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Cheeni, a case of IT innovation

by

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Cheeni, a case of IT innovation

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Cheeni, was acquired by a large business group from its erstwhile foreign holders in the early 1980s. During the time when it was acquired, Cheeni was seen as a struggling firm, rife with problems of inefficiency, internal politics and high levels of wastage. The MG group which took over Cheeni, quickly turned it around to make it a successful sugar business.

The MG group is a conglomerate of many companies in diverse areas including engineering, farm inputs, sugar, confectionery, sanitaryware, abrasives, bicycles, plantations, bio products, information technology and finance with

ensures the availability of working capital at the requisite time interval ins
farmer after supply of the cane. Cheeni keeps in close contact with the
field staff(CFS)and section officers. Among the many roles played by the CFS, is that of monitoring and
recording the various aspects related to cane growth, input provision, disease control, financial support, etc.
With over a hundred thousand farmers from more than a hundred villages supplying the firm with sugarcane,
Cheeni was compelled to look upon information technology as a viable tool to keep track of the large volume
of information generated from the field. W1B1A much

In this unique situation, Cheeni, experienced the need for an innovative IT application. Each of the company's
factories is manned by CFS who are involved in coordinating the procurement of sugarcane from the growers.
CFS not only have intimate knowledge of rural India and have developed close relationships with farmers and
their community, but are also often seen as one stop shop for information relating to various needs of the
farmers themselves. CFS primary role is to build these relationships apart from the everyday operational task
of monitoring the growth of cane in the farms under their supervision and capturing this data in the system.
Unlike developed countries, much of the field level processing of cane such as harvesting, collection etc. in
India is manual. The risk of cane non availability is also mitigated by the company through its efforts to
maintain commun.2806TD05T13907eAPRA with the

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