

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 useful for larger businesses that are looking to source the data from rural areas.

Most traditional consulting services are extremely expensive, and unaffordable to rural businesses. The challenge is to tap in the potential of the youth (university students) to provide data and analytical services to these small companies at an affordable cost

1. You have to submit a simulation model (fool proof business plan) to extract profitability out of a consultancy start-up which is university centric but requires intervention of three institutional spheres namely corporates, government 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.