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Semester - I

434CIE- Managerial Economics

Case Study

Prepared

By

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CASE STUDY : Pradhan Mantri Ujjwala Yojana (PMUY)

Pradhan Mantri Ujjwala Yojana (PMUY): Brightening Lives by Bridging Barriers On May 1st 2016, Prime Minister Narendra Modi launched the Pradhan Mantri Ujjwala Yojana (PMUY) in Ballia, Uttar Pradesh, followed by its pan-India implementation. PMUY, a social welfare scheme, was launched with the objective of safeguarding the health of women and children by providing free/subsidized Liquefied Petroleum Gas (LPG) connections to Below Poverty Line (BPL) households. The aim was to replace the conventional cooking fuels with LPG, a clean cooking fuel, so that women and children were not exposed to health hazards associated with the use of conventional fuels for cooking and their procurement. The scheme aimed to provide five crore LPG connections, issued in the name of women from BPL households, by 2019, which it achieved by August 2018. The target was later revised to provide eight crore LPG connections to be issued by 2020. There were three broad envisaged outcomes of the scheme - safeguarding health of women and children, protecting the environment and empowering women. Two years after its implementation and having achieved the initially set target, PMUY was being hailed as a successful scheme. However, it was argued if number of LPG connections issued could be the right parameter for gauging the success of PMUY. Moreover, a lot more needed to be done to achieve the larger outcomes of health, environment and women empowerment.

Pedagogical Objectives

- To understand how a government's welfare scheme – PMUY – can be made inclusive by sensitizing and involving diverse social strata (through 'GiveItUp' campaign)
- To understand the objectives and implementation of PMUY scheme and debate on its efficacy
- To discuss and debate on PMUY's ₂impeding challenges and the possible options to



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overcome the challenges

Case Positioning and Setting

This case study can be used in the following courses:

- **MBA Program** – Business Environment Course – To study the impact of government schemes in the functioning of organizations
- Postgraduate Programs – Public Policy Course – To understand the dynamics of formulation and implementation of government policies

Case Study 2:

Tata Steel's Ferrochrome Venture in South Africa

In September 2015, voluntary liquidation plans were announced by the company Tata Steel KwaZulu-Natal (TSKZN) in South Africa. This set tone for the final closure of Tata's first greenfield venture abroad. Tata Steel KZN, a ferrochrome company, was a subsidiary of Tata Steel, located in Jharkhand, India. Electricity, a key component of ferrochrome industry, was available at low cost in S. Africa, and was one of the major factors of setting up a plant there. However, once the plant was established, cost advantages were nullified due to changes in the macro environment. The plant which started operations in 2008, was finally closed in 2015. This case study explains the reason for Tata Steel to set up a ferrochrome venture in South Africa, the struggles it encountered after its startup and the factors that led to its sell-off.

Pedagogical Objectives

- To understand the costs and benefits of doing international business
- To comprehend how changes in macro environment affect operations in international business



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- To examine the issues of sustainability of assumptions on which a business venture is based and trace factors which lead to fallout of a business venture
- To examine issues of business rescue and business liquidation

Case Positioning and Setting

The case is designed to be used by academia and industry.

The case can be used for teaching courses in Economics and Management Studies. The case can be used at graduate, MBA and Executive MBA level of education. In management schools, the case is designed for teaching in courses in International Business, Strategy and Business environment.

This case is intended as an opportunity for students to discuss the importance of taking effective decisions for doing international business. It highlights the risks and benefits of doing business in a foreign country. The case highlights challenges and constraints faced while doing international business. It throws light on issues of business rescue and business liquidation.



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