



**Swami Keshvanand Institute of Technology, Management &  
Gramothan**

**Department of Management Studies**

**A Report**

**On**

**MOU With**



**Consultancy Assignment**

**On**

**“Developing Organizational Structure”**

**And**

**“Business Planning and Strategies”**

*Submitted by:  
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Elation Edtech Pvt. Ltd.  
3<sup>rd</sup> floor, F-20A, Malviya Industrial  
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Date:

Dear sir/madam,

Elation Edtech Pvt Ltd (Tinkerly), an edtech based organization, takes immense pleasure in inviting **Prof. Dr. Maneesha Kaushik** to tender management consultancy services in the following areas:

- Developing Organizational Structure
- Business Planning and Strategies
- Financial Planning
- Portfolio Management
- Risk Management
- Human Resource Strategy
- Suitable Training Module
- Designing Compensation Administration System, etc.

This consultancy project will be in flexible mode which require consultant to tender his/her services on multiple projects and on multiple occasions as and when required depending on business needs of the organization. Consultancy charges will be agreed upon and be paid as per such individual assignments.

We are available for any further discussion, if required.

Cancellation clause: This consultancy agreement can be revoked by either of the parties by serving a notice not less than 14 days.

Yours Sincerely,

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**Consultancy Report**



Consultancy Assignment

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**About Tinkerly:**

A pioneering company at the forefront of revolutionizing STEAM (Science, Technology, Engineering, Arts, and Mathematics) education. Tinkerly, founded in 2015, is an innovative educational company committed to transforming traditional learning methods by integrating hands-on experiences with technology. With a team of passionate educators, engineers, and designers, Tinkerly aims to inspire and empower students to become creative problem solvers, critical thinkers, and future innovators. Its mission is to bridge the gap between theoretical knowledge and practical application in STEAM education.

By providing engaging and interactive learning solutions, it seeks to foster a love for learning, creativity, and curiosity among students, preparing them for the challenges of the digital age. It offers a diverse range of products and services designed to make STEAM education accessible, interactive, and fun for students and educators alike. These offerings include Learning Kits, Curriculum Solutions, Educational Technology, Professional Development. Its target market primarily consists of educational institutions, including schools, colleges, and educational organizations. The company's offerings cater to students of various age groups, from primary school to higher education levels. Additionally, It also serves individual learners and homeschooling communities looking for innovative STEAM learning solutions.

Tinkerly aspires to create a lasting impact on the educational landscape by empowering students with essential skills and knowledge for the future. By fostering creativity, problem-solving abilities, and a passion for lifelong learning. It aims to cultivate the next generation of innovators and thought leaders. The company plans to expand its reach globally, partnering with educational institutions and organizations worldwide to transform the way STEAM education is delivered.

**Executive Summary:**

This consultancy report provides recommendations for developing an effective organizational structure, business planning and strategies for Tinkerly, an innovative educational technology company. The report analyzes the company's current structure, identifies areas for improvement, and proposes strategies to enhance organizational effectiveness and support future growth.

**Objectives of the consultancy:**

1. To Assess Current Organizational Structure
2. To Propose Optimal Organizational Structure
3. To Enhance Communication and Collaboration
4. To Streamline Roles and Responsibilities
5. To Develop Business Planning Strategies
6. To Recommend Product Diversification and Innovation
7. To Strengthen Financial Planning and Management
8. To Foster Employee Empowerment and Engagement
9. To Align Organizational Structure and Business Planning



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**Report:**

The consultancy project was dedicated to the discussion and exchange of ideas regarding Elation Ed Tech Pvt Ltd (Tinkerly). Dr. Maneesha Kaushik (Associate Professor, DMS, SKIT) was invited for the discussion to tender management consultancy services in the areas of Developing Organizational Structure and its Business Planning and Strategies. She was welcomed by Mr. Sharad Bansal (Co- Founder and CEO) and Shalini Singh (Head Business Manager), Sandeep Jangir (Head Designer), and their team. The session began with the welcome address by Mr. Bansal, who shared his journey and ideas behind the organization and their vision and mission. It's not essential for each child to learn coding or similar skills, but it's worth tasting the flavor. They aim to create an environment where Coding is love, not fear, they create a play-based curriculum to unleash the true potential of each child.

Ms. Shalini Singh shared her views on planning and strategies they work on for the business in advance to achieve the organizational goals. “Vision and Mission, Market analysis, SMART goals, Competitive Advantage are some key aspects which needs to be analyzed for the smooth functioning of the organization”, she said. Vote of thanks was proposed by Mr. Saurabh Khandelwal of Tinkely.

Dr. Maneesha Kaushik, (Associate Professor, DMS, SKIT) continued the session where she said, that an Organizational structure plays a crucial role in defining the hierarchy, communication channels, and decision-making processes within a company. Tinkerly, being a growing organization, needs a well-defined organizational structure that aligns with its strategic objectives, facilitates efficient operations, and promotes collaboration and innovation. Effective business planning and strategies are essential for Tinkerly to navigate the dynamic educational technology market, capitalize on opportunities, and achieve its growth objectives. For this, Dr. Maneesha recommended Tinkerly to adopt a functional departmentalization approach by grouping employees based on their skills and expertise. Key

functional departments may include Research and Development, Sales and Marketing, Operations, and Customer Support, Clear Reporting Lines, Empowerment and Delegation and Regular Performance Reviews were also recommended by her.

Successful business planning and strategies are crucial for Tinkerly to achieve its objectives and sustain growth, she mentioned. And for that Dr. Maneesha recommended Tinkerly to identify and leverage its competitive advantage to differentiate itself in the market. This could include factors such as technological expertise, unique curriculum offerings, or strategic partnerships. She also suggested product diversification which may involve introducing new educational tools, software applications, or partnering with other companies for complementary offerings. Marketing and promotion, robust financial planning was also suggested by her.

## **Conclusion**

Developing an effective organizational structure is crucial for Tinkerly to drive collaboration, agility, and innovation within the company. Transitioning to a matrix structure, establishing cross-functional teams, clarifying roles and responsibilities, strengthening communication and decision-making processes, and continuously evaluating and adapting the structure will position Tinkerly for success in the rapidly evolving educational technology industry. By implementing these recommendations, Tinkerly can build a dynamic organization that supports its strategic objectives and fosters employee engagement and productivity.



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