



सिद्धिमूलं प्रवन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

## ENTREPRENEURSHIP & CONSULTING CLUB

### INDIAN INSTITUTE OF MANAGEMENT,

### INDORE



*".....from Enterprises to Empires"*

*"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity."*

#### The Club:

The E&C club was established in 2004 with the purpose of fostering the entrepreneurial spirit of the participants of IIM Indore and nurturing them to be successful leaders. The club pursues the vision of

*"becoming the most coveted consulting hub and centre of entrepreneurial activities across management schools."*

In order to achieve this goal, the following objectives have been set:



- **E**quip students with the skills essential for a career in Consulting
- **N**urture and incubate the entrepreneurial ambitions of students
- **C**ultivate & leverage the rich knowledge and management skills of the students to help organizations become more efficient & effective

#### The Institute:

Indian Institute of Management Indore - the youngest sibling in the family of IIMs - has travelled quite a distance, since its inception in 1996.



Our **Vision** is to *be among the highly regarded, world-class management institutions.*

Rubbing shoulders with some well established giants, IIM Indore has now carved a niche for itself in the corporate world and the batches that have passed out stand testimony to the fact. The essence of management, IIMI believes, lies in managing one's own ambitions and forging ahead consciously. Hence learning at IIMI is joy.

#### The Initiatives:



In pursuit of its vision and mission, the club has taken following initiatives and aspires to grow beyond these:

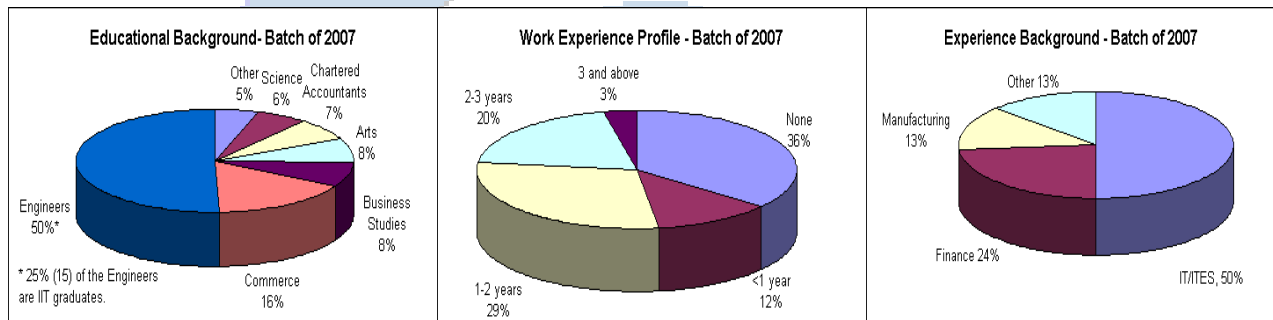
- Annual Seminar - "Parthenon"
- B-Plan Workshops with successful entrepreneurs
- Consulting Projects
- Ran neet – I: An entrepreneurial business simulation game

## The Warriors:

Prior full-time work experience in fields ranging from consulting, software technology, marketing, finance, teaching, pharmaceuticals, etc

Participants have honed their skills in the following project assignments –

- Entry Strategy for a leading pharmaceutical company in a foreign country
- Proposing a Strategic shipping solution for Dry-Bulk trade in India
- Feasibility study of a toothbrush plant for a leading FMCG Company
- Competitor Intelligence Mapping
- Feasibility study for a new unit of a major cement company
- Strategy formulation for targeting the key segments for a leading FMCG Company
- Business Process Mapping and Vendor Identification Strategy for a industry
- Study on Macro Economics Perspective on Real Estate sector in India



The batch of 2008 is all the more competitive and aspiring.

Some achievements of the participants are:

- \* Representing country in the final round of L'Oreal "BrandStorm" in Paris
- \* Winner of "TCS Smart Manager" Contest
- \* Representing country in St. Gallen Symposium at Switzerland
- \* 3<sup>rd</sup> in "Masterplan", Business Plan competition of IIM Ahmedabad
- \* Finalists of Global Social Venture Competition organised by The Goldman Sachs Foundation
- \* First prize in pan-IIM, IIMPACT B-plan in Singapore

***"The best way to become an entrepreneur is to jump into the water and get your feet wet."***



### The Story so far:

In pursuit of these objectives, the club has organised the following activities:

#### \* **Parthenon – The start of a tradition!!!**

The club initiated this annual seminar last year with an aim to bring some of the best young minds in the country and the foremost practitioners from the world of consulting. The theme was “Consulting in Emerging Economies”. The participants benefitted from the experience and knowledge shared by senior consultants from *SAP and Value Partners*. The event saw wide coverage from national media like Hindustan Times.



The discussions held at the forum emerged as the insights on the transformation taking place in the world economy.

#### \* **Consulting Projects**

The participants have already undertaken projects for Government of Madhya Pradesh and companies like Hindustan Motors, Airtel, ICICI, Idea, BSNL, Free Press India, Dinshaws etc.

Consulting Cell has delivered assignments and studies in plethora of topics ranging from –

- Value chain analysis and recommendations for improvement to a leading Automobile company
- Formulation of growth strategy for a leading media house
- Formulation of marketing strategy for a major telecommunication company
- Feasibility study of setting up a manufacturing unit for a leading pharmaceutical company
- Presenting a comprehensive plan to the State Government so as to implement a central government scheme in few districts.

#### \* **B-Plan Worskhop**



The club organized the Business Plan workshop in pursuit of its vision to equip the participants with necessary skills to launch an enterprise of their own. The workshop was taken by *Executive Director of TiE – The Indus Entrepreneurs*. It also laid down the beginning of an association between TiE and E&C Club with an aim to

nurture more and more of entrepreneurs from the institute.

*“I think the soul of an entrepreneur is to keep trying until you find the successful idea.”*

### Initiatives Ahead:

- \* **Business Plan Workshop:**

*A place to learn* the techniques of preparing the Business Plan, which grabs the eyes of VC

- \* **Business Plan Competition**

*An opportunity* for participants to apply the learnt concepts to real battle field

- \* **Consulting Seminar**

*A venue* where Consulting experts shall deliberate on the recent issues concerning the field

- \* **Consulting Projects**

*A means* for participants to convert their theoretical knowledge into experiential learning

- \* **Case Study Workshops**

*A stepping stone* for the participants towards becoming a consultant

### Avenues for Corporate Partnership:

- \* **Events Sponsorship**

All the events are up for sponsorship. The sponsors' name shall be tagged to the title. Adequate media coverage shall be associated with some of the events.

- \* **Live cases**

Problems or avenues before the companies are best suitable to become the live cases.

- \* **Consulting Projects**

An incessant activity, which leverages the skills of the IIMI participants

- \* **Workshops or Seminars**

Industry experts can hone the skills of the participants by sharing their experience and conducting workshops.

*We continue to strive for excellence believing in the lines  
of Robert Frost.*

*“And miles to go before I sleep.”*



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