

Case Challenge by PWC

As young adults we are constantly searching for ways in which we can impact the general Indian society for the better. Setting the *topic* as '**Digital Transformation and Problem Solving at the Grass Root Level of India**', PWC provided the perfect platform to invest our thoughts in the right direction. Unlike traditional Case Competitions, this came with a twist! The cases were provided on the day of the competition, thus testing the participants' ability to analyze problems and provide a solution on spot. Presence of mind and Reasoning skills emerged victorious.

It is the first event under E-summit sponsored by TEQIP –III, JU

Event Date : 6th April.

Venue : Tequip-208, Jadavpur University

Key Student Organizers:

Shrirupa Bhattacharyya (Chemical Engineering)

Aneek Chakraborty (Mechanical Engineering)

Structure of the Case study:

The competition was conducted in two rounds.

1st Round: The participants were given a case and a set time of 30 minutes to analyze and write down their ideas. Based on their ideas, top 10 teams were selected for the next round.

2nd Round: A duration of 30 minutes was given to the finalists to prepare a presentation of their case. The participants were allowed to carry a laptop to make a powerpoint presentation, otherwise presentation on a whiteboard was also acceptable. 6 minutes were allotted for the presentation followed by a Question and Answer round of 3 minutes. Top 3 teams were selected and the winner was declared.

Highlights of The Cases:

- Loss of farmers and household customers from over-production or under-production of tomatoes.
- Disparity of price between tomatoes sold by farmers and that in the city markets.
- Supermarkets refusing to buy tomatoes directly from individual farmers since its a hassle in terms of distance.

Based on this problem, the participants were required to provide a sustainable business model.

Judges:-

	<u>Name</u>	<u>Designation</u>	<u>Contact</u>
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List of Participants:

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