Behavior Analysis:** Deployed surveys targeting over 250 investors across varying profiles and experience levels. Conducted 23 interviews with finance influencers to uncover user motivations, pain points, and expectations from community features. Developed data-driven personas representing modern investors.
- **Phase 3 – Strategic Consolidation:** Formed editorial and technical sub-teams to translate research into a modular feature roadmap. Identified content flows, key performance indicators (KPIs), engagement loops, and data protection guidelines.
- **Compliance Framework:** Ensured recommendations aligned with SEBI regulations. Prioritised user privacy and consent through opt-in mechanisms and anonymised insights. Proposed safeguards to mitigate risk of misuse within the social ecosystem.

OUTCOME AND IMPACT



Project Heads:

Aryan Nanda
Vijay Prakash

Team Members:

- Taranpreet Singh
- Kkushagra Jain
- Samridhi Gupta
- Aakarsh Agarwal
- Siya Hemnani
- Rohansh Mahajan
- Ansh Sharma
- Shagun Chaubey
- Nikhil Bajaj

1. **Market Benchmarking:** Analyzed global social investing leaders to identify top-performing features and engagement drivers.
2. **Behavioral Insights:** Created investor personas to tailor features for diverse user profiles—from novices to active traders.
3. **Product Innovation:** Proposed sentiment-based stock discovery, peer portfolios, and gamified knowledge-sharing modules.
4. **Strategic Alignment:** Delivered a research-backed blueprint to boost Angel One's differentiation and user loyalty.
5. **Compliance Assurance:** Integrated transparency and privacy protocols to ensure ethical, secure, and compliant experiences.

DEXTER VENTURES



ABOUT THE COMPANY

Dexter Ventures is a micro venture capital fund focused on pre-seed and seed-stage startups in India. Evolving from Dexter Angels-an active angel syndicate launched in 2019-it has built a strong portfolio with 30+ direct investments and support to 60+ early-stage companies across sectors. With a focus on technology-led innovation, Dexter takes a founder-first approach, offering consistent, transparent, and hands-on support. Post-investment, it actively drives startup growth through access to networks, mentorship, and strategic guidance-going well beyond financial backing.

OBJECTIVES OF THE PROJECT

- **Understand the B2B Startup Ecosystem:** Analyze the structure, scale, and evolution of the B2B landscape in India, including market sizing and economic contribution.
- **Identify High-Potential B2B Sectors:** Deep dive into seven key B2B verticals-chemicals, food, manufacturing, construction, fashion, pharmaceuticals, and automobiles-to uncover investment potential.
- **Evaluate Government Schemes for MSMEs:** Assess the impact of credit and support initiatives on B2B growth, especially for MSMEs operating in semi-urban and industrial zones.

DOMAIN OF THE PROJECT

Venture Capital | B2B Startups | Market Research | Investment Strategy | MSME Support | Policy Analysis, Sectoral Mapping

METHODOLOGY

- **Secondary Research:** A comprehensive literature review was conducted, drawing from sectoral reports, government publications, startup databases, and international case studies. This enabled a nuanced understanding of the scale, evolution, and key drivers of B2B growth in India across diverse sectors.
- **Sector-Specific Deep Dives:** Each selected industry was examined in detail, with a focus on market size, value chain dynamics, levels of vertical and horizontal integration, financial performance, regulatory landscape, and the competitive ecosystem. Both emerging startups and established multinational corporations were included to offer a holistic view.
- **Policy & Scheme Analysis:** Relevant government schemes and policy frameworks-particularly those targeting MSMEs-were reviewed to assess their role in facilitating B2B enterprise development. This included programs related to credit facilitation, technology adoption, infrastructure support, and export incentives.
- **Startup Landscape Mapping:** An in-depth mapping of the startup ecosystem was carried out, highlighting key players, technological innovations, and prevailing investment trends within each sector. Where relevant, additional data points such as export potential, capital expenditure patterns, and indicators of global competitiveness were incorporated.
- **Challenges & Recommendations:** Sector-specific bottlenecks-ranging from financing gaps and supply chain inefficiencies to regulatory hurdles-were identified. Based on these insights, tailored recommendations were formulated for both investors and policymakers to help unlock growth, reduce friction, and enable sustainable sectoral development.

OUTCOME AND IMPACT



1. A comprehensive B2B research report delivering in-depth insights into the structure and potential of seven key B2B industries in India.
2. Mapped each industry's value chain, key players, and regulatory landscape to inform investment decisions.
3. Identified challenges and capital gaps in the early-stage startup ecosystem, offering actionable recommendations for micro VCs to spot scalable, high-return opportunities.
4. The report positioned Dexter Ventures to invest with sharper strategic focus and also established it as a knowledge partner within the broader investor community

Project Heads:

Apratim Tiwari
Saanvi Misri

Team Members:

- Aakarsh Agarwal
- Hiranya Jain
- Saanvi Chhabra
- Samriddhi Vats
- Siddharth Mishra
- Akshat Gupta
- Bhavya Jindal
- Rohansh Mahajan

BAJAJ AUTO CREDIT



ABOUT THE COMPANY

Bajaj Auto Credit serves as the financial arm of Bajaj Auto, a major player in India's two-wheeler and three-wheeler automotive market. It plays a pivotal role in promoting vehicle ownership by offering accessible and efficient financing options, especially in Tier 2, Tier 3 cities, and rural areas. With a robust digital infrastructure and a customer-centric approach, Bajaj Auto Credit supports a diverse set of consumers—including first-time buyers—through simplified loan processes, fast approvals, and flexible repayment structures. The organization stands at the intersection of financial inclusion and mobility empowerment, enhancing access to vehicles across India.

OBJECTIVES OF THE PROJECT

- To study attrition trends across the NBFC and banking sectors for HR benchmarking.
- To identify high-risk roles and verticals within Bajaj Auto Credit facing the highest employee turnover.
- To analyze geographic disparities in attrition by categorizing companies zone-wise.
- To recommend actionable, data-backed HR strategies to improve retention and workforce stability.
- To align HR planning with business goals through predictive analytics and strategic insights.

DOMAIN OF THE PROJECT

Human Resource Analytics | Strategic Workforce Planning | Industry Benchmarking | Regional Attrition Modeling



METHODOLOGY

- **Data Collection:** Compiled attrition data (FY 2021–2024) from public reports, HR sources, and third-party databases across 7 NBFCs and 3 banks.
- **Role Segmentation:** Categorized exits by four verticals-2W/3W Sales and Collections-to uncover function-specific trends.
- **Geographical Mapping:** Analyzed attrition by North, South, East, and West zones to identify regional retention challenges.
- **Benchmarking:** Normalized attrition rates to spot industry baselines and flag outliers for best practices or concerns.
- **Visualization:** Used charts, heat maps, and dashboards to highlight trends by time, function, and geography.
- **Insight Development:** Delivered strategic HR recommendations for Bajaj Auto Credit on retention and workforce planning

OUTCOME AND IMPACT



1. Identified high-attrition roles and suggested targeted retention strategies in sales and collections.
2. Recommended region-specific HR programs, including vernacular training and localized induction.
3. Flagged seasonal attrition peaks and proposed timely engagement incentives to mitigate exits.
4. Advised setting up a real-time onboarding and exit feedback loop for proactive HR response.
5. Proposed a dynamic HR analytics dashboard for ongoing attrition tracking and predictive staffing.
6. Benchmarked industry best practices to enhance Bajaj Auto Credit's employee value proposition and HR strategy.

Project Heads:

Gurleen Kaur
Lakshay Narang
Nilesh Prasad

Team Members:

- Atharv Sharma
- Ayush Maurya
- Dhruv Upadhyay
- Kkushagra Jain
- Krish Bhola
- Maya Onishi
- Rachit Agrawal
- Rashi Aggarwal
- Samriddhi Vats
- Sarvagya Batra
- Shubham Kumar
- Siddhant Jain
- Siddharth mishra
- Yuvika Sehgal



ABOUT THE COMPANY

Lenskart is one of India's leading eyewear retailers, transforming the optical industry with its tech-enabled, omni-channel model. Founded in 2010, it offers affordable, high-quality eyeglasses, sunglasses, and contact lenses. With a strong digital presence, growing offline footprint, and innovations like AI-powered recommendations, 3D try-ons, and robotic lens manufacturing, Lenskart ensures precision, accessibility, and scale. Its integrated supply chain and customer-first approach continue to redefine how vision care is delivered in India and globally.

OBJECTIVES OF THE PROJECT

- Identify and address quality issues in order dispensing and fitment-such as lens pop-out, improper fitting, and frame misalignment-by analyzing SQCF, QCF, and customer feedback to ensure consistent product performance and satisfaction.
- Standardize PID-wise shape and fitment tracing across vendors and invoices to control manufacturing tolerances and reduce defects through improved sampling, shape tracking, and power-curve alignment.
- Drive improvements through store audits, surveys, and defect triangulation, building a scalable quality framework that minimizes losses, enhances accuracy, and ensures accountability.

DOMAIN OF THE PROJECT

Eyewear, Supply Chain | Quality Strategy | Operations Analytics| Customer Experience | Data Analysis

METHODOLOGY

- **Data Triangulation & Defect Mapping:** Conducted an exhaustive analysis of over 1.5 million rows of quality control data from SQCF (Store Quality Control Feedback) and QCF (Quality Control Failure) logs. Mapped defects PID-wise to identify recurring issues such as lens pop-out, frame-lens incompatibility, and alignment errors. Triangulated this data with customer survey feedback and order-level attributes to build a consolidated view of quality hotspots across the product lifecycle.
- **Root Cause Diagnosis & Process Evaluation:** Linked defect types to specific manufacturing practices, machine calibration parameters, and manual handling stages to identify root causes of systemic failures. Developed a classification framework to tag each issue by component, root cause, and failure stage, enabling targeted diagnosis. Identified critical inefficiencies such as inter-lot tolerance mismatches, shape variability, and vendor-level inconsistencies. Assessed differences between manual and machine-based fitting techniques, and recommended SOP enhancements, retraining, and recalibration initiatives.
- **Operational Integration & Feedback Loop Design:** Executed 50+ store audits across the Delhi NCR region using a standardized toolkit developed during the project to assess last-mile product quality. Designed and deployed a structured customer feedback mechanism to capture post-delivery satisfaction and tie it back to operational processes. Established a closed-loop quality monitoring system that enabled real-time defect detection and informed improvements in PID-level tracking, packaging methods, and inventory management strategies.

OUTCOME AND IMPACT



Project Heads:

Lakshay Narang
Sarang V

Team Members:

- Ansh Sharma
- Archit Singh
- Ayush Maurya
- Saloni Dangi
- Samridhi Gupta
- Siddharth Mishra
- Taranpreet Singh

1. Enabled Lenskart to identify and mitigate root causes of critical QC defects, leading to a measurable reduction in return rates and SQCF complaints.
2. Strengthened Lenskart's data-driven decision-making around lens-frame fitment through actionable diagnostics.
3. Enhanced customer experience by ensuring better product accuracy and comfort, thereby improving brand trust and retention.
4. Created a scalable quality improvement model that can be extended across Lenskart's vast frame and lens inventory.



ABOUT THE COMPANY

NTPC Limited (National Thermal Power Corporation), established in 1975, is India's largest power utility and a Maharatna PSU under the Ministry of Power. It plays a key role in ensuring energy security and supporting economic development through electricity generation from coal, gas, hydro, solar, and wind sources.

Committed to sustainability and innovation, NTPC is expanding its renewable energy portfolio and investing in technologies like green hydrogen and carbon capture. The company also operates in consultancy, power trading, and equipment manufacturing. With efficient operations and a nationwide presence, NTPC continues to drive India's growth.

OBJECTIVES OF THE PROJECT

- To identify and evaluate innovative, cutting-edge technologies that can support NTPC's sustainability and decarbonization goals in alignment with national and global climate targets.
- To explore diverse sources of sustainable funding—both domestic and international—that minimize cost while maximizing environmental and developmental impact.
- To assess strategic partnerships and policy enablers that can accelerate the adoption of green technologies and infrastructure, ensuring scalability, regulatory alignment, and long-term viability of NTPC's clean energy transition.

DOMAIN OF THE PROJECT

Financial Consulting | Integrated Reporting |
Benchmarking & Strategy | Communication Design |
Market Research

METHODOLOGY

• Technology Research & Evaluation:

1. Investigated breakthrough technologies including green hydrogen, AI for energy efficiency, carbon capture solutions, and circular economy models.
2. Assessed feasibility and scalability of global case studies aligned with ESG, SDG, and climate resilience frameworks.
3. Engaged with domain experts, published literature, and policy whitepapers to gather actionable insights.
4. Conducted an impact assessment matrix to prioritize technologies based on practicality and potential ROI.

• Sustainable Finance Analysis:

1. Benchmarked various green financing avenues such as carbon markets, ESG bonds, green credit lines, and public-private partnership models.
2. Evaluated financial sources on parameters like risk, accessibility, incentives, and implementation support.
3. Studied Indian government-backed programs such as the Viability Gap Funding scheme, Renewable Energy Development Fund, and Green Energy Corridor.
4. Consulted with finance professionals and policy institutions for ground-level insights on funding flow and adoption barriers.

OUTCOME AND IMPACT

1. **Strategic Roadmap:** Equipped NTPC with a clear, actionable pathway to integrate advanced, low-carbon technologies into its operations while navigating cost and regulatory constraints.
2. **Funding Synergy:** Enabled the alignment of green financing opportunities with tech adoption plans, creating a financially sustainable model for scaling impact.
3. **Decision-Ready Insights:** Empowered leadership with evidence-based strategies to accelerate NTPC's journey towards becoming a global leader in clean energy innovation.
4. **Long-Term Visioning:** Positioned NTPC to proactively align with national climate goals, SDGs, and evolving ESG mandates in the global energy landscape.

Project Heads:

Aryan Nanda
Gurleen Kaur

Team Members:

- Bhavya Nilesch Pandya
- Ishaan Vats
- Krishna Jain
- Pavni Safaya
- Sarvagya Batra
- Siya Hemnani
- Vasu Khandekar
- Yuvika Sehgal

HEINEKEN



ABOUT THE COMPANY

Heineken is one of the world's most iconic brewing companies, headquartered in Amsterdam, Netherlands. Founded in 1864, the company now operates in over 190 countries, offering a diverse portfolio of more than 300 international, regional, and local beers and ciders. Heineken's flagship lager is globally recognized for its premium quality and distinct branding. In India, the company holds a significant market presence through United Breweries, the maker of the renowned Kingfisher brand. Committed to innovation and sustainability, Heineken actively invests in digital transformation and responsible consumption through initiatives such as the "Brew a Better World" program.

OBJECTIVES OF THE PROJECT

- Design a comprehensive six-month Go-To-Market (GTM) strategy for Amstel Grande to effectively compete with Budweiser Magnum in Goa's premium strong beer segment.
- Optimize Heineken's on-trade channel strategy by identifying high-potential outlets for focused distribution and engagement.
- Craft targeted consumer promotion ideas to enhance brand visibility and drive product trials among the core audience.
- Develop a broader category-building approach to support long-term growth within the premium strong beer segment.

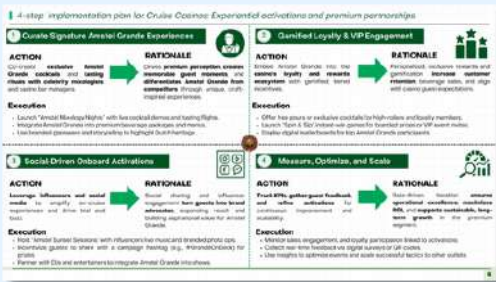
DOMAIN OF THE PROJECT

Go-To-Market strategy, Market Research, Brand and Channel Consulting, and Consumer Promotion Planning

METHODOLOGY

- **Market Research:** Conducted secondary research using tourism data, hospitality reports, reviews, and competitor sites to analyze market trends and seasonal demand in Goa's premium strong beer segment.
- **Competitive Analysis:** Assessed Budweiser Magnum's digital strategy using tools like Meta Ad Library, SEO audits, and social listening to benchmark and uncover whitespace for Amstel Grande.
- **Outlet Segmentation:** Categorized on-trade outlets (e.g., beach shacks, bars, cafés) by consumer alignment, pricing, brand fit, and growth potential, building a tiered priority matrix for activation.
- **Promotional Strategy:** Designed outlet-specific activations combining creative messaging, sampling, influencer tie-ups, and local experiences to boost recall and encourage trials.
- **Brand Growth Strategy:** Proposed long-term initiatives such as festival partnerships, co-branded merchandise, targeted visibility, and consumer education to position premium strong beer as a lifestyle choice.

OUTCOME AND IMPACT



Project Heads:

Bhavik Raina
Khushi Kumari
Naimish Dadheech

Team Members:

- Archit Singh
- Atharv Sharma
- Krish Bhola
- Manvi Dixit
- Nishtha Paharia
- Parampartap Singh
- Sanskar Modi
- Sarvagya Batra
- Shubham Kumar
- Yuvika Sehgal

1. Delivered a focused 6-month Go-To-Market strategy with clear guidelines on outlet targeting, brand positioning, and promotional execution.
2. Designed a suite of innovative, outlet-specific consumer promotion ideas to support brand visibility and encourage product trials.
3. Recommended a cohesive strategy for category development to elevate the perception and appeal of premium strong beers in Goa.
4. Provided Heineken with actionable insights and a strategic roadmap to strengthen Amstel Grande's presence in one of India's most dynamic beer markets, enhancing its competitiveness and consumer resonance.



ABOUT THE COMPANY

The United Nations Development Programme (UNDP) is the global development network of the UN, committed to eradicating poverty, reducing inequality, and promoting sustainable development. In Tamil Nadu, UNDP collaborates closely with the state government, civil society, academic institutions, and the private sector to implement impactful development initiatives. Its efforts are aligned with both the Sustainable Development Goals (SDGs) and the state's developmental priorities. Key focus areas include enhancing livelihoods, building climate resilience, promoting sustainable agriculture, advancing women's empowerment, and supporting governance reforms to ensure inclusive and equitable growth across communities.

OBJECTIVES OF THE PROJECT

- Accelerate Tamil Nadu's progress towards the SDGs using innovative fundraising, specifically the NSE Social Stock Exchange (SSE).
- Evaluate Tamil Nadu's current SDG performance to identify key areas needing attention.
- Analyze the scope and potential of using the NSE SSE for social finance within the state.
- Identify implementation barriers preventing NGOs and social enterprises from effectively utilizing the SSE.

DOMAIN OF THE PROJECT

Market Research | Consulting | Social Finance Financial Consulting | Integrated Reporting | Benchmarking & Strategy | Communication Design | Market Research

METHODOLOGY

- **SDG Performance Analysis:** Conducted macro-level analysis using NITI Aayog's SDG Index and state reports to assess Tamil Nadu's progress and identify key gaps.
- **SSE Analysis:** Studied the NSE Social Stock Exchange's legal framework, instruments (ZCZPs, SIBs, DIBs), and adoption challenges like low awareness, compliance burdens, and impact measurement issues.
- **Alternate Fundraising Models:** Explored innovative methods such as fund pooling, NGO coalitions, and shared service platforms; analyzed investor behavior and mapped the NGO ecosystem in Tamil Nadu.
- **SDG Strengths Identification:** Highlighted SDG areas where Tamil Nadu has shown notable progress.
- **SDG Gaps Identification:** Identified specific goals and targets needing increased focus and intervention.
- **In-depth SSE Study:** Examined the structure, purpose, and potential of the NSE SSE in supporting social finance.
- **SSE Legal Framework Analysis:** Reviewed regulatory provisions and governance mechanisms for SSE operations.

OUTCOME AND IMPACT



1. **Diagnostic Findings:** Tamil Nadu shows strong SDG performance in clean energy, poverty reduction, and urban development, with gaps in gender equality, water management, and employment.
2. **SSE Roadmap:** Developed a guide for NGOs on pre-listing, capacity building, investor engagement, and compliance.
3. **Collaborative Fundraising Models:** Validated NGO coalitions as a way to boost donor trust, cut costs, and enhance fundraising stability.
4. **Final Deliverables:** Produced a 70+ page report covering SDG gaps, investor trends, SSE models, and NGO ecosystem insights.

Project Heads:

Sarang V
Arshia Jain

Team Members:

- Aranya Veer Singh
- Ansh Sharma
- Anvi Jain
- Rashi Aggarwal
- Shagun Chaubey
- Taranpreet Singh



ABOUT THE COMPANY

OkCredit is a prominent Indian B2B platform, widely recognized for its digital ledger (khata book) and simple payment solutions tailored for Micro, Small, and Medium Enterprises (MSMEs). By digitizing traditional bookkeeping, it has empowered millions of small businesses across India to manage their finances more efficiently.

Reaching a strategic inflection point, OkCredit recognized the growing momentum of digital transformation in the MSME sector—fueled further by shifting market dynamics and post-pandemic acceleration. This prompted the company to explore new directions to better support evolving business needs.

OBJECTIVES OF THE PROJECT

- Identify and evaluate potential "white spaces" (untapped market opportunities) across various industries (FMCG, Tech, etc.) for new OkCredit products to achieve Product-Market Fit (PMF).
- Obtain deep, grassroots-level understanding of the specific needs, challenges, and operational realities of MSMEs across diverse sectors and geographical locations in India.
- Inform OkCredit's strategic decision-making and guide the product development roadmap for its new offering targeted at distributors and MSMEs.

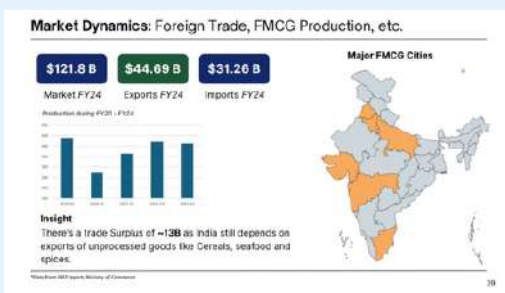
DOMAIN OF THE PROJECT

Policy Research | Impact Assessment | Capacity Building

METHODOLOGY

- Phase 1 - White Space Identification & Industry Analysis: Conducted broad secondary research across industries (FMCG, Tech, etc.) to find unmet needs and potential market opportunities for a new OkCredit product.
- Phase 2 - MSME Deep Dive & Primary Research: Carried out extensive primary research through in-depth interviews with company Directors and CEOs across various sectors to gather firsthand insights on trends, challenges, and opportunities.
- Phase 3 - Pan-India MSME Database Construction: Built a large database (>10,000 MSMEs) covering multiple states and categories (FMCG, Tech, etc.) to analyze grassroots operational realities, pain points, and tech adoption patterns.
- Phase 4 - Sales Automation & Client Acquisition Enablement: Designed and implemented a sales automation system specifically for the new product, coupled with direct engagement (client meetings) to secure initial deals and market traction.
- Efficiently built an initial sales pipeline, secured critical early adopter agreements, providing proof points and case studies. Gathered direct, real-world feedback on the product offering and onboarding process.
- Established initial market traction and demonstrated tangible progress towards commercial viability for the new OkCredit venture.

OUTCOME AND IMPACT



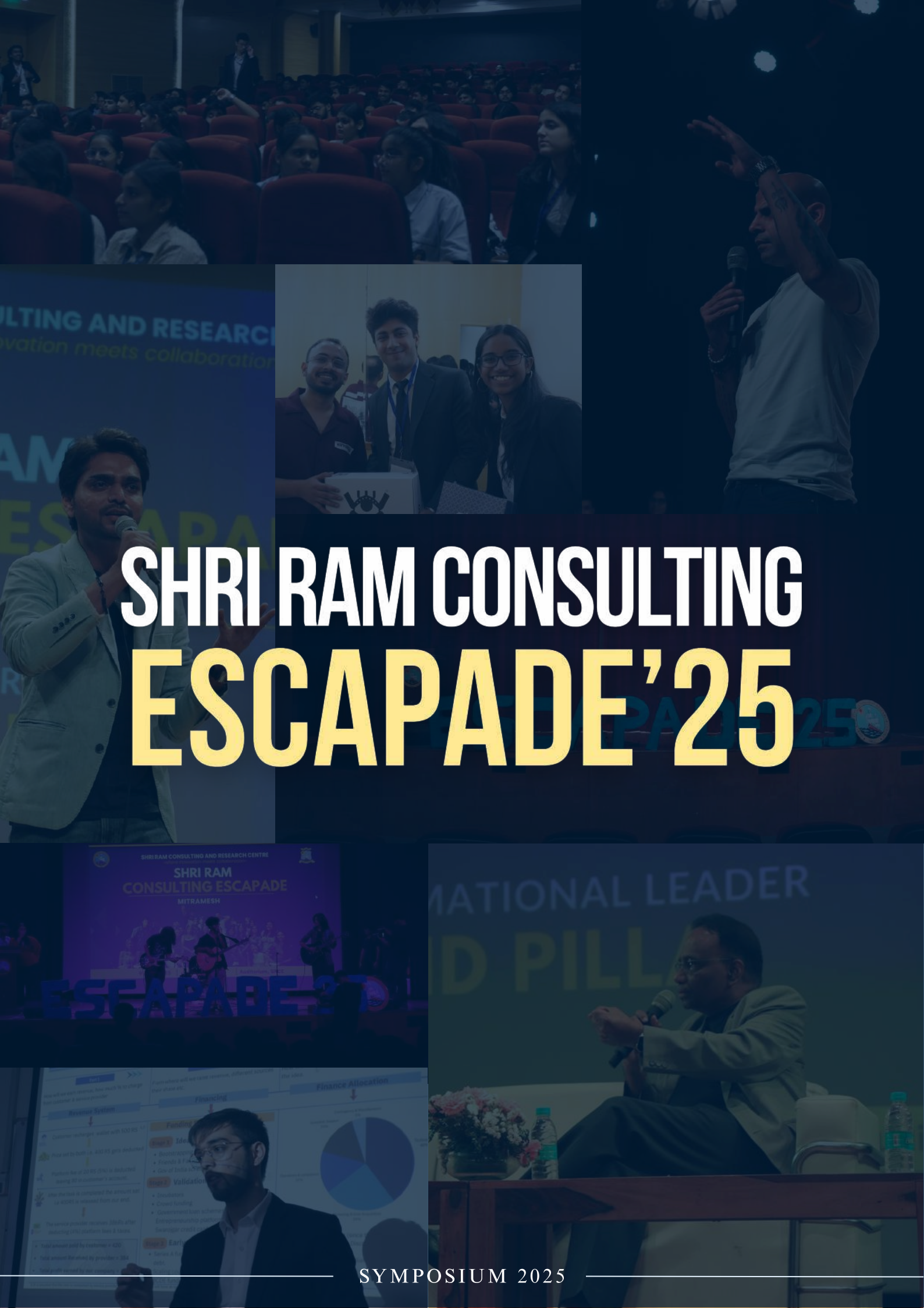
Project Head

Sarang V

Team Members:

- Aranya Veer Singh
- Parampartap Singh
- Rohansh Mahajan
- Taranpreet Singh
- Ansh Sharma
- Samriddhi Vats

1. Strategic White Spaces Identified: Uncovered key market gaps in target industries to guide OkCredit's product development and market entry strategy.
2. Deep MSME Insights: Gained detailed understanding of MSME needs and challenges through primary research and data analysis.
3. Sales Automation System: Built and deployed a system to streamline client acquisition for the new product.
4. Sales Process Enhancement: Created improved sales workflows and processes to boost distributor efficiency.



SHRI RAM CONSULTING ESCAPADE'25

FLAGSHIP ANNUAL EVENT

CONSULTING ESCAPADE'25



OVERVIEW

This year's edition of Escapade, the flagship annual event of the Shri Ram Research and Consulting Centre, was a resounding success-bringing together intellect, insight, and inspiration under one roof. With a vibrant audience of over 600 students, faculty members, and young professionals, Escapade 2025 truly lived up to its reputation as a hub for thought leadership and entrepreneurial spirit.

Day 1 witnessed a stellar lineup of diverse speakers from the worlds of business, academia, and policy, including the distinguished Col Shivender Kanwar, who shared valuable insights on navigating professional challenges and future-forward thinking. Their engaging sessions sparked rich discussions and encouraged critical thinking among attendees.

On Day 2, the energy shifted to high-stakes competition with two dynamic events- Casepresso, our flagship case competition that tested analytical and strategic thinking, and Business Propositum, an innovative business plan contest that showcased bold ideas and market-ready solutions.

The event would not have been possible without the dedicated efforts of the entire SRCRC team and the generous support of our sponsors, including Nescafé, Cello, Careerousity, and Scholar Bridge Education. Together, they helped us transform Escapade into a platform where ideas met execution and learning.

SPONSORS AND KNOWLEDGE PARTNERS

Deloitte.

NESCAFÉ

ARROW
GREENTECH LTD.



Kamla Nagar



Kosh e^x



A blurred background image of a person, likely a speaker, seen from the back and side, holding a microphone. The image is dark and out of focus, serving as a backdrop for the text.

SPEAKER SESSIONS

ESCAPADE'25

SPEAKER SESSIONS



OVERVIEW

Escapade, the flagship annual event of the Shri Ram Consulting and Research Centre, offered a dynamic mix of thought-provoking discussions, motivational storytelling, and engaging performances. The speaker sessions featured a stellar lineup of personalities who brought diverse perspectives and experiences to the stage.

We were honored to host Colonel Shivender Pratap Singh Kanwar, a decorated Special Forces veteran and counter-terrorism expert.

Anand Pillai, a globally renowned leadership coach, took the audience on a transformative journey of personal growth and corporate wisdom.

Love Kaushik, a visionary educator and ed-tech entrepreneur, spoke about reimagining learning through digital innovation.

Dear Sir, one of India's most loved digital educators, shared his journey of making quality education accessible to millions, inspiring students and teachers alike with his authenticity and passion.

On the entertainment front, Kushagra Srivastav brought the house down with his sharp observational comedy, creating waves of laughter and setting a joyful vibe. Sahil Khan mesmerized the audience with his soulful voice and emotive performance, adding a musical high to the evening. Closing the day on an energetic note, MitraMesh rocked the stage with their powerful music and infectious energy, leaving everyone on a high.

INFLUENCERS

COLONEL KANWAR



As part of SRCRC's annual flagship event *Escapade*, we had the privilege of hosting **Colonel Shivender Pratap Singh Kanwar**, a decorated Special Forces officer and founder of Team Global. Drawing from over two decades of military experience, he delivered an inspiring session on leadership, resilience, and purpose.

A former officer of the Indian Army's elite 2 & 7 PARA (Special Forces), Colonel Kanwar now mentors individuals and organizations through his venture, Team Global- a private security provision firm.

He is a noted speaker featured at platforms like TEDx, known for his insights on high-stakes leadership and personal transformation. The session attracted enthusiastic participation from a diverse range of attendees. The interactive Q&A reflected deep curiosity on topics such as decision-making, motivation, and ethics.

The session attracted enthusiastic participation from students, faculty, and alumni. The interactive Q&A reflected deep curiosity on topics such as decision-making, motivation, and ethical leadership, sparking meaningful conversations that extended beyond the session itself. His incredible insights sure left a long lasting impression on the attendees.



Colonel Kanwar's session seamlessly aligned with SRCRC's mission of developing future-ready, socially conscious leaders. His insights offered participants a rare perspective on decision-making beyond the boardroom, encouraging them to prioritize clarity, courage, and conviction in their academic and professional journeys, while also emphasizing the value of discipline and service in shaping impactful careers. His emphasis on a firm belief in the capabilities of oneself provided crucial advice to ambitious young folks seeking to venture out into the real world and explore the vast realm of opportunities available to them at their disposal.

TEACHERS PANEL

LOVE KAUSHIK AND DEAR SIR

As part of SRCRC's annual flagship event *Escapade*, we had the privilege of hosting **Love Kaushik** and **Dear Sir**, two leading figures in the Indian ed-tech space whose journeys have significantly shaped digital learning for millions across the country. Their session shed light on building educational platforms with purpose, sustaining creativity in the digital age, and redefining how learning is delivered to the masses.



Love Kaushik, an educator and entrepreneur, has played a pivotal role in developing high-impact educational content designed to make academic learning both engaging and meaningful. With a strong focus on innovation and learner-centric design, his work reflects a deep understanding of the evolving needs of students in today's fast-paced, digital world. His ventures embody a steadfast commitment to digital-first education, leveraging technology to break down traditional barriers. Students in attendance further got the opportunity to interact with the figures that were instrumental in their journey to SRCC.

Dear Sir, an educational influencer and content creator, began his journey as an accountant with a vision to democratize quality education. What started as a YouTube channel has since become a transformative platform that empowers students across India. His work emphasizes conceptual clarity, motivation, and a learner-friendly approach, inspiring the youth to unlock their full potential. The session witnessed active participation from students, educators, and aspiring content creators. The speakers addressed the challenges of audience engagement, authenticity in education, and the long-term responsibility of being a public educator.



ENTREPRENEUR

ANAND PILLAI



As part of SRCRC's annual flagship event *Escapade*, we had the privilege of hosting **Mr. Anand Pillai**, a globally renowned leadership coach, former Senior Executive Vice President at HCL Technologies, and Managing Director of **Leadership Matters Inc.** Drawing from over three decades of corporate experience, he delivered an engaging and thought-provoking session on adaptive leadership, personal growth, and the importance of culture in today's fast-evolving, changing professional landscape. A visionary entrepreneur, his insights into the professional world proved immeasurably valuable for listeners.

With extensive experience mentoring executives and transforming organizational cultures, Mr. Pillai is widely recognized for his thought leadership in innovation strategy and talent development. He has addressed audiences at global platforms including the World Economic Forum and TEDx, where he continues to inspire leaders with his clarity, insight, and practical wisdom.

Mr. Pillai's session closely aligned with SRCRC's commitment to developing reflective, forward-looking leaders. His emphasis on influence over authority, continuous learning, and value-driven leadership offered attendees a powerful framework for navigating their careers with purpose and authenticity.

The session attracted enthusiastic participation from students, faculty, and young professionals. In particular, the session witnessed large scale participation from students in the fields of commerce and economics from a diverse range of colleges. Mr. Pillai's session closely aligned with SRCRC's commitment to developing reflective, forward-looking leaders. His emphasis on influence over authority, continuous learning, and value-driven leadership offered attendees a powerful framework for navigating their careers with purpose and authenticity.



CULTURAL PERFORMANCES

MITRAMESH, SAHIL KHAN, KUSHAGRA SRIVASTAVA

Escapade '25 was truly a celebration of talent, energy, and unforgettable moments-brought to life by a stellar entertainment lineup that had something for everyone. From the razor-sharp wit of Kushagra Srivastav, whose observational comedy left the audience in splits, to the soulful vocals of Sahil Khan, whose musical performance added a refreshing and emotional rhythm to the day, and the electrifying vibes of MitraMesh, whose high-energy set turned the crowd into a sea of excitement-each act brought a unique flavor to the festival. Together, these performers created an atmosphere of joy, connection, and celebration, ensuring Escapade 25 will be remembered not just for its sessions, but for the spirit of performance that lit up the stage.

Sahil Khan, with his soulful voice and magnetic stage presence, delivered a musical performance that was both soothing and exhilarating. His ability to blend versatility with emotional depth made his act resonate with every listener, offering a perfect melodic interlude to the day's excitement.



MitraMesh, the powerhouse band, turned the energy up several notches with their dynamic performance. With electrifying beats and infectious stage chemistry, they had the audience cheering, dancing, and completely immersed in the moment-closing the entertainment lineup on a high note. 2 bands performed under the helm of Mitramesh, electrifying the audience.

Kushagra Srivastav, a well-known stand-up comedian, lit up Escapade 25 with his signature blend of observational humor and sharp, relatable wit. His performance struck a perfect chord with the audience, sparking waves of laughter and crafting a light-hearted, engaging atmosphere. Serving as an excellent energizer, Kushagra's set seamlessly uplifted the crowd.



A man with a beard and glasses, wearing a light-colored blazer, stands in a modern office setting, pointing with a pen at a presentation board. The board displays a table of 'Annual Income Rates' and a line chart. The background features a large window with a grid pattern and a potted plant. The overall image has a dark blue overlay.

COMPETITIONS

COMPETITIONS

SHRI RAM CASEPRESSO'25



As part of Escapade'25, the Shri Ram Consulting and Research Centre (SRCRC) proudly hosted Shri Ram Casepresso 2025, its flagship annual case competition. Designed to simulate real-world consulting challenges, the event aimed to foster strategic thinking, problem-solving, and cross-disciplinary collaboration among undergraduates.

This year's edition was made possible with the support of our **Principal Knowledge Partner-Deloitte**, and Event Partners- **Arrow Greentech** and **HiveSchool**. Their involvement significantly enhanced the academic and professional value of the competition by contributing domain expertise and real-world perspectives.

The event drew **over 300 teams** from top academic institutions across India. Following a rigorous multi-round screening, ten teams advanced to the finals to present their solutions to a panel of industry experts.

The competition carried a total prize pool of ₹30,000, awarded to the top-performing teams. In addition to the monetary prizes, finalists received thoughtful rewards from our Gifting Partners – Nescafe and EaseMyTrip, whose support helped elevate the experience and provide tangible encouragement to the participants.



The final round of Shri Ram Casepresso was graced by an esteemed panel of judges, whose expertise and experience brought immense value to the competition's culmination.

- Mr. Arun K Rath: Business Development Manager, Arrow Greentech – a senior professional with extensive experience in B2B marketing, sustainability solutions, and international strategic alliances.
- Mr. Dinesh Bachani: Senior Manager, Arrow Greentech – known for driving innovations in sustainable packaging and leading cross-functional product development.
- Mr. Simar Sekhri: Co-founder, HiveSchool – a leading voice in sales education and startup strategy, and a participant on Shark Tank India Season 4.
- Mr. Aman Rudola: Entrepreneur-in-Residence, HiveSchool and Founder, QuestSchool – a changemaker in the education and startup ecosystem, with experience scaling multiple student-led ventures.



COMPETITION FORMAT

The final round consisted of a 7-minute presentation and a 2-minute Q&A session for each team. Evaluation parameters included the depth of analysis, originality of solutions, market feasibility, and clarity of presentation. Teams were encouraged to approach the case not merely as a theoretical exercise, but as a real consulting mandate requiring actionable and sustainable recommendations.

WINNING TEAMS

#1 Cold Brew Consultants – Kirori Mal College

This team proposed a comprehensive market strategy for Avery Pharmaceuticals, combining blockchain-enabled supply chain solutions with rural outreach campaigns, D2C scalability, and regulatory foresight. Their phased rollout plan, backed by robust financial projections, demonstrated both innovation and feasibility.

#2 Acers – Shri Ram College of Commerce

Acers developed a region-sensitive pricing and distribution framework for the oral thin film segment, integrating government partnerships, public health schemes, and influencer-led marketing. Their narrative-driven approach to product personalization and market penetration stood out for its inclusivity and scalability.

#3 Merciless Minds – Shri Ram College of Commerce

Merciless Minds presented a phased go-to-market strategy rooted in CDMO partnerships and licensing agreements. Their proposal emphasized differentiated product positioning, strong financial modeling, and the transition into D2C channels supported by technology and expert networks.



COMPETITIONS

BUSINESS PROPOSITUM'25



Shri Ram Consulting and Research Centre proudly organized a highly competitive Business Plan Competition, which witnessed participation from **over 300 teams** across the country. The event unfolded over three rigorous rounds of evaluation, culminating in the selection of the top 10 finalist teams who competed in an intense and intellectually demanding finale.

This year's edition was made possible by the generous support of our **Principal Knowledge Partner-Cello**. Their invaluable guidance played a key role in shaping this insightful competition, ensuring its success and fostering a culture of excellence. We also extend our heartfelt thanks to **Entrepí** for encouraging our budding entrepreneurs through their engaging gaming gift, which helps instill an entrepreneurial mindset in students.

The competition stood out for its high standards, fostering innovative thinking, strategic clarity, and entrepreneurial insight. It attracted participants from diverse academic backgrounds and institutions, making the shortlisting process both challenging and merit-driven.

With a prize pool of ₹30,000, the competition offered participants not only a platform to showcase their ideas but also valuable feedback from leading professionals, setting a new benchmark for excellence in student-led entrepreneurial events.



ESTEEMED JUDGING PANEL

- Ms. Palak Agarwal- Ms. Palak Agarwal leads digital strategy at PepsiCo as their E-commerce Manager. With expertise in category management, product development, and go-to-market strategy, she has played a vital role in scaling innovative FMCG products.
- Ms. Shreya Gupta- Ms. Shreya Gupta, Consultant at BCG, has built a strong career in consulting and strategy. An alumna of SRCC and XLRI, she brings a unique blend of academic excellence and real-world experience. Her insights on client management and digital transformation added immense value to the judging process, inspiring participants with her sharp analytical approach.



COMPETITION FORMAT

The final round featured a 10-minute presentation followed by a 5-minute Q&A session for each team. Teams were evaluated based on the depth of analysis, originality of solutions, market feasibility, and clarity of presentation. Participants were encouraged to approach the business plan as a real-world consulting mandate, offering actionable and sustainable recommendations.

WINNING TEAMS

#1 Jeevantha

Jeevantha presented a powerful, subscription-based waste management model focused on sustainability and social inclusion. The solution empowers ragpickers by integrating them into the formal workforce, ensuring efficient waste segregation, and establishing a digital marketplace for upcycled products. Their model stood out for its environmental impact and inclusive approach to creating dignified livelihoods.

#2 Rivayat

Rivayat aims to breathe new life into India's rich heritage of terracotta and basketry crafts. The team proposed a platform that directly connects artisans with modern markets through innovative branding, e-commerce channels, and logistics support. By creating these market linkages, Rivayat seeks to ensure the financial sustainability of traditional art forms while preserving cultural identity.

#3 Fly High

The team Fly High introduced a rural entrepreneurship model that enables women to commercialize their traditional pickle-making skills. The idea included structured production processes, cohesive branding, and access to digital marketplaces-providing rural women with an avenue for financial independence while celebrating local culinary heritage.



A woman with long dark hair and glasses, wearing a white t-shirt and blue jeans, stands on the right side of the frame. She is holding a tablet and looking at it. Two men are seated on a wooden bench in front of her. The man on the left is wearing a black turban, glasses, and a light-colored button-down shirt. The man on the right is wearing glasses and a plaid shirt. Both are looking at the tablet. The background consists of a wooden wall and a blue chalkboard. The text 'ANVESH: THE TRAINING CENTRE' is overlaid in large, bold, yellow capital letters.

ANVESH: THE TRAINING CENTRE

ANVESH

Anvesh: The Training Centre is the flagship initiative of the Shri Ram Consulting and Research Centre (SRCRC), designed exclusively for first-year students at Shri Ram College of Commerce who are eager to explore the fields of research and consulting. The program serves as an entry point for students to gain hands-on exposure to essential tools, methodologies, and strategic frameworks necessary to thrive in the professional world.

Participants are introduced to a wide range of foundational concepts through curated speaker sessions and interactive workshops. These sessions cover key areas such as consulting frameworks, guesstimates, research methodologies, data-analytics, and case-solving techniques, delivered by experienced mentors and industry professionals.



120+ APPLICATIONS

60 SELECTED AS
ANVESH
MEMBERS

5 RECRUITED
IN SRCRC

To enhance technical proficiency, students also undergo training in advanced Excel, equipping them with vital data analysis and manipulation skills. Complementing these are sessions on research methodology, which focus on effective techniques for data collection, interpretation, and evidence-based analysis.

Anvesh places a strong emphasis on collaborative learning, incorporating activities like **deck creation, structured case discussions, and strategy formulation**. Participants work in teams to **solve real-world business problems, engage in mock client presentations, and receive personalised feedback** to refine their skills.

The initiative not only builds analytical thinking, business communication, and teamwork, but also fosters leadership, initiative, and a solutions-oriented mindset. Outstanding participants are offered the **opportunity to join SRCRC as Junior Consultants, contributing to live projects with renowned organizations such as the World Bank, Lenskart, NTPC, BHEL, and many more**. Through Anvesh, SRCRC continues to empower aspiring consultants and researchers by nurturing practical competencies, professional acumen, and a culture of impactful learning.



As a core pillar of the Anvesh training program, speaker sessions play a vital role in exposing students to the real-world expectations and experiences of professionals in consulting, strategy, and finance. These sessions offer a rare opportunity for first-year students to **interact directly with industry experts** and understand the practical nuances of career paths they aspire to pursue.

These sessions provided invaluable exposure to **industry insights**, enhanced **students' understanding of the recruitment landscape**, and clarified the expectations of top-tier firms. Attendees were able to **gain strategic advice on profile building, learn from the career trajectories of accomplished professionals**, and **ask direct questions about navigating the early years of their careers**.

Mr. Kashish Sodhi – Introduction to Consulting & Interview Preparation

Project Leader, Bain & Company

Mr. Sodhi's session served as an ideal starting point for students new to the world of consulting, offering a foundational understanding of the industry, its structure, and what it truly means to be a consultant. Beginning from the very basics, he broke down the consulting value chain, types of consulting firms, and the nature of client engagements, helping students build clarity around what consulting involves on a day-to-day basis.



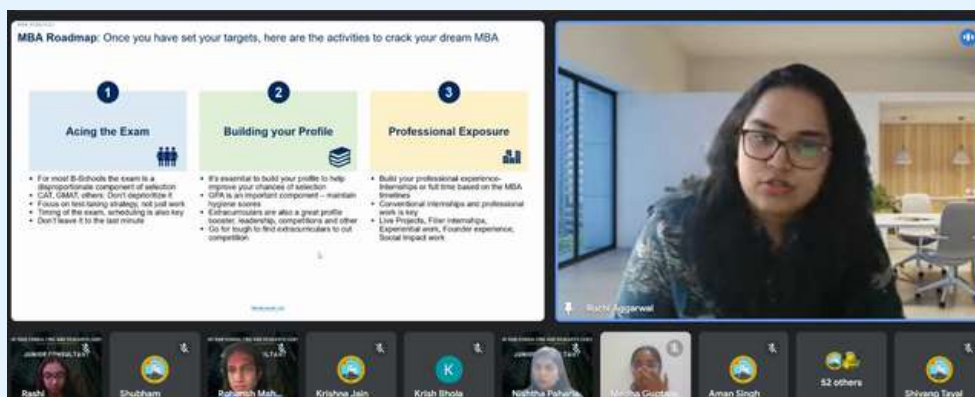
He then transitioned into interview preparation essentials, introducing the concepts of case interviews, guesstimates, and structured thinking. His session was particularly impactful for first-year students, as it helped them develop a strong base to explore consulting further, with clear guidance on how to prepare, what to focus on, and how to navigate the journey from college to consulting.

Ms. Ruchi Aggarwal – Internships, Profile Building & MBA Strategy

Ex-McKinsey Consultant / Founder, MentoResult

Ms. Aggarwal delivered a highly impactful session that combined short-term guidance with long-term career planning. She emphasized how first-year students can leverage internships, academic performance, and research-oriented roles to build a strong foundation for careers in consulting and for top MBA programs.

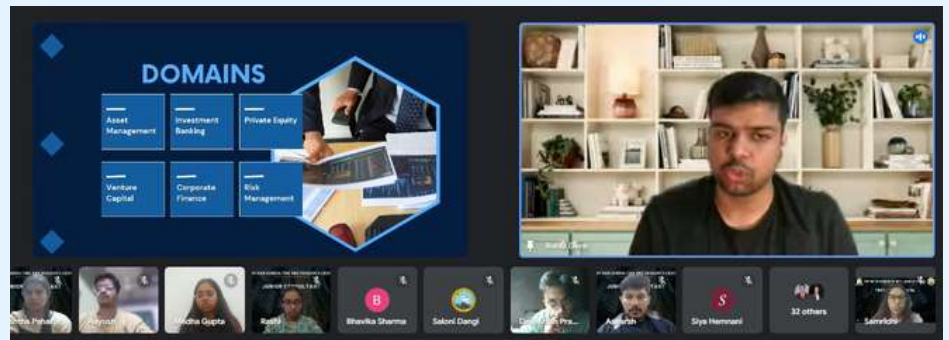
Drawing from her own journey at McKinsey and her work at MentoResult, she offered clarity on when and how to pursue an MBA, how to align one's undergraduate experiences with post-grad goals, and the role of structured thinking, leadership, and problem-solving in standing out. By connecting consulting, research, and MBA preparation into a single narrative, Ms. Aggarwal helped students visualize their next few years with strategic intent and purpose.



Mr. Rahul Gera – Exploring Careers in Private Equity

SRCC Alumnus / MBA, IIM Bangalore / Ex-Private Equity, J.P. Morgan

Mr. Rahul Gera, an SRCC alumnus and MBA graduate from IIM Bangalore, delivered an engaging session on building a career in private equity. Having previously worked in the private equity division at J.P. Morgan,



he shared his journey from undergraduate studies in commerce to working in high-stakes finance, offering students a clear perspective on the skills and steps needed to enter the field.

Mr. Gera explained the structure of private equity firms, the investment lifecycle, and the role of analysts and associates in deal-making. He emphasized critical skills such as financial modeling, market analysis, and due diligence, while also sharing practical tips on leveraging internships, networking, and structured preparation to break into the industry. He provided a realistic view of the private equity landscape—highlighting both the intellectual rigour and the fast-paced nature of the work. By drawing on his own experiences and career pivots, he encouraged students to remain curious, build strong fundamentals, and keep an open mind when exploring roles within the broader finance ecosystem.

Mr. Pulkit Aggarwala – Opportunities in Consulting and Profile Building

Founder, Kawloon Consulting / Hedge Fund Manager, Trust Investments

Mr. Pulkit Aggarwala, Founder of Kawloon Consulting and Hedge Fund Manager at Trust Investments, delivered a highly engaging session on opportunities in consulting and the art of profile building. Drawing from his experience across consulting and asset management, he provided students with valuable insights into navigating competitive career paths.

He broke down the consulting landscape, highlighting different types of firms, key skills required, and how students can position themselves effectively. Mr. Aggarwala also shared practical tips on building a strong profile through impactful experiences, networking, and thoughtful career planning. The session offered clear, actionable guidance for students aiming to pursue careers in consulting and strategy-focused roles.



Ms. Kajal Aggarwal – Navigating Careers in Finance

SRCC Alumna | CFA Level II Cleared | Management Consultant, Accenture Strategy



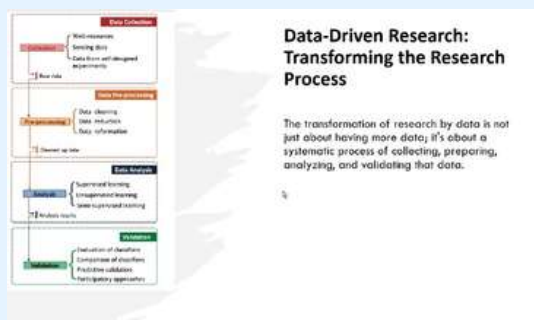
Ms. Kajal Aggarwal, an SRCC alumna and CFA Level II candidate, delivered an insightful session on navigating careers in finance. Drawing from her experience as a Consultant at Accenture Strategy, she provided valuable perspectives on the different paths within the finance industry, including investment banking, equity research, corporate finance, and risk advisory.

She discussed the specific responsibilities, hierarchies, and day-to-day tasks associated with each role, helping students better understand the diverse opportunities within the finance sector. Ms. Aggarwal emphasized the importance of aligning one's interests, strengths, and long-term goals when choosing a career in finance, offering practical advice on how to make informed decisions in a competitive industry. She also shared how her consulting background enhanced her understanding of finance, showing how analytical expertise can add value in strategy-focused roles. Her session was particularly helpful for students who were seeking clarity on the various career options in finance and how to strategically approach their career development.

Mr. Aditya Chhabra – Transforming Research with Data

Research Consultant at World Bank

Mr. Aditya Chhabra, a Research Consultant at the World Bank, conducted an engaging session on how students can enhance their research by integrating data analysis. Drawing from his extensive experience, he emphasized the growing importance of both quantitative and qualitative data in academic research. He provided practical insights into gathering, analyzing, and presenting data, offering strategies to manage large datasets effectively.



Mr. Chhabra also introduced various tools and platforms available to students for data analysis, helping them navigate the technical aspects of research. In addition to the analytical side, he stressed the importance of clear communication in presenting findings. His session was valuable for students aiming to elevate their research by incorporating data-driven insights, equipping them with the tools and skills needed to improve the quality and impact of their academic work.



MENTORSHIP SESSIONS

SYMPOSIUM 2025

Speaker Session by Mr. Anindya Longvah – Career Development and Pathways

Mentor, SRCRC Advisory Board | TAS Officer | IIM C Graduate



**ANINDYA
LONGVAH**



His session further highlighted the necessity of maintaining a diverse skillset owing to the highly-competitive and ever changing nature of the contemporary job markets. His emphasis on diversity encouraged attendees to explore new avenues vis-a-vis their career.

Mr. Longvah provided a well-rounded perspective on key decisions students face, such as the choice between direct placements and pursuing an MBA. He shared practical advice on how to build an impactful resume, emphasizing the importance of showcasing relevant skills, experiences, and achievements. He also guided students on making informed decisions based on their long-term career goals.

This session helped students gain a clearer perspective on personal development, career trajectories, and building a strong foundation for their future professional lives.

SRCRC hosted an enriching session with Mr. Anindya Longvah, a mentor on the SRCRC Advisory Board, and an esteemed officer in the Tata Administrative Services (TAS), who shared invaluable insights on career development and personal growth. With his experience in one of the country's top corporate roles and as an IIM Calcutta graduate, Mr. Longvah guided students through various aspects of career progression post-graduation. During the session, he discussed multiple career paths available after graduation, helping students understand their options in industries like consulting, management, and business. He also emphasized the importance of both hard and soft skills in shaping successful careers, highlighting technical expertise and interpersonal communication as essential for growth.



Power BI Masterclass by Mr. Mayank Mathur

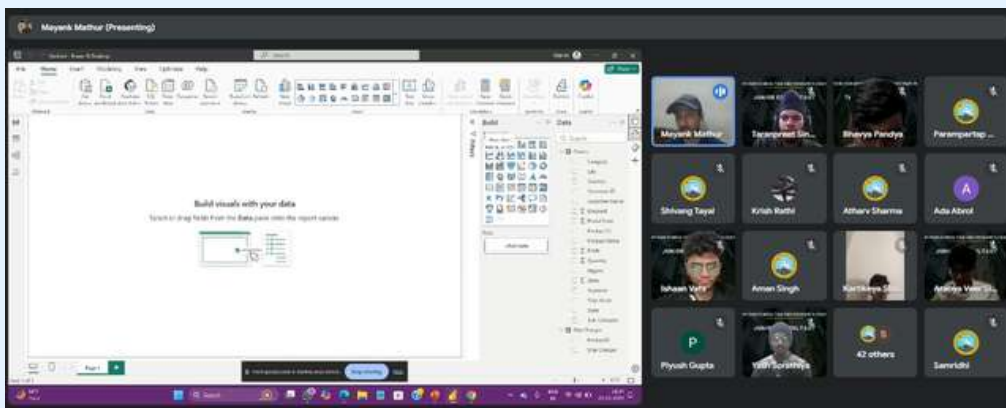
Backend Developer, Accenture

SRCRC organized two engaging sessions on Power BI, led by Mr. Mayank Mathur, a seasoned Backend Developer at Accenture. These sessions were aimed at providing students with the essential skills needed for data visualization and data analysis using Power BI, a powerful tool increasingly sought after in the fields of consulting and business intelligence.



In the first session, Mr. Mathur introduced the basics of Power BI, focusing on its user-friendly interface, data manipulation, and essential features for working with data. Students learned how to import and transform data to create meaningful visualizations.

The second session delved into more advanced Power BI features, such as building interactive dashboards, performing data modeling, and optimizing reports. Mr. Mathur also guided students in integrating multiple data sources to create comprehensive, actionable insights.



The hands-on nature of the sessions allowed students to work with real-world data, providing them with practical experience in transforming raw information into valuable business insights. Mr. Mathur highlighted the growing significance of Power BI in various industries, especially in consulting and business intelligence roles, underscoring its importance in data-driven decision-making.

By the end of the sessions, members were equipped with a solid foundation in Power BI, empowering them to enhance their data analysis and visualization skills.

Consulting Session by Mr. Raunak Aggarwal – Navigating the World of Consulting

Mentor, SRCRC Advisory Board | Strategy Consultant at PwC | SRCC Alumnus

SRCRC had the privilege of hosting Mr. Raunak Aggarwal, an SRCC alumnus and Strategy Consultant at PwC, for a comprehensive session on the consulting industry. As a mentor on the SRCRC Advisory Board, Mr. Aggarwal provided students with valuable insights into the consulting field.

Mr. Aggarwal began by explaining the different branches of consulting—strategy, management, and operations—and shared how each plays a distinct role in solving complex business challenges. He offered a behind-the-scenes look at a consultant's day-to-day work, highlighting responsibilities such as conducting deep research, developing data-driven insights, and collaborating with clients to execute strategic solutions. His insights demystified the profession and helped students envision their potential futures in the consulting world. He also stressed the importance of adaptability, continuous learning, and building strong networks for long-term success.



**RAUNAK
AGRAWAL**



The session also focused on the core skills required to thrive in consulting, including critical thinking, structured problem-solving, effective communication, and the ability to work in high-performing teams. Mr. Aggarwal emphasized that success in consulting demands both technical knowledge and strong interpersonal capabilities. His real-world examples and career advice gave students practical guidance on how to break into and grow within the consulting industry. For many attendees, the session served as a roadmap—providing clarity, direction, and motivation for pursuing careers in this fast-paced, impact-driven field.





PUBLICATIONS

CASEBOOK

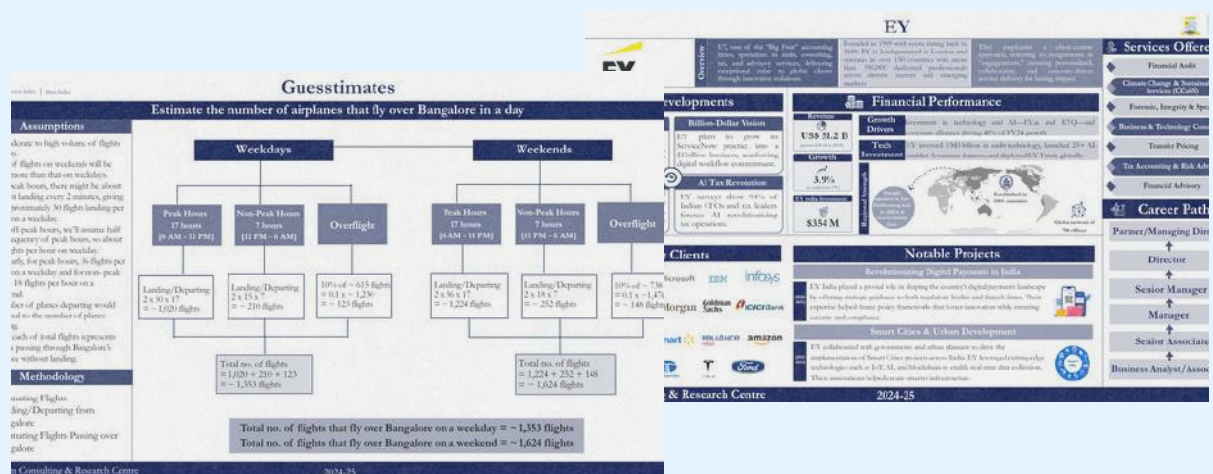
Shri Ram Consulting and Research Centre (SRCRC), a consulting and research organisation of Shri Ram College of Commerce, has always strived to offer innovative and practical consulting solutions to real-world businesses on a pro bono basis. Taking a significant step forward in this journey, SRCRC has launched its Casebook a comprehensive and insightful resource crafted to support aspiring consultants, students, and professionals alike. This Casebook encapsulates the team's collective efforts in research, analysis, and problem-solving, and serves as a reflection of SRCRC's dedication to experiential learning and knowledge sharing.

Covering a diverse range of topics across Finance, Marketing, and Economics, the Casebook provides readers with a holistic understanding of the consulting domain. It includes detailed consulting frameworks that offer structured approaches to solving business challenges, as well as "Know Your Company" sections that present deep insights into various organizations.

Along with interview transcripts that capture real-world perspectives from industry professionals. Additionally, the inclusion of guesstimates and case studies gives readers a hands-on approach to applying their knowledge and sharpening their problem-solving skills.

This publication marks a significant academic and professional contribution, aiming to equip readers with both foundational and advanced tools essential for navigating the consulting world. With this Casebook, SRCRC reaffirms its commitment to fostering analytical thinking, practical expertise, and impactful learning within the student community and beyond.

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RESEARCH REPORT-I

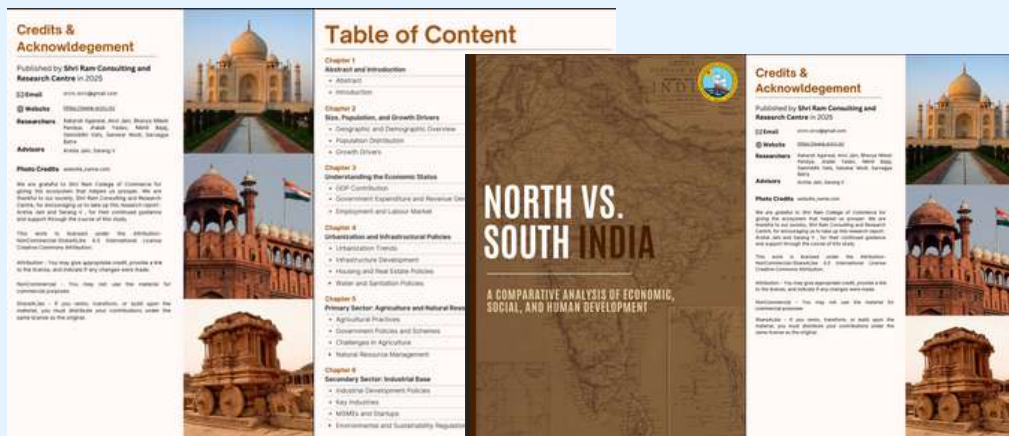
SECTORAL ANALYSIS OF NORTHERN AND SOUTHERN INDIAN STATES

The Shri Ram Consulting and Research Centre (SRCRC) made significant strides in its research capabilities this year through our comprehensive "Comparative Policy Study: A Sectoral Analysis of Northern and Southern Indian States." This landmark publication examines the divergent developmental trajectories across India's regions, analyzing how variations in governance models, institutional frameworks, and policy priorities have produced notably different economic and social outcomes. The research reflects SRCRC's commitment to producing nuanced analyses of India's complex regional dynamics, with particular focus on understanding the structural factors behind the comparative success of Southern states in human development indicators.

Our research methodology involved extensive analysis across eight critical policy domains—agriculture, industry, IT and services, infrastructure, urban development, education, healthcare, and state finance.

The findings revealed significant insights into regional development patterns, documenting the Southern states' relative advantages in digital governance, urban infrastructure development, and human capital formation, while identifying structural challenges in several Northern states related to demographic pressures, institutional capacity, and implementation mechanisms. Beyond simply documenting disparities, our research successfully identified transferable best practices, institutional innovations, and promising models of state capacity building that offer valuable lessons for lagging regions.

This research initiative culminates in a set of actionable policy recommendations designed to promote more balanced regional development through context-sensitive governance approaches, enhanced data utilization, and stronger cooperative federalism mechanisms. The report seeks to make a tangible impact by providing an in-depth and tangible analysis.



RESEARCH REPORT-II

UNDERSTANDING THE LIVES AND LABOR OF GIG WORKERS

The Shri Ram Consulting and Research Centre (SRCRC) has significantly expanded its research portfolio this year with the completion of a comprehensive study on India's burgeoning gig economy, titled "The Gig Economy in India: Challenges, Trends, and Policy Recommendations." This ambitious research initiative analyzed the multifaceted dimensions of platform-based work in the Indian context, examining its growth drivers, regulatory frameworks, and implications for workers and the broader labor market.

The research methodology employed a robust mixed-methods approach combining extensive secondary analysis with original primary research. Our team conducted a detailed survey of 50 delivery gig workers across various regions of Delhi, focusing on major platforms including Zomato, Swiggy, Blinkit, Uber, and Ola. This primary data collection captured critical insights on working conditions, earnings patterns, access to benefits, platform relations, and legal awareness among gig workers.

The research findings revealed significant challenges facing India's gig workers, including income volatility, limited social protection coverage, algorithmic management issues, and lack of collective representation mechanisms. Through comparative analysis with international approaches and detailed examination of the Indian context, the report identified critical gaps in the current regulatory framework while acknowledging the sector's importance for job creation. The project culminated in a detailed set of policy recommendations addressing social security frameworks, earnings standards.

The project enhanced our research team's skills in survey methodology, data analysis, and policy formulation while strengthening our connections with industry stakeholders, government representatives, and academic partners. The final report has been distributed to relevant government departments, industry associations, and civil society organizations, establishing SRCRC as a thoughtful voice in discussions about the future of work in India.



PRIMER

As part of our mission to democratize knowledge and foster industry-ready insights, Shri Ram Consulting and Research Centre (SRCRC) launched a flagship research initiative-The Industry Primer Series. This ambitious project involved the creation of comprehensive, data-driven reports on over 10 high-impact sectors including FMCG, Automobiles, Banking, Healthcare, Aviation, Real Estate, E-commerce, and several others that form the backbone of the Indian and global economies.

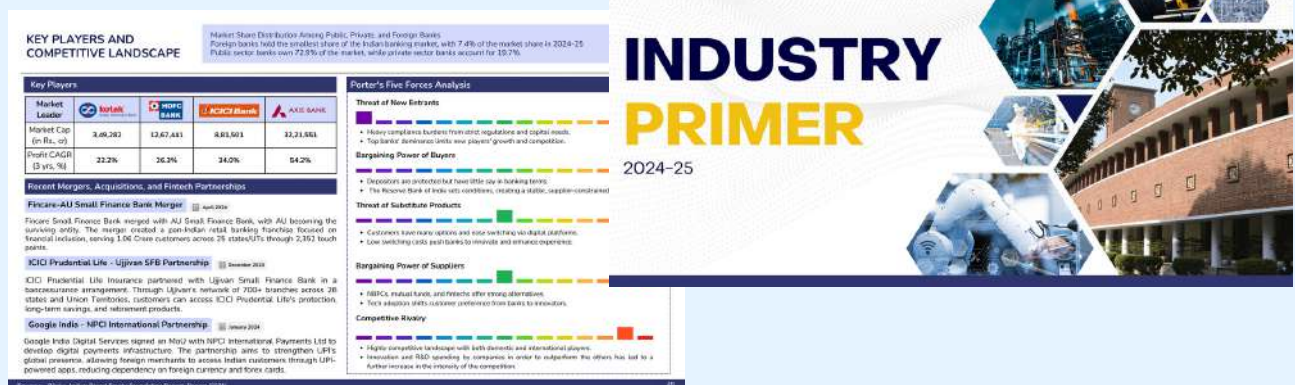
Conceived as a one-stop resource for students, researchers, policy professionals, and industry stakeholders, each sectoral primer offers an in-depth overview of the market's evolution, performance metrics, structural challenges, and innovation potential. These reports are the result of meticulous research, combining macro-level trends with micro-level insights, grounded in a robust mix of industry reports, regulatory briefs, company disclosures, consumer behavior data, and academic literature.

The primers cover a wide spectrum of analytical dimensions- market trends and historical growth rates, key investment drivers, government policy interventions.

For instance, the Automobile Primer highlights India's EV push and sustainability focus, while the Aviation Primer details fleet expansion and public-private airport partnerships. Healthcare, Banking, and FMCG reports unpack innovations in digital health, fintech adoption, and rural consumption patterns- each reflecting the sector's unique transformation levers.

Through well-researched insights, case studies, and data-backed analysis, the primer offers a comprehensive view of the sector's current dynamics and future trajectory.

By equipping readers with a nuanced understanding of each sector, the Primer Series not only deepens domain-specific knowledge but also fosters critical thinking, policy awareness, and application-based learning. It is a testament to SRCRC's commitment to academic excellence and its role as a platform for thought leadership in the fields of business, consulting, and research.



ALEKH

"Alekh" marks the second edition of The Shri Ram Research Journal, an initiative by the Shri Ram Consulting and Research Centre (SRCRC) at Shri Ram College of Commerce (SRCC). As a platform for fostering research, innovation, and intellectual dialogue, this inaugural edition showcases the academic rigor and diverse interests of the SRCC community.

Structured formally, the journal begins with messages from college leadership and the editorial board, followed by a table of contents listing 25 articles, the main research section, and editorial acknowledgments. Professionally presented, it features consistent formatting and relevant visuals suitable for an academic publication.

The journal's strength lies in its interdisciplinary scope, with articles spanning:

Business and Consulting: Analyzing consumer behavior in sectors like fashion and counterfeit goods, market segmentation, pricing strategies, and niche industries such as aviation and space debris tracking.

Finance: Focusing on Environmental, Social, and Governance (ESG) metrics, particularly in the context of COVID-19, and exploring sustainable finance.

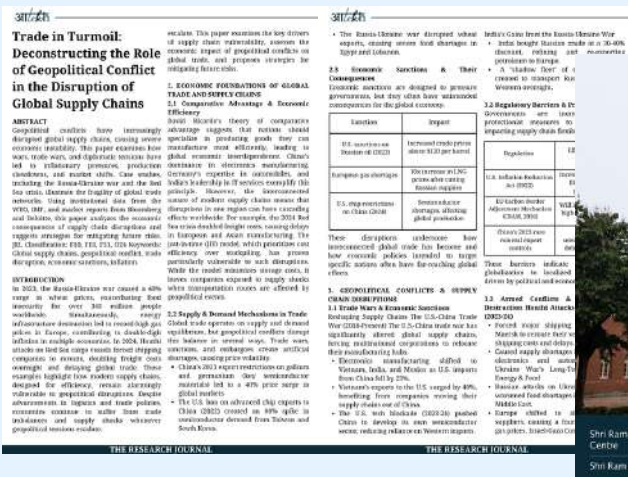
Economics: Covering macroeconomic trends, Indian development issues.

Geopolitics and International Relations: Examining India's global role, Japan's defense strategy, globalization and sovereignty, and the impacts of geopolitical events like the Russia-Ukraine conflict.

Technology: Exploring the disruptive effects of AI, especially chatbots in the search ecosystem, and IT's role in market strategy.

Sustainability: A cross-cutting theme, visible in discussions on ESG, carbon taxation, decarbonization, and sustainable practices in finance and fashion.

The articles employ diverse methodologies-empirical models, case studies, policy commentaries, and literature reviews.



COMPENDIUM

In each monthly issue of our prestigious bulletin, we reveal a handpicked selection of compelling stories and insightful features, each impeccably crafted to captivate, inspire, and enlighten our discerning audience. This title represents excellence, presenting a carefully curated range of timely and influential developments drawn from a diverse range of disciplines and industries.

These articles open doors for readers to dive into worthwhile conversation, as we travel through terrain like consulting, digital worlds, financial services, macroeconomic developments, share market dynamics, and international affairs.

Besides reporting a rich mosaic of contemporary events, we also undertake a wider intellectual purpose—one of discovery, reflection, and critical thinking. Every edition provides in-depth analysis of intricate global trends and occurrences.

Our final aim is to educate an informed reading community—people who are not just knowledgeable but also possess the vision to comprehend and react to the long-term challenges confronting the world today. Whether it is interpreting the rationale of economic policy, the strategy of corporate decision-making, or the effects of international relations, our bulletin hopes to be more than a news summary; it is a reliable guide to the quest for insight, foresight, and effective understanding.

Our ultimate aim is to nurture an informed and intellectually engaged reading community—individuals who are not only well-versed in facts but also possess the critical vision to comprehend, question, and respond to the complex, long-term challenges shaping the world today. Whether it involves interpreting the rationale behind economic policies, unpacking the strategic underpinnings of corporate decision-making, or analyzing the multifaceted impacts of international relations.

IT AND SOFTWARE

February 2025

**MAJORANA 1:
THE FUTURE OF COMPUTING?**

Microsoft just announced a new 'quantum chip' — Majorana 1. At the Arthur 'Clarke' quote goes, 'Any sufficiently advanced technology is indistinguishable from magic'. And so, to us, this headline sounded like "Microsoft announces that it did magic". Which is why we sat with Chaitin GPT for hours, trying to understand what any of this really means. And honestly, what we found blew our minds. We recommend you dig for more.

Why do we need quantum computing at all?

While modern computers are incredible, in the wider scheme of things, they are limited — not because they're poorly made, but because they're at the very edge of what is physically possible. If you're listening to this, you're probably seen computer chips get exponentially better throughout your entire life, but the laws of physics won't allow that for long — we've literally shrunk computer transistors to the size of a few atoms, and getting smaller is impossible. A lot of technological innovation, now, is in the workarounds we can find to these limits.

Chips sit at the foundation of a computer. They set the limits for what computing can achieve — the very engine sets the limits for what it can do. If our chips stop getting better, there's a limit to how much computing technology can grow as a whole.

Quantum computing is a fundamentally new approach to computers. You probably know that computers, at their heart, work on 1s and 0s. Quantum computers don't. They play with all sorts of **weird laws of quantum physics** — allowing computers to **carry exponentially more load** than they can today. They're our most promising solution to the physical limits we're hitting.

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CONSULTING FIRMS

February 2025

RSM BECOMES THE ONLY SIXTH ACCOUNTING & ADVISORY NETWORK TO SURPASS \$10 BILLION.

In its latest financial year, spanning the 12 months of 2024, RSM booked 4% revenue growth, making it only the sixth global accounting and advisory network to hit the \$10 billion mark following just the Big Four and BDO.

"This year's results demonstrate both our clients' and member firms' resilience amidst challenging market conditions," said Ernest Nedder, CEO of RSM International. "Our growth is a testament to the value our member firms bring, and underpin the vision of RSM's 2030 global strategy."

From a mere Assurance business while the Tax & Advisory divisions grew by 13% to 5% when most of their advisory consulting revenue fell.

The firm's largest deal, however, was closed within its own network — in October, the US and UK arms of RSM unveiled their plans for a ground-breaking merger, which is set to create a \$3.5 billion business with more than 23,000 employees.

SHRI RAM CONSULTING AND RESEARCH CENTRE

February 2025

THE COMPENDIUM
BUSINESS AND ECONOMICS NEWSLETTER

srcrc.in

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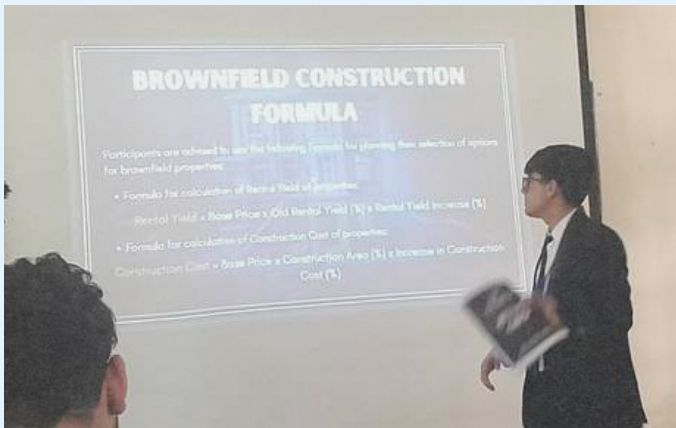
A background image showing three students in a classroom or office setting. A woman in the center is looking down at a document held by a man on the left. A man on the right is also looking at the document. The image is dimmed with a blue overlay.

BEYOND THE CAMPUS

SYMPOSIUM 2025

SUCCESS AT ZEITGEIST'25

In the competitive landscape of collegiate business competitions, Shri Ram Consulting and Research Centre recently demonstrated remarkable strategic prowess at the prestigious Realty Check competition, hosted by Kaizen, the commerce department of Hindu College, University of Delhi, which served as a centerpiece of their annual departmental festival Zeitgeist 2025. The competition, designed to simulate the volatile and unforgiving world of real estate investment and development, drew participation from numerous talented teams from various institutions.



The journey began with an online quiz designed to test participants' fundamental understanding of real estate markets, investment principles, and strategic thinking. Upon clearing this initial hurdle, the team advanced to the on-campus rounds where they faced complex challenges designed to test different facets of real estate business acumen. The subsequent rounds presented scenarios requiring rapid decision-making, resource allocation, crisis management, and long-term strategic planning.

The competition's structure brilliantly reflected the multifaceted nature of real estate development and investment. In "The High-Stakes Gambit," teams faced tense bidding wars, balancing aggressive acquisition with financial prudence. "Construct, Conquer, Dominate" tested their ability to create value from raw assets through vision and resource management. "Prove Your Worth!" introduced market turmoil, pushing teams to demonstrate crisis management and seize opportunity in chaos. Finally, "The Ultimate Test" brought unforeseen challenges, demanding synthesis of all they had learned – truly separating strategic visionaries from tactical thinkers.

The culmination of Shri Ram Consulting and Research Centre's efforts resulted in securing the position of First Runner-Up in this prestigious competition, earning them a substantial prize of ₹30,000 (in cash and kind) along with valuable recognition in the collegiate business competition circuit.



INTER CAMPUS CASE COMPETITION

In the spirit of inter-collegiate collaboration and professional growth, a groundbreaking case competition united three prestigious Delhi University institutions: SRCC's Shri Ram Consulting and Research Centre (SRCRC), Kirori Mal College, and Hindu College's Consulting Group. Unlike conventional formats, this initiative blurred institutional boundaries to promote a more collaborative approach to problem-solving and learning.



The competition featured an innovative team structure, deliberately randomizing participants into mixed teams comprising students from SRCC, KMC, and Hindu College. This thoughtful setup served dual purposes: pushing students beyond their institutional comfort zones and fostering an environment where diverse perspectives and complementary skills converged to tackle complex business challenges. Working with peers from different academic backgrounds exposed participants to varied analytical approaches and problem-solving methods which might not have been found within their own college cultures.

Case studies were presented to these cross-institutional teams, pushing them to collaborate effectively across varying academic backgrounds. Participants had to quickly build rapport, navigate communication differences, and harness their diverse training to develop cohesive, well-rounded solutions.

Adding significant prestige to the competition was the involvement of distinguished industry experts on the judging panel. Notable among these was Deepshikha Phogat from Barclays, Swati Goyal from Accenture, and Komal Kashyap from KPMG, along with other members of the mentor board who brought real-world industry perspectives to their evaluation of the teams' solutions.

What distinguished this event from conventional inter-college competitions was its explicit dual purpose – serving simultaneously as a community-building exercise and a competitive platform. By deliberately mixing students across institutional lines, the organizers created conditions for meaningful networking, cross-pollination of ideas, and the formation of professional relationships.



PHOTO GALLERY



PHOTO GALLERY



APPLICATIONS
RECEIVED

500+

SOCIAL MEDIA
IMPRESSIONS

416K+

LIVE PROJECTS
ONBOARDED

23

EVENT
REGISTRATIONS

1900+

YoY
INCREASE

83.5%

SPONSORSHIPS
(CASH & KIND)

300K+

10K+

MEDIA COVERAGE
& FOOTFALL

2024-25



IMPACT



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Shri Ram Consulting & Research Centre



WHERE INNOVATION
MEETS COLLABORATION