

# ***SNACKATHON : Case Study Competition***

**Team Name : Screwdriver**

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**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**

**Batch 2020-22**

**This Presentation has plenty of Media, Links and Reroutable Buttons.  
Special request to view this in Presentation Mode, Interact with  
objects on the screen and single click for moving to next object.**

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# Objective of the Case

**To generate a digital media marketing strategy for Snack Amor**

**Suggest possible and feasible changes which will bring about significant changes in the market performance of the product(s)**

**To promote, and catalyse market penetration of Snack Amor in the Indian Market with the goal to make it a household brand.**

**To build scale up plan for the organization and devise a compelling value proposition for target audience.**

**To help SnackAmor's business grow with our innovative ideas and digital thinking.**

**To compare the current standing and product quality of SnackAmor with the competition and formulate ways of overtaking them to reach a prime spot.**

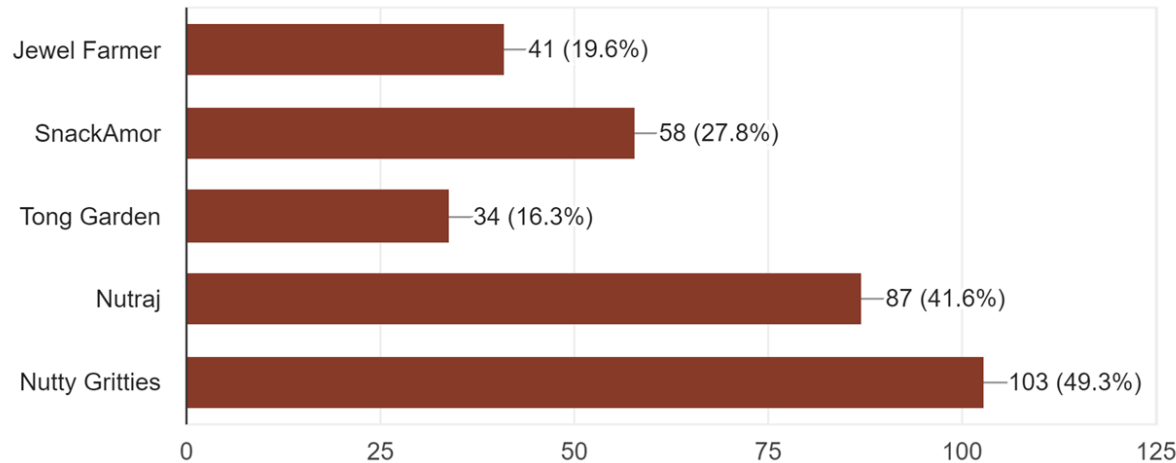
# Analysis – Brand Recognition

We conducted a basic study through a questionnaire and got 200+ responses (<https://forms.gle/VK5ZEBA6sbh4FNbj9>)

One variable was the popularity and brand recognition of companies in the Indian market and got the following results:

Which of the following brands have you heard of/personally tried/want to try (Multiple Selection)

209 responses



## Inference:

- Brands existing in the market for a longer period of time, have a greater recognition
- Competition is ever growing and constant change and upgradation in the product and its packaging is necessary
- To have edge over them, lucrative offers, collaborations, benefits, subscription and loyalty plans need to be launched

**Jewel Farmer, Tong Garden, Nutraj and Nutty Gritties** as the main competition to Snack Amor

## Tong Garden and Jewel Farmer

- Great market presence in online stores as well as super markets and retail shops.
- This gives us an opportunity to understand their distribution and product management strategies and adapt and grow as a brand.

## Nutty Gritties

- in the market for almost 12 years now
- Clever name with attractive packaging

Multiple start ups like **New Tree** and **Diet-Fils** offer similar products as **Snack Amor**  
Competition is ever growing

# Analysis – Consumer's Shopping Source Preference

## COVID-19 Effect

- Retail & FMCG Sales, Amazon net sales up 40% in Q2 in 2020 [Financial Express 08/01/2020]

## Ties with Online Vendors

- Lots of corporates, households have shifted to this method of purchasing
- Easy promotion
- Product schemes/offers can be displayed and compared
- Increased brand identifiability
- 52% online shoppers won't go back to grocery shopping in store [Ref-[pymnts.com](https://pymnts.com)]

## Increase Offline Sales

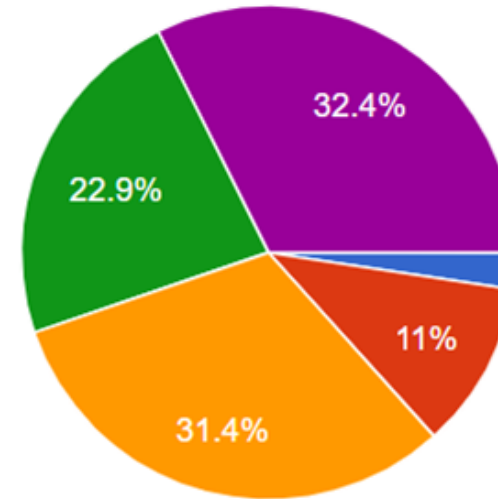
- 32.4% people prefer not shopping online for groceries
- No guarantee of freshness of item
- Delayed delivery
- Stigma of the virus, Stubbornness
- Technological Hang-up

## Less Usage of Product Website for Purchase

- Lack of trust on the payment, delivery methods of the site
- Less familiar with the website interface
- No apparent product/brand to compare with

What is your most preferred method of online grocery purchase

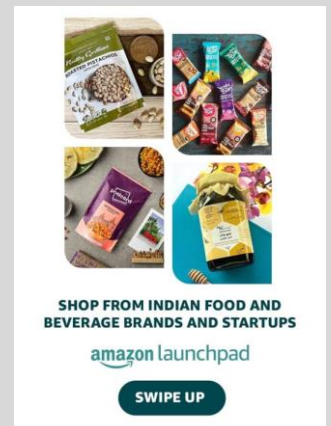
210 responses



- Directly from the company's page/official website
- Amazon
- Grocery Apps : Big Basket, Grofers etc.
- Local Super Market's On-call Delivery services
- Prefer not to order grocery online

## Inference/Observation/Recommendation

- Tie Up with initiatives like Amazon LaunchPad
- Regulate offline product schemes and retailer awards and increase offline presence and visibility
- Regulate schemes and promote product through offers on Grofers, Big Basket etc
- Tie up with health food vendors like cure.fit etc



# Analysis – Product/Packaging/Sales Strategy

What are your Packaging Preferences for snacks  
210 responses

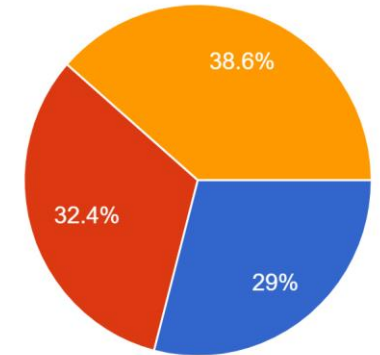
## Individual Packs

- For Students, customers with a low budget
- Customer unsure about new product will not invest in a big pack.
- **Individual packs** are more preferred as a to-go snack-pack by a majority (22% out of 29%) of youngsters (Age Group:10-20,20-30). And we need to tap into this market.

## **Strategy: Identify target consumer.**

- As per General Survey - Only 21% prefer healthy snack
- Significant yet niche market.
- Customers have a certain kind of lifestyle and exposure to the newer trends and food products
- Approach needs to be adjusted.

- Individual Portions
- Family Packs
- Assorted Packs (multiple variants)



## Packaging Concern

- **Attractive, more visually descriptive and recognisable and distinguished packaging required**
- When compared, Snack Amor has less attractive packaging and greater grammage per packing, making it less experimented with.
- **Color** increases brand recognition by up to **80%**. [University of Loyola]

## Product Variety

- Variants (but not an overwhelming amount) and **flavors** cause an **added production cost but increase visibility and acceptability** of a brand.
- Brands like **Jewel Farmer, Tong Garden, Nutraj** and many other start-ups have come up with flavors which provide as a **healthy snack as well as offer a change of palate**.
- Recommend Snack Amor **to grow and increase production range**.



Variety combo pack of 6! (35 gram each)

Variety combo pack of 8! (35 gram each)

₹399.00 ₹375.00

₹450.00 ₹430.00

Save 6%

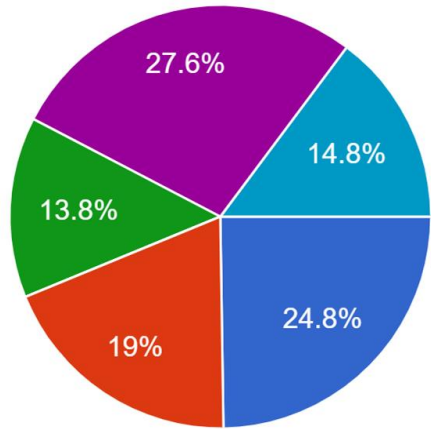
Save 4%



# Analysis- E-Commerce Markets

What kind of Digital Media Ad are you most likely to act upon?

210 responses



- Swipe Up Stories on Instagram
- Youtube Ads
- In-Game Ads
- Sponsored Ads on Instagram and Facebook Feeds
- Shout-outs/Mentions by people and influencers you follow
- Google Ads

## Data Reference

- [statusbrew.com](https://statusbrew.com)
- [99firms.com](https://99firms.com)
- [bigcommerce.com](https://bigcommerce.com) + more provided in excel

## Youtube Advertising

- 93% of video watchers in India are watching YouTube
- YouTube is responsible for more than one-third of mobile internet traffic.
- First ad on non-premium Youtube accounts is of unskippable 30 seconds, enough to get traction

## Influencer Marketing

- 89% say ROI from influencer marketing is comparable to or better than other marketing channels
- Increase brand awareness • Drive lead generation • Improve brand advocacy.  
Generate sales • Reach new audiences

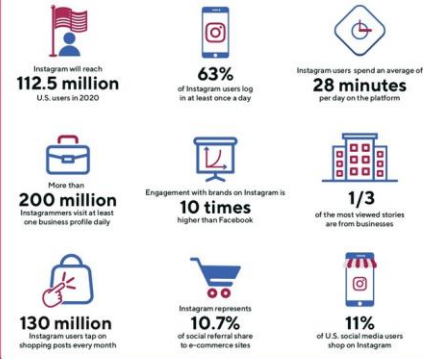
## Instagram Stories, Swipe Up

- 1 in 4 Millennials and Gen Z look for Stories of the products and services they want to buy.
- 15%–25% of people swipe up on a link in branded Stories.
- 36% of businesses use Instagram Stories for product promotion.
- 59% of brands link Instagram Stories to a shoppable page.
- Instagram Stories accounts for 34% of Instagram's sponsored content.

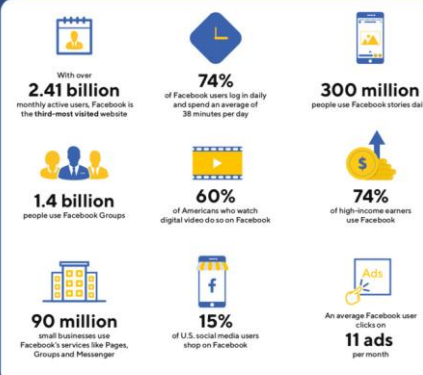
## Insights/Observations

Need to invest in Influencer/Instagram marketing. Secondary focus on YouTube Ad generation and less expense on sponsored posts and SEO optimisations

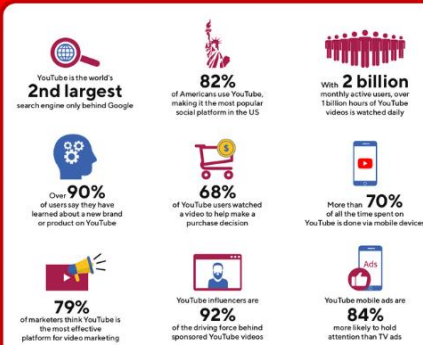
## Instagram Marketing Stats



## Facebook Marketing Stats



## YouTube Marketing Stats



# SnackAmor Business Insights

[\[SEMRush.com\]](#)

Overview **Positions** Position Changes Competitors Pages Subdomains

Positions  Filter by keyword  Volume  SERP Features  Advanced filters

Company:  Dates:

Social channels ⓘ

	Followers/Subscribers ⓘ	Posts/Videos ⓘ	Engagement ⓘ
Facebook <a href="#">↗</a>	537 ↑	3 ↑	4 ↓
Instagram	70	5	14 ↓

>	<input type="checkbox"/>	millet magic meal	+		32 → 32	0	< 0.01	210	79.54	0.11	<a href="#">snackam...agib</a> <a href="#">↗</a>	
>	<input type="checkbox"/>	dried blueberries antioxidants	+		94 → 94	0	< 0.01	90	72.27	0.00	<a href="#">snackam...ries</a> <a href="#">↗</a>	
>	<input type="checkbox"/>	corporate snacks	+		39 → 39	0	< 0.01	70	55.60	0.00	<a href="#">snackam...com</a> <a href="#">↗</a>	
>	<input type="checkbox"/>	snacks	+		• → 79	new	< 0.01	74,000	87.06	0.05	<a href="#">snackam...com</a> <a href="#">↗</a>	



# amazon – Campaign and Changes

**Launch Gift Packs-** (Refer Next slide for sample). **41.9%** users from our survey hold Packaging and Hygiene as the most important factor while purchasing. During upcoming festivities like Diwali etc, the Gift Packaging (urgent implementation required) would **boost sales and brand recognition by 40% (min)** of the existing sales.  
[<https://www.statista.com/>]

Increase customer interaction and get feedbacks from existing users. –  
Increases Credibility.  
(Could use a personal biased set of reviews too)  
Shall help in **better conversion from Product Page to Cart Status by 37% with reviews and customer images and answered reviews**

**Launch Multiple Campaigns** with option of Optimising with specific target audience for peak COVID-19 (India) period – **15<sup>th</sup> Aug to 15<sup>th</sup> October**. More online **sales and visibility** will help



SnackAmor Trail Mix, 100g

by SnackAmor

★★★★★ 2 ratings

Price: ₹ 200.00 ✓prime

Inclusive of all taxes

FREE Delivery by **Friday, Aug 14** for Prime members  
Order within 6 hrs and 52 mins [Details](#)



No-Contact  
Delivery



Not  
Returnable



Amazon  
Delivered

**Only 1 left in stock (more on the way).**  
Sold by Cloudtail India and Fulfilled by Amazon.

2 offers from ₹ 200.00

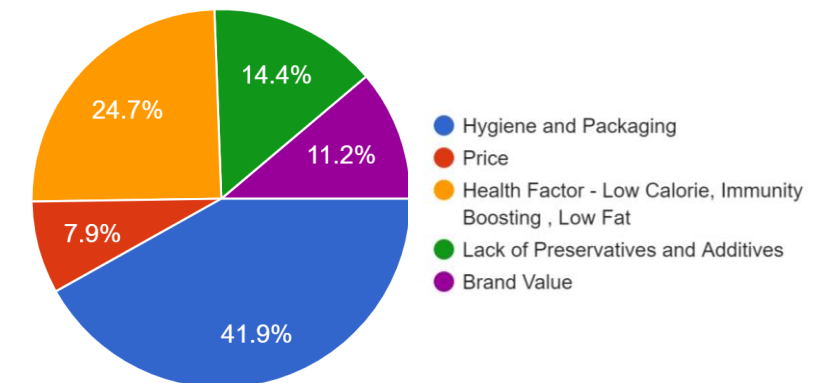
☒ This is a **Vegetarian** product.

- Supports Muscle Gain
- Rich in heart healthy fats

[Report incorrect product information.](#)

While purchasing snacks what is most important for you?

215 responses





## SnackAmor Trail Mix, *Dried Blueberry, Dried Cranberry 3 Jar Gift Pack*

by SnackAmor

★★★★★ 2 ratings

Price: ₹ 200.00 ✓prime

Inclusive of all taxes

FREE Delivery by Friday, Aug 14 for Prime members

Order within 6 hrs and 52 mins [Details](#)



No-Contact  
Delivery



Not  
Returnable



Amazon  
Delivered

Only 1 left in stock (more on the way).

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2 offers from ₹ 200.00



This is a **Vegetarian** product.

- Supports Muscle Gain
- Rich in heart healthy fats

[Report incorrect product information.](#)

Increased No. of variants,  
giving more options and  
exposure to the 1<sup>st</sup> time  
customer

Economical Packs (this  
isn't the suggested pricing  
for this package).  
Maintain at least the  
break-even margin of  
Profit.

**Maintain Availability.**  
**Having the Prime**  
**Treatment/ Amazon**  
**Preference Boosts Cart-**  
**ability to 79%**

Sustainable Packaging.  
Cardboard Holder- Increases  
Aesthetic and Stability of  
Packaging

Jars continue to be reusable  
and with the branding on  
serve as constant offline ads  
to the customers and their  
surroundings

Increase details and  
description of the  
product. Individual  
product listings need to  
be retouched and  
Keywords need to be  
added

Campaign Planning, Keyword Strategies

**Conversion**

Pixel

Conversion

Conversion

**Ad Set:**

Targeting

Placements

**Campaign**

Objective

**Budget**

Set budget


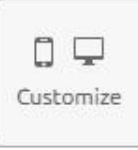
Budget

More settings

Facebook page: The Zen Cafe

Instagram account: thezencafe

Binging on Junk?  
Start Loving yourself  
Eat healthy without regret  
#lovewhatyoueat  
#loveyourself

Website URL: <https://www.amazon.in/SnackAmor-Healthy-Bit...>  
[Quick UTM](#) [Add UTM](#)

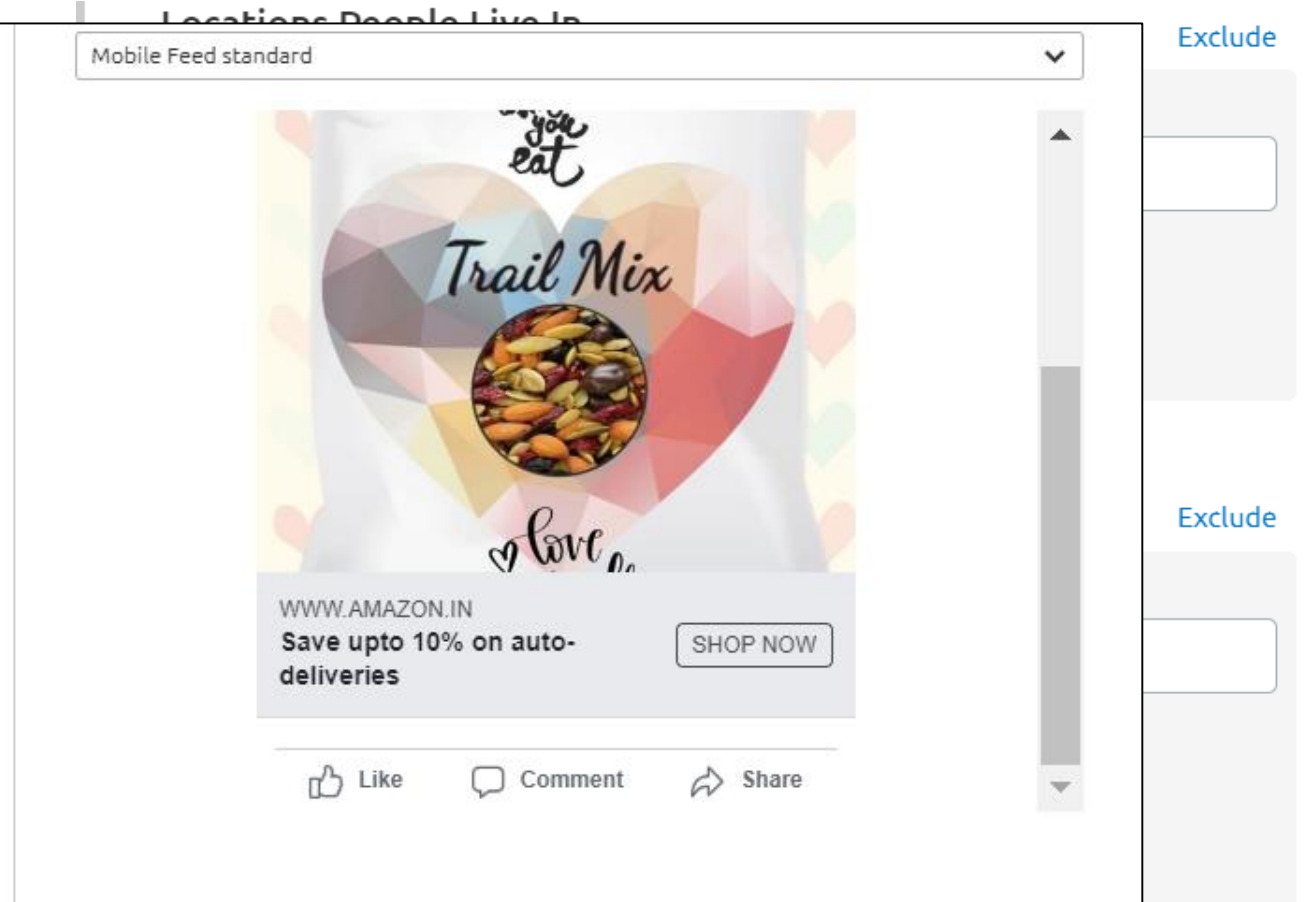
Display link: [www.amazon.in](http://www.amazon.in)

Headline: Save upto 10% on auto-deliveries

Description: Explore the healthy snack variety of SnackAmor...

Call to action: Shop now

**Create ad** Cancel



- **Final Screenshot- Example of Tentative Campaign Launch.**  
*Direct Link to Amazon Page – via – FBA [FBA gives sellers a 30-50% increase in sales.] (Setup through Amazon Seller Centre.) This can be visible on Facebook and Instagram Feeds)*
- **ACoS** - if your break-even margin is 25%, and you'd like to make a profit of 12% after subtracting Amazon advertising costs, then your target ACoS would be 13% (25%-12%). If your campaigns reach 12% or less in advertising costs of sale, you'll reach your target profit margin.

# Important Keywords

**Keywords** are words or phrases that are used to match your ads with the terms people are searching for.

Gym

Health

Fitness

Home  
Cooking

Masala

Diet

Keto

Taste

Protein

Chatpata

Organic

Diabetes

Immunity

Snack

Fibre

Parents

Mobile  
Phone  
Owners

Essentials

Assorted  
Pack

Gift Packs

Idea

Start Up

Make In  
India

Chatpata

Berries

Selecting high quality relevant keywords for your advertising campaign can help you reach the customers you want, when you want.

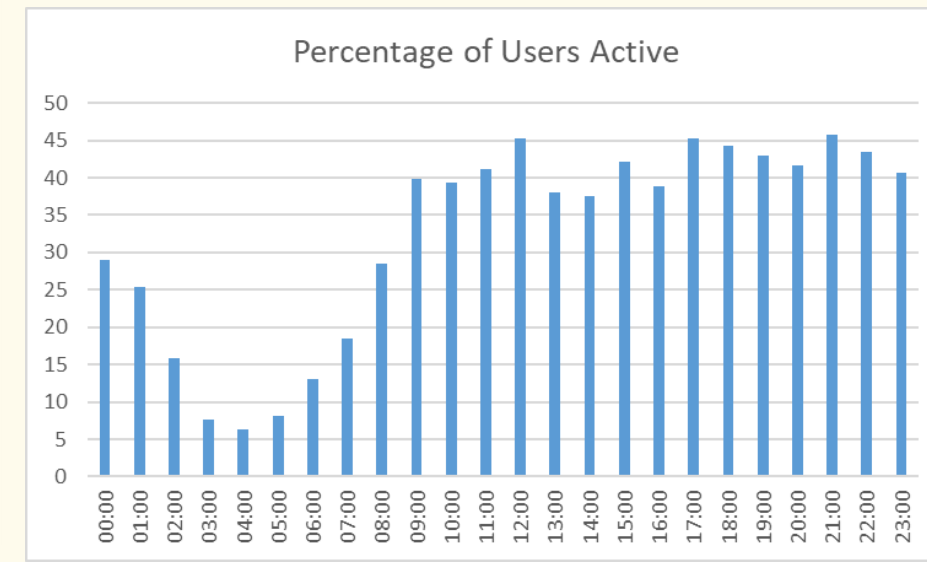
# Instagram Strategy Reboot



- Improve content
- Focus on Contests structured around user-generated content (UGC)
- Interactive stories with Audience
- Promotional Tagging and Giveaways
- Carousel Campaigning (Example in Next) – Most effective way for in-feed. **Increases site landing possibility by 29.3%** as compared to single image ad. Works the same on Facebook too. Redirects directly to Amazon's Company Page. Things to consider:
  - ❖ Budget : **4 X 1 week campaigns**. Budgeted **1000-3000 Rs each**. Total cost b/w **4k-12k**.
  - ❖ Personalised optimization for campaign budget can be done as per individual insights.
  - ❖ Time of Launching between 5-6 PM. (Plz refer max active audience on time-Graph)

## Targets and Projections

- Current page followers -70
- Target followers in three month – **1000-1200 Organic Followers** (Campaign Targeted towards Page promotion)
- Shout Out Programs and approx. **15 Paid social media promotions** through nano influencers. {engaging audience linked with **fitness, diet regulation, cookery, eating out and online shopping suggestions**} [Preferably through **Barter** or at max **1000 per Influencer**]





# #LoveWhatYouEat Campaign



*SnackAmor*  
#lovewhatyoueat  
#loveyourself

The idea behind the digital media Campaign  
**#LoveWhatYouEat** and **#LoveYourself** "

is to spread the message that  
'Not only should the customer start eating tasty but also healthy food' and to meet those demands, SnackAmor offers the prime quality and the healthiest snacks

The more you love and accept yourself, the less likely you are to binge on unhealthy foods. Treat your body as your temple and your food choices will start aligning with your belief system.

## Details of the first month of implementation:

- **Demographic** : Mumbai
- **Reach**: 1,00,000+ users
- **Platform** : Instagram Influencers • YouTube Ads
- **Budget** : ₹ 9000
- **Expected turnaround** : 60% more brand recognition and ~30-40% spike in Sales in the given demographic

Campaign Created :  
#LoveWhatYouEat  
Engagement with  
IG health, F&B  
Nano Influencers,  
Unskippable  
YouTube Ads

Packaging:  
Now smaller,  
cheaper  
individual  
packs. **See  
through  
window too.**

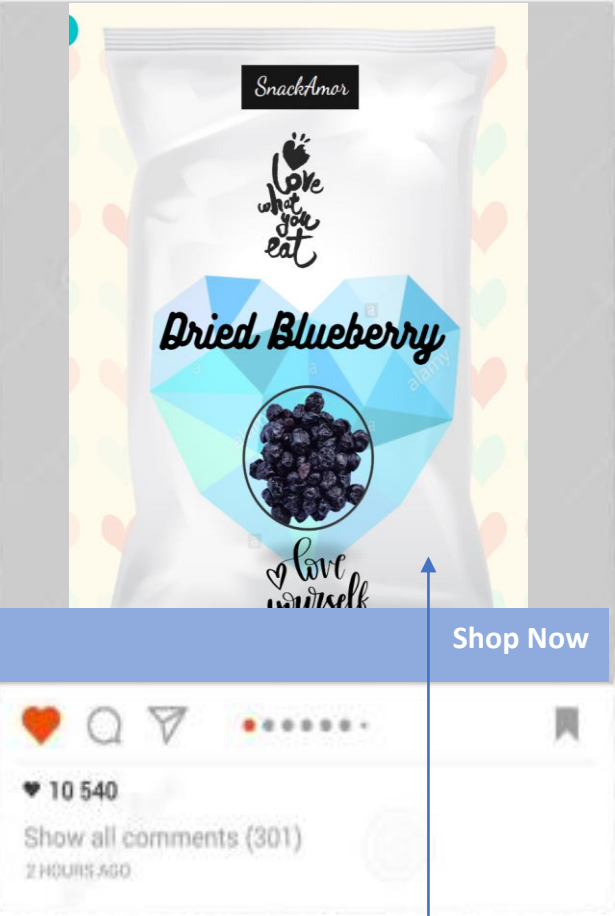
Gradual increase  
of testing  
demographic.  
Rigorous  
customer  
interaction and  
feedback  
involved



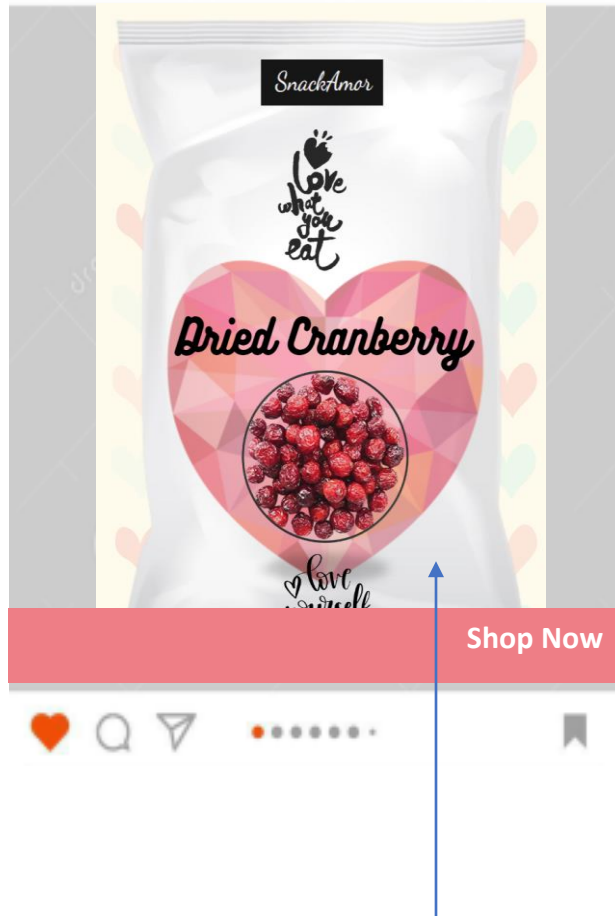
SnackAmor

2

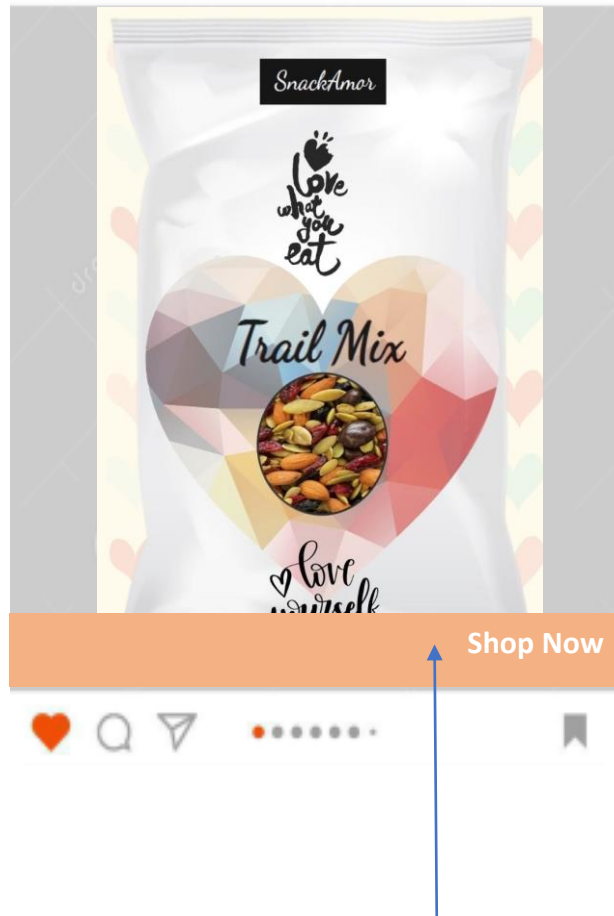
# Carousel Ad Campaign - Sample



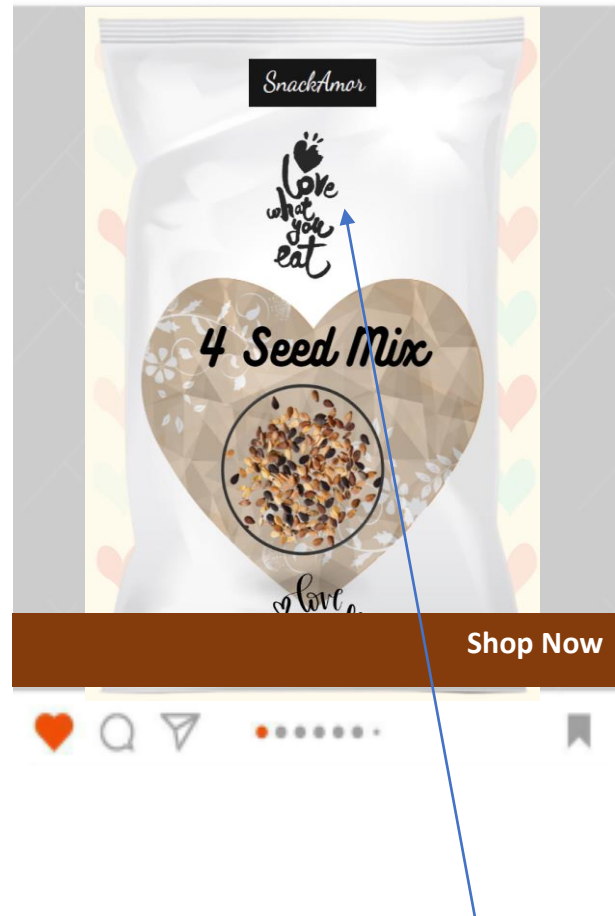
Reimagined Packaging and colours



Individual colour assignment for distinction and recognition of different products



Direct call to action. Redirection to Amazon Page



Campaign related words and phrases in constant vision for more brand-to-ad relatability



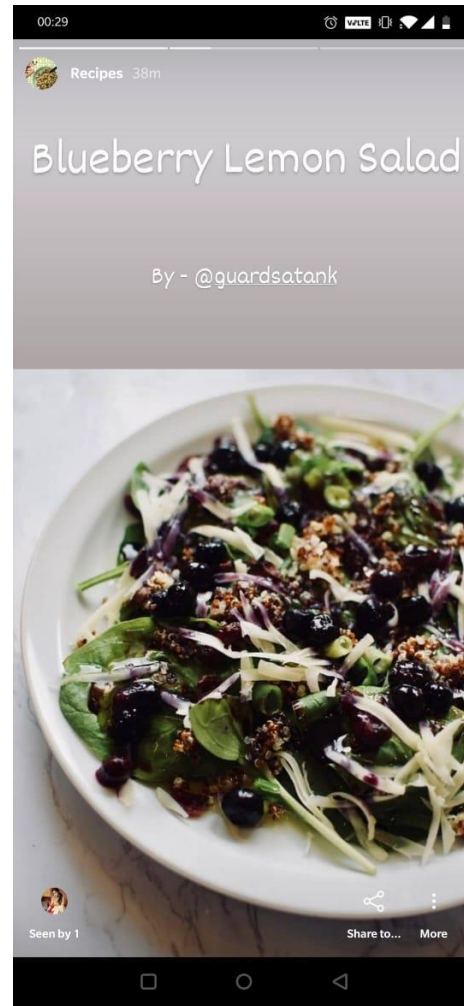
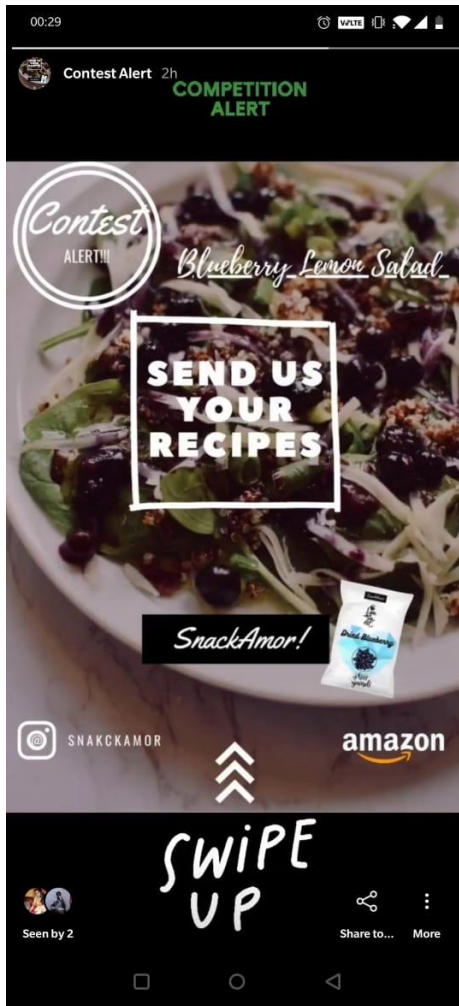
# Instagram Recipe Competition Campaign – To Boost Customer Engagement

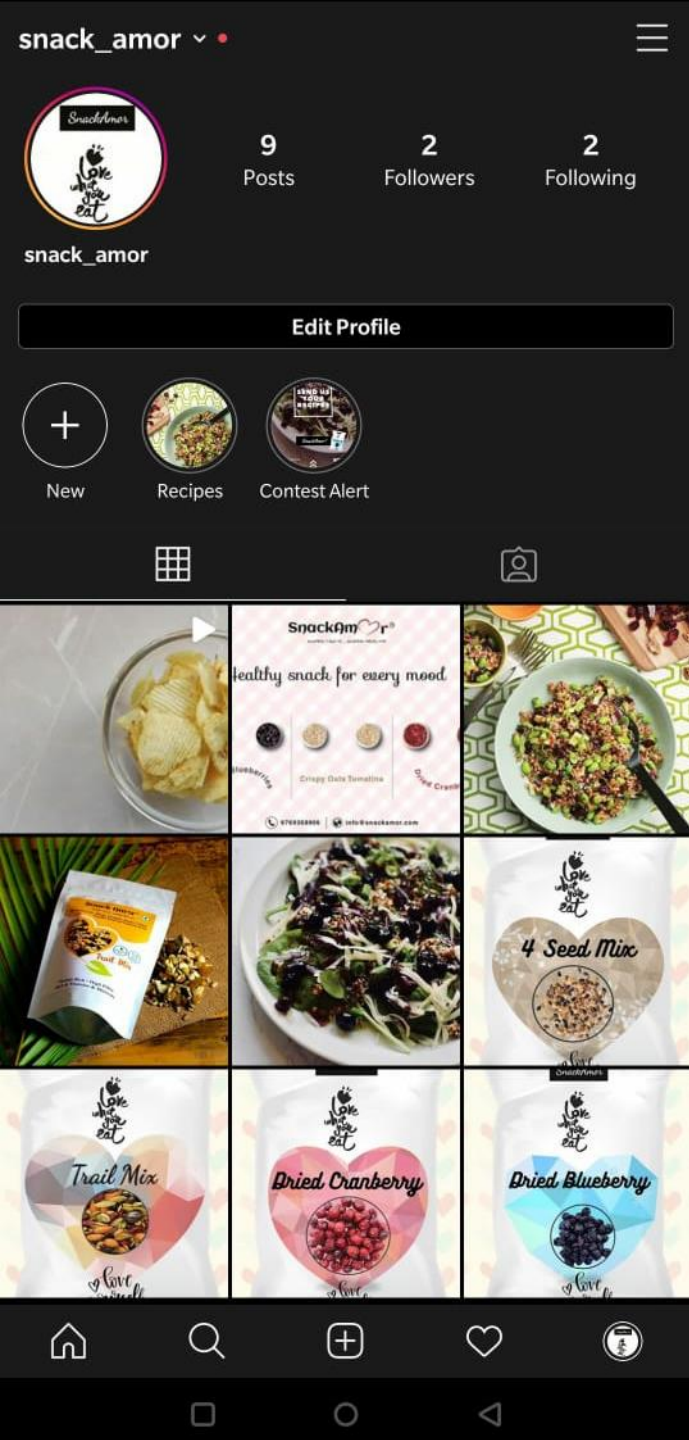
- Calls out to followers to Send Recipes
- Swipe Up for more relevant Hashtags

- Shoutout to engaging customers.
- Increase in User Generated Content (UGC)

- Promotes versatility of SnackAmor Products
- Organic spread of Campaign by users tagging and challenging each other

- Helpful content for anyone who is engaging with the page





## Instagram Page Revamp



Click for @snack\_amor

Created a Mock Page for SnackAmor

Inclusion of High-Res images of products  
Utilise the new Reels feature in IG for submissions.

Story Highlights for direct instructions for  
UGC and Contest alerts

Tri-weekly checking of Insights of  
Business Profile to regularly optimise  
campaigns

- 1 Ad budget= **1K-3k**
- 4 Ads per week
- Total 1 week budget=  $4 \times (1K-3K) = \mathbf{4K-12K}$
- **Estimated Reach : 40,000+**
- **New Followers (1<sup>st</sup> & 2<sup>nd</sup> week) – 150-200**
- **Estimate engagement – 500+**
- Cost per Click- **\$ 0.05**
- Click Through Rate- **2%**

**Cost** (for every 100 ads viewed and action taken)- **100\* \$0.05 = \$ 5/ 375.25 rupees = Rs. 3.75**

- **Revenue =  $2 \times 200 = 400$  rupees**  
( 1 pack of trial mix = 200 rupees)
- **ROI =  $(400 - 375.25) / 375.25 \times 100 = 6.59\%$**



# YouTube Campaigning

- YouTube is one of the best options for creating a cost-effective advertising campaign:
- There are 3 types of ads : 1)Trueview 2)Pre-Roll 3)Bumper Ads.  
We shall be targeting TrueView Ads
- TARGET : **1000+ Subscribers, 10+ Video Content** in 2-4 months
- Budget : **10-15K (max)**



Budget - **10K-15K**

Cost Per View- **\$0.026**

Average view Rate- **31.9%**

Click Through Rate- **1%**

**Cost** (for every 100 ads watched) =  
 **$0.026 \times 100 = \$ 2.6 / 195.13$  rupees**

**Revenue** =  $1 \times 200 = 200$  rupees  
( 1 pack of trail mix=200)

**ROI** = (Revenue Generate- Cost of campaign)/ Cost of campaign \*100  
=  $(200 - 195.05) / 195.05 \times 100 =$   
**2.53%**



- For **TrueView** : **cost is incurred after 10 seconds**. This **ad is skippable** but the small amount of on-screen time paired with a fairly recognizable sound or phrase can leave long lasting impression
- Page and Content Generation : Reviews by food product critics
  - eg: [Fit Tuber](#) with 3.2M subscribers and does Non sponsored videos. Average Viewership of 450K+
  - Customer generated recipe contest
  - Offline sales and on ground tasting reviews (Business Conventions)

# SnackAmor Company Video Ad Campaign

Intriguing  
Thumbnail View  
Curious First  
frame  
Short and Crisp.  
Ideal for TruView  
Ads

Visually  
expresses that  
the Snacks are  
tasty and  
preferred over  
Everyday Chips

**#OptionHaiToh  
KyouNahi**

Campaign to Call  
Out to audience  
to revise their  
eating habits



**Video – Action Required – Click on Chips, Increase system volume**

Platform Flexibility :



# YouTube – SnackAmor Customer Feedback Campaign

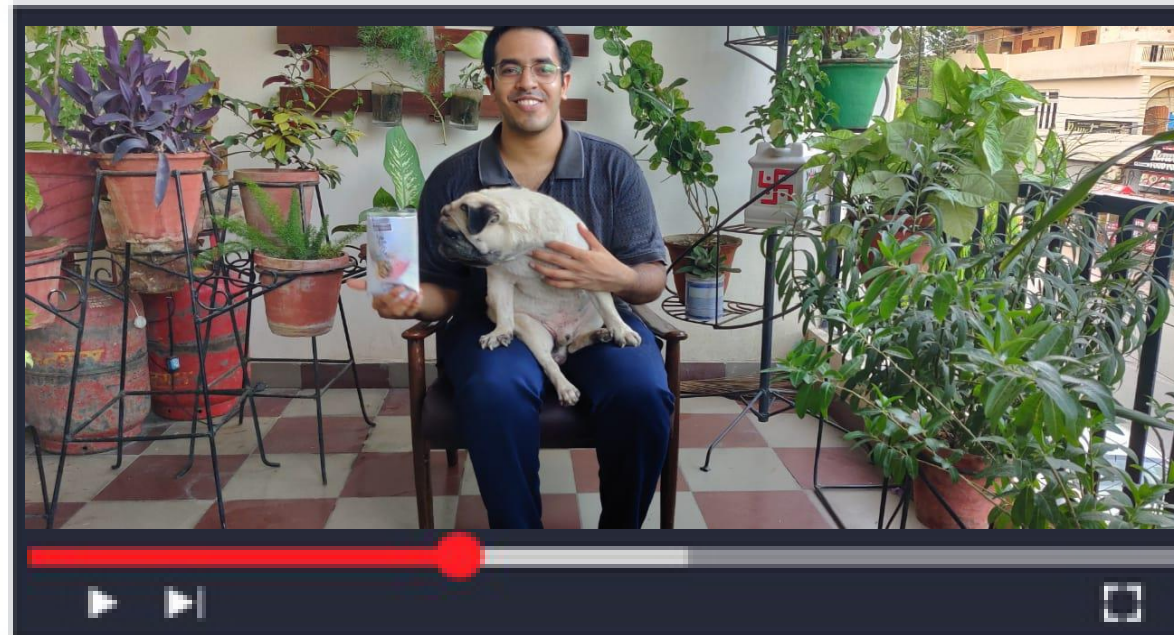
Combination of  
Campaigns :  
**#OptionHaiToh  
KyouNahi,  
#LoveWhatYouEat**

Different language  
based campaigns for  
different regions of  
country.  
Unlike the general  
Bi-Lingual Trend

Greater scope of  
expansion  
Ability of a Higher  
reach, across the  
country.

Increases UGC  
Customer Relatability

Economic Cost of  
production – Absolutely  
free content generation



English



Hindi



Gujarati



Bangla

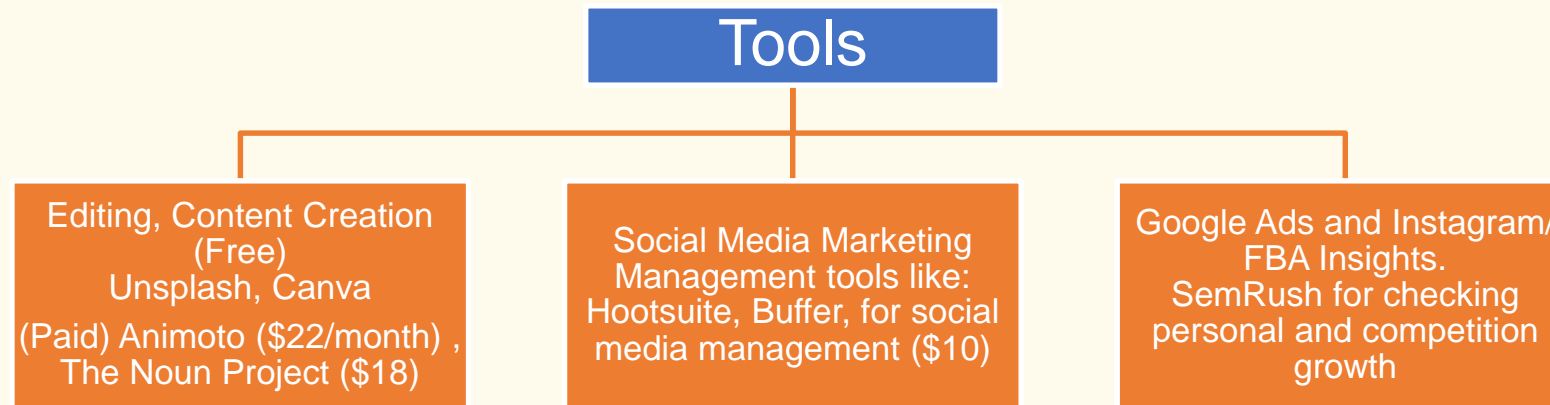


All Audible.  
Do try.

# Cost Cutting

Graphics/photos/videos – \$40

- Avoidable by hiring staff which can do all as an additional feature
  - Designing, Photo Shoots, Content Generation



- Use personal network of all employees for free promotion, sampling.
- Daily optimization of all campaigns as per google and in-built insights
- Boost customer interaction and feedback. Most of brand reputation and word-of-mouth marketing happenings because of this

Select Screwdriver.

## Summary

For Amazon, 2-4 Campaigns  
with \$10-\$15 USD Budget per  
week for 1 week each.  
Optimisation as and when  
required  
Expected return during Peak  
Festivity : 40% Boost in Sales

FBA, Instagram, Facebook Page  
and content promotion targets :  
**31-42% jump in sales. Followers  
Increase by 14.5X increase in  
following (70 to 1000)**  
**Budget : 4k-20k**

To start YouTube Channel for  
SnackAmor and get 1000+  
subscribers within 3 months.  
Have an ideal regular audience  
of 40k+ by end of 6 months  
**Budget: 10-15k**

Apps like **Grofers, Big Basket**  
need constant retouching due to  
change in policies and GUI.  
Those need constant attention.  
Promotions and collaborations  
recommended



# Additional Possible Improvements

## Website Issues

Statistics

List

Graph

### Markup

Why it is important

43%

pages have no markup

Schema.org (Microdata): 0%

Schema.org (JSON-LD): 0%

Open Graph: 57%

Twitter Cards: 57%

Microformats: 0%

### Crawl Depth

Why it is important

0%

pages with more than 3 clicks

1 click: 100%

2 clicks: 0%

3 clicks: 0%

### HTTP Status Code

Why it is important

7%

pages with 4xx and 5xx status codes

3xx: 7%

2xx: 86%

1xx: 0%

No code: 0%

### Canonicalization

Why it is important

100%

pages without rel="canonical" tag

canonical to other page: 0%

self-canonical: 0%

### AMP Links

Why it is important

100%

pages have no AMP link

0%

have AMP link

### Sitemap vs Crawled Pages

Why it is important

24

pages in sitemap

Crawled pages found in sitemap: 36%

Crawled pages not found in sitemap: 64%

### Incoming Internal Links

Why it is important

7%

pages have only 1 incoming internal link

2-5: 14%

6-15: 36%

16-50: 0%

51-150: 0%

151-500: 0%

500+: 0%

### Hreflang Usage

Why it is important

0%

pages without issues

with issues: 0%

without hreflang: 100%

# Institute Details

**Name of your institute**- Symbiosis Institute of Management Studies, Pune

**Location of the Institute**- Range Hills Road, Khadki, Pune

## **Director Details :**

**Name of the director** - Dr. Brig Rajiv Divekar

**Director's email address**- [director@sims.edu](mailto:director@sims.edu)

## **Placement Co-ordinator Details:**

**Name of HOD Placement**- Ms Renuu Kulkarni

**HOD Placement's email address**- [renuu.kulkarni@sims.edu](mailto:renuu.kulkarni@sims.edu)



## Fun @ Work



# Why Us?

## Contribution in actualization of Recommendations

- Formulate, change and contribute towards Offline and Online sales techniques and policies by revising incentives, discounts, offers and packaging sizes
- Use personal experience and knowledge with sales and marketing to boost social media presence and awareness, simultaneously deepening the brand penetration in both offline and online markets
- Understand the production and packaging system and margins of the company
- Crunch numbers by revising routes and twitching the farm to fork process in the most ethical ways possible.

## Milestones for 2 / 4 / 6 Months of Internship

- Take ownership of our internship and lead instead of needing hand-holding
- Take responsibility of collaborating with multiple organizations and to **increase brand presence** at Airports, Health Centres etc.
- Try to boost sales and brand penetration by at least 30-40%
- Formulate Retail Sales-person and online benefits-related strategy
- Keeping the limited time and physical restraints in mind: Pick and set as many tasks and targets possible and finish/proceed with them in a way better condition than when initially approached.

Kajal and Sukraat both, come with experience in online sales and marketing and certifications in social media marketing.

They both are highly flexible and versatile and adaptive

They prefer to work in systematic and cordial work atmosphere and bring along positivity and clarity of thought and action, consequently leading to a chain reaction of everything falling into its place.

# Quote / Our Experience

“Wisdom is not a product of schooling but of the lifelong attempt to acquire it.”

– Albert Einstein

“Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future.”

– Brian Tracy

- For me it was the first time taking part in such a competition, I realized after luckily getting through the top 50 that the competition is tough on every level of life. While reading for this Case Study and while working on this presentation and survey, I learnt so much, not just about the business world, digital marketing and how it functions but also about the device I have my hands on for most of the hours during the day.  
I also learnt that I love deadlines and a slight pressure to perform to my best abilities, and that no matter what, there's always scope for improvement

-Sukraat Dang

- It was unexpectedly fun, and I didn't realise what I was stepping into before I actually did. There is so much to do, so much to learn and a whole ocean of untouched information and uncovered knowledge.  
Realised the importance and implementation of multitasking and teamwork and experienced the thrill of working against deadlines.  
In my style , keeping it informal I call it a “Jhakaas” experience, and I've had great help from my college mentors, my partner, colleagues and most importantly, the brief and informative talk session conducted in the beginning along with all the literature provided to us guided us a lot. Fun experience overall. I hope we get through and reach higher ranks and get to learn, improve and perform further.

-Kajal Rai

As a person working behind the bar, this is the first thing you learn to make.

Also one of the first things you consider using when something needs fixing.

We felt like the apt word for a team in such a competition should be

## Why ScrewDriver?

“Inflation hasn't ruined everything.

A dime can still be used as a screwdriver.”



thank  
you

