

**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT

NAME OF THE EVENT: C-ACE IT: A Case Study Workshop			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS' NAME
14 th November 2022	Statistics	Inferentia, The Statistics Association & 180 Degree Consulting SVC	Aman Singh, Navya Agarwal and S Skanda Dr. Kanika Verma Dr. Alok Kumar Singh
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
9:00 A.M. to 11:00 A.M.	Seminar Hall	70	Indoor; Offline
FINANCIAL SUPPORT/ASSISTANCE (if any):	NIL		

BRIEF INFORMATION ABOUT THE ACTIVITY

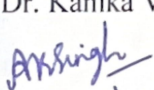


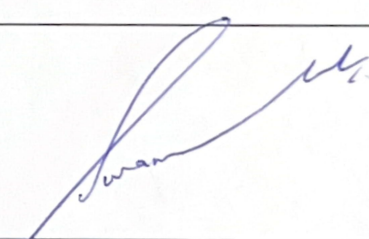
TOPIC/SUBJECT OF THE ACTIVITY	C-ACE IT: A Case Study Workshop
OBJECTIVES	A case study workshop that aims to develop the necessary skills that are required to solve a case study through a real time case solving session.
METHODOLOGY,	<p>The methodology followed consisted of three distinct parts. They are:</p> <ol style="list-style-type: none"> a) An introductory session on how to solve a case study showcasing the different steps in the process and guiding the participant's thought process through that. b) Presentation of a solved case study which analysed the market sizing and entry strategy of an Indian technology company. c) A group session that focussed on solving a case study structured on a pre existing real environment case that was taken up as a consulting project by 180 Degrees Consulting, SVC.

INVITED SPEAKERS WITH AFFLIATION DETAILS (IF ANY)	NIL
OUTCOMES	The workshop was helpful in framing a basic idea on how consultants work and help 80 individuals solve a real case by drawing inferences from data presented.

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters ✓	2 Number of Participants & Name of participants ✓	3 Video clip	4 Photos ✓	5 Feedback Form & analysis
6 News clip with details	7 Sample Copy of the Certificate	8 Posters/ Invites ✓	9 Event report Attested by Event Coordinator & IQAC Coordinator ✓	10 Any other document

IQAC Document No: IQAC/SVC/2022-23/Statistics02	Criterion No:
Departmental file no: SVC/2022-23/Statistics02	IQAC file No: IQAC/SVC/2022-23

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Alok Kumar Singh Dr. Kanika Verma  	Dr. Kanika Verma 	

For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

PERMISSION FOR ORGANIZATION OF EVENTS

NOTE: 1. Please ensure that the completion certificate of the event is physically signed by the Convener of the event, IQAC Coordinator and Principal after the event report is made.
 2. Please ensure a pre booking of the venue before getting the permission letter signed.
 3. A copy of this duly filled form signed by the TIC/ Convener and Principal shall be submitted to ICT, Caretaker and IQAC Coordinator, Dr. Arpita Kaul for commerce and NSS, NCC, Placement and Sports events, Dr. Jitesh Rana for humanities events. Dr. P. Jayaraj for sciences events.

EVENT DETAILS

1. Name of the Department/Society /Association: Statistics Association 'Inferentia'
2. Name of the TIC/Convener (if any): Prof./Dr./Mr./Ms. KANIKA VERMA
3. Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or
 enhancement/others..... Workshop: Case Study
community outreach/ skill
4. Participants: 80-100 Student-centric /Faculty/Both
5. Event Type: Offline/Online/Hybrid; Indoor/Outdoor
6. Collaborating Agency /Organization: 180° consulting
7. Proposed Title of the Event: C.ACE..IT... [A Case Solving Workshop]
8. Tentative List of Speakers with affiliations: NIL

9. Date, Time from to : 0:9:00 AM to 11:00 AM, Monday, 14 November
10. Financial Assistance/ Funding received (if any)
11. Proposed Budget (please attach details in a separate enclosure):

12. Faculty responsible for Geo Tagged Pictures Dr. Kanika Verma, Dr. Alok Kumar Singh
13. Faculty responsible for Event Report Dr. Kanika Verma, Dr. Alok Kumar Singh
14. ICT support required, if any (ICT Lab, Laptop, LCD projector)

15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance)

16. Room requirement (Seminar/ any other) ... Seminar Room


Kauike Verma
09/11/22
Name & Signature of TIC/Convener


C. Shula Rana
Signature of Principal

Date: 09/11/2022

Date: 10/11/22

Event Invitation & Posters


180Degrees
CONSULTING
— SRI VENKATESWARA —



C-ACE IT

A Case Study Workshop

presented by
Inferentia, the Statistics Association
in collaboration with

180 Degrees Consulting SVC

9AM to 11AM on 14th November 2022
Venue: Seminar Hall

Registration link in bio



C-ACE IT

A Case Study Workshop



Have you ever wondered how an application like WhatsApp, which is free to use for its customers and has no adverts, manages to make money?

If you want to increase your business acumen, choose the consultancy route

**JOIN US AS WE ANALYZE
SUCH CHALLENGING YET
INTERESTING CASES!**

Time: 9AM to 11AM

Date: 14th November 2022

Venue: Seminar Hall



180Degrees
CONSULTING
— SRI VENKATESWARA —

C-ACE IT

A Case Study Workshop



**Aware of the reason why Maggi was banned after being the most popular quick meal?
How did it return just after 5 months, stronger than ever?**

Time: 9AM to 11AM
Date: 14th November 2022
Venue: Seminar Hall

JOIN US AS WE ANALYZE SUCH CHALLENGING YET INTERESTING CASES!

Choose the consultancy route if you wish to improve your strategic sense!

Geo-tagged Photos of Event



14-Nov-2022 at 9:37:08 AM
#Sri Venkateswara College



14-Nov-2022 at 10:36:55 AM
#Sri Venkateswara College



14-Nov-2022 at 10:09:54 AM
#Sri Venkateswara College



PROBLEM STATEMENT

Your client is an alco-bev startup based in Delhi looking to enter the Indian Alcohol drinks market. The client sells **Mead**, a drink made from fermenting honey with alcohol. It is a substitute to the conventional alcoholic beverages available in the market and is within an affordable price range of Rs 600-1200.

A recent survey by them suggested that majority of Indians are unaware about mead and that while the young population aged 18-34 years is open to experimentation while those aged above 35 years stick to their regular choices. If the mead market is forecasted to grow at a rate of 6% YOY, devise a suitable market entry strategy for the client.

VENKATESWARA COLLEGE
UNIVERSITY OF DELHI



ATTENDANCE SHEET

TITLE OF THE EVENT: C-ACE IT : A Case study Workshop

DATE OF THE EVENT: 14th November 2022

NAME OF THE DEPARTMENT/ SOCIETY: Inferentia: The statistics Association
& 180 Degree Consulting, SVC

NAME OF THE EVENT COORDINATOR: Dr. Konika Verma & Dr. Alok Kumar
Singh

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Shivani	0121189	BA Prog (2 nd yr)	Shivani
2	Sahil	1020069	B.Com Hons (3 rd yr)	Sahil
3	Utkarsh Prakash	0522038	B.A (Hons) Eco	Utkarsh
4	Rishi Vaish	0522021	BA (Hons) Eco (1 st yr)	Rishi
5	Divya Goyal	0222045	BA (Hons) English	Divya
6	Neha	1521050	B.Sc. (H) Chemistry	Neha
7	Neeraj Sharma	1722045	B.Sc. (H) Math	Neeraj Sharma
8	Yash Virendra	1522025	B.Sc. (H) Chem	Yash
9	Yitoli Meheta	1021059	B.Com (H)	Yitoli
10	Tanishka Agarwal	1920010	B-Stats (H)	Tanishka
11	Shikha Kapoor	0921029	BCOM Program	Shikha
12	Pupalee Agarwal	922075	BCOM program	Pupalee
13	Ayush Bhaskar	922036	B.com program	Ayush
14	Nipun Mehta	521074	Eco Honours	Nipun
15	Akhya Anand Jha	521044	Eco Honours	Akhya
16	Bhanya Yadav	1722019	Maths hons	Bhanya
17	Harshit Singh	1722029	Maths hons	Harshit
18	Dominik Singh	0722008	Pol Sc (Hons) 1 st Year	Dominik
19	Srishty Gupta	1722107	Maths hons.	Srishty
20	Sarthak Garg	0122055	BA (P)	Sarthak
21	Ayush Shukla	0122082	BA (P)	Ayush
22	Prangana	1021096	B.Com (H) (Gnd)	Prangana
23	Pratik	1722006	B.Sc (Hons) Mathematics	Pratik
24	Neha	1722090	B.Sc (Hons) MATHS (1 st year)	Neha
25	Kemal Pal	1722097	B.Sc (Hons) Maths (1 st yr)	Kemal
26	Samarth Dhingra	1722009	B.Sc (Hons) MATH (1 st yr)	Samarth
27	Pragank Kober	1022109	B.COM (Hons) I	Pragank
28	MADHUSUDAN YADAV	0522018	BA Eco (Hons) I	Madhusudan
29	Manavi Mishra	1722033	BA Hons (Maths)	Manavi
30	Ramanpreet Kaur	1722063	Bx. Maths	Ramanpreet
31	Ananya	1722064	Bsc. Maths	Ananya
32	Ashwin	1722041	Bsc. Maths	Ashwin
33	Rohan	1722005	Bsc. Maths	Rohan
34	Abdul	1722065	B.S. Maths	Abdul



ATTENDANCE SHEET

TITLE OF THE EVENT: C-ACE IT: A Core Study Workshop

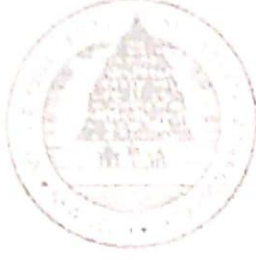
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NAME OF THE DEPARTMENT/ SOCIETY: Inferentia: The Statistics Association
 & 180 Degree Consulting, SVC

NAME OF THE EVENT COORDINATOR: Dr. Kanika Verma & Dr. Atok Kumar Singh

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1.	Disha Jindal	0521013	Eco Hons 2nd year	
2.	Shinangi Goid	0521039	Eco Hons 2nd year	
3.	Denika Mishra	0521076	Eco Hons 2nd year	
4.	KAUSHIK AMARWAL	0921224	B.COM(P) 2nd year	
5.	KASIFAKMAP	0921179	B.COM(P) 2nd year	
6.	Vaishali Dhakad	922090	B. Com (P) 1 st year	
7.	Pravini Aggarwal	922002	B.COM (P) 1st Year	
8.	Shivangi	922029	B. Com (P) 1st year	
9.	Ichita	0521017	Eco Hons 2nd year	
10.	Nishita	0521024	Eco Hons 2nd year	
11.	Vishavjeet	0521073	Eco Hons 2nd year	
12.	Manpreet	0921093	B.COM(P)	
13.	Anasthya Koushik	0921085	B.COM(P)	
14.	Ishika	0121222	BA(P) Eco Math	
15.	Shivam Dutt	0121168	BA(P) Eco Pol	
16.	Aisha Raj	0121235	BA(P) Eco + Maths	
17.	Gargi Tandon	1922002	B.Sc (Hons) Statistics 1st year	
18.	Divita Diwan	1922013	B.Sc (H) Stats 1st year	
19.	Tanizikaa Gandhi	1922004	B.Sc (H) Stats 1st year	
20.	Divya Grover	1922006	B.Sc (H) stats 1st year	
21.	Rohan Yadav	1920038	Stats Hons (3 rd)	
22.	Mitali Jain	1920027	" "	
23.	Choushang Sah	1920044	" "	
24.	Keerti Garg	922011	B.COM (P)	
25.	Anika Gupta	922092	B.COM (P)	
26.	Sneha	922084	B.COM (P)	
27.	Anshika Vats	922028	B.COM (P)	
28.	Hansimran Kaur	922021	B.COM (P)	
29.	Divya Kalra	1922004	Statistics	
30.	Eshika	1722070	Maths (H)	
31.	Aditya	1922009	Statistics	
32.	Harshik	1922012	Statistics	
33.	Abhinav	1922010	Statistics	
34.	Harsh	0121228	BA (P)	
35.	Swamya	0121202	BA (P)	
36.	Vanshi	0121212	BA (P)	

Team 21



Tirumala Tirupati Devasthanams

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Sri Venkateswara College

(University of Delhi)

NAAC Grade A+

CERTIFICATE

This is to certify that the **C-ACE IT: A Case Study Workshop** was successfully conducted on 14-11-2022 from 09:00 am to 11:00 am by **Department of Statistics** in the **Offline** mode and its event report has been submitted to IQAC for records.

Kaushik Verma
Kaushik Verma
Event In-Charge

[Signature]
IQAC Coordinator

Coordinator, IQAC.
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021

C. Siva Reddy
Principal

PRINCIPAL
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021