

ANNUAL REPORT

2023

2024

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24

TABLE OF CONTENTS

| | |
|-------|------------------------|
| 3 | Summary |
| 4 | Message |
| 5 | Introduction |
| 6 | Live Projects |
| 7-12 | Events |
| 13-14 | Other Initiatives |
| 15-16 | Social Media Presence |
| 17 | Our Mentors |
| 18 | Professors-in-charge |
| 19 | Board 2023-24 |
| 20-21 | Message from the Board |
| 22 | Vote of Thanks |



SUMMARY



MESSAGE FROM THE TEAM

Xavier's Consulting Club is dedicated to the core vision of 'Accelerating Growth' – which encompasses not only the advancement of our club but also the individual development of each of our members, all contributing to our shared success.

We firmly embrace the notion that growth is not a mere destination, rather it's an unending voyage of discovery, learning, and the relentless pushing of boundaries. Our club serves as an empowering platform for emerging consultants to flourish, providing abundant prospects to refine skills, amass hands-on experience, and cultivate invaluable industry connections.

With unwavering unity, boundless passion, and a collective pledge, we are poised to catalyze efforts and transcend all preconceived notions.

Here's to an extraordinary expedition towards boundless growth!

MESSAGE FROM THE DEPUTY PRESIDENT

Dear Students, Alumni/ae, Benefactors and Well Wishers,

I am delighted to share with you the remarkable progress and accomplishments that our club has achieved over the past year. It fills me with great joy to witness the dedication and enthusiasm with which each of you has contributed to our shared journey of excellence.

In our pursuit of pushing boundaries, embracing challenges, and fostering growth, Xavier's Consulting Club has undeniably become a thriving platform for aspiring consultants to refine their skills, gain hands-on experience, and build invaluable industry connections. I extend my heartfelt gratitude to all of you who have played a pivotal role in nurturing our club's growth and development.

Warm regards,
Dr. (CA) Sanjib Kumar Basu
Xavier's Consulting Club



INTRODUCTION

Xavier's Consulting Club is an addendum to the Consultancy Cell of St. Xavier's College (Autonomous), Kolkata, and is approved by the University Grants Commission (UGC) which is a statutory body under The Ministry of Education, India. In addition to that, the club has tie-ups with top B-Schools of India such as IIM Lucknow and IIM Calcutta.

In the face of an ever-evolving and increasingly competitive corporate landscape, consultancy has emerged as a vital component in the daily operations of countless organizations. As a result, Xavier's Consulting Club actively engages in a multitude of live projects, collaborating with both corporate and non-corporate entities giving exposure to the students to enhance numerous skills that are being sought by corporations throughout the world.

Within Xavier's Consulting Club, we adeptly manage a diverse portfolio of projects from corporate clients who seek our consultancy expertise. The members demonstrate proficiency in a wide array of areas, encompassing Management Consulting, Primary and Secondary Research, Market Analysis, Research Documentation, as well as advisory services spanning Finance, Marketing, and Media Communications.

OBJECTIVES

Initiated by the students of St. Xavier's College (Autonomous), Kolkata, Xavier's Consulting Club aims to provide them with opportunities to gain real-life experience by working on corporate and non-corporate projects. By fostering professionalism, teamwork, and effective communication, the club not only prepares members for the consulting landscape but also contributes to their holistic growth.

Upholding the college's values of competence, commitment, compassion, and conscience, the club promotes leadership for social change and excellence. It aspires to foster innovation, creativity, and a continuous pursuit of knowledge, enabling students to excel academically and make meaningful contributions to the professional world.



UNDERTAKINGS

The Xavier's Consulting Club has successfully pitched for 17 projects, attaining an impressive 65% conversion rate with 11 successful conversions. Out of these, 8 projects were not only converted but also completed, showcasing our commitment to delivering tangible results for our clients. Our unwavering dedication and strategic approach highlight our ability not only to secure projects but to see them through to successful fruition, establishing us as a trusted partner in client success.



In the financial year 2022, 12 projects were presented, with 8 successfully converted and 2 completed. Remarkably, the remaining 6, initially converted in 2022, were successfully executed in 2023, yielding a significant 200% increase in the completion rate. Projects converted in 2023 are currently in progress, showcasing strategic continuity and operational efficiency.



LIVE PROJECTS

Project Name: Biscuit Manufacturing Firm

Conducted a thorough supply chain analysis, generating strategic recommendations and evaluating value propositions. Examined distribution mixes, marketing channels, and sales funnels to optimize efficiency. Additionally, engaged in sales forecasting, valuations, and formulated human resources structural strategies. The multifaceted approach aimed to enhance operational effectiveness and align organizational strategies for sustainable growth.

**Number of Executive Board
Members worked**

4

**Number of Senior
Consultants worked**

5

IMPACT



Project Name: Kolkata Customs

Conducted a thorough supply chain analysis, generating strategic recommendations and evaluating value propositions. Examined distribution mixes, marketing channels, and sales funnels to optimize efficiency. Additionally, engaged in sales forecasting, valuations, and formulated human resources structural strategies. The multifaceted approach aimed to enhance operational effectiveness and align organizational strategies for sustainable growth.

**Number of Executive Board
Members worked**

6

IMPACT

Insightful Data Analysis: The meticulous data analysis revealed crucial insights into passenger sentiments, preferences, and pain points related to the customs process. This deep understanding allowed for targeted interventions to address specific challenges and streamline operations.

Strategic Recommendations: The project culminated in a set of strategic recommendations designed to optimize the customs process. The recommendations ranged from increasing the dissemination of information through more Audio-Visual measures to transforming the Athithi App. Furthermore, we also highlighted the infrastructural issues at the Kolkata Airport, which are causing a lot of pain to passengers.

Positive Passenger Impact: The project's outcomes directly contribute to a more positive and streamlined experience for passengers transiting through Kolkata Airport. By addressing pain points identified in the survey, we anticipate improved passenger satisfaction and a heightened perception of the airport's efficiency.



Project Name: Revival and Enhancement of NGO Ltd.'s Operations

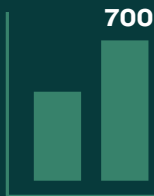
NGO Ltd. is a non-profit working on underprivileged community issues, impacted by COVID-19. Facing internal inefficiencies, funding gaps, and rising costs, they sought external assistance. Our team stepped in to enhance operations via performance management, internal restructuring, a marketing strategy, SEO guidelines, and a funding pitch. Outcomes included better lives for 700+ children, 7% shorter operational cycles, and a 35k increase in social media impressions.

Number of Executive Board Members worked

6

IMPACT STATISTICS

Lives Impacted



Over 700 children have experienced improved living conditions and opportunities due to the revived operations of NGO Ltd.

Operational Efficiency

7%



The operational cycle was reduced by 7%, leading to smoother workflows and resource utilization.

Social Media Engagement

35000



Impressions on social media platforms increased by 35,000, indicating enhanced visibility and engagement.



Project Name: Unstop- Dare2Compete

Led the development of a comprehensive Go-To-Market strategy, initiating from ground zero. Immersed in email marketing, leveraging its potential for effective outreach. Conducted in-depth industry research to inform strategy formulation. Implemented a pilot survey, successfully gauging consumer needs, resulting in heightened market awareness and increased lead generation. The strategic combination of research, surveys, and targeted marketing endeavors proved instrumental in achieving tangible results and positioning the product/service effectively in the market.

**Number of Executive Board
members worked**

3

**Number of Senior
Consultants worked**

4

IMPACT STATISTICS

Cost Savings



The derivatives-based hedging strategy resulted in projected operating profit savings of Rs. 1 Cr. annually.

Operational Efficiency Improvement



The internal restructuring led to a 20% reduction in operational inefficiencies within the first quarter following implementation.



Project Name: Cosmetic International Pvt Ltd.

Developed expansion strategies for three international markets, incorporating taste and preference studies to tailor marketing approaches. Designed a sustainable and scalable subscription-based expansion model to ensure long-term success. Conducted a comprehensive analysis, identifying and recommending solutions for legal bottlenecks in international operations. The approach aimed at maximizing market penetration while addressing regulatory challenges for seamless global growth.

**Number of Executive Board
members worked**

6

**Number of Senior
Consultants worked**

7

IMPACT STATISTICS

Investor Reach



The company is currently in touch with more than 10 investors which highlights the effectiveness of our investor pitch deck.

Increase in Social Media Reach



The company's social media presence has experienced a significant boost due to our focused marketing ideas being put into practice.



Project Name: Car Seller LTD

Collaborated with Car Incorporated Company to boost their market presence in Kolkata, emphasizing quality and customer satisfaction. Implemented strategies that elevated market visibility and targeted enhancements in conversion rates, lead quality, and brand loyalty. Success metrics included monitoring website traffic, conversion rates, and customer satisfaction scores, guiding agile adjustments to marketing strategies. The project's focus on these key indicators ensured a holistic approach, aligning marketing efforts with the goal of sustainable growth and heightened customer satisfaction in the Kolkata market.

**Number of Executive
Board members worked**

1

**Number of Senior
Consultants worked**

2

IMPACT

Actual impacts include improved market visibility and customer reach through strategic collaborations. Enhanced conversion rates and increased lead quality are expected. The introduction of innovative after-sales services aims to strengthen brand loyalty. Anticipated impacts include market growth, increased sales, and improved profitability. Success will be measured through metrics such as increased website traffic, higher conversion rates, and customer satisfaction scores. Collaboration effectiveness will be assessed through market share and customer acquisition metrics, with regular adjustments to marketing strategies based on performance data.



Project Name: AI Toothbrush LTD

We diligently conducted a thorough survey encompassing perspectives from both dentists and parents, amassing valuable insights from over 100 data points. This exhaustive research laid the foundation for a meticulously crafted go-to-market strategy, wherein we meticulously examined and integrated the feedback garnered. Further, we extensive industry research and a meticulous market sizing analysis. This comprehensive approach aimed at steering the course towards a triumphant launch of an innovative AI toothbrush, positioning it strategically within the market landscape.

**Number of Executive
Boards members worked**

2

**Number of Senior
Consultants worked**

3

IMPACT STATISTICS

Cost Savings



The derivatives-based hedging strategy resulted in projected operating profit savings of Rs. 1 Cr. annually.

Operational Efficiency Improvement



The internal restructuring led to a 20% reduction in operational inefficiencies within the first quarter following implementation.



EVENTS

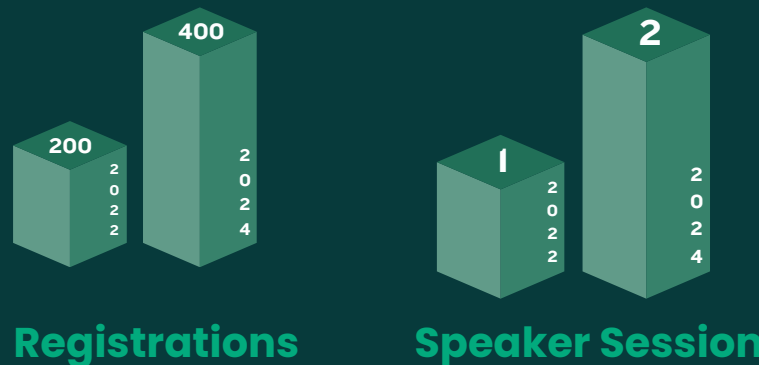
CASES OVER COFFEE: CHAPTER 2

One day offline event



The Xavier's Consulting Club of St. Xavier's College (Autonomous), Kolkata hosted the highly successful flagship event, Cases Over Coffee: Chapter 2, on April 2nd, 2024. The event commenced with the esteemed Father Rector's commendation of the club's diverse projects and societal contributions. The unveiling of the Casebook- Emerald marked a significant milestone, encapsulating the club's efforts and providing valuable resources for future endeavors. Keynote addresses by Mr. Pulkit Agarwalla and CA Rohit Agarwal offered practical guidance, while the finalist presentations and engaging Q&A sessions enriched the learning experience. The informative session by T.I.M.E. Coaching Institute provided invaluable insights for MBA aspirants.

Overall, the event served as a platform for budding consultants to showcase their skills, offering valuable insights into consulting and career development. It fostered excellence in problem-solving and equipped attendees with the tools and mindset to navigate the dynamic world of business. Moreover, the event's engaging discussions on the significance of pursuing an MBA for career development, led by speakers from T.I.M.E. Coaching Institute, provided attendees with invaluable insights into the preparation process and aspirations for top leadership roles. The announcement of winners during the event's conclusion not only celebrated the dedication and talent showcased by participants but also underscored the event's impact in fostering excellence and inspiring future generations of consultants.



EVENTS

ANNUAL CONSULTING CAMP



Flagship Event for the year

The Annual Consulting Camp spans two days, seamlessly connecting academic knowledge to real-world consulting applications. This immersive event provides participants with unique interactions with seasoned industry professionals, offering valuable insights into the dynamic field of consulting.

A key highlight is the Firechat Session, an exclusive opportunity for students to engage intimately with top consultants. This dialogue enables a deep exploration of consulting, providing firsthand insights and perspectives. Complementing this is the Workshop series, meticulously crafted to equip students with essential skills for case study competitions and beyond. The Annual Consulting Camp delivers a comprehensive experience, enhancing participants' understanding through engaging sessions and practical skill-building workshops.

Through the Annual Consulting Camp, students gain a holistic understanding of the consulting landscape, preparing them to navigate the complexities of the industry with confidence and strategic acumen.



Number of Registrations 1200+

2 Workshops

1 Fire-side chat session



OTHER INITIATIVES

CASE DEVELOPMENT SESSIONS

In our recent dynamic case development session, the members immersed themselves in real-world business challenges, honing their strategic decision-making skills. This interactive event reflects our commitment to seamlessly integrate academic and practical insights, enriching members' understanding of strategic management and fostering critical thinking. Through robust discussions and hands-on analysis of case studies, we aim to cultivate well-rounded professionals who significantly contribute to the overall success of the club.

WEBSITE DEVELOPMENT

Xavier's Consulting Club's website strengthens the online presence of the club and serves as a platform for students to learn more about the field of consulting. The site's intuitive design offers easy exploration of the consulting world, fostering knowledge exchange and skill development. This amplifies the club's impact and mission to empower the next generation of consulting professionals. Notably, recent improvements include client logins, enhancing project transparency. Clients now have access to real-time updates on project status, completion rates, and pending work, fostering better communication and collaboration.



OTHER INITIATIVES

ACADEMIC RESEARCH REPORT

In our commitment to fostering a culture of continuous learning and intellectual exploration, one of the key initiatives undertaken this year was the promotion of academic research papers. Recognizing the invaluable insights and knowledge generated through scholarly endeavors, we actively encouraged our members to engage in rigorous research projects that delved into the latest trends and industry developments. Working on topics ranging from Rise in UPI to policies in the Healthcare sector has led to the intellectual growth of its members and has contributed to the club's academic excellence.

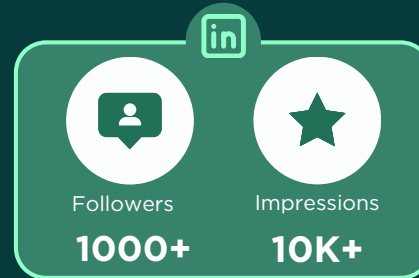
LINKEDIN REPORTS

Initiating a collaboration between our Marketing and Research & Development departments, Xavier's Consulting Club introduces a series of insightful articles on LinkedIn. Covering issues such as the economic impact of corruption and red tapism, and the complexities of workforce efficiency in India, our members engage in dynamic discussions. This interdisciplinary approach, seamlessly blending the expertise of our marketing and research teams, showcases our commitment to generating insightful content. Through this series, we aim to contribute to the broader understanding of business dynamics, enhance the knowledge base of our members, and bolster the club's overall success.



SOCIAL MEDIA PRESENCE

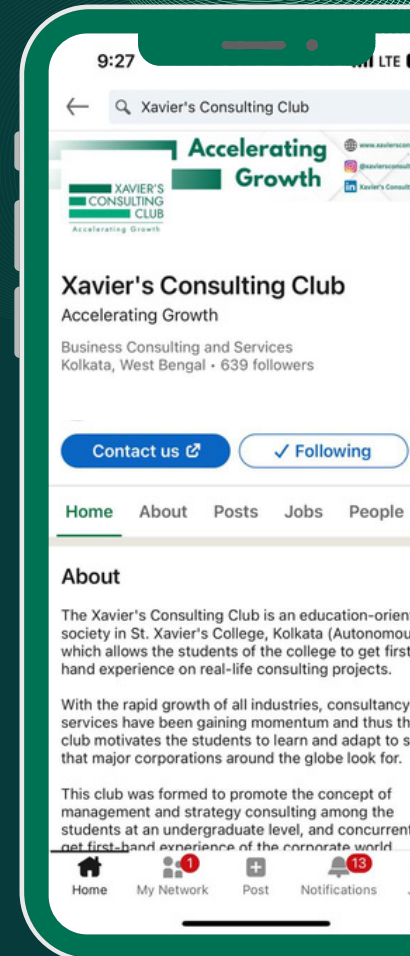
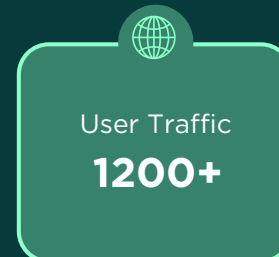
LINKEDIN



INSTAGRAM



WEBSITE



OUR MENTORS



DIYA BHATIA

Indian Institute of Management, Lucknow | Senior executive at Deloitte (2017-2019) | Senior associate at Boston Consulting Group (BCG) (Currently Working)



ADITI NAHATA

Duke University | Manager at Toliyasar Ventures | Ex-Investment analyst at BlackRock | Ex Consultant at EXL



PRANAV DHUPIA

St Xavier's College | Sr. Associate Consultant at Bain & Co. (Currently Working) | Chartered Accountant



DOLLY BAJAJ

Indian School of Business | Ex Data Analyst- Bain & Company | Senior Data Analyst at Citi | Student Actuary



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Principal
PRESIDENT



Rev. Dr. Joseph Kulandai, SJ
Vice-Principal, Commerce
(Morning)
ADVISOR



Prof. Bertra'm Da Silva
Vice-Principal, Dept. of Arts &
Science
ADVISOR



Rev. Dr. Peter Arockiam, SJ
Vice-Principal, BMS, B.Com
(Eve) & M.Com
ADVISOR



Dr. Swati Sarkar
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Dr. Sreemoyee Guha Roy
Assistant Professor
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Dr. Romit S Beed
HOD, Computer Science
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Prof. Saptarshi Roy
Assistant Professor
VICE-DEPUTY PRESIDENT



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Varun Choraria Sanjana Choraria

*JOINT STRATEGY AND
PROJECT HEADS*



MESSAGE FROM THE BOARD

Dear Readers,

The achievements of this year stand as a testament to the dedication exhibited by our team, our invaluable partners, and the guidance provided by our teachers, all of whom have played pivotal roles in advancing the mission of Xavier's Consulting Club.

In the face of formidable challenges, we rallied together to drive profound change. Our unwavering commitment to guiding students and empowering them in the realm of higher education remains an unwavering force. Throughout this year, we have made a tangible impact on countless lives through our flagship events, groundbreaking initiatives, and innovative projects. We take immense pride in our collective strides to expand horizons and embrace innovation, and it is thanks to your trust that our projects have soared, our initiatives have thrived, and our partnerships have strengthened.

Looking ahead, our dedication to excellence and service remains steadfast. With collective passion, we're confident in overcoming any obstacle on our journey.

Thanking you,
Board 2023-24
Xavier's Consulting Club



VOTE OF THANKS

Respected members of the Board, Colleagues, and Esteemed Readers,

I am honored to have the privilege of delivering this vote of thanks in recognition of your invaluable contributions to the Xaviers Consulting Club, which have left an indelible mark this academic year.

Firstly, I would like to express our heartfelt gratitude to the club's advisors and mentors, whose guidance and expertise have played a pivotal role in shaping the club's activities and ensuring its continued success.

I would also like to extend our appreciation to the members of the Xaviers Consulting Club. Their tireless efforts, enthusiasm, and unwavering dedication have been successful in achieving the club's mission and have taken it to greater heights.

Furthermore, I would like to acknowledge the club's collaboration with industry experts and professionals who have graciously shared their insights and experiences with our students. Your involvement has been instrumental in bridging the gap between academia and the consulting industry, equipping our students with real-world knowledge and skills.

The Xaviers Consulting Club's contributions have not only enriched the academic landscape of our institution but have also laid the foundation for the future success of our students. Their dedication to excellence and their relentless pursuit of knowledge are emblematic of our institution's core values.

Sincerely
Professor-in-charge,
Dr.(CA) Sanjib Kumar Basu

