



ATMA RAM SANATAN DHARMA COLLEGE (UNIVERSITY OF DELHI)

180 Degrees Consulting

180 Degrees Consulting ARSD has had a highly active and impactful academic year, marked by structured recruitment, engaging internal initiatives, skill-building sessions, and extensive client work.

The year began with the Recruitment Process, which involved a rigorous three-stage selection procedure. The structured process ensured the selection of capable and committed individuals aligned with the society's vision. Following the recruitment drive, the Orientation Session was held in August to introduce the newly inducted members to the society formally. The session provided insights into 180 Degrees Consulting, its purpose, organisational structure, and the nature of consulting projects undertaken to help new members understand how the society functions and the opportunities available to them.

To foster interaction and team bonding among members, an Induction Session was organised in October. To build core consulting skills, a Training Session Series was held in September, covering essential topics such as Notion, client communication, consulting research, consulting frameworks, and problem-solving. These sessions were interactive and involved active participation from both Consultants and Associate Consultants, ensuring collaborative learning and practical exposure.

In February, an offline session on CAT preparation, exam structure, and MBA career prospects was conducted to guide students interested in pursuing management education. The session provided detailed insights into exam strategy, preparation techniques, and long-term career opportunities, helping participants make informed academic and professional decisions.

The society also organised Synapse – Intra-Society Case Competition, which provided members with hands-on consulting experience through real-world case problem-solving. The multi-stage competition tested participants' analytical thinking, strategy development, and presentation skills while also promoting teamwork and peer learning. 180DC ARSD also launched ConsultSphere, which received 400+ applications from students across Delhi University and reputed B-schools. The selection process, conducted in two stages via pitch deck evaluations, resulted in the selection of 13 Associate Consultants, who were allowed to work on a live client project and gain practical consulting exposure. The society successfully organised its annual flagship event, Odyssey, in April. Day 1 featured a Case Competition that witnessed enthusiastic participation from students across various colleges, encouraging analytical thinking and problem-solving skills. Day 2 saw a Networking Mixer, providing an engaging platform for interaction, collaboration, and informal exchange of ideas among participants.

A key highlight was the society's extensive client engagement, where it successfully undertook 15+ live projects with businesses and NGOs across multiple sectors, including retail fashion, education, digital, and finance. The work spanned various consulting domains, including competitive analysis, marketing consulting, go-to-market (GTM) strategies, and strategic consulting. These projects

provided members with real-world experience, allowing them to apply their skills in solving practical business challenges while creating meaningful social impact.