



## 2.3.1. Student Centric Methods

### Problem Solving Methods

#### Case Studies & Brainstorming

#### Curriculum-assigned Projects

#### Software, Websites, Apps & social media Pages

#### Research Paper Presentations

#### Business Plan & Budget Analysis

  
Principal

St. Xavier's College Jaipur  
Nevta-Mahapura Road, Jaipur



# St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



## Workshop on "Business Case Study"

<b>Date</b>	<b>30 Nov. 2022</b>
<b>Resource Person/s'</b>	<b>Dr. Vidhu Mathur &amp; Dr. Shweta Jain, IBS, Jaipur</b>
<b>Department</b>	<b>Business Administration</b>
<b>Teacher Coordinator</b>	<b>Anjali Pareek Dr. Renu Jadon</b>
<b>Venue/ Mode</b>	<b>College Conference Hall</b>

Case Study Method focuses on narrative approach to simulate in actual business situations based on both tacit knowledge and explicit knowledge. The Workshop focuses on how to acquire and integrate knowledge and experience through a particular business problem when students face with a serious situation.

### Poster

**St Xavier's College - Jaipur**  
Nevta, Mahapura Road Jaipur - 302029

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
IN COLLABORATION WITH  
**IBS Jaipur**  
ORGANISES WORKSHOP ON  
**"BUSINESS CASE STUDY"**

Success is a choice. Or rather, a good choice can lead to great success. If you want to understand how this is possible, case studies are the best possible way to know about effective management decisions.

**ON 30<sup>TH</sup> NOVEMBER 2022**  
REGISTRATION OPEN  
<https://forms.gle/DkZDURHT9eSjKy7EA>

**ORGANIZER**  
**REV FATHER DR A REX ANGELO**  
PRINCIPAL, ST XAVIER'S COLLEGE - JAIPUR

**HEAD OF DEPARTMENT**  
DR LEENA SHARMA

**STUDENT COORDINATORS**  
MANSI PANWAR - 7790972473  
HIMANSH GUPTA - 8290266502

**TIME**  
10 :00 AM

**VENUE**  
CONFERENCE HALL

**TEACHER COORDINATORS**  
MS. ANJALI PAREEK  
DR RENU JADON

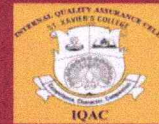
### Case Analysis by Resource Person





# St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



## Photo During the Workshop



## Feedback of Participants

#NAME?	Email Address	Name of the Participant	How did you get the info?	How well-organized was it?	How (friendly, informative)?	How satisfied are you with it?	How would you rate the overall experience?	Please rate your overall experience	What was your biggest learning?	Any suggestions?
1	12-1-2022 13:04:59	devanshgupta1097@gmail.com	Devansh Gupta	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Learning to solve case studies	No suggestions
2	12-1-2022 13:05:06	thedaiyer1234@gmail.com	Jai Daya	WhatsApp	Organized	Very Helpful	Satisfied	Excellent	How to approach and analyze cases	Keep arranging such workshops
3	12-1-2022 13:05:32	Mahimamadani18@gmail.com	Mahima Madani	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Be the one mentioned in the case study	No
4	12-1-2022 13:06:00	ayushkhandelwal@gmail.com	Ayush Khandelwal	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	I learnt how to read the case study	Some more such workshops
5	12-1-2022 13:06:26	kanishhasurana@gmail.com	Kanisha Surana	WhatsApp	Well Organized	Helpful	Highly Satisfied	Excellent	Analysing facts and figures	No
6	12-1-2022 13:06:40	SAINIKANISHKA09@gmail.com	Kanishka Saini	College Notice	Well Organized	Very Helpful	Satisfied	Excellent	Patience	No suggestions
7	12-1-2022 13:06:48	mansibhandari0407@gmail.com	Mansi Bhandari	WhatsApp	Well Organized	Helpful	Satisfied	Very Good	Learned to solve case studies	No
8	12-1-2022 13:06:56	kratikakundra3692@gmail.com	Kratika Kundra	College Notice	Organized	Very Helpful	Satisfied	Good	that case studies can be solved	No
9	12-1-2022 13:06:58	naruka.pragya15@gmail.com	Pragya Naruka	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Correct approach to solve cases	Conduct a series of such workshops
10	12-1-2022 13:07:10	divyanshivishwakarma@gmail.com	Divyanshi Vishwakarma	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	The organisers were really helpful	No suggestions
11	12-1-2022 13:07:10	divyanshivishwakarma@gmail.com	Divyanshi Vishwakarma	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	How to study a case & They were good	No
12	12-1-2022 13:08:06	kashish26042004@gmail.com	Kashish sarda	WhatsApp	Organized	Helpful	Satisfied	Very Good	Very Good	No
13	12-1-2022 13:08:22	S.kratikarajwal@gmail.com	Kratika Rajawat	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	The case studies were helpful	No, it was an interesting experience
14	12-1-2022 13:08:31	akshikhandelwal04@gmail.com	Akshit Khandelwal	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	I learned a lot of things	No
15	12-1-2022 13:09:16	mohit.singh01@gmail.com	Mohit Singh	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	That the case studies are interesting	No
16	12-1-2022 13:10:21	bhawani.bhatnagar@gmail.com	Bhawani Shankar	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	First analyse then debate	No
17	12-1-2022 13:12:02	dashishsingh11@gmail.com	Dashisha Singh	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Never place your thought	No
18	12-1-2022 13:12:18	ayushupadhyay2802@gmail.com	Ayushi Upadhyay	College Notice	Well Organized	Helpful	Satisfied	Very Good	Go through the case first	No
19	12-1-2022 13:14:38	jayabothra92113@gmail.com	Jaya Bothra	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	learned how to solve a case	It was great
20	12-1-2022 13:18:17	ayushkotecha@gmail.com	Ayushi Jain	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Knowledge	Nothing
21	12-1-2022 13:18:52	vidhisingh2004@gmail.com	Vidhi Singh	College Notice	Well Organized	Helpful	Satisfied	Very Good	The biggest takeaway was	The 2nd session
22	12-1-2022 13:26:51	harshshyamsharma@gmail.com	Harsh Shyamsharma	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	To solve the case study	No
23	12-1-2022 14:13:31	rawalritika11@gmail.com	Kratika Rawat	College Notice	Organized	Very Helpful	Satisfied	Very Good	Solving case study in a practical way	No
24	12-1-2022 15:10:15	mehulsomani11001@gmail.com	Mehul somani	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	How to analyse the case	No

*(Signature)*  
Principal

St. Xavier's College Jaipur

Nevta-Mahapura Road, Jaipur

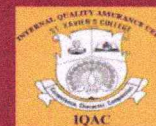
Nevta-Mahapura Road, Near Nevta Dam,  
Tehsil Sanganer, Jaipur-302029, Rajasthan

+91 9828726366  
info@sxjcpr.edu.in



# St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



## Three Days Workshop on "Business Case Study"

<b>Event Name</b>	<b>Three Days Workshop on Business Case Study</b>
<b>Date</b>	<b>29 Sep.-1 Oct. 2021</b>
<b>Resource Person/s'</b>	<b>Dr. Kapil Shrimal, Assistant Professor, Symbiosis University of Applied Science, Indore</b>
<b>Department</b>	<b>Business Administration</b>
<b>Teacher Coordinator</b>	<b>Dr. Gurneet Kaur Suri Dr. Renu Jadon</b>
<b>Venue/ Mode</b>	<b>Online – Google Meet</b>

To broaden the thinking horizon of learners, the resource person has taken a few case studies and showed the students how to solve them. He had taken case studies on Laxmi Namkeen, Bajaj Scooters, Balaji Wafers, and more. He also discussed how to identify the problem area and how to convert that problem into a case study.

### Poster

**ST. XAVIER'S COLLEGE, JAIPUR**  
Department of Business Administration  
Organises  
3 DAY WORKSHOP ON  
**BUSINESS CASE STUDY**  
On 29, 30th September & 1st October 2021, 11:15 am

This workshop will emphasize the value of case study method in the learning process. This virtual workshop aims to prepare students to step into real life situations, analyse circumstances and take decisions. It shall focus on teaching the art of writing and solving case studies.

**E-Certificates will be provided to the participants**  
**No Registration Fees**  
**Platform : Google Meet**

**Organized by:**  
Rev.Fr. Dr. A. Rex Angelo S.J.  
Principal

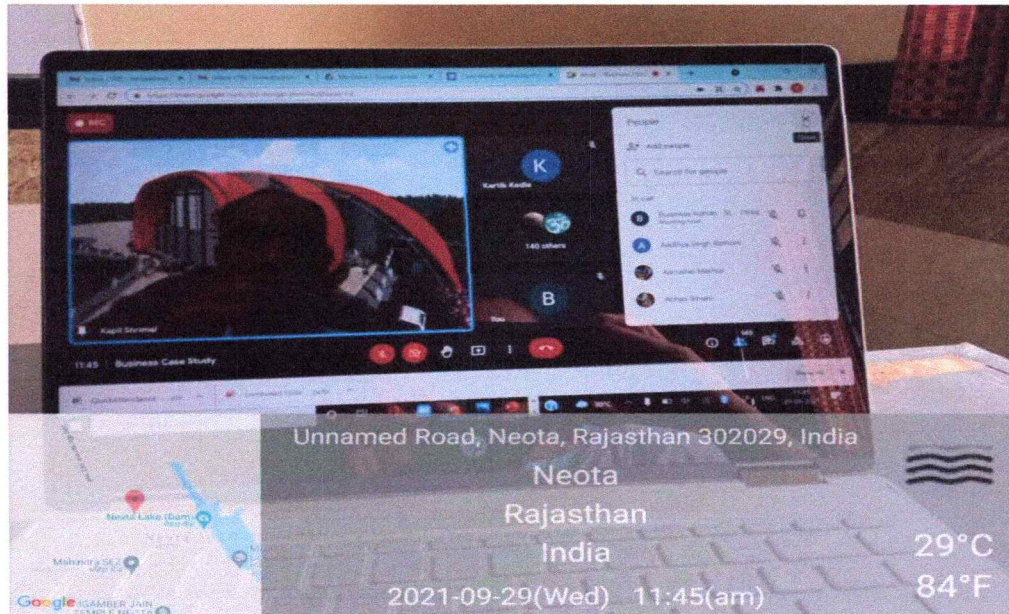
Dr. Leena Sharma  
Head of the Department

**Coordinators:**  
Dr.Gurneet Kaur Suri  
Dr.Renu Jadon

**Dr. Kapil Shrimal**  
Assistant Professor  
Symbiosis University of Applied Science, Indore

Principal

## Screenshot of Workshop



## Feedback of Participants

A	B	C	D	E	F	G	H	I	J	K
#NAME#	Email Address	Name of the Participant	How did you get the link	How well organized was	How friendly, informative	How satisfied are you	How would you rate the	Please rate your content	What was your biggest	Any suggest
1	12-1-2022-13.04.56	devenshyagya1097@gmail.com	Devansh Gupta	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	Learning to solve case study
2	12-1-2022-13.06.06	shreyas124@gmail.com	Shreyas Gupta	WhatsApp	Organized	Very Helpful	Satisfied	Excellent	Excellent	How to approach and keep array
3	12-1-2022-13.05.32	Mahimansadan19@gmail.com	Mahima Madan	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	Be the case mentioned in the
4	12-1-2022-13.06.06	guptadevansh2004@gmail.com	Devansh Gupta	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	I want how to read the Some more
5	12-1-2022-13.06.26	saanvihaanoo@gmail.com	Shreya Susaria	WhatsApp	Well Organized	Helpful	Highly Satisfied	Excellent	Excellent	Answering facts and figure
6	12-1-2022-13.06.45	SANIKKANTANIKAN@gmail.com	Shreya Susaria	College Notice	Well Organized	Very Helpful	Satisfied	Excellent	Excellent	Patience No suggest
7	12-1-2022-13.06.46	manishbhandari0401@gmail.com	Manish Bhandari	WhatsApp	Organized	Helpful	Satisfied	Very Good	Very Good	Learned to solve case study
8	12-1-2022-13.06.56	ankitkumar2602@gmail.com	Ankit Khandelwal	College Notice	Organized	Very Helpful	Satisfied	Good	Very Good	that case studies can also
9	12-1-2022-13.06.56	harika.prajya16@gmail.com	Harika Narsika	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	Content approach to solve case study
10	12-1-2022-13.07.10	divyanshdivyansh10@gmail.com	Divyansh Vijayvanshi	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	The organizers were real suggest
11	12-1-2022-13.08.06	harshit26242004@gmail.com	Harshit Sandia	WhatsApp	Organized	Helpful	Satisfied	Very Good	Very Good	How to study a case & they were g
12	12-1-2022-13.08.25	krishankumar1@gmail.com	Krishankumar	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	the case studies No, it was all
13	12-1-2022-13.09.31	jasohitkhandelwal1@gmail.com	Jasohit Khandelwal	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	I learned a lot to things
14	12-1-2022-13.09.16	mohit_singh17@gmail.com	Mohit Singh	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	that the case studies of the
15	12-1-2022-13.10.21	divyanshdivyansh10@gmail.com	Divyansh Vijayvanshi	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	First analysis that detailed
16	12-1-2022-13.12.30	divyanshdivyansh10@gmail.com	Divyansh Vijayvanshi	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	Never gave a year thought
17	12-1-2022-13.12.18	ayushkumar1234@gmail.com	Ayush Upadhyay	College Notice	Well Organized	Helpful	Satisfied	Very Good	Very Good	Go through the case study
18	12-1-2022-13.14.36	ayushkumar1234@gmail.com	Ayush Upadhyay	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	learned how to solve a case study
19	12-1-2022-13.18.17	tejasvinkumar1@gmail.com	Tejasvi Jain	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	Knowledge Nothing
20	12-1-2022-13.18.52	divyanshdivyansh10@gmail.com	Divyansh Vijayvanshi	College Notice	Well Organized	Helpful	Satisfied	Very Good	Very Good	The biggest takeaway of the 2nd sess
21	12-1-2022-13.26.51	harshitkhandelwal1@gmail.com	Harshit Khandelwal	WhatsApp	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	To solve the case study he
22	12-1-2022-14.13.21	harshitkhandelwal1@gmail.com	Harshit Khandelwal	College Notice	Organized	Very Helpful	Satisfied	Very Good	Very Good	Solving case study at a time
23	12-1-2022-15.03.15	manishbhandari0401@gmail.com	Manish Bhandari	College Notice	Well Organized	Very Helpful	Highly Satisfied	Excellent	Excellent	How to analyze the case

## Recording Links

### DAY - 1

<https://drive.google.com/file/d/1SURDMcBrqIOM9Y4pJhV3w4mHu8oOf0IV/view?usp=sharing>

### DAY - 2

<https://drive.google.com/file/d/1Jj9hiqe2B95N0GwxgTG9hizebmo9GA4W/view?usp=sharing>

### DAY - 3

[https://drive.google.com/file/d/1IK8jyy1bV\\_3qhH-hWK55vQV3b-uoVpH/view?usp=sharing](https://drive.google.com/file/d/1IK8jyy1bV_3qhH-hWK55vQV3b-uoVpH/view?usp=sharing)

Principal



# St. Xavier's College Jaipur

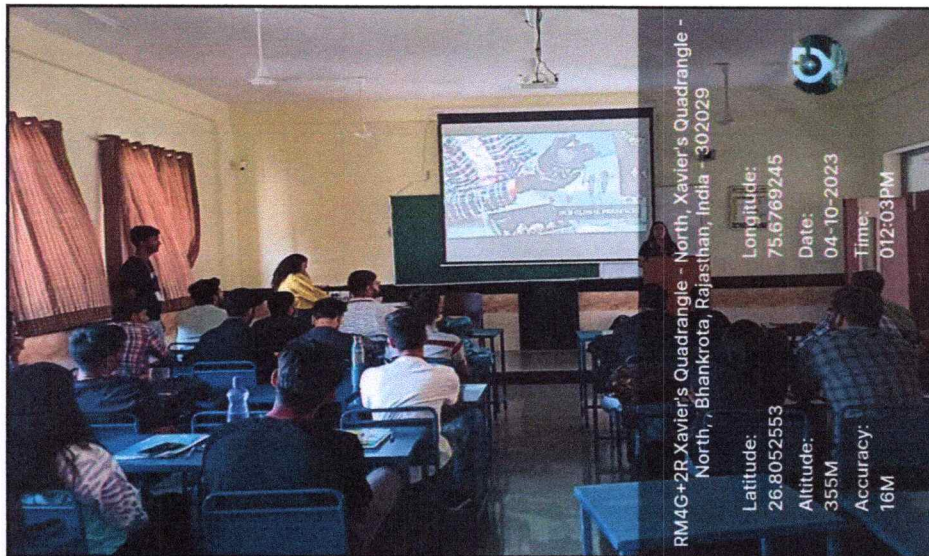
Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



## Presentation of Students' Case Studies



## Presentation of Students' Case Studies



  
Principal

St. Xavier's College Jaipur

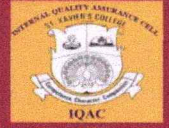
Nevta-Mahapura Road, Near Nevta Dam  
Tehsil Sanganer, Jaipur-302029, Rajasthan

+91 9828726366  
Nevta-Mahapura Road, Jaipur  
info@sxcjpr.edu.in

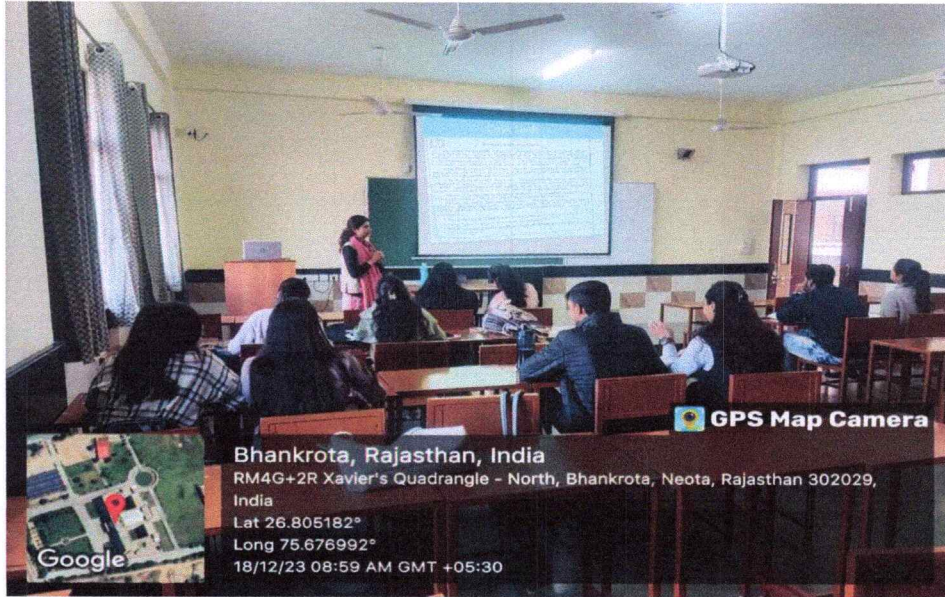


# St. Xavier's College Jaipur

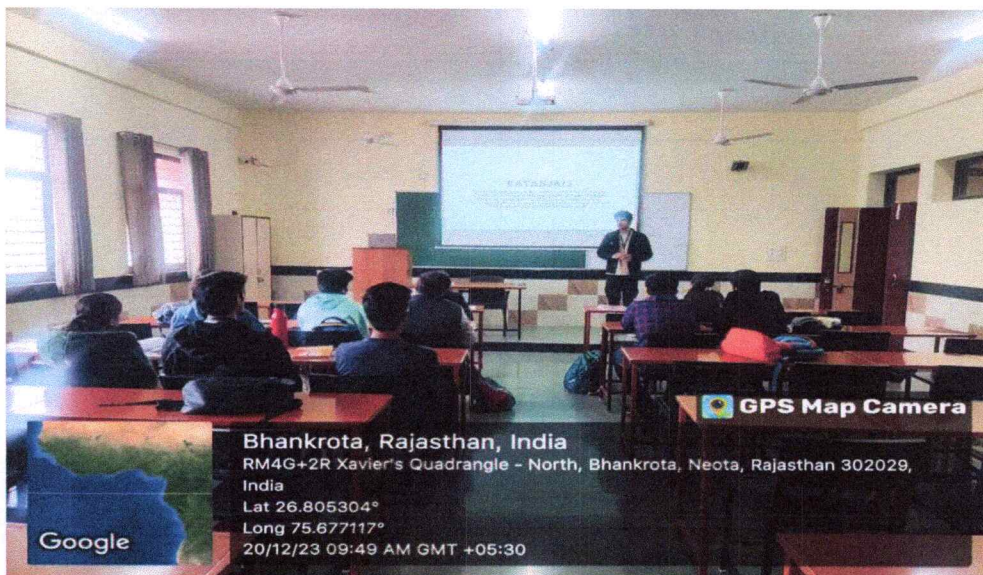
Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



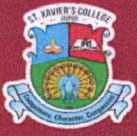
## Presentation of Students' Case Studies



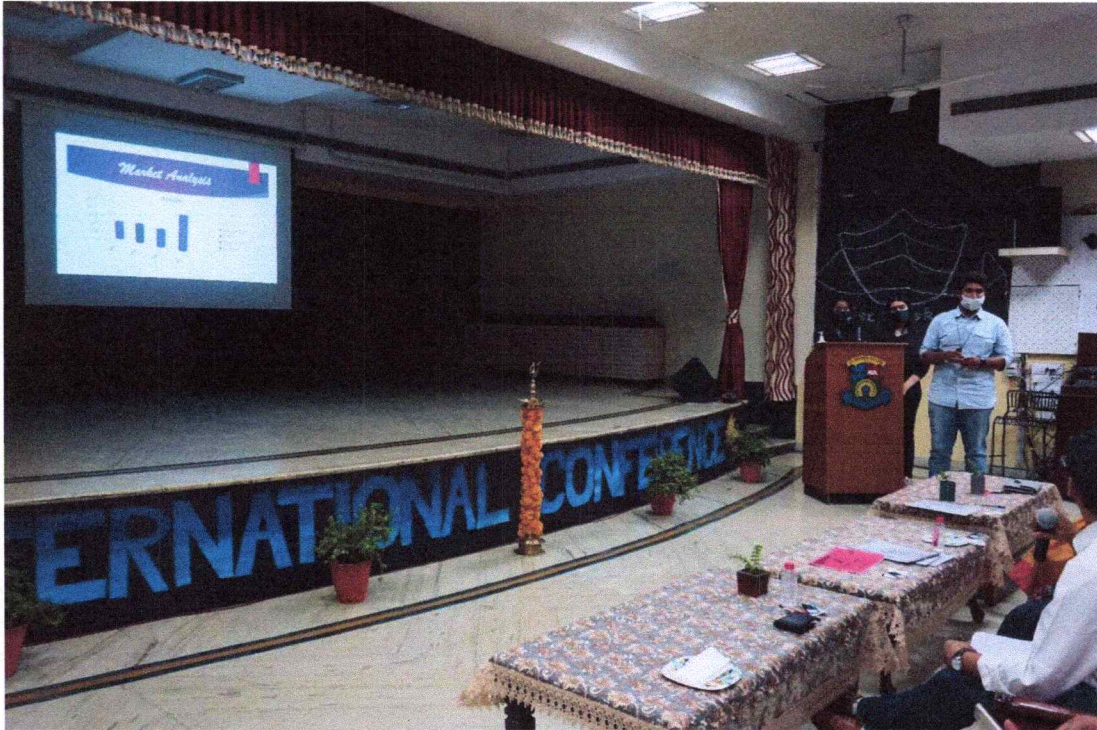
## Presentation of Students' Case Studies



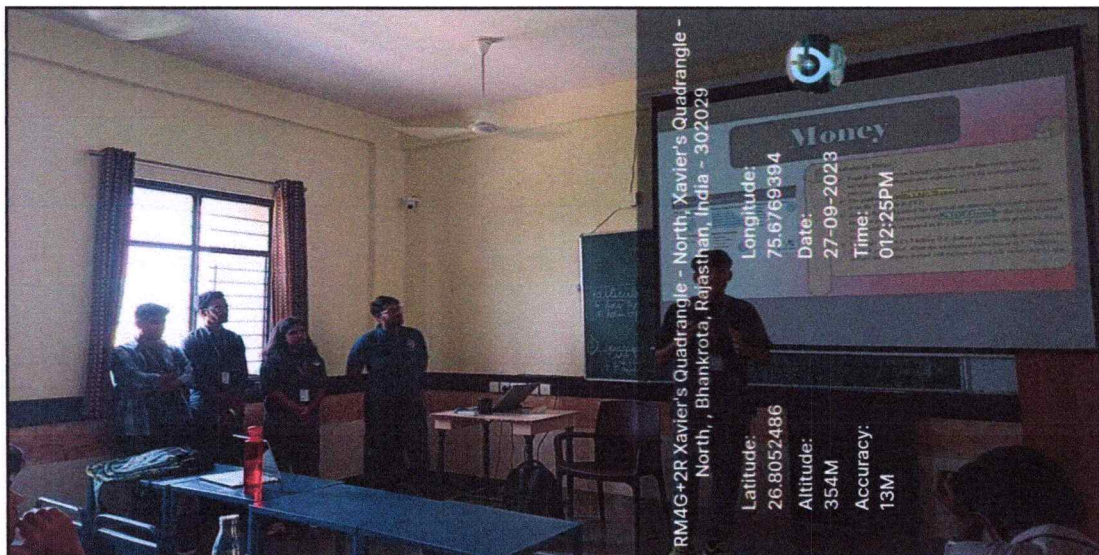
*Jaipur*  
Principal



## Presentation of Students' Case Studies



## Presentation of Case Studies



*Principal*

Principal 93366

**St. Xavier's College Jaipur**  
Nevta-Mahapura Road, Jaipur

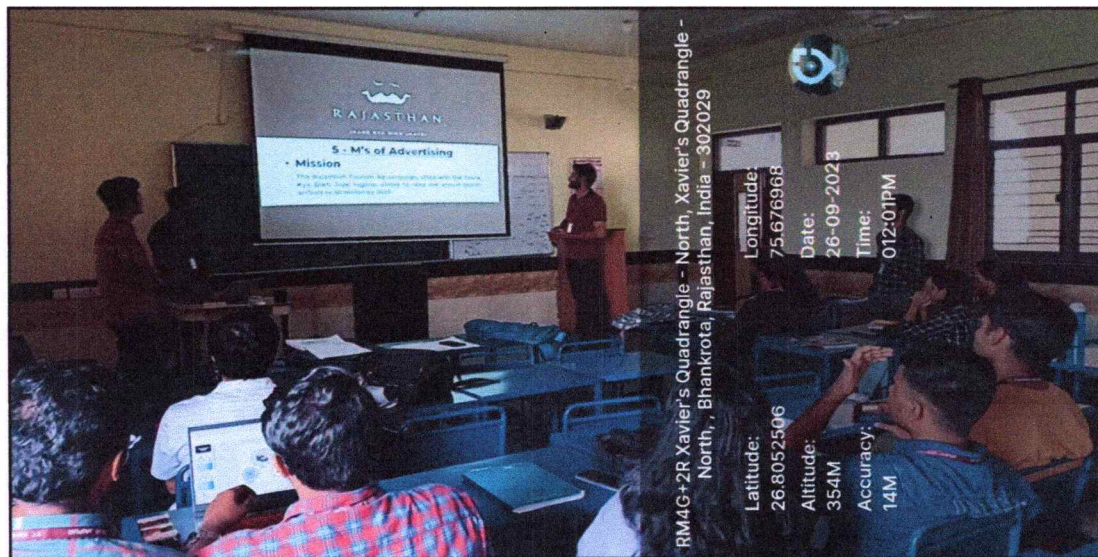




## Presentation of Students' Case Studies



## Presentation of Case Studies



+91 Principal

## Publication of Students' Case Studies in E-Cell Yearbook 2021-22

34

### Budding Wordsworth



#### Coca-Cola Sharing Campaign

If you're going to spotlight a historic company with tons of great marketing to learn from, who is better than Coca-Cola? This classic brand has been reminding us to "Drink Coca-Cola" since 1886 and now encourages millions around the world to "Open Happiness" every day. The 'share a Coke' campaign first launched in Australia in 2011 and involved changing the traditional wrapping around the Coca-Cola bottle to say 'Share a coke with ...' and a popular name. It is one of the most effective marketing campaigns in the world. According to the Wall Street Journal, not only did more than 18 million social media posts reference the "Share A Coke" campaign but more than 5 million virtual bottles of coke have been shared via Coke's campaign-specific website. The campaign's impact through the sudden appearance of terms like "coke names" and "coke with names," created a willingness to seek out information about the share a coke" campaign which is a good indicator of their likelihood to interact with the brand in the future.

Written by - Nikhil Gupta

#### SAMSUNG FROM FOOD TRUCKS TO GLOBAL LEADERS

Success doesn't come only from hard work, but from smart work as well. Maybe Samsung took it seriously and that's how it went from a food exporter to one of the biggest tech companies. Who knew after the failure of the first phone in the market it would create such a big success. From having its inventory burned after the initial slip-up, Samsung began to take mobile phones more seriously by the late 90s and launched its first internet-ready phone in 1999, it grew into the most profitable business of Samsung. After Samsung took its success pace and tried its hand at televisions, as a outcome producing the world's first mass digital tv. After that Samsung never looked back and kept the track of new technologies launching every one of them in it's devices. As it is said Samsung took the mantra of working smart too sincerely and became one of the biggest tech companies.



Written by - Akriti Agarwal



#### KFC PROSPERITY

"Success is walking from failure to failure with no loss of enthusiasm." Colonel Sanders, the founder of the world-famous and very prominent food chain "Kentucky Fried Chicken" generally admired as KFC retained this in his heart and mind. KFC is a marque whose success and prosperity we all know, but the struggle we don't. In 1939, he found his special recipe for Chicken. His recipe was rejected 1,009 times before anyone accepted it; Sander's "secret recipe" was baptized "Kentucky Fried Chicken", and quickly became a hit. At the age of 62, after years of failures and misfortunes, sanders finally hit it big. KFC expanded internationally and he sold the company for two million dollars. Even today, Sanders remains central in KFC's branding and his face still appears in their logo.

Written by - Aryan Mittal

*(Signature)*  
Principal

### Red Bull

#### GIVES YOU WIIINGS



"Red Bull gives you wiiings" such a tremendous tagline for an energy drink but the fact that Red Bull doesn't actually give Wings' lead so individuals from America sue Red Bull for spreading misconception and false advertising. Red Bull in response agreed to the compensation without any reluctance and signed a colossal 13 million dollar settlement. Red Bull Still Believed in Its Wings and never pled guilty as in their opinion their marketing and labeling have always been truthful and accurate.

Written by - Riddhi Agarwal

### ROYAL ENFIELD NOT FINISHED YET!!



Do you know, your favorite Royal Enfield was about to close in 1994 due to high losses and fewer sales but now it has almost 90% of the market share of mid-sized segment bikes. so, how was it all possible? How are Royal Enfield again able to stand on their feet again? Siddhartha Vikram Lal, 26 years old. He understands the need of the current generation (like Power, Looks, Feel, Etc) and modified bikes according to them. He uses the bike not as the CEO of the Company, but as the Customer of the Company. He himself has Driven every model of the bike approximately 4500 Kms and then tried to understand the problems with the bikes. He marketed the Bike as an adventurous and powerful machine. Also, he had done many major changes, all of this resulted in an increment in their sales from 2000 bikes per year to approximately 2000 bikes per day.

Written by - Manish Pincha



### Apple's siri

Apple got sued because Siri was not working properly. Frank M Fazio filed a class-action suit against Apple, asserting that the company's advertisements regarding the Siri feature are "fundamentally and designedly false and misleading." Later in the suit, he calls the advertisement "a fiction." Fazio had bought an iPhone 4S and he asked Siri to show him directions. Unfortunately, Siri replied that it did not understand. Fazio claimed that Apple showed otherwise in its commercial because of which he was attracted to buy an iPhone. This case was filed in 2012. Apple then responded to this lawsuit on May 10th, 2012, claiming that they have been upfront about the fact that Siri was still a work-in-progress on their website and that the plaintiffs could have used Apple's 30-day return policy if they found the product to be as unsatisfying as they claimed.

Written by - Mitali Bhatia

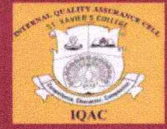
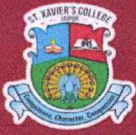
### vodafone #SaluteOurFarmers

The advertising field never fails to astonish. From cashing on different occasions to spreading an awareness message, some brands always rock. Vodafone took my heart with its Republic Day advertisement. Four-minute-long musical video shot over 12 days in 5 different states was a collaboration between folk artists of different states. #SaluteOurFarmers was a tribute to the heroes of the soil, with the objective to urge people to explore the great Republic of India. Bringing us back to the honesty and simplicity of our roots, the video was an initiative by Vodafone's Kisan Mitra service, through which the brand claims to engage and enable more than 15 lakh farmers in the past year.



Written by - Gargi Jain

  
Principal



## Publication of Students' Case Studies in E-Cell Yearbook 2022-23

ISSUE: 2022-23

E-CELL PUBLICATIONS

# M A R K Z I N E

## GAUTAM ADANI The Story of Rags to Riches

Gautam Adani is a successful business magnate, who carries a success story reminiscent of the rags to riches. Now he's better known as India's wealthiest man and World's 3rd richest man. In Jan 2020, Gautam Adani's total wealth stood at around \$100 billion, which has now methodically risen to around \$120 billion. Adani gained over \$100 billion of wealth during the last 3 years whereas in comparison most of the successful businesses lost a huge chunk of their wealth due to the covid-19 pandemic. The ability to make the best out of a bad situation and give up attitude has done wonders for Gautam Adani in his life. Pursuant to his interests in doing business, he diamond sorter. Moving to Mumbai brought in a lot of opportunities for the little boy to learn from but later on, he moved back to Ahmedabad to help his brother out in running his plastics factory. In 1988, Adani Enterprises was set up to import and export commodities. This company brought in a lot of fortune for Gautam Adani and his ability to think differently led to diversification into over a dozen businesses over the years. Gautam Adani's infrastructure investments made him huge returns whereas other events tend to get their hands burnt in this industry. His political connections played a huge role in his taking over this industry.

-Aashish Choudhary



## AMUL'S WHITE REVOLUTION

Amul started India's White Revolution that made India the world's biggest maker of milk and milk products. Amul was founded by Tribhuvandas Patel under the direction of Sardar Vallabhbhai Patel, the first deputy prime minister of India. Founded in 1946, Amul is managed by the Gujarat Co-operative Milk Marketing Federation Ltd. The Taste of India, a brand so distinctively Indian has been a part of our lives for nearly five decades now and still is able to touch a chord in our hearts.



As a brand AMUL has grown from being merely differentiating factor to protect the interests of producers and consumers. With roots well established in the domestic market Amul is all set to fight in the global arena as well.

-Shruti Agarwal

## TATA GROUP The Backbone of Indian Economy

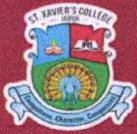


Since independence, many companies have emerged in India, which have made themselves successful in the country and the world over time. But among these companies, there is such a name that on hearing it, the image created in our mind is not only of a businessman or profit-making company but of a trustworthy brand. There is no doubt that today we trust every product to which Tata's name is attached.

The Tata company was started by Jamsetji Tata with a capital of Rs 21000. Strategic investments made by Tatas in textiles, steel and power helped India to get back on her feet even after the Britishers left. The Tatas were the first to establish a five-star hospitality in India, and an IT service company in India. Tata Companies were the first to provide branded salt in India, the first to curate branded jewellery in India and the first to sell retail steel in India. Another significant reason for the growth of the Tata Group of companies is the large focus being placed on CORPORATE SOCIAL RESPONSIBILITY. In FY 19 the group has spent INR 1,095 crore on CSR expenditure and has positively impacted 11.7 million lives.

-Sudh Grover

51



## Publication of Students' Case Studies in E-Cell Yearbook 2022-23

ISSUE: 2022-23

E-CELL PUBLICATIONS

# MARKZINE

## INFOSYS

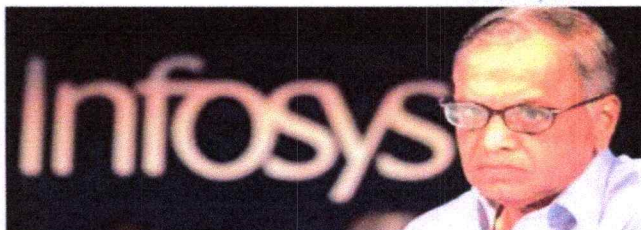
### Business Strategy to Success

Infosys Limited is an Indian multinational information technology company that provides business consulting, information technology and outsourcing services. Infosys is the second-largest Indian IT company, after Tata Consultancy Services, by 2020 revenue figures, and the 602nd largest public company in the world, according to the Forbes Global 2000 ranking.

Infosys was founded by seven engineers in Pune, Maharashtra, India. Its initial capital was \$250. It was registered as Infosys Consultants Private Limited on 2 July 1981. In 1983, it relocated to Bangalore, Karnataka. Infosys Limited is a global technology services firm that defines designs and delivers information technology (IT)-enabled business solutions to their clients. It also provides end-to-end business solutions that leverage technology for its clients including technical consulting design development product engineering maintenance systems integration package-enabled consulting and implementation and infrastructure management services. It also provides software products to the banking industry. Infosys' strategy is to be a navigator for our clients as they ideate plan and execute on their journey to a digital future.

Infosys Limited is an Indian multinational information technology company. It is a global banking platform that contains several modules for corporate and retail banking With a growing client base, support from investors, and a reputation for quality, Infosys Technologies appeared likely to remain a leader in developing software systems and applications for the exploding global electronic commerce market.

- Tanmay Saboo



## NYKAA

### The Story of Success



Nykkaa, established in 2012 as an online beauty haven, has become a symbol of empowerment and inclusivity in the beauty industry. Beyond being an e-commerce platform, Nykkaa stands as a movement that offers a wide range of products to cater to diverse beauty needs. Its success is rooted in innovation, customer-centricity, and a user-friendly platform enriched with informative content and customer reviews. Nykkaa's own makeup and skincare lines add originality, while its community-driven approach through the Nykkaa Beauty Book fosters connections. The "Everyday Heroes" campaign shifts focus to real people, embracing uniqueness and redefining beauty for empowerment. Nykkaa isn't just shopping; it's embracing a philosophy that celebrates individuality and self-love, reshaping beauty perceptions.

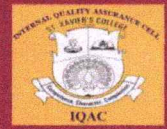
-Kriti Khandelwal

52



# St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



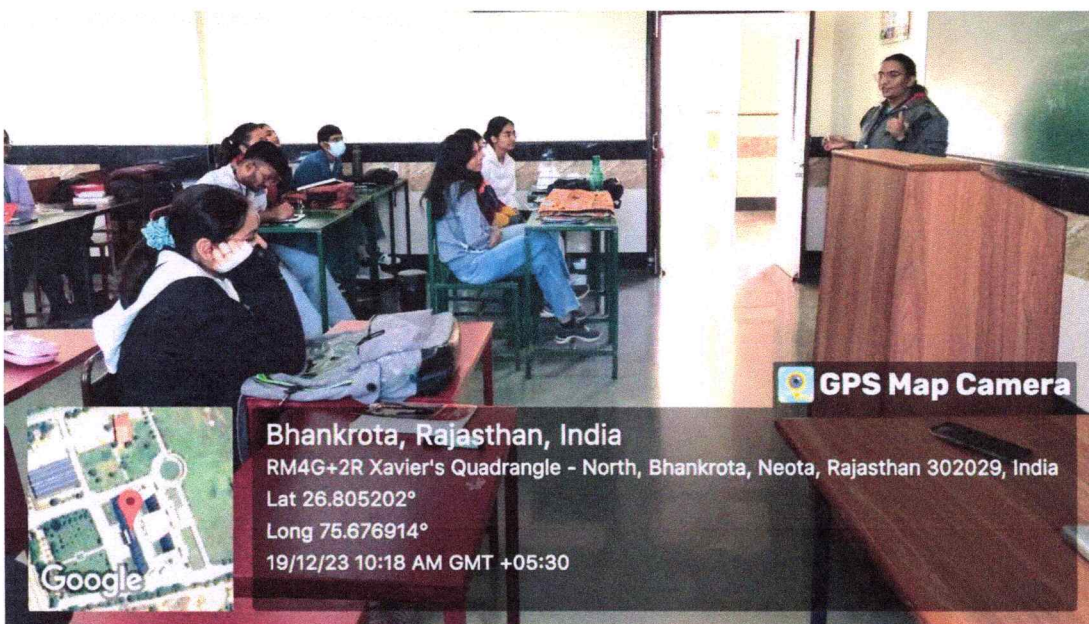
## Brainstorming

<b>Department</b>	<b>Commerce</b>
<b>Date</b>	<b>10 Oct. 2023</b>
<b>Teacher Coordinator</b>	<b>Dr. Mahua Bose</b>



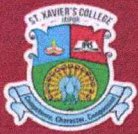
**Bhankrota, Rajasthan, India**  
 RM4G+2R Xavier's Quadrangle - North, Bhankrota, Neota, Rajasthan 302029,  
 India  
 Lat 26.805186°  
 Long 75.677074°  
 10/10/23 12:05 PM GMT +05:30

<b>Department</b>	<b>English</b>
<b>Date</b>	<b>19 Dec. 2023</b>
<b>Teacher Coordinator</b>	<b>Dr. Shruti Rawal</b>



**Bhankrota, Rajasthan, India**  
 RM4G+2R Xavier's Quadrangle - North, Bhankrota, Neota, Rajasthan 302029, India  
 Lat 26.805202°  
 Long 75.676914°  
 19/12/23 10:18 AM GMT +05:30

*Dr. Mahua Bose*  
Principal



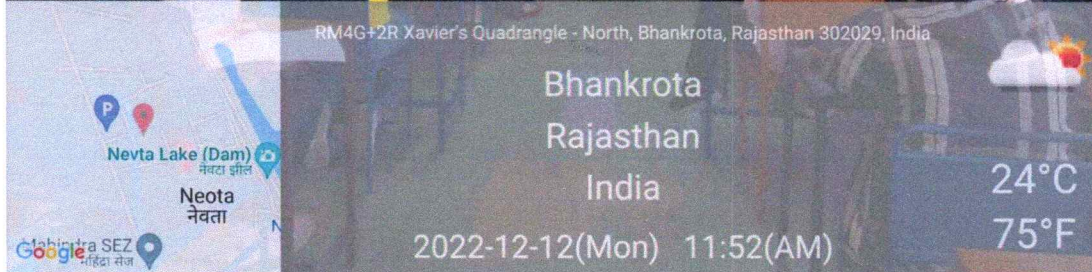
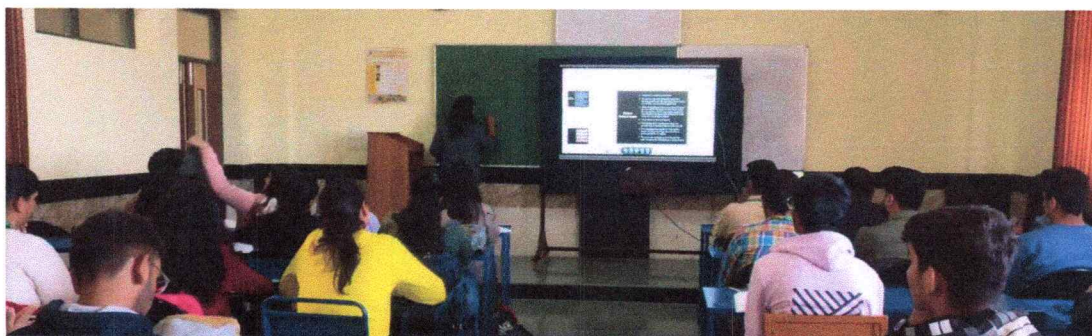
# St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



## Brainstorming

<b>Department</b>	<b>Business Administration</b>
<b>Date</b>	<b>23 Nov. 2022</b>
<b>Teacher Coordinator</b>	<b>Dr. Leena Sharma</b>



<b>Department</b>	<b>Business Administration</b>
<b>Date</b>	<b>12 Dec. 2022</b>
<b>Teacher Coordinator</b>	<b>Dr. Happy Agarwal</b>



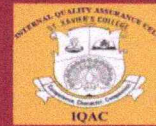
Principal

+91 9828726566



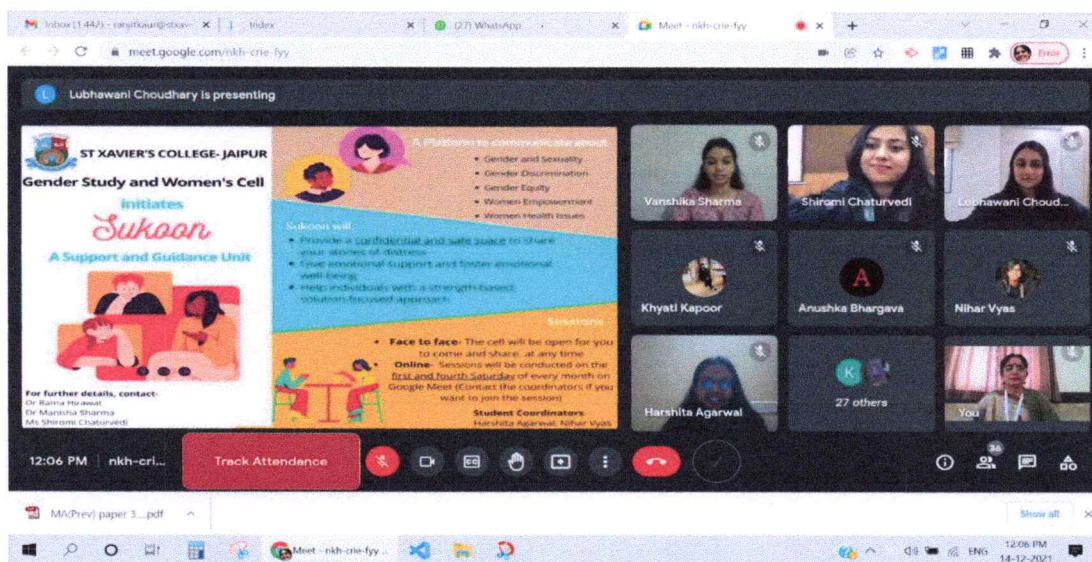
# St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



## Online Brainstorming During COVID

<b>Department</b>	<b>English</b>
<b>Date</b>	<b>14 Dec. 2021</b>
<b>Teacher Coordinator</b>	<b>Dr. Ranjit Kaur</b>

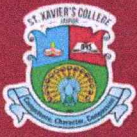


<b>Department</b>	<b>Commerce</b>
<b>Teacher Coordinator</b>	<b>Dr. Pradeep Soni</b>



*Pradeep Soni*  
Principal





# St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956  
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



## Brainstorming

<b>Department</b>	<b>Political Science</b>
<b>Date</b>	<b>10 Sep. 2023</b>
<b>Teacher Coordinator</b>	<b>Dr. Meeta Sharma</b>



Jaipur, RJ, India

<b>Department</b>	<b>Political Science</b>
<b>Date</b>	<b>16 Aug. 2023</b>
<b>Teacher Coordinator</b>	<b>Dr. Denny Shaji</b>



Jaipur, RJ, India