



## DTU Consulting Group Annual Report 2022-23



### Overview

DTU Consulting group was established in 2018 by like-minded enthusiasts. The society aims to foster a consulting culture among engineering undergraduates through multiple avenues helping students gain industry knowledge and build on their commercial acumen through case-solving practices, small-scale projects, alumni talks, and networking.

#### DTU Consulting Group Council-

<b>President</b>	Kunal Dugar (2K20/BT/31)
<b>Vice President</b>	Rushil Goel (2K20/ME/235)
<b>General secretary</b>	Sarthak Mishra (2K19/PE/058) Aditya Solanki (2K20/CE/23)
<b>Joint Secretary</b>	Deepanshu Khanna (2K20/AE/26) Stuti Jain (2K20/ME/280)
<b>Treasurer</b>	Shivam Agrawal (2K20/ME/258) Aadya Suri (2K20/BT/01)
<b>Team Coordinator</b>	Rishabh Chandra (2K21/AE/46) Nishtha Jain (2K20/BT/37)
<b>Event Management Head</b>	Ananya Pal (2K21/MSCBIO/05) Aayush Garg (2K20/BT/02) Pratham Asopa (2K20/EN/54)
<b>Content Head</b>	Anjul Harihar (2K20/CE/31) Naman Singh (2K21/SE/124)
<b>Design Head</b>	Himanshu Pal (2K20/EP/54) Udit Jain (2K20/BT/67)
<b>Marketing Head</b>	Saili Mishra (2K21/EE/247) Aryaman Jain (2K21/SE/38) Subroto Bhowmick (2K21/EP/96)
<b>Corporate Head</b>	Divyansh Bansal (2K21/EC/81) Hemabh Gupta (2K21/CH/21) Anshul Khandelwal (2K21/ME/56)

**Public Relations Head**

Asmit Jha (2K21/EC/57)  
Shivam Arora (2K21/EN/41)  
Shubh Yadav (2K21/ME/262)

**Social Initiative Head**

Kabir Jain (2K20/EE/140)

**Below mentioned are the details of events/activities undertaken by DTU Consulting Group in the academic year 2022-23 :**

**1. HUMANS FOR HUMANITY - PROJECT**

**Date :** 1st January - 30th September 2022

**Theme :** Humans For Humanity, a holistic NGO that works to create a better world by distributing food, educating the poor, and extending a helping hand to those who can't reach out. DCG assisted the organisation by providing different marketing strategies and CSR funding along with providing help in the establishment of manufacturing units of sanitary pads.

The internship gave exposure to the interns about the different aspects of CSR to be considered while contacting different companies.

**2. SHUBHAKSHIKA - PROJECT**

**Date :** 1st January - 31st July 2022

**Theme :** Shubhakshika, a holistic child development NGO that works for the upliftment, education and rehabilitation of the underprivileged. DCG assisted the organisation by helping with CSR funding, structuring of funds and providing extravagant marketing strategies.

The internship helped the students to understand the requirements of the NGO and plan the CSR accordingly.

**3. CONSULTANCY - A PERFECT CHAOS**

**Date :** 5 February 2022

**Theme :** A fruitful session on Consultancy. Explaining the concept of consultancy to the beginners or providing some key elements of consultancy to the experienced ones.

**Speaker :** Mr. Abhijeet Singh (Founder & CEO at StepVue Pvt. Ltd., DTU/DCE Alumni)

**4. ACCURATE COMPONENTS - PROJECT**

**Date :** 1st February - 31st April 2022

**Theme :** Accurate Components, an Expertise of the company is to develop new items on the basis of samples/drawings provided by the client. The trust of the organisation has always been to produce quality goods and render prompt service to their buyers. DCG assisted the organisation by helping with Database Management, Client Calling and Lead Generation.

The internship helped the students to understand the requirements of an Agro-Tractor sector.

**5. BIZMARK'22**

**Date :** 11-12 June 2022

**Theme :** An opportunity to reach out to every individual as a whole, breaking barriers of the university gates. A plethora of opportunities for both undergraduates and postgraduates, to gain greater knowledge about and participate themselves in activities centred around the theme of consulting. Seven top-notch events ranging from interactive seminars and workshops to lucrative prize-winning competitions. An excitement-filled experience spanning over the course of 2 days in online mode.

### **5.1 BARTER GAME**

**Date :** 11-12 June 2022

**Theme :** A competition designed to challenge a person's ability to handle resources whereupon they'll be given finite amounts of currency in a thrilling competitive experience to multiply them via trades till the timer ends.

### **5.2 IPL AUCTION**

**Date :** 11-12 June 2022

**Theme :** A competition designed to test the knowledge of the participants about the Indian Premier League and their auction skills.

### **5.3 GCD OLYMPICS**

**Date :** 11-12 June 2022

**Theme :** A fun competition where we are going to judge the enthusiasm, creativity, and vitality of a team.

### **5.4 THE CASE EXPRESS - CASE STUDY COMPETITION**

**Date :** 11-12 June 2022

**Theme :** A real-time case study problem for which the participants are required to provide an effective solution in the given time limit.

### **5.5 ANUMAAN - GUESSTIMATE COMPETITION**

**Date :** 11-12 June 2022

**Theme :** A competition to challenge the analytical skills of its participants to come up with the closest value of estimation for our given problem statement.

### **5.6 AANKALAN - DATA ANALYTICS COMPETITION**

**Date :** 11-12 June 2022

**Theme :** A competition for the Python, SQL, Power BI and Tableau enthusiasts to show their skills to present forward an effective analysis and inferences on the given dataset.

### **5.7 UDYAMEE - SHARK TANK COMPETITION**

**Date :** 11-12 June 2022

**Theme :** For all the brimming and ecstatic shark tank enthusiasts, participants have to pitch their idea to a panel of judges and the company with the best valuation claims the bragging rights.

## **6. WEBINAR ON 'HOW TO SOLVE CASEBOOKS FOR NON-TECH PLACEMENTS'**

**Date :** 18th September 2022

**Theme :** DCG organised a career-building workshop for its members and all the college students on 18th September 2022. The session focused on providing the overall outlook from analysing the Case Studies to solving the Guesstimates. Future opportunities after the placements with a glimpse of the array of professional paths were also included.

**Speaker :** Vrinda Sharma, Junior Capabilities and Insights Analyst, McKinsey and Company, DTU/DCE Alumnus

## **7. MAYNABAGH- PROJECT**

**Date :** Nov 2022- Mar 2023

**Theme :** Maynabagh is a Noida-based B2C startup. Consultation with growth and competitive strategy-related domains. Inclusion of digital marketing and categorization of the manufactured products. Analysing SEO-related problems and devising strategies.  
Brainstorming solutions to attain 1-day delivery of the products.

#### **8. ORIENTATION 2022**

**Date :** 9th Dec 2022

**Theme :** DTU Consulting Group held its Orientation for the 2025 batch on 9th January 2023 in offline mode. It commenced with a detailed introduction to the society, mentioning its vision and mission through a presentation given by the president of the society. The orientation was then followed by a fun activity on crater.club which brought about a fruitful interaction with all the attendees. The 1.5 hrs long orientation concluded after addressing the queries of all attendees and clearing all doubts regarding the recruitment process.

#### **9. DTU CASEBOOK 2023**

DTU Consulting Group Casebook is a collection of prospective case studies and guesstimates. Aligning our intentions with these thoughts, we synchronise our efforts aiming to prepare future generations for interviews in top consultancy firms, non tech job profiles as well as core job profiles with the experiences of our aspiring consultants and strategic professionals.

#### **10. DCG WEBSITE (under works)**

DCG developed its website with details about our vision, projects, events, and casebook. It helps students to know about our work and ask their doubts related to any events. Through the website, organisations can also collaborate with us easily.

#### **11. EXPANSION OF DCG IN USME**

**Date:** March 2023

DCG expanded it's operations to the east campus in 2023. The main reason for this was the lack of consulting exposure of USME students to consulting. And we are proud to say that within a few months, the expansion has proven to be more than valuable.

#### **12. WEBINAR ON 'ALL ABOUT CONSULTING'**

**Date :** 25th March 2023

**Theme :** DCG organized a career-building workshop for its members and all the college students on 25th March 20223 The session focused on various aspects of consulting, including the skills required to succeed in this field, the different career paths available in consulting, and the current state of the consulting industry.

This webinar was an excellent opportunity for students and professionals alike who are interested in pursuing a career in consulting or simply want to learn more about this dynamic field.

**Speaker:** Ms. Cheshta Kapoor, Associate at Bain & Company

#### **13. Agility Ventures - Project**

**Date :** April 2023 - Ongoing

**Theme :** Agility Ventures, a leading Angel Investors Network, is capturing the market by storm through its guidance and consultations about investing in new technology-focused businesses. Agility Ventures is keen to invest in early-stage businesses, which have the potential to create disproportionate value. DCG and Agility Ventures, together believe in providing the right opportunities to the right people. DCG aims to provide extensive market research and provide a database of numerous angel investors, accelerators and incubators who are interested in building and investing in early stage startups to grow them into an established entity.

#### 14. MOUs WITH COLLEGES

**Comsoc** - College of Vocational Studies, Delhi University

**Finance and Investment Cell** - College of Vocational Studies, Delhi University

**E-Cell** - Aryabhata college, Delhi University

**URJA Comsoc** - Sri Guru Gobind Singh College Commerce, Delhi University

**Phoenix E-Club** - Jawaharlal Nehru University

**Lakshya** - Sri Guru Tegh Bahadur Khalsa College, Delhi University



#### Contact

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