



 **Backwaters '11**
18 - 20 Nov
Powering Our Future

in association with



OPTIMUS

First Prize: Rs 25000
Second Prize: Rs 15000

Submission Deadline
28th oct 2011

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EVENT DETAILS

**PRIZES UP FOR
GRAB!!**

1st Prize: Rs.25000

2nd Prize: Rs.15000

Omega
The Operations Interest Group

EVENT FORMAT

"Give a man a fish, you feed him for a day. Teach a man to fish, and you feed him for a lifetime" - a famous Chinese Proverb

What better way to test your Operations concept than business cases inspired by real-life scenarios?? No simulations, no quizzes, just plain Ops-sense!!! Held in two stages, the event brings to life the SCM challenge in the context of Indian companies. From Demand Forecasting to Inventory Management to Capacity Planning, we challenge you to optimize the operations of businesses. The winners will be the ones who understand the impact of each decision on operations as a whole and thus master **Optimus!!!**

ROUND 1: CASE (REFER APPENDIX)

- Analyze the case **"A Poultry Affair"** and provide a solution after understanding the operations of the company and the specific challenges concerning it.
- The solution to all case questions should be worked out in Excel and should be discussed in an PowerPoint with maximum of 10 Slides

ROUND 2:

- The 6 Finalists teams will compete in an on-campus event involving decision-making problems set in business scenarios.

SUBMISSION GUIDELINES

- Mail us your entries at optimus@iimklive.com with subject line as <<TeamName_UserName_Round1>>in the below mentioned format

ROUND 1:

- **PPT and Excel sheet:** <TeamName>_<UserName>_Round1 (User Name* of any 1 user)
- **Cover Page:** Team name, member details (name, institute, contact number & email id, registration-id*)

***User Name** to be input by the user while registering for IIM K Backwaters at www.iimkbackwaters.com

***Registration Id** (any one member) should be the unique code generated during event registration



IMPORTANT DATES

Round No.	Submission Deadline	Result Date (tentative)
Round 1	23:59 hrs (IST); 28-Oct-11	03-Nov-11
Round 2	Campus round	

RULES AND REGULATIONS

1. Event is open to students from all B-Schools
2. Team size should be a **maximum of 3** members
3. Participants in a team can be from the same or different institutes
4. No participant should be a part of more than one team
5. Each team can submit **only one entry** for the competition
6. After registering for Backwaters'11 at www.iimkbackwaters.com; the participants have to **register** themselves through the online event registration portal on the site. Event registration will start on **23:59 hrs IST, 17th Oct'11**
7. There must be strictly no IPR infringements in the submissions. On discovery of such infringements, the respective team(s) will be disqualified with immediate effect
8. The selected participants would be reimbursed the 3rd AC fare up to a maximum of **Rs.3000** (2-way). They would be required to **submit original tickets**. In case of air travel, reimbursement will be provided only on producing original boarding pass and the cap remains the same as above
9. The Terms and Conditions of participation are subject to change at any time without specific notice. The amended Terms and Conditions of entry will be effective immediately upon being posted on the website. It is the sole responsibility of the teams to regularly visit the Website to read any changes
10. The decisions of the organizers of the contest and the panel of judges will be final and binding on all the participants

APPENDIX: CASE – “A POULTRY AFFAIR”

It was a pensive morning in April, 2011. Mr. Hari Subramanian, the Managing Director of Hariharan Poultry Farms Limited was staring at the road from his office. The company was started by him and his brother way back in 1986 and had reached a turnover of Rs. 4000 crores in 2010-2011. Though the company had done quite well over the years, the last year had been a bad one as they had overestimated the market. They had excess supply and hence had to sell the live birds at various levels of their life cycle at lower than cost price to minimize losses. Mr. Hari was now wondering how to streamline the demand forecasting process.

Hariharan Poultry Farms Limited ranks among the top ten poultry companies worldwide. With operations in 11 states across India, it offers a range of poultry products and services. The fully integrated operations cover broiler and layer farming, hatcheries, feed mills, processing plants, vaccines and exports.

The broiler production flow starts from the receipt of imported Grand Parent (GP) chicks at Grand Parent Farms. The life cycle of Grand Parent Chick is:

0 – 4 Weeks	-	Brooding Stage
5 – 23 Weeks	-	Growing Stage
24 – 64 Weeks	-	Egg Laying Stage

Note: - The laying may continue after 64 Weeks till culling

The feed for the Grand Parents is dispatched by Feed Mills based on the indent from Grand Parent Units. The Premix and Health Care items are received from Premix & Health Care Units. The other medicines and vaccines are purchased either locally or through centralized purchase and are issued to the farms on need basis. The eggs collected from Grand Parent Breeder Farms are sent to Grand Parent Breeder Cool Rooms. After grading of eggs in the Grand Parent Breeder Cool Room the eggs are sent to Grand Parent Hatchery Cool Room. The graded eggs are sent from Hatchery Cool Room to Setter for egg setting. After 18 days the eggs are moved from Setter to Hatcher. The Parent Stock (PS) chicks come out on 21st day and are sent to PS Farms. After laying period the GP Cull Birds are sold in the outside Market.

The PS chicks received from GP Hatchery are placed in PS Farms. PS Chick life cycle is similar to that of a GP chick:

0 – 4 Weeks	-	Brooding Stage
5 – 23 Weeks	-	Growing Stage
24 – 64 Weeks	-	Egg Laying Stage

Note: - The laying may continue after 64 Weeks till culling.

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The feed for PS Chick is dispatched by Feed Mills based on the indent from PS Units. The Premix and Health Care items are received from Premix & Health Care Units. The other medicines and vaccines are purchased either locally or through centralized purchase and are issued to the farms on need basis. The eggs collected from PS Breeder Farms are sent to PS Breeder Cool Rooms. After grading of eggs in the Breeder Cool Room the eggs are sent to Ps Hatchery Cool Room. The graded eggs are sent from Hatchery Cool Room to Setter for egg setting. After 18 days the eggs are moved from Setter to Hatcher. The Broiler chicks come out on 21st day and are either transferred to Broiler Farms or sold to external Traders. After the laying period the PS Cull Birds are sold to the external Traders.

The Day Old Broiler Chicks (BR DOC) received from PS Hatchery are placed in Broiler Farms. Based on feed indent from broiler branches the feed is dispatched from the Feed Unit either to the respective Broiler Farms or to the common delivery point directed by the broiler branch. The Premix and Health Care items are received from the respective units based on the indent. The other medicines and vaccines are purchased either locally or through centralized purchase and are issued to the farms on need basis. One Broiler Branch may have 60-75 farms and these farms are grouped under “Lines” and one Line Supervisor is responsible for the line. The Line Supervisor visits the farms daily and records the mortality, feed in-take, feed stock, etc and gives necessary instruction to the farmer. The 6 weeks old broiler birds are either sold to the external traders or transferred to Hariharan Poultry Farms’ Meat Processing Unit.

The GP Import Planning and the Capacity Planning are long term planning processes. Any augmentation in capacity of breeder, hatchery and broiler farms takes one and a half years. GP Chicks are imported in batches and the lead time is usually 45 days. Each Live Bird (GP, PS or Broiler) needs 1.2 sq ft area. **The Broiler Market is expected to grow 10%, 15% and 20% over the next 3 years and at a constant rate of 5% thereafter. Hariharan Poultry Farms Limited has a market share of 25% and is planning to increase it by 5% each year for the next five years.**

Mr. Hari has the following questions to answer:

- (i) What should be the demand forecast for Broiler (Live Bird) for the next three years (2011-12, 2012-13 and 2013-2014)?
- (ii) How many GPs should he import over the next three years?
- (iii) What is the age of the GP and PS birds at which they need to be culled to prevent pile up of inventory?
- (iv) What should be the optimum capacity of the hatchery and the farms? Assume each bird occupies 1.2 sq. ft.

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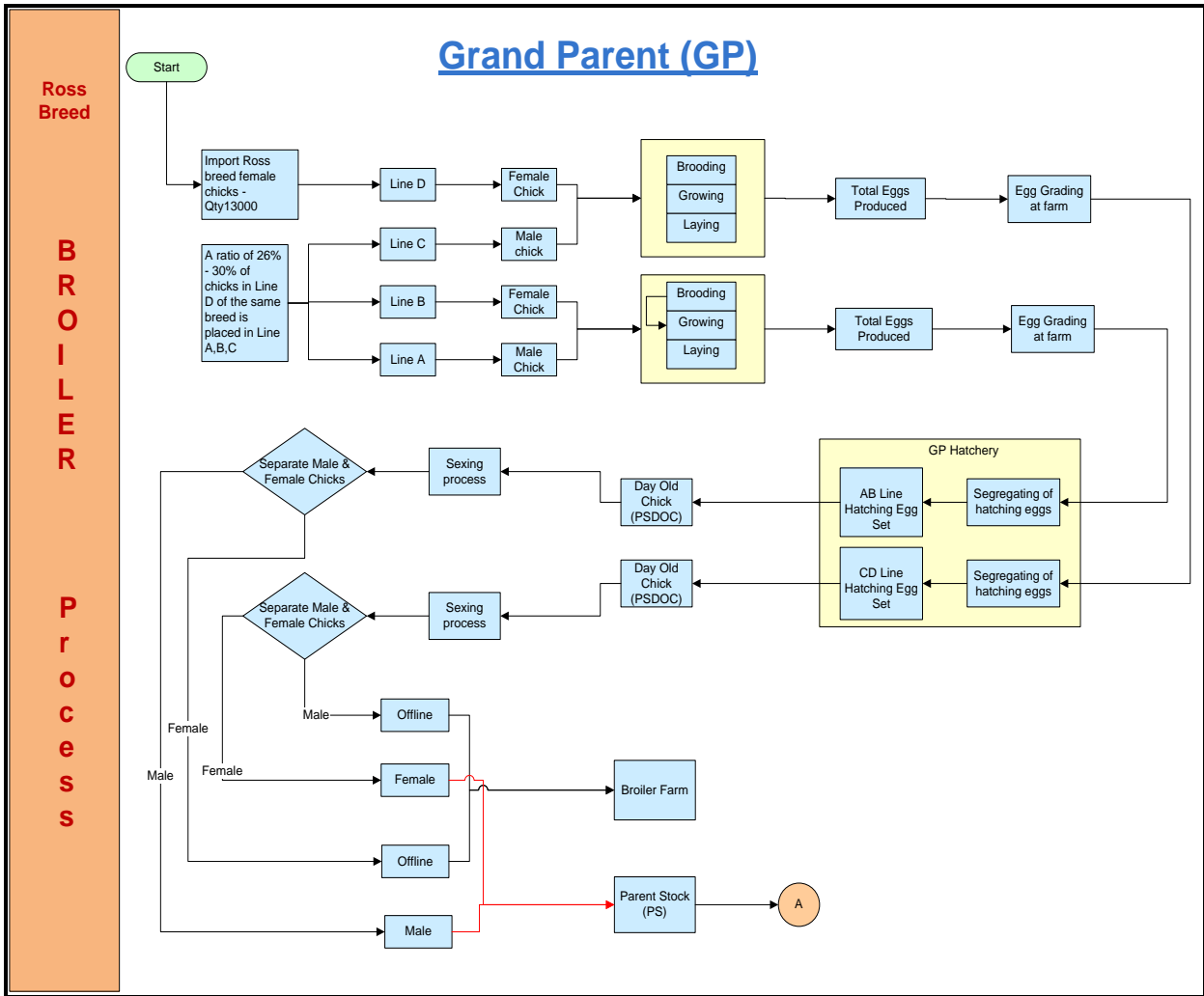


EXHIBIT 1- Grand Parent Life Cycle



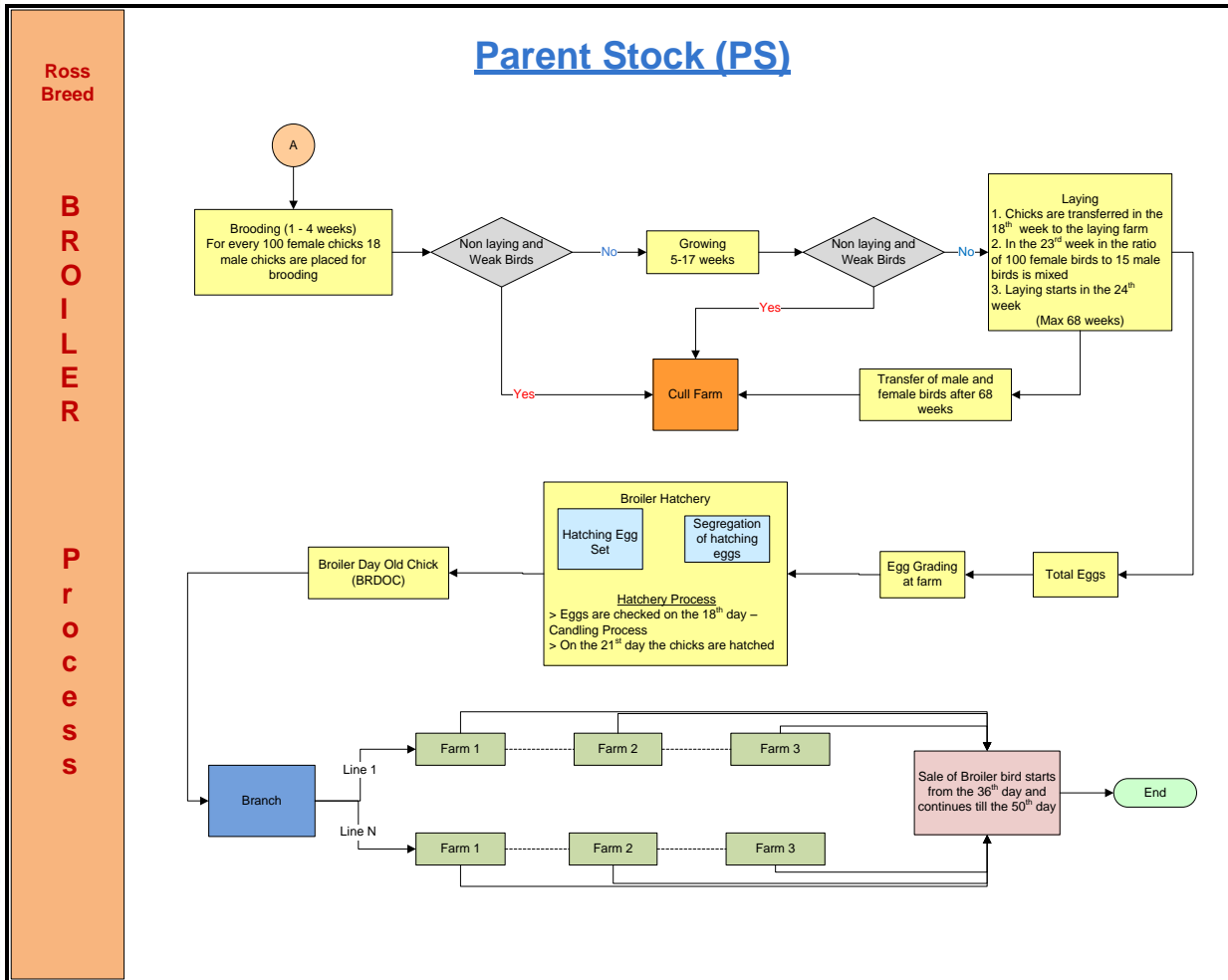


EXHIBIT 2- Parent Stock and Broiler Life cycle



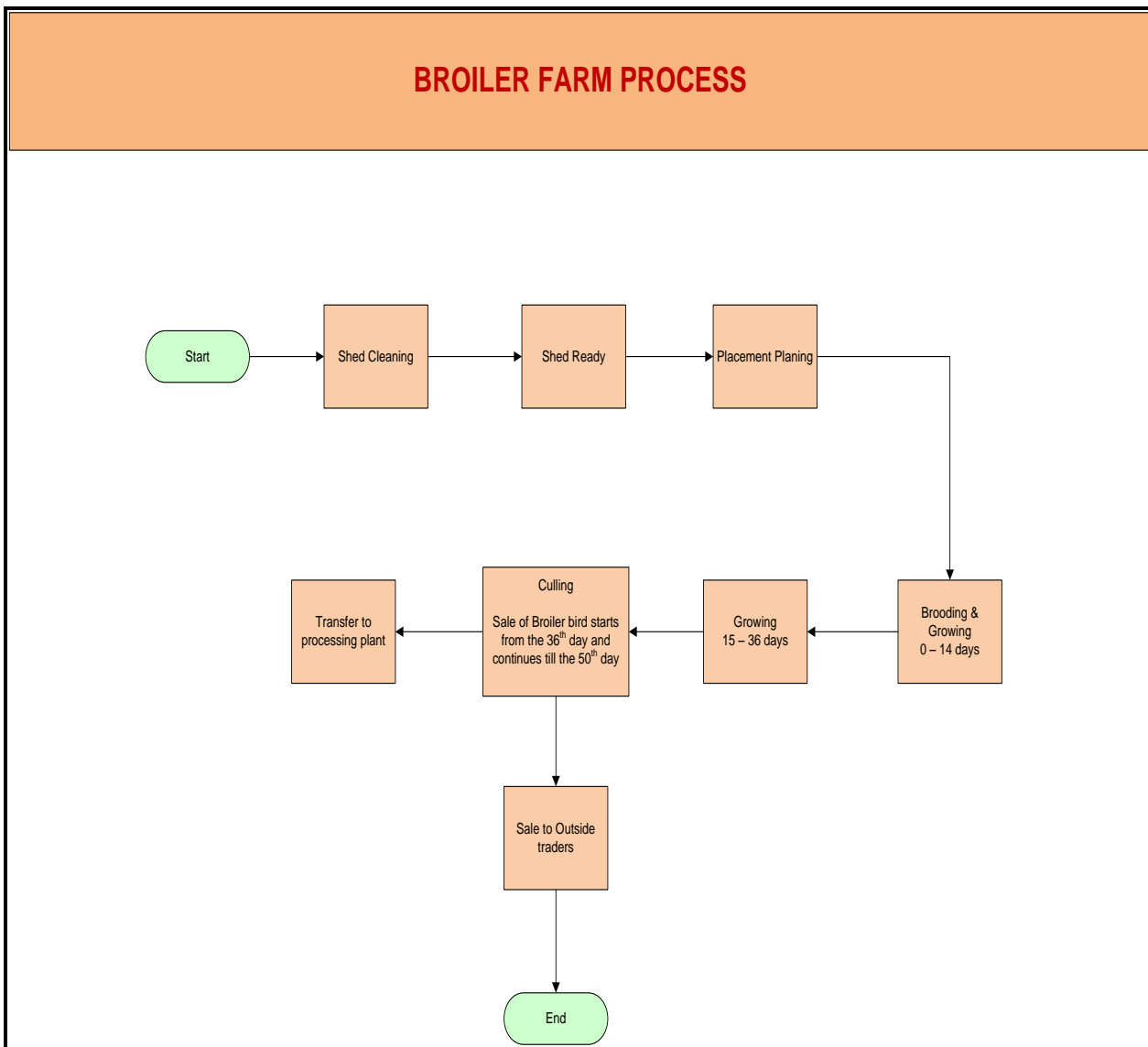


EXHIBIT 3- Broiler Farm Process

	GP Chick Import	GP Breeder	GP Farm	GP Hatchery	PS Breeder	PS Farm	PS Hatchery	Broiler DOC
Time Period		18 weeks	6 weeks	3 weeks	18 weeks	6 weeks	3 weeks	From Week 54 to Week 134
Quantity	1	0.84	134.4	65.8	55.3	9902	8417	8400
		Mortality 16%	160 Eggs from 24th Week till 64 weeks	49% Hatchability	Mortality 16%	179 Eggs from 24th Week till 64 weeks	85% Hatchability	0.2% Mortality

EXHIBIT 4- Yield in Total Life Span of 134 Weeks



Month/Year	2009-10	2010-11
April	0	0
May	12,956	13,443
June	0	0
July	12,643	13,318
August	13,545	0
September	13,339	11,985
October	13,072	13,186
November	0	0
December	12,994	12,987
January	0	0
February	0	13,460
March	12,810	12,635
Total	91,359	91,014

EXHIBIT 5- GP Import (in numbers)

Month/Year	2010-11
April	455.39
May	462
June	376.41
July	475
August	416.17
September	442
October	490
November	495.58
December	549
January	573.22
February	497
March	558
Total	5,790

EXHIBIT 6: Broiler Bird Sales of Hariharan Poultry Farms Limited (in 100 tonnes)

Each bird weighs 2 kg on an average

