



Accelerating Prosperity

How would you, as a consultant, for PM Modi, advise him to grow the GDP of India faster than any other country and generate lots of jobs in the process? The aim is prosperity and has to be done by our recommendation only.

CASE TYPE
Growth

COMPANY NAME
Kepler Cannon

DIFFICULTY LEVEL
★ ★ ★

Accelerating Prosperity

GDP Growth and Job Creation in India

Case Type
Growth Case

Company Name
Kepler Cannon

Round
Partner

Difficulty Level



Problem Statement

How would you, as a consultant, for PM Modi, advise him to grow the GDP of India faster than any other country and generate lots of jobs in the process? The aim is prosperity and has to be done by our recommendation only.

Understood. Is it okay if I ask a few clarifying questions first?

Sure, go ahead.

Are we developing a strategy for the country or for the next election (to win elections)?

Good Question. We are developing a strategy for the country.

What is the time frame we are looking at?

We are looking at 1 term, that is, 5 years.

Okay. Do we work equitably or as per the ideology of the political party? Do we only work for a vote bank or for people's prosperity?

Your choice entirely.

Sure, can I take a few minutes to structure my thoughts?

Sure.

Right, so when we look at the prosperity of the country, do you want it to be uniform across one segment, that is, the voter bank or the entire population?

Adopt a more equitable approach, which will help bridge inequalities as well as promote welfare.

So, I'm assuming that 10 per cent of the Indian population lives in Tier 1 cities while the remaining 90 per cent lives in Tier 2 and Tier 3 cities. 70 percent of these 90 percent live in rural areas while 30 percent live in urban areas. Does that assumption sound right?

Yes, we can work with that assumption.

So there's skilled and unskilled labour in Urban as well as Rural areas. When I look at the skilled labour in urban areas, the government must provide incentives to International Companies to establish corporate offices in Tier 2 and Tier 3 cities.

The Government can provide them tax benefits and provide them with the ease of doing business. Similarly, for the unskilled labour in the urban areas, they can work as peons, support staff etc in these offices and work in infrastructural development.

Sounds great. What about the rural areas?

For the rural areas, the skilled labor can supervise offices for production units. The Government must give incentives to enterprises to establish units with Capital Intensive Techniques. At the same time, Unskilled Labour can work as casual labor in the rural areas. The Government can aid development and create jobs such as Security Guards etc. All of these efforts, will in turn, increase prosperity.

Good. We can conclude the case now.



HERE'S A TIP!

Clearly define objectives and timeframe to provide strategic clarity in growth cases. Conduct thorough risk analysis to anticipate potential challenges and refine recommendations accordingly. Consider exploring diverse avenues for job creation to ensure a comprehensive approach to fostering GDP growth

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GDP Growth and Job Creation in India

Case Type
Market Entry Case

Company Name
Kepler Cannon

Round
Partner

Difficulty Level



CASE FACTS

1 Aim to increase the GDP of India faster than any other country while increasing overall employment level.

Focus

Next Election

Country

Time Frame

5 years

Targetted Towards

Particular Vote Bank

Entire Population

10%

Tier 1 Cities

90%

Tier 2 or Tier 3 Cities

30%

Urban

70%

Rural

Skilled Labor:
Tax benefits and ease of doing business for international companies.
Unskilled Labor:
Engage in infrastructural development.

Skilled Labor:
Supervise production units.
Unskilled Labor:
- Work as casual labour.
- Government support for job creation