



AIMA CSR & Innovation Contest & Summit

CSR & Innovation Contest | Online | 27th January 2026

CSR & Innovation Summit | AIMA, New Delhi | 30th January 2026

*Showcase the best in your organisation in CSR & Innovation
Learn, Compete & Be Recognised.*

OVERVIEW

AIMA has successfully conducted 11 editions of the Business Responsibility Summit & CSR Contest and 13 editions of the Innovation Practitioners Case Study Contest & Summit. This year, AIMA announces the AIMA CSR & Innovation Contest and Summit, a consolidated platform integrating these flagship initiatives. The programme underscores responsibility and innovation, two strategic pillars of modern business. The CSR Contest recognises corporates and PSUs driving tangible social impact through responsible practices, while the Innovation Contest honours organisations implementing transformative solutions in technology, business models, and services. Together, they provide a premier platform for showcasing best practices, knowledge exchange, and recognition of organisations shaping India's sustainable and innovative future.

AIMA CSR Project Excellence Contest | ONLINE | 27th January, 2026

The CSR Project Excellence Contest is a refreshing, stimulating and dynamic case study contest through which teams coming from individual organisations will get the opportunity to learn and compete against teams from other participating organisations, in an environment which empowers team building, harnesses competitiveness and encourages innovative thinking. This contest aims to showcase the best of CSR Projects undertaken by both Corporates as well as Public Sector Companies. It will provide a platform on which award winners will get a chance to present their outstanding achievements to the wider world.

The Project Excellence Case Study Contest will project India's leading CSR initiatives in the following two categories :

CSR Programme Lead



Dr Bhaskar Chatterjee

Public Sector Companies:

Category 1: Project Value 20-50 lakhs

Category 2: Project value 50 lakhs & above

Private Sector Companies:

Category 1: Project Value 20-50 lakhs

Category 2: Project value 50 lakhs & above

Organisations / Institutions which have successfully managed and implemented CSR in business practices as a part of their DNA are recognised.

CSR CONTEST : GUIDELINES & RULES AT A GLANCE

- **Eligibility:** Open to any organisation implementing CSR projects in either of the two categories; projects must be completed or ongoing for at least six months.
- **Submission Requirements:** Completed projects should include available evaluation/audit reports; organisations may submit multiple projects across categories.
- **Registration Process:** Firms must email the filled Registration & Consent Form to AIMA.
- **Project Entry Submission:** Case Study PPT, any project documents and participation fee must be emailed to AIMA by 22nd January to the undersigned.
- **Jury Evaluation:** Shortlisted projects will be evaluated via video conference presentations based on design, implementation quality, monitoring, impact, and third party evaluations.
- **Final Recognition:** Winners will present their case studies at the AIMA CSR & Innovation Summit on 30th January, 2026 and must attend in person to receive recognition.

Evaluation Parameters

The project received would be evaluated on the basis of • **Design** • **Quality of Implementation** • **Monitoring (MIS)** • **Impact**

Evaluation (particularly independent / third party evaluation where applicable).

Initial shortlisting of the entries will be based on the PPT formats submitted.

AIMA Innovation Case Study Contest I ONLINE

27th January, 2026

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



Ravi Arora
Head, Group Innovation
Tata Sons | Author

1. Digital & Technological Innovation

Digital or technological transformation initiatives should demonstrate clear, measurable business impact through the adoption or advancement of modern technologies. Organisations may showcase innovations involving AI, IoT, VR/AR, cloud computing, data analytics, or similar tools that drive strategic improvement. These achievements should be presented as best practice case studies capturing objectives, execution, and results.

2. Manufacturing & Services Innovation

Manufacturing and services innovation focuses on advancing production, processes, logistics, and customer experiences. It includes breakthroughs such as automation, 3D printing, sustainability practices, omnichannel distribution, and emerging technologies. In services, it promote a culture of innovation that boosts efficiency, competitiveness, and customer satisfaction. This category recognises organisations whose innovations have transformed operations and delivered measurable business impact.

3. Business Model Innovation

Business model innovation is the reinvention of how a business creates, delivers, and captures value. It involves adopting new revenue models, channels, partnerships, or customer experiences to break from traditional approaches. This evolution enables organisations to stay competitive amid shifting markets, technologies, and customer needs. The segment recognises firms that have transformed their business model to deliver greater advantages and value.

Evaluation Parameters :

Evaluation Parameters below based on which initial shortlisting will be done of the submitted PPT document

Uniqueness

- Unique within Company • Unique within the Indian Industry • Unique compared to global practices

Impact

- People/Society – extent and degree of impact on intended beneficiaries
- Economic Impact – effect on the organisation's top line/bottom line; optional environmental impact on carbon footprint

Scale and Sustainability

- Innovation is self sustaining and no longer dependent on founders or special resources
- Innovation has demonstrated scalability



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 to firms, companies, and organisations from both the public and private sectors. Organisations / Institutions may submit more than one case study within a single category and may also submit entries across multiple categories under both the CSR and Innovation contests. Each submitted case study must focus exclusively on one CSR project or one innovation initiative and provide complete details of the same.

2. How to Participate?

Step 1: Submission of Registration & Consent Form

- Interested firm/company/organisation/institution to download, fill in and submit the filled in Registration & Consent form to AIMA at the earliest once decided to participate to reserve their spot along with payment. 

Step 2: Submission of Case Study PPT

The case study in soft copy along with the participation fee to be sent to AIMA to reach us latest by 22nd January, 2026. The teams are required to submit a comprehensive case study in PPT slides as per case study template provided. 

Step 3: Participation at the Jury Presentation Round

- The case studies received would be evaluated on the basis of respective evaluation parameters outlined through a jury presentation on 27th January.
- The Case study presentations will be made online through Video Conferencing as per the presentation slot provided to the respective organisations.
- The presenters would be expected to explain the salient features of their project/ presentation and its overall impact.
- Each Case Study will be given 10 minutes for presentation and 5 minutes for Q&A by the Jury members. We stick to the timings strictly.
- 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 of the Contest will get recognised and have the opportunity to present their cases at the AIMA CSR & Innovation Summit scheduled on 30th January in AIMA ,New Delhi.



INFORMATION FOR BOTH CSR & INNOVATION CONTEST

The Case Study Document for the CSR & Innovation Contest should be submitted in a fixed format. Click [Here to download.](#)

PARTICIPATION FEE

1 CASE STUDY	2-3 CASE STUDIES	4 & MORE CASE STUDIES
INR 30,000	INR 27,500 PER CASE STUDY	INR 25,000 PER CASE STUDY

Plus GST as applicable

Below Discount as applicable is over and above the bulk discount mentioned above.

Early Bird Discount - INR 5000 per project entry for confirmation received with payment and filled-in Registration Form by 10th January 2026

PARTICIPATION FEE FOR SUMMIT – AIMA, NEW DELHI

NO. OF DELEGATES	1-2 DELEGATES	3-5 DELEGATES	5 & ABOVE DELEGATES (INR)
FEES	₹ 3000 PER DELEGATE	₹ 2500 PER DELEGATE	₹ 2000 PER DELEGATE

*** Contest Participating Teams get one complimentary delegate seat at the Summit per project participated with. Separate Registration though must for the Summit.*

KEY DATES:

- Last date for submission of Case Study PPT and participation Fee – **22nd January, 2026**
- Presentation of the shortlisted cases to the Jury – **27th January, 2026**
- AIMA CSR & Innovation Summit and Winning Teams Recognition – **30th January, 2026**

The submitted case studies can be published and distributed across the globe in leading B Schools and organisations through AIMA's India Case Research Center (ICRC). This will give great visibility and branding opportunity. Those organisations who are NOT open to the idea of publication of cases with ICRC should Tick no option in the Registration & Consent form.



GENERAL RULES:

- Fee once paid, cannot be withdrawn or adjusted against any other programme of AIMA. However, in case of any rare dropout, an alternative must be nominated.
- The nominating authorities must intimate the participants about the competition and format and share all relevant documents.
- 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.

ABOUT AIMA

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body for management in India with over 38000 members and close to 6000 corporate / institutional members through 68 Local Management Associations affiliated to it. AIMA was formed close to 70 years ago and is a non-lobbying, not for profit organisation. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

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