

# BUSINESS ADVISORY CLINIC(BAC)

DAYALBAGH EDUCATIONAL INSTITUTE

*(DEEMED UNIVERSITY)*



**2013-2017**

**SNAPSHOT OF ACTIVITIES**  
**BUSINESS ADVISORY CLINIC**  
**(2013- 2017)**

<b>S.No.</b>	<b>ACTIVITY</b>	<b>No.</b>
<b>1</b>	Advice given to clients (MSMEs)	3,771
<b>2</b>	No. of Cases Developed for Class Discussion	8
<b>3</b>	Projects Appraised & under appraisal	20
<b>4</b>	Feedback Received	<b>Regularly</b>
<b>5</b>	Student visits to Local Business	Every year
<b>6</b>	Lectures given in Institutes for Entrepreneurship Development	4
<b>7</b>	Invited lectures given in other countries	3
<b>8</b>	Advice given to alumni & students	93
<b>9</b>	Papers Presented in Seminars and Conferences	7
<b>10</b>	Papers/ Case studies Published in refereed journals	3

Figure 1

## BUSINESS ADVISORY CLINIC

### 1.0 Introduction

On the recommendation of Advisory Committee on Education(ACE) , Business Advisory Clinic (BAC) was started in the Faculty of Social Sciences, DEI on 4th September 2005. The Clinic is actively involved in the guidance of Micro, Small and Medium Enterprises (MSMEs) since it's inception. The clinic has handled 10,130+ cases under the Guidance of Most Respected and Revered Prof. P.S.Satsangi, Chairman, ACE, Dayalbagh Educational Institutions, both from India (mainly) and also from abroad.

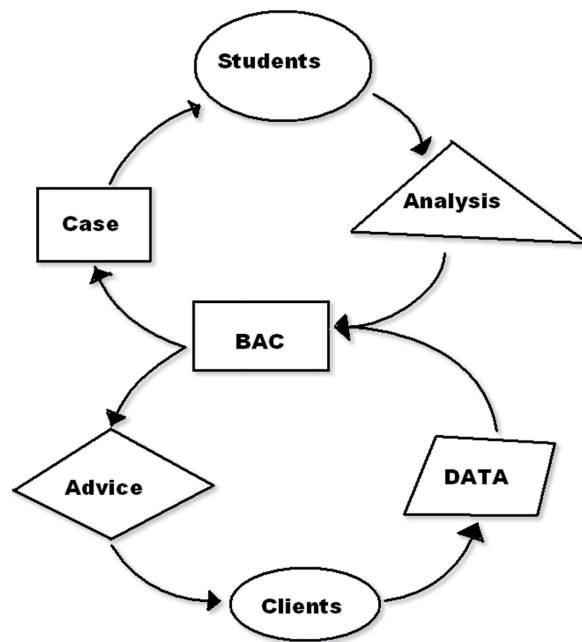


Fig 1. Model of BAC

BAC has a twin objective of advice to small business as well as developing case studies and share real life experiences with MBA students. It has developed 30 case studies which are discussed with the MBA students every year. Also, the students take up projects and study problems of Agra MSMEs using various techniques under guidance of the Incharge Business Advisory Clinic. The Clinic gives advice to clients every day.

### 1. Advice given to clients(MSMEs)

The clients approach the Business Advisory Clinic with their problems and advice is given to them. These problems are related to starting a business, expansion or diversification of existing business, not able to meet expenses in business, continuously running in losses, evaluating new proposals, increasing sales etc. During the last 4.5 years, advice was given in 3,771 business cases.

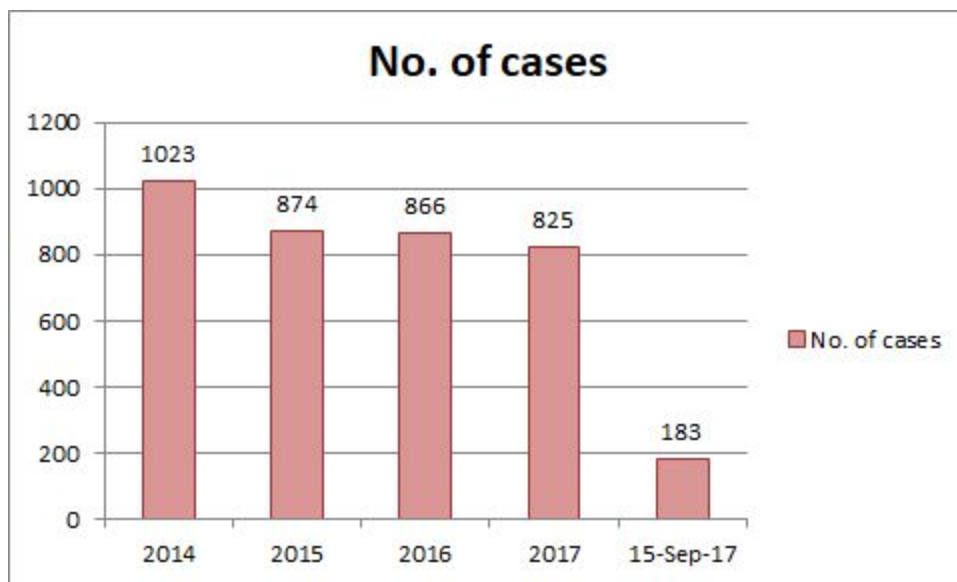


Fig 2 no. of cases year-wise since 2013

## **2. Cases developed for class discussion**



The cases developed in the Business Advisory Clinic are discussed with the MBA students.

1. Feasibility of a Tire Recycling Plant : A Case Study on Self reflection
2. Profitability at any cost? : A Case Study on Business Ethics
3. Cut your coat according to your cloth: A Case Study on Strategy Development for small business using SWOT analysis.
4. NextgenIT: A Case Study on Business Analysis at 3 levels
5. Is there a way out? : A Case Study on Debt trap.
6. Ace the Interview : A Case Study on critical success factors and counseling intervention for Interview Success
7. True Empowerment lies within: A Short Case Study on holistic life management
8. Go it alone: A Case Study on Decision making using small data

## **3. Projects appraised & under appraisal**

When clients approach the Clinic with the idea of starting a new business. They are advised to prepare a Detailed project Report and the vetting of the same is done and risk minimization is ensured.

S.No.	Year	Client	Industry	Location	Status
1	2017	C1	Financial Services	Agra, UP	ongoing
2	2017	C2	Dairy	Buxar, Bihar	ongoing
3	2017	C3	Travel and Tours	Delhi	ongoing
4	2017	C4	Coaching Centre	Madurai, TN	ongoing
5	2017	C5	Packaging	Chamba District, HP	completed
6	2017	C6	Stock broking	Penugonda, AP	completed
7	2017	C7	LED Bulb Assembly	Kurnool, AP	completed

#### ***4. Feedback received***

Regularly feedback is taken on the performance of the business. Also challenges faced by the new business. The feedback received by clients enable us to guide the new cases again.



#### ***5. Students visits to local Business***

As a part of their projects, students are encouraged to visit the local business and identify the issues using SWOT analysis or Critical Success Factors, Porter's Five Force Model etc.



## 6. Lectures given for Entrepreneurship Development

S.N o.	Year	Institute	Collaborator	Topic
1	September 2016	Hindustan Institute of Management & Computer Studies	Ministry of MSME	Entrepreneurship Development
2	September 2016	Mangalayatan University, Aligarh	Ministry of MSME	Entrepreneurship Development

## 7. Invited talks on Entrepreneurship



2014	<i>Development and Risk Mitigation Strategies for MSMEs</i>	Ontario Centres of Excellence, Canada
2015	<i>Techniques for Counseling and Enhancing Risk Consciousness of MSMEs in India using case study approach</i>	University of Kiel, Kiel, Germany
2016	<i>Techniques for Enhancing Risk Consciousness of MSMEs in India using Experiential approach</i>	Carleton University, Ottawa, Canada

**8. Advice given to alumni and students**

During this period, advice is given to about 83 students (present and alumni) related to choosing specialization, career choice and managing the time and priorities. Also at least 10 alumni have contacted for advice related to buying a property or managing assets through mail.

**9. Seminars and Conferences attended & papers presented**





S.NO	Title of the paper	Co-Author	Date & Year of Conference/ Seminar	Name of the Conference/ Seminar	Organized by	Level of the event
1	Is entrepreneurship decision of university students a conscious choice? A study of an Indian University using Triangulation Approach	Ms. Mukti Sri-Narain and Mr. Karan Narain	April 25-29, 2016	The Science of Consciousness (TSC 2016)	University of Arizona, US.	International
2	Dealing with Ethical Dilemmas in Finance: An Experiential Approach	--	March 30, 2016	Ethical Issues in Accounting, Finance and Taxation- 2016	Faculty of Commerce, DEI	National
3	Is Investment Decision of Micro Small and Medium Enterprises (MSMEs) A Conscious Choice? A study of Indian MSMEs Using Multiple Case Study Approach	Ms. Mukti Sri-Narain and Mr. Karan Narain	June 9-13, 2015	Toward A Science of Consciousness (TSC) 2015	University of Helsinki, Finland	International
4	Enhancing Risk Consciousness through Self reflection: A case Study of an Indian Entrepreneur.	Ms. Mukti Sri-Narain	April 21-26,2014	Toward A Science of Consciousness(TSC) 2014	Univ. of Arizona, USA	International
5.	Transformative Learning through Self Reflection for Enhancing Individual and Group Job Interview Consciousness: A Case Study	Ms. Arti Swarup	August 2, 2014	Brain, Mind and Consciousness (BMC 2014)	Dept. of Psychology, DEI.	National
6	Development of Consciousness Model for Analysing Job to Business Decision: An Experiential Study	Ms. Mukti Srivastava	March 3-8, 2013	Toward A Science of Consciousness(2013)	DEI & Univ of Arizona	International
7.	Reflective learning as a tool for enhancing consciousness: An empirical study of NGOs in Agra	Ms. Sudha Ratnam	March 3-8, 2013	Toward A Science of Consciousness (2013)	DEI & Univ of Arizona	International

### **10. Cases Published in journals**

1	"Profitability at any cost?": A Mini Case Study on Business Ethics	2014	International Journal of Humanity and Social Sciences	Refereed	International
2	BUILD REAL: A Case Study on Risk Analysis Using Simulation in a Rent or Buy Decision	2013	International Journal of Finance and Accounting	Refereed	International
3	Is there a way out ? (A Case Study on Debt Trap)	2013	International Journal of Research in Commerce & Management	Refereed	National