

# About Us

STRIVING TO DRIVE IMPACTFUL CHANGE

The Ashoka Students Behavioural Insights Team (ABIT) is India's first student-led behavioural insights team, operating out of Ashoka University, affiliated and funded by the Centre for Social and Behaviour Change (CSBC).

We study all things B-Sci - policy, well-being, pop culture, consumer behaviour, organisational structures, business design and pretty much anything else under the sun. As a student-led organisation, we aim to explore and apply the many facets of behavioural science and interdisciplinary research to our every-day surroundings, and drive impactful change!

Our flagship publication, The Nudgelet, is a space for Ashoka's students to write about the unending applications of and approaches towards behavioural science.

Our Consulting Unit brings ideas to solve problems for small businesses on campus, boutique firms and NGOs!

Our Newsletter, Somewhat Rational, offers behavioural science advice for your everyday life, brought to you by our beloved feline mascots - Bijli and Badal.

ABIT's Research labs are committed to exploring behavioural science using rigorous scientific methods.

## The Nudgelet

The Nudgelet is ABIT's flagship publication and the go-to platform for Ashokan students, alumni, and astute readers who want to stay on top of the latest research, insights and applications in the field of behavioural science. We cover topics across disciplines including public policy, ethics, marketing, culture, behavioural economics, design and more. Our enthralling articles, informative interviews with experts and practitioners across various fields and disciplines, and captivating illustrations, graphics, and comics, make behavioural science relatable and accessible to our readers. We focus on creating outcomes by designing content that inspires our readers to think deeper about everyday phenomena and make a difference. Read on to know more!

## The Research Lab

## **LINK TO ALL PROJECTS (MONSOON 2024)**

<https://drive.google.com/drive/folders/1UKUSerpVGxMkrTda5wPtPYtSIFqtQnVs?usp=sharing>

The Research Lab at ABIT pursues intriguing and relevant research questions in the field of behavioural science with a thorough commitment to an interdisciplinary, dynamic and results-driven approach infused with the highest standards of human-centric and scientific inquiry. Our projects encompass a diverse range of partnerships with the Center for Social and Behaviour Change. We conduct primary qualitative and quantitative research to test hypotheses through robust and effective pilots and interventions. Our primary research serves as a vital source of frameworks and insights for our strategy and consulting unit, enabling us to make impactful recommendations for businesses as well as real-world challenges.

## **Newsletter: Somewhat Rational**

Our newsletter, ‘Somewhat Rational’ is carefully curated *by* students *for* students! The fortnightly publication is designed to bring behavioural science closer to everyday life by explaining the average Ashokan problem through the discipline. The feline insights offered by our in-house mascots Bijli and Badal provide the perfect dose of BSci to navigate college euphoria, heartbreak, and everything in between — until the point where they ruthlessly roast you, of course. After all, they’re only somewhat rational!

**SUBSTACK LINK WITH ALL OLD EDITIONS:** <https://somewhatrational.substack.com/>

## **Events and Outreach**

Our events team brings the intersections between behavioural science and other academic fields to the forefront through innovative and interdisciplinary ventures. Our team is passionate about creating a space and community for collaborative learning and skill development. We actively host workshops, panel discussions, seminars and inter-university club collaborations to spark conversation about the latest research in the field of behavioural science and the interdisciplinary relevance of it across various sectors and industries!

## **Consulting**

Our consulting unit is committed to delivering relevant outcomes for clients by bringing a range of interdisciplinary knowledge and research methodologies to the forefront of problem-solving. We value human-centred approach of empathy to design cost-effective, innovative and authentic solutions that fit well with today's market needs. We help streamline end-to-end business development efforts, help build brands and advice on policy frameworks through dynamic and contextual insights into human behaviour.

We also actively work on creating a compendium of behavioural science knowledge that organisations including small businesses, boutique firms, brands, and NGOs could benefit from. Our toolkits will help you explore a wide-range of behavioural science applications - from how to build your brand to everyday habits for looking after your well-being. Our toolkits are packed with insights from industry experts, broken down in a manner that is applicable to your organisation and accessible to all! Read through some of our toolkits below!

As a student-led organisation we believe in the value of improving on our knowledge base through iterative learning exercises and are confident of bringing about a change through our work. Contact us for business enquiries!

**LINK WITH ALL TOOLKITS:**

[https://drive.google.com/drive/folders/1dL4iU1NYo\\_XcPpBGKLLfOOaYaqX4-b1?usp=drive\\_link](https://drive.google.com/drive/folders/1dL4iU1NYo_XcPpBGKLLfOOaYaqX4-b1?usp=drive_link)

**Products (for Shop):**

1. Tote bag
2. Stickers 8
3. Toolkits
4. T-shirts

## Recent events

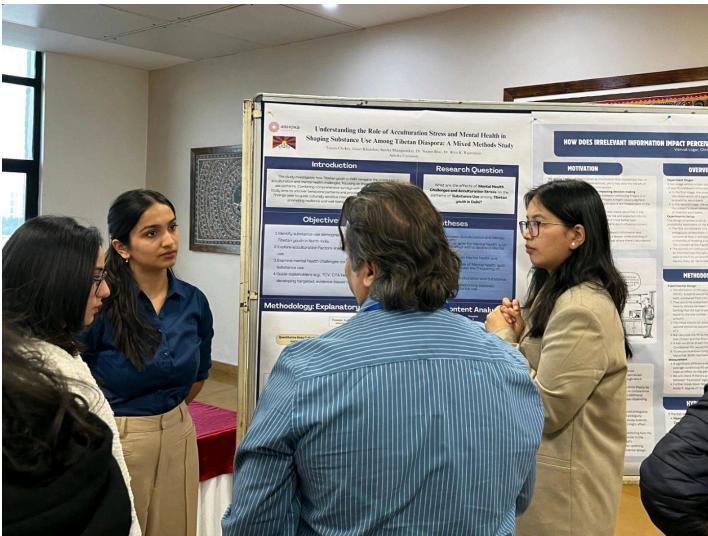
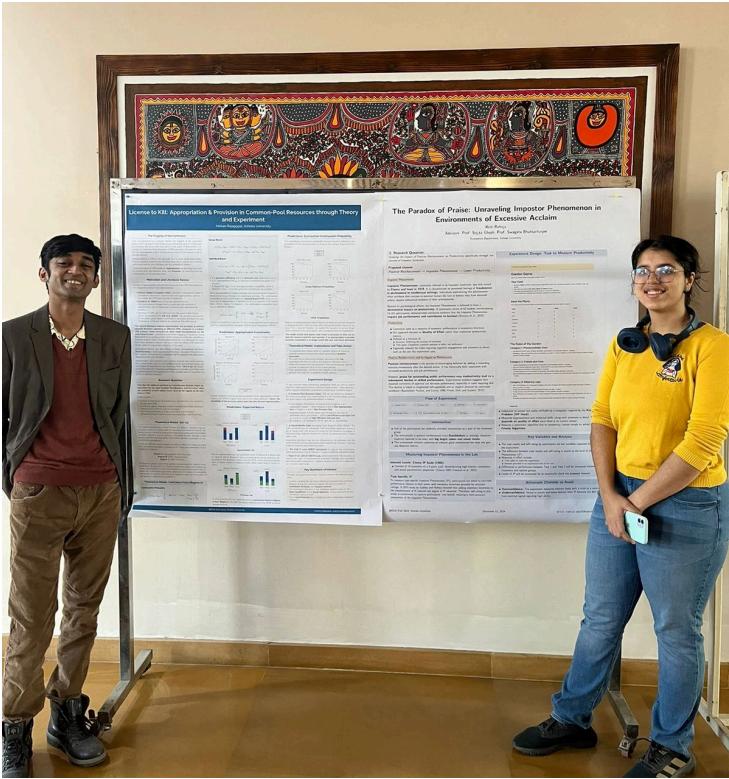
### **Monsoon 2025**

#### 1. Behavioural Research in Economics Workshop

BREW, hosted by Ashoka University and Centre for Social and Behaviour Change, was a 3-day conference with 84 behavioural scientists and presenters from around the world, making it the largest BREW yet!

ABIT helped with event logistics, student poster presentations alongside a fantastic team of student volunteers. 11 students from Psychology and Economics showcased their research ranging from topics like common pool resources and substance use among Tibetan youth.





## 2. Speaker series: 1001 stories

The Ashoka Business Club, in collaboration with ABIT, hosted a Marquee Speaker Session featuring experts from 1001 Stories, a leading consultancy specializing in human behavior and applied behavioral science.

- A detailed breakdown of a real-world case study showcasing behavioral science in both business and social impact consulting.
- Insights into Context Architecture™ and how it's applied to solve real-world challenges

## Meet the Speakers:

- ◆ Rishima Shetty – Expert in social psychology, led a 55% engagement boost for a BFSI unicorn.
- ◆ Poorni S – Specialist in social norms and market strategies, with experience across lifestyle, retail, and ed-tech.



### 3. Speaker series: Consuma AI

Consuma, an AI-powered market research startup joined us for a chat with founder Abhilash Madubhashi to discover how their AI tool is reshaping market analysis.

This event explored how Consuma's rapid, AI-driven tools are transforming data insights in today's fast-paced world. Consuma has worked with industry leaders like Airtel, Wiekfield and Foxtale.



4. Other student engagement
  - ABIT engages with the student body by conducting frequent events outside Ashoka's beloved mess building! Events aim to engage student with behavioural science through games, discussion and help desks. (need to find pics later)
5. Ashoka Behavioural Case Competition:
  -

## Page 3: BEHAVIORAL SCIENCE

Credits to <https://csbc.org.in/behavioural-science-101.php>

What is it?

Behavioural science is the study of human actions. It attempts to deconstruct, understand and predict why people behave in the irrational ways that they do. It consolidates knowledge and evidence from diverse disciplines including (but not limited to) behavioural economics, psychology, neuroscience, sociology and anthropology.

Why do we need it?

Despite the ubiquitous nature of human decision-making, behavioural science isn't the only lens we should be using to solve challenges. While it is an adaptive tool that can be applied to a wide range of contexts, there are some challenges that are better addressed using other disciplines.

Thus, it is important to identify the type of challenge being addressed before identifying the tool with which to tackle this challenge. In cases where there are widespread supply-side constraints in access to a social good, for example, there is little benefit in attempting to change behaviour to increase demand for that good.

How can we use behavioural science?

Once an issue is understood to be a behavioural challenge, behavioural principles can guide change through practical solutions:

1. Being prompted to plan and set goals can help us follow through on our intentions.
2. Changing the default option can lead us to choose that option while not limiting the overall choices available to us.
3. Simple, well-timed reminders can motivate us to take action.
4. Changing perceptions of what the prevailing social norms can make us behave differently.

### Scope in the future?

The future of **behavioral sciences** is promising, with applications in healthcare, AI, marketing, education, and policymaking. It enhances mental health treatments, improves human-computer interaction, and refines consumer behavior analysis. Businesses use it for better decision-making, while governments apply behavioral insights for effective policies. With AI and data analytics integration, behavioral sciences will continue to shape industries, drive innovation, and improve human well-being in a rapidly evolving world.

### ABIT's contribution in this study

Our team brings the intersections between behavioural science and other academic fields to the forefront through innovative and interdisciplinary ventures. Our team is passionate about creating a space and community for collaborative learning and skill development. We actively host workshops, panel discussions, seminars and inter-university club collaborations to spark conversation about the latest research in the field of behavioural science and the interdisciplinary relevance of it across various sectors and industries!