



AB/T



Centre for
Social and
Behaviour
Change

CASE COMPETITION WORKSHOP

YOU THINK YOU CAN CONSULT?





Workshop structure

- Introduction
- Recap : Consulting Frameworks
- Mini-Case Challenge
- Feedback on Mini-Case
- Guest Speaker session

Key takeaways from last workshop

How to solve case well?

Things you NEED to do

Understand the problem

Identify root cause(s)

Recommendations

Implementation

Things you SHOULD do

Basic understanding of space

Structured Process – MECE, Frameworks

Clear Communication

Creativity always helps

MINI CASE CHALLENGE

An aerial photograph of the Ashoka University campus, showing a modern architectural complex of buildings with red and grey facades, surrounded by green lawns and trees. A road with a few cars is visible in the foreground.

Ashoka University at a glance



25-acre residential campus



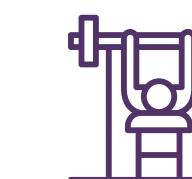
Houses **2,500+ undergraduate students** and **500+ graduate students**



5 Residential Halls, 4 Academic Buildings along with **Faculty & Administrative buildings**



Total of **13 food outlets** spread across



Amenities like Library, Gym, Salon, Infirmary etc **located within campus**



Context for the new campus



6 STEM-centric academic buildings



10 residential buildings



Distance between two campuses: **500-800m.** (Short walk away from each other, linked from the back gate (far corner) of the old campus to the front gate of the new campus.



Has space for amenities like food outlets, Library, Gym, Salon, Infirmary etc **located within campus**

You have been asked to determine what details of this expansion can be modified and managed to ensure campus culture is not negatively affected, and the university as a whole maintains its focus on holistic peer-to-peer learning and interdisciplinary foundational exposure.

Always start out by breaking down the problem statement

PROBLEM STATEMENT:

Developing efficient design choices and nudging frameworks to encourage movement of students between the old campus and new campus, ensuring an integrated campus

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The crux is to incentivize movement of STEM and non-STEM majors across campuses. Solutions should account for:

Transit b/w Campuses

TIMINGS

Considering that Ashoka University's culture thrives post-6 p.m., flexibility curfew timings between the two campuses will encourage cross-campus movement.

SAFETY

Security guards should be posted every 150m in the path from the old to the new campus to ensure safety of students.

Additionally, university could construct a direct pathway between the two to ensure that students have unhindered access to both campuses.

TRANSPORT/ACCESSIBILITY

Assuming that acquiring the main road is not an option, administration should provide affordable, accessible and convenient transport options. While cycles can be stations across various hotspots on campus that students can use to travel between campuses, frequent golf carts can be offered as a more accessible option.

The crux is to incentivize movement of STEM and non-STEM majors across campuses. Solutions should account for:

Usage of On-Campus spaces

ACADEMICS

Increasing the number of cross-listed courses to ensure that students are necessarily traveling across both campuses of their own accord. Additionally, they can also invest in a variety of different inter-disciplinary centers across the two campuses that encourage dialogue between students from both campuses.

MANDATED

- **Cultural events**, club & society meetings and workshops can be mandated events that can be held on either campuses, opposite to the prevalent culture there. For example, non-STEM events can be conducted on the STEM Campus.
- **Shifting Students**: Shift all TDI, Parker, & IIT Students to the new campus as TFs, MA students, and YIFs would still be compelled to travel across both campuses, given their degree structure.

NON-ACADEMIC

Food Outlets

Focus on diversifying food outlets' menu options & cuisine varieties to incentivize students to migrate to another campus to obtain preferred and varied food that may not be available on their campus.

Social Spaces

Libraries, commons and amphitheaters can be designed uniquely on both campuses to attract a variety of students. For example, incubation booths & group-work spaces. The implementation of technology on the new campus can also attract people from the old campus.

Amenities

Offering unique amenities on both campuses for sports, dance, music & other extracurricular activities can attract a variety of students. For example, currently the old campus lacks amenities such as improved music room & larger auditoriums which the new campus may offer.