

# CASE STUDY: ANALYSIS & DEVELOPMENT

## WORKSHOP - LEVEL 1



**5<sup>th</sup> - 7<sup>th</sup> March 2020**  
**Venue : Ooty**

### About the organizer

HILLGROVE Research Pvt. Ltd. was incorporated under the Indian Companies Act of 2013, with the long term vision of its founders to contribute and promote research in the areas of Agriculture, Engineering, Science & Technology, Business & Management, and Innovation among others. To achieve its aim, the company fosters research and development initiatives, scientific advocacy programs, industry centric capacity building workshops, training, technical education, rural entrepreneurship and literacy.

### Overview of the workshop

The case study workshop of Hillgrove Research Pvt. Ltd. is designed with a scientific learning methodology. This case is about the Tea industry and Tea manufacturing firms. This case involves two Tea manufacturing firms; one is a private firm and the other a government firm. It has been observed that the private firms are more profitable and sustaining than the government owned firms. The products of the private firms are reported to be superior to those of government firms. Ultimately, in the Tea auction, the products of private firms fetch more revenue than those of government firms. Needless to say, it boils down to the price paid to the tea planter. The price for made tea have been increasing from time to time, whereas the price for the tea planter has not been favorable. With this background note, this workshop has been designed to understand the various dimension of the case and to formulate strategies that shall benefit all stakeholders.

### Learning Objectives

- ✗ To know about the Tea industry and its performance
- ✗ To conduct a SWOT analysis of the 2 firms
- ✗ To formulate strategies to cope-up with weaknesses & threats
- ✗ To connect theory and practice
- ✗ To cultivate observing, listening, analyzing, conceiving, comprehending and presenting skills
- ✗ To write a research paper or develop a case study

## Participant Profile

Post-graduate students, Research Scholars and Academicians from the faculties of engineering, sciences, commerce and management studies with a thirst for knowledge, passion for learning and willingness to scale-up to meet professional and corporate requirement shall be the ideal participant's profile.

## Duration

This comprehensive case study is conducted in 'workshop mode', and is for THREE days. The workshop includes lectures, discussions, team tasks, and interaction with officials of tea manufacturing firms and tea planters, plant visit, writing a research paper, developing a case study and insights about publication in journals.

## SCHEDULE

Day 1 : 01.00 PM to 05.30 PM  
Induction & Plant Visit (2 firms)

Day 2 : 09.00 AM to 06.00 PM  
Case Analysis & Presentation

Day 3 : 09.00 AM to 01.00 PM  
Preparing Research Paper/ Case Study

*\*Detailed schedule will be provided upon registration*

## Registration

Aspiring participants may visit our company website at [www.hillgroveresearch.com](http://www.hillgroveresearch.com), click 'events' page and download the registration form. The scanned copy of the registration form with all details should be forwarded by the head of the institution/ department/ research supervisor as the case may be, with official seal. Upon acceptance by the organizers, payment of registration fee shall be made. The registration forms is to be emailed to: [diro2.hillgrove@gmail.com](mailto:diro2.hillgrove@gmail.com)

The registration fee per participant for Three Days is as below:

Participant Category	(INR)
Post-graduate Students	1,500
Research Scholars (M.Phil./ Ph.D)	1,800
Academicians	2,100

## LAST DATE FOR REGISTRATION - 10<sup>th</sup> February 2020

### Payment of Registration Fee:

- ★ By DD: To be drawn in favor of "HILLGROVE RESEARCH PVT LTD" payable at Coimbatore.
- ★ By Internet Banking: HILLGROVE RESEARCH PVT LTD, State Bank of India, Narasimanaickenpalayam Branch, A/c No. 35495376048, IFSC – SBIN0008155.

**Note:** For payment through Internet Banking – mention the participant's name in the narration. If there are more than one participant then mention any one of the participant's name.

### Participant Batch Size

An ideal batch of participants shall not exceed SIXTY participants (+/- 5 shall be considered).

The registration fee includes case notes, basic stationery and certificate of participation; tea & refreshments in the afternoon on day 1, forenoon and afternoon on day 2 and forenoon on day 3. Lunch will be provided on day 2 and 3.

### Local Conveyance

The organizers will take care of local conveyance for visiting the firms or for any purpose for the conduct of the workshop.

### Accommodation

Accommodation is to be arranged and paid by the participants. There are many hotels/ hostels and guest houses with a varied range of tariff, participants shall opt and arrange accordingly. Organizers shall assist participants to identify accommodation if sought for.



## HILLGROVE Research Pvt. Ltd.,

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