

# HarVa

## TAGLINE:

**Present a strategic model for creating, managing, marketing and monetising the knowledge base in a university centric setup.**

## DETAILS:

You should design a business model to market a university centric consulting practice. A consulting practice that is going to provide all data and analysis from grassroots up, for social and grassroots businesses. Generate reports that will be fodder for larger businesses that are looking to either source from or sell to the rural areas.

In your model you have to see how much impact can be expected on the real economy from something as poorly defined as knowledge? How to develop profitable industry-university clusters in the knowledge economy to tap into the value at Base of the Pyramid? Keep in mind as to how should various institutional spheres interact to have an impact on creation of novelty and wealth? Should consulting be based on what was or what could/would be? How could universities play a central role in creation of intangible assets for the society and be drivers of innovation?.

1. You have to submit a simulation model to monetise a consultancy which is university centric but at the intersection of three institutional spheres namely corporates, govt and academia.

2. Your model would be judged on the basis of the feasibility of the simulation and how aligned it is to the case studies and working models in the space.

**Reward:** Students would be offered a full-time internship with HarVa Consulting (Parallel Pyramid) over summers, leading the campus excellence centres in the university and possible job opportunity.