### **Campus Problem Hunter: Solution for Day Scholar Exclusion**

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### **Problem Statement :**

The exact problem is suffered by day scholars (primarily of first year) who face social exclusion during peak festive times**.** Day scholars are excluded in some of the high-value social experiences. **For eg: Recently a garba night was organised in our campus basketball ground in which only the hostellers were allowed to enter.**

● **The Number:** **80% of major campus social and cultural events** (like festivals, special dinners, and weekend celebrations) are organized by hostel committees/ hotel students who easily get permission to hold and organise such themed events and are either formally restricted to residents or practically inaccessible to day scholars. This results in an estimated **40% of the student population (day scholars)** feeling disconnected from the core campus community and social life.

### **User Segment :**

**Day scholars** (students who commute daily) from all years, but particularly **first-year day scholars** who are trying to form their initial social support networks and people who are trying to get indulge with the college events.

### **Core Solution Concept :**

**("The Day-Scholar Insider Club")**

A low-cost, digital membership club that facilitates the organization and promotion of **Day Scholar-specific, but open-to-all, inclusive micro-events** and acts as an alternate option to integrate Day Scholars into pre-existing Hostel/Campus event logistics.

**The Main Service:** Selling exclusive access to affordable, inclusive, and well-organized social events held in non-hostel campus spaces (like academic block common rooms, sports lounges, or the auditorium lawn) on evenings or weekends and these spaces are also free to use after getting permissions from the officials.

### **Low-Cost Viability :**

The main trick is to **use campus rooms and digital tools that don't cost any money**. We must spend the least amount of cash possible. At the start, we will mostly invest our **time** and buy only a few small, cheap things. And we would mainly focus on using social media platforms for marketing and the information exchange can be done through whatsapp.

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#### **The Low-Cost Strategy Summary:**

1. **No competition with Hostels:** Instead of trying to run a huge, expensive festival, focus on high-quality, **niche, low-cost micro-events** like a "Day Scholar Movie Night," a "Weekend Board Game Tournament."
2. **Self-Funding Model:** Every event is planned to be self-sufficient; the ticket price covers the event's immediate costs (e.g., rented projector, snacks, decorations), ensuring the business is sustainable from the first event to the very last.