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**7th Innovation Practitioner’s Summit**

**“Technology-based Innovation : Business Driver of the Future”**

Showcasing India’s Leading Breakthrough Innovations & Innovators in

**Manufacturing & Services, Digital, R&D and AI, L&D and CSR & Sustainability**

23rd November, 2017, Hotel Le Meridien, New Delhi

**Summit Brief and Guidelines**

**Overview:**

Technology is fast becoming a key differentiator in the current dynamically changing business landscape. Therefore, India is striving to become a digital economy, and has come a long way from paper-based business dealings and use of technology limited to basic computations. The country is now taking active steps towards digital governance, digital business processes and technological innovations, which are likely to drive India’s progress into the future.

Speed is the basic essence of a digital economy that is characterised by a large pool of tech-savvy customers, waiting for products and services to be instantly available through a channel of their choice. It has become imperative for businesses across sectors and industries to evolve with the evolving customer demographics and, simultaneously, deal with competition from new players. These new players are emerging from unrelated industries or low-cost, technology-powered digital business models, which are changing the established rules of the game with their transformative technologies.

With the recent convergence of transformative technologies, economies are entering into a new era where Artificial Intelligence (AI) has the potential to overcome the physical limitations of capital and labour, and to open up new opportunities for value and growth. In addition, technologies like the Internet of Things (IoT), robotics and Augmented Reality (AR) would be key to harness the full potential of the ‘Fourth Industrial Revolution’ or ‘Industry 4.0’. These technologies not only enable efficiency and productivity gains through cost reductions, quality improvements, customization and a quantum leap in performance, but also provide access to precise data-based analyses and insights — key to deliver higher-quality, furthermore durable, and more reliable products and services, conforming to an organisation’s long-term goals.

While being a catalyst for growth, digital technologies may be disruptive, with far-reaching effects on business models and employment. The risk to labour from automation can be side-stepped with technologies-to-aid like ‘cobotics’ — where robots are employed to complement rather than replace workers. In addition, digital platforms are creating digital global marketplaces, reducing the need for investing in individual asset-heavy supply chains and enabling small businesses’ participation. Furthermore, investing in relevant skill sets to be able to utilise the evolved technologies is vital for production and to drive competitiveness.

There is no single recipe for successful tech-based development, yet there are several vital ingredients. India is in the process of leveraging learnings from established tech-based economies of the West, which had implemented the following basics for economic development:

‒ a research base that generates new knowledge

‒ mechanisms for transferring knowledge to marketplaces

‒ sources of risk capital

‒ a technically skilled workforce, and

‒ an entrepreneurial culture.

India has a number of factors in its favour, including a growing market, a large workforce with diverse skill sets, demographic dividend, English-speaking scientists and engineers, research and development centres of over 1,000 top global multinationals, the world’s third-largest technology start-up base and government focus to make the nation a place offering ease of doing business.

India’s challenges include issues relating to infrastructure — physical and digital, skill gaps, innovation ecosystem, public–private partnerships, support for MSMEs, data security and privacy, standards-based interoperability and a conducive regulatory framework. Collaborative efforts by central and state governments, industry, academia, research and financing institutions are the need of the hour to leverage digital manufacturing revolution and reap the benefits of competitive business landscape.

Technology-based innovation has become imperative to drive the future growth in businesses. To ensure jobs creation and economic development, India can incentivise the adoption of digital technologies, development of requisite digital ecosystem and augment competitiveness while meeting the requisite skill gaps.

**Summit Brief:**

The Case Study Competition is a refreshing, stimulating and dynamic contest, through which teams coming from individual firms/Institutions will get the opportunity to learn from and compete against teams from other participating firms, in an environment which is empowering team building, harnessing competitiveness and encouraging innovative thinking.

This competition consists of case study analysis and presentation of the solutions. The objective of the contest is to share the views of leading professionals on various categories and to provide a platform to recognize the talent in the industry.

**The Summit will showcase India’s leading innovation practitioners in the following five categories:**

1. **Innovation in Manufacturing & Services**

The award recognises the breakthrough achieved by an organisation in enhancing its productivity and efficiency via the introduction of a new or improved manufacturing or service delivery process. The process must have an element of innovation and displayed a tangible positive impact on the business model of the organisation over a period of time. Additionally, it should act as a new benchmark for peers across the industry.

1. **Innovation in Research and Development (R&D) and Artificial Intelligence (AI)**

Firms/Institutions under this award category must have employed inventive research and development practices towards developing new products and services, which are capable of changing the landscape of the industry. The enterprises should have made significant investment in R&D activities – with an emphasis on emerging technologies such as Artificial Intelligence (AI) and integrating them into existing processes. The firms/institutions must mention about the patents registered by them, which have contributed to the development of concrete business solutions.

1. **Innovation in Digital**

This category of award recognizes digital transformation initiatives which have had a significant and measurable business impact. Firms/Institutions in this category should have used technology to drive business innovation, including Artificial Intelligence (AI), Internet of Things (IoT), virtual reality/augmented reality, cloud, data analytics, and mobile/smart devices. The initiatives would be evaluated on parameters including - complexity, scale, business outcomes and innovation

1. **Innovation in Learning and Development (L&D)**

The award is in recognition of an organisation/Institution that has developed and implemented a leading-edge program with measurable impact on employees and the organization and used innovative learning practices to inculcate a dynamic work culture throughout the enterprise. It should have explored the use of digital / technology platforms as a means of imparting L&D within the organisation

1. **Innovation in Sustainability & Corporate Social Responsibility (CSR)**

The Innovation in Sustainability & CSR award recognises enterprises/Institutions which have managed to incorporate sustainable business practices as a part of their DNA and adopted a different approach to CSR practices, in a manner by impacting stakeholders and communities via its business model

**Guidelines & Rules at a glance:**

To participate in the case study contest please go through the participation criteria and send us the confirmation through the dully filled consent form

1. **Eligibility**

The case study contest is open for the above mentioned areas for any firm/company/organization/ Institutions in India and have implemented by your company/ organization/ institution within the last   
3 years.

1. **How to Participate?**

Interested Organizations/Institutions can finalize a team for the case study contest. The teams can have min 1 to max 4 professionals from the same organization/Institution. Organizations/Institutions can fill the Consent form and send to Ms Ekta Nayyar at enayyar@aima.in.

1. **Stages of Case Study Competition** –

**The Preliminary Stage-**

* + The teams are required to submit a comprehensive live case study from their organization which posed a challenge for them and the solution which was envisaged, implemented and measured for results.
  + The cases received will undergo First round of Screening by the Knowledge Partner in each category on the basis of Uniqueness, Impact, Scale and Sustainability. The Top 3 case studies in each category would be shortlisted for the Jury Round.

**The Final Stage-**

* + The Participants shortlisted in the preliminary stage will discuss the case study exhaustively through a ppt and present the salient features to the judges through Audio/Video Conferencing on 18th November 2017.
  + The presentation time for the second round is 10 minutes and 5 minutes for questions by judges and other teams.
  + The winner in each category will be selected by the jury panel alongwith our Knowledge partner & AIMA based on the evaluation parameters.
  + The winners will get the opportunity to present their cases at the Summit on 23rd Nov 2017.   
    They will also be conferred with the awards during the summit

1. **Participation Fee**

The Contest entrails a nominal fee as per the enclosed consent form per entry. This fee will also entitle you to the following additional privileges:

* 2 complimentary delegates to the Summit
* Acknowledgement of your company logo on a specially created signage at the Summit venue
* Acknowledgement of your company logo in the summit brochure to be distributed to all attendees

*Pre-registration and pre-payment is MUST for participation. The participation fee along with the Case study must reach AIMA through DD/Cheque before Wednesday,8th November 2017 at the below given address*

**The Director**Center for Management Development (CMD)  
**All India Management Association (AIMA)**Management House, 14, Institutional Area  
Lodhi Road, New Delhi – 110 003, India  
Tel: 011- 4312 8100, 24645100 Extn-240

*(Refer Consent Form for Fee details).*

1. **Submission Format:**

* The response to the case study should be submitted in the template (**word format)** and should not exceed **3000 words**. Details of format to be used: font type - **Arial, Font Size – 10**.
* A **power point presentation** should also be sent with the executive summary of the case study to be presented in the Video/audio conference on Saturday, 18th November 2017. The presentation should be limited to not more than 10 slides only excluding appendix slides (appendix slides should not exceed 5 slides)
* Both the above files should be named in the given format
  + **“AIMA Case Study Competition\_*OrganizationName\_word”* &**
  + **“AIMA Case Study Competition\_*OrganizationName\_PPT*.pdf“** and sent along in the same email to Ms Ekta Nayyar at [enayyar@aima.in](mailto:enayyar@aima.in)
* Subject line of the email: AIMA Case Study Competition on Best Innovative Practices
* The verdict of the jury will be final. In the event of a tie, the Expert Committee and Jury will cast a vote.

1. **Evaluation Parameters:**

Initial shortlisting of the entries will be based on the word document submitted by the organization. Following will be the **Evaluation Criteria for all Categories**

**Uniqueness**

* Unique within the Company
* Unique with respect to the Industry in India
* Unique with respect to the Industry in the world

**Impact**

* People/ Society- Impact on the untended customer, number of people impacted and degree of impact; other impact on people/ society
* Economic Impact- top line/ bottom line of the organization (before and after)
* Environmental Impact- Assessment on carbon footprints (This is a desirable criteria and not essential)

**Scale and Sustainability**

* Innovation has outlived, founding team, special resources and does not need special resources any more. Is self-sustainable
* Innovation has demonstrated scalability and/ or reached scale

1. **General Rules:**

* All decisions of AIMA in relation to the case study competition shall be final and no queries or correspondence will be entertained in this regard.
* Plagiarism will result in disqualification.
* AIMA reserves the right to refuse the participation of, or to disqualify any Team and/or Participant from the Contest at any time. All decisions taken by AIMA, including any decision to refuse participation of or to disqualify any Team and/or Participant from the Contest shall be final and binding on the Participants.
* AIMA reserves the right to shorten, modify or cancel the Contest at any time, without assigning any reason. AIMA shall have no liability in the event of such shortening or modification or cancellation, and neither the Participant Teams shall be entitled to make any claim against AIMA in this regard.

**Contact Us:**

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