

# THE ANALYST

**Event name** - The Analyst

**Date** - 28 February, 2020

**Venue** - KP Basu Memorial Hall, Jadavpur University

**Brief description of event** - The Analysts, the case challenge competition has provided an opportunity to the business enthusiasts to solve gripping cases of various businesses and companies using their entrepreneurial vision. The event was conducted by KPMG, one of the big four and among the world's leading professional service firms, for the first time in JU.

For the preliminary screening, teams consisting of 2-4 members, were required to submit a 1000 word solution of the case within 120 hours of the case release.

The case-study presented by KPMG revolved around the inclusion of value-added financial services, given its untapped potential in the rural regions of the states of South India. It was noted that the region had higher propensity to consume and spend as well as higher penetration of digital interfaces in comparison to the rest of rural India. It was on the basis of these facts that the participants were asked to find an innovative fintech solution, strictly delivered through technological platforms. In addition to the solution, the participants were also asked to identify potential challenges and provide ways of tackling them.

Out of 50+ submissions, 6 teams were selected for the final round and were invited to pitch in front of an esteemed panel of judges from KPMG and Career Launcher. The solutions were judged based on their viability, reliability, and pertinence to the problem, and the winners received exciting gifts and certificates from KPMG.

## **Judges Panel -**

- 1) Sumit Datta, Associate Director, KPMG
- 2) Mainak Guha, Manager, KPMG
- 3) Partha Dasgupta, Career Launcher

## **Case Challenges :**

Amayra – a budding entrepreneur with a keen interest in fintech – has been spending her time lately researching the semi-urban and rural demographics of South Indian states (specifically, Tamil Nadu, Kerala Andhra Pradesh and Karnataka). She believes that, based on findings from her research, there is considerable untapped potential for value-added financial services in the region. Her conviction stems from trends that show both average per-capita income and average per-capita consumption spending in the target markets are

rising faster than the rest of the country. She further notes that, while, banking penetration in the said regions is higher than the national average, there remains room for further growth, as well as diversification of financial services.

A recent survey on financial inclusion of the rural and semi-urban residents of South India revealed that a high proportion of respondents are either confounded by or unsatisfied with the traditional financial products and services available to them. In particular, respondents claimed they felt deprived from these products and services due to the cumbersome processes and paperwork involved in accessing the same.

Attendance Record

[https://docs.google.com/spreadsheets/d/1PPoMGUQi8WWO\\_wloDItCCTYchknS5Q4SHExi8OjX0Bc/edit?usp=drivesdk](https://docs.google.com/spreadsheets/d/1PPoMGUQi8WWO_wloDItCCTYchknS5Q4SHExi8OjX0Bc/edit?usp=drivesdk)

**Pictures -**



### Team Registrations

Event	TeamID	Status	Type	Names	Mob	Email	Team Members
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