

Arthashastra

Arthashastra - A Case Odessey

Introduction :

Arthashastra was organised as a management event under Srijan 2018. It was a case challenge competition for the business enthusiasts and people interested in entrepreneurship. The participants had to study the two real cases provided to them. On the problems given, they had to analyze it and engage their problem solving skills to provide their solution on it.

Date: 17.02.18

Venue: Jadavpur University Salt lake Campus

Name of the students organizing the event:

- Shrirupa Bhattacharyya
- Aditya Das
- Sanjukta Bala

Proceedings :

All the participants had been informed the cases about 5 days before the event. They were requested to send their presentation (ppt) by email. 15 teams had been shortlisted for the event day where they had to pitch their proposed solution (4 minutes) and face a Q/A round by the judges(2 minutes).

Judges :

- DipanKar Chakrabarti, the Executive Director of Pricewaterhouse Coopers India.
- Sujay Sen, the global strategy execution leader at Ericsson.

Participation list :

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Case challenges

Following are the two case studies given to the students for solve the challenges.

1. Biocon India Group

Biocon India was established in 1978 by Kiran Mazumdar-Shaw, the Managing Director, as a joint venture with Biocon Ireland to bulk manufacture enzymes. Mazumdar-Shaw had begun her studies planning to become a master brewer like her father, an unusual occupation for a Brahmin family from the alcohol-prohibiting state of Gujarat. But after graduate school, when she found that the industry wasn't ready for the first woman master brewer, Mazumdar-Shaw turned to business opportunities using fermentation processes to produce enzymes for various purposes. From a shed in an undeveloped part of Bangalore, she began producing mass papain and isinglass, two enzymes that used raw materials which were already abundant in India and necessary for the production of beer. In 1989, Biocon Ireland was acquired by Unilever. As part of Unilever, Biocon began producing enzymes for Unilever's food

business. In 1998, Biocon India bought out Unilever's share in the company and became an independent, privately owned entity.

- What are the advantages and disadvantages of starting and operating a pharmaceutical firm in India?
- Is the Indian CRO market attractive?
- What is the best way for Biocon India Group to expand? Case Write-up Question
What is the best way for Biocon India Group to expand, and what factors should it consider?

2. Mercy Corps and KeBal Healthy Food Carts: Sustaining and Scaling Up

As their car idled in the Jakarta traffic, Usye1 Umayah and her colleague Dini Marhendra were discussing the future of Kedai Balitaku (KeBal), a pilot program run by the global NGO Mercy Corps. KeBal sold nutritious food to poor children from street carts. Although the pilot program had been successful, Usye and Dini needed to transition KeBal from a non-profit, donor-funded pilot to a self-sustaining, scalable, and independent business. The funding Mercy Corps headquarters had provided to start up the pilot would be ending in November 2010, just ten months away, and if the KeBal carts were to remain in business thereafter 107 nations. With program offices in over 40 countries, Mercy Corps was one of the world's largest NGOs, relying on U.S. and foreign government grants as well as private support to fund its operations. Mercy Corps stressed the importance of social entrepreneurship and thinking creatively in searching for ways to carry out its mission. The NGO's field office in Jakarta, Indonesia took these two methods to heart, especially in its approach to solving one of the more pernicious problems plaguing Jakarta: malnutrition in children under five years of age.

- Why is the three-layer model not prevalent among comparison businesses?
- Is it possible for each layer of the three-layer model to feel they are getting something of value from the layer above?
- What is the best business model to foster quick growth?
- What factors, if any, should Mercy Corps evaluate as it considers applying for-profit franchise models to the KeBal organization?



