



**Friday, 12th
January 2024**

12th Innovation Practitioners Case Study Contest and Summit

Online Mode



Overview

In today's ever-evolving and unpredictable world, success requires new levels of resilience and agility, rooted in responsible and sustainable practices that preserve our planet for future generations. Alongside Innovative ideas and solutions are the need of our times to enable business, and its stakeholders, create and put ingenious solutions in place.

AIMA is pleased to bring to you the 12th Edition of Innovation Practitioners Case Study Contest and Summit (Online) which seeks to identify and applaud teams which have undertaken this challenge to achieve competitive advantage and excel in a volatile business environment by staying ahead of the curve adopting such innovative methods in their modus operandi.

About The Case Study Contest

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 and compete against teams from other participating firms, in an environment which empowers team building, harnesses competitiveness and encourages innovative thinking.

This contest is of case studies based on recent innovations in an organisation and presentation of its implication/solutions. The objective of the contest is to showcase hi-impact innovations and its practitioners and to provide a platform to recognize this talent in the industry.

The case study contest will showcase India's leading innovation practitioners in the following three categories.

1. Technological Innovation

This segment would aim to recognize digital and/or technological transformation initiatives which have had a significant and measurable business impact. Firms/Institutions participating in this category should have brought about or adopted digital change or advancement in any technology to further business objectives and improvements, which may include but not restricted to use of Artificial Intelligence (AI), Internet of Things (IoT), virtual reality/augmented reality, cloud computing, data analytics or any other form of digital / technological change. These innovations can be captured as best practices in a case study.

2. Business Model Innovation

Business model innovation involves rethinking and reshaping the fundamental strategies and structures through which businesses create, deliver, and capture value. It's about breaking free from conventional approaches and embracing fresh concepts, such as new revenue streams, distribution channels, partnerships, and customer experiences.

This transformative process empowers companies to adapt to evolving market dynamics, technology shifts, and customer preferences. By continuously challenging and evolving their business models, organizations can enhance their competitiveness, profitability, and sustainability.

Business model innovation is a strategic imperative for staying ahead in a dynamic, ever-changing business landscape and unlocking new avenues for growth and success. This segment would recognise organisations who have successfully changed their existing business model thus creating and delivering enhanced advantage and value through this innovation.

3. Manufacturing & Services Innovation

This category embraces excellence in manufacturing, supply chain, and logistics, along with products and processes. It also encompasses innovations in services, logistics, and other forms of disintermediation, as well as emerging technologies.

Manufacturing and services innovation represents a dynamic process of enhancing production, processes, and customer experiences. In manufacturing, this can encompass automation, 3D printing, sustainable practices spanning processes, standards, quality, and more. It explores the possibilities unlocked by omnichannel distribution, automation, self-service and logistics.

In services, it should have led to a culture of innovation for organizations to stay competitive, improve efficiency, and cater to evolving consumer demands and to the growth in organisation's bottom-line or enriched customer experience. Case studies may spotlight these innovative facets and their profound impact on business transformation.

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 duly filled in Registration & Consent form

1. Eligibility

The case study contest is open for any firm/company/organisation/institution that has devised innovation in any or multiple of the Three categories listed above

Organisations/Institutions can nominate more than one case study in one category and can also nominate across categories.

2. How to Participate?

Step 1: Submission of Registration & Consent Form:

- Interested firm/company/organisation/institution to submit the filled in Registration & Consent form to AIMA

[CLICK HERE](#) to download form

Note :The submitted case studies can be published at AIMA India Case Research Centre (ICRC). ICRC offers an option to publish and distribute these case studies across the globe in leading B Schools and Training organisation. This will give a great visibility and branding opportunity. Those organisation who are NOT open to the idea of publication of cases with ICRC should Tick no option in the consent form.

Step 2: Submission of Case Study, PPT and Participation Fee:

- The case study in soft copy along with the participation fee to be sent to AIMA to reach us latest by 3rd January 2024. To confirm participation fill in the registration form with payment.
- The teams are required to submit a comprehensive case study from their organisation which posed a challenge for them and the solution which was envisaged, implemented and measured for results.

Step 3: Participation at the Jury Presentation Round:

- The case studies received would be evaluated on the basis of Uniqueness, Scale and Sustainability through a jury presentation on 10th January.
- The Case study presentations will be made through Video Conferencing as per the presentation slot provided to the respective organisations.
- The presenters would be expected to explain the salient features of the innovation and its overall impact.
- Each Case Study will be given 10 minutes for presentation and 5 minutes for Q&A by the Jury members.
- The winner in each category will be selected by the jury panel based on the evaluation parameters.

Step 4: Winning Team Presentations & Recognition at the Summit:

- The winners in each category will get the opportunity to present their cases at the 12th Innovation Practitioners Summit scheduled to be held on 12th January.

3. Participation Fee:

Participation Fee	1 Case Study (Fee in INR)	2- 3 Case Studies (Fee in INR)	4 & More Case Studies (Fee in INR)
Fee before GST	₹ 25,000 each	₹ 22,500 each	₹ 20,000 each
Total Fee after GST @ 18% (per case study)	₹ 29,500 each	₹ 26,550 each	₹ 23,600 each

4. Submission Format:

The entry to the case study contest should be submitted in a fixed format.

[CLICK HERE](#) to download the Case Study Template.

5. Key Dates:

- Last date for submission of Case Study, PPT and participation Fee - **3rd January, 2024**
- Presentation of the shortlisted cases to the Jury for final round - **10th January, 2024**
- 12th Innovation Practitioners Summit and Winning Teams Recognition - **12th January, 2024**

6. Evaluation Parameters:

Initial shortlisting of the entries will be based on the word document submitted by the Organisation. 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 Global practices

Impact

- People/ Society- Impact on the intended customer, number of people impacted and degree of impact; other impact on people/ society
- Economic Impact- top line/ bottom line of the Organisation (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.

7. General Rules:

- All decisions of AIMA in relation to the case study contest 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 the 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.

For more information [CLICK HERE](#)

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