



PiVOT Consulting

Technical affairs- IIITDM Kancheepuram



Day - 03

Case Study: Reviving SAC – Student Council at Kandigai Institute of Technology(KIT)

Date : 03/07/2025

Duration : 24 Hours

Challenge Brief

KIT is a rising technical institute spread over 52 acres near Chennai, with around 3,000 students across UG, PG, and PhD programs. The campus is active with student clubs, tech events, and cultural activities — all coordinated through the Student Activity Council (SAC).

SAC is responsible for organizing flagship events, managing clubs, and handling student engagement. It currently runs on institute funding — which is fixed and shrinking.

With rising costs, growing student expectations, and a need to scale its activities, SAC is exploring ways to become financially self-sufficient without relying solely on administration grants.

Objective :

- SAC wants to generate its own sustainable revenue. But it has no existing model, limited experience, and must remain student-run.
 - You're being brought in to suggest a practical business + marketing plan that works within a campus setting.
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General Guidelines :

1. Your plan should be practical and executable by a student-run team
 2. Think beyond traditional models like event tickets and club fees
 3. Keep ideas low-risk, engaging, and fun — students shouldn't feel like they're being sold to
 4. Focus on building a cool brand around SAC, not a corporate feel
 5. Keep SAC's trust and values intact
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Deliverables :

Revenue Model:

- 2–3 revenue streams SAC can start within 1 year
- Justify why they fit a college campus environment

Marketing & Branding Strategy:

- A creative campaign idea to make SAC “cool”
- How you’ll sell merch/memberships/tickets without sounding pushy

First-Year Plan & Projections:

- A rough financial roadmap to make ₹5–8 lakh in 12 months
- Highlight key targets, student engagement metrics, and timeline

Bonus (Optional):

What 1–2 fun things can improve the brand visibility of KIT overall?

Evaluation Criteria :

- Strategic Prioritization (25%) – Clear identification of key challenges and logical prioritization of actions with strong justification.
- Feasibility & Impact (25%) – Realistic, high-impact solutions with measurable outcomes and risk assessment.
- Innovation & Sustainability (20%) – Creative, sustainable solutions that align with EcoBite's brand and long-term goals.
- Financial Acumen (15%) – Effective use of financial data, ROI analysis, and realistic projections.
- Near-Term vs. Long-Term Balance (10%) – Balanced focus on quick wins and sustainable growth strategies.
- Presentation & Clarity (5%) – Well-structured, concise, and clear communication of ideas.

Addition resources or dataset (if required)

- Context: SAC at KIT runs on limited institute funding. It needs to become financially self-sufficient while staying student-run and engaging.

- **Focus Areas:**

- 2–3 low-risk, student-friendly revenue ideas
- Cool branding that doesn't feel “corporate”
- Realistic plan to earn ₹5–8 lakh in 12 months
- (Bonus) Fun ways to boost KIT's image

- **Hints:**

- Look at student-led startups, creative merch, events, or digital content.
- Think beyond tickets and fees — innovate for impact

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Support

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